



HUDSON ECONOMIC GROWTH BOARD • 1140 Terex Road • Hudson, Ohio 44236

June 4, 2021

Mayor Shubert and Members of Hudson City Council:

As your Economic Growth Board (EGB), we write today in support of the results generated by the digital marketing campaign that City Council recently funded.

The EGB is focusing on street level businesses in our five shopping and entertainment areas. We came through the past 14 months in surprisingly good shape and businesses are quickly ramping up given vaccines and the removal of health orders.

Data shows that the digital marketing campaign around #shoplocalshophudson has been an unqualified success. As the Chamber of Commerce has outlined, the effort has exceeded its goals and boosted foot traffic and awareness. The original campaign and budget provided for a two-month effort and the build-out of necessary sites and tools.

With summer here and the consumer returning, we write today in support of the Chamber of Commerce request that is before you, for additional funding, in the amount of \$20,000.00. Given that groundwork for this effort has been laid in Round 1, this new round of funding should support five more months of digital promotion of our great City.

As your Economic Growth Board, we feel this is the best investment we can make in our recovery, and it should support our businesses into the fall. Let's build on what we have started and ensure the continued vitality of our local business community.

Thank you for your support to date.

Sincerely,

Keith Curley, Chair
Ashley Fink, Vice-Chair
Dianna Ditto
Robert Deuberry
Robert Griesse
Chris Hutchins
Howard Movshin
Brad Wenclewicz
Marc Wolbert
Jim Stifler, Chief Economic Officer, City of Hudson
William Wooldredge, Council Liaison, Council President