



Legislation Text

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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 4TH AND OTHER SUMMER FESTIVITIES

BACKGROUND: The MCRA has sponsored the July 4th event and many of its associated activities for many years in celebration of America's independence. The traditional July 4th 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 4th 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 4th 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.

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