



Proposal for Rio Communities
Economic Development Support Proposal
Submitted by

SUNNY505

119 Dartmouth S.E.
Albuquerque, NM 87106

Why Sunny505?

We are women-owned and culturally diverse. As the state's second largest communications firm, we lead through change, and break boundaries to craft extraordinary experiences. We are strategists, socialites, storytellers, artists, creative technologists and producers. Our brand promise is to produce creative solutions that are true to you, easy to love, and impossible to ignore. We exist to solve challenges. Our approach is that every day is a chance to do our best work for our clients. And client-agency communications are key; we do it every step of the way.

Sunny505 is deeply connected to marketing trends and best practices. We are active members in the American Advertising Federation, the American Marketing Association, the Public Relations Society of America and the Transatlantic Advertising Network.

What We Will Provide:

- Unique & Compelling Messaging
- The Right Strategy
- Innovative Tactics
- A Team with a Proven Track Record

We are known for the results we produce in partnership with our clients.

The Sunny505 tagline—

RISE—Says what you can expect.

R
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I
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S
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E
xceed Expectations

Because we specialize in communication for municipalities, we bring compelling messaging, innovative strategy and tactics that measurably move the needle. We've been doing it for New Mexico municipalities including the City of Albuquerque and the Village of Los Lunas for more than 30 years, and we always produce results.

What that means for the Rio Communities is:

- Effectively reaching the target audiences
- Communicating across all modalities including traditional media, new media and social media
- Regular and reliable reporting of results

Comprehensive Services Offered



ACCOUNT SUPERVISION

- Strategic planning
- Market research
- Communications plan development



ART & MEDIA SERVICES

- Graphic design
- Copywriting, illustration and collateral development
- Design and production of out-of-home advertising
- Concept and production supervision of broadcast advertising
- Media analysis
- Media plans & buys for every type of vehicle, post buy analysis
- Brand Development
- Corporate identification package
- Internal & external publications



PUBLIC RELATIONS

- Message development
- Media relations
- Issues/crisis management
- Community relations
- Media training



INTERACTIVE MULTIMEDIA SERVICES

- Website design and layout
- Web page development
- Online research & database development
- Email communications
- Electronic newsletters
- Social media



PUBLIC AFFAIRS

- Grassroots campaigns
- Public awareness campaigns
- Feature articles for consumer/trade publications
- Coalition building
- Stakeholder outreach, mapping, engagement



Proposed Scope of Work

Website

Your website is the port of entry for economic development prospects – whether that be businesses seeking to move to Rio Communities or people wanting to relocate and/or retire. The current site is a governmental site, which of course, is needed. The community page has some good information but isn't compelling. We recommend either developing a separate stand-alone economic development website or substantially updating the existing site with great videography and photography and more information on why move to Rio Communities for both businesses and individuals.

Video/Photo Shoot

There is nothing more effective than video to tell the story of a place. Instead of a view of the mountains, let's show people enjoying the mountains. Instead of talking about the small-town charm, let's have some residents tell us why they love living in Rio Communities. Instead of talking about how business friendly Rio Communities is, let's have business owners talk about why they choose to have their business in Rio Communities. We recommend hosting a two-day video shoot (timing likely spring when everything is blooming). Our team will coordinate with the City team to find models and spokespeople. We will shoot and have plenty of running footage and photography that will be used on the website, in newsletters, for tradeshow

See samples of our finished products at: <https://vimeo.com/showcase/7974719>

Public Relations/Earned Media

The single most effective way to get known is with news stories and articles. Our team works with local, regional and national media every day. We will work with your team to uncover compelling news hooks, write news releases, send those releases, follow up with key reporters and provide detailed reports on our results. The key news story links will be further promoted on the City website and in future newsletters.

Here are some links to news stories we've gotten placed on behalf of our clients:

https://markets.financialcontent.com/townhall/news/read/40058010/global_telecommunications_company_signs_lease_at_spaceport_america

<https://www.abqjournal.com/2430756/boost-employee-retention-with-this-nocost-benefit.html>

<https://www.abqjournal.com/2432698/hot-commodity-hatch-vaulted-new-mexico-chile-to-the-national-stage.html>

Electronic Newsletters

A great way to promote the City is with an electronic newsletter. We recommend sending one at least quarterly and more frequently as there is news to announce. A prominent Newsletter Button needs to be added to every page of the website so that we can start to build a database. Other people we will include in the database are media in the key markets we intend to reach, prospective businesses and people we meet at trade shows. The newsletter is a great way to share videos, news stories and successes. Our team will write, design, send and report back on results with each newsletter.



