



Legislation Text

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Receive an update on the Demolition Rebuild Marketing Program.

BACKGROUND:

With recent updates to the Demolition Rebuild Program, Economic Development and Communications staff have been working to continue to promote the program with updated messaging and graphics. Using City communication channels and paid media, staff has targeted both Farmers Branch residents and the greater north Texas region with the incentive program message and the enhanced benefits of living in Farmers Branch.

DISCUSSION:

City Council will receive a presentation on Demo/Rebuild Program marketing, which will include a detailed look at current activities, planned activities and analytics covering the past year.

ATTACHMENT(S):

1. Presentation