



**TRIPEPI SMITH**  
marketing • technology • public affairs

Proposal for:  
Marketing Consultants

# CITY OF NEEDLES



Submitted:  
April 30, 2024

By:  
Ryder Todd Smith, Co-Founder & President  
Devyn Fisher, Senior Business Analyst





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## Tripepi Smith Testimonial

“

We look forward to another year of partnership. **Tripepi Smith has helped us strengthen our engagement and communication with residents.**

From the development of sophisticated annual reports to consistent social media support, our team in American Canyon has reaped numerous benefits from collaborating with Tripepi Smith on important City initiatives.

”

**Jen Kansanback**

Communications Manager, City of American Canyon





# 1. COVER LETTER

Tripepi Smith is pleased to submit this proposal in response to the City’s Request for Proposals for Marketing Services to enhance residential development, retail development, industrial development, tourism and hospitality. In alignment with the City’s objectives and goals, we propose a Time & Materials approach that offers flexibility to meet the City of Needles unique needs.

Tripepi Smith has a deep understanding of the unique dynamics of local communities: over 200 local government agencies, primarily in California, have chosen us to support their communications needs. Our experience spans numerous successful initiatives, where we have consistently achieved tangible, impactful results: increased development, community engagement, government transparency and more.

The team consists of nearly 60 communication experts — robust enough to support your goals, yet small enough to be nimble and responsive. We offer a spectrum of skills that allows us to match the appropriate resource to the task at hand, letting us execute faster at reduced engagement costs. These resources vary by both years of experience and core hard skills (graphic design versus videography versus writing versus social media, for example). Independent of skill set, each team member is active in the world of local government. The result: we can tell impactful, localized stories across communication mediums, all within our one team. The City will need only one marketing and communications partner.

This proposal contains an explanation of Tripepi Smith’s understanding of the City’s goals, as well as our approach to partnering in accomplishing them. We are confident that our multi-faceted team, dedication and proven track record make us the right partner for Needles. Thank you for considering us in this endeavor. We eagerly anticipate the chance to discuss our proposal in more detail.

Regards,

**Ryder Todd Smith**

Co-Founder & President, Tripepi Smith

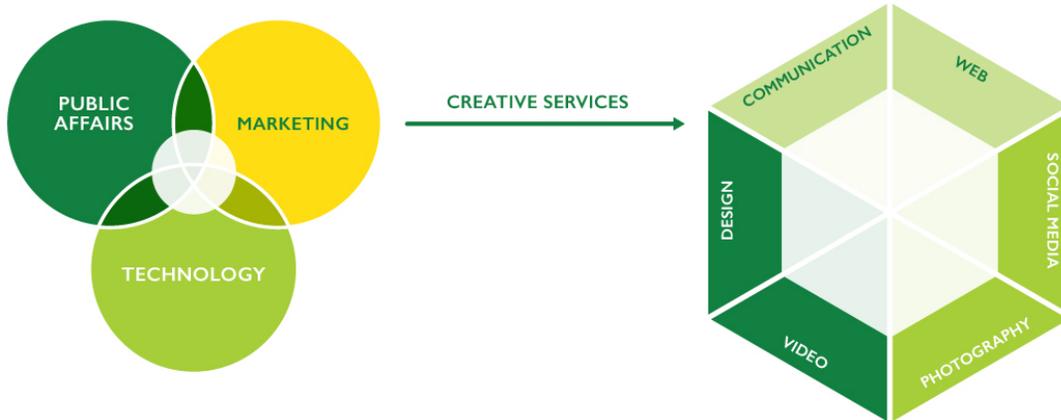
Ryder@TripepiSmith.com • (626) 536-2173 • P.O. Box 52152, Irvine, CA 92619

Ryder is the contact person responsible for this response and has the authority to bind Tripepi Smith for this proposal.



## 2. CONSULTANT FIRM’S CORE SERVICES AND EXPERTISE

Tripepi Smith excels at public affairs. We work in a complex environment where successful communications go hand-in-hand with marketing and technical expertise. As a full-service public affairs and creative services firm, Tripepi Smith delivers strategy, outreach and design tailored for local government, public agencies, nonprofits and private companies—each strongly represented in our client list.



At Tripepi Smith, experienced Directors and Analysts drive strategy and implement messaging. Full-time creative professionals generate compelling branding, websites, design, social media, photography and video. The collaboration between Creative Services and Analysts keeps communications engaging and on-message, and a diversity of skillsets and expertise allows Tripepi Smith to offer clients exactly the level of service they need.

Additionally, printing, niche website development needs or for mailing, we may use subcontractors. These are often determined at the time of the need, so it is difficult to predict who that will be. However, here is a list of potential firms or people we routinely subcontract with:

-  InfoSend – Print and Mail House Services
-  DLS Printer Services – High-end Printing for Collateral
-  Emily Baker – Voiceover Work

**Grounded in civic affairs:** Co-founder and CFO Nicole Smith is a 2<sup>nd</sup>-generation civic affairs professional (her father was a city manager for 30 years). Meanwhile, co-founder and president of Tripepi Smith, Ryder Todd Smith, brings over a decade of public agency marketing and communications experience to the table.

### Legal Structure and Financial Matters

Tripepi Smith is a California S Corporation. Ownership is equally split between Co-Founders Nicole D. Smith and Ryder Todd Smith. Tripepi Smith has been incorporated since 2002 and has generated a profit every year it has been in operation. We have never had a legal claim filed against us and have never failed to fulfill a contract commitment.



**Strategic**

Tripepi Smith is a provider of technology, communications and public affairs services. We leverage our skills and experiences in each of these areas to deliver efficient, technologically driven communication solutions that reflect our deep understanding of local government. Our team has a strong record of working with public agencies, joint powers authorities and not-for-profit organizations throughout California to better engage and connect with their stakeholders and community.

