



Legislation Text

File #: 18-0006 CRA, Version: 1

TO: CRA Board of Commissioners
FROM: Krista Walker, Contract Manager
THROUGH: Jeff Costello, CRA Executive Director
DATE: June 11, 2018

DELRAY BEACH MARKETING COOPERATIVE - FY 2017-18 2ND QUARTER REPORT

Recommended Action:

Receive and file.

Background:

The CRA contributed \$355,910 to the DBMC in the CRA FY 2017-2018 budget which represents 49% of the DBMC's budget of \$728,510.

The DBMC's marketing endeavors for January - March 2018 are reported in the attached PR Impressions report. For the second quarter the DBMC reports the following public relations impressions and the value:

- Media Outlet Articles (National and International): 62 million impressions.
- Local Newspaper Articles and Radio: 780,000 impressions.
- Social Media Analytics: 122,000 impressions.

Based upon the above, there were 63 million impressions.

Please refer to the attached Dashboard Highlights for more detail.

Attachment(s): PR Impressions Report, Dashboard Measurable Reports, DBMC's Quarterly Budget Report, DBMC's Balance Sheet.

CRA Attorney Review:

N/A

Finance Review:

N/A

Funding Source/Financial Impact:

CRA G/L #: 7321 DBMC - Downtown Marketing & Promotion

Timing of Request:

N/A