

JACKSON RETAIL DEVELOPMENT PROGRAM

BUDGET INVESTMENT: 2022

Tactic	Details	BOLD Investment	Out-of-Pocket Costs
Market Research	Work with area partners, online resources and other data pull sources to update current economic development status, growth and forecast with retail trends; include current business development opportunities for site selection, incentives, partners, etc.	\$2250	\$300 for report access
Landing Page Development and SEO	Develop a prospect funnel landing page using the City of Jackson brand for content push and lead generation goals. Create a vanity URL for ease of visit access to the site and track via Google Analytics. Update content and images as necessary. SEO implementation on landing page, keyword implementation and GMB support. <i>GTM, GA, Google Search Console implementation.</i> *Video, downloadables, etc. in line items below.	\$2100 development and launch	\$25 annual fee for URL/Domain purchase \$120 annual hosting fee \$160 estimated form program fee (Gravity Forms)
Sales Collateral	Development of a sales sheet for prospect support and in digital format for landing page and email use. Create a printed format to use as a leave behind.	\$1600	N/A
Video Development + Photography	Using existing footage of Jackson (drone footage); create a brief video with statistics, details, contact, etc. that can be used on the website, to send a link to prospects and to show in a pitch presentation as needed. Photography as needed for site location options and/or building references.	\$2400 using existing footage and template-based graphics	\$1500 photography and additional video footage
Uptown Jackson Research	Discuss Uptown Jackson merchant opportunities and key selling advantages/testimonials with existing merchants and service businesses to gain insight for project deliverables	\$1875	N/A
Account Support	Meetings, communications for deliverables, etc.	\$800	N/A
TOTAL ESTIMATE		\$11,025	\$2105

WHATEVER IT TAKES.