



May 7, 2020

## River Point District 2020 Scope of Work

### Objective

Build awareness and interest of River Point District within target audiences.

### Strategy

Generate awareness and interest of River Point District, inform stakeholders of project status and build brand awareness by utilizing a mix of communication tactics.

### Target Audiences

- Community members
- Developers
- Investors
- Commercial/retail business owners
- Prospective residents

### Tactics

Recommended tactics will allow us to build awareness and sustain interest in River Point District.

**Public relations:** Engage media and educate them on the status of development, key project milestones, events and updates. As follow-up to issuing a press release, provide coverage recap report.

**Website content:** Post monthly timeline updates to keep website content fresh.

**Video:** Create a 1-2 minute video to provide visibility and understanding of the project's guiding principles, development plans and vision. Video may include a combination of b-roll and environmental footage, on-screen graphics, scripted narrative and/or voiceover recording. Includes script development, storyboarding, creative direction, copywriting, videography, production and editing.

### Social media

- Create company LinkedIn page (must be created from an individual's personal account that is an authorized representative of the organization).

- Post regularly to Facebook, Instagram and LinkedIn utilizing approved calendar content to build awareness and continued interest. Topics could include:
  - Development news and updates
  - History
  - Life on the river
  - Opportunities for residents and business owners
  - Recreational opportunities
  - Wildlife and nature
- Consider a mix of paid tactics to target developers, investors and commercial/retail business owners as needed throughout project development.
- Share other community pages' content to inspire collaboration and interest in happenings in La Crosse and surrounding communities. Pages include but not limited to:
  - Explore La Crosse: <https://www.facebook.com/explorelacrosse/>
  - 7 Rivers Alliance: <https://www.facebook.com/7RiversAlliance/>
  - Friends of the La Crosse Marsh: <https://www.facebook.com/friendsofthelacrossemarsh/>
  - City of La Crosse – Parks, Recreation, and Forestry Department: <https://www.facebook.com/LaCrosseParksRecForestry>
  - La Crosse County: <http://www.co.la-crosse.wi.us/>
  - Downtown Mainstreet: <https://www.facebook.com/DowntownMainstreet>
  - City of La Crosse, WI: <https://www.facebook.com/LaCrosseWI>
  - La Crosse Chamber: <https://www.lacrossechamber.com/>
  - Mississippi Valley Conservancy: <https://www.mississippivalleyconservancy.org/>

2020 Agency Services Budget: \$30,000\*

Also includes project management, status updates and attending monthly RDA meetings.

*\*Does not include outside services such as printing, media/advertising, stock photography licensing, website hosting, and PR Newswire service fees. Any outside services deemed necessary will be presented for client approval prior to purchase and if approved, billed at cost. Vendi does not mark up outside expenses.*