



STAFF REPORT

TO: MAYOR AND MEMBERS OF THE CITY COUNCIL
MEETING DATE: MAY 6, 2024
FROM: KAREN DARROW, CITY CLERK
SUBJECT: MARKETING BUDGET DISCUSSION

RECOMMENDATION:

As part of the budgeting process, staff is requesting guidance on allocating marketing time and funds based on Council priorities. For discussion and staff direction as input to the annual budget.

DISCUSSION:

The marketing allocations outlined in *Attachment A* offer options for the city to engage in marketing efforts, including but not limited to sponsorships, donations to local community groups and associations, public communication, state-wide advertising, event hosting and/or promotion, and city beautification. This is a proposal to spur discussion on how much the city should fund each category as a percentage of effort and some feedback on total dollars that should be allocated.

These resources will be utilized to promote the City of Sutter Creek's services, community activities, events, and economic opportunities to current and potential residents, visitors, the business community, and investors to encourage them to:

- Invest in the City of Sutter Creek
- Reside in the City of Sutter Creek
- Visit the City of Sutter Creek
- Participate in public meetings/activities
- Support local businesses
- Strengthen bonds through community events
- Share information about Sutter Creek within their networks and on social media platforms.

By allocating time and funds to these resources, the city will actively engage in:

- Attracting new businesses and visitors to Sutter Creek
- Increasing awareness of Sutter Creek's amenities, facilities, and services
- Generating interest in visiting, living, and/or doing business in Sutter Creek
- Encouraging visits to the City's website
- Maintaining communication with community and regional partners

BUDGET IMPACT: Determined during the budgeting process.