



City of Foley, AL

407 E. Laurel Avenue
Foley, AL 36535

Signature Copy

Resolution: 14-0533-RES

File Number: 14-0878

Enactment Number: 14-0533-RES

Request to develop a Graham Creek Preserve website and marketing campaign

WHEREAS, Graham Creek Nature Preserve has grown in use over the past year with visitors from throughout the area, and

WHEREAS, a website and social marketing media campaign would draw more visitors and lessen staff time for questions, and

WHEREAS, Pink Fish Marketing has developed a proposal for development of a Graham Creek Preserve website and a seven month social media marketing campaign at a cost of \$5390, and

WHEREAS, website development was budgeted under capital purchases in the amount of \$5350.

NOW THEREFORE BE IT RESOLVED that the City Council of the City of Foley, Alabama, as follows:

SECTION 1: Approves the contract with Pink Fish Marketing in the amount of \$5390 for the development of a Graham Creek Preserve website and seven months of a social media marketing campaign from Account 01-620-7020. 7040

SECTION 2: This Resolution shall become effective immediately upon its adoption as required by law.

PASSED, APPROVED AND ADOPTED this 15th day of December, 2014.

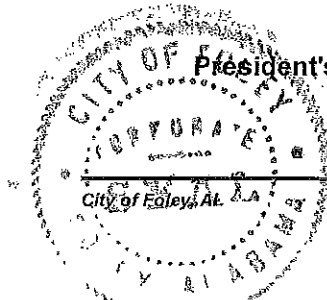
Aye: 4 President Trawick, Council Member Quaite, Council Member Blackwell and Council Member Ebert III

Abstain: 1 Council Member Hellmich

President's Signature

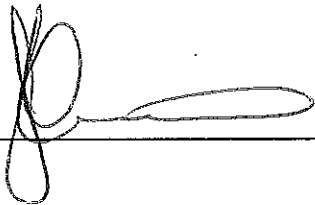
Date

12-16-14



Attest by City Clerk Victoria Southern

Date 12-16-2014

Mayor's Signature 

Date 12/16/14



1544 W. 2nd St., Ste 112
 Gulf Shores, AL 36542
 ThinkPinkFish.com
 P: 251.967.1135

Quote

Date November 17, 2014
 Valid to December 16, 2014
 Prepared for Graham Creek Nature Preserve
 Leslie Lassiter

Challenge

Graham Creek Nature Preserve seeks to boost their online presence as one of the premier outdoor facilities in South Alabama. Marketing efforts are focused on the attracting visitors to enjoy the natural surroundings, educational opportunities, and entertainment. The park envisions future marketing efforts to encompass the properties new event center and Wolf Creek Park. Graham Creek Nature Preserve competes with several local city and state owned nature facilities to gain market share of the recreational consumer. The park is searching for methods to firmly establish itself as a series of unique outdoor parks attracting both local citizens and visitors of varying ages and interests.

Solution

Launch a responsive, search engine optimized website that ranks prominently among nature park competitors while incorporating compelling imagery and messaging. This will be achieved by creating a branded, fresh site. The new site would allow for easy modification of images, content, schedule of events, and pertinent points of interest.

Approach

Pink Fish Marketing will perform a complete overhaul of the existing site to accomplish the goals set forth in our discussions. This will include refreshing the look, feel and organization of the site. Through the creation of clean, crisp lines we will provide an organized site layout allowing consumers to easily access timely information.

The new website design will include refreshed content, vivid photography, and any changes requested during our future design meetings.

Website Pages

- Home Page
- Habitat/Nature – content and images of flora and fauna, photo gallery
- Events Facilities – description of facilities, rental schedule, photography, photo gallery, and link to Calendar
- Educational Resources – teachers plans, photos gallery from onsite educational classes
- Calendar of Events – color coded
- Blog – post relevant topics on site, what's in season, tips, etc.
- Recreation – FAQ's, trail & sports maps, features on various activities at facility; disc golf, archery, mountain biking, horseshoes, kayaking, pedestrian trails, and photo gallery
- Wolf Creek Park – single page with info on the new park and amenities (we recommend this breaks out to its own site in the future if space grows)
- Contact Us – form style, map, FAQ's

Quote

Website Design & Development Plan

- Provide a custom conceptual design
- Develop a site usability/architecture study
- Includes a content management system (CMS) allowing users to update pages via protected logins
- Created with a mobile ready design for easy viewing on smart devices
- Includes Search Engine Optimization & Submission
 - Third party registration of pages with main search engines
 - Built in SEO system allows easy changes to keywords
 - Google Analytics installed for reporting and statistics analysis
- Branded appearance includes Favicon, Apple Touch icons and Windows 8 tiles branded with park image. (Think Gmail red/white envelope)
- Join our mailing list button featuring integrated 3rd party email marketing (company TBD)
- Social media integration of existing channels
- Transfer existing website URL to new website (City to maintain hosting)
- Investigate and price purchasing of additional .com and .org sites for Wolf Creek Park and Foley Environmental pages.
- Limited stock photography. We will primarily utilize existing City approved photography.
- 2.0 hrs of training for designated City of Foley staff.

