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Delta Marketing Project Update

PROJECT DESCRIPTION

In 2015, the Conservancy received a grant from the federal Department of Commerce's Economic Development Administration to form a Delta Marketing Taskforce, develop a marketing plan to suit the Delta's needs, and create an infrastructure for the Delta community to manage the Delta's marketing needs long term. The Delta Marketing website and marketing plan is the second phase in the Delta Awareness Campaign, which started with the Delta Brand. The Delta Protection Commission is a partner in this effort.

In 2015, initial work on the project included working with the contractor to pitch ideas to the Delta Marketing Taskforce and to begin work on the website. Due to challenges with the past contractor and staffing changes, the Conservancy terminated the contractor for convenience to the state and requested an extension to the grant with the Economic Development Administration in order to hire a new contractor and finish the work under the grant agreement. This request was granted with a six month extension of the grant term to March 31, 2017.

PROJECT UPDATE

Since the granting of the extension, and after a month-long solicitation period, the Conservancy hired Design Media in August to create the tourism website and develop the 5-year marketing strategy and promotional campaign. Delta Conservancy staff began meeting with the contractor in September to inform them of the status of the project, previous taskforce input, and current assets. Throughout September and October, a project schedule was developed and planning for the website and marketing plan was undertaken.

On October 27th, the Delta Conservancy reconvened the Delta Marketing Taskforce in order to introduce the new contractor and solicit feedback on two potential themes for the website. The Taskforce was pleased with the quality and direction of the project and will reconvene in late November/early December to review a draft of the full website and begin reviewing a draft marketing plan for their needs. Design Media is currently developing the website based on feedback received during the October Taskforce meeting, and is developing the marketing strategy based on feedback from previous Taskforce meetings in 2015.

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CURRENT IMPORTANT DATES

Early December: Task Force Meeting to review draft marketing plan
January: Task Force Meeting to review final marketing plan and website
February: Task Force Meeting to discuss Next Steps
March: Task Force Meeting to discuss Next Steps

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