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## PDDA Partners with Pasco High School on Marketing Plan

This Spring PDDA partnered with Pasco High School's (PHS) Store Management Class on the creation of a comprehensive downtown marketing plan. PHS will continue to work on the plan this fall. For now the class completed a study and developed a preliminary plan with ideas.

This fall's PHS downtown marketing team will include PHS students and instructors Leslie Bell and Laura Jones. Already we've learned that the community agrees with us: **Pasco needs and deserves a thriving downtown!**

## Be "Newsworthy" by Creating an Effective Press Release

A press release (PR) is often an effective way of getting free media attention for your business. Remember the 6-second elevator speech? The same principle applies to press releases: keep it simple and to the point. Include:

**Who:** Co. name, phone #, address, e-mail, web site, and contact person.

**What & Why:** The Why is oftentimes both the headline title and information you include in your PR. Think of a catchy attention grabbing title. Provide a brief and descriptive paragraph (or two) about your news item. Try to keep it to one-page.

**When & Where:** Mention any locations or times, if the PR relates to an event or product/service launch.

Send press releases out whenever you offer a new service, hold a workshop, have an open house, or have anything to brag about (awards, exclusive products, etc).

**Need a media list?** Contact our office and we will provide you a list of media that we send our press releases to. For a sample press release visit:

[www.PascoDowntown.org/PR.pdf](http://www.PascoDowntown.org/PR.pdf)

## Marketing Plan – "Survey Says" ...

Pasco High School students received survey responses from 77 people ages 15-55+. Here are some responses:

### Top reasons to visit Downtown Pasco

- 32% to Shop
- 30% Farmers Market
- 24% to Eat
- 19% Festivals

### Visit Frequency

- 96 % have been to downtown Pasco
- 59% visit 1-2 times/wk
- 23% visit 4-5 times/wk



### Feel Comfortable Downtown

- 69% Yes
  - 31% No
- Top "No" Reasons
1. Safety
  2. Business Owners Don't Speak English/Can't Understand Business Signs

### Possible Improvements

1. Easier Access
2. More Parking
3. Increased Business Variety

**Board of Directors**

(Officers; Alphabetical)

**Dennis Gisi,**  
President  
Bank Reale

**Gloria Garcia,**  
Vice President  
Pasco Resident

**Mauricio Larios**  
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**Chris Martinson**  
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Gloria Ochoa Lawrence  
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**Francisco Pastor**  
Los Tres Potrillos

**Veronica Yzquierdo,**  
Executive Director

**2006 Sandy's  
Trophies Kiddies  
Parade**



This annual parade lets kid's imaginations run wild as they march in their own costume designs.

**To Watch:** Wed. 7/19  
12:00pm at Memorial  
Park, 14<sup>th</sup> & Shoshone St  
(Pasco)

More info: 545-3456

**Pasco Fiery Foods Festival**  
**Saturday, September 9, 2006, 10am - 11pm**  
**Sunday, September 10, 2006, 12pm - 5pm**



Food, Specialty Products, Art & Craft Vendors

Farmers Market

Children's Area

Salsa Contest

Beer Garden

Our volunteer Fiery Foods Festival's Committee is working hard to keep this annual tradition going and help it to flourish.

Last year we changed the venue layout at the request of downtown merchants in the 4<sup>th</sup> Ave and Lewis St area. We started out the year by revisiting the merchants and asking if they would be in favor of moving the venue back to its original location. We received an overwhelming "Yes" from most all of the merchants. In late August, street closure information will be sent to those in the festival area.

The Festival is PDDA's primary fundraiser and, next to the Farmers Market, it brings the most people to downtown Pasco. We hope we can count on your support.

**We are still accepting Sponsors, for information please contact Dorothy Schoepach at: 545-1172.**

**For Vendor Booths information, please contact Rachel Jasper at: 545-0738.**

**Advance Beer Garden Tickets** will be available in late July at all Tri-City **Bank of the West** locations for only \$10/person!!!  
Must be 21 years or older

**Business Improvement District (BID) Results**

One of the projects PDDA worked on was the Business Improvement District (BID) petition. The petition process absorbed considerable staff and board time. While the petition was not successful in receiving the required 60% support, it offered some important feedback.

During our visits we took the opportunity to ask businesses to join PDDA. While the biggest response was "no," we learned the issues that need to be resolved in order for businesses to reconsider joining:

- Improve PDDA's image as a stand-alone association (many businesses thought we were a part of the City)
- Advocate for businesses
- Lack of results from previous management

Regarding the BID; the consensus was that businesses wanted to see the City invest matching funds and overall, more attention needs to be given to educating the businesses on the positive results we will see from forming a BID.