



To: Mayor and City Council

From: Dylan Mulfinger, City Administrator

Subject: Marketing

Date: 02/22/2021

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I am frequently asked what I am working on as an employee at the City of Oelwein and my response more than it should be is, “nothing”. I am provided the chance to share so much about the city during this conversation, but I still resort to saying nothing. The City as an organization must change the way it presents itself to the area, and most importantly, its community members. Staff in the organization does not have the time or expertise to properly market the organization. I am requesting from City Council funding to sign a contract with Fusion Forward in the amount of \$15,600 for 20 hours of monthly marketing.

I have grand ideas for how to market the city and I want to share those with council showing them how we will use this contract.

- Celebrate our projects
  - Each time the city completes a million-dollar project we have council finalize the project, and we no longer talk about it. Fusion Forward would do a quick interview on the project and provide us with materials to show our community members the success on social media and our website. This can be in the form of an information page or go as far as a video. Each progress will be shown to the public and help community understand where their taxes are being spent.
- Pictures
  - The city is in desperate need of pictures to show off the many things that are happening in Oelwein. While we all have smart phones, you pay for what you get. I believe a professional photographer that works with Fusion Forward can show off the great things that are happening in Oelwein and the many amenities we have in this community. I know that with this new inventory of pictures we can change out our website more than once every four years from a picture taken by the City Administrator.
- Spotlight
  - We want to spotlight several areas in the city whether it is a new policy, department, or code change. We can use fusion forward to build material and send out press releases that show exactly what we are doing at the city. Having experts help us in explaining rate changes or explaining the new snow ordinance would be helpful to all community members.
- Branding
  - The city has a logo, but after that we do not have much to market. We hope to expand our brand and show how the city is working for the community and the ways we improve the lives of all community members.



I hope that council takes the time to ask questions about this proposal and considers the positive impact we can have on the image of the organizations and the community. I am excited for the city and I believe this step will greatly increase Oelwein's image across the north east Iowa and the state.