



Marketing Committee Meeting Agenda

November 20, 2023 – 2:00pm

via Hybrid Meeting

REDI Office – 51 Monroe Street, PE-20, Rockville MD 20850

Join Zoom Meeting

<https://us02web.zoom.us/j/84453498708?pwd=ZlE0T05LbndsMk04cDBQMUZaelVVQT09>

Meeting ID: 844 5349 8708

Passcode: 409173

One tap mobile

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- **Staff Report**
 1. Marketing Metrics Update
 2. Economic Development Week Campaign
 3. Rock East District
 4. Life Science Branding Project

- **Explore Rockville and Rockville Rewards Guidelines**
 1. Qualifying business
 - i. Explore Rockville directory listing
 - ii. Rockville Rewards listing
 2. Qualifying nonprofits (Rockville Rewards)

- **Global Bites Event**
 1. Objectives and format