

ATTACHMENT 2

GENERAL ENHANCEMENTS TO AID IN MARKETING OF ALL VETERANS BUILDINGS

- Increases marketing and event staffing
- Electronic messaging billboards increase visibility
- Public WiFi, a must-have for most event venues
- Exterior security improvements-cameras add lighting for enhanced event/merchandise security commensurate with similar venues Website revamp – online booking with real-time scheduling, include Spanish translation for better customer outreach
 - External marketing budget Booth at Wedding Fairs
 - Marketing for small trade shows for local businesses
 - Create Bilingual flyers for distribution in communities such as churches
 - Radio, TV and internet ads
- Eliminate keys and install card readers and/or punch code readers on all doors for enhanced event/merchandise security commensurate with similar venues - Sonoma, Petaluma and Santa Rosa have been completed.
- Install RV hook-ups and waste/water station – same hook-up for food concession trailer for greater flexibility in events (food-truck events, catering options)
- Drought/fire resistance landscaping to enhance marketability commensurate with similar venues
- Exterior security improvements-cameras add lighting for secure vehicle control and enhanced event/merchandise security commensurate with similar venues
- Install public announcement systems with exterior speakers for parking lot for increased possible use options
- Update bathroom/shower facilities – install connections for easy hook-up for portables outside the building for greater flexibility in events (food-truck events, catering options)
- Install RV hook ups and waste/water station – same hook-up for food concession trailer for greater flexibility in events (food-truck events, catering options)