



## Legislation Details (With Text)

**File #:** 18-0006 CRA **Version:** 1 **Name:**  
**Type:** CRA Report **Status:** Agenda Ready  
**File created:** 6/1/2018 **In control:** Community Redevelopment Agency  
**On agenda:** 6/11/2018 **Final action:**  
**Title:** DELRAY BEACH MARKETING COOPERATIVE - FY 2017-18 2ND QUARTER REPORT  
**Sponsors:**  
**Indexes:**  
**Code sections:**  
**Attachments:** 1. Agenda Cover Report, 2. DBMC Second Quarter Report

Date	Ver.	Action By	Action	Result
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**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