

**To:** William Nusser, City of Larned Mayor  
**From:** Sarah Moreland, Bajillion Agency  
**Re:** Larned and Pawnee County Next Steps Action Plan - 2019 Campaigns  
**Date:** June 17, 2019

The following is an estimate for a multi-year marketing execution plan that will build off of the momentum gained by the launch of the new community branding and messages. This proposal will provide accountability for and assistance in executing your marketing plan.

Objectives:

- Increase positivity and pride within the community
- Build brand champions from within
- Maximize on regional tourism opportunities
- Be consistent for best results
- Take your message to the world

## YEAR 1 | BUILD BRAND CHAMPIONS

### Support Local Campaign

Your best brand champions currently live in your community. Through an internal pride campaign, we will encourage residents to increase their local and county spend by 10% per month and be advocates for Larned and Pawnee County. The spending campaign will infuse more money into the local economy and build on your community pride momentum.

This process will produce the core creative concept for a unique campaign that will stand out, be noticeably different, yet tie together with other Larned/Pawnee co-branded elements. Our goal will be to cause prospects to pause, take notice and perform your desired action. Through concept development, we will define the core of your story, value proposition and unique offer, and distill it in a manner that makes the greater story easily understood and highly compelling. This will set the tone for the copy and “feel” of all the elements developed to support the campaign.

Includes copywriting, design and print production management of the following:

- Poster / flier to hang in public areas and stores
- Postcard for direct mail
- Bag insert card for stores to tuck in bags, encouraging patrons to support local
- Newspaper ad
- Window decal for cars and business windows



## **Support Local Campaign Videos**

Our approach will include two videos to bring the campaign to life on screen in an emotionally engaging way. The video will be approximately 1:30 in duration for website and Facebook, and will be edited into a :15 or :30 spot for additional uses such as YouTube and Hulu pre-roll. We will provide concepts for approval prior to shooting. Includes:

- Scheduling, coordination and meetings
- Key message development
- Concepting
- 1 day of shooting
- Editing and music selection
- Production of one, 1:30 video and a :15 or :30 cut
- File delivery

## **Support Local Campaign Website Content + Social Graphics + Calendar**

We will develop website content for the internal campaign and provide instructions for where they should live on your community websites and social platforms. Your community social media pages should consistently promote the campaign, with content featuring local businesses and people who have taken the pledge and are sharing what they are doing to support local. To help your team execute this effectively, we will provide:

- Facebook cover art featuring the campaign
- 3 Social posts promoting the campaign
- Social media content calendar for first 3 months of the campaign
- Website content development and delivery to your web team



## **Quality of Place: Larned Explores Video Series**

Quality of place is how many communities recruit workforce and entrepreneurs to choose to live in their community. As a desired outcome for visitors to consider a move to Pawnee County, quality of place should also be a high priority reflected in your marketing efforts. People travel to Pawnee County from all over the nation to hunt for whitetail deer. But this national treasure is barely mentioned on your community websites. This is an incredible untapped opportunity!

Video provides a platform to tell a great story in a compelling way. Our approach will include videos that will create an emotional connection with your audience and drive action. We will shoot an overview video detailing the hunting, outdoor attractions, activities and historical sites that your area offers. Then we'll utilize the footage for a series of interest-specific micro-content. These impactful videos will feature powerful visuals and successful hunts that will inspire enthusiasts to plan a trip to the area to experience what only Pawnee County can offer.

### **Video Series Includes Production of:**

- Larned Explores - Outdoor Recreation Overview Video - up to 2:00
- Whitetail Deer Hunting Video - up to 1:30
- Historical Sites Micro-content - :15
- Trails Micro-content - :15
- Fishing Micro-content - :15
- Bird Hunting Micro-content - :15
- Deer Hunting Micro-content - :15

### **Video Series Scope of Work Includes:**

- Scheduling, coordination and meetings
- Key message development + concepting
- Up to 5 days of shooting (2 in September, 3 in October)
- Editing, music selection
- Production of one, up to 2:00 overview video
- Production of one, 1:30 hunting video and four :15 spots: one each for trails, historical sites, fishing and hunting



## **Quality of Place: Larned Explores Photography Series**

Professional Photography helps establish a firm foundation to grow marketing efforts and provides assets that can be used across websites, social media and print. We will capture the sites of interest, natural beauty of the area, and images of hunting and outdoorsmen (and women) in action.

