

## Promotion Committee

The Promotion Committee's primary responsibility is to market a unified, quality image of the business district as the center of activities, goods and services to retailers, shoppers, investors and tourists. The responsibilities of this committee are broad and typically include coordinating advertising, reversing negative images of the downtown, implementing special events and establishing good media relations.

The promotion committee's first job should be to conduct a thorough inventory of all current community and downtown promotional activities by checking with the chamber of commerce, local arts groups, the merchant's association and all service clubs. Next, the promotion committee and the board should make some basic organizational decisions about the committee's role and activities. Most Main Street Programs have found that combining assistance to existing programs with development of a limited number of new promotional activities is the best way to implement a comprehensive, balanced promotions calendar.

The promotions committee's responsibilities are different from those of the chamber's business and promotion committees or those of the downtown merchants association. The chamber has community wide responsibilities and thus cannot concentrate solely on the downtown area. The merchant's association focuses on events that build retail sales and increase store traffic. The activities of these groups support the goal of creating a positive image for the downtown and, therefore, can usually tie in with general promotional activities and special events sponsored by the Main Street program. Members of the promotion committee might include representative of the downtown merchants association, chamber of commerce, local arts association, school board, library, special interest clubs, YMCA, an ad agency or bank marketing department. Beware of conflict of interest local radio and TV stations and newspapers may experience if their advertising sales representatives participate in the promotion committee.