

CITY OF JACKSON
Wastewater Bond Election
August 2, 2022

Purpose: to educate City of Jackson residents about the need for the current wastewater treatment plant to receive repairs, rehab and upgrades to support increased capacity and age of infrastructure. Voters will be asked to consider granting approval to the City of Jackson to use revenue bond funds to pay for these repairs and upgrades. The vote is scheduled for Aug. 2.

MONTH	METHOD OF OUTREACH	ANTICIPATED EXPENSES
June 2022	Elevator Speech - Short, 2-minute script that outlines key points, highlights special notes of emphasis and directs listener to a specific action. Uniform message throughout all key parties involved	Part of BOLD's fee
June 2022	Full Message Development - Working with City leaders and legal counsel to develop accurate and timely messages	Part of BOLD's fee
June 2022	Civic Club / Organization Presentations and brief presentation development - Schedule opportunities for City leaders to speak to/interact at Civic Club, Chamber of Commerce and other organizations throughout Jackson; development of brief PowerPoint presentation to aid in the education efforts	Part of BOLD's fee
June 2022	Bill Insert – development of an education piece to be placed in the June invoice that will be received by residents approximately July 5. Delivered to mail house no later than June 17. Use additional quantity to distribute to city residents at meetings, events, have available at City offices, etc.	Development is part of BOLD's fee. 8.5 X 3.5 size 10,000 quantity printing \$815
June 2022	FAQ – development of a full sheet, 2-sided educational piece with frequently asked questions that may arise from residents.	Development is part of BOLD's fee. 8.5 X 11 size 2,500 quantity printing \$530
June 2022	Email Blast – development of an email communication tool to send to City residents who have provided an email address for City-to-resident communication.	Part of BOLD's Fee Email will be sent through City's platform
June 2022	Facebook Content – ballot language and information about the bill stuffer the residents will receive in the mail	Part of BOLD's fee
June 2022	Press Release – development of a press release to submit to area media	Part of BOLD's Fee
June 2022	City of Jackson's website updates	Work with City team members to update the website with relevant educational content

WHATEVER IT TAKES.

June 2022	Retargeting Messages – develop messages electronically delivered to residents who visit the City of Jackson’s website or Facebook page	Development is part of BOLD’s fee plus \$300 placement
June 2022	Consultation, account management, design, copywriting, placement, social media management, ROI tracking and all items listed above	BOLD’s Fee for June 2022 \$5100
JUNE 2022 TOTAL ESTIMATE		\$6745.00
July 2022	Email Blast 2 – development of a second email communication tool to send to City residents who have provided an email address for City-to-resident communication.	Part of BOLD’s Fee Email will be sent through City’s platform
July 2022	Facebook Content – closer to Aug. 2, post content reminding voters of the ballot language, the need, the current state of the wastewater treatment facility, and refer to the FAQ available online.	Part of BOLD’s fee
July 2022	Email Blast 3 – development of a third email communication tool to send to City residents who have provided an email address for City-to-resident communication.	Part of BOLD’s Fee Email will be sent through City’s platform
July 2022	Cashbook Journal Paid Editorial – paid editorial with educational content, ballot language and current state of wastewater treatment facility	Development is part of BOLD’s fee Placement is \$818 half page
August 2022	Support of election results reporting; final reminders to encourage residents to vote	Part of BOLD’s fee
July/August 2022	Consultation, account management, design, copywriting, placement, social media management, ROI tracking and all items listed above	BOLD’s Fee for July/August \$2600
JULY/AUGUST 2022 TOTAL ESTIMATE		\$3418.00
		Total: \$10,163.00

WHATEVER IT TAKES.