### **Photography Series Includes:**

- Hunting 15-20 images over a 2-day shoot
- Trails + Outdoor Activities 15-20 images over a 2-day shoot
- Historical Sites 15-20 images from a 1-day shoot

### **Photography Scope of Work Includes:**

- On-location photo shoots up to 5 days (2 in September, 3 in October)
- Scheduling and coordination of people
- Color correction and editing of images
- Library of 15-20 images edited professionally for each category (45-60 total)
- Unlimited license for use of photos

## **Larned Explores Website Content + Social Graphics**

We will develop website content for Larned Explores that will showcase the beauty and excitement of Pawnee County, and provide instructions for where they should live on your community websites. We will provide copy and imagery that can be turned over to your team for execution on the website. Additionally, we will craft a series of 24 social posts utilizing the videos and photography, and a social media content calendar for posting.

- 24 social media posts, utilizing the photography and videos
- Social media content calendar for campaign
- Website content development and delivery to your web team

## **Quarterly Strategy + Accountability Sessions**

We'll meet once a quarter for a 90-minute session to talk big picture strategy, social media strategy, etc. and next steps. From the meeting we will identify special projects that can be executed by your team or ours. We'll send a report following the meeting recapping the ideas and next steps, and who will do what. Each quarter we'll be checking in to make sure you are executing your plan.



## YEAR 2 | TAKE YOUR MESSAGES TO THE WORLD

Once we have everyone in Larned on board, it's time to tell everyone else (at least regionally) about the good things going on for you. Earned media is a sound strategy for any organization that wants to have positive, top of mind exposure. Managing the media is critical for a town making headlines—whether they want to or not. Paid media placement puts your community in front of new, ideal target audiences.

### Social Media Management

We will create a social media strategy and map out a content calendar that outlines the content types, specifics, and action items for creating the content. Then we will create, upload, and tag four Facebook posts and four Instagram posts per month, providing fresh, diverse, and high-quality content.

Additionally, we will look for time-sensitive opportunities to engage partners and share news stories involving your company and partnering companies, expressing gratitude. We will post position ads when you're hiring and boost posts for additional engagement. We will manage daily engagement on your pages, inviting people who "like" a sponsored post to like your page, replying to comments, and providing feedback as needed.

Examples of social content / post types:

- Videos and photography from your quality of place shoots
- Keeping your Support Local Campaign fresh and top of mind
- Bringing your core values and key messages to life with imagery and text
- Features on local businesses - leaning on your team for shooting photos
- Town events - utilizing your event promotions, driving traffic to the web pages

### PR: Assembling Content + Pitching Stories

Our PR approach for PC/L will include:

- Proactively searching for angles that will generate positive earned media coverage of the community regionally and within interest groups and developing pitches accordingly
- Crafting press releases and informing media contacts of area news
- Management of the pitch process: following up with contacts, providing content and setting up interviews, as needed

### Digital Advertising Management

Digital ads on social platforms will help you get in front of and stay top of mind for your ideal target audiences where they are consuming information and being entertained. This proposed budget will be used for research, campaign implementation, and campaign management for Facebook and Instagram campaigns, boosting your social media content to ideal target audiences across Kansas. We will determine the best daily budget and the desired actions you want to pay for such as clicks or impressions. We will monitor each medium closely and optimize as necessary to ensure the most effective use of your budget.



