

Workplan Page

Committee	Promotion
Board Approval Date	
Budget Allocation	

Goal: Market downtown Heflin and its businesses

Activity: Host 4 events in downtown Heflin utilizing multiple areas of downtown

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. Host annual St. Paddy's on Main	Tammy/Tanya				
2. Host May- Days music events at the amphitheatre	Shane/Kari				
3. Host Heflin HOCO event	See Work Plan				
4. Host Holidays on Ross	Committee		10/1		
5.					
6.					