



Town of Vienna

Charles A. Robinson Jr.
Town Hall
127 Center Street South
Vienna VA, 22180

Legislation Text

File #: 21-2086, **Version:** 1

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.