

**MONTGOMERY ECONOMIC DEVELOPMENT CORPORATION**  
**AGENDA**

**Regular Meeting: March 18, 2025**

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**AGENDA ITEM:**

Consideration and possible action on proposals for professional marketing services.

**SUBMITTED BY:** Stephanie Johnson, Community Events Coordinator

**APPROVED FOR AGENDA:** Ruby Beaven, City Secretary/Director of Administrative Services

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**BACKGROUND:**

MEDC has tasked staff with going out to research the market for professional marketing services for a digital marketing project. Staff obtained the following three quotes:

**Quote #1 – Zion Digital** offers a customized digital marketing packages designed to enhance tourism, support local businesses, and elevate the promotion of city events. Our strategic approach leverages engaging reels to boost community engagement while providing valuable marketing opportunities for potential event sponsorships. Professional Videography one signature event quarterly. Video highlights for two different local businesses each month, Weekly social media content management highlighting city attractions, updates and news. Host live podcast, create a CRM and quarterly strategy sessions. Standard Monthly Rate: \$4,100. *Note: Costs related to external advertising and major web development will be billed separately.*

- \$4,100 x 12 = \$49,200 per year and does not include costs related to external advertising or major web development that can be requested and billed separately.

**Quote # 2 Altom Marketing Group** offers a comprehensive approach through two key components: Consulting & Marketing and Post Cards Magazine for print ads and feature stories. Local SEO: Approximately \$200 per month (6-month minimum commitment) Marketing Ads: Rates \$320 -\$1945 per month (3-month minimum commitment).

- \$200 x 12 = \$2,400 and/or \$1945 x 23,340

**Quote #3 Pink Poodle PR** will customize a strategy for collaboration and initiative creating a strategic plan to elevate signature events to enhance visibility, promote community engagement, and increase event attendance. Our approach supports local businesses while crafting impactful content strategies for effective marketing. Consultation meetings for strategy revisions. Integrated Marketing Package: \$5,500/month. Social Media Video and digital content only \$4,000 month Requires a one-year contract.

- \$5,500 x 12 = \$66,000 and/or \$4,000 x 12 = \$48,000

According to City Policy:

**PURCHASES EXCEEDING \$25,000.00 (or non-budgeted purchases in excess of \$10,000):**

Texas Law requires Cities to use the competitive formal sealed bid process for any contracts of more than \$50,000. All purchase for materials and/or services in excess of \$25,000.00 must have the formal approval of City Council. The appropriate City official will prepare the agenda bill for submittal to City Council. Items that are not identified in an existing budget line item that exceed \$10,000 must have formal City Council approval. In some instances, this may require a budget amendment.

Discussion for 2025-2026 planning budget year for Professional Marketing Services/Advertising to consider including \$75,000 into next year's budget for this project.

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**FISCAL ANALYSIS:**

At this time, this is a non-budgeted item. The professional marketing services project was not budgeted during the Fiscal Year 2024-25 budget. With that being said, this item will need to go competitive formal sealed bid process and will require City Council approval to proceed. In addition, may require a budget amendment if not incorporated into the next Fiscal Year budget.

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**RECOMMENDATION:**

Staff recommend approval to proceed with going to City Council to go out for Request for Proposal (RFP).