

**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			