



City of Broken Arrow

Request for Action

File #: 19-1346, **Version:** 1

Broken Arrow City Council
Meeting of: 11-05-2019

Title:

Presentation by Ghost Creative on the Shop Local messaging and visuals

Background:

In order to help local businesses stay profitable and generate much needed sales tax revenue for the City, staff has retained the services of Ghost Creative and Anglin Public Relations to develop a strategic marketing plan outlining specific activities that will engage residents to shop locally within Broken Arrow.

Ghost will present the main concept message and visuals to gather feedback from Council members.

Cost: \$0

Funding Source: N/A

Requested By: Krista Hemme, Director of Communications

Approved By: City Manager's Office

Attachments: Broken Arrow Concept Messaging

Recommendation:

As Council directs.