



City of Gladstone, MI  
MEETING TYPE  
STAFF REPORT

1100 Delta Avenue  
Gladstone, MI 49837  
www.gladstonemi.org

<b>Agenda Date:</b>	June 10, 2024	<b>Eric Buckman, City Manager:</b>	
<b>Department:</b>	City Hall	<b>Department Head Name:</b>	
<b>Presenter:</b>	Patricia West/Kim Berry	<b>Kim Berry, City Clerk:</b>	

**This form and any background material must be approved by the City Manager, then delivered to the City Clerk by 4:00 PM the Tuesday prior to the Commission Meeting.**

**AGENDA ITEM TITLE:**

Digital Marketing Proposal for the City of Gladstone

**BACKGROUND:**

Three simultaneous events have happened in the last few months leading staff to propose the City Commission consider contracting with a digital marketing company.

- Proposed Amendment to the City’s Master Plan
- Launch of a new website platform
- DDA is interested in increasing public relations to promote both new and existing development within the district.

City Staff are interested in contracting out digital marketing services to ease the burden on staff and better promote events and information to our residents.

Bids were requested from the four agencies below.

- Buzz Advertising Agency (Did not hear back)
- Orange Cat Media
- WLUC TV6
- Visit Escanaba (Can offer partnership opportunities to purchase photos, but encouraged working with Orange Cat Media based on the extent of our needs)

**FISCAL EFFECT:**

\$10,000

- \$4000 – DDA
- \$1500 – Dr. Mary Cretens Fund
- \$1500 – EDC (Contingent upon approval at 06/11 meeting)
- \$3000 – Split evenly between city departments (~\$275)

**SUPPORTING DOCUMENTATION:**

- Proposal Services Comparison
- Digital Marketing Proposal from Orange Cat Media (with amendment email)
- Marketing Proposal from WLUCTV6
- Facebook Professional Dashboard – Post reach over the last 28 days

**RECOMMENDATION:**

Enter an annual contract with Orange Cat Media to oversee the City of Gladstone’s digital marketing in an amount not to exceed \$10,000.