

## City Council Agenda Item Request

Date of Request: 4/7/24 Requester: Mitch Colvin, Mayor

Agenda Item Title: All-American City Marketing

Estimated Cost: unknown Anticipated Funding Source: General Fund

City Department(s) Support Requested: Managers Office

Estimated Staff Time Required: 6-12 Hours

Anticipated Date for Future Council Work Session Discussion: Return (3) options to Council

Which City Council approved Goal(s) within the Strategic Plan does this request directly support?

Goal IV - To purchase All-American city banners and display historic accomplishments throughout the city

What do you envision accomplishing with this agenda item request?

To positively market the City of Fayetteville to the broader community. Build a stronger sense of community pride.

Additional Comments:

