

Relaunch Sebastopol

New Work Plan for 2022/23

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Summary

The Sebastopol City Council granted Townie Media an additional \$50,000 and a three-month extension on the Relaunch Sebastopol contract. The Ad Hoc committee requested an updated work plan and budget reflecting this change.

The changes are as follows:

All of the items marked as optional in the original Relaunch workplan, except the travel writer program, have now been moved into the expected deliverables column. (These are marked in green on the budget.)

These include the following:

- A quarterly city guide - \$16,000
- Doing Biz in Sebastopol collateral - \$5,000
- Doing Biz in Sebastopol open house - \$2,500
- A Buy Local program - \$3,000

In addition, I have added an \$10,000 to the Content Writing line in the budget, \$5,000 to social media, and added \$9,000 for beautification. (These are marked in blue on the budget.)

NOTE: The \$16,000 for a quarterly city guide is dependent upon finding a media partner (Press Democrat?) who can produce these city guides in exchange for the advertising revenue.)

Budget for Relaunch Sebastopol

Activity	Amount
Consultation, Collaboration and Planning	
Discovery meetings, attend meetings for various city committees, reports	\$14,500
Tourism Program	
Marketing	
Prepare brand identity package, write marketing plan, campaigns	\$8,000
Content/Blogs/Website	
Writing content, adventure guides, blog posts, website updates (added additional \$10,000 here)	\$38,000
Quarterly Sebastopol City Guide	\$16,000
PR	
Press releases, media outreach, pitching stories	\$14,500
Social Media	
Create calendar, 2/wk posting, photos, videos, design images, engage with followers (added additional \$5000 here)	\$13,500
Doing Business in Sebastopol Program	
Create website, business webpage copy, toolkit of downloadables	\$3,000
Collateral: Fact Sheet, Overview, 3 up Flyer	\$5,000
Real Estate open house, 2 sessions	\$2,500
Marketing to Residents Program	
Townsy App for Residents	
Develop and maintain updates (Funded by Townsy)	\$0

Events	
Community Day/Ives Park 120th anniversary	\$9,000
Misc	
Buy Local Program: website copy, PDF of flyer, blog content, PR news	\$3,000
Beautification Budget (flower pots, baskets, banners)	\$9,000
TOTAL	\$136,000

Calendar for 2022 Relaunch Program

RFP Calendar Townie Media				
Qtly Theme	Time	Activity	Marketing Channel	Audience
Q1 Getting Started	Mar-June 2022			
	X	Begin initial discovery meetings for branding with key city decision makers	Planning	Public
	X	Discovery meeting with Planning, Zoning etc.	Planning	New Biz
	X	Prepare brand identity package	Marketing	Public
	X	Write marketing plan, begin campaigns	Marketing	Public
		Start development on Townsy app for residents (MOVED TO 3 RD QUARTER)	App	Residents
	X	Start PR, collateral, blog, social media, newsletter programs	Marketing	Public
		City starts clean-up, washing, repairs, painting (MOVED TO 2 ND QUARTER)	Community	Public
		Start the Doing Business in Sebastopol program; Write website copy; write list of opportunity sites. (MOVED TO 2 ND QUARTER)	Website	New Biz
		Create the Spring issue of the Sebastopol City Guide, a quarterly pub. (MOVED TO 3 RD QUARTER)	PR	Public
	X	Update city event calendar	Events	Public
	X	Discovery meeting with key downtown businesses, service orgs, non-profits on community engagement	Community	Dwtn Biz, Residents
	X	Blog Content: Create adventure guides	Blogs	Visitors
	X	Create master list of story ideas and PR news calendar for use with newsletter, blog, social and PR	PR	Public
	X	Press release: City announces new brand identity and spring cleaning/beautification program	PR	Public
	X	Picturing Sebastopol Photo Contest	Community	Public

