

## Promotion Committee

The Brainerd Main Street Program is based on the National 4-point Approach: **Organization, Economic Restructuring, Design, and Promotion**

**Organization:** Getting everyone working toward the same vision for Downtown Brainerd

**Economic Restructuring** (Business Improvement): Getting Downtown Brainerd businesses busier

**Design:** Getting Downtown Brainerd into top physical shape

**Promotion:** Getting more people to visit Downtown Brainerd

This Promotion Committee is extremely important to the success of our Downtown Brainerd Main Street area, as well as the success of our community as a whole. Your participation on the Promotion Committee will help bring results to our community and make your vision for the commercial district a reality.

### **What can the Downtown Brainerd Main Street area expect to achieve in the area of promotion?**

1. Promotion that meet specific goals
  - a. Increased foot traffic
  - b. Increased sales/funds raised
  - c. Increased publicity
2. Promotions that target specific customers or better match existing downtown customers
3. Brand recognition
4. A larger market and greater market share

### **Roles of the Promotion Committee**

1. Development of image promotions
2. Development of retail promotions
3. Development of special events
4. Bringing tourists to the downtown
5. Strategic creation of promotion calendar
6. Development of marketing strategy
7. Creation of quality graphics and branding campaigns

### **Results of the Promotion Committee**

1. Establishment of downtown as center of activity
2. Well attended special events
3. Sales increases in downtown businesses
4. Downtown business cohesion and participation
5. Excellent media coverage in downtown
6. Downtown maintains or develop enticing image
7. Downtown attracts visitors
8. Downtown traffic!
9. Popular holiday events

### **What is my commitment?**

1. Monthly committee meetings (1 hour)
2. 1 – 2 hours outside committee meetings for special projects/per month
3. Event participation
4. One year committee term