

## PROJECT

**OUR TEAM HAS THE EXPERIENCE TO HELP TAKE YOUR COMMUNICATIONS PROGRAM TO THE NEXT LEVEL THROUGH A WIDE RANGE OF INTEGRATED STRATEGIC COMMUNICATIONS AND DESIGN SERVICES, WHICH CAN BE USED TO DELIVER YOUR KEY MESSAGES TO YOUR MOST IMPORTANT AUDIENCES THROUGH A MODERN, MULTICHANNEL APPROACH.**

We will work with you to develop and implement a comprehensive and modern communications program with the primary goal of efficiently and effectively communicating City matters to the public.

An April 25, 2018 article from Bloomberg Cities said,

**“The most innovative cities don’t see communications as something separate from the services the city delivers. Rather, they find ways to integrate the two.”**

Using a process that includes data gathering, research and planning, we will work with you to develop a comprehensive communications and marketing program that is rooted in the overall strategic plan for the City. This plan will support the City’s goals while helping you build trust with your community, engage in meaningful conversations and develop a culture of proactive communications for the City of Sunset Hills.

We have decades of experience helping public sector clients including county and city governments, school districts, fire districts and community colleges reach their audience with cost-effective solutions that are based on data and research. We know that a beautifully designed, well-written communications tool is only valuable if it reaches the right audience and delivers the right message, which is why we thoroughly monitor all communications and marketing activities utilizing data and analytics to ensure their effectiveness and make sure they are hitting the mark with your audience.

We have worked with numerous clients in the public sector, and understand the intricacies of public sector communications and operations. We will work with you to ensure you have the proper bids, documentation and processes in place to well document your project process and stay within your budget.

## GENERAL

### STEP 1

### COMMUNICATIONS AUDIT

The first part of developing any comprehensive communications plan is a communication audit. This is a research process designed to:

- Evaluate the effectiveness of the current communications, marketing and branding vehicles and practices
- Identify key target audiences
- Gather data about perceptions and preferred communications methods
- Provide strategic information that will help move the communications program to the next level

The information gathered through the communications audit process provides the basis for an effective communications plan, which will guide the City's communications efforts.

By having Creative Entourage conduct this audit, the leadership of the City of Sunset Hills will gain an objective evaluation from a team of communication specialists experienced in working with various public sector and corporate clients on a variety of communication projects.

**The communications audit would include the following:**

#### INPUT SESSIONS

Creative Entourage will conduct up to 10 informational input sessions with representative segments of your constituency. Discussions in these focus groups will concentrate on:

- How participants receive information
- Perceptions about the City
- The type of information they would like to receive from the City
- Their thoughts about current communication efforts.

These groups may include, but are not limited to:

*External Audiences:*

- Residents (from a variety of age groups and demographics)
- Business owners
- Investors

*Internal Audiences:*

- Staff members
- City leadership
- Elected officials
- Organization leadership

The actual groups and input session locations will be finalized following consultation with the leadership of the City of Sunset Hills

#### PUBLIC OPINION RESEARCH

Our team would conduct an online survey of constituents to ascertain specific feedback about communication issues and opportunities. Printed versions of this survey can be also be provided for those who cannot or do not want to complete a survey online. This survey would provide quantitative data, while the focus groups provide qualitative data.

As an option, we can provide information about conducting a telephone or internet panel survey (not included with this proposal) which, in many ways, are more statistically accurate and have a more robust methodology, especially when done in tandem with the online survey.

An online or paper visitor survey could also be conducted to gather information from those who are traveling to Sunset Hills.

#### REVIEW & ANALYSIS OF:

#### COMMUNICATIONS MATERIALS

In addition to on-site focus groups and the internet survey, the scope of service will include in-depth evaluation and analysis of the City's current communications and marketing program. Creative Entourage will receive a sample of all internal and external communication vehicles being used by the City.

These communication materials will be evaluated from a reader's perspective to see if a consistent, effective message is being communicated to the proper target audiences; determine if the external communications program reaches all external audiences and evaluate the cost effectiveness of current communication vehicles and practices. We would also examine relative to purpose

## GENERAL COMMUNICATIONS

and function to determine whether materials are truly delivering messages consistent with the goals and objectives of the City.

The City will provide samples of these materials, which may include:

- Newsletters to the community
- Internal staff newsletters
- Annual reports
- Individual department newsletters
- Promotional pieces for events
- General City promotional and informational pieces
- Image pieces (letterhead, business cards, etc.)
- Manuals and training guides
- Media coverage
- Telephone message systems
- Website
- Video/television programming
- E-newsletters
- Social media

The proposed analysis will include, but is not limited to:

- Writing
- Graphics
- Design
- Photography
- Audience reach

### BRANDING

- Analysis of existing brand, brand positioning and graphic standards usage.

### COMMUNITY RELATIONS

- Study the current community relations practices to discover if the City is:
  - Reaching out to all key constituencies in an effective manner.
  - Conducting activities that provide meaningful two-way communication opportunities between the City and community groups.
  - Meeting regularly with key community groups.

### COMPETITIVE ANALYSIS

- Research cities and government agencies who are excelling in the area of communications. This information combined with traditional best practices in the field will assist in establishing a cutting-edge program for the City.

### DEPARTMENTAL PROFESSIONAL DEVELOPMENT

- Evaluate and make recommendations regarding professional development opportunities for staff members who have communications and marketing as their major job function.

### DIGITAL COMMUNICATIONS

- Study the effectiveness and usage of electronic communication vehicles including the website, blogs, social media, text messaging and e-newsletters.
- Study current website and social media analytics to determine which tools are effectively reaching and engaging certain audiences.
- Review social media content to determine effectiveness of current content in reaching certain audiences.
- Evaluate existing social media profiles and activity.

