



City of Santa Clara

The Center of What's Possible

Economic Development, Communications, and Marketing Committee 2020 Quarterly Workplan (DRAFT)

1 st Quarter Meeting February 19, 2020	2 nd Quarter Meeting May 20, 2020	3 rd Quarter Meeting August 19, 2020	4 th Quarter Meeting November 18, 2020
<ul style="list-style-type: none">• Review 2020 EDCM Workplan• Review status of Helen Putnam Award for Excellence application (Applications due April 9, 2020)• Verbal Update on Banner Policy• Citywide Communications<ul style="list-style-type: none">◦ Update on Inside Santa Clara Redesign Survey◦ Update on Community Partners Web Page◦ Discuss Special Events Strategic Marketing (e.g., Art & Wine Festival, Street Dance, Concerts in the Park, State of the City)◦ Communications Consultants Update• Social Media Analytics Report	<ul style="list-style-type: none">• Update on Workers Cooperatives• Social Media Analytics Report• Update on Inside Santa Clara Redesign• Communications workplan and updates• Update on Helen Putnam Award for Excellence application• Special Events Strategic Marketing	<ul style="list-style-type: none">• Social Media Analytics Report• Workers Cooperatives (Tentative)	<ul style="list-style-type: none">• Social Media Analytics Report• Update on 2021 International Association of Science Parks (IASP) Conference