



City of Gladstone, MI
MEETING TYPE
STAFF REPORT

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

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| Agenda Date: May 13, 2024 | Eric Buckman, City Manager: _____ |
| Department: City Hall | Department Head Name: _____ |
| Presenter: Patricia West/Kim Berry | Kim Berry, City Clerk: _____ |

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 interest in increasing public relations to promote both new and existing development within the district.

City Staff received a proposal from Orange Cat Media to contract with us on creating digital marketing content for the City. The initial intent of the conversation was to explore photography and video for the DDA, but as the conversation evolved, they were able to provide a proposal of full offerings they could provide:

- **City Photography/Videography:** Capturing both events and candid photos/experiences within the City limits. The City of Gladstone would have full ownership of the assets created.
- **Social Media Management:** In partnership with the City of Gladstone, this investment could allow them to create content for social media, improving city communication with residents, and fulfilling the need for a modern newsletter.
- **Rebrand for the City of Gladstone:** An opportunity to work with City Boards and Staff to create a new logo, color schemes, fonts, etc. focusing on a cohesive branding experience and making the city easily identifiable across all media platforms.

We’ve also met with and received a proposal from WLUCTV6. Their offerings differ but provide value in other ways as their expertise lies in targeted online advertising through social media to funnel people back to our webpage for information. They provide dashboard analytics to target impressions, reach, etc. This focus would drive engagement with our online presence, increase awareness of our city and assets, and influence prospective visitors/residents.

We did reach out to a third digital marketing company out of Marquette but did not hear back from them.

FISCAL EFFECT:

\$1,250 - \$12,000

SUPPORTING DOCUMENTATION:

- Digital Marketing Proposal from Orange Cat Media
 - Example of Work | Facebook Post from Jack’s Restaurant
- Marketing Proposal from WLUCTV6
 - Example of Work | Mackinaw City Video
- Excerpt from the Proposed Master Plan Amendment | Implementation Section | Goal 8: Marketing

RECOMMENDATION:

Enter into an annual contract with Orange Cat Media to oversee the City of Gladstone’s digital marketing in an amount not to exceed \$12,000.