

## Village of Shorewood 2018 Annual Report

### VILLAGE OF SHOREWOOD DEPARTMENT / COMMITTEE ANNUAL REPORT

**Instructions:** To help inform the Village Board on the annual operations, services and activities being performed by all areas of the Village, the Village Manager is asking each department and citizen committee to complete the following report. Please contact the Village Manager's Office if you have any questions about the report.

**Name of Department / Committee:** Marketing and Communications Advisory Committee (MAC)

**Name of Department Head / Committee Chair:** Gina Shaffer, MAC Chair

**Other Department Managers / Committee Members:**

Advisory Committee – Ericka Lang, Katelin Watson, Tyler Burkart, Gina Shaffer, Laura Peracchio, Phil Gruber, Rachel Carter  
Leadership Committee – Ericka Lang, Rebecca Ewald, Tyler Burkart, Bryan Davis, Paru Shah, Ann McKaig (chair), Peter Hammond, Michael O'Brien

**Identify your most significant department / committee services and activities performed in the past year.**

1. Shorewood Today support
2. Village-wide event promotion (Shorewood Criterium, Summer Sounds, 4<sup>th</sup> of July)
3. Social content integration across partners
4. 2019 planning including goals, strategies, external support needs, event calendar development
5. #WalkShorewood campaign planning and execution
6. Shorewood Short Video Campaign
7. Shorewood brand positioning statement finalization

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**Identify your department / committee proposed initiatives that you hope to perform or implement in future years. Initiatives are significant subjects such as service delivery changes, capital items, programs, or studies that require Village resources and time to execute. Each initiative listed should link to one of the six vision statements in [Vision 2025](#) on pages 6-8. Include the vision number(s) in the “Relationship to Vision 2025” column corresponding with the vision statement(s) that best relates to the initiative along with a brief explanation. For each initiative, please complete the “Request Execution of New Village Initiative” form to complete this section. For citizen committees, please utilize your staff liaison to complete this form.**

Department / Committee Initiative(s)	Relationship to Vision 2025
1. Shorewood Social Campaigns	Carry momentum from the #WalkShorewood campaign; develop another social media campaign promoting Shorewood
2. Re-develop a Realtor Open House	Create a new vision for an annual realtor open house and reach out to the CDA if they are interested in partnering to host the event
3. Continue rollout of the Shorewood Short Video Campaign	Now that the Shorewood Short video series is completed, the committee will work with SHS students to update the videos and possibly create new videos.
4. Village Tagline Development Exploration	The committee will explore creating options for a new Shorewood tagline and potentially engage the public in deciding a new tagline that is welcoming and reflective of Shorewood.
5. Public monitors in key community locations	To effectively communicate Village news with residents and visitors, a number of public monitors would be purchased and strategically placed in local businesses. The monitors would have rolling slides with Village announcements updated weekly.