



Main Street Coon Rapids Promotions Team

2021 Plan of Action

Promotion Team

Purpose: To market the District by establishing a unified image and implementing a variety of activities.

1. Recruit promotions team members/create task forces for each event.
2. Create a 2021 events calendar for Main Street Coon Rapids, enhance existing events, add new
3. Christmas in a Small Town, Memorial Day Street Party, Easter Egg Hunt, Movies on Main, Scoop the loop, homecoming, Cy/Hawk tailgate, Treats on the Streets
4. Host two retail-focused events in 2021: Shop Local. Shop Late. Ladies Nights.
5. Partner with Main Street Iowa to implement window display training and technical assistance
6. Annual meeting/volunteer appreciation event in conjunction with organization team

Event	January	February	March	April	May	June	July	August	September	October	November	December	Date
Ladies Night	x	?	?	?	?	?	?	?	?	?	?	?	TBD
Easter Egg Hunt			x										3/28/2021
Main Street Block Party					x								5/30/2021
Movies on Main					x	x	x	x	x				TBD
Bike Rodeo							x						7/3/2021
Scoop the loop nights													TBD
Annual meeting								x					TBD
Homecoming									x				TBD
Cy/Hawk tailgate									x				TBD
Treats on Streets										x			10/30/2021
Passport Program											x	x	11/1/2021
Small Business Saturday											x		11/27/2021
Christmas in a Small Town												x	12/4/2021
Whiterock Rides stop on Main													
Golf cart parade													
Trivia Night partnership													
Games on Main: Tic-tac-toe, bags, etc.													
141 Garage Sales on Main								x					8/7/2021
Live Nativity Scenes/live window displays												x	TBD
Farm-to-table tales													
Farm table meal													
BBQ competition													
Blood Mary bar/breakfast													