Trade Shows

Key trade shows in the region will be a great way to meet both prospective businesses and prospective residents. Our team will develop a video loop that can be shown at trade shows, a trade show display booth and promotional products for dissemination.

Targeted Advertising

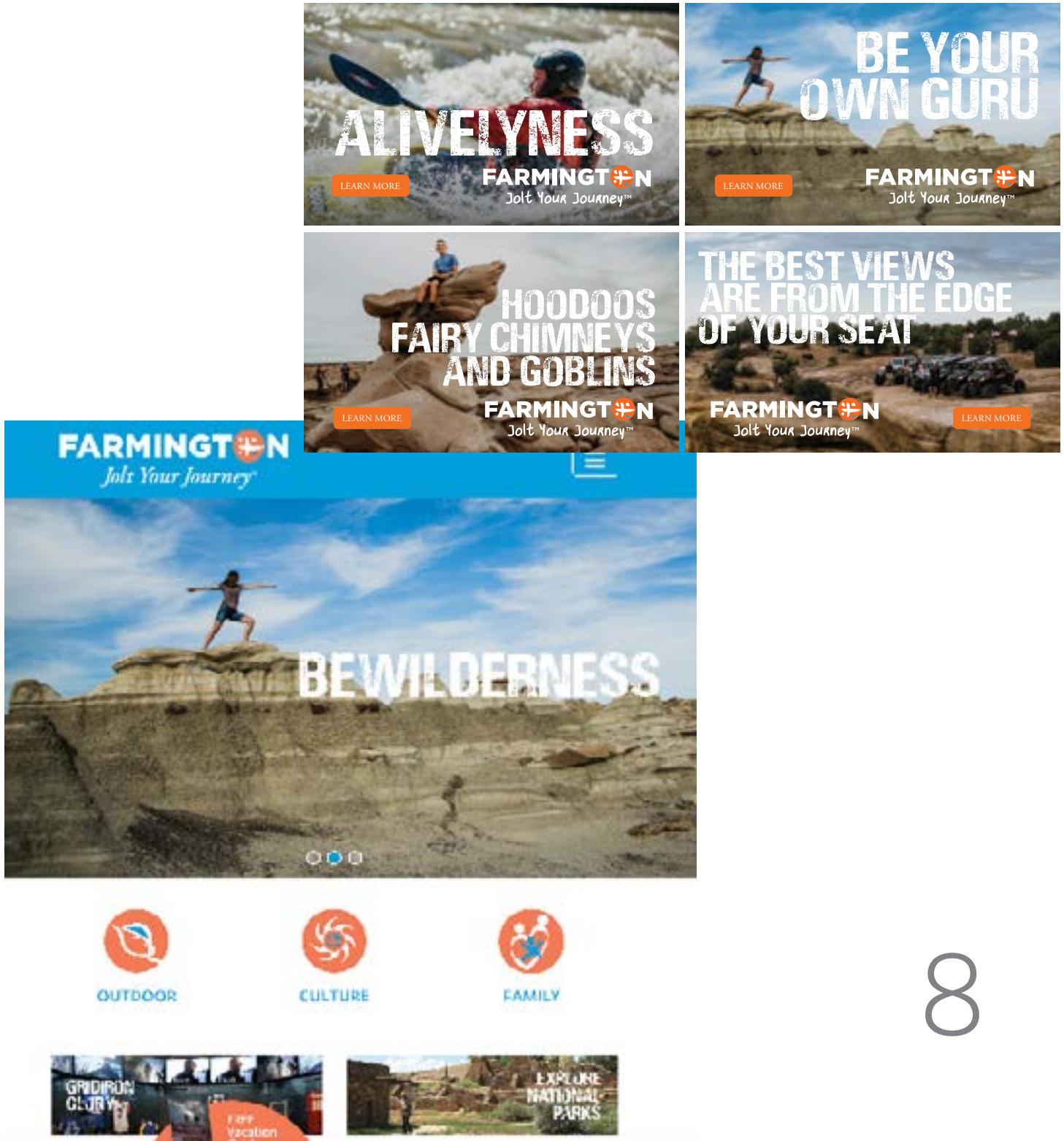
If the budget allows, it makes sense to place print ads in key publications targeting site selectors for economic development and retirees with digital ads for relocating. Our team will handle the design and placement of ads and make recommendations on the most cost-effective options for the City.

Proposed Investment

Website Redevelopment	\$5,000
Two-Day Video/Photo Shoot.....	\$5,000
Editing Videos into 1:00 – 2:00 clips.....	\$3,000
Public Relations..... (recommend at least quarterly)	\$2,500 per news release
Electronic Newsletter	\$1,500 for initial template \$1,000 per newsletter thereafter
Paid Advertising & Trade Show Booth	TBD
Graphic Design	\$105/hour
Cost of Ads	TBD
Spider Banners are approximately.....	\$300
Stock Photos	\$500
Landing Page Build.....	\$1,000

Samples

Farmington Convention and Visitors Bureau Print and Website



The image displays a grid of Farmington Convention and Visitors Bureau print and website samples. The top row shows two mobile phone screens. The left phone screen features a person kayaking with the text 'ALIVELYNESS' and 'FARMINGTON Jolt Your Journey™'. The right phone screen features a person standing on a rock with the text 'BE YOUR OWN GURU' and 'FARMINGTON Jolt Your Journey™'. The bottom row shows a larger image of a website header and a smaller image of a mobile phone screen. The website header image features a person standing on a rock with the text 'HOODOOS FAIRY CHIMNEYS AND GOBLINS' and 'FARMINGTON Jolt Your Journey™'. The mobile phone screen image features a person standing on a rock with the text 'THE BEST VIEWS ARE FROM THE EDGE OF YOUR SEAT' and 'FARMINGTON Jolt Your Journey™'. Below these are three circular icons: 'OUTDOOR' with a person in a red circle, 'CULTURE' with a person in a red circle, and 'FAMILY' with a person in a red circle. At the bottom, there are two small images: one of a football game with the text 'GRIDIRON GLORY' and 'Free Vacation Guide', and another of a national park with the text 'EXPLORE NATIONAL PARKS'.

Carlsbad Print and Digital



Carlsbad
New Mexico

We love it here, you will too!

In Carlsbad, New Mexico we are proud of our world-class arts, culture, sports, and entertainment. Our picturesque town is famous for its tree-lined streets, public parks, unrivaled recreation areas, and friendly ambiance.

There is so much to do and see. The question is, what will you find?

Pride of the Pecos | Carlsbadnmtrue.com
Funded in part by the city of Carlsbad Lodgers Tax



