

Promotion Committee of the Souderton-Telford Main Streets 2006 Work Plan

Goals	Objectives	Task	Person/committee responsible	Cost/source
<i>Inform the public of available goods and services in community</i>	Create and keep updated a Directory of Businesses	Create a task force to start collecting data and updating the brochure	Task Force	TBD
<i>Respond to businesses immediate needs</i>	To strengthen existing businesses	Assist the Design Committee to market the Design challenge Grants	Chair & Committee	
<i>Respond to businesses immediate needs</i>	Use the Business Roundtable as a communication tool to the businesses	Host a workshop on window design	Chair & Committee	TBD
		Host a workshop about importance of determining a retail businesses sales per square foot	Chair & Committee	TBD
<i>Strengthen business community</i>	Create venues for the business community to communicate with Borough officials and others	Continue to have speakers at the Business Roundtables to educate business owners about issues and opportunities	Sandy Levenson	TBD
<i>Market Downtown as a Destination</i>	To create awareness of the downtowns as a center for arts, culture, business and community	Create a business mentor system to assist new businesses with joining the local business community	Task force	TBD
<i>Create a commercial core in Telford</i>	Establish the Indian Valley Farmers Market as a self sustaining program.	Create a task force to assist with Indian Valley Farmers Market	Task force	Self-supporting and grants

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<i>Connect business activities to community events</i>	Teach business to attract visitors of annual events in the downtown	Develop ways for merchants to tie-in to ongoing community events held in the community and, specifically, downtown	Pam and Task force	TBD
		Tie-in for Soapbox Derby	Task force	Self-supporting
		Tie-in for Sundaes in the Park	Task force	Self-supporting
		Tie-in for Univest Bicycle Race	Task force	Self-supporting