

Workplan Page

Committee	Promotion
Board Approval Date	
Budget Allocation	\$200

Goal: Market downtown Heflin and its businesses

Activity: Organize and Implement 3 in store promotions

Outcome: Increase business traffic and exposure; host events that promote downtown as a gathering place and event venue

Tasks	Person Responsible (Name)	Staffee Committee (Time)	Task Deadline (Date)	Budget \$\$ 200	Follow-Up Required (If needed)
1. Hop2Heflin - April 15 - 21st	Abby			50	
2. Host Girls Night Out in June- 15% off total purchase.	Brittany		Same Promotion - Punch Card	100	
3. October In store (specify)	Tanya/Shane		Store Trick or Treat October 27th - Up to 31% off.	50	Casey - Create Canva Design Abby - Dress up selfie contest. And 5 - 9pm
4.					
5.					
6.					