

**Workplan Page**

Committee	Promotion
Board Approval Date	
Budget Allocation	

Goal: Market downtown Heflin and its businesses

Activity: Mare

Outcome: Increase business traffic and exposure; host events that promote downtown as a gathering place and event venue

Tasks	Person Responsible (Name)	Staffee Committee (Time)	Task Deadline (Date)	Budget \$\$	Follow-Up Required (If needed)
1. Create Brochure	Abby/Tanya		9/15		
2. Evaluate & Determine Marketing Media Options	Shane/Tamm y				
3. Partner with Keep it in Cleburne Committee/Promotions/Tourism	Hannah/Beverly				
4. Promote Seasonal Campaigns	Shane/Brittany				
5. Upcoming event Calendars for Store Bags	Tanya		Each Quarter		
6. Facebook Posts for Hours of Operations	Tanya		Each Quarter		
7. Main St. Merchant Communication	Tanya		Once a month		