



## **MEMORANDUM**

**To:** Mayor and City Council

**From:** Clay Phillips, City Manager

**Date:** April 22, 2014

**Reference:** Work Session: Update on the Old Town Marketing Plan.

**2030:** **Business Prosperity**

---

### **Introduction:**

The implementation of the Old Town Marketing Plan was identified as a Work Plan Element on the City Council Goals for 2013-14. The Old Town Marketing Plan was originally presented to City Council on September 24, 2013.

### **Analysis:**

This update provides a projected date for implementation and status of work for each work plan element included in the original marketing plan.