



## Legislation Details (With Text)

**File #:** 21-2086      **Version:** 1      **Name:**  
**Type:** Action Item      **Status:** Agenda Ready  
**File created:** 2/24/2021      **In control:** Town Council Work Session  
**On agenda:** 3/8/2021      **Final action:**  
**Title:** Marketing Strategy For Economic Development  
**Sponsors:**  
**Indexes:**  
**Code sections:**  
**Attachments:** 1. Attachment 1: Business Marketing Strategy Overview

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

**Subject:**  
Marketing Strategy For Economic Development

### BACKGROUND SUMMARY :

In January 2021, Town Council awarded a marketing contract to Reingold Inc. to provide services that focused on supporting the business community in the Town of Vienna. Through this contract with Reingold, the work to develop a strategy and plan to support business through marketing has begun. The March 8 conference session will be used as a forum to detail the recommendations to move forward.

### OVERVIEW :

The next phase for working with Reingold involves setting goals and priorities for the next few months in the following areas: communications planning and future promotional campaigns; strategy development and guidelines for using social media as a promotional tool for business community; and developing the scope and focus areas for a business focused website. We will also discuss recommended next steps for the economic development division to take to sustain the work that has been done with the support of Reingold.

### SUMMARY/STAFF IMPRESSIONS :

A memo providing a brief overview will accompany this agenda item. In addition, a presentation will be made on March 8 to provide details about the recommended next steps. Feedback from Town Council is essential to the planning process.

### RECOMMENDATION :

No action needed at this time.