



Legislation Details (With Text)

File #: ID#22-0767 **Version:** 1 **Name:**
Type: Action Item **Status:** Agenda Ready
File created: 7/19/2022 **In control:** Downtown Development Board
On agenda: 8/3/2022 **Final action:**
Title: Request approval of the DDB's Marketing Plan in the amount of \$50,000.
Sponsors:
Indexes:
Code sections:
Attachments:

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

SUBJECT/RECOMMENDATION:

Request approval of the DDB's Marketing Plan in the amount of \$50,000.

SUMMARY:

The purpose of this item is to request approval of funding in the amount of \$50,000 for the creation of a Marketing/Signage program. As one of the ideas to improve downtown as discussed at the March 2, 2022, board meeting, CRA staff is working to develop a Marketing program for businesses within the DDB district to participate. The maximum grant allowed to an individual applicant will not exceed \$2,500 to market their business.

APPROPRIATION CODE AND AMOUNT:

Funds for this grant will be available in the FY 22/23 Marketing Category.