



## **SHOP & DINE HENDERSON COUNTY CAMPAIGN** **Vacant, Chairman**

Mission: Retain jobs and sales tax base in Henderson County.

Goals:

- Implement a 9-Month advertising and marketing effort to educate local residents and business regarding the benefits of shopping and dining locally.
- Secure funding to conduct an effective campaign.

Action Steps:

- Recruit partners for the campaign.
- Solicit funding from County and Municipalities.
- Coordinate and manage Shop & Dine Task Force.
- Provide report to the Henderson County Board of Commissioners.