**Creative**

Tripepi Smith’s creative professionals have worked with public and private clients on imagery, colors and graphic design in an array of projects. Our firm offers creative services that address not only traditional media such as print, websites, logo design and advertising but also non-traditional marketing services around email campaigns, social media, blogging, SEO, video production and more. This integrated approach to content development makes the process more efficient and more effective for clients.

**Tripepi Smith Testimonial**



One of the cornerstones of effective local government is transparency, and Tripepi Smith’s marketing expertise and understanding of the Napa community continually makes them the ideal partner for communications support.



**Jaina French**

Community Relations, City of Napa

**Content x Distribution = IMPACT**

Tripepi Smith was born in the digital era and brings significant technical skills to the table. Members of our team carry technical certifications in Hootsuite Social Media Marketing, Facebook Blueprint, Google Advertising, Google Analytics and Twitter Flight School, among others. We take digital platforms seriously and recognize how critical it is to not only develop great visuals and messaging, but to ensure the audiences we want to reach actually see that content. Without content distribution, there is no impact.





## Key Advantages

No other communications firm has the public agency client depth and diversity that Tripepi Smith offers. We gain insights from the breadth of our work and share that knowledge with our 200+ public agency clients, which yields key advantages:

- 
**Expertise In Industry-Standard Platforms:** Our team has a firm grasp of social media and digital platforms, exemplified by numerous certifications — from Meta and YouTube to Twitter and Meltwater — outclassing other public affairs firms in California that we have come across.
- 
**Breadth Of Expertise:** The breadth of Tripepi Smith’s team — from policy to videography to graphic design — is rare. The result: we have an ability to tell a complete story across all mediums, all within our one team.
- 
**A Deep Understanding Of Local Issues:** Tripepi Smith’s work with other public agencies and municipal partners benefits each client as we translate practical field experience into outreach strategies tailored to their unique circumstances. Moreover, we are known for our mastery of the art of local government communications. We make civic matters relatable and engaging for stakeholders, from constituents to elected officials to private partners and more.
- 
**Integrated Offerings:** Tripepi Smith owns two local government publications: PublicCEO and Civic Business Journal. Together, they boast a subscriber base of over 17,000 city managers, county administrators, public executives and public employees. These platforms guarantee effective placement of client stories and ideas, maximizing their digital reach.

## Services Offered

### Strategy, Marketing, Communications

-  Strategic development, research, surveys, messaging
-  Social media management
-  Web and social media strategy, optimization (SEO), metrics
-  Web hosting and support
-  Email campaigns
-  Relations (media, stakeholders, public, government)
-  Support and training for events, presentations and virtual gatherings
-  Google AdWords, LinkedIn, YouTube and Meta advertising

### Creative Services

-  Full-service graphic design for digital, print and outdoor
-  Brand and logo development
-  Content generation, writing and editorial
-  Output services (digital distribution, print management, mail management)
-  Photography, illustration and information graphics
-  Video and animation
-  Web design and implementation



## Partner Services

When it comes to high-end printing, mailing to thousands of mailboxes, language translation/interpretation or professional voiceover work for videos, we may use subcontractors to execute the work. These are often determined at the time of the need, so it is difficult to predict who that will be. However, here is a list of potential firms or people we routinely subcontract with:

-  InfoSend – Print and Mail House Services
-  DLS Printer Services – High-end Printing for Collateral
-  Emily Baker – Voiceover Work
-  FlashVote – Scientific Decision Data Services
-  Fairbank, Maslin, Maullin, Metz & Associates (FM3 or FM3 Research) – Voter Survey Research, Polling And Surveys



## Team Tripepi Smith

<b>Ryder Todd Smith</b> Co-founder & President	<b>Nicole Smith</b> Co-founder & CFO
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<b>Creative Services</b>	<b>Katherine Griffiths, APR</b> Principal, Editorial Lead	<b>Jennifer Nentwig, APR</b> Principal	<b>Jennifer Vaughn</b> Principal
<b>Kevin Bostwick</b> Creative Director	<b>Cameron Grimm</b> Director, Video, Animation	<b>Mike Egan</b> Director	<b>Christine Martin</b> Director
<b>Kjerstin Wingert</b> Sr. Designer, Sr. Photographer	<b>Melanie James</b> Sr. Business Analyst, Sr. Designer, Sr. Web Developer	<b>Saara Lampwalla</b> Sr. Business Analyst	<b>Karen Villaseñor</b> Sr. Business Analyst
<b>Sara Madsen</b> Sr. Business Analyst, Sr. Designer	<b>Nolan Voge</b> Bus. Analyst, Video, Photo	<b>Sydni Overly</b> Sr. Business Analyst	<b>Kaitlyn Wu</b> Sr. Business Analyst
<b>Ethan De La Peña</b> Jr. Analyst, Video	<b>Jenni Wechsler</b> Jr. Analyst, Design	<b>Sienna Boyd</b> Sr. Business Analyst	<b>Devyn Fisher</b> Sr. Business Analyst
<b>Alexis Mendez</b> Jr. Analyst, Design	<b>Daniel Ceruti</b> Jr. Analyst, Video	<b>Kylie Sun</b> Business Analyst	<b>Kaetlyn Hernandez</b> Business Analyst
<b>Josh Hernandez</b> Jr. Analyst, Video	<b>Audrin Baghaie</b> Jr. Analyst, Video	<b>Cailyn Thompson</b> Business Analyst	<b>Melanie Moore</b> Business Analyst
<b>Jenna Haubruge</b> Jr. Analyst	<b>Christina Haverilla</b> Jr. Videographer	<b>Charlie Mounts</b> Business Analyst	<b>Kalee Cummings</b> Business Analyst
<b>Skyler Addison</b> Business Analyst	<b>Alyson Nichols</b> Business Analyst	<b>Peter Johnson</b> Business Analyst	<b>Valerie Nevarez</b> Business Analyst
<b>Jacob Lyle</b> Business Analyst	<b>Amy Gallagher</b> Jr. Business Analyst	<b>Morgan Mock</b> Jr. Business Analyst	<b>Kayla Cao</b> Jr. Business Analyst
<b>Kendall Lowery</b> Jr. Business Analyst	<b>Madeline Wilson</b> Jr. Business Analyst	<b>Mackenna Morrice</b> Jr. Business Analyst	<b>Maximilian Weirach</b> Jr. Website Developer
<b>Devin Antonio</b> Jr. Business Analyst	<b>Mia Valenzuela</b> Jr. Business Analyst	<b>Olivia Rizzuto</b> Jr. Business Analyst	<b>Abigail Wolf</b> Jr. Business Analyst
<b>Sarah Klem</b> Jr. Business Analyst	<b>Sydney Fitch</b> Jr. Business Analyst	<b>Kiran Kruse</b> Jr. Business Analyst	<b>Kara Cato</b> Jr. Business Analyst
<b>Dominick Beaudine</b> Jr. Business Analyst	<b>Hannah Wedepohl</b> Jr. Business Analyst	<b>Avi Vemuri</b> Jr. Business Analyst	<b>Claire Blodget</b> Jr. Business Analyst
<b>Laurel Yocum</b> Jr. Business Analyst			



