



Board: Downtown Development Authority
Agenda March 17, 2026
Date: _____
Presenter: Patricia West

Staff Report

Agenda Item Title:

Radio Results Network Proposal

Background:

Radio Results Network has provided a proposal for the Gladstone DDA to run promotional material through their marketing operations.

Their proposal is \$999/month which would include

- A new interview recorded each month by Kent Dubord and TJ Ryan
- 2 ads per day on six radio stations (84 messages per week)

During the meeting with RRN, they indicated their pricing was negotiable.

Fiscal Effect:

\$999/month

Supporting Documentation:

RRN Sponsorship Proposal

Recommendation:

Staff recommend that the DDA consider whether it would like to pursue radio advertising as a marketing tool for downtown initiatives. If the DDA chooses to move forward, staff recommends focusing advertising during the months of June through September to promote the Farmers Market, Downtown Day, and the Façade Grant Program, and again in November to promote the Old-Fashioned Christmas event.