

**Vancouver's Downtown Association
Committee Work Plan 2009**

| PROMOTIONS COMMITTEE | | | | | | | |
|--|----------------|---|------------------|-----------------|-----------------|-----------------|--|
| Purpose: The Promotions Committee supports a positive image of downtown by marketing downtown's unique characteristics. An effective promotional strategy considers area advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers. These activities improve consumer and investor confidence in downtown and encourage commercial activity and investment in the area. | | | | | | | |
| Members: Chair – To be appointed Colleen Boccia, Lee Coulthard, Lisa Fenderson, KC Fuller, Brianne Haller, Bryan Helfrich, Donna Horenstein, Temple Lentz, Nicole Leslie, Karen Magistrale, Nicole Meehan, Natalie Pacho, Jane Perkins, Linda Reid, Celinda Rupert, Susan Tissots, Kristy Weaver | | | | | | | |
| Recent Accomplishments: Successful art walks | | | | | | | |
| 2009 Workplan | | | | | | | |
| Project | Lead | Objective | Partners | Budget | Schedule | Priority | Comment |
| Art Walk | Kristy Weaver | Continue the great success | Galleries | \$6,000 | Monthly | High | Uptown Coordination Update flags to brand event |
| Walking Map | Celinda Rupert | Update every two years | Tribe 2 | \$5,000 | May '10 | High | Discount to VDA members to advertise |
| Turtle Place Events | TBD | Activate this new DT plaza | Chamber, VFM | \$1,500 | Monthly | High | National Night Out, Mayors Debate, Market |
| Employee Events | TBD | Engage employees in identifying events | | TBD | Monthly | Low | Host employees from surrounding businesses to brainstorm events |
| Art Installations | TBD | Fill vacant or underused storefronts with art | | TBD | Quarterly | Low | Create rotating art exhibits in empty storefronts. |
| Competitions | TBD | Activate DT | School Districts | TBD | Monthly | Med | Host marching bands, cheer leading, chess, and other competitions throughout downtown. Jane and Nicole to consider |
| Calendar of events | Rebecca Ocken | | | \$0 | Weekly updates | High | Maintain an up-to-date calendar of all community events for the VDA web site |
| TOTAL BUDGET | | | | \$12,500 | | | |