

Memorandum

Date: December 10, 2009
To: Members of the Main Street Monroe/Downtown Development Authority
From: Andrea Jones, Main Street Manager
Re: Marketing Folders

The Organization Committee obtained quotes and is having a design created for a Welcome Packet/Marketing Folder. This folder can be used to package any official items sent out from the Main Street office including business welcome packet, tourism welcome packet, other informational packets, individual requests, etc. This would provide a more professional look and further the downtown brand. Further ideas discussed could include sending information to movie studios (which has already been requested) or joining with the schools to package their student informational packets in order to market downtown and the website. There are endless possibilities for the use of these folders that have not all been discovered at this time.

I obtained quotes from three DDA district business printers. Lamour Printing is the only printer that will be able to produce the layout and design desired. The layout will include one horizontal pocket and one vertical pocket on the inside of the folder plus business card slots. This will allow for a variety of items to be properly displayed in the folders. The outside will be full color with the design replicating that of the Tourism Brochure and Downtown Monroe Handbook. The Organization Committee had not factored this expense into their 09-10 budget and it appears that in order to make the project work financially the committee needs to request an addition to their budget. The cost to print 1,000 folders is \$1,350.00 plus the cost of shipping. The project budget is estimated at \$1,500.00. While the committee currently has \$1,350.00 in their budget, there are additional printing projects for which they have already reserved some of those funds (Downtown Monroe Handbook and Business Guide). **The Organization Committee requests an additional \$700 from the DDA and recommends that the committee be allowed to purchase 1,000 marketing folders.**

Thank you.