

Summary of Year 1

- Initial meetings to review/determine Priorities
- Three projects were determined; two were completed:
 - Website and social media review - COMPLETE
 - Website content audit/website redesign and implementation - COMPLETE
 - Attraction/recruitment videos - ONGOING

Proposed Projects for Year 2

Project 1: Attraction/Recruitment Videos

- Tripepi Smith will produce three up-to-two-minute videos to attract residents, businesses and tourism (live, work, play).
- To produce these videos, Tripepi Smith will have one videographer conduct a video shoot up to 2.5 days in length.

Project 2: Digital Advertising Using Video

- Tripepi Smith will set up a video ad campaign, advertising up to three videos (from the Attraction/Recruitment Videos) on up to three different platforms (such as YouTube, Facebook, etc.).
 - Ads can target Southern California, especially LA and San Diego areas, Phoenix area, and Las Vegas area, or other geographic areas as desired.
- Tripepi Smith will handle ad creation and monitoring of ads for up to three months.

Project 3: Google Search Ad Campaign

- Tripepi Smith will create a Google Search ad campaign, which would promote Needles related to targeted keywords (ex: keywords such as “Route 66,” “Colorado River,” etc.).
- Tripepi Smith will handle ad creation and monitoring of ads for up to three months.

Project 4: Radio Ad Campaign

- Tripepi Smith will create a 30-second ad to run on up to two streaming platforms such as Spotify and Pandora (platforms with robust geotargeting capabilities).
- Tripepi Smith will handle ad creation and monitoring of ads for up to three months.

In addition, Tripepi Smith will provide:

Summary Metrics Report of Year 2 and Proposed Projects for Year 3

- At the end of Year 2, Tripepi Smith will create an up-to-five-page document reporting on the metrics for each of the Year 2 ad campaigns. The document will also map out proposed projects to advance the City of Needles' marketing and communications efforts in Year 3.

Monthly Check-In Calls and Overall Project Management Support

- Tripepi Smith will conduct up to one check-in call per month, including a lead from the City of Needles and up to three members of the Tripepi Smith team. Tripepi Smith will develop agendas, lead calls, send recap emails summarizing action items, and follow up on action items and pending coordination in-between calls.

Budget Proposal

Tripepi Smith will continue to support the City via a Time & Materials engagement. We understand that the budget for Year 2 is \$49,000, and we intend to collaborate with City Staff on maximizing the use of that budget.

2025-2026 Hourly Rates

The applicable Tripepi Smith rates for Year 2 are noted below, reflecting the annual increase noted in the 2024 proposal/agreement. (Applicable fees will be as noted in Tripepi Smith's 2024 proposal/agreement.)

	Hourly - Standard	Hourly - Retainer
Principal	\$389	\$310
Director	\$268	\$226
Art/Creative Director	\$268	\$226
Senior Business Analyst	\$205	\$173
Business Analyst	\$147	\$121
Junior Business Analyst	\$116	\$100
Senior Videographer/Animator	\$205	\$173
Senior Photographer	\$179	\$152
Videographer/Photographer	\$137	\$116
Junior Videographer/Photographer	\$116	\$100
Senior Graphic Designer	\$194	\$163
Graphic Designer	\$137	\$116
Junior Graphic Designer	\$116	\$100
Web Developer	\$205	\$184
Junior Web Developer	\$116	\$100
Drone Operator	\$205	\$179
Council Chamber A/V Operator	\$116	\$100