## Clients

Tripepi Smith has been selected to work with nearly 200 local government agencies to help with their communications. We can provide you with contacts at any of these clients and are confident you will find them to be quite happy with our services.

- |   |                               |   |
|---|-------------------------------|---|
| California Joint Powers Insurance Authority | City of La Puente             | City of Santa Cruz                                      |
| City of Aliso Viejo                         | City of Lake Forest           | City of Santa Paula                                     |
| City of American Canyon                     | City of Laguna Hills          | City of Saratoga  |
| City of Anaheim                             | City of Laguna Niguel         | City of Tracy   |
| City of Azusa                               | City of Lancaster             | City of Tustin  |
| City of Bellflower                          | City of Livermore             | City of Twentynine Palms                                |
| City of Claremont                           | City of Lomita                | City of Vallejo   |
| City of Coronado                            | City of Lynwood               | City of Vista   |
| City of Covina                              | City of Manhattan Beach       | City of Westlake Village                                |
| (City of) Culver City                       | City of Manteca               | (City of) Yuba City                                     |
| City of Cupertino                           | City of Martinez              | Town of Yucca Valley                                    |
| City of Cypress                             | City of Millbrae              | Town of Windsor   |
| (City of) Daly City                         | City of Morgan Hill           | California Choice Energy Authority                      |
| City of Danville                            | City of Murrieta              | Citrus Heights Water District                           |
| City of Downey                              | City of Napa                  | Costa Mesa Sanitary District                            |
| City of Duarte                              | City of Newport Beach         | El Toro Water District                                  |
| City of El Cerrito                          | City of Norwalk               | Municipal Management Association of Northern California |
| City of Fountain Valley                     | City of Orange                | Orange County City Manager Associations                 |
| City of Fullerton                           | City of Orinda                | Rowland Water District                                  |
| City of Grover Beach                        | City of Palm Desert           | San Gabriel Valley City Manager Association             |
| City of Hawaiian Gardens                    | City of Palmdale              | South Orange County Wastewater Authority                |
| City of Hercules                            | City of Paramount             |   |
| City of Huntington Beach                    | City of Pico Rivera           |   |
| City of Indian Wells                        | City of Rancho Palos Verdes   |   |
| City of Industry                            | City of Rancho Mirage         |   |
| City of Irvine                              | City of Renton, WA            |   |
| City of La Cañada Flintridge                | City of Riverbank             |   |
| City of La Palma                            | City of Rolling Hills Estates |   |
|   | City of Santa Clarita         |   |



### 3. KEY PERSONNEL AND QUALIFICATIONS

We anticipate that Principal **Jennifer Nentwig and Ryder Todd Smith** will serve as an advisors on the engagement, available to offer strategic advice and to make leadership presentations. Senior Business Analyst **Devyn Fisher** will serve as account/project manager. She will be the main liaison for contracts and invoices and will also oversee the project team. Junior Business Analyst’s **Madeline Wilson and Claire Blodgett** will assist with project management and day-to-day project support.

Should any key personnel become unavailable during this engagement, Tripepi Smith will quickly substitute with other Tripepi Smith resources who have commensurate experience, knowledge and/or skill sets. You can learn more about our individual backgrounds and qualifications at [www.TripepiSmith.com/Our-Team](http://www.TripepiSmith.com/Our-Team).

Team Member	Role Description
 <p><b>Ryder Todd Smith</b> Principal</p> <p><i>Role: Strategic Advisor</i></p>	<p><b>Ryder</b> has over 20 years of experience in government relations, technology and marketing. As president, he leads Tripepi Smith and is the ultimate project owner of its clients, which span over 90 public, private and non-profit agencies. Ryder is also the creator of the City Internet Strategies Study, publisher of the Civic Business Journal and a frequent speaker on the local government circuit. Additionally, his insights have been published by industry-leading publications, such as Western City Magazine and Public Management Magazine, and local government professional organizations, such as the California City Management Foundation and Municipal Management Association of Northern California have recognized and awarded his support as a longtime partner.</p> <p>Before Tripepi Smith, Ryder served as a senior vice president of operations and chief information officer for a software-as-a-service startup in the financial services sector. Prior to that, he was the technology manager for a regional staffing firm.</p>



**Jennifer Nentwig**  
Principal

*Role: Strategic Advisor*

**Jen** is a talented, well-rounded communications professional and project manager with more than 14 years of experience serving government organizations. She has built and implemented programs in strategic communications, media relations, internal communication, community relations and social media. Her skills include website and social media management, development of content including articles, speeches, talking points and FAQs, as well as event planning and implementation. Jen’s clients include the City of Vallejo, City of Lomita, Costa Mesa Sanitary District, City of Livermore and City of Lancaster. Jen earned a Bachelor’s Degree in Political Science from the University of Notre Dame and a Master’s Degree in Global Leadership from the University of San Diego.

