

March 1, 2024

Mayor Jacque and City Council Members
City of Dyersville
Memorial Building
340 1st Avenue East
Dyersville, IA 52040

Subject: Recommendation for Approval of de Novo Marketing Plan

Dear Mayor Jacque and City Council Members:

I seek your approval and support for implementing our city's comprehensive marketing and branding plan. De Novo Marketing presented the proposed plan, which promises to be an initiative that will undoubtedly enhance our community's image and attract visitors and residents.

As highlighted by de Novo, the proposed marketing plan is strategically designed to showcase our community in a well-coordinated and unified manner across all departments. The goal is to create a compelling brand that reflects the unique essence of Dyersville and serves as a powerful magnet for local and global attention.

The de Novo team, equipped and enthusiastic, has outlined a detailed plan encompassing two phases. Phase 1 focuses on brand development, including a kickoff meeting, internal research, stakeholder sessions, and creating a brand development storytelling event and rollout plan. Phase 2 focuses on the launch day, messaging, video production, and a community event in April 2025.

The project's financial aspect has been diligently laid out by de Novo, with billing structured not to exceed \$65,000 over two fiscal years, including all deliverables outlined in the proposal and two revisions per asset. In the Fiscal Year 2024 budget, the city will pay the \$30,000 with funds from the General Fund, and the remaining \$35,000 will be paid out of the Fiscal Year 2025 budget.

As we consider whether to move forward with de Novo, we must emphasize the importance of marketing, branding, and promoting our community, especially those visiting Dyersville for the first time. With our community's growing national and international attention, a clear and appealing image has become more critical.

In today's interconnected world, first impressions matter more than ever. Our city, with its rich history and vibrant community, deserves a brand that resonates with potential

residents and visitors. The de Novo marketing plan addresses this need and aligns with our vision for Dyersville's growth and prosperity.

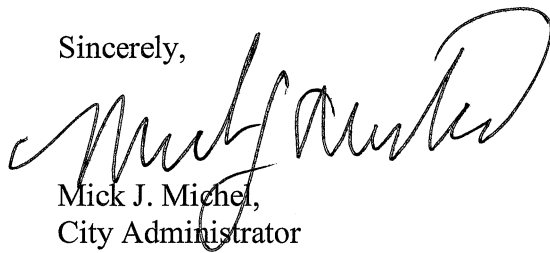
Investing in marketing is investing in the future of our community. A strong and consistent brand will set Dyersville apart as we strive to attract businesses, residents, and tourists. De Novo's proposed plan is not merely an expenditure but a strategic move to position Dyersville as a destination of choice.

Lastly, remember the importance of licensed imagery and adherence to legal protocols. The inclusion of licensed stock assets ensures our protection from potential copyright issues and adds a layer of professionalism to our marketing materials.

Please review and consider the de Novo marketing plan. This initiative aligns with our broader community development goals and will undoubtedly contribute to Dyersville's continued success and prosperity.

Thank you for your time and consideration. Don't hesitate to contact me with any questions or for further information or clarification.

Sincerely,

A handwritten signature in black ink, appearing to read "Mick J. Michel". The signature is fluid and cursive, with a large, sweeping "M" and a long, trailing "l" at the end.

Mick J. Michel,
City Administrator