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| **TASK/COMMITTEE** | **WHO IS HANDLING** | **DETAILS** | **DATE COMPLETED** | **BUDGET** |
| **OUTREACH/PROMOTIONS** |  |  |  |  |
| Install billboard on I-75 | Manager & Promotions Coordinator | * Compare cost at different locations on and off the Interstate. * Design and install billboard. | Completed May 2016 | $380/mo |
| Bluegrass Festival improvements | Promotions Chair/Manager | * Add more vendors * Find partner for alcohol sales   Hire professional stage and sound system. | * Completed October 2016 | $2,900 |
| Make updates to See, Shop, and Dine brochure and reprint | Promotions Committee | * Check for correct information * Add new services/businesses * Remove outdated information | * Completed December 2016 | $2,030 |
| Develop additional music events for year. | Promotions Coordinator | * Work with local music groups and partner organizations to find local talent. * Schedule test events for July with more to follow. * Identify potential event sponsors. | * Completed July 2016 | varies |
| Identify more partners for downtown events. | Manager, Promotions Coordinator & Promotions Committee | * In-kind partners * Sponsorships * Volunteers * Turn-key events | * Ongoing |  |