

MARCH 2014



CORPUS CHRISTI BUSINESS & JOB DEVELOPMENT CORPORATION COMMUNICATION PLAN

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OBJECTIVE

Increase awareness about the 2002 voter approved Type A sales tax fund including:

- Branding
- Projects
- Outcomes

STRATEGIES

Method	Stakeholder	Responsibilities	Cost	Timing
Logo Development	Board	PIO/Vendor	\$2,000*	Complete
Graphic Standards/Usage	Board	PIO/Vendor	\$0	In Progress
Website	Public, Board	PIO/Vendor	\$4,000**	In Progress
<i>Options for Consideration</i>				
Signage	Public, Board	PIO/Vendor	?	?
Previous Grantees	Public, Board	PIO/Vendor	?	?
Contract Language	Grantees, Public	Legal	?	?
<i>Additional Board Options?</i>				

*\$7,500 was authorized in late 2013 for Communication services.

**\$2,500 was authorized in February 2014 for website design.