She is a Hootsuite Social Marketing Professional, is Facebook Blueprint certified, and has her Accreditation in Public Relations from the Public Relations Society of America (PRSA).

Jen is located in Phoenix, AZ.



**Devyn Fisher**  
Senior Business Analyst

*Role: Account Manager*

**Devyn** is a detail-oriented and results-driven communicator, who is committed to understanding an organization’s mission and values to craft key messaging that aligns with organizational objectives. She graduated from Cal Baptist University with a Master of Arts in Strategic Communication and from Northern Arizona University with a Bachelor of Science in Strategic Communication. Equipped with a strategic communication mindset, Devyn brings comprehensive experience in developing engaging content for traditional and social media within the local government sector. She began her career in local government with the City of Flagstaff and continued to strengthen her skillset with the City of Fontana and City of Jurupa Valley.

Devyn’s client work includes the City of Cupertino, City of Pleasanton, Harlingen Waterworks System, City of San Fernando, and the City of Palmdale.

Devyn is located in Flagstaff, AZ



**Madeline Wilson**  
Junior Business Analyst

*Role: Project Support*

Madeline is a marketing professional with a versatile set of skills including social media management, marketing strategy, copywriting, and more. She graduated from the University of Utah with a degree in Marketing and is passionate about using her skills to educate. Madeline developed her skills in a variety of industries including non-profit, technology, and local government, and has been a key player in expanding the reach and effectiveness of communications for small businesses.

Madeline is a certified Hootsuite Marketing Professional.



**Claire Blodget**  
Junior Business Analyst

*Role: Project Support*

**Claire** is a skilled communicator with a diverse background in research, translation, and marketing. She graduated from the University of California, Santa Barbara with a degree in Global Studies and minors in Labor Studies and Portuguese. With this academic background, she holds a thorough understanding of the intersection between social, political, environmental and economic processes which affect our institutions and society. As an undergraduate, Claire developed her research abilities writing case studies for the Global Studies Department and strengthened her marketing skills as an Experiential Marketing Coordinator for Shabang Music Productions. Following her graduation, Claire became a Social Media & Marketing Intern for Movido, a wellness brand, whilst teaching English in Alicante, Spain through the North American Language and Culture Assistant Program (NALCAP).

Depending on workload, timing of project and skill needs, Tripepi Smith reserves the right to swap in additional junior resources to assist with this project.



## 4. APPROACH AND IMPLEMENTATION

The City of Needles has requested a variety of deliverables for each Four (4) core areas. Each core area has a wide range of potential services with potential crossover marketing. Tripepi Smith is proposing the following action plan:

1. Meeting with Needles City Manager to review priorities
2. Choose three projects or tasks to complete with a budget estimate of \$10,000 to build a collaboration experience with City Staff and to settle into the work and research.
3. Evaluate the first round of deliverables and deploy a plan for the remaining \$30,000 in Year 1
4. Execute the tasks for Year 1 plan and check in monthly with a one hour account review call
5. In month eleven of Year 1, devise a Year 2 plan and task list to execute for the City
6. Continue monthly check in meetings with City Staff
7. In month eleven of Year 2, devise a Year 3 plan and task list to execute for the City
8. Continue monthly check in meeting with City Staff through end of engagement

Tripepi Smith is assigning Senior Business Analyst Devyn Fisher as our primary lead on the engagement given her geographic proximity and familiarity with the area. However, to save money and apply appropriate resources, Tripepi Smith anticipates using Junior Business Analyst level staff to perform market research and other labor intensive activities to stretch the value of the City’s budget. Oversight on their work will be provided by Devyn. Principals will be engaged when strategy discussions surface and for overall QA review when needed. It is anticipated Ryder will participate in the kickoff call and on two additional calls a year. Ryder will also be available to take calls as needed from the City Manager.

Tripepi Smith has several tools in its arsenal to deploy for the City of Needles.

1. Tripepi Smith has an enterprise Meltwater account and can leverage that to devise media lists and media hits on keywords.
2. Tripepi Smith has an enterprise implementation of Sprout Social to manage numerous social media platforms and to monitor content on social media platforms, if requested.
3. Tripepi Smith has four Facebook Blueprint-certified professionals on our team who can lead the implementation of best practices for Facebook, including digital advertising campaigns as determined to be needed.
4. Tripepi Smith is a Google Advertising Partner and has two members of our team who are Google Ads certified to affirm their skills to leverage digital advertising that benefits the City’s advertising needs.
5. Tripepi Smith has full in-house graphic design capabilities to develop collateral materials as requested by the City for the various needs – both digital and print – noted as part of broader marketing plan.
6. Tripepi Smith uses Google Apps to share, in real time, content and action steps with our clients. These client workspaces create a seamless collaboration between Tripepi Smith and our clients and provide a quick and easy platform for our clients to access content and resources that we have provided. Even when Tripepi Smith is remote, our Google Apps bring us closer together.



The following are Year 1 ideas to implement in each core area with some reasonable sense of the City’s annual budget for this effort.

