

Memorandum

Date: June 10, 2010
To: Members of the Main Street Monroe/Downtown Development Authority
From: Andrea Jones, Main Street Manager
Re: Video Marketing Campaign Budget

At the March 17, 2010 MSM/DDA Board meeting, the MSM/DDA approved the following:

“Accept the recommendation to develop a contract with TK Productions and budget for the video marketing campaign, with both items coming back before the Board for final approval once developed.”

At the April 21, 2010 MSM/DDA Board meeting, the MSM/DDA approved the following:

“Approve the TK Productions Contract.”

At their June 1, 2010 meeting, the Promotion Committee discussed the budget for the video marketing campaign after laying out the number of videos that would be included in the campaign and the content of those videos. I have attached the preliminary content that was later discussed with TK Productions.

The Promotion Committee **recommends a “budget of \$4,000 for the video marketing campaign.”**

Thank you.