## 2019: Build Brand Champions

### Support Local Campaign

**Timeline: Developed in Aug. & Sept. 2019 for use starting in Oct. 2019 (before Christmas)**

Campaign Development	\$6,300
Support Local Videos	\$7,950
• 1:30 video	
• :30 version	
Support Local Website Content + Social Graphics + Calendar	\$2,500
Digital Advertising + Management Budget	\$3,000
<b>Total for Support Local Campaign</b>	<b>\$19,750</b>

### Quality of Place - Larned Explores Campaign

**Timeline: Shoots Aug.-Nov. 2019, editing in Dec. & Jan. for use in 2020**

Quality of Place Video Series - 7 Video Campaign	\$18,950
• Larned Explores Overview Video - up to 2:00	
• Whitetail Deer Hunting Video - up to 1:30	
• Historical Sites Micro-content - :15	
• Trails Micro-content - :15	
• Fishing Micro-content - :15	
• Bird Hunting Micro-content - :15	
• Deer Hunting Micro-content - :15	
Quality of Place Photography Series	
• Hunting Photography	\$5,750
• Trails + Outdoor Activities Photography	\$5,750
• Historical Sites Photography	\$3,750
Quality of Place Webpage Content Creation + Coordination	\$1,500
<b>Total for Quality of Place Campaign Elements</b>	<b>\$35,700</b>
<i>Kansas Outdoor Corps Sponsorship</i>	<i>-\$3,000</i>
	<b>\$32,700</b>

### Quarterly Strategy + Accountability Sessions

*Included with \$50K+ contract*

(4 for \$5,400 if contract is under \$50K)

<b>2019 TOTAL</b>	\$52,450
5% discount when paid up front in full	<u>-\$2,623</u>
	<b>\$49,827</b>

## Year 2020: Take Your Messages to the World

(Starting in January 2020)

Social Media Management	\$1,750 x 12 mo. = \$21,000
PR: Assembling Content + Pitching Stories	\$1,700 each x 2 = \$3,400
Digital Advertising + Management	\$1,000 / mo. x 12 mo. = \$12,000

<b>2020 Total</b>	<b>\$36,400</b>
Add Quarterly Strategy + Accountability Sessions	\$5,400



## Terms

Quoted costs are based on our current understanding of your needs. If it is determined during the course of the project that additional needs or functionality is required, an estimate will be provided at that time. All estimates include account service and meetings. Estimates do not include printing or licensing fees unless specified.

Video and photography quotes assume cost savings based on economies of scale of using the same shoots for both projects. Standard music license costs are \$199 per song, per video, and will be billed among initial expenses. This estimate is based on our current understanding of the project, that you are an organization with fewer than 500 employees and your final video will be utilized online and/or for live events. Should you choose to sponsor your video via digital media or request this run on broadcast, please be advised that we must seek a custom music license quote for these purposes on your behalf. Music license costs for sponsorship and broadcast vary based on your organization size, length of media buy, and broadcast or social region you are covering and may range \$1,000-\$2,500 per song, per video.

Travel costs for this project will be submitted for reimbursement with final billing and may include:

- +Rental car, not to exceed \$100 / day
- +Hotel for up to (2) crew people, not to exceed \$150 / person
- +Per diem not to exceed \$50 / day / person
- +Mileage reimbursed at \$.55 / per mile and tolls, if applicable
- +Hourly travel fee for each crew person at \$75 / per hour for trips outside 50 miles of Topeka

\*These rates assume timely communication allowing us to book travel 4-6 weeks in advance of our shoot in order to seek the lowest rates available. Should delayed approvals or communication prevent our ability to book travel ahead of a 4-week window, these maximums cannot be guaranteed and we will book the best rates available.

Certain concepts do not require talent. Should we recommend a concept that includes talent, we will provide talent options and an estimate for fees prior to booking and submit costs for reimbursement with final billing. Average agency represented talent rates are \$75-\$100 / hour / actor or model + 15% agency fee and talent mileage reimbursement. For example, a half day shoot with one actor traveling 40 miles would be \$367 (\$75 x 4, 15% Mark up at \$45, Mileage at \$22).

