I. **Situation Analysis**

The City of El Segundo is currently engaged in marketing and branding efforts aimed to drive awareness and interest in support of two initiatives: new business attraction (“NBA”) and hospitality and tourism (“HT”). The ultimate goal being to stimulate related business- and visitor-serving businesses and increase tax revenue. Marketing support is needed to increase the momentum of the NBA efforts to date and raise awareness among key HT targets and roll out the 2017-18 “Start Here” campaign.

II. **Key Accomplishments and Metrics – FY 2018**

- Media coverage views: 258,000 (does not include broadcast viewership)
- Pieces of media coverage: 52
- Press events: 6
- Website visits FY 2018: 8,532
- Hospitality and Tourism content pages produced: 215
- Instagram followers: 252 followers
- LinkedIn posts: 126
- Facebook posts: 272 posts
- City-wide pole banners
- Collateral pieces designed: 6
- Newsletters published: 10
- Newsletter subscribers: 1,010

III. **Marketing Goals – FY 2019**

**New Business Attraction**
- Highlight the competitive advantages of doing business in El Segundo to potential targets
- Grow awareness of the city’s offerings among brokers, developers and targeted business industries
- Build positive word-of-mouth and endorsements from influencers

**Hospitality and Tourism**
- Establish El Segundo as a “go-to” destination for LAX-bound travelers and Angeleno day-trippers, complete with the latest in hotels, restaurants, retailers and attractions
- Increase interest in the amenities of the greater community by business travelers
- Build positive word-of-mouth and endorsements from influencers

IV. **Integrated Marketing Services**

Phelps has outlined the following impactful and budget conscious integrated marketing tactics for October 1, 2018 through September 30, 2019.

A. **Public and Media Relations**

- **Media Pitches:**
  Develop timely, compelling and newsworthy pitches, both angle and outlet focused. Optimize immediate story prospects and cultivate longer lead media opportunities. Utilize content as trusted-third party source in social media and owned channels.
Events, Local Media FAMs and Relationship Building:
- Concierge Program, Steller Event, Elite Yelp Event
- Develop and execute 3-5 local media and influencer events/FAMs
- Pursue possible partnership opportunities for international and national media FAMs

Press Materials:
- Refresh and update key press materials, including Industry-specific one sheets and media fact sheets and create press releases, media alerts and new business announcements

Media Lists:
Phelps will refine targeted media lists for use in strategic and proactive outreach to the consumer and trade media in Los Angeles and other key markets.
**Deliverables:** Monthly reporting of media outreach efforts and status, recap of coverage results with channel metrics

**B. Display Banners Creative Production**

Creative Concepting
- Concept, design and presentation of up to two creative directions to bring the positioning to life
**Deliverables:** Up to two (2) creative concepts to choose from
**Scope:** Up to two rounds of revisions on chosen creative direction

Campaign Creative Development
- Phelps will develop all required copy including headlines and CTAs for the selected campaign.
**Deliverables:** copy deck for all ad sizes
**Scope:** Two (2) copy versions for testing, two rounds of feedback

Digital Display Ad Units
- Development of one static display ad unit concept for required sizes with analytic tracking
**Deliverables:** designed banners and static .jpgs
**Scope:** HTML banners, sized as noted above, with up to (1) round of design revisions

**C. Paid Media**

Paid Search
- Develop a campaign focused on LA with agreed upon search terms for NBA (directing to the “new” elsegundobusiness.com) and HT audience when HT website is live
- KPIs for NBA are inquiry form completions, SOAR email newsletter sign-ups, Smart Business Move guide pdf downloads

Paid Social
- HT-focused paid Facebook or Instagram campaign, to commence when HT site is live
- Includes discovery of competitive spend, strategy and creative, goal setting, copywriting, targeted performance monitoring and ongoing optimization

Display Banners Campaign Execution
- Includes discovery of competitive spend, media strategy, and goal setting
- Performance monitoring, ongoing performance optimizations, tracking implementation
**Deliverables:** Ad copy, monthly performance reporting
**Paid Media Hard Costs:** HT $120,000 (estimated 12 months), NBA $48,000 (estimated 12 months). Total: $168,000

**D. Owned Social**
- NBA- and HT-focused Facebook, Instagram and/or LinkedIn campaign, depending on audience
• Includes topic recommendations, copywriting, photo/video asset management, monthly calendaring, semi-daily posting, ongoing engagement monitoring

**Deliverables:** Monthly content calendar and performance reporting

**E. HT Newsletter strategy and list-building**
• Communications strategy development, including target recommendations, CTA recommendations and content ideas
• Email template design and copywriting, up to 10 event emails.

**F. SOAR Email Newsletter**
• Content strategy, copywriting, photo asset management, updating of existing layout for each issue with new content, list management, link tagging for tracking, email blasting, monitoring and reporting for each issue
• Includes email distribution hard costs ($5 per send + $.015 per email)

**G. Website Management**
• Update key facts and information as needed on El SegundoBusiness.com and destinationelsegundo.com
• Ongoing website functionality monitoring and troubleshooting on both sites

**H. HT City Map**
• Develop one El Segundo HT-focused map/brochure
  • Includes 1-2 concepts, based on client input, and 2 rounds of revisions
  • Client to provide complete business list and contact information. Does not include printing or distribution.

