

# 2011-12 Promotion Committee Work Plan

## **Overall Objective for Promotion Committee:**

To promote Downtown Waterville as a destination for shopping, dining, arts & culture.

### **Objective 1: Raise Awareness of Downtown Events and Businesses**

- Maintain an online directory that lists downtown businesses, historic buildings, and the full calendar of events.
- Evaluate individual events to identify opportunities for increased promotion (through radio, tv, and newspaper) and attendance.
- Work with area colleges to familiarize college students (as well as their families) with downtown businesses and events. Make a renewed effort to reach out to Thomas & KVCC.
- Evaluate possibilities for outreach to summer camps – both families of attendees and staff.

### **Objective 2: Market Downtown to visitors.**

- Launch a Downtown Business Branding Initiative using the City's new brand to create customized posters for individual businesses and a special "Downtown Look Book" for check-out counters, hotel lobbies, etc.
- Work with local hotels and other businesses/organizations to develop lobby displays and other creative ways to promote downtown Waterville.
- Explore potential partnerships with Colby & Thomas College to promote downtown to Special Programs visitors.

### **Objective 3: Develop a well-coordinated program of retail activities in Downtown.**

- Coordinate a Downtown Holiday Open House with caroling, sleigh rides and more to encourage local holiday shopping.
- Develop a cooperative advertising package to encourage Shopping in Downtown Waterville during the holidays.
- Conduct a retail promotion for the first quarter (January – March) – Cabin Fever day with special services and activities at participating retailers.

### **Objective 4: Develop a well-coordinated program of special events to present downtown as a place to have a good time and enjoy arts & cultural opportunities.**

- The Hill 'n the Ville Music Festival, September
- Get Up Downtown, September-December
- Harvest Fest, October
- Winter Wonderland Gala, November
- Parade/Kringleville, November-December
- Seize the Mic, March-April
- Maine Open Juried Art Show, March-April
- Waterville Intown Arts Fest, July
- Continue to work with the Waterville Opera House to develop additional programming opportunities that will attract more people and highlight the Opera House as a downtown resource.
- Incorporate activities into existing events or develop new events that specifically attempt to attract young people to downtown