



Legislation Text

File #: 19-24, **Version:** 1

TITLE:

Consider Approval of a Marketing Agreement with WCHL Radio.

PURPOSE: The purpose of this item is to update the Board on staff's efforts to expand communications strategies to increase our reach to the public with town information, news and events

DEPARTMENT: Town Manager's Office

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INFORMATION: Citizens access information from numerous media sources. Currently the Town is relying heavily on social media, emails, signs, banners and the website to communicate information to the community. Staff is looking at ways to expand our efforts to inform the public about town information, news and events. The community survey indicated that the media sources that the public most relied on were the Town website, television, Facebook and radio.

Staff has been discussing a marketing strategy with representatives of WCHL Radio to promote Carrboro and to provide timely information about important projects, events, and happenings. Attachment 1 is a proposed marketing plan for the Town of Carrboro to sponsor Friday's with Feel Free Friday! The Town would use this platform to communicate town messaging efforts i.e. support for locally owned business, festival and events, public education on planning programs and projects, skip the straw!, join an advisory board, etc.

FISCAL & STAFF IMPACT: A 6 month commitment of \$8,100.00. Advertising money has been budgeted in both the Town Managers and Economic and Community Development Departments to cover this cost.

RECOMMENDATION: Staff recommends the Board consider approving the marketing agreement with WCHL.