

*Be a volunteer in
Downtown Renton!
Find the Committee that is
right for you*

PROMOTION COMMITTEE

MISSION

Promote downtown as the center of commerce, culture, and community life for residents and visitors alike.

WHAT DOES THE PROMOTION COMMITTEE DO?

The Promotion Committee deals with marketing the district's assets to residents, visitors, investors and others through special events, retail promotion, and activities that improve the way the downtown is perceived.

COMMITTEE MEMBER ROLES

- ▶ Develop, approve, and publish a balanced annual calendar of promotional events that includes a mix of special events, retail, and image events.
- ▶ Evaluate promotional events—including information on number of attendees and impact in reaching program goals
- ▶ Develop a media resource list
- ▶ Conduct outreach/media relations activities
- ▶ Initiate and complete at special events
- ▶ Initiate and complete at least one retail event
- ▶ Conduct downtown image development activities

EXAMPLES OF PROJECTS

- ▶ Create a downtown business directory
- ▶ Organize the annual Wine Walk to promote businesses downtown
- ▶ Identify downtown assets to be highlighted and celebrated
- ▶ Develop collateral material (like t-shirts, bags or buttons)
- ▶ Organize a ribbon-cutting event for a new business

HOW TO GET INVOLVED

Sign up at rentondowntown.com/volunteer or email RDP@gorenton.com and someone will follow up with you!

FIND MORE INFORMATION ONLINE

RentonDowntown.com/Volunteer or contact us at
RDP@gorenton.com