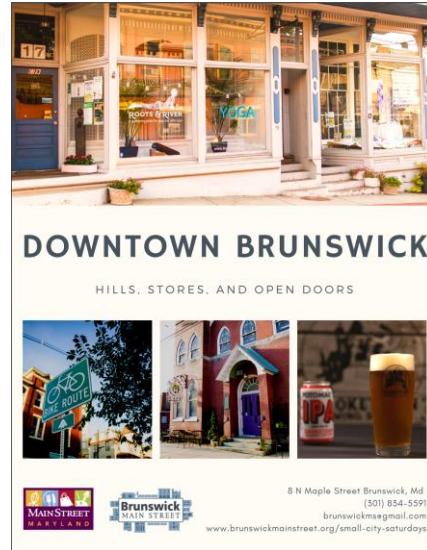


FEBRUARY PROMOTIONS COMMITTEE REPORT

1. After publicizing the event with a press release in the Citizen, posters, and a FB event listing, announced the winners of the first, annual “Why I Love Downtown Brunswick” essay & poetry contest. 13 winners in the process of being awarded gift cards donated by the Friends of the Brunswick Library and winning submissions published in *The Brunswick Citizen* (no. 7 & 8).

2. Submitted a full-page ad featuring downtown Brunswick to be published on page 3 of the Greater Brunswick Area Chamber of Commerce Annual Business Directory.



BRUNSWICK MAIN STREET'S 2019 EVENTS			
02/09	Small City Saturday: Why We Love Downtown Brunswick	07/06	Red, White & Brew
03/17	Main Street Auction	08/10	Small City Saturday: Staycation
04/13	Small City Saturday: Spring Clean	09/07	Wine & Chocolate Walk
05/18	Taste of Brunswick	10/19	Small City Saturday: Brunswick Bonfire
06/08	Small City Saturday: Team Brunswick + Potomac Street Mile	12/14	Small City Saturday: Hometown Holidays

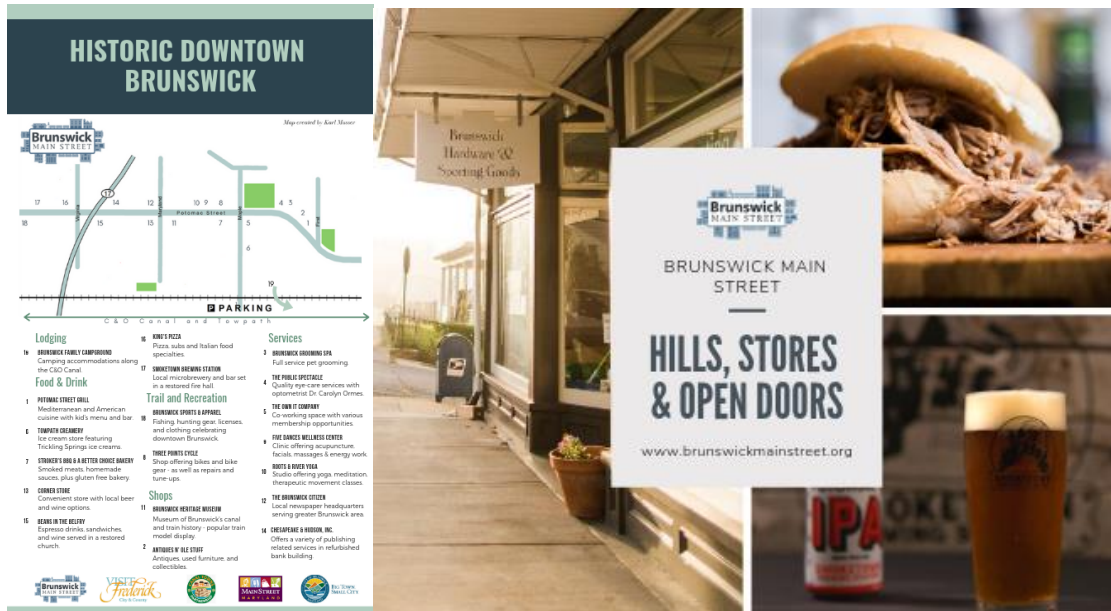
3. Printed the 2019 Calendar of Events on magnets for inclusion in GBACC’s Welcome Totes program.

4. Printed a 2019 Calendar of Events rack card.

5. Submitted medium EDDM ad for March 11 delivery to Brunswick Route 2, 500 addresses.

6. Trail Guides advertising booked, 7 pages, ½ page reserved for Main Street, 1 page downtown business map split 70/30 with City, & remaining 5.5 pages have all been reserved by downtown businesses. Payments are in process of being collected.





7. Submitted event application, mapped out & assigned advance volunteers for April Small City Saturday: Spring Clean.

- i. Advertise the event and actively work to engage volunteers--Sophie Smith
- ii. Volunteer to purchase cleaning supplies and assemble for teams--Alyssa Theodore
- iii. Volunteer to run the registration table --Mary Bellamy
- iv. Volunteer to purchase breakfast items & set up table.--Ellis Burruss

8. Drafted a letter of invitation for all local youth athletic leagues to participate in June Small City Saturday: Team Brunswick & assigned volunteers to oversee delivery.

- i. Brunswick Railroaders Little League, Brunswick Junior Wrestling, & Girls on the Run--Mary Bellamy
- ii. Brunswick Junior Railroaders, Upward Bound, Monocacy Composite Youth Mountain Bike Team, Skip Wizards--Alyssa Theodore
- iii. PVYA--Lee Zumbach
- iv. Simmons da Silva Karate, EGS Gymnastics--Abbie Ricketts

9. Agreed to begin a long-term project with the goal of creating a media kit for each (desiring) downtown business.

- i. Reached out to Tara Jensen to see if she would be interested in spearheading this effort. No response at this time.

10. Assigned step one of six-month PR project: create list of names of and contacts for general-area (covering Frederick County) publications & for specialty publications for outdoor recreation & train aficionados. Publications in this context applies to both print and online media, including robust social media groups.

- i. Outdoor Recreation/C&O--Abbie Ricketts

- ii. Train Enthusiasts--Ellis Burruss
- iii. General Area Publications--Alyssa Theodore

ACTION ITEMS

Board permission to proceed with Find It Frederick ad plan.

Update Small City Saturday: Spring Clean costs

Send participation inquiry to BJR, Upward Bound, Monocacy Composite Mountain Bike Team & Skip Wizards.

Submit event application for Potomac Street Mile.

Submit event application for Team Brunswick Sports Information Fair.

Purchase cleaning supplies & assemble 3 team kits.

Create general area publications information spreadsheet.