

**Memorandum**

**To:** Mayor and Council  
**From:** Tom Baker, Town Administrator  
**Date:** December 1, 2015  
**Re:** Marketing Plan: Scope and Budget

---

**Purpose:** The purpose of this item is review and if appropriate authorize the Mayor to sign a contract(s) and an authorization to proceed.

**Background and Discussion:** Since September, the Marketing Committee has interviewed firms, selected firms, created a team and negotiated a scope and budget.

As you may remember, the committee recommended a team of Hill Aevium and Darnauer Group to tackle this project to ensure that New Castle took advantage of both marketing and public relations. These firms have met and agreed to a collaborative effort, with Hill Aevium being the lead.

Attached are the two proposals. The \$20,000 fits our 2015 budget. As you may remember, New Castle received a grant of \$6,700 from AGNC. I have requested an extension of this grant to allow completion. Lyle recently met with AGNC and confirmed from DOLA that our extension was granted (30 days).

**Request:** Staff requests Council authorize the Mayor to sign contracts and notice to proceed so that work can begin before Christmas.

---

October 23, 2015

Tom Butler  
Town Administrator  
City of New Castle  
New Castle, CO

Dear Tom:

Thank you for your time and the time of your selection team to date. Because I will be traveling November 11-16, I wanted to provide an estimated budget for the development of the marketing strategy and plan for the Town of New Castle. These are "ballpark" figures at this time that I would hope to confirm once we have been able to meet with Jeannette Darnauer of the Darnauer Group. I would expect to not exceed these figures and where possible and based on our time investment, may be able to reduce them.

**Research/Discovery**

**\$2,000**

Initial start up meetings with the Town of New Castle to finalize goals and objectives and collect available research:

- Tour of New Castle for Hill Aevium staff by Mayor Bob (tour would include Linda Hill, Jill Coyle, Jonathan Resnick and Derek Hartman from Hill Aevium)
- Overview of town services, the product, operations and any relevant databases that may be accessed for future research or communication purposes
- Gather and review all available research the Town has done
- Gain access to Google Analytics for agency review of website activity
- Identify any additional research that may be needed.

**Envisioning Session**

**\$3,000**

Envisioning session to include Town staff and committee members, town council members and other identified representatives of the community. Session would last approximately 2 hours at a location to be determined by the Town of New Castle.

- Provide session outline to client, conduct session and provide follow up recap
- Items to be discussed include some of the following:
  - Strengths, weaknesses, opportunities and threats
  - Unique features and benefits of New Castle
  - Target audience current and future
  - Aspirations of participants as it relates to New Castle

**Marketing and Communications Plan**

**\$5,000**

Upon review of all the research and the envisioning session, begin development of the marketing plan for the Town of New Castle. Include the following elements:

- Situation Analysis
- Goals & Objectives
- Target Markets

Edwards  
PO BOX 1659  
34215 IIWY 6, #204  
EDWARDS, CO 81632-1659  
P 970 926 6700  
F 970 926 6705

hillaevium.com



- Strategies and Tactics
- Public Relations plan/media plan
- Outline of any other communication needs
- Budget
- Timeline

As part of the plan we would work with the Darnauer Group to include public relation strategies and tactics and their PR budget.

Hill Aevium would also develop a creative brief for the Town that would outline in a concise fashion a positioning statement and message platform that can help guide the Public Relations effort and any future collateral.

We understand that the Town wants to retain the current tagline "Authentically Colorado". Our creative brief would identify the support to retaining this.

Project and Account Management	Covered under each category
--------------------------------	-----------------------------

Total	\$10,000
-------	----------

The above is a preliminary estimate and may need to be adjusted based on the final agreement and meeting with the Darnauer Group.

Please let me know if you have questions and we look forward to next steps. I will return November 17<sup>th</sup> to the office and look forward to conferring with Jeannette at that time.

Best regards,

A handwritten signature in black ink, appearing to read "Linda Hill".

Linda Hill  
President

---

Edwards  
PO BOX 1659  
34215 HWY 6, #204  
EDWARDS, CO 81632-1659  
P 970 926 6700  
F 970 926 6705  
[hillaevium.com](http://hillaevium.com)



TO: Tom Baker, Town Administrator  
Town of New Castle  
FR: Jeanette Darnauer  
Darnauer Group Marketing + PR  
RE: PR Scope of Work  
DT: November 24, 2015

Hello Tom!

I hope you had a relaxing break! As I mentioned in my phone message, Linda and I had a wonderful lunch meeting on Friday. We bonded well, and we share many of the same ideas and ways to approach your town's challenges. We are excited to team up to bring our two agencies' skill sets and experiences to bear on the opportunities at hand for New Castle.

Here is a draft Scope of Work for the PR component of this first phase of the project.

**Background Research/Discovery**

**\$5,000**

We would participate equally with Hill Aevium in the initial meetings with staff, Council and other pertinent figures. Our involvement will include the initial community outreach as part of the research.

- Tour of New Castle (Jeanette Darnauer, Allison Miller and possibly another individual from Darnauer Group would participate)
- Learn about the town, its products, services, plans and resources
- Review all research gathered by Hill Aevium
- Review and analyze the *content* of the website to understand the town's position, messages and promotional components
- Make recommendations on changes needed in content of the site and develop a cost estimate for phase 2 implementation of the proposed content changes
- Identify primary Stakeholders and Key Influencers (KI) in the Town who play a significant role in business and community organizations
- Interview those KIs to learn their perspectives, understand their goals and ideas for promotion of the town and solicit their opinions
- Analyze and summarize the insight gained and input provided which will inform the public relations and communication strategies and tactics in the Marketing & PR Plan.

**Envisioning Session**

**\$1,500**

- Session might include a couple Key Influencers and primary stakeholders, if Council desires
- Participate in and help guide the envisioning session, as proposed by Hill Aevium
- Hill Aevium would take the lead in the Envisioning Session (both in preparation and follow-up recap) with Darnauer Group providing input into the session planning and outline, assisting in leading the session and reviewing/editing the recap report.

**Communications Plan**

**\$3,500**

- Assist Hill Aevium in creation of the situation analysis, goals, objectives and target markets
- Develop the public relations strategies and tactics to include in the plan
- Develop the PR and Communications plan, including budget
- Include cost estimates for Phase 2 implementation of the Communications Strategies