

AUTHORIZING THE MUNICIPAL MANAGER TO RETAIN O'KEEFFE COMMUNICATIONS FOR COMMUNICATIONS, MARKETING, AND PUBLIC RELATIONS SERVICES

WHEREAS, the Village of Greenhills has taken aggressive and innovative steps to shape its future; and

WHEREAS, the current challenging economic times have increased the need for local communities to utilize unique strategies to maintain their economic viability; and

WHEREAS, the Village of Greenhills has made a significant investment in its residential and commercial areas, and it is critical that such positive steps be communicated and publicized on a global scale; and

WHEREAS, the Village of Greenhills has long enjoyed a unique history and desirable park-like location; and

WHEREAS, Council for the Village of Greenhills has determined that a professional communications, marketing, and public relations firm can assist in capitalizing on these attributes in order to develop and convey a positive story and image of the community; and

WHEREAS, O'Keeffe Communications is qualified to provide such services; and

WHEREAS, Council has determined that the retention of a professional communications, marketing, and public relations firm will assist in the protection of the public peace, health, safety and welfare.

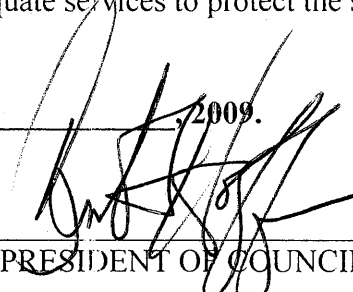
NOW, THEREFORE, be it ordained by the Council of the Village of Greenhills, Ohio, 5 members elected thereto concurring:

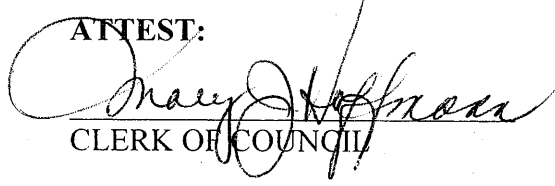
Section 1. That the Municipal Manager is hereby authorized to retain O'Keeffe Communications, Inc. for public relations services pursuant to the terms of the proposal attached as Exhibit A.

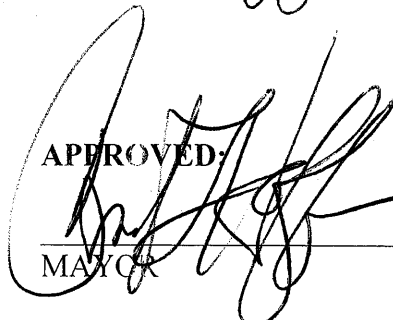
Section 2. That the Municipal Manager is further authorized to execute any and all agreements necessary to retain O'Keeffe Communications, Inc.

Section 3. This Ordinance is hereby declared to be an emergency measure necessary for the preservation of the public peace, health, safety, and welfare of the Village. The reason for said emergency is to provide immediate and adequate services to protect the safety, peace, health, and welfare of the community.

PASSED THIS 16 DAY OF June, 2009.


PRESIDENT OF COUNCIL

ATTEST:

CLERK OF COUNCIL

APPROVED:

MAYOR

Public Relations/Marketing Services Agreement

Community Relations, Branding, Marketing and Crisis Communications

Submitted to: Village of Greenhills
Ms. Jane A. Berry, Municipal Manager

Submitted by: O'Keeffe Communications, Inc.
Dan O'Keeffe, President

March 11, 2009 (Revised June 4, 2009)



We tell your story!

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Introduction

Thank you for the opportunity to submit a proposal for executing community relations, branding, marketing and crisis communications efforts on behalf of the Village of Greenhills. We look forward to helping Greenhills achieve its awareness objectives.

Purpose

Greenhills would like to "tell its story globally" in an effort to counter negative opinions that have arisen during the last decade. Greenhills also wants to encourage a sense of community and pride among its residents. With a rich history as one of only three "Greenbelt Communities" built by the United States government in the 1930s, the Village of Greenhills certainly has a story to tell.

This document briefly explains and provides an estimate for implementing the Village of Greenhills' awareness efforts. Our goal is to help Greenhills tell its story.

Suggested Approach / Estimate

Challenge

Currently, the Village of Greenhills does not have an official "voice." Most residents are not hearing the positive side of Greenhills' story and are not aware of the positive developments happening within their community.

Solution

The core of Greenhills' strategy should focus on turning the Village's 4,000 residents (or a representative minority of those residents) into powerfully vocal advocates to convey Greenhills' story and message(s).

Any campaign must begin with a plan. Following upfront discovery by O'Keeffe with Greenhills' government, community, and business leaders, we will create a targeted, comprehensive awareness strategy/plan to achieve Greenhills' objectives. This plan will identify all possible story opportunities, audiences—both within and outside of the Village—and tactics to be rolled out over the course of Greenhills' awareness campaign.

One key focus of our campaign will be to engage Greenhills' citizens and encourage them to sing Greenhills' praises and "re-tell" Greenhills' story. Another focus will be to establish the Village not only as a "great place to live, and a community to be proud of," but also as a "destination." We will work with the Village to establish a compelling online presence that supports the Village's image as a both a "home" and a "destination." That online presence may take the form of a redesigned website home page, a separate landing page, a separate blog page, or some other form. (Note: O'Keeffe will work in tandem with any plans Greenhills has for updating or redesigning its website. We can also assist Greenhills with this task, if requested.)

