

Marketing Consultant Contract

I. Work Objectives

Under the direction of the City of Royal Oak Downtown Development Authority (DDA) Downtown Manager, Quill Communications, the Marketing Consultant, will plan and implement a comprehensive program to market & promote downtown Royal Oak. This program will incorporate retail promotions, special events, general promotional advertising, community events and public relations per the vision and direction of the Consumer Marketing Committee.

The goal of the DDA is to increase the number of customers and foot traffic from both the immediate Royal Oak trade area and the greater Detroit metropolitan market, and to increase awareness of the DDA.

The Marketing Consultant will also strive to involve all Downtown businesses with opportunities for participation in cooperative advertising programs, promotional/special event sponsorship and public relations opportunities.

II. Services

The Marketing Consultant agrees to render professional services for the DDA as necessary to accomplish those tasks contained in this document and as described in the DDA's approved Marketing & Promotions Plan within the time prescribed.

III. Scope of Work (FY 09/10)

- A. Develop and implement an annual Downtown Royal Oak marketing & promotion plan/campaign.
- B. Organize all components of the annual Downtown Royal Oak Marketing and Promotion plan/campaign:
 - a. If necessary hire and manage additional personnel to accomplish the objectives as described in this document and the DDA's approved Marketing & Promotions Plan. Any additional employees will be employees of the Marketing Consultant and not the DDA and they will be paid by the Marketing Consultant.
- C. Recommend and implement appropriate marketing/advertising plans for each event or promotion
- D. Submit and produce product and materials pursuant to annual timeline.
- E. Enhance through promotion all components of all activities contained in the Marketing & Promotion Plan.
- F. Attend all monthly Consumer Marketing Committee meetings.
- G. Provide monthly written status reports to the Consumer Marketing Committee and the Downtown Manager that include:
 - a. Update on Marketing Consultant activities relevant to the DDA Marketing & Promotion Plan.
 - b. Monthly income and expense summaries
 - c. Monthly & cumulative allocations of funds designated to support and enhance specific DDA events/activities.
 - d. Event follow-up reports within one month of completion of event. These reports to include all pictures and video from events' news stories or features, a list of business participants, survey summary from business participants, guest feedback through raffle or intercept surveys and any other elements deemed necessary by the Consumer Marketing Committee.
- H. Create and issue appropriate press releases, as approved by the Consumer Marketing Committee and Downtown Manager and provide copies of all releases prior to sending to media.
- I. Identify public relations opportunities for the downtown and strategies to create and obtain positive media coverage. Including notification of area media outlets of downtown events and information relevant to the DDA.