

Montgomery MEDC
AGENDA REPORT

Meeting Date: July 19, 2021	Budgeted Amount: N/A
Department: MEDC	Prepared By: Richard Tramm

Subject

Review of social media program for marketing the City of Montgomery.

Recommendation

Review the information and provide direction or suggestion for options to consider going forward.

Discussion

Starting last summer and continuing through this year to date, the MEDC had changed the social media focus to concentrate on primarily reaching people closer to Montgomery due to pandemic-related pressures on marketing and tourism. Attached is an overview and supporting data for my review.

Approved By

City Administrator	Richard Tramm	Date: July 16, 2021