



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	June 11, 2024
ITEM TITLE:	Consider and take appropriate action on revised digital marketing campaign with Marketing Alliance.
STAFF INITIATOR:	EDC Director-Danielle Sweat

BACKGROUND:

The EDC hired Marketing Alliance to put together a website for the EDC. The website is in its final stages of development, so now we are looking at marketing beyond. Marketing Alliance would start with a "Phase 1" for 6 months to let the region and beyond know of our work, value, and opportunities. A Phase 2 campaign would take us into more digital marketing placements in industry publication sites and direct outreach to companies, but we believe that should be in 2025.

EXHIBITS:

Revised Marketing Alliance marketing proposal.

COUNCIL ACTION/STAFF RECOMMENDATION: