

**Corona del Mar Chamber of Commerce
CdM BID Marketing**

Request for Marketing Budget Approval

Background Summary

The CdM BID Board has approved a recommendation for the City to enter into an Agreement for Professional Marketing Services with the Corona del Mar Chamber of Commerce in the amount of \$40,440 plus a \$4,000 contingency for a total of \$44,440 for FY 2020-2021. The CdM BID Board has requested modifications to the Chamber's original proposed scope of work eliminating an itemized project plan as they wish to pre-approve projects at a later date. The Chamber is proposing the approval of two project expenses from the approved budget that would prevent disruptions to the BID's scope of work or result in a negative impact on timeline performance.

For Approval

- 1) **Marketing Consulting:** Marketing Consulting fees (time) in the original proposal were built into each itemized project cost, as well as the line item "Marketing Campaigns & Programs" for additional research, meetings, reporting and communications not yet assigned to a particular project. Without a pre-approved consulting line item fee in the Chamber's proposal, it will preclude the Chamber from working on marketing assignments. The Chamber is requesting approval for Marketing Consulting Fees.

Scope of Work to Include

- Campaign research
- Reporting
- Preparation of reports
- Meetings and sub-committee meeting attendance
- Marketing Communications between the Board, City and BID Members.

TOTAL ANNUAL COST \$8,000 (Divided by 12 months – Billed monthly)

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- 2) **Website:** The CdM BID website is tended to on a daily or weekly basis depending upon events, news, campaigns, back-end updates, member database updates, reports, etc. It also links to the social share platforms for communications. The Chamber is requesting Website Management & Maintenance be approved in the agreement to prevent any delays in performance. If the BID wishes to migrate its website, this portion of the agreement can terminate upon transfer completion.

Scope of Work to Include

- **Website Hosting:** Hosting services provided through a subcontracted professional web hosting & development firm, Rhino WebGroup. Hosting Services Include: State-of-the-art Lenux Cloud Servers, Securely maintained and monitored, multiple backed-up systems, Optimized for WordPress, Quick Response time and resolution of server downtime at all times.
- **Website Management & Maintenance:** Consultant shall provide full-service website management and shall maintain the accuracy of content, programs and branding. Major website construction changes to fall under separate fee.
 - a) Content Writing
 - b) Imagery/branding/graphics
 - c) Event Promotion
 - d) News postings
 - e) General Social Media Management Integration
 - f) Database Management
 - g) Technical Support Management
 - H) Back-end User Administration

TOTAL ANNUAL COST \$7,550
(divided by 12 months – Billed monthly)

Proposed Total	\$15,550
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Fees for Services:

CdM BID Marketing Budget - FY 2020-2021

Membership decals	1200
Annual Meeting	1,000
Social Media/Communications	1,000
Office Facilities/Storage/Phone	4318
Beautification Award Program	1,000
Dolphins	1,000
Christmas Walk	5,000
Directory	7,500
Collateral/Brochures	1,422
Marketing Campaigns & Covid Relief	45,000
Website Maintenance & Mgmt	7,550.00
Website Contingency	1,000
Outreach - Other	1,000
Contingency	4,000
Total Marketing & Administration	81,990

Chamber Proposed Marketing Items For Approval

* Marketing Consulting Fee	8,000
* Website Maintenance & Mgmt	7,550
Total Proposed	15,550
Contract Amount	44,440
** Left under Contract for approved programs	28,890

* To be divided and billed monthly over 12 months

** Per Project Consulting fees may apply to Campaign Programs