### INTERNAL COMMUNICATIONS

- Investigate effectiveness of current methods being used to communicate with City staff. Determine if the internal communications program reaches all internal audiences.

### MARKETING EFFORTS

- Review and determine the success of existing marketing efforts and paid advertising for the City as a whole and individual departments where appropriate.

### MEDIA COVERAGE

- Evaluate quantity, quality and content of current media coverage. Analyze the coverage to see if it conveys the key messages the City wants to communicate. Review existing media lists to determine if the relationships with relevant journalists are being established and built.

## GENERAL INFORMATION

### RECOGNITION AND AWARDS

- Evaluate effectiveness of the City in recognizing the achievements of staff and community with appropriate events and tributes.

### SPECIAL EVENTS

- Determine the success of City-sponsored special events.
- Ensure that special events are reaching appropriate target audiences and are being used effectively.

### STEP 2

### COMMUNICATIONS PLAN

Utilizing the data gathered through the communications audit process, we will develop a comprehensive communications strategy and plan for the City.

This unified strategy will support the overall goals of the City and provide a roadmap for the communications team to reach and engage key audiences with a consistent message.

The plan will include:

- Key audiences and personas
- Key messages for the City
  - Supporting messages for specific programs and departments can also be developed

- Benchmarks and goals based upon:
  - The City's strategic plan and goals
  - National best practices
  - Activities in neighboring and comparable communities
  - Data and analytics provided through digital communications tools and media monitoring
  - Public opinion research results
  - Information gathered in the communications audit
- Communications and marketing tactics and tools to achieve the goals
- A sample budget for out-of-pocket expenses, including media monitoring and analytics tools, advertising (social media and traditional), printing and mailing of marketing materials
- Timeline for implementation of the plan

## PROJECT TIMELINE

We would estimate this project would take approximately 4-6 months from the start date.



# PROFESSIONAL

## SERVICES

## INVESTMENT

### Communications Audit & Strategic Communications Plan

- All fact finding, planning sessions and review and analysis meetings with City personnel
- Up to ten in-person or virtual input sessions
- Development, implementation, promotion assistance and analysis of online community survey
- Market analysis
- Review of all existing communications, marketing and branding materials and assets
- Written communications audit and strategic communications plan
- Google doc based strategic communications resources to implement the plan including project-based communications planning, goal tracking, planning calendars and social media reporting documents.

\$25,000

Our fee covers professional time; it does not cover out-of-pocket expenses for printing, postage, expenses involved in promoting the electronic survey, digital advertising, mass text-messaging, or other out-of-pocket expenses. We will make every effort to hold those expenses to a minimum. City resources can be used when possible. We will not incur any out-of-pocket expenses without approval from the city or someone designated by the city for this purpose.

# CONCLUSION

We are excited about the prospect of completing a communication audit and plan for the City of Sunset Hills. We are certain you will find no other firm with our experience combining research with hands-on work of turning the research into communications and action steps. We are eager to get to work!

**RATE**

**OUR HOURLY RATES ARE AS FOLLOWS**

Strategy/Art Direction .....	\$150
Sr. Graphic Design/Project Management/Production.....	\$125
Clerical/Admin .....	\$65
"Blended" Hourly Fee .....	\$125
(covering all professional staff)	

**OUT-OF-POCKET EXPENSES**

Excluded from the fee are out-of-pocket expenses for things such as printing, postage and travel on request of the client. We obtain upfront approval for all out-of-pocket expenses.

All invoices are sent to the client at the end of the month. Invoices should be paid by check within 30 days. Credit card payments will incur a 3% fee.

**FULL SERVICE LIST**

**Strategy, Research, Analysis**

- Strategic communications and marketing planning and support
- Public opinion research
- Market analysis
- Brand and communications audits
- Input sessions and focus groups
- Election campaign management

**Branding**

- Visual identity development
- Logo design
- Brand collateral
- Theme and message development
- Brand standards
- Naming and taglines

**Public Relations**

- Media relations
- Media training
- Media kits
- Crisis communications and issues management
- Community relations and outreach
- Community engagement
- Event planning and management
- Content development
- Copywriting

**Graphic Design**

- Direct marketing
- Print and digital design
- Website design
- Signage
- Packaging
- Trade show exhibits and displays

**Digital Communications**

- Content development and management
- Social media strategy and management
- Social media advertising
- Reputation management
- Influencer relations
- Visual storytelling
- Videography
- Photography
- Website development
- Email marketing

**Sponsorship and Partnership Consulting**

- Sports marketing
- Organizational sponsorship planning and strategy

W/WBE



*Kenneth J. Zellers*  
Acting Commissioner

*Corey D. Bolton*  
Director

STATE OF MISSOURI  
OFFICE OF ADMINISTRATION  
OFFICE OF EQUAL OPPORTUNITY

THIS CERTIFIES THAT

**Creative Entourage, LLC**

Qualifies as a Woman-Owned Business Enterprise which has met the eligibility criteria established by the State of Missouri, Office of Administration.



*Corey D. Bolton, Director, Office of Equal Opportunity*

Certification Number: 13638	Date of Issue: 12/3/2021	Date of Expiration: 12/3/2024
-----------------------------	--------------------------	-------------------------------

- ❖ *Date of Expiration is only valid with completion of Annual Update / Recertification prior to the anniversary date.*
- ❖ *Current certification status of the above mentioned firm can be verified on the Office of Equal Opportunity Directory's website at: <https://apps1.mo.gov/MWBCertifiedFirms/>*