

# Village Green Center Subcommittee Descriptions

## The Village Voice (Marketing and Promotion)

**Summary:** As a new downtown development of considerable size and undertaking, it is important to generate a purposeful and well-coordinated marketing and promotional plan that can be used by the Village to position the development as a well-orchestrated project worthy of the attention of local and distant developers, businesses, and potential residents.



Creation of a Village Green Center promotional plan involves incorporating all essential aspects of the development, its sense of character, community value, and overriding uniqueness not found anywhere else. Viewing the development with the eyes of prospective developers, businesses, residents, and visitors is essential to capture the tone, messaging and visual elements drawing their sincere interest in committing to and investing in Village Green Center.

This will require creative and well-developed marketing strategies to attract residential housing, commercial development, public and civic facilities, parks and recreation opportunities, just to name a few. Understanding how these major Village Green Center components contribute to the health and vibrancy of fulfilled lifestyles, economic development, and community pride provide unique opportunities to become of part of a new downtown embodying the needs and trends for today and tomorrow.



**Focus:** This subcommittee will create a master marketing vision and overall marketing and promotional plan encompassing a vision meeting the needs and interests of prospective developers, businesses and residents.

