



September 13, 2022

Redevelopment Authority of La Crosse

## **Public Relations and Communications Support Proposal for Q4 2022**

### **AGENCY SERVICES**

Vendi will provide PR and communication services to support the ongoing needs of the La Crosse Redevelopment Authority from October 1, 2022 to December 31, 2022.

- Communication strategy and creative direction
- Content development/copywriting
- Art direction and design
- Digital and social media management
- Public and media relations support
- Website management
- Photography and videography services
- Two agency principals working directly on the account

### **Approach for 2022**

Refresh key messaging proactively to reflect next phase of project. Build messages on differentiators including waterfront, sustainability and how River Point District intersects with key aspects of the new economy.

Increase sense of excitement by posting developer news and renderings and leveraging newsworthy events.

Proactively seek news through regular touch base meetings with WIRED and City Planning staff for content subject matter.

Shift community audience from secondary to primary audience; with stronger consideration given to community businesses as prospective occupants

### **Statement of work**

- Manage public relations activities relative to RDA development projects
  - Develop and proactively issue press releases to accurately communicate project updates to the public

- Reach out to media in advance of developer presentations and other presentations of interest scheduled for the monthly RDA meeting
- Provide media coverage report following news releases
- Pursue 2022 goal of a write up in a top tier newspaper—using potential starter storyline such as:
  - *Why entrepreneurs are looking at La Crosse to grow their startups*
  - *The big appeal of a small city*
  - *A waterfront neighborhood reinvents itself*
- Produce updated stat sheet with information supporting differentiators including waterfront, sustainability and how River Point District intersects with key aspects of the new economy (completed)
- Manage River Point District social media accounts (create a minimum of 4 posts per month)
  - Increase focus and splash to feature projects and events of interest
  - Share updates from partners
- Capture or source original images for posts (leveraging Vendi’s in-house photographers as needed)
  - Share content from other relevant community pages
  - Monitor engagement and comments and respond following established standards
  - Provide access to a real-time reporting dashboard
- Perform routine maintenance and content updates for riverpointdistrict.com website
  - Update with new messaging and content related to next phase of project
  - Ensure website content stays up-to-date and accurate
  - Create timely and relevant updates and post to News section
  - Update homepage calendar item on monthly basis
- Maintain regular communications with city staff and RDA committee members
  - Attend RDA meeting on an as-needed basis
  - Budget tracking, status reports and client communications

**Agency retainer: \$2,500 per month**

**Annual outside expenses estimate: \$2,000\***

*\*Includes estimate for outside expenses such as website hosting, media expenses and annual reporting dashboard license. If additional outside expenses are required, an estimate will be provided, and if approved, billed at cost. Vendi does not mark-up outside expenses.*

**Authorization and signatures:**

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**City of La Crosse Redevelopment Authority**

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**Vendi Advertising**

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**Date**

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**Date**