



## 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