

Montgomery MEDC
AGENDA REPORT

Meeting Date: February 21, 2022	Budgeted Amount: N/A
Department: MEDC	Prepared By: Richard Tramm

Subject

Consideration and possible action to authorize photo shoot expenses with Sterling Regard Photography.

Recommendation

Consider this item for approval.

Discussion

Please review the attached item from Sterling Regard Photography. The work described will include at least four photographs each from 34 identified locations, primarily for their visual or historical significance to Montgomery. Photographs will be taken across three photo shoot dates between Spring 2022 and Fall 2022.

These photos will be usable in multiple ways, such as social media; marketing; postcard, Christmas card, and book sales regarding City history for fundraising.

We have worked with this firm in the past and the price appears to be quite reasonable. We have had many requests in the past in City Hall regarding local postcards. It is anticipated we could sell postcards through local vendors or at City Hall. Christmas cards could also be sold similarly or through other methods working with local community groups. The concept of a coffee table book is similar but allows for larger photos and more detailed information to be included in a single place.

The main goal of this would be to increase the visibility and awareness of the City of Montgomery and its social media identity. However, these activities present the opportunity to at least recover the original cost of the photos.

Funding for this would come from 54004.6 Consulting (Professional Services).

Approved By

City Administrator	Richard Tramm	Date: February 17, 2022