



Okeechobee Main Street, Inc.

Promotion Plan

Overall Objective for promotion Committee:

To promote Downtown Okeechobee as a destination for shopping, dining, arts & culture

Objective 1: Raise Awareness of Downtown Events and Businesses

- Maintain a downtown promotional calendar in conjunction with the TDC
- Create and maintain a downtown directory (Map & Guide) which includes the LPA
- Work with the Economic Restructuring Committee to establish a business recognition program

Objective 2: Market Downtown to Visitors

- Develop an all purpose ad with logo that simply invites people to our downtown area
- Organize cooperative advertising on TV radio and in print

Objective 3: Develop a well coordinated program of retail activities in downtown

- Organize a sidewalk sale in conjunction with a block party on the second Wednesday of each month
- Coordinate holiday open houses and sales
- Develop a storefront design competition

Objective 4: Develop a well-coordinated program of special events

- FBA Top of the Lake BBQ competition
- Bike Rally BBQ Fund raiser
- Chili Cook-off
- Sporting Clay Shoot at Quail Creek
- Golf Tournament
- Arts & Crafts festival in Fall
- Founders Day celebration in July

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