



Agenda Item Report

Meeting Type: Community Development Authority

Meeting Date: October 20, 2025

Item Title: Marketing

Submitted By: Mike Kornmann, Director of Community and Economic Development

Detailed Description of Subject Matter: Our 2025 budget has \$7,500 earmarked for marketing. The City has not had robust marketing materials in at least several years if not longer. A communication piece marketing the assets and advantages of locating a new business in Columbus is very much needed. Without it, it makes it much more challenging to be effective in growing the City of Columbus economically.

The Flyer Group LLC proposal is a worthwhile product with the silver package - \$4,995. It gets the City core digital marketing resources with the ability to edit the first year and also the option to utilize print versions. I checked references and they came back as reliable, responsive, and providing quality marketing products. The value of silver package is very good and the flexibility is an added benefit.

List all Supporting Documentation Attached:

- Proposal summary for marketing materials with Flyer Group LLC

Action Requested of CDA: Approval of the silver package proposal at \$4,995.