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Title: Approval of the Marketing Plan for the Margate CRA

Sponsors:

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Attachments: 1. MARGATE CRA_IMPLEMENTATION SCHEDULE_rev.pdf

Date	Ver.	Action By	Action	Result
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TO: Chair and Members of the Board

FROM: Rachel Bach, Assistant Director

DATE: April 9, 2014

Approval of the Marketing Plan for the Margate CRA

BACKGROUND: At the CRA Board meeting held March 9, 2014, a presentation was delivered about articulating a marketing strategy for the Margate CRA to establish and accomplish the CRA’s goals in regards to advertising, promotion, and communications, public relations and business assistance. The implementation schedule and budget for the Margate CRA Strategic Marketing Plan is attached. The primary goal of the Strategic Marketing Plan is to position the district to stimulate business attraction, retention and communications, and engage the customer base while creating a sense of place. The Marketing Plan will enable the CRA to effectively promote, communicate and ignite progress in the CRA district.

RECOMMENDATION: Approval

FISCAL IMPACT: Reallocating \$20,500 to the Marketing & Promotions account from the Event Sponsorships and Chamber & In-Kind Services accounts in Fiscal Year 2013-2014.

CONTACT PERSON: Rachel Bach, Assistant Director