

Promotion Committee

Protecting our *Past...*

Strengthening our *Present...*

Guiding our *Future...*

The Main Street Approach advocates a return to community self-reliance, local empowerment, and the rebuilding of traditional commercial districts based on their unique assets: distinctive architecture, a pedestrian-friendly environment, personal service, local ownership, and a sense of community.

Main Street strives to make a difference in the lives of our residents by providing our community the opportunity to revitalize the commercial business district through economic development and historic preservation.

Main Street merchants, building owners, and local government officials will learn how to promote our downtown business district by; making their buildings look attractive and functional, marketing their goods and services, and attracting new customers and business while maintaining high levels of customer service.



Would you like to be a volunteer for one of our committees?

Would you like to make a difference in our community?

Please Contact:
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Our Mission

To preserve and enhance historic downtown Sheridan to ensure future prosperity.

Our Vision

The Downtown Sheridan area will serve as the heartbeat of the community where people come together to enjoy the convenience and friendliness of hometown businesses, local services, specialty and convenience shopping and unique recreational and cultural activities. Our downtown will be the pride of our community providing both financial and intrinsic value, a popular destination for visitors as well as new businesses and residents while preserving our historical assets.

What does the Promotion Committee do?

The job of the Promotion Committee is to PROMOTE downtown as the center of commerce, culture, and community life for residents and visitors alike. To be effective, your committee must move beyond the typical “tried and true” downtown promotion ideas of yester year. You must think about promotion in a broader sense and develop new strategies by:

- **Understanding the changing market**-both potential shoppers and your “competition”
- **Identifying downtown assets**-including people, buildings, heritage and institutions
- **Defining Main Street’s market niche**-its unique “position” in the marketplace
- **Holding meetings**-to analyze data, develop strategies, brainstorm ideas, and plan events
- **Visiting merchants**-to get their ideas, solicit participation in events, and update them on plans
- **Talking with the media**-to answer questions, give them fresh news, or negotiate advertising
- **Coordinating groups**-to participate, attend, sponsor, or be a partner for promotional activities
- **Organizing projects**-to schedule participants, vendors, contractors and services
- **Running events**-to set up equipment, staff booths, supervise volunteers and manage events
- **Creating NEW image campaigns**-retail promotions and special events
–to lure people back into the downtown

Expectations for Committee Members

Members should at minimum expect to:

- Commit to at least one year of service
- Meet with committee once a month
- Volunteer 3-5 hours a month
- Attend all training sessions
- Learn the Main Street Approach
- Recruit and orient new members
- Take responsibility for projects
- Report all volunteer hours to the Downtown Sheridan Association office

Expectations for Committee Chair

Chair should meet all requirements above AND:

- Volunteer 6-12 hours a month
- Organize the committee's work plan
- Call and run committee meetings
- Delegate tasks to responsible members
- Appoint and oversee any subcommittee
- Report on Board issues to committee
- Attend the monthly Downtown Sheridan Association board meeting to report committee activities

It's good to remember that the Board sets the organization's direction, while committees make the projects happen. The Board may give general ideas about fundraising and volunteer recruitment, it should be looking to the committees for concrete work plan proposals that it will review and approve.

IMAGE IS EVERYTHING!

Who typically serves on the Promotion Committee?

Likely Candidates are:

- Downtown merchants
- Chamber of Commerce members
- Civic groups involved in the arts
- Marketing/advertising professionals
- Teachers of marketing or design
- Graphic designers and artists
- Staff in the advertising or tourism offices
- Reporters and editors
- People that want to be “part of the action”

Committees are the backbone of a Main Street program, providing the workers actually “roll up their sleeves” and get the work done, from planning to project implementation—and the Promotion Committee is no exception! You will be pulling together a large and lively group, for both your committee and your events. The vitality your promotions inject into the district will certainly be a source of satisfaction for your committee.



Downtown
Sheridan Association