

Brooke, Sheryl

From: Howington, Jane <jhowington@hudson.oh.us>
Sent: Wednesday, January 30, 2019 3:25 PM
To: City Council and Mayor
Cc: Roberts, Jody; Hannan, Greg
Subject: FW: Downtown Phase II Educational Campaign Costs

Mayor Basil and members of Council.

Last night staff was asked to provide information on expected costs for the phase 2 ballot. Below please see information from Jody on the expected costs of providing information from the City. This is consistent with what was done during the phase 1 process. Should Council decide they want to have additional information or mailings, the costs that Jody provided would be adjusted to the number of mailings or ads you desire.

We don't expect any other costs associated with educating the public on phase 2 at this time.

As you know the City has contracted for renderings (\$24,500) as part of the arch review and final plan information. Both of these review processes will continue moving through their reviews but we don't assume incurring additional costs for those reviews.

I believe the arch board has used Kevin Zak for assistance in reviewing the concept plans but I do not know if they will request additional time from him.

We have this discussion topic on the tracker for February 12th workshop. Should you need anything further on this matter, please let us know so we can have it ready for that discussion.

Thanks.

Jane

From: Roberts, Jody
Sent: Wednesday, January 30, 2019 2:18 PM
To: Howington, Jane <jhowington@hudson.oh.us>
Cc: Hannan, Greg <ghannan@hudson.oh.us>
Subject: Downtown Phase II Educational Campaign Costs

Jane,
Per City Council's request, following is a cost estimate for out-of-pocket expenses for educational materials/mailings regarding the Downtown Phase II ballot issue. The majority of the educational campaign will be done by in-house staff and disseminated through in-house venues, such as the website, e-newsletters, and social media. We do not plan to use outside marketing services for the educational campaign.

One Mailing to all Households:

Design, copy and layout done in-house.
Printing and Mailing: \$4,000-5,000

One Educational Print Ad in the Hub Times (1/2-page, includes online ad and sticky note option if we decide to use those):

Design, copy and layout done in-house.
Ad Cost: \$800

TOTAL COST ESTIMATE: \$4,800 - \$5,800

Let me know if you need any additional information.

Jody Roberts