

 Downtown Cobourg	Downtown Business Improvement Area (DBIA)	
	COORDINATOR REPORT	
TO:	Chair and Members of the Board of Management	
FROM:	Tracey Gainforth	
TITLE:	Events and Communications Coordinator	
DATE OF MEETING:	Thursday, December 3 rd , 2020	
TITLE / SUBJECT:	Marketing Promotion for 2021	
REPORT DATE:	Friday, November 27, 2020	Portfolio:Marketing

1.0 STRATEGIC PLAN

Mission:

Municipal Act, 204: • Oversee the improvement, beautification and maintenance of municipally owned land, buildings and structures in the area beyond that provided at the expense of the municipality generally, and

Promote the area as a business or shopping area

Priority Four: Marketing and Communications

Scope: Downtown Cobourg DBIA is a safe, prosperous and sustainable lakeside community, through strategic investment of the BIA'

Strategic Action: Create a marketing strategy which addresses the current emergency situation but focusses on the future (a plan for continued success)

2.0 MEMBERSHIP ENGAGEMENT

N/A

3.0 RECOMMENDATION

THAT the DBIA Board of Management receive the report from the Events and Communications Coordinator for information purposes;

FURTHER THAT the DBIA Board of Management approve the request of \$13,916.97 the media cross-promotion for 2021

4.0 ORIGIN

Attached is a quote round-up. We have had a successful experience/partnership with these outlets over the current Covid19 period.

5.0 BACKGROUND

To support the Downtown Business community further the Marketing committee is looking at a media cross promotion (radio/print/social media) for the whole year to help increase sales and bring awareness to the shopping options available in Downtown Cobourg. Getting the right message out to the community and being consistent with that messaging is vital.

The choices selected below were considered after researching their audience/demographics. A locally diverse demographic is preferred. The value they added in the packages were also incentive, due to the DBIA's current work with some of the outlets.

This was also considered because a year planned out strategically will support a consist message and allow us to change that message if necessary.

6.0 ANALYSIS

All messaging/graphics/design will be created in partnership with each media source

Messaging will include, but not restricted to

- **Downtown Cobourg a safe shopping/dining experience**
- **Shop in one of our many stores, galleries, services**
- **Historic Downtown Cobourg**
- **Support local/Support community**

- **Shop/Dine/Discover**

7.0 FINANCIAL IMPLICATIONS/BUDGET IMPACT

The quotes were sourced from local media outlets (including 1 Downtown members).

The budget in total for these 4 options is: \$13,916.97. The budget for 2021 is \$15,000. If we plan for the whole year within this budget, we are consistent and able to address all of our needs (events, regular marketing, crisis)

Budget (For 2021 Marketing Promotion):

Northumberland News:	2,800.00 (website takeover)
MyFM	5,000.00
UCB	5,616.97
Social Media FB & Insta	500.00
Total:	\$ 13,916.97

Please keep in mind the messaging with these individual outlets can change as we require (around event times, covid etc.).

8.0 CONCLUSION

A planned media cross promotion for the year will support consistency in our messaging and brand. During this challenging time in particular we need to offer the membership promotion consistently. We do not know how long the pandemic may last. This is the best opportunity to reach the largest amount of people and a diverse demographic.