

Montgomery Economic Development Corporation
AGENDA REPORT

Meeting Date: May 16, 2022	Budgeted Amount: \$900
Prepared By:	Postcard Mockups
Date Prepared:	

Subject

Discussion and consideration of expenditure for postcards and packaging.

Description

Several months ago, MEDC voted to approve the hiring of Sterling Regard to take a series of photographs of the historic buildings within the City of Montgomery. The photographs were to be used for a variety of purposes, including city postcards.

The photos have been taken, and the postcard mockups are included. Not every building that was included in the proposal has been included for postcards – only about half of the buildings are included – somewhat due to expected interest in certain buildings over others, some buildings being better known than others, some photographs being better suited for the photographs than others, and the practicality of having more than 30 different postcards in this first effort.

The backup material shows that the requested amount is just under \$900, which will cover approximately 4,000 postcards and wrapping. The smallest quantity of postcards purchased is 100 per building (anything smaller and the unit price increases so significantly that the total price does not decrease by very much) with the largest volume being 1,000 postcards for the Montgomery sign and First State Bank – two of the most recognizable buildings in the series.

It is anticipated that we would divide the postcards into 6 categories to distribute to merchants (at no charge) so that each one would have some unique (although not exclusive if there are more than 6 interested sellers) designs. The wrapping would be used to make these bundles ahead of time and additional ones so that city staff would not have to count out postcards for anyone wanting a refill. Additionally, bundles of postcards – one each – would be available at the front desk for anyone wanting a full set. Again, the wrapping would already have taken

place so the staff person manning the counter would only have to process the transaction.

The goal of giving the cards to merchants is to have them put a low price on the cards so that they sell – these cards are an advertisement for the city. The price would be expected to be \$0.25 each – a price that the City would match for its full series collection so as not to undercut our own merchants.

Recommendation

Approve up to \$900 expenditure for postcards and packaging. This amount can be paid out of the Brochures/Printed Literature line item, which has \$4,000 available.

Approved By

City Administrator

Richard Tramm

Date: May 12, 2022