Certain concepts may require props and location fees/donations to support the visual concept. MotoVike Films always scouts for props and locations, balancing your ideal aesthetic with your budget. We will identify props and locations in your best interest for a reasonable fee, and negotiate or locate these items on your behalf, purchasing for reimbursement with final billing. Many visual concepts do not require the coordination of locations or props outside of your organization. Should we proceed with a narrative concept, prop and location fee costs typically range \$1,000-\$1,500.

---

**Signature**

**Date**

Water Project: \$4.7 million  
 Options do not include any "free" water  
 Option 1 does not make the city eligible for grant funding

2018 Consumption 200,000  
 # of bills per year 22,000  
 Residential bills 19,000  
 2018 Revenue \$ 800,000

### Water Rate Options

	Base Rate	Per 1000 Gallon	Price for 5000 Gallons	Yearly Revenue
Option 1	\$ 18.24	\$ 3.04	\$ 33.44	\$ 1,009,280
Option 2	\$ 18.24	\$ 3.16	\$ 34.04	\$ 1,033,280
Option 3	\$ 14.30	\$ 3.94	\$ 34.00	\$ 1,102,600

### Pool Surcharge Options

	Surcharge per bill	Impact for Resident	Yearly Revenue
Option 1	-	-	-
Option 2	\$ 1.00	\$ 12.00	\$ 19,000.00
Option 3	\$ 2.00	\$ 24.00	\$ 38,000.00
Option 4	\$ 3.00	\$ 36.00	\$ 57,000.00

\* all residents on city water would receive free pool pass

City	Minimum Cost	Cost for 5,000 Gallons
Beloit	\$ 19.78	\$ 39.78
Ellsworth	\$ 18.92	\$ 49.91
Hesston	\$ 8.00	\$ 14.20
Hillsboro	\$ 29.00	\$ 53.60
Hoisington	\$ 25.00	\$ 48.55
Holcomb	\$ 8.65	\$ 12.05
Kinsley	\$ 18.52	\$ 24.52
Larned	\$ 18.24	\$ 24.32
Lindsborg	\$ 12.00	\$ 21.00
Lyons	\$ 12.00	\$ 25.55
Nickerson	\$ 22.75	\$ 30.25
Russell	\$ 27.00	\$ 57.94

Pool Surcharge

	Option 1	Option 2	Option 3
Option 1	\$ 33.44	\$ 34.04	\$ 34.00
Option 2	\$ 34.44	\$ 35.04	\$ 35.00
Option 3	\$ 35.44	\$ 36.04	\$ 36.00
Option 4	\$ 36.44	\$ 37.04	\$ 37.00

### CDBG Timeline

9/30/19 Applications Due  
 1/2020 Grants Awarded  
 4/2020 Design Stage Begins  
 1/2021 Go out for Bids  
 8/2021 Completion of Project



JORDAAN MEMORIAL LIBRARY

2020 PROPOSED BUDGET

REVENUES

City Appropriation	\$173,000.00
County Appropriation	\$47,400.00
Fines & Fees	\$2,000.00
Miscellaneous	\$2,000.00
<hr/>	
Total Revenues	\$224,400.00

EXPENDITURES

Salaries	\$115,000.00
Payroll Taxes	\$15,000.00
System Contract	\$7,500.00
Books, Periodicals & A/V	\$35,000.00
Utilities	\$22,000.00
Maintenance & Repairs	\$6,000.00
Supplies	\$5,000.00
Insurance	\$7,866.00
Travel & Dues	\$0.00
Miscellaneous	\$1,000.00

Service Contract	\$1,050.00
Program Expenses	\$0.00
Juvenile Services	\$2,000.00
Capital Improvements	\$1,000.00

---

Total Expenditures

\$218,416.00



June 3, 2019

City of Larned  
417 Broadway  
Larned, KS 67550

Youth Core Ministries  
PO Box 231  
Larned, KS 67550

**“Circles helps by bringing people together in our community!”**

*Larned Core Circles Phase 1 Graduate*

Dear City of Larned:

Here at Circles we help families build their 11 resources to assist them in their path out of poverty. Those 11 resources are Financial, Emotional, Mental, Language, Social Capital, Physical, Spiritual, Integrity and Trust, Motivation and Persistence, Relationships/Role Models, and Knowledge of Hidden Rules. On average it takes a person 2 years to walk out of poverty. We had 14 individuals graduate from phase 1 and they are starting their journey out of poverty.

