

Ordinance No. 13- 41

**AN ORDINANCE APPROVING A CONTRACT
WITH HPR MARKETING & CONSULTING GROUP**

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

SECTION 1: That certain contract between HPR Marketing & Consulting Group and
the Village of Chatham, a copy of which is attached hereto, is hereby approved.

SECTION 2: The proper officers of the Village are authorized and directed to carry out
the agreement by its terms.

SECTION 3: This Ordinance is effective immediately.

PASSED this 22 day of OCT, 2013.

Thomas S Gray

VILLAGE PRESIDENT

ATTEST:

Pat Schan

Village Clerk

AYES: 6 CLAYTON KIMSEY DOYLE HOLDEN SCHATTEMAN
NAYS: 0
PASSED: 10-22-13
APPROVED: 10-22-13
ABSENT: 0





Village of Chatham

Marketing Proposal

**Presented by: Wally Hamlin & Kari Downey,
HPR Marketing
Date: October 15, 2013**

Recap

The Groundwork That Has Already Been Completed

1. Branding – A new logo was developed for the Village this past year. This logo, as well as a revamped look and feel, has been utilized on all web and marketing materials. It will continue to be used throughout all ensuing efforts.
2. An extensive benchmark study was performed in 2012/2013 that outlined the existing business climate of the Village.
 - a. This also included a community-wide survey that identified current loyalty to Chatham’s businesses as well as resident interest in new businesses they’d like to see come to Chatham.
 - b. All information from the research study and the resident survey was used to develop a one-sheet handout identifying key highlights about the Village and also a comprehensive folder that contains all of the information from the study and survey.
3. Attendance at the International Council of Shopping Centers (ICSC) Chicago Deal Making Show.
 - a. The Village’s booth exhibit tied into the branding efforts and the involvement at the show brought the Village in contact with 50 site locators/property management firms/franchises. The Village distributed information folders and a plan is already underway for staying in contact with these leads.
 - b. The Village of Chatham is also now a member of the ICSC
4. Customer Management System – A CRM system was setup with Salesforce to enter and track all correspondence with leads. This system will be used going forward for all new leads.

Next Objectives

The Village of Chatham’s Economic Development Plan: Retention, Attraction, Expansion

This is a marketing plan that is intended to enhance the promotion of business retention, attraction and expansion within the Village of Chatham. It involves a 3-prong approach:

1. Increasing awareness of the business opportunities that the Village of Chatham has to offer.
2. Managing all leads through constant communication/contact
3. Community awareness of all economic development efforts as well as promoting a ‘Shop Local’ campaign

1. Increasing awareness of the business opportunities that the Village of Chatham has to offer.

Realtors/Property Owners

HPR will coordinate a meeting and/or distribution of existing Chatham folders with all commercial realtors in the area. A letter informing them of business attraction strategies will also accompany the folders.

(HPR will develop the list, write the letter and send out the folders/letters. HPR will also contact the key commercial realtors in the area to confirm they received the folders and to inquire if additional information is needed or to see how the Village can become a resource for these realtors.)

Note: postage will be additional

After the initial folders are sent out, we will then send out eblasts on a monthly basis informing the realtors of new properties available as well as helpful information regarding the business climate in Chatham.

Business Site Locators

HPR will mail existing Chatham folders to Site Locator companies throughout the US

(HPR will develop the list and send out the folders. HPR will also contact these companies to inquire if additional information is needed or to see how the Village can become a resource for these companies.)

Note: postage will be additional

After the initial folders are sent out, we will then send out eblasts on a monthly basis informing the site locators of new properties available as well as helpful information regarding the business climate in Chatham.

Online Strategies

Coordinate the integration of an Economic Resources page on the Chatham website - The page will contain all pertinent information regarding the business climate Chatham has to offer. It will also incorporate a 'sign up' feature to encourage visitors to sign up to receive email updates on properties available.

(HPR will design and coordinate the development of the new page with the current web admin.)

Note: Any fees from the web admin company will be additional. HPR will request a quote and receive Chatham's approval before any work is done.

Coordinate the integration of an online searchable commercial property index into the Chatham website. This feature will include all available office/retail space as well as land for sale for commercial use. Realtors and developers will be able to submit their properties to have them listed on the site.

