

Memorandum

To: Mayor and Council
From: Tom Baker, Town Administrator
Date: October 6, 2015
Re: Selection of Consultant for Marketing Strategy

Purpose: The purpose of this item is to direct the Marketing Strategy Interview Committee (Mayor Gordon, Jerry Touslee, Tom Baker, and Bruce Leland – unavailable due to accident) to negotiate a scope and budget with the recommended firm. This scope and budget will be brought to the Council for approval at a future meeting.

Background and Discussion: As Council knows, development of the new website was a first step to creating a marketing strategy. As Ann Stuckey explained over a year ago, "...the website is the foundation piece of the town's marketing approach." The website is a vital tool that is used in conjunction with marketing materials so that when we attract a person's interest, through events, brochures, ads, social media, etc., that interest can be funneled to the website to answer specific inquiries or provide a comprehensive understanding of what is available in the New Castle area.

Over the past month, the Marketing Strategy Interview Committee (MSIC) has identified and interviewed 6 local firms (Eagle to Aspen to GJ). The interviews were done in a 2-step process: first, conducted phone interviews of all six firms to determine skills, capacity, availability, and staff resources; the second step was an in-person interview where each interviewee (four firms) explained their process for creating a Marketing Strategy for the town.

The in-person interviews occurred after the packet deadline and staff will summarize the MSIC's recommendation at the meeting. Once Council directs the MSIC to move forward with a specific firm, we will develop a scope, schedule and budget for Council's review and approval at a future meeting.
