



## Legislation Text

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### **Discussion Regarding a Marketing Campaign Focused on Diverse Groups, Events, and Quality of Life**

This is a short-term goal that was established by the City Council at the Council Retreat held on February 12 and February 13, 2020. The time frame for this short-term goal was determined to be six months and the steps to reach the goal were identified as follows:

1. Do market research to determine asset inventory, target market, competition.
2. Establish partners.
3. Establish budget.
4. Determine effective platforms and media.
5. Focus on culture, diversity, quality of life, entrepreneurial spirit.
6. Ensure long-term focus on the plan.

Another goal that was established was to "Recruit 50 new office jobs and five (5) new investors for the catalyst project." The time frame for this goal was also set at six months and the steps to reach this goal were identified as follows:

1. Meet with executives of the city's top 20 employers (private sector).
2. Host prospective investor events (#number).
3. Create a national advertising campaign for downtown opportunities.

#### Accountability:

1. Monthly reports from staff to Council.
2. Events scheduled and held.
3. Advertising campaign in place.

#### Measurement:

1. Reaction to advertising campaign- hits/impressions/likes.
2. Investments increase for catalyst project.
3. New office jobs created.

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