

From: [Tom Kavanaugh](#)
To: [Miller, Tabatha](#)
Cc: [Melissa Holberton](#)
Subject: Re: Forward
Date: Friday, October 16, 2020 5:25:45 PM
Attachments: [FTB_Forward10_09.pdf](#)

Tabatha,

Here's a top line on what we see as priorities with a limited budget.

These are critical to maintain social presence and engagement and drive visitors and commerce

- Ongoing social
- Promotions to support local merchants and visitation (Gift Guide, Winter Visits, etc.)
- Email perhaps at a reduced cadence

Secondarily, and budget permitting

- Additional content development
- Increased daily engagement
- Promotions for, or creative branding help with, events

These things are important, too, and it's hard to know exactly what we could within the budget, but hopefully gives you an idea of trade-offs.

Once again, thanks so much for all your support.

Tom K.

Tom Kavanaugh | The Idea Cooperative | 415-377-6708 | www.theideacooperative.com

On Oct 9, 2020, at 4:03 PM, Tom Kavanaugh <tomk@theideacooperative.com> wrote:

Tabatha,

Thanks for your time and support.

Here's the doc we reviewed today.

Tom K.

<FTB_Forward10_09.pdf>

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