City of Boerne	AGENDA ITEM SUMMARY
AGENDA DATE	February 12, 2019
DESCRIPTION	DISCUSSION ON SPECIAL PROJECTS MARKETING PLAN FOR FISCAL YEAR 2019. (Hill Country Mile, Dickens on Main and Art al Fresco)
STAFF'S RECOMMENDED ACTION (be specific)	No action required
CONTACT PERSON	Paul Barwick – Special Projects Director; Mary Woods, Special Projects Manager
SUMMARY	 Background: Boerne's historic downtown Central Business District was branded the Hill Country Mile (HCM) to bring attention to the area as a single destination; the Art al Fresco (AAF) brand was created for our temporary outdoor sculpture competition and Dickens on Main became a City event in 2014. Through our efforts over the past few years, the brands have begun to gain traction with the media and the public. We have positioned ourselves to take these efforts to the next level through more aggressive public relations, marketing and advertising. Presentation includes: How the proposed plan ties to the adopted Master Plan Selected recent advertising initiatives Biggest challenges Steps to take these efforts to the next level Review current social media data Proposed increase in costs for Fiscal Year 2020
COST	Fiscal Year 2019 capital fund HCM improvements N/A
SOURCE OF FUNDS	Consider during Fiscal Year 20 General Funds/Capital Budget process
ADDITIONAL INFORMATION	PowerPoint presentation

This summary is not meant to be all inclusive. Supporting documentation is attached.