SUMMARY STATEMENT

ITEM NO.: PATCO-13-026

SUBJECT: PATCO Marketing through Promotional Efforts with Local Organizations, Venues, and Sport Franchises

COMMITTEE: New Business

COMMITTEE MEETING DATE: N/A

BOARD ACTION DATE: August 19, 2013

PROPOSAL: That the Board authorizes staff to promote PATCO ridership through co-promotions and marketing with various community organizations, venues, and local sport franchises through use of DRPA/PATCO facilities.

PURPOSE: To maximize opportunities for co-promotions and marketing as a convenient way to access local events and venues by utilizing PATCO service.

BACKGROUND: Co-promoting and marketing local events, venues, and sport franchises is a low cost marketing tool and encourages passengers to ride the train to access these events. This would include such groups as our local pro-sport franchises, local colleges/universities, theaters, and concert venues.

One example would be for Camden Riversharks employees and mascot to utilize our stations to distribute flyers/pamphlets to attend ball games at the stadium on the Camden waterfront. Specific language and details promoting the use of PATCO to get to the event will be provided by the venue as a condition of approval to use DRPA/PATCO facilities.

In each case, an appropriate Right of Entry Agreement including proof of insurance coverage and indemnification of the Authority will be required.

The cost to the Authority to arrange each co-promotion approximates $300, including preparation of Right of Entry Agreement, review and approval of insurance, and coordination by staff. If PATCO were to design and print promotional materials and distribute them as part of their direct marketing campaign to increase off-peak ridership, the approximate cost would include approximately $100 for design, $150 for printing, and $50 for distribution, for a total cost of $300. PATCO
has no staff dedicated solely to marketing; therefore, joining forces with other venues for co-promotions is a particularly efficient way to promote ridership on PATCO.

It is recommended that the Board authorize PATCO to support such initiatives for the 2013 calendar year as described above.

SUMMARY:

- Amount: Approximately $300 (in-kind services)/event
- Source of Funds: In-Kind services – General Fund
- Capital Project #: N/A
- Operating Budget: N/A
- Master Plan Status: N/A
- Other Fund Sources: N/A
- Duration of Contract: N/A
- Other Parties Involved: N/A
RESOLUTION

RESOLVED: That the Board authorizes PATCO to promote ridership through co-marketing and promotion with local community groups, venues, and sport franchises throughout 2013.

SUMMARY:
- Amount: Approximately $300 (in-kind services)/event
- Source of Funds: In-Kind services – General Fund
- Capital Project #: N/A
- Operating Budget: N/A
- Master Plan Status: N/A
- Other Fund Sources: N/A
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- Other Parties Involved: N/A