



City of Cleveland Heights

To: Marketing and Public Relations Firms
From: Mary Trupo, Director of Communications and Public Engagement
Date: May 6, 2019
Re: Scope of Work – Request for Proposal from PR/Marketing Firms

The City of Cleveland Heights seeks an experienced marketing/advertising/PR firm to help advance the goals of the City. Attached are two separate requests/Scope of Work for consideration.

- 1.) Citywide marketing effort to promote Cleveland Heights as the destination of choice for living, shopping, dining, visiting, and starting a business. We are looking to expand on our current efforts to reach a broader audience in creative ways.
- 2.) Marketing effort to promote the new tax abatement program in Cleveland Heights – a citywide CRA. Position Cleveland Heights as a great place to start a new business, invest/improve current business structure, and available to certain homeowners.

See attached Scope of Work's for more details. Your proposals should be submitted by May 24, 2019 to:

Mary Trupo (216) 291-5794

City of Cleveland Heights

40 Severance Circle

Cleveland Heights, OH 44118

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Please send two hard-copies as well as an electronic submission. Preference will be given to local firms and also to firms that have experience working with cities or counties or other government entities/municipalities.

May 6, 2019

Scope of Work

Marketing/Advertising Services for the City of Cleveland Heights

Introduction

The City of Cleveland Heights seeks to enter into an agreement with an advertising/marketing firm for professional services to promote the City to various audiences.

Last year, the City of Cleveland Heights made the strategic decision to invest in discovering and defining the brand of the City of Cleveland Heights – based largely on input from our residents and business owners.

Defining the City’s brand is a critical component of remaining competitive in today’s economy.

- We compete every day for new residents, business development and visitors.
- Our brand is critical in how we present our community to current and future stakeholders.

In depth discovery/research was completed and brand truths developed. Additionally, an “emotional” brand narrative was established to connect our residents and help attract new ones. We wish to build on this work by implementing a City marketing effort.

www.clevelandheightsbrand.com

Purpose of the Advertising/Marketing Campaign

The purpose of this initiative is to communicate our refreshed brand identity to help provide an economic impact for the community by:

- Enhancing the image of the community as a more desirable location to live, work, visit and play;
- Increasing resident pride and engagement around a consistent brand message;
- Improving community image to increase demand for housing ;
- Enhancing destination attractiveness to visitors to drive spending in our restaurants, pubs, retail stores, etc.;
- Enhancing destination attractiveness to businesses and site selectors to drive economic development through business attraction; and

- Aligning various sectors of the City that can then express our brand consistently to help fortify the value of our City's image.
- Developing unified messaging.

Deliverables

The City is requesting a detailed marketing plan to implement the work that has been done to date and to build and expand on it. It should include consideration of such things as:

- Identify key audiences
- Advertising (along with proposed costs)
- Earned media (press releases, pitches, etc.)
- Increased social media presence
- Brochures
- Collateral materials/items
- Speaking engagements (?)
- Website redesign (templates – work can be done in-house)
- Other ideas to expand Cleveland Heights as a destination of distinction

We request that the marketing firm provide:

- a. Estimated costs/budget associated with the implementation process.
Break out agency fees and implementation costs
- b. Proposed timelines

There is an opportunity for this to become a multi-year contract to help increase the overall awareness of the City of Cleveland Heights to broad audiences.

April 6, 2019

Scope of Work

Marketing/Advertising Services for the Community Reinvestment Area

Introduction

The City of Cleveland Heights seeks to enter into an agreement with an advertising/marketing firm for services related to the City's new Community Reinvestment Area (CRA) tax abatement program. Passed by the City and approved by the State of Ohio in 2018, the new CRA program allows for tax abatement incentives for both residential and commercial projects for both new construction and renovation throughout the City.

Additional information related to the CRA program can be found at www.clevelandheights.com/taxabatement.

Purpose of the Advertising/Marketing Campaign

Through a contract with a third party advertising/marketing firm, the City wants to raise awareness of the new program with a variety of audiences. The new CRA program is a significant new tool designed to help spur both residential and commercial real estate development in the City. Informing key audiences of the availability of the program and its details is essential to the success of the program and increasing real estate investment in the City.

Deliverables

The selected firm would be asked to complete the following deliverables:

Identification of Target Audience

The selected firm will assist in the identification of the target audience for the marketing campaign. Among the audiences the City envisions being targeted included, but are not limited to, are real estate investors, developers, home builders, current residents, and potential new residents.

Creation of a Marketing Plan

The selected firm will develop a plan to best market the new CRA program to the identified target audiences. The City is requesting a detailed marketing plan and should include consideration of such things as:

- Advertising (along with proposed costs)
- Earned media (press releases, pitches, etc.)
- Increased social media presence
- Brochures
- Collateral materials/items
- Speaking engagements
- Website redesign (templates – work can be done in-house)
- Other ideas to expand Cleveland Heights as a location of choice for real estate investment

Implementation of Marketing Plan

Upon completion of the marketing plan, the selected firm may be asked to assist with the implementation of said plan, including, but not limited to, the development of new marketing materials, development and placement of advertisement, etc.

The City requests that interested firms provide:

- Estimated costs/budget associated with the implementation process, including break out of agency fees and implementation costs
- Proposed timelines