

Goat Mascot Costume

This item was originally discussed in January 2021 and was on the agenda for the February 2021 MEDC Board Meeting that was cancelled due to severe weather.

Earlier this year I was working with MEDC President Rebecca Huss and MEDC Director Jeff Angelo as an MEDC committee to continue to develop the use and promotion of the Monty the Montgomery Goat Social Media icon. Increasing the ways that we promote the City of Montgomery and local businesses and events in the City will increase our visibility to all visitors to the City. One of the steps that has been envisioned as a next step is to move forward is a life size mascot that will interact with people. We would coordinate with local high school Theater Departments related to the training of performers, which could prove to be a mutually beneficial relationship in the use and performance of the mascot in public environments. We are looking to take the next step forward with this as a part of the MEDC's marketing strategy.

Reasons the MEDC should consider use of a mascot for marketing:

1. A mascot is more than a caricature, it also is a symbol of the local spirit. Monty the Goat is a symbol of the City and its generosity and a live mascot can bring that to life in a unique way.
2. Mascots engage their audience and can be marketed over multiple platforms. Within an event, a mascot can become its own destination or be used to pinpoint attention to a specific target. In today's highly visual social media environment, many people with social media accounts use photos of the mascot on their own, which magnifies the social media reach of a mascot with brand identity.
3. Mascots are a cost-effective way to concentrate marketing attention. Most of the cost is up front with the purchase, and the companies creating the costuming aid in the design rather than require a third party to provide a design service. Once the mascot is created MEDC would be in control over its use, messaging, and strategy.
4. Mascots are not only for use in the real-world environment but are also perfect for use in social media and digital platforms. This magnifies the use, messaging, and advertising reach of a mascot-based strategy.
5. Who uses mascots? Mascots are used at all levels of marketing from multibillion dollar corporations to represent their brand identity (such as Walt Disney Corporation, Chick-fil-A, and McDonald's) down to local entities (such as City of Boerne Parks and Recreation Department Rex the Raccoon, The Woodlands' Puffy the Pinecone and even the Montgomery County Fair's mascot). Organizations of all levels use mascots because they work to draw attention to themselves and the organizations they represent. They are also very popular with the public.

We are still discussing the final form and look of the mascot with several companies that produce mascots but have identified the likely price range is between \$5,500 - \$7,500, depending on final design, features, and sizing. I would like to ask the MEDC Board of Directors to approve funding a purchase of up to \$9,250 to allow us the room to make a final choice that allows funds for minor changes that might require additional cost than what is anticipated at this point. Such reasons might include vent fans for cooling, modifications for safety, improved visibility, and similar items that are more noticeable when a final design is complete. Any additional funds not used would be planned to be applied towards future costs associated with the costuming, such as cleaning and general care.

We are at different points in the discussion with multiple companies, but I am attaching some of the concept drawings from two of the companies as an example of what is intended for this item. I recommend funding this item from 56004.6 Consulting (Professional Services).



Colors are to show placement.
Actual fabric swatch choices will be provided before construction

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<https://mail.google.com/mail/u/0/#inbox/FMfcgxlSszgksRBqNjNBrnXZnDHvnnB?projector=1&messagePartId=0.1>



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Your Custom Artwork



Details of Construction

Your mascot will be constructed with the highest quality materials available with keen attention to detail. **Monty Mascot** includes: hand sculpted/hand covered oversized mascot head with battery operated ventilation fan; inner or upper body padding (where applicable); fur jumpsuit; hoof hands; hoof feet. Your mascot will be created in a way so that all of the material parts of the costume are machine washable and easy to maintain. We anticipate your character to weigh less than 35lbs and would be able to fit into a standard cardboard box.

Some of the People We've Worked With...

Toronto Blue Jays
Toronto Maple Leafs
Kansas City Royals
TD Bank
RBC

Alberta Motor Association
Energizer Canada
National Money Mart
Nestlé Canada
Pacific National Exhibition

Domino's Pizza
Famous Dave's
General Mills / Pillsbury
PICO International - Bahrain
Kraft General Food

How does the heart get in a Sugar's Mascot? [Find out what makes us different](#)

Goats on Parade

The Goats on Parade idea is based on the Cows on Parade concept in several cities, where life-size cow sculptures are placed in public places with various artistic designs. These are attention-getters and tourism drivers. They become meeting places and often end up in social media postings. This was on the March agenda for consideration but was not authorized at that time, which allowed me to further investigate this concept.