**Deliverables:** One print-ready layout and one pdf version for posting to destinationelsegundo.com and electronic use.

**I. Account Leadership, Strategy and Management**
• Account management of all activities pertaining to the above referenced services including team management, client meetings, recommendations, communications, correspondence, budget management, estimating and scope development for planned initiatives
• Attendance with client at stakeholder and committee meetings, as needed

**J. Champions of Business Event**
• Creative updating and execution of 5 emails (Save the Date, Invitation, Sold Out, Sponsor Thank You, Event Thank You); event digital & physical signage design; program design and event program collaboration with committee
• Does not include hard costs or printing for Champions of Business 2019
• Video production including concept, script development, shooting and editing. **Note: this project will be funded by event sponsorships and scoped separately.**

**K. Contingency Budget**
• Phelps will set aside a small bucket of hours for each Hospitality and Tourism and New Business Attraction to accommodate on going account needs not described above. This budget can be used for one-off requests, PowerPoint presentations or otherwise unforeseen marketing needs that arise throughout the fiscal year.
### V. Budget

<table>
<thead>
<tr>
<th>Hospitality &amp; Tourism</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign Creative Production</td>
<td>Creative production for digital campaign banner ads, incl. copywriting and design</td>
</tr>
<tr>
<td>Media Spend (Google, Instagram, Twitter, Facebook, programmatic)</td>
<td>Media hard cost</td>
</tr>
<tr>
<td>Media Strategy &amp; Reporting, ongoing</td>
<td>Ongoing budget, performance monitoring and goal setting, copywriting, asset management and optimizing for target audience</td>
</tr>
<tr>
<td>Newsletter strategy, list-building, 10x send</td>
<td>Communications strategy, development, list-building plan, “Events &amp; Updates” email template design and content development, up to 10 event emails</td>
</tr>
<tr>
<td>Website management, updates</td>
<td>Ongoing website functionality monitoring, updates and hosting internally to then transition to communications staff</td>
</tr>
<tr>
<td>City Map</td>
<td>Map to include all tourism destinations and areas of interest (hotels, restaurants, retail, attractions, points of interest, parking, etc.) and listings of events and visitor amenities</td>
</tr>
<tr>
<td>Owned Social Media Strategy, Management, Analytics</td>
<td>Facebook and Instagram: topic recommendations, copywriting, asset management, calendaring, daily/semi-daily posting, ongoing engagement monitoring and monthly reporting to client. Transition to communications staff.</td>
</tr>
<tr>
<td>Public Relations</td>
<td>Main client contact for public relations efforts; responsible for coordination of pr team members, creating, updating and implementing press materials and monitoring coverage, ongoing pitch planning and writing, press release and media alert writing, coordinating to post latest coverage on website. Press conference and event planning/attendance, as needed. Ongoing relationship building with all El Segundo stakeholders.</td>
</tr>
<tr>
<td>Project &amp; Account Management /Strategic Planning</td>
<td>Main contact for client; responsible for coordination of all team members, leadership and brand strategy of overall account; facilitating all new and ongoing projects, attendance with client at stakeholder and committee meetings, finances, regular status meetings and reporting.</td>
</tr>
<tr>
<td>Total (Including $10,000 contingency)</td>
<td>$369,000</td>
</tr>
</tbody>
</table>

### New Business Attraction

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Website management, updates</td>
<td>Ongoing website functionality monitoring, updates and hosting internally to then transition to communications staff</td>
</tr>
<tr>
<td>SOAR Business Newsletter Development &amp; Analytics</td>
<td>Content strategy, copywriting, asset management, list management, layout updating, link tagging for GA tracking, blasting, monitoring and reporting for each. Goal is list building, increased traffic. Reduce sends to 6x year and focus rest of budget on list building. Attract broader base of businesses. To then transition to communications staff.</td>
</tr>
<tr>
<td>Event Collateral</td>
<td>Champions of Business (2016) Creative Concepting; Design and Execution of 5 Emails (Save the Date, Invitation, Sold Out, Sponsor Thank You, Event Thank You); Event Digital &amp; Physical Signage; Program design, to decrease event detail coordination with committee.</td>
</tr>
<tr>
<td>Media Spend (Google, Instagram, Twitter, Facebook, programmatic)</td>
<td>Media hard cost</td>
</tr>
<tr>
<td>Media Strategy &amp; Reporting, ongoing</td>
<td>Ongoing budget, performance monitoring and goal setting, copywriting, asset management and optimizing for target audience.</td>
</tr>
<tr>
<td>Owned Social Media Strategy, Management, Analytics</td>
<td>Facebook and LinkedIn: topic recommendations, copywriting, asset management, calendaring, daily/semi-daily posting, ongoing engagement monitoring and monthly reporting to client. To then transition to communications staff.</td>
</tr>
<tr>
<td>Public Relations</td>
<td>Main client contact for public relations efforts; responsible for coordination of pr team members, creating, updating and implementing press materials and monitoring coverage, ongoing pitch planning and writing, press release and media alert writing, coordinating to post latest coverage on website. Press conference and event planning/attendance, as needed. Ongoing relationship building with all El Segundo stakeholders.</td>
</tr>
<tr>
<td>Project &amp; Account Management /Strategic Planning</td>
<td>Main contact for client; responsible for coordination of all team members, leadership and brand strategy of overall account; facilitating all new and ongoing projects, attendance with client at stakeholder and committee meetings, finances, regular status meetings and reporting.</td>
</tr>
<tr>
<td>Total (Including $10,000 contingency)</td>
<td>$227,500</td>
</tr>
</tbody>
</table>

TOTAL BUDGET: $596,500