



## City of Needles, California Request for City Council Action

☒ CITY COUNCIL ☐ PLANNING COMMISSION ☒ Regular ☐ Special

**MEETING DATE:** February 11, 2025

**TITLE:** City of Needles Website Update

**BACKGROUND:** In July 2024, the City Council approved a proposal from Tripepi Smith to provide marketing and public affairs professional services to support the City's strategic initiatives. As part of this collaboration, City staff has adopted a comprehensive, ground-up approach to leveraging Tripepi Smith's expertise in advancing the City Council-adopted Economic Investment Plan.

This plan serves as a strategic blueprint designed to attract investment in key sectors, including residential development, retail and restaurants, industrial growth, hospitality, and tourism. By implementing targeted strategies, the City aims to enhance economic vitality and create new opportunities for businesses, investors, and residents.

A critical component of this initiative is the redesign of the City of Needles website. City staff directed Tripepi Smith to prioritize this project to establish a modern, user-friendly, and visually engaging digital platform that serves as a primary touchpoint for potential investors, visitors, and future residents. The updated website is designed to improve accessibility, navigation, and overall user experience, ensuring that key information on economic development, city services, and community resources is readily available and easy to access.

In the coming weeks, a social media policy will be presented to the City Council to outline the next steps for utilizing social media as a tool to implement the Council-adopted Economic Investment Plan. This policy will establish a clear framework for how the City will use social media to enhance communication, engagement, and outreach efforts.

Once the policy is in place, Tripepi Smith can focus on leveraging digital platforms to attract investment and new residents to the community, further strengthening the City's marketing strategy. The redesigned City of Needles website will serve as the dedicated landing page, providing a centralized, user-friendly platform where investors, businesses, and prospective residents can access key information about opportunities in Needles. The completion of the website redesign will be a critical step in ensuring that all digital engagement efforts align with the City's economic development goals.

**RECOMMENDATION:** Information only

**SUBMITTED BY:** Kathy Raasch, Development Services Director/Capital Projects  
Patrick Martinez, City Manager

**City Manager Approval:** Patrick J. Martinez

**Date:** 2/6/2025

**Other Department Approval (when required):** \_\_\_\_\_

**Date:** \_\_\_\_\_

Approved: ☐

Not Approved: ☐

Tabled: ☐

Other: ☐