After additional research I can lower the funding request from \$2,400 to \$2,100 for this item and have already had one discussion with a local business who would like to partner with the MEDC to have the first of these goats on their site. In this particular case, partnering with a local business will mean they will also be assisting in expanding the social media on behalf of the City/MEDC. These goats would be substantially similar to the goat statue at the Community Center downtown but would be painted in unique ways characteristic of the City's history or to represent the area at which they are located.

As part of my research on this item, I went to the City of Hutto and observed their community's identification with the hippopotamus (hippo) that has a historical tie to their city much as Montgomery does with the goat. They are reported to have over 3,000 hippo statues around town of different sizes, most of which are painted—some to look like a regular hippo but most in unique and creative ways. These have helped promote the identity of the hippo as the town mascot. They also serve to attract visitors to drive to many locations across town, and during my travels there I saw many posing for photos with those hippos.

I recommend funding those from the Downtown Enhancement Projects line item (56002.4).

Event Support Items

The addition of a line item for Event Support Items is meant to cover items acquired for use in putting on or supporting events in the City that are intended to be reused across multiple events, and so the costs are not meant to be attributed to a single event. These may include items such as additional barricades for use during events to control vehicle and pedestrian traffic, additional directional signage for events, and equipment and materials to improve safety and operation during events (This may include items such as hand sanitizer stations or walking covers for loose cables.).

I recommend the funding for this event from the unallocated fund in the Events category (56002.3) of the annual budget, in which \$16,700.00 remains unallocated at this time, with initial funding at \$2,000.00.

Movie Night

We are looking for conducting Movie Night for 5 nights in the current budget cycle, starting May 22, 2021 and held outdoors on Saturday night at the City Community Center. There will be no charge to attend the event. The costs for putting these on will be \$375 for each of these 5 nights plus an additional \$50 for advertising costs, for a total of \$1,925.00 for this authorization. Each is to be sponsored by local businesses who will assist in conducting the event. The local sponsor will be responsible for setting up the equipment, presenting the movie and taking down the equipment. These activities eliminate approximately 4 hours of public works staff overtime expenses.

I recommend the funding for this event would be from the unallocated fund in the Events category (56002.3) of the annual budget, in which \$16,700.00 remains unallocated at this time, with a funding of \$1,925.00.

Antiques Festival

The Antiques Festival is a long-term annual event in Montgomery that had been conducted by the Historic Montgomery Business Association (HMBA). It runs the first weekend in May and typically brings several thousand people into town across the weekend even including a couple thousand people this year with the rainy weather.

The HMBA is ending their association with the event and was considering cancelling this event late in the planning process for this year. Due to the positive effect the visitors bring to the Montgomery area each time this event is run, the City provided some assistance for this event to continue.

I would like the MEDC Board of Directors to consider reimbursing the City for the additional expenses it incurred that are of a type normally borne by the MEDC for an in-City festival and for the MEDC to plan to continue the event in future years.

For this event, the City expended \$225.00 in Facebook Advertising, \$2,358.77 in wages (\$526.72 Public Works and \$1,832.05 Police Department), and between \$300-400 in additional materials expenses used in setting up and operating the event. We are still waiting on some final receipts to come to us, so I would like to request up to \$3,000.00, which allows up to \$416.23 in the additional expenses.

I recommend funding this item from the unallocated funds in the Events category (56002.3) of the annual budget, in which \$16,700.00 remains unallocated currently, for \$3,000.00.

Downtown Enhancement Projects

I do not have a specific request for this item at this time, but I did want to mention that we were looking at items for which we can utilize these funds during the remainder of the fiscal year. A priority would likely be given to items that will not have to be replaced in the upcoming downtown work but can still provide immediate or near immediate enhancement and public benefit. This budget category (Downtown Enhancement Projects - 56002.4) has been allocated \$30,000 under the current year's budget.