

## PROMOTIONS COMMITTEE APRIL 2019 REPORT

1. SCS Spring Clean (4/13/19) was a success with 27 volunteers showing up to clean litter & weeds from the immediate sidewalk areas from Enviro-Tech to Brunswick Sports & Apparel, including removing a total of 1,604 cigarette butts!



2. Work plan approved (4/19/19) and John Canan Photographic contracted to create a portfolio of photographs of downtown business, focusing on people & products. Images will be utilized in multiple ways, beginning with the creation of Media Kits for all downtown businesses, Media Kits are intended to provide quick access, via the Brunswick Main Street website, to info & images for all types of journalists looking for editorial content.
3. Event applications for the Potomac Street Mile & the SCS Team Brunswick Sports Information Fair (Sat. June 8, 2019) approved at the Council meeting on 4/23/19.
4. As of 4/24/19, SCS Team Brunswick Sports Information Fair has confirmed great participants (Girls on the Run, Brunswick Junior Railroaders, Upward Bound, Monocacy Consolidated Mountain Biking, and PVYA Track). Other invitations are still outstanding.
5. On 4/17/19, representatives from the Frederick News-Post's new subsidiary, "Optimize Main Street," presented a proposal to provide continuous digital marketing for Brunswick Main Street. A second presentation will follow at the May Board Meeting.