



# City of Margate

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## Legislation Text

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**TO:** Chair and Members of the Board

**FROM:** Diane Colonna, Executive Director

**DATE:** September 9, 2015

### STRATEGIC MARKETING PLAN OVERVIEW AND UPDATE

#### **BACKGROUND:**

An overview will be presented of the CRA marketing and promotional initiatives conducted over the past fiscal year, and proposed initiatives for the coming fiscal year.

**RECOMMENDATION:** Provide comment and direction.

**FISCAL IMPACT:** N/A

**CONTACT PERSON:** Diane Colonna, Executive Director