

2014/15 CITY OF LAS VEGAS ECONOMIC
DEVELOPMENT MARKETING INITIATIVE
July 2014 through June 2015



Proposed by: Melissa Warren and Nancy Higgins

Current Contract / New Proposed Contract

Current Contract	Proposed 2014/15 Contract
Public Relations	
Familiarization Tours	
Lecture Series and other Symphony Park-specific marketing tasks	
Social Media	
Videos	Business Testimonial Videos
Monthly E-Newsletter All research, writing, images, etc. 7 stories	Monthly E-Newsletter All research, writing, images etc. 8 stories
Website Management symphonypark.com (existing) lvdowntown.com (photo contest)	Website Management lvdowntown.com (new portal site)

2013/14 FY Measurements

- **\$4.6 million earned media on downtown Las Vegas (3x goal)**
 - Generated by FFW
 - Includes local, national and international media
- **Publicity for 132 Las Vegas businesses (75% over goal)**
- **\$390,000 in free, added-value contributions and partnerships (11% over goal)**

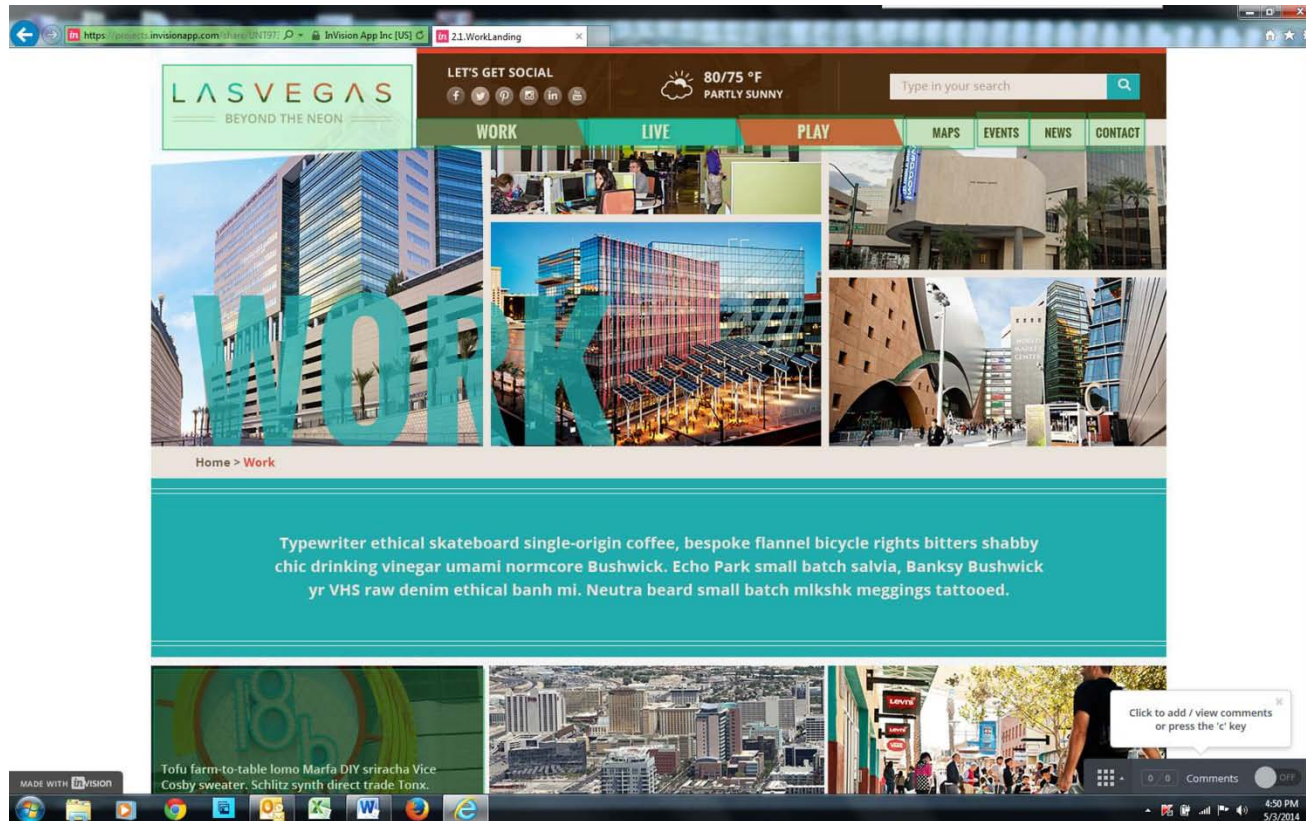
FORBES TRAVEL GUIDE

3/15/2013 @ 9:14AM | 1,585 views

Downtown Las Vegas Revival

2014/15 Scope of Work

- **Management and maintenance of new portal website – includes research, information gathering, copywriting, photography, managing technical web development process**



Scope of Work

- **Continued production of monthly e-newsletter with expanded coverage of DTLV**
 - 8 stories featured in each monthly e-blast
 - Editorial content, interviewing, writing, image procurement and editing
 - Database management
 - Technical management

Current E-Newsletter



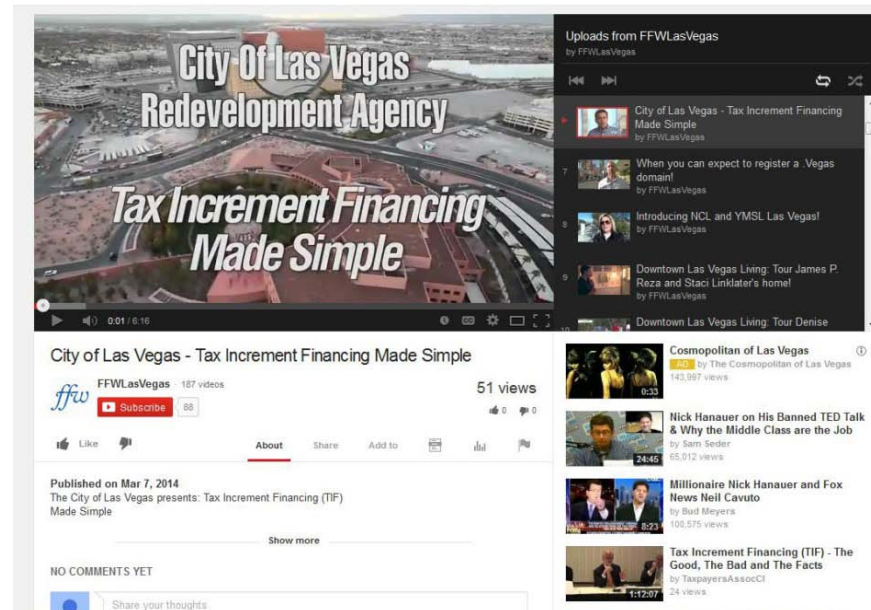
Upcoming E-Newsletter

Downtown News of Note

Scope of Work

- **Procurement of video testimonials from business owners about city assistance programs for use on city websites, social media, trade shows**
 - Concept, interviews, production, editing

Sample of Current Video Work: TIF Video



Proposed 2014/15 FY Contract:

\$150,000

- Fees to FFW and Nancy Higgins - \$90,000
 - Website management: weekly updates, technical update management, copywriting, image additions, concept and copy for page additions, website analytics
 - Monthly E-Newsletter: editorial content delivery, interviewing, writing, editing, image procurement, image editing, production, database management, eblast analytics
 - Business Testimonial Videos: creative development, production management and interview supervision
- Hard costs - \$60,000
 - Printing, graphic design, website and e-newsletter technical updates, search engine optimization, photography, testimonial videos: videography and editing

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