## Residential Development

- Optimize and complete LinkedIn profile for City
- Post once a month to LinkedIn with residential-related content
- Devise information door hanger on resident owner-occupied rehab program for code enforcement delivery

## Retail / Restaurant Development

- Monthly SM post with paid promo (All QTR’s)
- Annual Demographic/Market report & Map to the top 100 retailers/developers
- Annual One Sheet city demographics /retail and CO. River region (1<sup>st</sup> QTR)
- Annual Property map w/ key retail sites (online / printable) (1<sup>st</sup> QTR)

## Industrial Development

- Leverage LinkedIn connection development to identify Industrial Broker/Developers
- Launch dedicated webpage for industrial development opportunities
- Devise ad campaign for LoopNet and Crexi placements
- 3 hour geofenced advertising on LinkedIn for identified audience advertising
- Competitor Google AdWords Placements to siphon off searches for nearby development opportunities
- Facilitate a hosted webinar on Cannabis development opportunities in Needles

## Hospitality & Tourism Development

- Ensure Visit Needs website is updated
- Review website metrics on Visit Needles Website
- Ensure search engine optimization is properly set up on Visit Needles website
- Launch Spotify/Pandora/Radio ad spots geofenced to within 1 hour of Needles
- Design and deploy billboards in locations determined by the City
- Devise marquee artwork approach or concept to make Needles visuals distinct from the freeway

## New Market Disclosure

Some of the terms and reports identified in the economic development and marketing plan involve datasets that Tripepi Smith has not previously worked with. As such, we recognize we may have a learning curve on some aspects of this engagement, but also know that learning is baked into our #AlwaysBeLearning culture at Tripepi Smith. In some cases Tripepi Smith presumes the City has access to these data resources as Tripepi Smith does not.



Other ideas to consider leveraging Tripepi Smith for:

**TASK & DESCRIPTION**

**Press Releases & News Articles**

Tripepi Smith can draft up news articles, press releases and/or official statements, which are typically up to five hundred (500) words in length. The City would direct the allocation of stories with Tripepi Smith’s suggestions, making internal subject matter experts available to aid the development of the stories when needed. Additionally, this assumes the use of an existing media and external agencies notification list. The City would also facilitate timely approval of quotes. Press release/news article topic options may include, but are not limited to:

- Resident Stories (e.g., Why they moved to Needles, why they stayed, etc.)
- Community Development Milestones
- Community Event Promotions
- Volunteer Opportunities
- Top Things to Do

The project team will collaborate with our City-designated lead to define messaging needs throughout the process, ensuring our communications remain alive and adaptable to the outreach campaign as it unfolds.

**Social Media Management (2 Posts / Week)**

**Content Creation:** Social media content creation involves planning, fact-checking, sourcing graphics, grammar checking and scheduling the post. Tripepi Smith will create two (2) posts per week or an average of eight (8) to nine (9) posts per month over the course of the engagement and manage distribution as well.

**Monitoring:** Tripepi Smith can monitor posts and inboxes for questions and comments. When appropriate, responses will be drafted, which will occasionally require fact-checking and seeking out guidance from the City. Additionally, ongoing general online monitoring of local Facebook Groups will be conducted to track community needs, priorities and issues.

**Monthly Metric Reporting**

Each month, Tripepi Smith can provide a summary report of the basic metrics (reach, posts, engagement, etc.) related to City-controlled social media platforms and other key metrics if available, such as website visits and e-newsletter platform metrics. This will help us evaluate the success of our efforts as well as serve as an ongoing feedback mechanism for gathering valuable insights that can help inform ongoing communication strategy.

**Comms Strategy Plan with Leadership (Quarterly)**

Tripepi Smith works with the entire senior management team to prepare for and execute a strategic discussion about communications and the role they can play in telling the City’s story. This project focuses on each department identifying key communication opportunities and wins to celebrate in the next 12 months. We document all this into a shared spreadsheet that can then serve as a roadmap for the organization to track communications opportunities – or to hand off to the communications team to execute. The program breaks down barriers between departments and often helps senior staff recognize communications opportunities



they were simply unaware of before. The process includes homework, management, presentation preparation, onsite meeting and follow up.

## Monthly Email Newsletter

Email provides direct access to stakeholders. It also is a great way to repurpose other content, ultimately fomenting an ongoing connection with audiences. Tripepi Smith recommends a monthly newsletter digest that may include content covering City business development, fun facts and engagement opportunities. The email newsletter would be distributed to constituents, media and other stakeholders interested in keeping up with Needles's growth. Inclusive of two drafts per edition: draft, final.

## Radio Advertising

Based upon our experience creating ads for placement on radio stations, Pandora and Spotify, Tripepi Smith will develop radio ads to showcase and publicize the City's key messages. Tripepi Smith can develop radio scripts and once approved by the City and key stakeholders, coordinate a voiceover recording of the radio script. We will use our media intelligence software, Meltwater, and work with the City to identify and confirm the best radio station(s) to work with to coordinate the ad placement. We will then confirm a final radio ad budget and coordinate the paid placement(s) on stations/platforms.



## 5. 3-YEAR QUARTERLY PLAN FOR IMPLEMENTATION

The City of Needles has unique and objective goals. Because of this, we have recommended the work be carried out on a time and materials basis offering for both flexibility and adaptability based on the City's budget. Should Tripepi Smith be selected as the City of Needles partner on this project, we will gladly scale out a 3-year quarterly plan that meets the one-off needs of the City.



## 6. BUDGET PROPOSAL

Tripepi Smith is proposing a time and material engagement that can flex with the needs of the City. The following details our rates and terms for engagement on those rates. We have read that the annual budget is \$40,000 and we intend to collaborate with City Staff on maximizing the use of that budget.

### 2024-25 Hourly Rates

The following rates are the basis for the costs of deliverables outlined in this proposal. Additionally, Tripepi Smith would apply the following rates and related fees for services for any As-Needed (Time & Materials) work authorized **outside** the One-Time (Fixed) and Ongoing (Retainer) scope we've proposed.

	Hourly - Standard	Hourly - Retainer
Principal	\$370	\$295
Director	\$255	\$215
Art/Creative Director	\$255	\$215
Senior Business Analyst	\$195	\$165
Business Analyst	\$140	\$115
Junior Business Analyst	\$110	\$95
Senior Videographer/Animator	\$195	\$165
Senior Photographer	\$170	\$145
Videographer/Photographer	\$130	\$110
Junior Videographer/Photographer	\$110	\$95
Senior Graphic Designer	\$185	\$155
Graphic Designer	\$130	\$110
Junior Graphic Designer	\$110	\$95
Web Developer	\$195	\$175
Junior Web Developer	\$110	\$95
Drone Operator	\$195	\$170
Council Chamber A/V Operator	\$110	\$95



## Retainer Discount

When client monthly retainers exceed seven-thousand-one-hundred-fifty dollars (\$7,150) per month, they gain access to our Reduced Retainer Rates. Otherwise, ad hoc work done outside of a defined retainer scope is billed at our Standard Rates.