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Carlsbad
New Mexico

PRIDE OF THE PECOS

**CARLSBAD MUSEUM
& ART CENTER**

Las Cruces Print and Digital



Visit LAS CRUCES

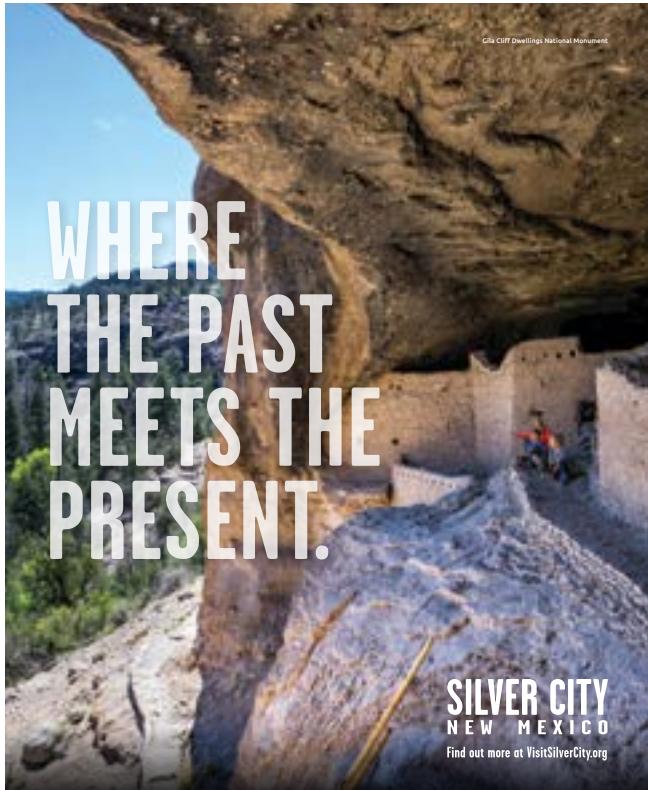


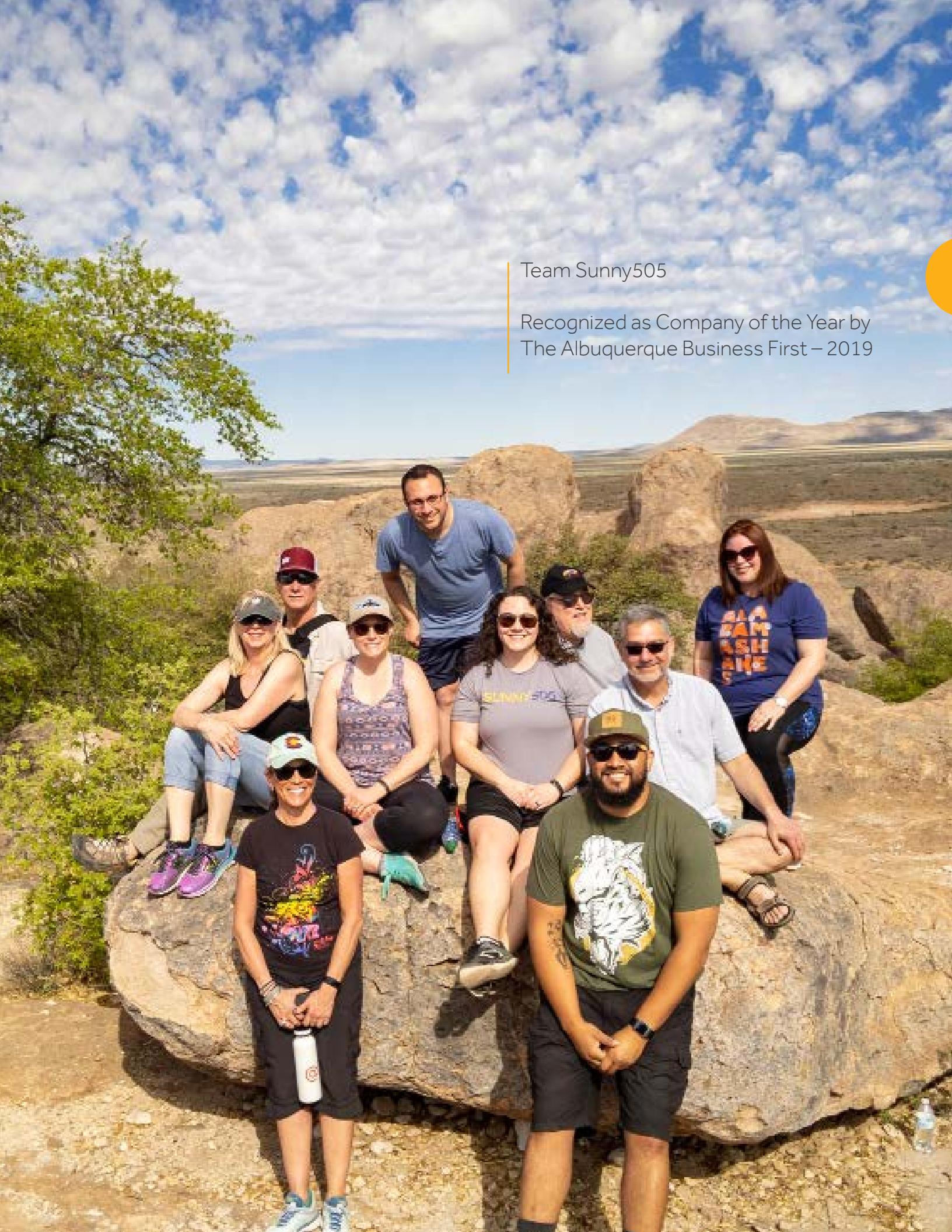
EXPLORE.
EXPERIENCE.
DISCOVER.

