

January 21, 2009

MEMORANDUM
For Meeting of January 27th, 2009

TO: Mayor and Councilmembers
THROUGH: Steve Worthington, City Manager
FROM: Laurel Potter, Marketing Coordinator
SUBJECT: Marketing Coordinator Annual Re-Cap

REPORT IN BRIEF: The City of Fife Marketing Coordinator currently works on facilitating tourism and community interest for events, retailers, hotels, programs, and venues. This position actively seeks new and maintains current ways of promoting the Fife area for tourism, business, and citizens.

BACKGROUND: The Marketing Coordinator position was contracted in June of 2007. The position was brought on as a regular full time in 2008.

DISCUSSION: A detailed and illustrated discussion on the main goals of this position will include: events coordinated, tourism marketing efforts, Parks & Recreation Department assistance, Fife Specialty Outlet group, website construction & design, Fife Chamber assistance, Performing Arts Center, Boards & Commissions, and other miscellaneous contract work.

FISCAL IMPACT: \$88,200 per year for all department expenses

ALTERNATIVE COURSES OF ACTION: None

RECOMMENDATIONS [or add "/SUGGESTED MOTION"]: None



Laurel Potter,
Marketing Coordinator



Approved for Agenda:
Steve Worthington, City Manager