

Marco Island Community Parks Foundation

October 19, 2021

Proposed Mission Statement:

“Gain support from the community to enhance Marco Island parks and recreational programming”

Summary of Marketing Options:

1. Joan Gerberding: \$9,600
 - a. Custom website, tri-fold brochure
2. B2 (B-squared): \$9,670
 - a. Custom website, tri-fold brochure, direct mail postcards
3. Utilize City website and logo

Recommendation:

In the near term, utilize the City’s website and logo and add to the existing Parks Foundation page. Include the mission statement, renderings of Veterans Community Park, and fundraising goals.

Hire Joan Gerberding to develop a brochure and/or postcard to be mailed to each home with a fundraising request. This would cost approximately \$2000.

The Board would need to give Joan/staff direction on fundraising goals, assign a person on the board to track donations, send thank you notes, follow up with donors, plan events, etc.

As fundraising grows, the Board may choose to develop a more robust website with online fundraising and more advanced features.