

Workplan Page

Committee	Promotion
Board Approval Date	
Budget Allocation	

Goal: Market downtown Heflin and its businesses

Activity: Host Heflin Homecoming Event to support Organization fundraising

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 \$\$	Follow-Up Required (If needed)
1. Create HOCO marketing campaign	Shane/Tanya/Hannah		9/5	50	
2. Create design for t-shirt (fundraiser)	Kari/Abby/Brittany		9/5		COmplete
3.Communicate with all the stores/decorate	Tanya/Casey				
4.					
5.					
6.					