

PROMOTION COMMITTEE CHECK LIST

I. Assessment & Planning

1. Develop position statement (See ER Committee activity)
2. Identify local targeted market segments
3. Evaluate current promotional program
4. Create comprehensive annual calendar of promotion & budget (See image, special events & retail sales below)

II. Image Development – creating positive impressions of Downtown

1. Slogans, graphics, & jingles
2. Street banners (see Design Committee activities)
3. Buttons, balloons, hats & tee-shirts
4. Downtown directory
5. Annual joint advertising campaign
6. Formal annual evaluation process for image development activities

III. Special Events – reinforcing Downtown’s image and generating pedestrian traffic Downtown

1. Heritage festivals
2. Holiday celebrations
3. Farmer’s markets & other agriculture themes
4. Cultural displays & demonstrations: art, music, dance, & acting
5. Social & athletic themes
6. Ingredients: music, food, activities for children, something for free, & overlapping activities.
7. Logistics: traffic & parking; security & safety; restrooms & trash; utilities & equipment; insurance & royalties
8. Underwriting & sponsorships (prizes/ awards)
9. Advertising media: radio, TV, print
10. Notification: block captions, information tree, flyers & posters

11. Business support: window displays; interior decorations
12. Memorabilia: buttons, hats, tee shirts, etc.
13. Formal evaluation process

IV. Retail – increasing sales

1. Discount sales
2. Seasonal merchandise movers
3. Cluster businesses & cross promotions
4. Window displays & interior decorations
5. Advertising media: radio, TV, print
6. Notification: block captions, information tree, flyers & posters
7. Drawings & prizes
8. Business evaluation forms

V. Christmas

1. Open house
2. Santa
3. Ceremonies
4. Street entertainment & food
5. Parade
6. Windows & decorations
7. Advertising
8. Home tour

VI. Tourism

1. Downtown walking tour
2. Motor coach tours
3. Special events (See above)
4. Country Fair tie-ins
5. RAGRAI

VII. Measuring Promotion Success

1. Percentage of sales increases
2. Vehicular & pedestrian traffic counts
3. Roof-top pictures
4. Ticket sales & drawings
5. Concessions & give-a-ways
6. Business Evaluations