Department of Public Relations

2017 Goals

2017 Capital Requests:

- Town Promotional Videos (create Assistant Dir. Of P.R. position) - $40,000-$50,000/yr.
- Website Redesign Launch or Redesign through existing host - $1,000-$8,000
- InDesign Training Course - $1,500
- Town Promotional Items for giveaways/contests - $300-$500

Other Priorities:

- Push for address changes in new neighborhoods & Anson Retail District – work with Planning Department, developers, U.S. Postal Service, Town attorney and lobbyist
- Concentrate on promoting Legacy Core Revitalization Efforts – 2nd half of the year, springboarding off new brewery and Big 4 Trail. New signage at trail head, events on Big 4 Trail? Trick or Treating on the Trail? Begin ‘Moontown Mondays’ business workshops/meet & greets for Legacy Core businesses?
- Continue to procure positive media coverage for Whitestown & Whitestown Businesses by consistently finding and pitching positive story ideas to local print & broadcast media
- Continue to build the Town’s social media following