



Promotions Team Focus

Promotion takes many forms, but the goal is to create a positive image that will rekindle community pride and improve consumer and investor confidence in your commercial district. Advertising, retail promotions, special events, and marketing campaigns help sell the image and promise of Main Street to the community and surrounding region. Promotions communicate your commercial district's unique characteristics, business establishments, and activities to shoppers, investors, potential business and property owners, and visitors.

- Above excerpted from The Main Street Four-Point Approach®

DPDA Mission

The DPDA's mission is to strengthen and develop Downtown Pasco as a center for culture, business, and community spirit.

We accomplish this by promoting public safety, encouraging cultural understanding, strengthening and fostering a diverse business mix, improving Downtown's appearance, providing business education, and serving as a liaison between local government and the Pasco community.