



## Legislation Details (With Text)

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**Title:** POSTCARD MAILER TO PROMOTE JULY 4TH AND OTHER SUMMER FESTIVITIES  
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**TO:** Margate CRA Chair and Members of the Board

**FROM:** Cale Curtis, CRA Executive Director

**DATE:** June 8, 2022

### POSTCARD MAILER TO PROMOTE JULY 4<sup>TH</sup> AND OTHER SUMMER FESTIVITIES

**BACKGROUND:** The MCRA has sponsored the July 4<sup>th</sup> event and many of its associated activities for many years in celebration of America's independence. The traditional July 4<sup>th</sup> festivities include:

- a parade along Margate Boulevard that features floats made by residents, businesses, civic organizations, police and fire vehicles, school marching bands, etc.
- hot dogs and refreshments at the culmination of the parade
- a pool party at Calypso Cove during the afternoon 1:00 p.m.- 4:00 p.m.
- food trucks serving a variety of food and refreshments starting at 5:00 p.m., along with some family-friendly activities
- a live band that will perform between 6:00 p.m. and 9:00 p.m.
- an aerial fireworks display at 9:00 p.m.

July 4<sup>th</sup> is one of Margate's premier events and has become increasingly popular with its residents and visitors. However, many people are not aware of the full breadth of the day's festivities. The City's Marketing and Communications team does a great job communicating news and activities through social media and the City's print newsletter, and Parks and Recreation posts signage throughout the City. As an additional means to market the day's events, it is proposed that a postcard mailer be sent to Margate households that would provide a full listing of the July 4<sup>th</sup> festivities.

As outlined in the Margate Community Redevelopment Plan, *Part 2/Current Trends and Planned Activities-Community Engagement and Marketing* and *Part 3/C. Economic Development/Goal III-Market the Redevelopment Area as a major destination point*, the enhanced communication strategy further supports the MCRA's mission to attract people to the

downtown area, promote a sense of community and sense of place, and support economic development.

Other festivities to promote include National Night Out.

**RECOMMENDATION:** Approval to move forward with printing and mailing of a promotional postcard to residents.

**FISCAL IMPACT:** Printing and postage to mail 25,732 postcards is estimated at \$7,050.00 and would be funded through the Marketing & Promotions account 140-0510-512.31-05.

**CONTACT PERSON:** Cale Curtis, CRA Executive Director