

# Mayor Croslin



Title of Project Proposal	Description of Project/Summary Background	Fiscal Impact: Now- Dec 31, 2024	Legacy Cost:	Department Comments/Resources Needed to Implement	Equity Score
Hyattsville Business Advertising Campaign	This proposal is to develop a concerted marketing effort to bring those customers living outside of Hyattsville back to Hyattsville. A “Visit Hyattsville” website, similar to websites all the Mainstreet Maryland communities already have, will help in marketing Hyattsville and its businesses (in all three business districts. Hyattsville residents would also use this new site to more easily find local classes, events, menus, etc.	\$50,000	\$10,000	Coordinating and improving a marketing campaign that benefits City businesses with consistent branding is one of the recommendations from the Hyattsville Business Retention and Expansion study. This project is supportable, and the budget is reasonable.	5