

Ordinance No. 14- 18

**AN ORDINANCE APPROVING THE ENGAGEMENT OF HPR  
MARKETING AND CONSULTING**

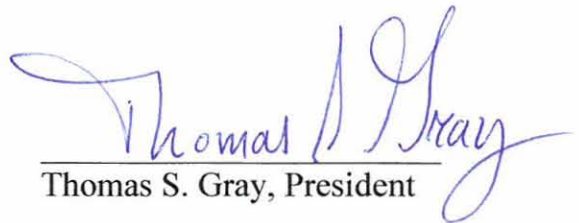
*BE IT ORDAINED BY THE PRESIDENT AND BOARD OF TRUSTEES OF THE  
VILLAGE OF CHATHAM, SANGAMON COUNTY, ILLINOIS, AS FOLLOWS:*

**SECTION 1:** That certain contract between HPR Marketing & Consulting Group and the Village of Chatham, a copy of which is attached hereto, is hereby approved.

**SECTION 2:** The proper officers of the Village are authorized and directed to carry out the agreement by its terms.

**SECTION 3:** This Ordinance is effective immediately.

PASSED this 8th day of April, 2014.

  
Thomas S. Gray, President

ATTEST:

  
Pat Schad, Clerk

AYES: 6 CLAYTON KIMSEY BOYCE  
NAYS: 0 HOLDEN FORMEA SCHATKEMAN  
PASSED:  
APPROVED: 4-8-14  
ABSENT: 4-8-14

**ORDINANCE CERTIFICATE**

STATE OF ILLINOIS                    )  
  ) SS.  
COUNTY OF SANGAMON            )

I, the undersigned, do hereby certify that I am the duly qualified and acting Village Clerk of the Village of Chatham, Sangamon County, Illinois.

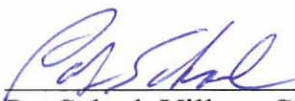
I do further certify that the ordinance attached hereto is a full, true, and exact copy of Ordinance No. 14-18, adopted by the President and Board of Trustees of said Village on the 8<sup>th</sup> day of April, 2014, said Ordinance being entitled:

**AN ORDINANCE APPROVING THE ENGAGEMENT OF HPR  
MARKETING AND CONSULTING**

I do further certify that prior to the making of this certificate, the said Ordinance was spread at length upon the permanent records of said Village, where it now appears and remains.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of said Village this 8<sup>th</sup> day of April, 2014.



  
Pat Schad, Village Clerk



# Village of Chatham

Marketing Proposal for April 2014 – February 2015

**Presented by: Wally Hamlin & Kari Downey,  
HPR Marketing**

**Date: April 1, 2014**

## Next Objectives for Chatham's Economic Development Goals:

1. Continue the existing communication efforts
2. Prepare for the Chicago Deal Making Show and implement communication efforts for new prospects gained

### April 2014 – July 2014

During this time period, the primary needs will be to:

- Send out monthly eblasts to all current leads. These eblasts will contain news and statistics pertaining to the economic development of Chatham, as well as listings of available commercial real estate in Chatham.
  - HPR will develop all copy and design elements of the monthly eblasts and handle the deployment of the eblast
  - HPR will also track the click thru and open rates of each eblast
- Continue posting economic development and Shop Local messages on Facebook
  - HPR will develop the posting topic for each week and provide all necessary copy and graphics
  - HPR will also monitor the Facebook page and work with Pat in the Village Office when a response is needed on a comment made to the page
  - Look into doing promoted posts to increase followers on the page
- Take advantage of capturing the spirit of Chatham at community events through photography.
  - HPR will be available to take pictures of community events so that the Village will have these pictures available for all collateral.
    - Ownership of all photographs will remain with the Village of Chatham
- Keep the Shop Local page on the Chatham website updated.
  - HPR will continue to switch out the 3 featured businesses on the Shop Local page every 10 days. These 3 featured businesses will also get featured on the Village Facebook page
- Submit content for inclusion in the Village newsletter. HPR will provide articles related to the economic development and Shop Local campaign.
- HPR will continue to work with the Chatham Chamber of Commerce
  - Communicate efforts
  - Supply the Chamber with any information they may need to provide to prospective businesses that contact the Chamber (i.e. folders, marketing materials created by the Village, etc.)
- Monitor the website traffic to the economic development and shop local page on the Chatham website
  - HPR will pull monthly analytics reports and email them to Chatham with a summary recap

HPR will provide the board with a written progress report each month

## August 2014 – February 2015

In looking at August through February 2015, the shift of focus will turn to preparing for the 2014 ICSC Chicago Deal Making Show (in October):

- Booth preparation
  - Develop a booth layout. Materials from last years show will be reused, however, changes to the layout and the addition of items, as needed, will be determined.
  - Analyze data in the Chatham packets and make any necessary updates
  - Develop execution plans for those who will be manning the Chatham booth
- Pre show activity:
  - HPR will contact the ICSC to determine if an attendee list is available. HPR will also develop a list of all exhibitors.
    - An eblast or letter will be sent to all attendees and exhibitors encouraging them to visit the Chatham booth
  - HPR will contact key attendees/exhibitors via phone to secure meetings with Chatham during the show. HPR will work with the Village to identify these key prospects.
- Post show activity:
  - HPR will add all leads to the Chatham CRM
    - All email addresses attained will be added to the eblast distribution list
  - Follow up communication - HPR will contact all leads via phone
- Shop Local Campaign
  - HPR will develop a plan to re-engage community support of local businesses.
    - Revamp the Shop Local web page
    - Continue with Shop Local messages on Facebook
    - Additional inserts in the utility bills sent out to all residents
- Public relations will be included as needed. When applicable press releases will be submitted to all appropriate media. For strong newsworthy items, working towards articles and media interviews will be a pertinent initiative.
- HPR will also continue with the items outlined as part of the April – July period:
  - Monthly eblasts
  - Facebook maintenance
  - Content for Village newsletter
  - Website analytics reporting
  - Updating the Shop Local webpage with new featured businesses
  - Photography of Chatham community events
  - Communication with the Chatham Chamber of Commerce

HPR will provide the board with a written progress report each month and will appear at the board meetings on a quarterly basis to provide updates.

## Pricing Structure

HPR will develop and facilitate the implementation of all strategies with a goal of accomplishing the objectives set forth. HPR's monthly retainer will be:

\$1,475 for the months of April, May, June, & July 2014

\$2,850 for the months of August, September, October, November, December 2014 and January, February 2015

Services that will be in addition to HPR's retainer (if the Village decides to move forward with these) will be:

- Direct mail (printing and postage)
- Printing of promotional materials
- Email Marketing Tool - \$15/month
- Website updates (any fees from the website admin – MCS)
- CRM system annual renewal (\$60/year per user)
- Booth rental fees for the ICSC Chicago Show
- Facebook promoted posts

HPR will provide the Village with quotes for these items and will not move forward on any item without the Village's approval.