



4A INDUSTRIAL DEVELOPMENT BOARD COMMUNICATION

DATE: August 23, 2022

FROM: Shani Bradshaw, Director of Economic Development

AGENDA ITEM: Marketing Plan

SUMMARY:

- Outline steps to promote the Sanger community
- Retain and attract residents, businesses, and workforce to Sanger
- Roadmap for marketing activity

FISCAL INFORMATION:

Budgeted: YES Amount: TBD GL Account: 46-5226

- Design work will be completed in-house
- Marketing and execution are built into the EDC Marketing budget

RECOMMENDED MOTION OR ACTION:

TYPE BULLET POINTS FOR THE RECOMMENDATION OR MOTION IF A SPECIFIC MOTION IS REQUIRED FOR APPROVAL OR DENIAL. (not in caps)

ATTACHMENTS:

- Draft of Marketing Plan