



MEMORANDUM

TO: Angela Threadgill, Planning and Economic Development Director

FROM: Shirley Baylis, Business Development Manager

DATE: March 6, 2024

RE: Awards of Marketing Digital and Connectivity Grants

The purpose of the memorandum is to present a recommendation of approval from the Grant Review Committee for the award of two (2) grants related to the Marketing Digital and Connectivity Grant (MDCG) program.

The Decatur Development Authority allocated \$25,000 for the program in its FY 2023-2024 budget in support of City of Decatur small business owners for the purpose of design and production of marketing materials and content for digital platforms. Of the 13 applications received, the following submissions are recommended for approval by the Review Committee totaling \$3,250.

Approval Recommendations

Lubell Consulting

141 Ridley Lane

Project: 1.) Content Audit: collect and evaluate existing web and other digital marketing assets. 2.) Content Strategy: Prioritize and implement new content toward marketing funnel/call to action. 3.) Site redesign: choose and build a hosting platform, visual theme and populate with the content strategy. 4.) SEO: optimize the site for target audience.

Requested Amount: \$2,500

Recommended Amount: \$2,500

Maylan Group d/b/a Montessori Academy of Decatur

189A Sams Street

Project: weekly ad campaign on Facebook and Instagram. These ongoing ad campaigns would assist in enhancing brand recognition and connect with prospective families to increase school enrollment.

Requested Amount: \$750

Recommended Amount: \$750