		Town Party in celebration of 120 th Anniversary	Community	Public
		Attend meetings for various city committees	Community	Residents
Q2: Launching Marketing	July-Aug-Sept 2022			
		City starts clean-up, washing, repairs, painting (MOVED from 1 st QUARTER)	Community	Public
		Start the Doing Business in Sebastopol program; Write website copy; write list of opportunity sites. (MOVED from 1 st QUARTER)	Website	New Biz
		Picturing Sebastopol Exhibition	Community	Public
		Write toolkit collateral pieces for the Doing Business in Sebastopol program	Collateral	New Biz
		City initiates placemaking infrastructure elements (town sign, lights, banner, flower pots)	Community	Public
		Press release: City announces new website for new businesses; Media outreach	PR	New Biz
		Write adventure guides, post on website	Collateral, Blog	Visitors
		Hold open house at an opportunity sites for commercial real estate brokers.	Events	New Biz
		Update website content on new Townsy app for residents	Website	Residents
		PR: Contribute content to Sonoma Tourism	PR	Visitors
		PR, blog, social media, content programs	Marketing	Public
		Blog Content: Create adventure guides	Blogs	Visitors
		Install outdoor digital sign with calendar & news	Community	Public
		Create a business toolkit with 3 guides	Collateral	New Biz
		Press release: City announces new brand identity and spring cleaning, beautification program	PR	Public
		Artists, students, community paint wall murals and street murals	Community	Public
	Blog Content: Community Business Spotlight	Blog	Public	

		PR: Initiate travel writers program; promote articles	PR, social	Visitors
		Buy Local campaign: PR, blog, collateral, social media	Collateral, Blog	Residents
		Event: Community Day celebrating 120th anniversary of Ives Park, Pet Costume Parade, Rosalia Festival, Seb-edible Foodie Trail	Events	Residents
		Work with city on grant access program for all non-profits	Community	Residents
		PR, blog, social media, content programs	Marketing	Public
		Attend meetings for various city committees	Community	Residents
		Update city event calendar	Events	Public
Q3: Engaging Community	Oct-Nov-Dec 2022			
		Create the Harvest issue of the Sebastopol City Guide, a quarterly pub. (MOVED from 1 st QUARTER)	PR	Public
		Start development on Townsy app for residents (MOVED TO 3 RD QUARTER)	App	Residents
		PR, blog, social media, content programs	Marketing	Public
		PR: Create tailored pitches for targeted media	PR	Public
		Blog Content: Create adventure guides, Community Business Spotlight	Blogs	Visitors, New Biz, Dwtn Biz
		Create the Holiday issue of the Sebastopol City Guide, a quarterly publication	Content	Public
		Attend meetings for various city committees	Community	Residents
		Work with Planning on implementation of housing goals	Community	Residents
		Meet with local schools to develop events and projects with them (service day, senior day)	Community	Residents
	Engage with community on the Townsy app with news, deals	App	Residents	
	Hold open house at an opportunity sites for commercial real estate brokers.	Events	New Biz	
Jan-Feb-Mar 2023				

Q 4 Celebrating		PR, blog, social media, content programs	Marketing	Public
		Blog Content: Holiday Promotion with Merchants, Community Business Spotlight	Blog	Residents, Visitors
		Update city event calendar	Events	Public
		Attend meetings for various city committees	Community	Residents
		Engage with community on the Townsy app with news, deals	App	Residents
		Create the Spring issue of the Sebastopol City Guide	Content	Public
		Hold open house at an opportunity site for commercial real estate brokers.	Events	New Biz
Q2 2023 Focusing	April-May-June 2023			
		PR, blog, social media, content programs	Marketing	Public
		Attend meetings for various city committees	Community	Residents
		Engage with community on the Townsy app with news, deals	App	Residents
		Events: Plan 2023 calendar of events	Events	Public
		PR: Create the Summer issue of the Sebastopol City Guide	PR	Public
		Update city event calendar	Events	Public