



Watertown City Council
Monday, June 9, 2014
7:00 p.m.

Work Session Agenda

Discussion Item:

1. Splash Park Proposal – Watertown Noon Rotary
 - Rev. Fred Garry

2. City-Centric Marketing Proposal – Greater Watertown Chamber of Commerce
 - Lynn Pietroski, Sara Carpenter

city of **Watertown**
marketing



THE GREATER
WATERTOWN
NORTH COUNTRY

G · W · N · C
CHAMBER OF
COMMERCE

★★★★★ ACCREDITED

WALKING TOUR BROCHURE

- Highlight locations in and around the city with an easy to use map and walking directions.
- The brochure will feature local historic sites and match the content of the Walking Tour PowerPoint highlighted on the city's current website and the older brochure previously produced by Infinite Media.
- The full color brochure will consist of a 11" x 17" folded down to an 8.5" x 11" trifold brochure.
- On one side of the brochure, a list of historical locations with their respective photos and written history, all of which would be numbered.
- On the opposite side, the numbers (walking tour locations) will be placed on a large full color map, this will take up most of one side of the brochure and be located on the inner fold.
- These will be distributed at local businesses, hotels and a few visitor centers in upstate New York.
- **The cost for printing, setup, shipping, distribution and labor costs for the brochure is: 10,000 = \$4,000 (printing, shipping & labor) + \$200 (distribution) = \$4,200**



BIKE/WALKING TRAIL BROCHURE

- Details for this brochure have yet to be determined. However the layout will be close to the style of the Walking Tour Brochure, but have a different design.
- The full color brochure will consist of a 11" x 17" folded down to an 8.5" x 11" trifold brochure.
- These will be distributed at local businesses, hotels and a few visitor centers in upstate New York.
- **The cost for printing, setup, shipping, distribution and labor costs for the brochure is: 10,000 = \$4,000 (printing, shipping & labor) + \$200 (distribution) = \$4,200**



PHOTOGRAPHY

- Photography will be needed for all print and web projects, this includes events and area photos.
- The Chamber will be considered the middle man between the city and the photographer.
- We will help choose the locations, events and setup times with the photographer. Between the City of Watertown and the Chamber, we will decide which locations best highlights the city.
- The photos can also be used for media purposes, in-house usage and however else the City of Watertown sees fit to utilize the imagery
- The photographer will not require any usage rights or restrictions on how the photos can be used.
- The price includes the labor and usage of photos for 20hrs of work.
- **The cost for labor and usage: \$3500.00**



WWNY TV7 TELEVISION/TEXTING PACKAGE



- The television package included in this proposal is targeted to specifically reach the local audience.
- The content will focus on imagery of Watertown, Downtown and area events/attractions.
- The package will run for 4 months. This will include (3) commercials from 5:30-12am, (2) commercials from 4-6pm, and (3) various commercials spots each week for 17 weeks on the 7News main channel.
- The spots on average could reach approximately 158,339 local upstate New York people at least 7 times with this message.
- The ad spots will change based on events or focus on visit Watertown or stay in Watertown theme.
- The TV ads will also contain an option for viewers to signup for Text Alerts.
- The Text Alerts will allow viewers an opportunity to win various prizes or packages. For those businesses interested in participating, they will in turn receive free advertising through promotion on the television ads.
- The Chamber is responsible for reaching out to local businesses and creating the prize package deals.
- The alerts will also collect contact information including email, phone #s, etc. These can be collected and used for future marketing projects.
- The entire package includes (3) months of alerts.
- **The cost of this package including the programs and labor is:
\$6,000.00**

WEBSITE

- The website will feature pages that promote the area's list of accommodations, dining, shopping and attractions, calendar of events, history and more.
- There will also be an opportunity for businesses to advertise and offer discounts/deals.
- All marketing materials (walking brochure, bike brochure and television campaign) will feature this website and have a corresponding QR Code, which will bring them back to this website.
- The Text Alerts will also be featured on the website.
- Referral links will be added to various tourism and search sites for better visibility.
- **The cost is for building the website, website address, SEO, hosting and labor: \$3,500**

