

RESOLUTION NO. 1442

A RESOLUTION APPROVING A CONSULTANT SERVICES AGREEMENT  
WITH JONNY STAX PRESENTS, INC. FOR A PROMOTIONS STRATEGY

WHEREAS, the City is interested in contracting with Jonny Stax Presents, Inc, for promoting West Branch; and

WHEREAS, the City has knowledge of the firms previous experience with public advocacy campaigns and creating promotional strategies; and

WHEREAS, the City has a desire to enter into an agreement to engage Jonny Stax Presents, Inc. as an independent contractor to perform services on an "as-needed" basis; and

WHEREAS, Jonny Stax Presents, Inc. has prepared an agreement which includes the provision of a logo, tagline, a story with talking points, a promotions strategy and outreach to media outlets to secure earned media coverage; and

WHEREAS, it is now necessary for the City Council to approve said agreement.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of West Branch, Cedar County, Iowa, that the City Council approves a consultant agreement with Jonny Stax, Inc for a promotions strategy.

Passed and approved this 4th day of April, 2016.

  
Roger Laughlin, Mayor

ATTEST:

  
Matt Muckler, City Administrator/Clerk

# Jonny Stax Presents, Inc.

To: Matt Muckler, City Administrator for West Branch, IA  
From: Jonny Stax, consultant  
March 15, 2016

RE: Proposal for promoting West Branch

Following conversations with you and Mayor Roger Laughlin, I am submitting this proposal for supporting promotions of The City of West Branch. Below are the objectives and deliverables, and activities that will guide this work in the current fiscal year, laying the groundwork for more expansive activities in subsequent fiscal years, including execution, evaluation, and refinement of promotions strategies for the City of West Branch.

I have experience working with communities of varying sizes in Illinois around issues of common interest, successfully bringing them together to articulate a common goal and a plan to realize this goal. I have created and executed promotions strategies for organizations and productions, successfully growing audiences and increasing revenues. We have relocated to the area to build a retreat center that would support the creation of new businesses, programs, and works of art. I am proposing an ambitious scope of work for a reasonable cost because of our shared interest in enhancing West Branch as a destination for visitors and increasing investment in our community.

## Promoting West Branch

**Objective:** To design a coordinated, focused promotions strategy that efficiently uses resources to:

1. Increase new visitors
2. Increase returning visitors
3. Increase resident spending
4. Increase new residents and businesses.

## Deliverables:

1. Logo for The City of West Branch
2. Tagline
3. Story with talking points that can be used for various audiences, delivering a consistent message about what makes West Branch so great and what people will get out of their experience in West Branch
4. Promotions strategy for FY17 that articulates audience; earned, paid, and social media strategies; experiential sequence for visitors; and work plan with evaluation strategies
5. Outreach to media outlets to secure earned media coverage

## Resources

I can put a team together to meet these objectives and accomplish these deliverables and activities in FY16 for \$8,000. This would include a graphic designer for branding, a communications expert to guide promotions strategy and story-building, and myself to facilitate brainstorming sessions, conduct interviews, and manage the process. I would bring on an intern from area schools to support this work. This city would need to dedicate staff time for updating the website, coordinating logistics, and supporting research; space and equipment for research and meetings; and people to form a committee that could provide feedback, conduct research, and make decisions.