Exclusions

- Custom photography
- Website server and e-mail hosting

Client to Provide

- Copy for web pages
- Approved photography
- Approval of initial site and final site prior to launch

Timing/Investment

Timing: The site is estimated to take between 45 to 60 days for completion, based upon delivery of required items from client. Initial search engine optimization will take 2 to 4 weeks based on launch of live site.

Investment: **The total site investment will be \$3,150.** Build out will start immediately upon receiving one half of the project fee (\$1,575). The remaining balance (\$1,575) will be due upon client review and acceptance of the site prior to launch of live site.

Client will provide Pink Fish Marketing with full access to the website domain during the design phase. Client take over hosting of their domain upon completion of the new site.

Ongoing Site Maintenance

- **Ongoing site maintenance can be added to this contract at an annual costs of \$480/year.**
- Ongoing site maintenance includes:
 - Minor modification to page layouts
 - Content and image updates, as needed
 - Troubleshooting & support



Quote

Our Guarantee

The quality of our work is fully guaranteed. In the event that you feel that we are not meeting the standards described herein or based on our mutual conversations and agreements, this agreement may be cancelled given a 30-day written notice.

Acceptance

Your signature below indicates acceptance of this proposal and the terms and conditions herein.

Website design & development proposal

Accepted by: Graham Creek Nature Preserve

Accepted by: Pink Fish Marketing

Signature: _____

Signature: _____

John E. Koniar

Printed Name: _____

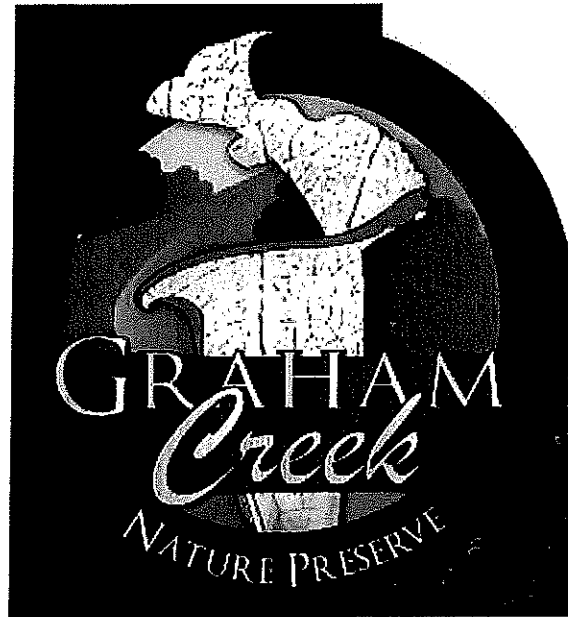
Printed Name: Kristin Roberson, CEO

Date

Date

Strategic Social Media Marketing & Email Marketing Services

for



Challenge

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Method

Graham Creek Nature Preserve will receive comprehensive digital marketing services by engaging consumers in relevant social media channels and employing email marketing tactics to ensure their message reaches target demographics. By utilizing "outside of the box" digital marketing strategies, this campaign will yield an increased consumer awareness and brand growth for Graham Creek Nature Preserve, Wolf Creek Park & the City of Foley's Environmental Programs.

Digital Marketing Proposal

Social Media Management overview

- a. 24/7, 365 monitoring and management of all social media sites
- b. Creation of annual social media marketing plan
- c. Posting of relevant content to fit within social media plan
- d. Timely response to fans comments, feedback, messages
- e. Select up to 4 events annually for a Pink Fish Social Media Manager to stage "live updates"
- f. Provide weekly consumer comments/responses and monthly social stats to management
- g. Monitor social media trends making recommendations to add relevant channels as needed
- h. *Note: Graham Creek Nature Preserve employees are encouraged to co-post "live" shots/experiences or submit to Pink Fish Marketing staff for immediate posting.*

Facebook

- I. Objectives
 - a. Dedicated Social Manager to oversee conversation 24/7
 - b. Tell your story visually
 - c. Share a mix of local news & events info, construction updates, new staff, relevant links, engaging content, personal achievement stories, promotional campaigns, etc.
 - d. Tell success stories: congratulate event winners, promote special awards, etc.
 - e. Drive traffic to website
- II. Approach
 - a. Research relevant media & create posts including Logo branded "image quotes"
 - b. Respond to messages, comments, reviews & feedback within 24 hours (*Note: During event times dedicated Social Manager will acknowledge and respond to posts within 1.5 hrs.*)
 - c. Create "events tabs" for Public Sporting Events and invite guests through your FB page
 - d. Develop monthly contests to keep your fan base engaged
 - e. Interact & network with relevant social profiles
 - f. Create custom profile covers & thumbnail images
 - g. Craft basic content in the "About Us" section and provide contact info
 - h. Create sign up link for email campaigns
 - i. Monitor & remove spam messages
 - j. Provide monthly performance report
 - k. Integrate Facebook button into website
- III. Measurements of Success
 - a. Likes, Reach, and Engagement

