

PORT ANGELES DOWNTOWN ASSOCIATION
Work Plan
2012

PROMOTION

GOAL: TO PROMOTE DOWNTOWN AS THE CENTER OF COMMERCE, CULTURE, AND COMMUNITY LIFE FOR RESIDENTS & VISITORS.

Objective: EDUCATE THE PUBLIC AND MEMBERS ABOUT WHAT'S DOWNTOWN.

Activities:

1. Create yearly promotions & events calendar for all PADA activities.
2. Provide press releases about Downtown activities.
3. Establish interactive promotions that encourage discovery of what downtown offers.

Objective: MARKET A POSITIVE IMAGE OF DOWNTOWN.

Activities:

1. Develop articles for *Destination Downtown* insert combining current activities.
2. Expand promotion of "Downtown Dollars."
3. Tie promotions into events, conferences, etc. occurring Downtown.
4. Develop an image campaign.

Objective: CONTINUE AND STRENGTHEN PROMOTIONS.

Activities:

1. Evaluate current promotions for consolidation or expansion.
2. Partner with other organizations on promotions held in Downtown and throughout the community.
3. Facilitate complementary promotions for community and cultural events.