We will establish (or refine) Greenhills' social media presence. In addition to creating profiles, groups, and/or fan pages on such online utilities as Facebook and Twitter, we will seek out any local blogs, websites, and online groups or utilities that directly or indirectly serve Greenhills. Leveraging a timeline of efforts to be executed, we will combine regular social media updates with traditional public relations announcements to generate local and national—when appropriate—awareness of Greenhills and/or specific developments, as well as increased search engine rankings and website traffic.

Finally, where appropriate, we will recommend additional marketing efforts, such as targeted speaking engagements, newsletter development and distribution, e-mail marketing efforts, podcasts, photo/video postings, etc. *Please see "Deliverables" on the following page for more information on some of the aforementioned efforts.*

Core Objectives

Engage residents to help spread positive messages and gain community advocacy and buy in.

Become "Voice of Community." Greenhills' leadership must establish a proactive, engaging voice for the community.

Educate. Educating Greenhills' residents and surrounding communities about Greenhills' many assets and history will be critical to the success of any branding and awareness campaign. To develop and implement an effective campaign and strategy, we must identify the "key messages" that will fuel our education initiative.

Deliverables

Deliverables associated with this agreement may include (depending on needs/month):

- **PR/Marketing Plan Development**
- Story Identification and Development
 - Serves as baseline/foundation for ongoing campaign
 - Includes subject matter interviews, research, writing, etc.
 - **Goal:** To create compelling stories about Greenhills' past and future successes and challenges, and convey those stories to target audiences as a call to action—attract new residents, obtain community support for initiatives, encourage event attendance, etc.
- **Crisis Communications**
 - PR Strategy
 - Partner with Village to implement ongoing strategy
- Branded Blog/Landing page
 - Support community relations/advocacy efforts
 - Serve as online voice of Greenhills
 - *To be estimated separately*
 - *Website redesign also recommended, but not included in this estimate*
- Social Media Strategy and Planning
 - Strategies for leveraging Facebook, LinkedIn, Meetup.com, Flickr, etc.
 - Blog/Community Forum strategy
 - Identify new media, social networking Web sites, blogs, and other Web 2.0 channels for publicity and outreach
 - Create new online forums consisting of specific resident groups (e.g., mommy bloggers, business owners, retirees, teenagers)
 - Pitch stories/post comments to specific blogs and community forums
 - Recommend alternative media and networking opportunities
- Ongoing targeted media pitches
 - Includes identification of targeted media and coordination of interviews, photography, etc.
 - Targeted media may include: Cincinnati Business Courier, Cincinnati Enquirer, Greenhills Journal, Waycross Community Media, Soapbox Media, Community Press/Recorder, local TV, local radio, national media, "green building" pubs and blogs, cable channels, real estate/relocation media, etc.
- Research of media markets, editorial calendars, story opportunities and networking opportunities
- Up to 2 news release announcements per month
 - Includes development and email distribution (via customized media list)
 - Topics may include: business openings, Village new hires, school/sports successes, special events, seasonal celebrations, retirements, anniversaries, new real estate developments, new construction
- Media Coverage Updates (1x per month)
- Media Monitoring.

Cost Estimate

O'Keeffe Communications will advise The Village of Greenhills on public relations, branding, and marketing strategies, and implement related efforts on an ongoing hourly basis not to exceed a total of \$3,000 in consulting and execution per month.

Estimated Cost: Hourly @ \$105/hr – Not To Exceed \$3,000 per Month

Hours not to exceed 29. Additional hours requested by Client or recommended by O'Keeffe to be billed at \$105 per hour. Half of estimated first month's efforts to be paid at beginning of engagement. Remainder to be invoiced following each month's completed efforts.

Aforementioned estimate does not include graphic design, print collateral production, website design and programming, wire distribution, media research tools, or clip tracking fees. Wire distribution fees will be charged as they occur. A nominal additional fee for monthly monitoring of media and the use of online media research databases will be included separately on each monthly invoice if such services are used. An explanation of clip tracking and media monitoring tools and fees can be provided at the Client's request. All related travel expenses for travel outside the Cincinnati metropolitan area, long-distance phone expenses, and materials costs will be billed to the Client.

Optional Deliverables

The following value-added services are also available at the request of the Village of Greenhills. Costs for such efforts will be determined separately from aforementioned not-to-exceed retainer agreement.

- Website Design and Development
- Marketing Content/Collateral Development

O'Keeffe Communications reserves the right to revise this proposal based on any changes in scope or direction. Either party may cancel this agreement provided all accrued charges and fees are paid in full.

Acceptance of Proposal

By signing here, the Village of Greenhills accepts and agrees to the development of awareness efforts as explained in this document. Acceptance of this agreement via authorized signature will ensure the execution of efforts as explained in this proposal. Either party may cancel this contract at any time, provided fees for all services rendered and any outstanding costs are paid according to the terms of this agreement. O'Keeffe is available to begin efforts immediately.

Village of Greenhills

Date

O'Keeffe Communications, Inc.

Date