

BMP Contributions to Neighbors Together/Town of Middlebury Quarter 3: July-Sept 2018

- Business outreach
 - Continued 1:1 conversations with all retail, hospitality, restaurant businesses for Midd Money Match, brochure and website, followed up with phone calls and emails
 - Held merchant roundtable meetings to answer questions, brainstorm and connect businesses with each other
- Website ExperienceMiddlebury.com
 - Developed content, photos, design
 - Met weekly with web developers on direction of the website
- Midd Money Match (Rewards Program)
 - Distributed materials and launched the rewards program
 - Communication with businesses, answering questions, replenishing materials
- Advertising
 - Continued #middhiddengems instagram campaign
 - Continued concept work for local and tourism/outdoor rec campaign to begin for holiday season
 - Planned Midd Money Match promotion, to begin late Oct
- Development of 2019/2020 Scope of Work
 - Met with library and newspaper to have them join NT
 - wi-fi discussions
 - budget preparation for future years
- Midd Summer Music & Movies Series
 - Promoted and hosted the series, several evenings canceled due to weather but all made up except 1 movie to be hosted during Midd Night Stroll as a kids night out event
- Block Party
 - Coordinated and finalized all logistics including insurance/permit, food, music, activities, vendors, Green Streets Challenge, marketing and volunteers
 - Coordinated the raffle prizes to encourage local shopping
 - Assisted merchants with pop-up help as needed
 - Executed the event successfully— approximate attendance was 700 people and receipts and other data suggest approximately \$20,000 spent in the downtown
- Brochure
 - Researched other town brochures, spoke with other downtown orgs and collected materials
 - Solicited and received quotes on the work
- Neighbors Together Steering Committee
 - General oversight of volunteers in the areas of Block Party/Summer Series, fence art, flowers, future planning, Midd Money Match distribution, etc.
 - Solicited a volunteer coordinator to help reach additional volunteers beyond the steering committee