



**DDA ITEM AGENDA
REQUEST FORM**

Meeting Date: 02/12/2024

Staff Contact: Phillip Trocquet

Agenda Section: New Business

Department:

Staff Report:

Item Description:

Approval of Promotional and Marketing Material Budget.

Background/History:

Discussion around obtaining promotional materials for sale and giveaway were had at previous Events Committee and general DDA meetings. Staff has done some research and would like DDA approval to set a budget amount on obtaining items.

Findings/Current Activity:

If the May and June First Friday events stay within the proposed budget, the DDA will have a budget surplus of roughly \$3,583.00 for the 2023-2024 FY. Staff proposes utilizing \$1,500 of this money towards the purchase of promotional materials with roughly \$1,000 going towards merchandising for sale and roughly \$500 going towards giveaway promotional items.

This would be a pilot/test program for the DDA to see if merchandising is popular/profitable.

Some example items to begin merchandising with can be found on Vista Print:

<https://www.vistaprint.com/promotional-products>

An example of what could theoretically be purchased within the \$1,500 budget would be:

- 100 T-Shirts
- 50 Hats
- 100 Canvas Totes
- 300 Pens

Is this a budgeted item? NO. Include budget line number: **SPECIAL PROGRM SUPPLIES**

Actions/Options/Recommendations:

Staff recommends approval of a \$1,500 budget for promotional and marketing material with direction on the type for each.

Upon approval, staff will develop designs for each and obtain official quotes for final DDA board approval.