

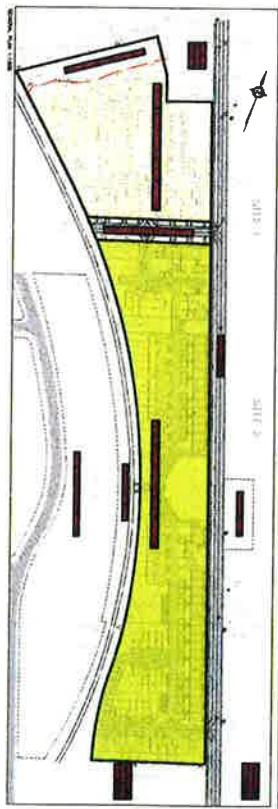
APPENDIX B.
to
REPORT PLAN 2020-015

FIG NO.

DOB: 2019.07

SITE 1

SITE 2



PROJECT INFORMATION	
Project Name:	Site 2
Address:	123 Main Street, Anytown, USA
Land Area:	50 acres
Building Type:	Mixed-use residential
Completion Date:	Q4 2021
Architect:	ABC Architects
Developer:	XYZ Developers
Land Use:	Residential
Lot Size:	1/4 acre lots
Building Density:	10 units per acre
Utilities:	Water, Sewer, Electricity, Natural Gas
Transportation:	Major highway access, local roads
Landmarks:	Local park, grocery store, medical center
Neighborhood:	Suburban
Demographics:	Young families, professionals
Market Segment:	Affordable housing
Marketing Strategy:	Community-oriented, eco-friendly features
Marketing Materials:	Brochures, website, social media
Marketing Timeline:	Q3 2020 - Q4 2021
Marketing Budget:	\$500,000
Marketing Channels:	Local media, digital marketing, events
Marketing Objectives:	Generate interest, secure pre-sales, maintain brand image
Marketing Tools:	Print ads, email newsletters, social media posts
Marketing Metrics:	Website traffic, lead generation, conversion rates
Marketing Results:	Exceeded sales targets, positive reviews, strong community engagement
Marketing Lessons Learned:	Importance of clear messaging, effective digital presence, community involvement
Marketing Next Steps:	Focus on post-sale support, maintain positive relationships with residents

