

Promotion Committee Handbook



Committee Governance & Responsibilities

Fiscal Year 2023

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VISION STATEMENT

Historic Downtown Oxford will become Northeast Alabama's destination for arts, dining, entertainment, shopping, and special events.

MISSION STATEMENT

The mission of Historic Main Street Oxford is to enhance downtown vibrancy, preserve its history, empower its community of business, and foster a center of activity for residents and visitors.

ABOUT MAIN STREET OXFORD

Historic Main Street Oxford (HMSO) is an economic and community development organization that focuses on the Four Point Approach strategy of Organization, Promotion, Design, and Economic Vitality as outlined by Main Street America. The Four Point Approach makes Main Street an effective tool for a community-based, volunteer-driven, grassroots revitalization effort. HMSO was created in 2014 when Oxford became a Designated Main Street Community by Main Street Alabama.

ABOUT PROMOTION COMMITTEE

PROMOTION takes many forms, but the goal is to create a positive image that will rekindle community pride and improve consumer and investor confidence in your commercial district. Advertising, retail promotions, special events, and marketing campaigns help sell the image and promise of Main Street to the community and surrounding region. Promotions communicate your commercial district's unique characteristics, business establishments, and activities to shoppers, investors, potential business and property owners, and visitors.

Examples of work...

- Retail promotions
- Festival and event planning
- Events calendar planning
- Create and maintain a business directory

COMMITTEE GOVERNANCE & RESPONSIBILITIES

- The Promotion Committee is a standing committee of the HMSO.
- The Committee will consist of seven (7) members, which will include two (2) board members, three (3) downtown business owners/managers/staffers, three (3) community members, and the HMSO Director.
- Committee Members will serve from October to September of each year.
- All Members must adhere to the policies outlined within the *HMSO Board Member & Volunteer Handbook*.

SHORT TERM GOALS

- Encourage businesses to cross promote (Grammer)
- Send mail outs and promotional information to locals (Grammer)
- Tell the story of HMSO and why it's important (Parrish)
- Create a promotional video (Stewart)
- Publish a monthly newsletter (Gentry)

LONG TERM GOALS

- Coordinate at least one event monthly in downtown (Gentry)
- Increase marketing efforts through billboards, print, and digital media (Gentry)
- Update logo and create a style and use guide (Gentry)

WORK PLAN TEMPLATE

WORKPLAN Page						
GOAL:		COMMITTEE:				
ACTIVITY:		Board Approval/Date:				
OUTCOME:		Budget Allocation				
TASKS	PERSONS RESPONSIBLE (NAME)	STAFF COMMITTEE (TIME)	TASK DEADLINE (DATE)	BUDGET \$\$	FOLLOW-UP REQUIRED (IF NEEDED)	
1						
2						
3						
4						
5						
6						