



City of Brookings

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2020 Census Marketing Campaign

Summary:

Overview of the 2020 Census Marketing Campaign for the City of Brookings.

Background:

The Complete Count Committee prepared a marketing campaign to raise awareness and encourage participation in completing the 2020 Census questionnaire. The marketing plan aims to utilize existing Census Bureau materials with a local flare. The marketing campaign utilizes multiple media platforms in an attempt to target all Brookings residents.

Fiscal Impact:

The City of Brookings has budgeted \$7,000 towards the 2020 Census Marketing Campaign.

Attachments:

Memo

Complete Count Committee Resolution

Census Presentation