

Ordinance No. 12- 31

**AN ORDINANCE APPROVING THE ENGAGEMENT OF HPR  
MARKETING AND CONSULTING**

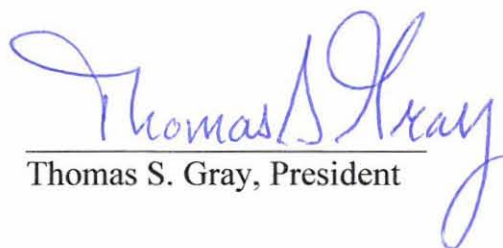
*BE IT ORDAINED BY THE PRESIDENT AND BOARD OF TRUSTEES OF THE  
VILLAGE OF CHATHAM, SANGAMON COUNTY, ILLINOIS, AS FOLLOWS:*

**SECTION 1:** The engagement of HPR Marketing and Consulting as marketing professionals for the Village services in connection with economic development, namely detail design work for a complete marketing plan outlining research, goals and strategies, is hereby approved.


**SECTION 2:** The Village Manager is authorized and directed to engage the services of HPR pursuant to the attached proposal.

**SECTION 3:** This Ordinance is effective immediately.

PASSED this 14<sup>th</sup> day of August, 2012.

  
Thomas S. Gray, President

ATTEST:

  
Pat Schad, Clerk

AYES:

NAYS:

PASSED:

APPROVED:

ABSENT:

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8-14-12

8-14-12

2 HERRMAN



**ORDINANCE CERTIFICATE**

STATE OF ILLINOIS            )  
  ) SS.  
COUNTY OF SANGAMON        )

I, the undersigned, do hereby certify that I am the duly qualified and acting Village Clerk of the Village of Chatham, Sangamon County, Illinois.

I do further certify that the ordinance attached hereto is a full, true, and exact copy of Ordinance No. 12-31, adopted by the President and Board of Trustees of said Village on the 14<sup>th</sup> day of August, 2012, said Ordinance being entitled:

**AN ORDINANCE APPROVING THE ENGAGEMENT OF HPR  
MARKETING AND CONSULTING**

I do further certify that prior to the making of this certificate, the said Ordinance was spread at length upon the permanent records of said Village, where it now appears and remains.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of said Village this 14<sup>th</sup> day of August, 2012.

  
Pat Schad, Village Clerk



## OBJECTIVE

To position the Village of Chatham as an ideal location for commercial development/business relocation.

## STRATEGIES AND TACTICS

### Marketing Plan/Branding

The first step will be to develop a thorough marketing plan for the remainder of 2012, which will include the following components:

- Developing the positioning statement
- Establishing the target demographic
- S.W.O.T. analysis (Strengths, Weaknesses, Opportunities and Threats)
- Compiling necessary research and statistics
- Development of branding guidelines
  - Tagline/Consistent Message
  - Color schemes
  - Developing a consistent look and feel for all marketing materials
- Outline of strategies aimed at meeting objectives set forth
- Measuring Tactics
  - Establishing baseline
  - Measuring progress
- Creation of a marketing budget

## A FEW STRATEGIES TO CONSIDER

### Collateral (Brochures/Folders)

HPR will design and provide copywriting for brochures/presentation folders for use at all tradeshows as well as for distribution to interested prospects. All brochures will fall in suit with the branding platform to create consistency and communicate the core message. In addition to printed brochures, e-brochures are also recommended for use via email and online.

### Tradeshow

HPR will facilitate all aspects of preparation for the upcoming tradeshows in Chicago and Las Vegas. This will include all aspects of booth layout/design/production and coordination of all exhibitor deadlines/requirements.

### Video

Video is a great way to communicate a lengthy or complex topic in a short period of time. Consumers are accustomed to allowing only a short amount of attention to any one piece of material. Visual elements are more memorable and aid in a person's ability to comprehend and relate to a topic. A video outlining what the Village of Chatham has to offer for prospective businesses and incorporating testimonials from current Chatham businesses will visually portray why Chatham is an ideal location for any business. This video can be shown at tradeshows and distributed via DVDs or jump drives and should also be included on the website and YouTube.

### Public Relations

Public relations should also be included throughout the entire year. When applicable press releases will be submitted to all appropriate media. For strong newsworthy items, working towards articles and media interviews will be a pertinent initiative.

### Community Involvement

Word of mouth is perhaps the most effective form of advertising. It will be imperative to inform local consumers of the great things Chatham has to offer. Strategies will be outlined within the marketing plan on how to accomplish this.

## PRICING STRUCTURE

HPR will develop and facilitate the implementation of all strategies with a goal of accomplishing the objectives set forth. HPR will operate under a monthly retainer that will include the following services:

- Consultation and development of marketing plans and campaigns
- Creation of execution plans
- Creative concepting (campaigns, taglines, etc.)
- Building and adhering to a budget
- Tracking the progress of the plan (Measuring)
- Market research
- Media buying (if necessary)
- Handling all media calls
- Inspecting media – traffic reports and invoices (if necessary)
- Coordinating media deadlines (if necessary)
- Public relations – press releases, organizing press conferences, coordinating free appearances with media
- Creative services/graphic design
- Copywriting/storyboarding for video
- Tradeshow coordination
- Photography/Videography (does not include video editing)

All services listed above will be covered by a monthly retainer fee of \$3,950 for the first 120 days. After 120 days we will review the scope of our services that will result from the marketing plan developed and will adjust our retainer accordingly. Please note that it is uncommon for us to raise the retainer fee. We typically over deliver and spend a great majority of time researching and laying out a plan within the first 120 days. After this period we begin to facilitate the plan and measure the progress, which generally amounts to a lower retainer fee than in the first four months.

Services that will be billed in addition to HPR's retainer will be:

- Direct mail (printing and postage)
- Printing of promotional materials (all design and copywriting will be covered under the retainer)
- Production of Radio/TV/Corporate Videos
- Media expenditures (i.e. air time on TV, billboard rental fees, etc.)
- Website development and hosting (all design and copywriting will be covered under the retainer)
- Search Engine Optimization
- CRM system – hard cost of the software

During the first 120-day period, the goal will be to deliver the following:

- Complete marketing plan outlining research, goals and strategies
- Established plan for measuring progress
- Design and production of brochures
- Design and coordination of tradeshow booth
- Photography/videography of any events/opportunities that will be key for inclusion in a video
- Facilitation of strategies as outlined in the marketing plan