

## MARGATE CRA STRATEGIC MARKETING PLAN IMPLEMENTATION SCHEDULE AND BUDGET

FY 2013/2014	FY 2014 Q3			FY 2014 Q4			Budget
	April	May	June	July	August	Sept.	
<b>Branding/Identity:</b>							
Public Branding Workshop							\$100.00
Merchant/Property Owner Workshop							\$100.00
City Staff and Board Workshop							\$100.00
Graphic Design Conceptualization							\$10,000.00
Public Design Concept Workshop			6/3				\$100.00
Final approval of Logo/Branding Package			6/11				N/A Staff
Develop Promotional Materials/Campaign							\$5,000.00
Pre-Campaign Launch					8/12		N/A Staff
Branded and Updated Website							\$3,000.00
<b>Subtotal Branding/Identity FY 2013/2014</b>							<b>\$18,400.00</b>
<b>Business Attraction Communications:</b>							
Pre-Conference Email Marketing (ICSC)							N/A Staff
Attend and promote CRA at ICSC FL					8/18-20		\$2,500.00
Direct Follow Up from ICSC							N/A Staff
<b>Subtotal Business Attraction Communications FY 2013/2014</b>							<b>\$2,500.00</b>
<b>Total Marketing Budget FY 2013/14</b>							<b>\$20,900.00</b>

FY 2014/2015	FY 2015 Q1			FY 2015 Q2			FY 2015 Q3			FY 2015 Q4			Budget
	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June	July	Aug.	Sept	
<b>Branding/Identity:</b>													
Margate Marketplace Event (brand launch)													\$20,000.00
Updated Street Pole Banners													\$10,000.00
Create social/digital media outlets													\$2,000.00
Maintenance website/digital media													\$18,000.00
Direct Digital/Web Advertising													\$7,200.00
<b>Subtotal Branding/Identity FY 2014/2015</b>													<b>\$57,200.00</b>
<b>Business Attraction Communications:</b>													
Business Survey													N/A Staff
General Marketing/local events													\$2,000.00
Business Marketing Incentive Program													\$2,000.00
Merchant Assistance Program													\$5,000.00
Quarterly Business Meeting													\$3,000.00
Create Cross Promotions (with Chamber)													N/A Staff
Create a monthly e-newsletter													N/A Staff
Advertising/Trade Publications													\$10,000.00
Attend and promote CRA at ICSC FL													\$2,500.00
Opportunities for Business Incubator													\$20,000.00
<b>Subtotal Business Attraction Communications FY 2014/2015</b>													<b>\$24,500.00</b>
<b>Identification and Wayfinding Signage:</b>													
Create and Install Branded Event Signage													\$5,000.00
Issue an RFQ for a Wayfinding Plan													N/A Staff
Master Wayfinding and Routing Plan													TBD
<b>Subtotal Identification and Wayfinding Signage FY 2014/2015</b>													<b>\$5,000.00</b>
<b>Increase Awareness and Customer Base:</b>													
Create a customer/citizen database													N/A Staff
Enhance Sounds at Sundown Events													\$60,000.00
Create a customer loyalty program													N/A Staff
Conduct two (2) direct mail campaigns													\$5,000.00
<b>Subtotal Increase Awareness and Customer Base</b>													<b>\$65,000.00</b>
<b>Total (Estimated) Marketing Budget FY 2014/15</b>													<b>\$151,700.00</b>