

## Program of Work: Marketing and Promotions

TASK	SOURCE	% COMPLETED	STEPS COMPLETED	TO DO
Create a <b>brochure/map</b> for downtown with insert feature that allows for updates to store information.	Ren Plan Arn Muld	50%	<ul style="list-style-type: none"> <li>Promotional information created for restaurants (Dining Guide)</li> </ul>	<ul style="list-style-type: none"> <li>Design and reproduce folder with information on downtown businesses</li> <li>Update inserts as needed</li> </ul>
Tie into the Newcomers Guide being distributed by the Town of Wake Forest. Create <b>Welcome Boxes</b> to be distributed by real estate agents to new residents informing them about downtown events, businesses and restaurants.	Ren Plan	100% ongoing	<ul style="list-style-type: none"> <li>Welcome Boxes completed and distributed</li> <li>The boxes are updated as needed</li> </ul>	
Ensure the WFDRC is represented at downtown festivals with <b>booth</b> and display used to educate the public on the organization's program of work. The WFDRC can also take this opportunity to ask the public for financial support and to recruit volunteers.	Ren Plan	100% ongoing	<ul style="list-style-type: none"> <li>Ensured the WFDRC is represented through press releases</li> <li>Represented WFDRC at Party of the Century, Meet in the Street and other events</li> </ul>	<ul style="list-style-type: none"> <li>Using every opportunity to communicate the mission and program of work of WFDRC to general public</li> </ul>
<b>Promote Downtown Wake Forest</b> as a destination for special events and unique offerings such as specialty shops, restaurants, and historic buildings not found elsewhere in Town.	Ren Plan Arn Muld	100% ongoing	<ul style="list-style-type: none"> <li>Have created a wide variety of events</li> <li>Promote with press releases why to come Downtown</li> </ul>	<ul style="list-style-type: none"> <li>Strategic marketing of "Why Downtown?"</li> </ul>
Provide <b>resource library</b> for downtown businesses owners that contain books and other materials that address issues such as marketing and running a small business.	Ren Plan	100% ongoing	<ul style="list-style-type: none"> <li>Provide helpful retail tips in monthly newsletter</li> <li>Provide information as people ask</li> <li>Joined National Main Street program to have resources on successful development</li> </ul>	<ul style="list-style-type: none"> <li>Continue to provide information</li> <li>List resource books available on website</li> </ul>
Prior to next FY secure <b>advertising agreements</b> with media outlets such as Wake Weekly, WF Gazette or others.	Ren Plan Arn Muld	75%	<ul style="list-style-type: none"> <li>Work towards this prior to 2009 Calendar Year</li> <li>Postponed for strategic planning</li> </ul>	<ul style="list-style-type: none"> <li>Review proposals</li> </ul>
Encourage <b>employee parking</b> in interior lots and not on the street	Ren Plan	75%	Ongoing	Ongoing

**SOURCE** indicates origin of the task. Ren Plan=Renaissance Plan, Arn Muld=Arnett-Muldrow analysis, 2006

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Consider <b>online advertising</b> options such as on the Wake Weekly website, other local sites, or partner sites as well as regional and state sites or relevant trade association sites	Ren Plan Arn Muld	75%	<ul style="list-style-type: none"> <li>Use free online advertising such as facebook and MyNC.com</li> </ul>	<ul style="list-style-type: none"> <li>Continue to use free options for adverting downtown</li> </ul>
Expand marketing campaign to larger region—host <b>media day</b> in Downtown	Ren Plan Arn Muld	20%	<ul style="list-style-type: none"> <li>Strategic marketing plan will address this issue</li> </ul>	<ul style="list-style-type: none"> <li>Strategic marketing plan</li> </ul>
Create a second printing of the <b>shopping and dining guide</b>	Ren Plan Arn Muld	75%	<ul style="list-style-type: none"> <li>Staff created rack card with all the dining locations in Downtown</li> </ul>	<ul style="list-style-type: none"> <li>Create map for kiosk</li> <li>Retail and professional services rack cards</li> <li>Secure funding</li> </ul>
Continue the program of keeping in stock at the WFDRC office <b>promotional items from downtown businesses</b> that are added to the promotional bags for distribution at events	Ren Plan Arn Muld	100%	<ul style="list-style-type: none"> <li>Promotional items provided by merchants</li> </ul>	Ongoing
Provide quarterly meetings with downtown business owners.		100%	<ul style="list-style-type: none"> <li>Per the Chamber agreement, we work together to hold monthly Downtown Stakeholders meetings</li> </ul>	<ul style="list-style-type: none"> <li>Creating alternate workshops to reach out to all Downtown merchants</li> </ul>
Establish a simple yet effective <b>monthly communication tool</b> to business owners		100%	<ul style="list-style-type: none"> <li>Monthly newsletter</li> <li>Monthly Stakeholders communications</li> </ul>	Ongoing
Establish a simple yet <b>quarterly communication tool</b> to property owners		100%	<ul style="list-style-type: none"> <li>Monthly newsletter</li> </ul>	Ongoing
Develop a <b>hotel guide</b> that lists festivals and events	Ren Plan	80%	<ul style="list-style-type: none"> <li>Advertise with Greater Raleigh Visitor's Bureau</li> </ul>	<ul style="list-style-type: none"> <li>As we create and secure funding, staff will distribute destination pieces to hotels</li> </ul>
Create a <b>parking guide</b> that identifies locations for parking	Ren Plan	75%	<ul style="list-style-type: none"> <li>Internal map created with parking areas</li> <li>Wayfinding Signs will point out parking areas</li> </ul>	<ul style="list-style-type: none"> <li>Publish parking map</li> <li>Install parking signs</li> <li>Create parking rack card</li> </ul>