

FRIENDS OF FARMERS BRANCH AMBASSADOR PROGRAM PROPOSAL

INTRODUCTION

The Farmers Branch Family Advisory Board has been charged with making recommendations to City Council that will improve the quality of life for families so that the City is positioned to recruit and retain families. At the February 28th Family Advisory Board meeting, the board unanimously voted to recommend to City Council the creation of a Friends of Farmers Branch Ambassador program.

PURPOSE

The Friends of Farmers Branch Ambassador program would be an opportunity for the City to provide residents with information about current and upcoming city issues and events on a regular basis so that they may spread the good news about Farmers Branch. It would also be an opportunity to solicit volunteers for the many service opportunities in the City.

GOAL

The goal in providing this program is to arm Farmers Branch residents with a wide variety of information about the community so that every encounter they have with a visitor is a positive one that may lead to further interest in living here, working here or playing here.

STRATEGY

1. The Family Advisory Board would begin by extending personal invitations to families to attend a bi-annual information session to learn about opportunities to get involved in the City through service on Boards and Commissions, volunteering at events, in the gardens or at certain facilities. These meetings will also focus on ways to stay up to date on community information. Certain City staff would need to be present at these meetings to provide information.

In order to be a "friend" a resident simply needs to attend one of the information sessions and make a pledge to get involved and spread the good news about Farmers Branch.

As a friend, residents will receive:

- a. Name badge to wear at city functions and events
 - b. Promo item
 - c. Regular emails with talking points about current events and facts about the community
 - d. Opportunity to attain a Tourism Ambassador certification (hosted by the Farmers Branch Tourism Department; City would sponsor 20 spots per quarter at \$30)
2. Once the program is underway and membership grows, the Friends of Farmers Branch could participate in fundraising efforts through the Farmers Branch Community Foundation to give back to the community.

ACTION

- Once Friends of Farmers Branch Ambassadors have been identified, the goal is to leverage these individuals personal connections, social media circles and friend groups to help generate interest in:
 - City Events
 - Involvement in City operations, boards, facilities
 - Recruitment for the City
- The activities of the Friends of Farmers of Branch will be grassroots in nature, but over time could grow into more visible, event driven initiatives.

BUDGET

In association with this program a small budget of \$5,000 is being requested. This budget would cover the following:

- a. Name badge to wear at city functions and events (quantity 100) - \$600
- b. Promo items, postcard mailings for initial meeting - \$2,000
- c. Tourism Ambassador certification (hosted by the Farmers Branch Tourism Department; City would sponsor 20 spots per quarter at \$30) - \$2,400