

Part III: Timeline

Week 1	Contract Execution - Initial Meeting with City and Main Street Committee
Week 2	Finalize Project Scope, Timelines and Deliverables
Week 3	Market Research Including Downtown Master Plan
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Week 5	Public Participation and Creative Brief Online and In-person
Week 6	Public Participation and Creative Brief Online and In-person
Week 7	Report on Public Participation Results
Week 8	Branding Strategy Meeting
Week 9	Brand Development
Week 10	Brand Development
Week 11	Brand Development
Week 12	Present Branding - Logo, Colors, Font and Tagline
Week 13	Revise and Refine Branding
Week 14	Present Branding to Community for Comment
Week 15	Revise and Refine Branding
Week 16	Finalize Brand, Develop Brand Guide
Week 17	Photography (can be scheduled around weather, events)
Week 18	Marketing Development - Website, Mobile, Social, Print, Brochure, Guide, Signage
Week 19	Marketing Development - Website, Mobile, Social, Print, Brochure, Guide, Signage
Week 20	Marketing Plan Presentation and Recommendations
Week 21	Revise and Refine Marketing Campaign Elements
Week 22	Finalize and Present Final Marketing Recommendations
Week 23	Way-finding Assistance and Recommendations
Week 24	Funding and Partner Recommendations
Week 25	Project Completion
Week 26	Evaluation Meeting and Next Steps