## Payment Terms

### Billing & Invoices

At Tripepi Smith, we bill on either a Retainer, Fixed Bid or Time & Materials basis, with each billing type following its own payment schedule:

-  Fixed Bid work is billed upon defined milestones.
-  Time & Materials work is billed in 15-minute increments (i.e. 4.0, 1.25, 6.5 or 0.75 hours) at the end of the month in which work is done.
-  Retainer work is billed on the 15th of each month.

Regardless of billing type, terms are Net 30 days.

### Annual Increase

Tripepi Smith will increase the hourly rates and retainer fees for all resources by five percent (5%) or the national CPI index — whichever is higher — each year on the anniversary of the contract, starting on the first anniversary of any contract when the contract duration is longer than one year. Otherwise, new rates will be negotiated with each new contract renewal period.

## Other Costs

Tripepi Smith has related service fees that may come up during our engagement that we want to tell you about.

### Travel Costs

Our team will seek client authorization and reimbursement for travel necessary to complete a requested scope of work. Travel costs may include airfare, lodging, car rentals and gas. Additionally, when client work requires that we be onsite, Tripepi Smith invoices for travel time at half the resource’s hourly rate.

### Equipment Costs

Tripepi Smith applies the following equipment fees, as applicable, when providing video services. We will seek client authorization prior to assessing any such expenses. Equipment fees are not inclusive of operator (staff) time, which is billed on an hourly basis.

	Half Day	Full Day
Video Equipment	\$400	\$600
Drone Equipment	\$500 – Flat Fee	
MEVO Equipment	\$400 – Flat Fee	



**Definitions**

-  Half Day: Anything under four hours of video production
-  Full Day: A shoot lasting four or more hours

**Service Fees**

Tripepi Smith prefers that clients pay service providers directly to avoid unnecessary administrative costs. You should also know, however, that we have no economic interest in service providers, unless otherwise specified in this proposal.

If a client asks Tripepi Smith to pay for a service provider bill, we will apply a 10% agency fee to the reimbursement expense. Typical service fees include, but are not limited to: print, mailing, digital advertising, media placements, voiceovers, translations and closed captions.

**Partner Access**

Tripepi Smith has access to entities that may be relevant to our engagement. These partnerships allow Tripepi Smith to offer clients extra media reach or additional services at partner pricing. Partnerships include:

-  **PublicCEO:** [www.PublicCEO.com](http://www.PublicCEO.com) – Digital news about public affairs, reaching over 17,000 California government executives through a daily podcast, job board, video podcast and more.
-  **Civic Business Journal:** [www.CivicBusinessJournal.com](http://www.CivicBusinessJournal.com) – Digital interest stories on the people, companies and solutions that make local government in California more effective.
-  **FlashVote:** [www.FlashVote.com](http://www.FlashVote.com) – Statistically valid surveying that helps leaders make decisions.
  - o *Disclaimer: Tripepi Smith President Ryder Todd Smith is an investor in FlashVote.*
-  **Tripepi Smith Talent Solutions:** [www.TSTalentSolutions.com](http://www.TSTalentSolutions.com) – A multifaceted recruitment consultancy service, combining local government access with communications to advance talent quests and build culture warriors.
-  **Meltwater:** [www.TripepiSmith.com/Media-Intelligence](http://www.TripepiSmith.com/Media-Intelligence) – An enterprise-class, comprehensive media monitoring solution that is best combined with Tripepi Smith’s analytics team.



Example Pricing

Tripepi Smith is providing estimated pricing for our work using our hourly rates.

ELEMENT	PRICE	NOTES
Radio/Spotify Advertising – 30 second Spot	\$545 / Spot	Includes of up to three (3) drafts per audio snippet: two (2) drafts, final.
Newspaper Advertising	\$850 / Spot	Creation of a simple ad placement in standard newspaper quarter page.
Digital Advertising	Starts at \$850: Creation \$500 / month: Monitoring	Creation of digital ad campaign with five different ad elements and ongoing monitoring
Website Content Maintenance	\$735 / Month	Assumes approximately 7 hours per month of services. Potential webpages include Tourism and Development-focused webpages, as well as ongoing maintenance needs across the website.
Graphic Design	Print/Digital Short Format Infographics - \$3,120  Key Art - \$1,920  Print Flyer - \$1,225  Print Poster - \$1,925  Print Brochure / Newsletter - \$6,565  Mailer - \$1,090	Design projects range in drafts and intricacy. Exact cost will be determined based on request.
Drone Services	\$4,500 / Shoot	Inclusive of travel costs and time. We recommend tacking on a drone shoot to other onsite work, such as video shoots, to reduce travel expenses.



Video Production	\$9,175 / Video	Assumes 60-90 second video; inclusive of travel costs. Costs can vary based on exact needs.
Animated Video	Starts at \$4,235 / Video	Like, design projects, animation costs range in drafts and intricacy. Exact cost will be determined based on request.
Podcast Production	Start-Up Costs - \$1,270 (One-Time)  Per Episode Production - \$850 / Episode	Assumes virtual (vs on-site) production services.
Audit and Secure Social Media	\$4,300	Review all social media, complete implementation and review security settings
Platforms Review	\$9,500	Review all digital platforms controlled by the City and make recommendations to fix, improve or secure assets.

