ID	Project Name	Owner	Budget	Start	End	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1.0	**Economic Dev. Marketing Outreach Tactical Plan 2014**			**1-Jan**	**31-Dec**												
1.1	**City Outreach Phase (month 1-3)**			**1-Jan**	**30-Mar**												
1.1.1	On-going Internal staff review/education/assets: *Initial meeting * Monthly Intranet Posts / Email Talking & Related Proof Points * Template tools and guidelines for staff use * Email footer template * PowerPoint template			1-Jan	31-Dec												
1.1.2	On-going monthly outreach to stakeholder group (research participants): *Email Campaign			1-Feb	31-Dec												
1.1.3	On-going outreach to Residents: *Social Media Platforms * Email Integration * Quarterly Statement Stuffers *City controlled site signage and other applicable opportunities *Ad Specialties (bumper stickers & T-Shirts) * Local Publications * Press Relations * City Web Page			1-Feb	31-Dec												
1.1.4	On-going outreach to Business & Leadership: *Social Media Platforms * Email Campaign * Chamber Publications/Outlets * Handouts * Poster Series * Website integration pieces			1-Mar	31-Dec												
1.1.5	E-book of everything ED related			1-Feb	30-Mar												
1.2	**Brevard/Regional Outreach (month 3-12)**			1-Mar	31-Dec												
1.2.1	Press Planning - creation and augmentation of on-going content development (digital and traditional)			1-Mar	31-Dec												
1.2.2	Ad campaign development and implementation using in kind media supporters: *Clear Channel Digital Outdoor * Clear Channel Radio * WSBH * WFIT * Hometown News * Space Coast TV			1-Apr	31-Dec												
1.2.3	Ad campaign development and implementation using paid / digitally targeted mediums: *Google Ad Network Retargeting * LinkedIn Pay-Per-Click video ad targeting CEO level businesses within city focus geographies and industries * Social Media Platform content / plan and targeted boosts on economic development related proof points * Email campaign template for on-going passive E.D. inquiries list			1-Apr	31-Dec												
1.3	**Niche Outreach (major site selection publication or online initiative) TBD**			1-Jun	31-Dec												
	Total working budget:		-	1-Jun	31-Dec												