We are incredibly grateful for your support of our program. It is the vision of Core Circles to see the landscape of poverty in our community change forever. **Already we have had two individuals step out of economic poverty!** 13 out of 14 graduates have seen fantastic growth and life achievements, detailed below.

We would request that the City of Larned continue its \$500/month pledge through the 2020 calendar year. This support has been essential in launching this program. We are actively working to grow our financial long-term sustainability. Your financial gift makes a significant impact on the impoverished in Larned.

Respectfully,

Teniesha Johnson  
(619) 361-6565  
[thayless001@gmail.com](mailto:thayless001@gmail.com)

**Pawnee Core Circles 13 Graduates**  
**First 20 Weeks of Core Circles**

Leader 1

- **Out of Financial Poverty!**
- Turned an apprenticeship into full time work.
- Gained full custody of his son
- Continuing to go and participate in all his D.O.C appointments
- Continues in his recovery and has continued to stay sober and drug free

Leader 2

- Ended a long-standing pattern of dramatic over drafting bank account
- Out of debt with bank

Leader 3

- Created a budget
- Calculated income needed for stability
- Starting meeting with a counselor
- Looking for a better job

Leader 4

- **Out of Financial Poverty!**
- Acquired safe housing
- Opened a bank account
- Left an abusive relationship
- Regularly meeting with a counselor

Leader 5

- He had medical issues and no medical insurance
- He was able to get health insurance, providing him significant emotional stability

Leader 6

- Acquired safe housing
- Obtained medical insurance
- Got glasses
- Started getting mental health services

Leader 7

- Acquired safe housing
- Increased income an extra \$600 a month with a part time job
- Bought a vehicle
- Eliminated a toxic relationship
- Sought help for addiction

Leader 8

- Learned new parenting techniques
- Left an abusive relationship
- Built a healthy friendship
- Starting mental health services

“Circles has helped me a lot and other people too.”

Leader 9

- Bought a car
- Tagged and insured that car
- Fixed a leaky roof that has been an issue for years

Leader 10

- Started school to become a CMA

Leader 11

- Acquired a better paying full time job
- Presented to and hopefully will work with the city on the new pool

Leader 12

- Increased hours at work
- Increased income coming into the household
- Left an abusive and toxic relationship
- Began receiving mental health services
- Learned new parenting techniques
- Was able to get custody back of her children

“Circles helps by bringing people together in our community! It helps people get jobs if they are really trying in life, when we graduate it shows we are trying to be better.”

Leader 13

- Created a job resume
- Applied for jobs
- Interviewed for jobs
- Followed up on jobs
- Attending college
- Began an exercise program
- Learned new parenting skills

“Circles helps with what you need, like helping me with a resume and finding a new job. People who are struggling it helps breaks down and show what poverty is and what you need to do to get out of it.”



**January - December 2019  
Expense Budget**

ESSDACK/Contract Fee	12,500.00	
Circles USA/Contract Fee	1,800.00	
Circles Staff Training	1,500.00	
Curriculum/Program	1,000.00	
Attendee Stipend	4,000.00	
Bridges Training	1,200.00	
Attendee Fuel	2,400.00	
Meals	1,200.00	
Childcare Supplies	900	
Supplies	1,500.00	
Development	1,500.00	
Liability Insurance	960	
Administration	6,500.00	
	<b>Operations</b>	<b>36,960.00</b>
Circles Director / Liaison	17,081.00	
Childcare	2,506.76	
	<b>Staff</b>	<b>19,587.76</b>
Pawnee Co. Circles Benevolence	5,300.00	
	<b>Benevolence</b>	<b>5,300.00</b>
	<b>Total Expense:</b>	<b>61,847.76</b>