Other Fixed-Bid Deliverables

**TASK / DESCRIPTION**

**Branded Templates (\$7,470)**

The City already has a Brand Style Guide from its initial planning process. Tripepi Smith’s in-house graphic artists will leverage this brand asset to create a series of templates for use across City communications. The result will be a set of communication tools that visually define the City of Needles’s tone of voice, enhancing its refined persona and elevating brand awareness throughout the region, as well as in private development markets. Templates will include one (1) branded PowerPoint deck, one (1) email newsletter template, up to six (6) social media templates, one (1) press release template, one (1) letterhead and one (1) logo reveal. Inclusive of two drafts item: draft, final.

**Video Series (\$21,530)**

Tripepi Smith can develop a package of eight (8) two (2) minute videos, that could promote the four core areas, such as the “Live the Point!” lifestyle featuring the unique desert community pride and why Needles should be called home, “Play the Point!” a celebration of all things to do in and around Needles and the beautiful Mojave Desert, “Shop the Point” encourage local business growth and welcome new growth, video spotlights for residents’ stories, City Council initiatives and more. These videos would be available for use on social media, local public access channels and other media outlets. With the assistance of the City staff to select topics, Tripepi Smith will generate a storyboard, script and/or interview questions in preparation of the filming. In



In addition, Tripepi Smith will organize and execute a two (2) day video shoot to efficiently gather footage for the video series. Inclusive of two drafts per video: draft, final.



# 7. TRIPEPI SMITH REFERENCES AND SAMPLE WORK

Reference Contact Info	Scope of Work, Work Samples
<p><b>California Association for Local Economic Development (CALED)</b></p> <p><b>Gurbax Sahota</b> CEO (916) 448-8252 GSahota@Caled.org 2150 River Plaza Dr., Sacramento CA 95833</p> <p><b>Period:</b> 2022 to Present</p>	<p>The California Association for Local Economic Development (CALED), the premier statewide professional economic development organization dedicated to advancing its members' economic development services, engaged Tripepi Smith for the first time in 2022 to audit its communication platforms. In addition to a comprehensive analysis of CALED's communications, the Platforms Review also included a roster of industry best practices and recommendations unique to CALED and its outreach goals. Following, CALED signed on to continue receiving communications support from Tripepi Smith through a set of ongoing retainer services that implemented the findings of the Platforms Review, with work spanning monthly strategy planning, social media management, quarterly metric reporting and advertising in Tripepi Smith's publication, PublicCEO. CALED also engages Tripepi Smith on an as-needed basis for creative services, such as graphic design, animated videography, podcast production, press release and news article writing and story placements in PublicCEO.</p>



**CALED speaks with local electeds on ways to advance their economic development goals**  
September 26, 2023 | Cities, counties, Economic Development, Local Government

Gurbax Sahota, President & CEO for the California Association for Local Economic Development (CALED), has been traveling throughout California, engaging with local elected officials to

[Read More >](#)

**Corona Economic Development Director Jessica Gonzales announced as CALED chair**  
August 30, 2023 | Awards, Economic Development, Local Government, Transitions

Jessica Gonzales, economic development director of the City of Corona, is now the chair of the Board of Directors for the California Association for Local

[Read More >](#)



**CALED's economic development analysis of the Governor's May Revis to the FY 2023-2024 budget**

**Sunstone Economic Development Director Eric Romero elected to CALED Board of Directors**  
July 11, 2023 | Cities, counties, Economic Development, Local Government, Transitions

Everything Econ Dev - Legislation - **Econ Dev Resources** - Trainings - Membership - About CALED - Q

**CALED's Economic Development Podcast Series**

- CALED's Economic Developme... Building Resiliency into your Economic Development Strategy
- CALED's Econ Dev Podcast He... Helping Businesses Plan for and Recover from Economic Disruptions
- CALED's Economic Developme... Rural Recovery & Resiliency
- Understanding Community Cul... Understanding Community Culture & Building Trust in Relation to Economic Resiliency and Disruption

**Econ Dev News**  
1 CALED Continues to Push for Manufacturing Jobs by Supporting SB 3787 September 26, 2023

**Webinar Wednesdays**  
CALED's Webinar Wednesday is free for our members. For non-members the cost is \$50.00 per webinar. All CALED webinars will be held from 1:00 pm - 2:00 pm (PST).

[VIEW WEBINAR INFO](#)



Reference Contact Info	Scope of Work, Work Samples
<p><b>City of Tracy</b></p> <p><b>Carissa Lucas</b> Public Information Officer (209) 831-6102 Carissa.Lucas@CityofTracy.org 33 Civic Center Dr., Tracy CA 95376</p> <p><b>Period:</b> 2017 to Present</p>	<p>Tripepi Smith has worked with the <b>City of Tracy</b> since 2017. The engagement started with assisting the Economic Development Department to create and implement a marketing plan to drive engagement, awareness and increase economic development within the City of Tracy. The campaign started out small with social media and google advertising campaigns that focused on marketing economic development services and quality of life services, then grew into a large campaign that not only focused on marketing the City's economic development services but also promoting business attraction (targeting outside the City), supporting business retention throughout the pandemic, creating a robust shop local campaign, developing branding for the City and its subsequent campaigns and promoting tourism with a "Discover Tracy" campaign within the City. Our work with the City of Tracy has increased social media following and trust from the business community and led to some outside-the-box marketing strategies like large posters in BART stations and an economic development brochure.</p>



## Our Community, Our City

**LIVE INSIDE THE TRIANGLE**  
The quality of life in Tracy is truly unlike any other in the Central Valley, and it shows in how we invest in community amenities and programs. Tracy's population has grown to over 90,000, yet Tracy still maintains that special, small-town feel and sense of pride. The strength of our community comes from the heart and is what makes Tracy such a desirable place to live and raise a family.

**LEARN INSIDE THE TRIANGLE**  
We strive to provide quality education and vocational training opportunities in Tracy to prepare our workforce for success. The City partners with Notre Dame de Namur University, CSU Stanislaus, and Humphreys University to make higher education more accessible by conveniently offering academic programs here in Tracy.

