



Internal Memo

July 20, 2020

TO: Mark C. Meyers, City Administrator

FROM: Anthony Chandler, Director of Administrative Services *AC*

SUBJECT: Marketing and Communication Plan – Budget Review

This memo is a follow-up to the informational meeting that was held on July 14 with REVEL. During the July 14 meeting, the City Council was presented with the Marketing and Communication Plan (MarCom) which included the three themes proposed by REVEL.

Now that we have a consensus on the marketing theme we are able to move forward with implementation of the MarCom. Revel has assembled two alternate budgets that provide us with options to consider as we begin to roll out the MarCom (see pg.'s 39-40 of the attached).

The Fiscal Year 2021 has roughly \$55,000 in funds available to implement the MarCom. Below are some of the "tactics" to consider for the initial phase of implementation.

These are not necessarily in order of priority:

▪ Website	\$15,000
▪ Brand Story and Tagline	\$4,300
▪ Logo Creation (marketing only)	\$5,400
▪ Email Database with Hosting	\$3,460
▪ Swag for Email Database	\$1,000
▪ Social Media Campaign	\$2,500
▪ Swag Design and Print Material	\$1,100
▪ Photography	\$4,000
▪ City Hall Signage	\$795
▪ Marketing Website	\$9,000
TOTAL	\$46,555

I am requesting an opportunity to review the budget portion of the MarCom with City Council at the July 28th work session to get direction on their intent to proceed with the MarCom.



Marketing Budget

Should you choose to use Revel as a resource to help in tactic execution, we have provided suggested budgets for each tactic. Detailed deliverables will be provided upon request once you have established a yearly budget. Monthly budget payments available. Plan execution can be multiple years.

City of Norton Shores Marketing Budget Estimates

Strategy #1 - Establish the Visual and Non-Visual Norton Shores Brand

	Low Investment	High Investment
Brand Story	\$1,500	\$1,500
Unique Value Proposition	Included	Included
Brand Promise and Tagline	\$2,800	\$2,800
Brand Messaging	Included	Included
Voice Guide Design	\$1,100	\$1,100
Template Package	\$5,500	\$9,500
Municipal Website	\$15,000	\$25,000
Marketing Website	\$9,000	\$15,000
FY 22 - Social Media Overhaul, Style Guide and Strategy	\$5,200	\$5,200
Photography	\$4,000	\$6,000
Logo Update	\$5,400	\$5,400
Norton Shores Swag Design and Print Management (4-5 Items)	\$1,100	\$2,000
Swag Print Budget	TBD	
Total Strategy #1	\$50,600	\$73,500

Strategy #2 - Develop an Email List of Norton Shores Residents, Business Owners, and Visitors

Social Media Campaign (included \$ for paid ads)	\$2,500	\$5,000
Sign Up Ambassadors	TBD	TBD
Swag for Event Email Collection	\$1,000	\$5,000
City Hall Signage and Mailer Announcement	\$795	\$795
Nixle Texts	TBD	TBD
Mona Shores Student Portal	TBD	TBD
Email Database/Landing Page Development	\$2,700	\$3,900





Landing Page Hosting

\$760/yr

Total Strategy #2

\$7,775

\$15,455

Strategy #3 - Engage in Consistent Communication Efforts with Your Audiences

Social Media Family	Included in Social Media Overhaul	
Content Calendar	\$2,500	\$2,500
12 Month Blog Article Writing using content calendar (36 Total Blogs)	\$9,800	\$9,800
12 month Social Media Management (writing and posting using content calendar) 3 posts per week on City of Norton Shores	\$6,000	\$6,000
Monthly ENews Creation, MailChimp Set Up and Management (12 total)	\$6,000 *to start when we get email list established	\$6,000
Tax Dollar Infographic (1)	\$3,800	\$3,800
Tax Dollar Infographic Direct Mail Campaign (printing and mailing)	TBD	TBD
Total Strategy #3	\$28,100	\$28,100

Strategy #4 - Market the City of Norton Shores as a Chamber-Like Organization

Marketing Website Efforts	Included in Content Calendar	
E-Mail/E-News Efforts	Included in Content Calendar	
Social Media Efforts	Included in Content Calendar	
Podcasts Recording and Management (6 Total)	\$4,200	\$4,200
Total Strategy #4	\$4,200	\$4,200

Strategy #5 - Clearly Communicate Norton Shores Boundaries and Amenities

Street Sign Indicators - Design and Print Management	\$795
Street Sign Indicators - Printing	TBD