

**Workplan Page**

Committee	EV
Board Approval Date	
Budget Allocation	

Goal: Continue marketing plan to help feature current main street businesses

Activity: Feature Main Street businesses/residents on why they #iheartheffin

Outcome: Electronic ads featured on Heflin Main Street Facebook/Instagram page

Tasks	Person Responsible (Name)	Staffee Committee (Time)	Task Deadline (Date)	Budget \$\$	Follow-Up Required (If needed)
1.Select Heflin Main Street Businesses to feature in ads	Committee Chair	Ongoing		\$0	
2.Gather Photos and quotes from Heflin Main Street businesses/individuals for ads	Kori	Ongoing		Donated	
3.Create ads featuring Heflin Main Street businesses/individuals	P. Smith	Ongoing		Donated	
4.Distribute graphics to Heflin Main Street FB/Instagram pages	T. Maloney	Ongoing		\$0	
5.					

6.					
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