**GROW INSIDE THE TRIANGLE**  
Tracy is committed to a strong, growing business climate. The City's highly-skilled and educated workforce, affordable land, and quality housing make it an excellent location to start or expand your business. Tracy's strategic location provides direct access to customers in several major markets, including the San Francisco Bay Area, Los Angeles, Sacramento, and the San Joaquin Valley. A wide range of business-friendly services are available to companies that are ready to call Tracy home.

**PLAY INSIDE THE TRIANGLE**  
There is so much to do in Tracy! There is something for everyone in our community, from events at the Grand Theatre Center for the Arts and the Downtown Front Street Plaza, to parades, farmers' markets, concerts, Movies on the Plaza, and block parties. Many enriching arts and recreation programs are offered for everyone of all ages.

City of Tracy  
333 Civic Center Plaza, Tracy, CA 95376  
(209) 831-6000  
www.cityoftracy.org

There is much to celebrate in Tracy, connect with us to learn more!



Reference Contact Info	Scope of Work, Work Samples
<p><b>City of American Canyon</b></p> <p><b>Jen Kanasanback</b>                      Communications Manager                      (707) 647-5355                      JKanasanback@CityofAmericanCanyon.org                      4381 Broadway St., American Canyon,                      CA 94503</p> <p><b>Period:</b> 2018 to Present</p>	<p>Tripepi Smith has supported the PIO at the <b>City of American Canyon</b> since 2018. Initially, the City engaged Tripepi Smith to provide a range of services, namely on-demand crisis communications support and an audit of its Vision website.</p> <p>Tripepi Smith now provides services spanning a Platforms Review of the City’s current communication platforms, tapping into our policy strategy expertise, graphic design, writing support, video production, event management and facilitation for community forums, photography, media outreach, social media management, communications and leadership strategy, metrics reporting, website content updates, copywriting services and quarterly planning meetings with executive staff.</p>

**CITY OF AMERICAN CANYON**

**DROUGHT EMERGENCY IN EFFECT**

**SAVE WATER**

For water saving tips, visit [CityofAmericanCanyon.org/SaveOurWater](http://CityofAmericanCanyon.org/SaveOurWater)

**Live IN AMERICAN CANYON**

**HISTORY**  
 Explore the rich history of American Canyon, spanning from ancient times to our contemporary incorporation, all conveniently accessible on our website. Visit [CityOfAmericanCanyon.org/History](http://CityOfAmericanCanyon.org/History) to delve into the journey of our city. Curious about the origins of American Canyon's name? Uncover the story as City staff work diligently to record American Canyon's history – from our incorporation in 1992 to the present – through insightful interviews with longstanding community members. Anticipate the project's completion in early 2024 and stay connected with the unfolding narrative of American Canyon on our history webpage.

**CITIZENS ACADEMY**  
 In 2015, the City of American Canyon created the Citizens Academy to help develop future community leaders and build a better community by creating well-informed and engaged residents. Since then, more than 100 citizens have graduated from the American Canyon Citizens Academy. The more that residents understand how city government works, the more meaningful and productive our community dialogue about issues will be.

In 2023, we welcomed the 8th class of graduates from our Citizens Academy program. As the classes before them, these residents dedicated an evening a week for eight weeks to learn about the city's operations. As part of their graduation celebration, they volunteered to install a native pollinator garden at the wetlands. This project featured 40 plantings, including a handful of oak trees that can live up to 400 years – leaving a legacy for centuries.

Thank you to the participants and the staff who contribute to our Academy's success. We plan to offer another session in 2024. Learn more about the program at [CityOfAmericanCanyon.org/CitizensAcademy](http://CityOfAmericanCanyon.org/CitizensAcademy).



Reference Contact Info	Scope of Work, Work Samples
<p><b>City of Napa</b></p> <p><b>Liz Habkirk</b> Deputy City Manager 707.258.7813 EHabrKik@CityofNapa.org 955 School St., Napa, CA 94559</p> <p><b>Period:</b> 2019 to Present</p>	<p>Tripepi Smith has supported the <b>City of Napa</b> since late 2019. While the City originally engaged us for retainer services focused on social media creation and management, content writing and website support, the City quickly expanded our engagement to include ad hoc graphic design support, video editing, infographic design and HR outreach and promotion. In addition to drafting, scheduling and monitoring social media across all City platforms, Tripepi Smith has drafted written content, such as letters from the City Manager, press releases and radio scripts. Napa has also tapped Tripepi Smith for City stock photography services.</p>



*Desplácese hacia abajo para leer este boletín en español.*



**Neal Harrison**  
Economic Development  
Manager

Welcome to the January 2024 edition of our monthly Economic Development Newsletter! As we embark on a new year, it brings me great pride to reflect on the collective achievements that have shaped our economic landscape throughout 2023.

Our commitment to bolstering local businesses was advanced through the continuation of our ["Business Concierge" service](#), which we designed to streamline processes and provide personalized assistance to entrepreneurs navigating the intricate path of business ownership. Communication has remained a

**MISSION STATEMENT**  
Rooted in public service, our mission is to grow a vibrant, sustainable community for all who live in, work in, and visit the City of Napa, through thoughtful leadership and dedication to excellence.

**VALUES**

- INTEGRITY**  
Consistently demonstrating the highest level of ethical conduct with accountability and pride.
- INCLUSION**  
Creating a sense of ease and belonging through respect, acceptance, and mindfulness of our collective diversity.
- SERVICE**  
Engaging in meaningful work to care for our community through resourceful dedication and humble actions.
- COLLABORATION**  
Working together with a shared purpose while respectfully considering all voices to achieve common goals, solutions, and greater outcomes.

## Work Samples

We encourage you to see more of our work at [www.TripepiSmith.com/Work](http://www.TripepiSmith.com/Work).