



America's Small Town Capital

Mayor John Hollar

William Fraser
City Manager

City Council Members:

Dona Bate
Jessica Edgerly Walsh
Tom Golonka
Jean Olson
Justin Turcotte
Anne Watson

Jessie Baker
Assistant City Manager

To: Mayor Hollar & City Council
From: Tom McArdle, DPW Director
Jessie Baker, Assistant City Manager
Ashley Witzemberger, Executive Director of Montpelier Alive
Date: February 8, 2017
Re: 2017 Downtown Construction – Communications Plan

The Department of Public Works, the State of Vermont, the Manager's Office, and Montpelier Alive/Montpelier Business Association are partnering to ensure that the planned 2017 construction is communicated as well as possible to residents of and visitors to Montpelier. Each entity will play an important role. Below we outline the plans and ask that the City Council provide feedback and adopt this communications plan.

State of Vermont

The State of Vermont will hire FRP Enterprises (Francine Perkins) to provide communications support to the State managed paving projects. Ms. Perkins has successfully managed communications around large scale State constructions projects in the past including the Charlotte Route 7 reconstruction, the Berlin/Barre area construction in 2016, and the Roxbury Northfield VT 12A reclaim project. This contract will be funded out of existing State project funds. Ms. Perkins will be the liaison between the contractor and the public, city, and Montpelier Alive. Weekly she will prepare construction updates that will be published to the website, to her media lists, and to those who sign up for notifications. The City and Montpelier Alive will publish these updates through existing channels as well.

City of Montpelier

With the updates provided by Ms. Perkins, staff from the City Manager's Office and Public Works will publish this information to a dedicated page on the City's website, Front Porch Forum, Facebook, regular Bridget articles, and through the Manager's Weekly Report. It is also our intention to send out a city-wide mailing with the April water bills.

Additionally, the city will incorporate communications around the non-State projects also underway this summer including the underground utility work on Northfield Street, the streetscape improvement work along Taylor Street, and other projects listed here: <http://www.montpelier-vt.org/906/2017-Projects>. DPW will negotiate the fee for these additional services with FRP Enterprises. We estimate that this will cost approximately \$3,000 and will be funded through existing CIP project budgets.

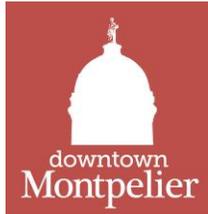
Finally, as this work will begin in May and continue into the summer, the city will coordinate with the Montpelier Public Schools, the Mountaineers, Green Mountain Transit, and other key partners who may be affected by detours and downtown work.

Montpelier Alive and the Montpelier Business Association

Since the fall of 2016 the City Manager's Office and Public Works have worked with Montpelier Alive and the Montpelier Business Association to plan for the 2017 construction. It is our shared goal to have a positive and successful campaign to ensure that people feel informed and continue to support our vibrant downtown during construction.

To this end, Montpelier Alive has developed the attached promotional plan. This will include targeted outreach, incentives, and celebrations. This promotional plan will cost \$10,500. The City believes we can fund this through FY17 budget line item adjustments. As FY17 comes to a close, if this is not possible, we will return to the Council to request a Fund Balance transfer to accommodate this unbudgeted need.

Montpelier Alive will be responsible for implementing this promotional plan. However, they will receive support from Public Works and the City Manager's Office to carry out this plan.



Montpelier Business Association (MBA)
Promotional Plan – Downtown Construction 2017
#MakeoverMontpelier

The City of Montpelier:

Now that the dates and time of downtown construction have been confirmed, the MBA and Montpelier Alive created a promotional plan designed to keep consumers spending dollars in downtown during the construction, and to give visitors and the community easy access to project updates.

We are requesting \$10,500 from the City of Montpelier to support these efforts. Below is an outline of the promotional plan that will be implemented by the MBA and Montpelier Alive. It is important to note that we will also use resources through our grant match with the Vermont Department of Tourism and Marketing to expand our outreach to include visitors as needed.

Goals:

1. Keep consumers spending dollars in downtown during the construction
2. Give visitors and the community easy access to project updates
3. Keep people positive and upbeat for the duration of the project

Target Audience:

1. Diners and shoppers
2. Community/locals from Montpelier and surrounding areas
3. Visitors & Tourists

Partners:

Montpelier Business Association
Montpelier Alive
City of Montpelier
Vermont Department of Tourism and Marketing

Timeline:

April-June 2017

PROMOTIONAL OUTLINE

Outreach -- \$3,000

- Social media campaign including sponsored posts on Facebook & Instagram
- Digital advertising
- Local print (newspaper insert)
- Local radio
- Montpelier School System
- Front Porch Forum(s)
- Eblasts
- Regular press releases from Montpelier Alive and updates to television, digital and print media outlets

Incentives -- \$3,500

- Raffles/Contests
- Packages & gift certificates
- Parking money (not free parking)
- Post construction community party

Printing -- \$ 4,000

- Large banners with construction logo & Information Links
- T-shirts for merchants
- Large format poster printing
- Business cards with parking incentive
- Newspaper inserts
- Information for Welcome Center & State House Tours
- Graphic design

Additional Efforts

- Montpelier Alive website page dedicated to updates, contests, party information, etc.
- Relaunch of Capital City Cash (tentative—working on logistics)
- New banners for light poles in time for party (Montpelier Alive)

We hope to have a very successful and positive campaign to keep a vibrant downtown during construction. We are also very excited to have smooth roads and improved sidewalks this year!

If you have any questions, concerns or ideas, please contact me by email at director@montpelieralive.org.

Most cordially,

Ashley Witzenberger on behalf of MBA & Montpelier Alive