

Additional Marketing Plans to Pyro's Recommended Plan

The following are budgeted and planned for 2017 and are in addition to what is shown on the recommended plan from Pyro:

Economic Development (paid for out of Eco Devo budget)

- D-CEO print ad – 4-5 x per year
- TREB print ad – 2 x per year
- DBJ print ad – 1-2 x per year
- Redesign of Eco Devo brochure to replace folders

Residential/Demo Rebuild (paid out of Marketing Budget)

- Redesign of ads and flyers
- Candy's Dirt Real Estate Blog Sponsored Post
- Yard signs for completed homes
- Dallas Stars Program and Yearbook Ads
- COFB water bill inserts
- Tour of Homes Sponsorship Ad

Events General

- Special Events Magnet Mailer
- Family Eguide Advertising
- Cross-promotion at events
- Develop database of event attendees
- Text Message Campaign
- Regular City flyers, rack cards and posters
- School outreach

Note: This does not include specific event marketing plans

Weddings (Historical Park & Rose Gardens)

- Paid subscriptions to The Knot, weddingwire.com, and mywedding.com
- Bride & Groom print ad
- Dallas Bridal Trade Show