VisitLasCruces.com



Town of Silver City Print Ads





Team Sunny505

Recognized as Company of the Year by
The Albuquerque Business First – 2019

Biographies of Key Staff

Sunny505.com Team



Joanie Griffin
CEO

With over 30 years of experience in the communications and marketing field, Joanie knows the importance of creating a memorable and lasting brand for an organization. As the CEO and founder of Sunny505, she has evolved as the media world has changed in order to meet the needs of her clients. When Joanie isn't at the forefront of marketing and advertising through building effective communications plans, you'll find her at the front of the pack, whether she's cycling on pavement or gravel. Her enthusiasm for getting the most out of everything she does professionally or personally is hard to ignore, and her positivity influences those around her.



Dezaree Vega-Garcia
President

Climbing from intern (2002) to partner (2009) to now Sunny505 President (2015), Dezaree has developed an extensive knowledge in marketing, advertising and public relations. She has the ability to turn complex projects into strategic, smart marketing plans for an array of clients across industries. When she isn't managing the day-to-day aspects of the agency, Dezaree likes to travel to new places or revisit favorite destinations. She also has a sweet spot for rescue animals and has offered many a forever home over the years.



David Hayduk
Senior Strategist

Dave knows branding. His strategic approach continues to help countless companies hone their messaging and creative direction. Having managed all aspects of the advertising business, his range of expertise expands to marketing and public relations as he helps guide clients in developing the right brand attributes. The founder of HK Advertising, Dave is an active golfer, mountain biker and hiker who loves New Mexico's many outdoor offerings for his active life.

Sunny505 is a full-service, integrated communications firm. Our staff is a diverse group of marketing professionals.

Biographies of Key Staff

Sunny505.com Team



Vera Hayduk
Senior Strategist

Vera has a one or a thousand things to share about helping a client gain share of voice. Over her 20+ year career in advertising, marketing and account service, she has helped hundreds of clients including managing over 80 accounts while working for Hutton Broadcasting. As Senior Strategist for Sunny505, Vera provides expert insight in all areas of marketing, traditional and digital advertising, and media planning/buying. When she's not helping gain share of voice for her clients, you'll probably find her hiking and biking with the Sangre de Christos or the Organ Mountains in the background plus spending time with the grandchildren.



Jamie Dickerman
VP Of Public Relations

With a penchant for words and the ability to craft compelling stories, Jamie has grown from an Account Executive to now Vice President of Public Relations for Sunny505. She works with a variety of government, business, tourism and non-profit accounts to manage both public relations and social media efforts. Her experience as a grant writer, Press Secretary for a U.S. Congressman, and Communications Director for a political party in New Mexico lends a level of expertise to the clients of Sunny505. When she's not providing day-to-day account management and public relations strategy, Jamie has a passion for writing novels, adventuring outdoors with her dogs and enjoying live music.



Jerry Matthews
Senior Account Manager

Jerry has a bit of a split personality. Over his 25+ year career, he has worked for advertising agencies, media outlets, a startup and in-house on both account and creative development. As Senior Account Manager for Sunny505, his multiple roles include managing the day-to-day affairs for agency clients, developing brand voice and creative messaging, assisting in public relations efforts, and overseeing both TV and radio productions. A storyteller, he is passionate about finding that unique "nugget" whether it's for a global brand or a local Mom-and-Pop. His other passions include cooking, craft cocktails, and performing on various stages that have included Carnegie Hall, the Sydney Opera House, the Lensic Theater, and the National Hispanic Cultural Center.

As a team, we are known for extraordinary creativity, cost-effective solutions and always delivering products on time and on or below budget. Most importantly, throughout the duration of campaigns, our focus remains fixed on only one thing—trackable results.

Biographies of Key Staff

Sunny505.com Team



Keith Breitbach
Senior Communications
Strategist

Keith understands winning. He's helped many local, state and federal political candidates win their races from his time as a political media consultant. Politics aside, Keith brings a great deal of experience in creative direction, account management and production to his role as Senior Communications Strategist for Sunny505. With his experience working on luxury hospitality brands including Four Seasons Resorts, Hyatt Hotels and the Maui Visitor Channel, it's not surprising that when he's not working, Keith enjoys travel especially to warm climates.



