

DEWEY BEACH MARKETING COMMITTEE

The Marketing Committee aims to establish a clear focus, defined goals, and operating protocols to better meet the current needs of the Town. Below is a draft of these recommendations for Council approval.

FOCUS

The Dewey Beach Marketing Committee is dedicated to creating and promoting initiatives that generate revenue for the Town and foster a positive public image, strengthening connections with residents, visitors, and local businesses.

GOALS

- Brainstorming, planning, and executing innovative initiatives that generate revenue for the Town of Dewey Beach. This includes creating new fundraising opportunities, strengthening partnerships with local businesses, enhancing town-sponsored events, and leveraging marketing and communications to maximize participation and support.
- Developing ways to build a stronger connection with property owners and visitors through improved outreach and information-sharing channels.
- Engage with the community at town and private events as spokespersons for Dewey Beach, sharing information, fostering fundraising, and providing on-site support.
- Partner with local non-profit organizations through the Dewey Gives Back initiative to support community causes, strengthen civic engagement, and showcase the Town's commitment to giving back.
- Collaborate with Town staff to plan and provide compelling content for the monthly newsletter, ensuring consistent communication and promoting Town programs, events, and initiatives.

OPERATING PROCEDURE

The Marketing Committee may consider topics referred by the Town Council, as well as develop marketing strategies independently. Any initiative proposed by the Committee that requires Town resources - such as additional staff time, financial support, significant or permanent changes to Town-owned structures or land (including parks or streets), must be referred to the Town Council for approval. Additionally, the creation of any new, town-sanctioned events will require Town Council approval. All other activities, such as

newsletter content or volunteer participation in local events, will require review and approval solely by the Town Manager. This procedure is intended to allow the Committee to carry out smaller initiatives efficiently while ensuring appropriate oversight by the necessary Town authorities.