



AGENDA ITEM #10.2

REPORT TO CITY COUNCIL

Report Prepared by: Nancy Malecha

Date: June 4, 2019

Subject: Heart of the Good Life Development Marketing Strategy

Report: The Economic Development Commission, at their meeting held on May 21st, is recommending the City proceed with the attached flag display marketing strategy for the Heart of the Good Life Development at a cost not to exceed \$2,000. It is their hope that six flags, at a height not to exceed 15 feet, will be erected in this Development for visual marketing to passing motorists. A conditional use permit application will also be reviewed by the Planning Commission at their meeting held on June 20th.

Because this is a non-budgeted expenditure, we are requesting Council approval to utilize the 2019 Economic Development budgetary funds designated for the shared Communications Manager position for this purpose at a cost not to exceed \$2,000.

Council Action Requested: Council motion approving the flag display marketing strategy for the Heart of the Good Life Development as presented to be paid from the 2019 General Fund – Economic Development budget at a cost not to exceed \$2,000.

NORTH MOVING SOUTH



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218-568-5222

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