Barbara Rudolf
Creative Director

Barbara's work experience is as varied as her life. She started her career working on a variety of premiere brands in New York City. After years in the city, she moved on to jungle life in Costa Rica—running her own marketing company for international tourism clients. She brings a unique approach and vast knowledge to her role as Creative Director for Sunny505. Today she offers overall branding direction, corporate identification packages, and traditional and online advertising design to help our clients' core mission shine in the public eye. Outside of work, she has a green thumb—growing a variety of vegetables, flowers, and grapes in her home garden. She is known to spend weekends gathering mushrooms in New Mexico's mountains.



David Dabney
Director of Digital Solutions

Dave is an advertising savant. With a long history of involvement in almost every segment of the industry, he has worked as a packaging designer, design director, and production manager. As Director of Digital Solutions, Dave applies his design aesthetic to the technical chops he's picked up to design websites for Sunny505 clients. When he's not in front of his computer screen, you'll probably find him on another screen uncovering obscure, funny articles or unusual documentaries.

We are a team of creative minds, who think outside the box and create unique strategy to achieve and exceed each client's specific goals.



Biographies of Key Staff

Sunny505.com Team



DeAnn Sena O'Connor
Director of
User Experience

DeAnn is a pro at all things advertising and marketing. During her time as the Art Director for Central New Mexico Community College and Lead Designer at Santa Fe Community College, DeAnn has honed her skills at art and creative direction, videography, web design and branding. As Director of User Experience, DeAnn provides direction and creative solutions for some of Sunny505's biggest clients. DeAnn is a native Santa Fean and when she's not working on projects, you can find her enjoying after school sports and outdoor activities with her two daughters and husband.



Shannon Carey-Wyman
Associate
Creative Director

The word "creative" in Shannon's title at Sunny505 is just part of what she brings to the team. As Associate Creative Director, she develops high-impact creative campaign solutions including multi-channel designs, logos, illustrations, and TV productions that bring clients' stories to life. With a keen and discerning eye for determining target audiences and developing creative concepts to resonate with those audiences, Shannon has added competitive value and even garnered awards for several clients' creative productions. Shannon also takes a creative approach to life outside of work. Whether it's playing soccer or volleyball or hiking the trails in New Mexico in search of antlers, she knows what it takes to make the most of whatever she's involved with.



Angelo Mitchell
Lead Graphic Designer,
Photographer

Angelo views life through a different lens. As Lead Graphic Designer for Sunny505, he has designed a variety of campaigns in print advertising, out-of-home, brochures, posters and digital advertising. Angelo is also the man behind the camera as a photographer and videographer for our clients. His work includes documentaries and commercials. Previously he worked for AmeriCorps in their cultural technology program with State museums and with the New Mexico Department of Tourism. His passion behind the lens continues outside of the office where you'll find him documenting his explorations at local eateries and nightlife that he shares through social media channels. He can also be found at the local dog park with his two Huskies.

Biographies of Key Staff

Sunny505.com Team



Taylor Reed
Marketing Specialist

Taylor received her bachelor's degree in Business of Art and Design from Ringling College of Art and Design. She comes from a background in Digital Advertising, Client Services, Campaign Management, and Creative Strategy. Some of her expertise include multi-channel media planning, developing organizational structure and curating comprehensive data analysis. Prior to joining Sunny505, Reed was in Campaign Management at Meow Wolf and Client Success Management at MNTN (formerly SteelHouse).



Brandon Carroll
Marketing Assistant

Brandon's degree is in Journalism and Mass Communication at the University of New Mexico with a focus in Strategic Communication. Brandon is the 2021 recipient of the Sunny505 award, the largest scholarship in UNM's Journalism Department. Additionally, he received the 2021 American Advertising Federation scholarship. Brandon has also worked as a Marketing Assistant for UNM's Health Sciences Center and interned as a journalist for the Rio Rancho Observer. As a student, he led the rebranding efforts for UNM's Strategic Communication Accelerated Online Program and interned for a Washington, DC think tank, the Center for Strategic and International Studies.

