

Hampton Creative, Inc.
Proposal and Estimate for
City of Owasso

BUYOWASSO.COM CAMPAIGN IMPLEMENTATION EXPENSES:

Billboard Installation/purchase

- 1 digital billboard northbound on 169
- 1 flex vinyl billboard southbound on 169 with a total of (3) unique messages via (2) flex vinyl replacements.

Note: Digital billboard provides us with the ability to present multiple messages to the citizen-taxpayers of Owasso on a daily/weekly basis. A small change out fee will be charged for message changes. HC will notify the City of Owasso what these charges are, prior to agreement to the charges. Whistler Outdoor is providing the flex vinyl board as a complimentary "bonus" board to the City of Owasso.

Cost: \$2,677/month

Total projected expense for 6 months: \$16,062

Window Clings

4" x 5" clear with 2 color brand. Each cling will drive traffic to BuyOwasso.com
Quantity of 250: \$2.00/each

Total projected expenses: \$500

Utility Inserts

(8,500) 8.5" x 3.66" 4/4 color inserts: \$.07/each

Estimated cost: \$595/ mailing

We recommend using the inserts a minimum of 3x over the course of a 6 month campaign.

Total projected expenses: HC projects City of Owasso will get these inserts sponsored (and printing covered) by local businesses

Total projected expenses: \$0

BuyOwasso.com website

Creation of 4 to 5 page website, including:

- Domain purchase for 1 year.
- Concept, layout and design of website
- Programming using HTML (not flash).
(This allows the site to be viewable on many cellular telephones)
- Search engine optimization
- Text to be provided by City of Owasso, HC will wordsmith and edit for content, length, readability.
- Email contact form
- Links to Facebook fan page
- Creation of coupons to rotate on the site

Total projected expenses: \$5500

BuyOwasso.com Campaign Implementation & Design retainer

Concept layout and design for the following to take place over a 6 month period (October 1, 2009- March 31, 2010):

Campaign Identity - including logo and tagline

Billboards –vinyl and digital, multiple rounds of creative changes.

Window clings

Utility inserts (possibly a different one each month)

Media/vendor negotiations, management and creative fulfillment oversight

Campaign management

Marketing consultation and advisement

WWW.BUYOWASSO.COM

Website maintenance, and constant changes to reflect campaign success, add testimonials, add coupons, and any other changes OED and HC see necessary to the success of the campaign.

Facebook Fan Page set-up, maintenance, and weekly posts

CONSULTATION meetings

(2) 1 hour meetings with the City of Owasso per month to evaluate effectiveness of campaign and discuss existing/future challenges and campaign direction changes.

Total Projected Retainer Expenses: \$15,000 (\$3000 per month x 5 months)

TOTAL COSTS TO PRODUCE THIS CAMPAIGN FOR 6 MONTHS: \$37,062

AGREEMENT:

City of Owasso and Hampton Creative, Inc. agree to a 6-month commitment for both parties beginning October 2009 through March 2010. We agree that an extension of this campaign will probably be necessary, but will not be determined until the spring of 2010, depending on success marks and funds available to extend the life of the campaign.

PAYMENT SCHEDULE

October 2009 (one-half website fee \$2750) = \$2750

November 2009 (\$3000, retainer + second one-half website fee \$2750 + clings cost) = \$6250

December 2009 (\$3000 retainer only)

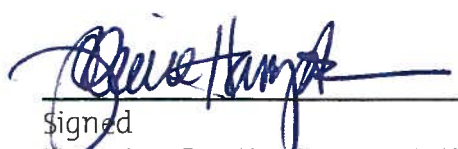
January 2010 (\$3000 retainer only)

February 2010 (\$3000 retainer only)

March 2010 (\$3000 retainer only)

JTL


Signed
City of Owass Representative



Signed
Hampton Creative Representative

October 27, 2009
Date

October 27, 2009
Date

MEMORANDUM

**TO: THE HONORABLE MAYOR AND CITY COUNCIL
CITY OF OWASSO**

**FROM: CHELSEA M.E. HARKINS
DIRECTOR OF ECONOMIC DEVELOPMENT**

SUBJECT: BUY OWASSO CAMPAIGN

DATE: October 16, 2009

BACKGROUND:

Over the past few years, Owasso's retail growth has positively impacted the city both economically and developmentally. The boom of big box stores, popular retail and restaurants has attracted many shoppers both inside and outside of our zip code. While this trend has fiscally aided the health of our community, Owasso residents and businesses are still going beyond city and state borders to make purchases.

Cities are dependent on a constant incoming flow of sales tax dollars to keep up with infrastructure repairs, maintaining public safety and recruiting jobs. Delivering these services is imperative to maintaining a quality of life promised to our community. Educating our residents and businesses about the vital relationship between shopping in Owasso and the City's ability to provide public improvement is necessary.

Staff has been in discussions with Hampton Creative about how to deliver a message to Owasso residents and businesses explaining how their local purchases equal increased sales tax, which increases funds for city services, and generates continuous improvements to the community. By working with the businesses to deliver a consistent message, we anticipate citizens will be motivated to change their spending behaviors to reflect an increase in local purchasing decisions.

BUY OWASSO:

Buy Owasso is a creative campaign designed to inform residents of the importance of buying locally and unite the business community to recognize and reinforce the message.

The six month campaign would consist of the campaign identity, website, two billboards, business window clings and utility billing inserts. This includes the concept layout, set up, media/vendor negotiation, design, marketing consultation and creative fulfillment oversight. The marketing campaign could commence at the onset of the holiday shopping season.

FUNDING:

The Hotel Tax Fund is restricted for uses “to encourage, promote and foster economic development and cultural enhancement, tourism and pursue regional promotion for the City of Owasso, Oklahoma.” Staff will request City Council approval of the Buy Owasso campaign project and recommend approval of a \$40,000 supplemental appropriation from the Hotel Tax Fund.

RECOMMENDATION:

Staff recommends the City Council authorize the City Manager to execute a contract with Hampton Creative and approve a supplemental appropriation in the Hotel Tax Fund increasing the appropriation for expenditures in the Economic Development department by \$40,000.