



"...meeting community needs...enhancing quality of life."

MEMO

TO: Karen Harkness, Director of Community and Economic Development

FROM: Paula Vandehey, Director of Public Works *PAV*

DATE: November 25, 2019

SUBJECT: Request for funding from the 2019 Marketing & Business Services Initiatives in the amount of \$10,000.

The Department of Public Works, along with the City's Communications Coordinator, is working to create a more positive perception of parking in downtown Appleton. Our goals are as follows:

1. Educate the community on parking options and availability. This includes possible initiatives such as creating an interactive parking map on our webpage, social media videos, brochures for the city and downtown businesses to hand out, etc.
2. Create a more welcoming and fun environment in the parking ramps by providing opportunities for murals painted by area students and community members, utilizing the Public Art Committee.

A campaign of this magnitude is beyond the time and expertise our staff has. We also believe a creative advertising/marketing agency will have relevant experience dealing with public perception issues and how to successfully address them. At the same time, we understand that working cooperatively with the Community & Economic Development team on this campaign will also support the City's efforts to encourage additional investment by businesses and developers in our Downtown, as well as support the existing businesses with retention of employees and customers.

Therefore, we are requesting \$10,000 to hire a marketing firm, purchase materials, boost social network posts, etc. necessary to meet this cooperative initiative.