

MARKETING COMMITTEE OVERVIEW

FOCUS

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

OBJECTIVES

1. Developing ways to build a stronger connection with property owners and visitors through improved outreach and information-sharing channels.
2. Engage with the community at town and private events as representatives for Dewey Beach, sharing information, fostering fundraising, and providing on-site support.
3. 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.
4. Collaborate with Town staff to plan and provide compelling content for the monthly newsletter, ensuring consistent communication and promoting Town programs, events, and initiatives.
5. 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.

OPERATING PROCEDURE

The Marketing Committee may consider topics referred by 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.

MEMBERS

Patrice Gancie

Luisa Martinez

Ellen Winkler

COMMISSIONER LIAISON

Paul Bauer

RESILIENCY COMMITTEE LIAISON

Sally Silver