



## City of Dripping Springs

# Communications Plan for the Town Center Announcement

Presented by Buie & Co.

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### Overview

This communications plan is intended to inform the announcement strategy and timing for the public launch of the Dripping Springs Town Center. The following recommendations are dependent upon all agreements being met among stakeholders necessary to move forward, including Dripping Springs ISD and the Dripping Springs Public Library.

This rollout is contingent upon real estate agreements, infrastructure cost-sharing agreements, professional services agreements and a financing plan. For planning purposes, we have selected a public launch date of Tuesday, December 1. This will be a great way to end the year and build excitement for what's to come, and also allow us to announce in the downtime between Thanksgiving and the holidays. If for any reason this date accelerates or slows, we will adjust our timeline accordingly. This should provide a detailed schedule for consideration in terms of work that needs to be accomplished along the way.

### Goals for Public Launch

We recommend the following goals for your consideration:

- Generate excitement in the Dripping Springs community about the Town Center
- Clearly communicate the community benefits the Town Center will offer residents
- Demonstrate thoughtful planning and financing by the TIRZ board and City, while still holding true to the characteristics and values that make the community unique
- Reiterate that there will be no tax implications to residents in the area
- Educate the public on the mechanism used to fund this project - the TIRZ

### Audiences

The following audiences should remain top-of-mind while developing the rollout plan:

- Drippings Springs TIRZ Board
- Elected officials
- City of Dripping Springs staff
- Consultants and project partners for the TIRZ
- Business and Community Leaders
- Residents and Neighbors



- General Public
- Media

### **Stakeholder Briefings:**

We recommend reaching out to any stakeholders that should be aware of this news via in-person briefings or direct calls from a member or members of the TIRZ board before they read about the news on launch day. These can be done 1:1 or in group settings (Zoom, if needed) depending on the group and/or person. We will develop a comprehensive briefing list in coordination with City staff and the board. Examples may include but are not limited to:

- City Council Members
- Economic Development Council
- Hays County Commissioner, Precinct 4
- Chamber of Commerce Board of Directors and Staff
- Businesses, retail and restaurants in proximity to the proposed Town Center
- Business and community leaders

### **Media Targets**

- Local publications
- Regional print and online, including the Austin American-Statesman and the Austin Business Journal
- Broadcast
- Trade publications
  - Construction
  - Architecture
  - Design

### **Media Protocol**

**The following media protocol is intended to ensure that all communication with media is streamlined and responded to with the same messages.**

- All media inquiries should be directed to Communications Director Lisa Sullivan.
- Lisa will loop in City Administrator Michelle Fischer.
- Michelle will serve as primary spokesperson.
- Depending on the inquiry, Michelle and Lisa may appoint a more appropriate spokesperson, based on the expert on a given topic.
- Other spokespersons may include:
  - Dave Edwards, Chair of the Dripping Springs TIRZ Board
  - Keenan Smith, TIRZ Project Manager
  - Mayor Bill Foulds
  - Michelle Fischer, City Administrator



- A tracker of inquiries and outreach should be kept in order to ensure all media receive responses. This will also help efforts later on down the line when we have future announcements.

## Timeline For Launch

*\*This timeline assumes that all agreements are made by late October and the TIRZ Board is ready to pursue a December 2020 launch.*

- **Week of October 26**
  - Decision is made if all agreements are met, and the TIRZ Board is ready to pursue an early December launch.
    - \*At this time, begin scheduling stakeholder briefings
  - If pieces are still missing and agreements are not made, consider an early 2021 launch date and reevaluate below timeline.
- **Week of November 2**
  - Traditional Media
    - Begin development of media list
    - Begin drafting press release
    - Begin drafting quotes
    - Begin building out press kit and assembling all visuals needed, including logos, photography, renderings and other visuals
    - Lock in December 1 on spokesperson calendars
  - Owned Media
    - Begin drafting blog post for website
    - Begin building Town Center header for Dripping Springs website homepage to link to Dripping Springs Town Center website
    - Continue building out Town Center website
- **Week of November 9 - Week of November 16**
  - Review all materials in development and begin seeking approvals from any necessary stakeholders
  - Assist City staff with creation of social channels; Lisa will run once launch is made
  - At this time, we will also now the outcome of the Has County Bond Election and will factor that in accordingly
- **Week of November 16**
  - Traditional Media
    - Press release is final and approved
    - Pitch to media is final and approved
    - Media list is final
    - Media kit is final with all assets, renderings, visuals, press release, additional quotes, boilerplates, logos



- Spokespeople have cleared calendars for December 1 in preparation for any media interviews
- Owned Media
  - Blog post is final
  - Web assets are ready for homepage takeover
  - Town Center website is ready to launch
  - Template for stakeholder email is final
- **Week of November 23: Thanksgiving holiday**
- **\*\*Tuesday, December 1: Launch Day**
  - Traditional Media
    - Press release sent to all media on list
    - Spokespeople available for interviews
    - Distribution of stakeholder email (using City database)
  - Owned Media
    - Blog post on website
    - Homepage takeover
    - Town Center website live
- **Week of December 7**
  - Continue follow-up with any media that have not covered the news

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