



West Side main street

A program of the West Virginia State University Extension Service

Promotions Committee 2012 Work Plan

- VISION:** Charleston West Side Main Street, a vibrant commercial district with small town pride in the heart of the city.
- MISSION:** Charleston West Side Main Street will cultivate a sense of community by encouraging economic growth and preserving our commercial and residential resources.
- GOAL:** Enhancing the district's image and marketing the district's assets to customers, investors, new businesses, local citizens and visitors.

TASK/ACTIVITY	STEPS NECESSARY TO COMPLETE ACT/IVITY/TASK	RESPONSIBLE PERSONS	BUDGET	REQUIRED COMPLETE DATE	STATUS
<i>Business After Hours</i>					
<p><i>Purpose:</i></p> <p><i>Business networking</i> <i>Increasing membership</i> <i>and awareness in WSMS</i> <i>Showcase for business</i></p>	<ul style="list-style-type: none"> Determine Number of Events Dates and locations Partner with Organization Committee for increasing membership Determine catering options 	Secure event leader for each: _____ _____ Sign up Volunteers for Each: Greeters: _____ _____ Clean-up: _____ _____	\$500 per event		

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<i>Festivall Events</i>					
<p><i>Wiener Dog Races Saturday, June 2012</i></p> <p>Purpose: Showcase West Side as a positive location for family oriented businesses and events.</p>	<ul style="list-style-type: none"> ▪ Secure site ▪ Permits from City ▪ Food/beverage ▪ Sponsorships ▪ Registration forms and process developed ▪ Volunteer coordination ▪ Program/schedule development ▪ Community art component ▪ T-shirt sale ▪ Partnerships 	<p>Event Leader(s): Libby Ballard Volunteers: Need 50 volunteers</p>	<p>\$1000</p> <p>(This event brings in enough to cover the cost from FestivAll Sponsorship and from registration and T-Shirt Sales)</p>		
<p><i>Ice Cream Social Sunday, June 2012</i></p> <p>Purpose: Showcase the West Side as a positive location for family oriented events and social gatherings.</p>	<ul style="list-style-type: none"> ▪ Secure entertainment ▪ Permits ▪ Reserve stage ▪ Secure sponsors ▪ Food/beverage/ice cream ▪ Volunteer coordination ▪ Decorations ▪ Games/kids activities ▪ Partnerships 	<p>Event Leader(s): Brenda Ashworth Volunteers: Need ____ volunteers</p>	<p>\$1,000</p> <p>(This event is supported by FestivAll Sponsorship)</p>		

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Other Events

<p>OktoberWest Event Date: <hr/></p> <p>Purpose: Primary Fundraiser <hr/></p>	<ul style="list-style-type: none"> ▪ Site secured ▪ Fundraising ▪ Food/beverage ▪ Permits/insurance/ABC Permit ▪ Decorations ▪ Entertainment ▪ Kids activities ▪ Adult activities ▪ Community art project ▪ Program/schedule development ▪ Ad/promotion plan ▪ Ticket Sales Plan ▪ Sponsorships ▪ Sponsorship Letters 	<p>Event Leader(s): <hr/></p> <p>Volunteers: <hr/></p>	<p>\$8,000</p> <p>(Note: event needs to cover all expenses and generate a minimum of \$12,000 over and above expenses)</p>	<p>Event Plan to be completed by (date): July 1, 2012 <hr/></p>	
<p>Lower West Side Merchant/Public Event/Go West Walk Music/Public Art Tent Sale</p> <p>Bring shoppers and positive attention to the western end of the WSMS district.</p>	<p>Determine components of event</p> <p>Determine Date: Spring?</p> <p>Get Merchant Buy-in</p> <p>Publicize: WS Guide, Radio, Art community, Do it in conjunction with West Side Farmer's Market Event</p> <p>Needs: Tent, Artists to participate, Go-West Flyer of participating merchants with specials for the day, drawing for free prize at each location, promotion through the art community.</p>	<p>Event Leader <hr/></p> <p>Volunteers <hr/></p>	<p>\$500</p>		

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RETAIL /COMMUNITY CONCEPTS					
<i>Coordinate business advertising efforts along with West Side Guide along a theme for Go West using Go West Logos for all merchant's ads.</i>	Work with Economic Restructuring Committee	Promotion Leaders: _____ Volunteers:			

My Personal Notes/Next Steps/Follow-up for WSMS Promotions Committee

Date: _____
