



## Request for City Council Committee Action from the Department of Communications

Date: 10/08/2008

To: Transportation and Public Works Committee

Referral to: Ways and Means Committee

**Subject: Approval to enter into a contract for marketing Minneapolis tap water**

### Recommendation:

1. Authorize the proper city officials to enter into a contract with LaBreche, LLC, to provide marketing/public relations for Minneapolis tap water for a total expenditure not to exceed \$180,000.
2. As part of the contract with LaBreche, LLC, authorize LaBreche to secure monetary and in-kind sponsors as well as corporate endorsements of Minneapolis tap water.

### Previous Directives:

Prepared by: Casper Hill, Communications Specialist, 673-2342

Approved by: Sara Dietrich, Communications Director \_\_\_\_\_

Presenters in Committee: Casper Hill, Sara Dietrich

### Reviews

- Permanent Review Committee (PRC): Approval NA\_ Date \_\_\_\_\_
- Civil Rights Approval Approval \_\_\_ Date \_\_\_\_\_
- Policy Review Group (PRG): Approval NA\_ Date \_\_\_\_\_

### Financial Impact

Action is within current public works department budget.

Action is within business plan.

### Community Impact

- Neighborhood Notification – Not applicable
- City Goals - The marketing campaign promotes how Minneapolis tap water is safe, inexpensive, great tasting and better for the environment than bottled water.
- Comprehensive Plan
- Zoning Code – Not applicable

### Supporting Information

The City of Minneapolis Communications Department issued a Request for Proposals in June 2008 to secure an agency to market Minneapolis tap water.

The goal of our tap water marketing campaign is to support Public Works' effort to expand Minneapolis' wholesale customer base. This includes helping the public (our customers and potential customers) understand the quality of water we provide here in Minneapolis. Minneapolis tap water is safe, and it's a better choice than bottled. It's better for the environment, it's economical, it's safe and it's healthier.

The City of Minneapolis has invested in a state-of-the art system that provides high quality drinking water, and we have the capacity to serve a larger pool of customers. It would be cost effective for all of us if we can find ways for other communities to tap into that capacity (wholesale – as a source for off-peak, seasonal or emergency supplies).

Expanding our wholesale customer base is also a good option for the environment. The source for most metro communities' drinking water is groundwater, which can be depleted. The Mississippi River is the source for Minneapolis tap, which is a renewable source of water.

More than 20 agencies submitted responses to the City's request for proposals to conduct a tap water marketing campaign. After careful review, three agencies were selected to make formal presentations to the City's selection team, and in the end, the City team selected the LaBreche agency. This campaign would cost up to \$180,000, and would begin immediately.

### **Scope of Services**

In general, the services to be performed are overall management of all marketing, public relations and other promotional efforts. This effort will provide any marketing and advertising strategies, technical advice, creative and design work, production and distribution, and any other services required to accomplish program objectives. The expected results are the following:

#### **1) Development and execution of a marketing/promotional campaign**

Provide planning, consultation, creative and management services regarding and directing the overall marketing/promotional plan and scope of work.

#### **2) Development of a media buy plan**

Coordinate media production (including creative and scripts) based on the plan approved by the Communications Department, make media buys on behalf of the City as well as selected media partners.

#### **3) Development and execution of a plan that identifies and secures private sector cooperative sponsorships to leverage the City's investment in the campaign.**

This should include a plan to engage Minneapolis restaurants and other venues that serve Minneapolis tap.

#### **4) Development of a citizen engagement plan**

Coordinate engagement activities based on the plan approved by the Communications Department.

#### **5) Conduction of an ongoing earned media campaign to promote Minneapolis tap.**

#### **6) Acquisition of monetary and in-kind sponsors and corporate endorsements**

Secure at least one Partnering Sponsor (\$25,000 contribution), five Presenting Sponsors (\$10,000 contribution), a minimum of \$100,000 worth of In-Kind Sponsorships and an unlimited number of Tap Water Stewards (lend endorsement and/or time or assistance).

LaBreche is securing the private sector co-operative sponsorships gratis as part of the agency's investment into a partnership with the City, a value of approximately \$20,000.

**7) Creation of other campaign components**

Create, design, develop copy for, provide or select photography for, produce and distribute other marketing and advertising components (if proposed) as specified in your proposal, including but not limited to, printed pieces, signage, banners, PR events, website enhancements, and other promotional products.