



# City of Denton

City Hall  
215 E. McKinney Street  
Denton, Texas  
[www.cityofdenton.com](http://www.cityofdenton.com)

## AGENDA INFORMATION SHEET ECONOMIC DEVELOPMENT PARTNERSHIP BOARD

**DEPARTMENT:** Economic Development

**CM/ DCM/ ACM:** Bryan Langley

**DATE:** November 8, 2017

### **SUBJECT**

Receive a report and hold a discussion regarding the Denton Chamber of Commerce Office of Economic Development's annual comprehensive marketing plan.

### **BACKGROUND**

Under the City-Council adopted FY17-18 Economic Development Program Agreement with the Denton Chamber of Commerce, one deliverable is an annual comprehensive marketing plan that includes:

- Strategies/timelines for print and digital ad buys
- A schedule for maintenance and updates to DentonEDP.com
- Social media (platforms used, type of content to be posted, and posting schedule)
- Planned marketing trips

The Chamber's Vice President for Economic Development, Adam Gawarecki, will present the marketing plan.

### **STRATEGIC PLAN RELATIONSHIP**

The City of Denton's Strategic Plan is an action-oriented road map that will help the City achieve its vision. The foundation for the plan is the five long-term Key Focus Areas (KFA): Organizational Excellence; Public Infrastructure; Economic Development; Safe, Livable, and Family-Friendly Community; and Sustainability and Environmental Stewardship. While individual items may support multiple KFAs, this specific City Council agenda item contributes most directly to the following KFA and goal:

**Related Key Focus Area:** Economic Development

**Related Goal:** 3.4 Encourage development, redevelopment, recruitment, and retention

### **EXHIBITS**

Exhibit 1 – Agenda Information Sheet

Exhibit 2 – Presentation

Respectfully submitted:  
Caroline Booth  
Director of Economic Development