



MANDAN
Tomorrow
Together, we make it happen!

**Deadline extended to
Oct. 19, 2020**

MEMORANDUM

August 5, 2020

To: Mandan Businesses
From: Ellen Huber, Business Development & Communications Director
Subject: Ads & Information for 2021 Community Calendar

The Mandan Tomorrow – Leadership, Pride & Image Committee, in cooperation with the City of Mandan Business Development & Communications Department, plans to publish a second annual Morton County and Mandan calendar for 2021 as part of a joint marketing program. Businesses and organizations are invited to participate.

There are 24 slots for business card sized ads in the calendar which allows for up to two ads per month. **Ads are each \$300. The final deadline for advertising payments and content is Oct. 1.** Submit the response form to City of Mandan Communications and Community Services Coordinator Kari Schmidt at kari.moore@cityofmandan.com or mail along with a check for \$300 made payable to the City of Mandan. Mail to Kari Schmidt, Mandan City Hall, 205 Second Avenue NW, Mandan, ND 58554. Email Kari with questions or call 667-3478. Once advertising commitments are received, Kari will follow-up with directions to submit ads digitally (preferred) or in hard copy.

If you are aware of activities that you wish to have included in the calendar, please forward the activity name, date, time and location to Mandan Progress Organization Administrative Assistant Kris Haug, kristinhausg@mandanprogress.org. Information is requested by Sept. 1. Space constraints may limit the number of activities that can be included in the printed calendar, but more activities can be publicized at www.mylocalevents.org.

More about the calendar. In addition to important dates, the calendar provide residents, businesses and visitors with other resources like recycling and garbage schedules and contact information. Partners in the 2020 calendar are the City of Mandan, Morton County, Mandan Parks and Recreation, Mandan Public School District, Mandan Progress Organization, Dakota Sanitation, and Waste Management. Commitments for 2021 are pending budget review and approval processes.

Assuming sufficient funding, the calendar will be sent in December through carrier route mailing to all addresses with a 58554 zip code, approximately 13,500, with distribution of remaining copies to hotels for placement in guest rooms and via the major partners.

Asked about how they'd use the calendar during a November 2019 community survey, 78% of resident respondents indicated they'd either hang it somewhere or save it as an informational resource with another 8% sharing that they'd use the online version instead of the print version. Having informed residents is important to generating visits to area attractions, events, and businesses when hosting friends and family from other areas. We appreciate your support!