(HPR will coordinate the development of this feature. HPR is working on pricing options for this. HPR will also work with all realtors and property owners to upload flyers for all properties.

In situations where a property flyer is not available, HPR will work with the realtor/property owner to develop one.)

HPR will provide search engine optimization on the Chatham website to increase Chatham's presence on the Internet. We will also analyze the need for search engine marketing (pay per click).

(HPR will perform all background research to determine the best plan for Search Engine Optimization. Our web team will then integrate optimization techniques and monitor/enhance on an ongoing basis)

Note: if search engine marketing is implemented additional costs will apply.

2. Managing all leads through constant communication/contact

HPR will enter all contacts/leads received into the CRM system. All correspondence will be logged in the CRM and progress will be tracked.

The first order of business is to maintain contact with all leads received from the recent ICSC Chicago Deal Making Show.

- A letter was sent out to all contacts the week after the show.
- HPR will then contact via phone all 'confirmed leads' (Joe or Del to also be on this call)
 - If appropriate, arrange a meeting between the lead and property owner
- HPR to send an eblast to all contacts on a monthly basis to keep them informed about available properties and to keep Chatham in front of them.

For all new leads that are generated from areas other than the ICSC show, the first point of contact will be via phone. A folder will then be mailed out and the lead will remain on the email blast list.

Regardless of where a lead comes from, HPR will implement a process to stay in front of them on a routine basis.

- Eblasts will be sent on a monthly basis – these will include a link to available properties and planned developments, a list of incentives, current demographics and also an overview of businesses and developments that have recently opened in the community.
 - Through Chatham's membership with ICSC, we can enhance the list on hand with the brokers/developers list available through this organization

3. Community awareness of all economic development as well as promoting a 'Shop Local' campaign

Community awareness and support will be crucial. Part of our efforts will be to promote local shopping, dining and events to enhance loyalty to Chatham businesses.

HPR will communicate all efforts with the Chamber of Commerce in Chatham. The Village will supply the Chamber with any information they may need to provide to prospective businesses that contact the Chamber. (I.e. folders, marketing materials created by the Village, etc.)

Email marketing combined with social media and updates in the community newsletter will be aimed at informing the community of new businesses coming to Chatham as well as encouraging local shopping.

(HPR will provide content to the newsletter publisher. Themes will be developed for each month of the year and businesses that correlate with the theme will be solicited to provide information on special sales/events.)

Utilizing Facebook to communicate community events, new businesses, and special offerings by local businesses.

(HPR will partner with the Village of Chatham on managing the Facebook page. HPR will develop posts that pertain to economic development and will post them on a regular basis. We encourage the Village to also post things on the Facebook page that pertain to community events, emergency notices, utility information, etc.)

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.

Tracking Progress

HPR will monitor the website and Facebook analytics on a monthly basis. HPR will also track the number of leads and ongoing correspondence with all leads. This will require ongoing communication with the Village. It is recommended that HPR meet with Del at a minimum of once a month (more often if warranted).

Communication via phone and email will be constant in between these monthly meetings.

HPR will provide the board with a written progress report each month and will appear at the board meetings on a quarterly basis to provide updates.

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 of \$3,350 for 6 months and will perform all tasks as outlined above. At the end of the sixth month HPR will re-evaluate the level of work and adjust the retainer accordingly.

Services that will be in addition to HPR's retainer (if the Village decides to move forward with these) will be:

- Direct mail (printing and postage)
- Printing of promotional materials (at this point we have enough folders and one sheets on hand to last for quite a while)
- Email Marketing Tool - \$25/month
- Website updates (any fees from the website admin – MCS)
Search Engine Marketing (Pay Per Click) (SEO is covered under the retainer)
- CRM system annual renewal (\$60/year per user)

HPR will provide the Village with quotes for these items and will not move forward on any item without the Village's approval.

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. 13- 41, adopted by the President and Board of Trustees of said Village on the 22 day of OCT, 2013, said Ordinance being entitled:

**AN ORDINANCE APPROVING A CONTRACT
WITH HPR MARKETING & CONSULTING GROUP**

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 22 day of OCT, 2013.



Village Clerk

