

**New London Main Street
Promotion Committee Workplan
July 2009-June 2010**

Project	Description	Timeline	Partners	Chair	Funding	Budget	Notes
Events							
Fish, Tales, Tugs & Sails	Free nautical themed family festival promoting literacy & the environment with quality entertainment, famous authors, tug boats, oceanology touch tanks, interactive games and vendors.	7/26/2008 & 7/25/09	Mitchell College Learning Center, NL Public Library, The Day	Renee Fournier & Tracy Bergenn	Comm Found, Dime Bank, Dominion, Office of Youth Affairs	\$15,000 \$23,000 In Kind \$4,400 Mitchell	
Celtic Music Festival	A Celtic music festival to be held at Parade Plaza. The NL Rowing Club will possibly hold their regatta on the same day to coincide with the music festival.	08/28/10	The Day	Everett Munro & Tracy Bergenn	Thomas Neilan & Sons, Comm. Foundation	\$9,000.00	
Fall Food Stroll	Planning and promotion of Stroll which features food offerings at over 50 downtown businesses with entertainment.	7/09-10/14/09		Tracy Bergenn		\$8,600.00 plus In-Kind \$5,200.00 = \$13,800.00	
Celebration of Lights and Song	Region's unique holiday event with Pooch Parade, cookie decorating Santa visits, entertainment, tree lighting, caroling and childrens' activities designed to bring families downtown. Includes <i>Ballet on Display</i> and DNLA Festival of Trees.	7/09 & 12/5/09	NL Public Library, You Take the Cake	Tracy Bergenn		\$4,200.00 plus In-Kind \$14,200.00 = \$18,400.00	
Reel Love-Valentine's Dessert Extravaganza	Planning, promotion and publicity for this event, which features silent auction, award winning film and desserts donated by downtown businesses.	8/09-2/13/2009		Tracy Bergenn	Quality Printers, Garde Arts Center	27,000.00 plus In-Kind 3,600.00 = 6,300.00	
Spring Food Stroll	Planning and promotion of Stroll which features food offerings at over 50 downtown businesses and entertainment.	1/08-5/13/09		Tracy Bergenn	Citizens Bank, The Day	9,400.00 plus In-Kind 5,200.00 = 14,600.00	

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Previews In the Park	Series of lunchtime performance in the new Parade Plaza on a regular basis (such as once a week/twice monthly) to preview what the arts, culture & historic venues in town are offering in upcoming weeks. This will include a TKTS booth with discounted tickets for sale for the event being previewed. Brochure to list these events and information on restaurants that will deliver box lunches.						
Overall Marketing/Promotion							
Event Postcard	4 Seasonal event postcards with all downtown events. Distributed primarily throughout downtown and at NLMS events.	Quarterly		Tracy Bergenn	Various Sponsors	\$1,000.00	
District Map & Guide and Map & Guide Ferry Distribution and Overall Distribution &	To reinforce the district image as a dining and shopping destination. Brief descriptions in order to incorporate information from both Dining and Map and Guide. Edited inserts. Oversee re-stocking on ferries, distribution throughout Region. Over 100,000.	May-09		Tracy Bergenn		\$17,000.00	Considering moving this project up to March to avoid confusion with Food Stroll Recruitment
District Advertising	Provide content for U.S. Coast Guard Parent Guide & The Westerly Summer Fun Guide. Working with Mystic Country to coordinate The District Ad. Ad in Playbill at the Garde.	6/09-3/10		Tracy Bergenn		\$4,500.00	