

2021-278



City of Diamondhead

Marketing & Small Business Liaison

Proposal
NG Consulting, LLC

Prepared For:

City of Diamondhead
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1.1. Project Scope

The project contains three components:

1. Social Media Planning and Execution

The planning phase starts with project kickoff.

Posts ideas:

- Weekly Small Business Highlights (promotion, showcase, or “Like” and “Share” giveaway)
- Business Development
- Farmers Market (flyer creation and promotion)

2. Press Releases and Quarterly Newsletters

- Creation and dissemination of a quarterly newsletter
- Post newsletter and news on website

3. Small Business Liaison

Meet with the small businesses of Diamondhead monthly to see how the city can help support them. Conduct a needs analysis and provide a monthly report on the feedback from the businesses.

- Advise the Diamondhead community on all matters related to small business
- Promote the development and management of city programs that assists all categories of small business
- Develop small businesses in areas of growth and expansion
- Email dissemination:
 - Small Business List for Diamondhead – communication of opportunities and updates (SBA, USDA, SCORE, SBDC, etc.)

Price

The Hours and Scope of work is to be reviewed quarterly as business in Diamondhead expands.

The hourly Rate is \$75 for as needed services such as grant finding and writing.

Category	Monthly Hours	Rate	Total
Small Business Highlights & Farmers Market Promotion	4	\$75	\$300
Quarterly Newsletters	2	\$75	\$150
Small Business Liaison	11	\$75	\$825
TOTAL	17	\$75	\$1275.00

Michael Reso
 City Manager
 City of Diamondhead

Natalie Guess
 President
 NG Consulting, LLC