

Marketing Proposal

The City of San Luis Marketing and Public Relations Committee goals are to increase public awareness of the City of San Luis activities and services; in addition to marketing our community outside of the region in order to attract targeted business and talent. The committee is made up of San Luis employees from key departments focused in providing communication and marketing expertise to improve the image of the community and promote business opportunities looking to expand or relocate. The committee is responsible to proposed and implement specific goals and strategies to council for FY2017-2018.

The cost to implement the following marketing strategies would result in a commitment of approximately \$77,200 for FY2017-2018. The cost can be share among departments and council.

- Create a marketing folder to conserve and make marketing material available to city staff.
- Invest in proper equipment that will assist staff in promoting the city.
- Create a list of projects/events and select specific services for marketing (Time lapse, before and after aerial photos) **\$2,000**
- Develop a cumulative project development projects map to promote projects.
- Contract with an AWC/NAU intern to assist in the communication and marketing of the community. **\$2,500**
- One year contract for 3 small billboards in the community **\$4,000**
- Purchase a digital sign that will allow the promotion of projects, events, news from all departments. **\$55,000**
- Develop an economic development video promoting the city.
- Develop a community video promoting the city. **\$2,000**
- Develop quarterly newsletters to be published in newspapers. **\$5,000**
- Develop monthly videos promoting projects and activities, highlighting successes, and educational programs from departments. Video will be watermark SLAZ media to identify that it's a city video. **\$1,000**
- Develop live and invitation videos during events to engage social media. **\$1,500**
- Create new contents and recommend improvements for new website for 2018.
- Informational flyers to be sent with utility bill **\$1,200**
- Radio/TV spots **\$3,000**

TOTAL \$77,200