



Agenda Memo

Crest Hill, IL

Meeting Date:	December 15, 2025
Submitter:	Blaine Wing, City Administrator
Department:	Administration
Agenda Item:	Consolidated Strategy & Marketing Proposal

Summary: With all of the stuff that I and staff are doing (website, newsletter, and social media), we need some professional help – for about 6 months and then maybe a staff member. I think on average these professional services would cost about \$3k per month (so about \$18,000). I think this will help us strategically and then we can have the template and format to follow (with our current people) and/or discuss an entry-level employee position OR even continue using this or another firm to handle our updates.

Recommended Council Action: Approve the Consolidated Marketing Campaign Management & Reporting proposal with Method Engine, LLC in the amount not to exceed \$20,000.

Financial Impact:

Funding Source: General Fund

Budgeted Amount: None

Cost: Not to exceed \$20,000