

## 10 Goals for Think Auburn First in 2010

1. Marketing. Expand opportunities for TAF members to participate in advertising mailers with the Auburn Journal.
2. Think Auburn First Week. Expand the number of TAF members who take advantage of Think Auburn First Week (June 26 to July 3).
3. Independence Day Parade. Encourage TAF members to participate in the parade.
4. Thanksgiving/Christmas Shopping Programs. Work with the Auburn Journal in a promotion program to encourage local residents to Think Auburn First during this busy shopping season.
5. Membership. Expand TAF membership from 100+ to 200 members.
6. TAF Banners. Expand the number of TAF Banners that are displayed in the business districts.
7. Business Education Discussions. Sponsor luncheon speakers to assist business owners in promoting Think Auburn First to attract more customers.
8. Improved Relationships with Allies. Work closer with the city's Economic Development Commission, Old Town Business Association and Downtown Business Association, and business associations along Highway 49.
9. Message Delivery. Develop a better Excel spreadsheet to better track the different ways the different ways that business owners communicate the TAF message to customers.
10. Festival of Lights Parade. Participate in next year's parade.