



# City of Arlington Council Agenda Bill

Item:  
WS #2  
Attachment  
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<b>COUNCIL MEETING DATE:</b>	
January 9, 2017	
<b>SUBJECT:</b>	
Retail Economic Development Campaign Update TWENTYFIVE Marketing Firm	
<b>ATTACHMENTS:</b>	
None	
<b>DEPARTMENT OF ORIGIN</b>	
Community & Economic Development	
<b>EXPENDITURES REQUESTED:</b>	\$-0-
<b>BUDGET CATEGORY:</b>	N/A
<b>LEGAL REVIEW:</b>	<i>JS</i>
<b>DESCRIPTION:</b>	
The attached status report is the 1st Quarter Marketing Campaign update which will be presented by Randal Southam of TWENTYFIVE.	
<b>HISTORY:</b>	
The City Council directed staff to proceed with the Retail Focus Area Initiative back in early 2015. Staff has completed the initial tasks and outlined the strategy. A component of the strategy is the marketing and branding portion of the initiative. In order to move forward we need to contract with a firm that is capable of marketing Arlington and marketing Arlington to the retail sector. TWENTYFIVE was chosen as our Marketing Firm and part of their obligation is to provide periodic updates/reports to Council.	
<b>ALTERNATIVES</b>	
N/A	
<b>RECOMMENDED MOTION:</b>	
Workshop; discussion only.	