



## Council Agenda Form

<b>MOTION #</b>		<b>DRAFT #</b>
<b>DATE SUBMITTED:</b>	<b>DATE TO GO BEFORE COUNCIL: LEAVE BLANK</b>	
<b>SUBMITTED BY:</b> Croslin		
<b>CO-SPONSORS:</b>		
<b>DEPARTMENT:</b> Legislative		

<b>TITLE OF MOTION:</b> Hyattsville Business Advertising Campaign
<b>RECOMMENDATION:</b> <p>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 really 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.</p>
<b>SUMMARY BACKGROUND:</b> <p>There are a few different models for the city to follow. Many cities have their communications departments administer sites like this, others have a staff member in their community and economic development department in charge of marketing their city, and many other cities pay a local nonprofit such as the Hyattsville CDC or Sohy to do this type of work.</p>
<b>ANTICIPATED STAFF RESOURCES REQUIRED TO IMPLEMENT:</b>
<b>NEXT STEPS:</b>
<b>CITY ADMINISTRATOR / DEPARTMENT DIRECTOR COMMENT:</b>  <p>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.</p>
<b>SUPPORTING DOCUMENTATION:</b>
<b>FISCAL IMPACT:</b> \$50,000
<b>COMMUNITY ENGAGEMENT:</b>
<b>STRATEGIC GOALS AND ACTIONS:</b>

LEGAL REVIEW REQUIRED?:

DRAFT