



DDA ACTION SUMMARY SHEET

MEETING DATE: August 18, 2026

TOPIC Renewal - SeeMyLegacy

BACKGROUND

Last year, under our prior structure, I found and recommend adding a subscription to the platform and resources at See My Legacy. This is a platform for building campaigns around sponsorship, volunteers, branding, historical markers, etc. I have a sense this program would be a great benefit to our tight staffing as they offer a back of house that assists in the build out of platform landing space for interested partners.

I thought this would work to assist the former Assistant Director position into a more robust return, but the program was not used until the very last days of the position. After reviewing this program, again, I am renewing my recommendation that this can fill the hole in our budget for e-marketing landing pages and sponsor platform development that my office would otherwise have to build.

The program now includes a built out print and sharable all season publication, that they build, and a transfer of our current programs into my office. I have also negotiated an offer of reducing our base member fee by \$500, resulting in a payment for this coming member year of \$1999, instead of the \$2499 regular fee.

I vetted the concept with new committee members in promotion who unanimously indicated this should be given another chance.

RECOMMENDED MOTION: Approve a renewal of the membership with SeeMyLegacy at the offered reduced rate of \$1999, annual, with funding from GL 248-729-880-015 Winter Activates, and directing staff to add a monthly report item to the DDA Board agenda to track its use.