

# Cobourg DBIA

## PERFORMANCE MEASURES AND ACTION PLANS WORKSHEET

### Marketing and Communications

**SCOPE:** Downtown Cobourg DBIA is a safe, prosperous and sustainable lakeside community, through strategic investment of the BIA's resources specific to marketing and communications.

### Priority Task 1: To Create a Communications Plan

### Priority Task 2: To Create a Branding guide

#	ACTIONS	TIMEFRAMES Short Term – 1 yr Medium Term – 3 to 5 yr Long Term – <5 yr	RESOURCES (list estimates of time and investment required)	CHAMPIONS (list those responsible for completing)	ADVOCACY (list who to advocate to and who should lead)	ONGOING	IN PROGRESS	COMPLETED	COMMUNICATED
1	Create a marketing committee	Short Term	1month (Oct Board mtg.)	Marketing Chair Coordinator	Marketing Chair &Coordinator to Mem	*			
2	Creation of a communications Plan which includes: defining audience; choosing social media platforms which best suit needs and creating an annual strategy on social media; newsletter (membership); Public Relations including-Marketing/Face to Face/Social Media engagement	Short Term	March 2021	Marketing Committee	Marketing				
3	Create a branding guide	Short Term	6-8 Months	Marketing Committee					