



Agenda Item Report

Meeting Type: Historic Landmarks Preservation Commission

Meeting Date: February 26, 2025

Item Title: Discussion and Possible Action Regarding Advertising for the Summer Concerts Series

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

Currently, the CHLPC will be advertising with a banner hung up at the “4-corners” intersection of James St. and Ludington St. along with yard signs and flyers as done in previous years. Ads for the Shopper have been done, and Facebook is used as the Series has been posted to various City-owned pages and shared to the “chatter” pages. In the last couple of years, it’s been added to a community calendar on Events.com. The Concerts are being added to the Dodge and Columbia County Visitor Guides through Tourism and Chamber of Commerce.

Staff would like to recommend increasing digital advertising. This may include paid advertising on Events.com, Facebook, and Google Ads. Free advertising could be attained by adding the concerts to event calendars on regional media sites such as DailyDodge/WBEV. Members of the CHLPC are encouraged to reach out to WEBV/Daily Dodge for multiple spots on their Hometown Today and Community Comment shows. These would be free to participate in.

It would be beneficial to inquire as to how and where any contracted bands/promoters are marketing the concerts.

List all Supporting Documentation Attached:

Action Requested of the Cable Commission:

Discuss and possibly take action for advertising for the Summer Concert Series