



Agenda Item Report

Meeting Type: Historic Landmarks Preservation Commission

Meeting Date: March 24, 2026

Item Title: Consider and take action regarding historic marketing activities, specifically regarding advertising in the 4th of July Ad Book

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

Each year, the Columbus 4th of July Organization solicits for participation in its ad book. This Commission can promote itself, a project(s)/initiative(s), and/or the Summer Concert Series. The 4th of July Organization does not provide analytics on how the ads perform but distributes the ad books to over 24,000 visitors to the festivities. Budget line item to be used will depend on what's being promoted in the ad book.

List all Supporting Documentation Attached:

Action Requested of the Committee:

Discuss and decide to place an advertisement in the 4th of July Ad Book

Strategic Plan Objective(s):