Twitter

- I. Objectives
 - a. Attract 20 to 30 year old user demographic providing quick, fast paced data
 - b. Dedicated Social Manager to oversee conversation 24/7
 - c. Share a mix of local news & sporting events, relevant links, engaging content, featured business partners, personal achievement stories, promo campaigns for new events, etc.
 - d. Include a mix of content, photos and videos
 - e. Vary posts between personal content and promotional content
 - f. Drive traffic to website
- II. Approach
 - a. Identify relevant Twitter accounts to follow
 - b. Use all five types of Tweets to engage with your audience (Tweet, @Reply, Mention, DM, RT)
 - c. Create and utilize relevant #hashtags
 - d. Develop monthly contests to keep your fan base engaged
 - e. Interact & network with relevant social profiles
 - f. Create custom profile covers & thumbnail images
 - g. Craft basic content in the "About Us" section and provide contact info
 - h. Create "Lists" within Twitter (Ex: Media, Event Hosts, Participants, etc.) to send up to minute info at a moment's notice to a specific group
 - i. Monitor brand mentions and social conversation
 - j. Provide monthly performance report
 - k. Integrate Twitter into website
- III. Measurements of Success
 - a. Followers, Following, and Engagement

Email Marketing Campaign – Partners & Guests

- a. Secure 3rd party system to retain client and prospect emails for future marketing
- b. Create a monthly Graham Creek Nature Preserve e-Newsletter
 - i. Focus on upcoming events, accomplishments, area fun facts, news and information
 - ii. E-Newsletter Goal: stay in front of business partners and visits, establish importance of the preserve to the community, showcase the event centers capabilities to prospects
- c. Promotional e-Blast, on an as needed basis
 - i. Focus on special announcements, pushing registrations, or boost slow periods, etc.
 - ii. E-Blast Goal: general information and driving sales
- d. Ongoing management of email database
- e. Provide monthly performance report to management

Future Social Media Sites to Incorporate in 2016 Fiscal Year

(Refer to separate bid provided for investment in full social services contract)



YouTube

- I. Objectives
 - a. Attract wide demographic of users through visual engagement
 - b. Dedicated Social Manager to oversee conversation 24/7
 - c. Drive traffic to website
 - d. Ideal for sharing visual content so users can connect easily with brand



Instagram

- I. Objectives
 - a. Attract teen to 16 to 29 user demographic
 - b. Dedicated Social Manager to oversee conversation 24/7
 - c. Post attractive area photos and funny highlights that engage users
 - d. Drive traffic to website
 - e. Use creative campaigns to show off Graham Creek Nature Preserves beauty & personality



Pinterest

- I. Objectives
 - a. Appeal to female user demographic
 - b. Dedicated Social Manager to oversee conversation 24/7
 - c. Visually share what it's like to play, live, and work in your community
 - d. Vary posts between relevant photos and promotional content



Google+

- I. Objectives
 - a. Attract this tech savvy, business oriented demographic
 - b. Dedicated Social Manager to oversee conversation 24/7
 - c. Increase visibility through search engine optimization (SEO)

Commitment & Investment

Pink Fish Marketing will serve as your backstage resource, creating and executing your digital marketing initiatives as an exclusive representative of Graham Creek Nature Preserve. We work closely with you and your selected staff to optimize the results of the digital marketing strategy. Throughout the process you will receive timely audits of the digital campaigns progress.

Timing

Pink Fish Marketing recommends a twelve month commitment period for full development, launch and ongoing support of the entire digital marketing initiative.

This proposal will be enacted on the first day upon your signed acceptance of this contract.

Fees, Terms & Conditions

- **Contract length: March 1, 2015 to September 30, 2015**
- **Digital Marketing Contract (Includes Light Social & Email Marketing)**
 - 12 Month Investment: \$320 per mo. (\$3840/yr.)*
 - Investment can be paid monthly, quarterly, or annually
 - *Introductory pricing provided for the first year client

Contract terms and billing: The monthly contractual fee is exclusive of production costs but is inclusive of all other expenses, so long as all work required is within the scope of the above listed objectives. Contract fees will be billed on the 1st of the month and are due by the 15th.

Expenses outside of the contractual fee will be billed as accrued and are due upon receipt of our invoice. Reasonable travel expenses for mileage will be billed for travel to locations outside of a 30 mile radius of the Pink Fish Marketing office (Foley, AL). Should overnight accommodations be required, additional reasonable travel expenses include full coach airfare, taxi, car rental, hotel, meals and tips.

Pink Fish Marketing does not bill for fax, courier, administrative work, telephone, duplication or related office expenses.

Conditions: The quality of our work is guaranteed. In the event that you feel that we are not meeting the standards described herein or based on our mutual conversations and agreements, this agreement may be cancelled given a 60-day written notice.

Extension, modification or cancellation of annual contract should be made no later than August 31, 2015 by Graham Creek Nature Preserve to guarantee no interruption of ongoing marketing efforts.

Acceptance

Your signature below indicates acceptance of this proposal and the terms and conditions herein.

For Pink Fish Marketing

Signature: _____

Printed Name: Kristin Roberson, President/CEO

Date: 11/20/2014

For Graham Creek Nature Preserve

Signature: _____

Printed Name/Title: John E. Koniar, Mayor

Date: 12/19/14

