



DDA ACTION SUMMARY SHEET

MEETING DATE: February 17, 2026

TOPIC Minute for Mission – Promo/Event Strategy

BACKGROUND BRIEF:

Beginning in 2026, staff is intent on driving a more direct/structured approach to defining the level, purpose and impact of each promotional event that the DDA engages in within the district. This minute for mission will be a report provided by staff which follows the new approach in two key areas;

- A. Defining Event Level/Purpose: We have crafted a survey tool that was disseminated to the Promo Committee which sets for the long list of programs the DDA is brought into too, with a definition of ranking, core strategic plan identity, and a statement of purpose. The survey is included in the meeting packet and sets forth this initial approach to the process for defining the level events/programs. This data and focus will allow us to direct resources more efficiently.

and

- B. Post Event Summary/Accounting: what were the pre-stated goals for revenue, purpose, etc. How did we meet those goals and how did the cost of the event break down. Staff will be walking through the attached events, along with the Ice Fest information within the Assistant Directors report, seeking comment for board wish for data to be added, and a discussion on how this data will help the organization become more described in what these events are, how they drive our strategic plan and how they assist the growth of the district without impact on operational budget.

FINANCIAL IMPACT:

None

RECOMMENDED MOTION:

To receive and file the report, with comments and additional direction referred to the Promotional Committee.