



Legislation Text

File #: ID#20-8523, **Version:** 1

SUBJECT/RECOMMENDATION:

Request approval of a funding request for the Downtown Clearwater Merchants Association, DCMA, in the amount of \$34,300 for a marketing campaign for The District.

SUMMARY:

The purpose of this item is to request the approval of the DCMA's funding request to create and execute a multi-channel marketing campaign for advertising, public relations, direct mail, promotional materials, and social media expenses for the branding efforts of The District totaling \$68,600. The DCMA approached the DDB on November 4, 2020 for funding approval. In this meeting, the board approved to fund \$34,300, half of the original funding request, to the DCMA with conditions. The Board has requested that the DCMA present a plan that outlines specific deliverables for:

- 1) Marketing- The DCMA will provide a list of and details for each DCMA member to be promoted in their marketing plan that includes current business members and targeted businesses for memberships.
- 2) Revenue Funding- The DCMA will identify their revenue stream(s) and include the cost of all activities with the expected results for direct mailers, branded materials, and planned social media campaigns.
- 3) Financial Sustainability- The DCMA will list potential corporate sponsorships and additional funding sources currently in use or identified for the future.

If approved, The DCMA will complete a grant agreement that outlines their request, proposed activities, timeline, budget, and reporting requirements to facilitate an advance payment. As a board, the DDB can fund all or part of the funding request and may determine, on a case-by-case basis, the issuing of advance payments to grantees.

The current plan does not include performance metrics and that item will be provided at the DDB hearing. If the DCMA's marketing campaign with detailed metrics meets the requirements of the board, the marketing activities for "The District" as outlined will allow the DCMA to complete all proposed activities as requested.

Funding for this grant request is available in the Special Event Grants line item in the Marketing category of the budget 1829411-558600 for the DDB 20/21 Financial Budget.