



AGENDA INFORMATION
TIFFIN CITY COUNCIL COMMUNICATION

DATE: August 13, 2026

AGENDA ITEM: Discussion and Consideration of Opening Day Marketing Efforts for the Recreation Center and Council Action as Needed

ACTION: Motion

Recommendation

As we approach opening the Rec Center, I am exploring options for promotion and how to get the word out to the public. One option we have is hosting a live edition of The Morning Scramble radio show on z102.9 on-site at the Rec Center on the day of our grand opening (or whatever day we choose). This package also includes thirty 60 second pre-event commercials, airing 6am-midnight, twenty 10 second promotional commercials, ten on-air liners, and a 4 hour broadcast live at the Rec Center. This package is \$4,000, but I think it will be worth it and something “fun” that fits the goal of the Recreation Center. I’m also wanting to set aside some dollars for an on-going marketing at the Rec Center, and our Tiffin as a whole. As we grow and expand our events, I think finding ways to get information to new members of the community will be important. I would like to discuss creating a bi-annual Activity Guide, or hiring a firm to do it. deNovo quoted \$7,000 for the 1st edition, with following editions being less due to less content and design.

ATTACHMENTS: Z102.9 – Morning Scramble

Cedar Rapids
Iowa City

City of Tiffin



Z102.9

THE MORNING SCRAMBLE
LIVE ON LOCATION



KELLIE@KZIA.COM



KZIA.COM



319.363.2061



1110 26TH AVE. S.W.
Cedar Rapids, Iowa 52404

HIT MUSIC

THE Z102.9 LIVE SHOW PACKAGE ALLOWS
you to gain the advantage of immediate attention
brought directly to your event.



About

Having a live broadcast is a great way to dominate the airwaves for a week. When you schedule a live broadcast, you receive a good balance of all we have to offer; radio commercials, live liners, and The Morning Scramble live from your new Recreation Center Grand Opening on December 1st.



LIVE SHOW PACKAGE

Live radio broadcasts are most effective when the business we are broadcasting from takes part in making sure there is something exciting going on that day or week. This can be accomplished with your grand opening event.



LIVE ON LOCATION LIVE SHOW

When you put Z102.9
to work for your
business,
you receive a total
promotional
campaign.



HIT MUSIC

The Morning Scramble Live Show package includes:

- Thirty :60 pre-event commercials, airing 6am – midnight
- Twenty :10 promotional commercials, airing 6am- midnight
- Ten on-air liners
- 4 – hour broadcast featuring The Morning Scramble live at the grand opening of your new Recreation Center
- Event Date: *December 1st, time from 6am-10am*
- All engineering requirements and talent fees

**TOTAL INVESTMENT:
\$4,000.00**