

**Priority Area:**

Increase Economic Opportunities

**Goal/Objective:**

Intentionally promote a positive image of city to current and prospective residents and businesses.

**Strategy 3- Increase positive messaging in promotion of City:****Action Steps:**

- a. Conduct analysis of existing city messaging capabilities and determine where gaps exist.
- b. Create plan for best methods of increasing capacity (i.e. additional staff and/or use of outside marketing expertise). Additional staff could include one or more positions in the Public Information area of the City Manager's Office, and skills sought would include a marketing emphasis (graphic design, website enhancement, video production). For the purpose of Total Plan Cost below 1.0 FTE has been calculated. Position would allow for promotion of constant positive message of city functions and the community. Along with the existing position of City PIO, could provide some redundancy in this area of city office. City could look to outside partners (university, school district, chamber, etc.) to coop message development and could utilize student interns for additional assistance.
- c. Develop new job description or develop RFP if necessary for marketing assistance.
- d. Inform community partners in marketing effort to gain input and deliver coordinated message.
- e. Determine marketing messages and format.

**Resources Required:**

1. Staff time for research and development of project.
2. Funding for new city staff position, equipment, etc. An additional 4.0 FTE for Public Information positions.
3. Funding for message production and placement.

**Total Plan Cost:**

Total Additional FTE: 4.0

One-Time Costs: \$15,000

Staffing Annual Costs: \$300,000

Program Annual Costs: \$50,000

**Desired Benefit/Outcome:**

- Increased positive marketing presence for city.
- City is more attractive to new residents and business.

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*“An effort needs to be made to have a stronger positive presence about the community and the surrounding area along with accurate information being shared because of the amount of old and misinformation that gets shared freely.” – Listening Tour Respondent*