

| z | Status | TO | START DATE | END DATE | days |
|--|------------------|----------------|------------|----------|----------|
| PROJECT CONCEPTION AND INITIATION | Completed | Jake | | 02/08 | 1 |
| Team Meeting 3/05 7:00 | | | | | |
| Launch Date April 22 | | | | | |
| Create Tier 1 Target List | | | | | |
| Meeting with Stafford | | | | | |
| | | | | | |
| PROJECT MILESTONES | | | | | 1 |
| LIVE - .GOV Web Page | Completed | Kevin | | 02/06 | 1 |
| LIVE - New Youth Commission Web Site | Completed | Donya, Valerie | | 02/12 | 1 |
| Create Staples JB Content | | Jake, Annam | | 02/15 | |
| Staples Job Bank page is updated | | Jake | | 03/10 | 1 |
| Staples PTA web page is updated | | Jake | | 03/10 | 1 |

| COMMENTS |
|------------------------|
| |
| 3/5/2024, Location TBD |
| April 8 |
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| |
| COMPLETED |
| DEPENDANCY |
| |
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| | TARGET AUDIENCE | OBJECTIVE |
|--|------------------------------|-------------------------------------|
| CUSTOMERS | Students | |
| | Business Employers | |
| | Household Employers | |
| | Parents | |
| Marketing Channel: Staples | Inklings | Article |
| | Announcements | |
| | On The Wreckord | |
| | Launch Event? | Jen Tooker, Stafford etc. Press pho |
| | Radio Show | Promote JB once live |
| | Staples TV | |
| | Official Staples Insta | |
| | Superfans Instagram | |
| | Schoology Post (school-wide) | |
| | Bulletin Board | |
| | Connections | |
| Marketing Chanel: Press / Social Media | Stafford Meeting | |
| | TVs | |
| | 06880 - Dan Woog | |
| | Front Porch - FB | |
| | Westport Journal | |
| Marketing Channel: Town of Westport | Patch | |
| | Mom Sites | |
| | Downtown Association | |
| | Chamber of Commerce | |
| | RTM | |
| | Candice Holly - hr | |
| | Andrea Moore | |
| | Jen Tooker | |
| | PTA list with Liaisons | planning and zoning, notify town |
| | Meet PTA Pres Council | |
| Marketing Communications | Lawn Signs | |
| | Sticker? | |
| | Tier 1 Merchants | |
| | Tier 1 Presentation | |
| | Tier 2 Leave Behind | |
| | | |
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| DELIVERABLE | TASK DESCRIPTION | DATE | N CHANNEL |
|-------------|---------------------|-------------|-----------|
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| | | | |
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| March | | ASAP | |
| | | | |
| | | ASAP | |
| oto | | | |
| | | | |
| | | 04/08/24 | |
| | | TBD | |
| | | TBD | |
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| | | | |
| | | | |
| | | Mar 15 | |
| | | Mar 15 | |
| | | Mar 15 | |
| | | Mar 15 | |
| | | | |
| | | April 22-26 | |
| | Find out from Kevin | March 6 | |
| | | | |
| | | March 10 | |
| | | March 10 | |
| | | | |
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| | | | |

| OWNER |
|-----------------------------------|
| Jake |
| Tucker |
| April |
| |
| Ayaan |
| Jake |
| Ayaan |
| |
| Kate, Isabelle |
| Cabry |
| |
| Annam |
| Jake |
| Lola |
| Annam |
| |
| Lola, Isabelle |
| Jake |
| Jake |
| Jake |
| Jake |
| April |
| Jake, Andrew |
| Jake, Cabry, Andrew |
| Cabry |
| Cabry |
| Cabry |
| Cabry, Ayaan, Connect with Andrew |
| Cabry, Annam, Ayaan |
| Cabry, Annam, Ayaan, Jake, April |
| |
| Jake |
| Annam |
| |
| |
| |

| Employer | Owner | Completed? |
|---|---------------|-------------------|
| Mitchells | Tucker | No |
| Gault | Tucker | No |
| Cold Fusion | Tucker | No |
| The Porch | Tucker | No |
| Fresh Market | Tucker | No |
| Rive Bistro | Tucker | No |
| Westport Playhouse | Tucker | No |
| The Y - Jim Marpe | Cabry, Andrew | No |
| Terrain | Andrew | No |
| The Welk | Andrew | No |
| Romaniccis | Andrew | No |
| Parks & Rec | Andrew/Cabry | No |
| Granola Bar | Cabry | No |
| The Westport Center for Senior Activities | Jake | No |
| Westport Library | Jake | No |
| A Splash of Pink | Jake | No |
| Wakeman Town Farm | Jake | No |
| CycleDynamics | Steve | No |
| YMCA | Annam | No |
| Saugatuck Rowing | Julien/Jacob | No |
| Rizzuttos | Julien/Jacob | No |
| The Blondinit | Julien | No |
| Michaels | April | No |
| Sunny Daes | April | No |
| Outdoor Sports Center | April | No |
| Brandy Melville | Isabelle/Kate | completed |
| Anthropologie | Isabelle/Kate | completed |
| Urban Outfitters | Isabelle/Kate | completed |
| Gigi and Joes | Isabelle/Kate | completed |
| ASF | Lee | No |
| Carvel | Annam | No |

WYC Members getting priority on the Jobs

| TASK NAME | Status | TO | START DATE | END DATE | days |
|--|------------------|----------------------|------------|----------|----------|
| PROJECT CONCEPTION AND INITIATION | Completed | Jake | | 02/08 | 1 |
| Recruit Core Team | Completed | | 01/25 | 02/07 | 14 |
| Define Goals / Objectives | Completed | | 02/08 | 02/08 | |
| Schedule future team meetings | Completed | | | 03/05 | 27 |
| Build marketing communication plan | Completed | | 02/08 | 02/08 | 1 |
| Set launch date | Done | | 02/08 | 02/08 | 1 |
| | | | | | 1 |
| | | | | | 1 |
| PROJECT MILESTONES | | | | | 1 |
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| Marketing Communications Plan | | April, Tucker | | | 1 |
| See Next Tab | | | | | 1 |
| Tier 1 Targets | | | | | 1 |
| | | | | | 1 |
| | | | | | 1 |
| | | | | | 1 |
| | | | | | 1 |
| Key Players / Meeting | | | | | 1 |
| Principle Thomas | | Jake, Annam, Cabry | | | 1 |
| Mrs. Cincotta | | Jake | | | 1 |
| Ms Zeigler | | Jake, Cabry | | | |
| | | | | | 1 |

