

DDB Tactical Plan
Approved 08-07-19

MARKETING GOAL: INCREASE AWARENESS OF DOWNTOWN AS A DESTINATION FOR LOCAL RESIDENTS AND EMPLOYEES					
Strategies & Tactics	Champions	Resources Needed	Success Metrics	Start Date	Completion Date
	Those responsible for Strategy	People/Materials/ Time/\$/etc.	How to quantify success	Start of Strategy	Completion of Strategy
1. Strategy: Fund a variety of special events throughout the DDB District					
2. Strategy: Conduct direct mail, video and social media campaigns to raise awareness of activities in Downtown					