

# Dewey Beach Marketing Committee

MARCH 12, 2021





**Goal:** Raise funds for the ongoing beautification of Dewey Beach

2021-2026 Marketing Committee Campaign Focus

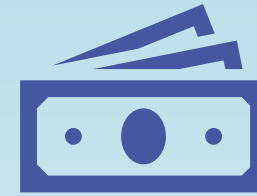
# Funds Raised Support Variety of Dewey Beautification Projects



Flowers / Plants for around town including the Baywalk Planters



Artwork/and or sign by Bay Beach (3-5 year plan) with engraved recognition on the back



Other beautification improvements to be determined based upon the success of fundraisers  
(and Commissioner approval)

Town of Dewey Beach merchandise, artwork & other recognition opportunities will be determined based on giving levels.

# Proposed 2021 & 2022 Campaign Plan

## Fundraising & Tourism





**D E W E Y \* B E A C H**  
BEAUTIFICATION PROJECT

## Next Steps

- Commissioner approval
  - Provide Guidelines for Marketing Committee
- Outline guidelines for initial fundraising recognition
- Craft messaging for March mailing
- Plan for April events