



## Marketing & Events Committee Work Plan

*"The mission of the Roxborough Development Corporation is to provide Roxborough residents with high quality shopping, dining and entertainment experiences."*



### MARKETING & EVENTS COMMITTEE

**Chairperson: Dan D'Angelo**

The *Marketing & Events Committee* creates a positive image of the business district and encourages customers and investors to live, work, shop, play, and invest in Roxborough. By marketing our unique characteristics to residents, investors, business owners and visitors, an effective promotional strategy forges confidence in the area through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers.

### Strategic Goals for Marketing & Events Committee in 2018-2019

1. Consider creating simple web pages for area businesses without an online presence for a small fee
2. Coordinate with other event sponsors and encourage them to make changes based on customer demographics
3. Review existing sponsorship and vendor fees and increase some each year
4. Create new retail or special events
5. Continue to collect email addresses
6. Work with partners to offer shopping opportunities before and after their events
7. Help businesses understand Yelp and Trip Advisor
8. Review all special events and make changes based on key consumer groups

### Projects for Marketing & Events Committee in 2018-2019

1. Roxborough Marketing & Communications Plan
2. Roxborough Associate Membership Launch
3. Art is Life 2019
4. Roxborough Pocket Park Programming 2019
5. Roxtoberfest 2019

