



# *Mount Airy Main Street Association*

## **Promotions Committee**

### **PURPOSE:**

- Develop a marketing strategy
- Enhance districts image
- Provide assistance at retail events
- Develop special events

### **INTERNAL TASKS:**

- Draft a committee work plan
- Analysis existing promotional calendar and events
- Develop a promotional strategy based on market analysis
- Develop an advertising strategy

### **EXTERNAL TASKS:**

- Create a logo for the Main Street district
- Produce a printed calendar of Main Street events
- Produce a business directory
- Develop an image-enhancement ad campaign for the district
- Develop holiday promotions and decorations
- Develop retail tie-ins to existing events; add fresh promotion / ads, new activities

**CHAIR: Ellie Bonde**

**EXECUTIVE COMMITTEE LIAISON: Pamela M. Reed**

**Members:**