

**Response to
Request for Proposal
for Marketing Services**

Taylor, Texas

November 15, 2004



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Austin, Texas 78766
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Marketing Services Proposal

Present a Unified Front

\$8,859.00

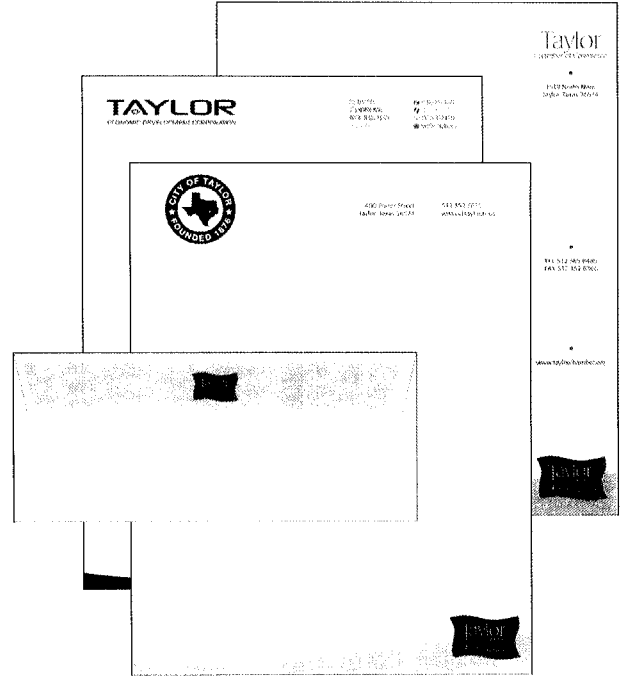
Branded Paper System

Offer paper stock with the new Taylor landmark — letterhead and #10 business envelopes — at cost for community organizations to customize for their own use by overprinting with individual organization graphics and data. Branded paper system will drive traffic to portal. Initial print run is 10,000.

Branded Promotional Items

Achieve quantity discounts and make available for purchase branded promotional items such as:

- Die-cut stickers
- Crack-n-peel name tags
- Clear static-cling window stickers for cars or storefronts
- Golf caps
- Golf shirts
- Denim or khaki workshirts
- License plate frames
- Lapel pins



Proposed Branded Paper System

CNET Portal Facelift

Provide design direction and content to CNET portal developer ii to redesign the home page as a more representative portal for Taylor.

Produce a brief animated Flash media introduction to the community that allows users the option of skipping or viewing it before reaching the home page.



Proposed Portal Home Page

Create a new area on the TaylorCNET portal entitled "Taylor in the News." Accessible from the home page, this link will take users to a sub-directory with additional links to selected news coverage favorable to Taylor.

A "Newsroom" link in the sub-directory will take the user to an archive of news releases, feature backgrounds, and photos available for publication.



Marketing Services Proposal *continued*

Focus on the Home Front **\$21,165.00**

Develop Awareness for Community Resources

Promote community programs and resources to Taylor audiences including those that don't routinely access traditional media outlets with static displays in public places, ads in and on CARTS buses, mail inserts in City water bills, and screensaver ads on all public access computers.

Support Home Sales

Develop and produce a .pdf document (updated each fall) that shines a positive light on the community to bolster home sales. Document will highlight positive aspects of living in Taylor not generally known outside the community. Distribute to local real estate professionals and homebuilders.

Media Relations **\$8,970.00**

Background News Kit

Develop a news kit with background stories and feature teasers. Distribute to Central Texas media organizations. Periodic follow-up and on-the-ground coordination of reporting will ensure quality coverage.

Creating Coverage

Develop unique media experiences and promotions as stand-alone features or in conjunction with other events.

Advertising Promotion **\$10,785.00**

Court Home Buyers

Develop and place ads to run periodically throughout the year on the Real Estate Search pages of the *Austin American-Statesman* Web site.

Promote Commercial Real Estate Development and Absorption

Develop and place an ad to run three times per year in Central Texas's most influential publication for commercial real estate professionals and developers.



Marketing Services Proposal *continued*

Relationship Marketing **\$10,220.00**

Optimize Exposure through Marketing Partnerships

Identify and evaluate opportunities to leverage promotional capital and extend exposure through strategic participation in regional collaborations and collective marketing initiatives in the areas of:

- Economic development*
- Real estate*
- Tourism
- Food

* *It will be most appropriate for TEDC to represent the community with some of these organizations.*

**Total Budget for Marketing Services
Proposed Herein** **\$59,999.00**

**Funding Recommendation for
Phase II Marketing:** **Not less than \$120,000.00**

**Funding Recommendation for
Phase III Marketing:** **Not less than \$120,000.00**



Note: In order to fully meet economic development goals there are additional marketing activities not included in this proposal that should be the primary responsibility of the TEDC.