

**BEACHWOOD CITY COUNCIL
COMMUNICATIONS COMMITTEE MEETING AGENDA
MONDAY, OCTOBER 26, 2020, 6:00 PM**

*Please note, this meeting will be held by video conference via Zoom and
livestreamed on the City of Beachwood website at www.beachwoodohio.com and can be viewed on Spectrum Channel 1020
and AT&T U-Verse Channel 99.*

*This Communications Committee Meeting has been duly noticed and is being held in accordance
with Ohio Revised Code Section 121.22 specific to recent Amendments made in light of the
current COVID-19 declared emergency.*

Barbara Bellin Janovitz
Mike Burkons
Alec Isaacson

Agenda Items

1. Mayor's Report
2. Discussion regarding the 2021 Communications Plan
3. A discussion regarding an Ordinance authorizing the Mayor to enter into a Contract with Entercom for Search Engine Marketing, in connection with the proposed Communications Plan for 2021, from January 1, 2021 through December 31, 2020
4. Any other matters coming before the Communications Committee

#

PROPOSED COMMUNICATIONS PLAN 2021

It has been an honor to promote the many outstanding facets of the City of Beachwood over the past 30 months. I am happy to share the communication plan for 2021, which builds upon the framework we've already developed. Feel free to call or email me with any questions. This budget increases the amount spent with CivicPlus and Entercom, but I have adjusted other line-items so the total amount is similar to what was budgeted for 2020. The only two items that require Council approval are Beachwood Buzz & Entercom.

Beachwood Buzz

Our partnership with the *Beachwood Buzz* continues to bear fruit. We receive value above and beyond what we pay. While our City Insider section is focused on City of Beachwood events, many City employees, features, and events receive cover stories or article treatments within the editorial portion of the magazine. The *Beachwood Buzz* is the best-looking monthly municipal magazine in the area and truly reflects not only Beachwood Quality but the excellence of our local businesses, schools, and residents. It's a marvelous promotional piece for our City.

The 2020 cost of our up-to-six pages per month is \$4,987. This is the same price we paid last year: no rate increase. This cost is hundreds of dollars lower than the *Beachwood Buzz's* published ad rate, especially considering that Debby provides much of the legwork on content-writing plus the additional City of Beachwood feature and cover stories as previously mentioned. We have worked this year to truly utilize all six pages allotted the City every month.

Beachwood Buzz: \$59,844 (\$4987/issue – no cost increase this year)

Entercom: Search Engine Marketing, Search Engine Optimization, and Live Chat

Our Search Engine Marketing campaign began in November 2019 with our partner Entercom. We are focusing on promoting Beachwood as a great place to visit, build a business, and live. The top benefit of Search Engine Marketing is it uses keywords that people are already using to find websites, so the initial barrier to entry (i.e. convincing someone to review your offerings) is greatly diminished. Google is "always on" and SEM allows us to reach people immediately. The campaign has been very successful and for 2021, we will build in Search Engine Optimization so we can ultimately increase our organic hits and lower the amount we have to pay for Search Engine Marketing. Our highest-targeted keywords typically relate to buying a home or renting an apartment in Beachwood, and our click-through rate for these typically exceed 9%, which is an astronomical figure for SEM. I continue to increase the markets for our keywords and we continue to achieve a market-saturation rate of over 90%: a wonderful result.

The Live Chat function has been a very helpful way for residents to reach out to the City of Beachwood and appears to be especially appreciated by people who don't have English as their first language.

Entercom has been a wonderful partner for Search Engine Marketing and Live Chat. The team is responsive, knowledgeable and diverse, as two of the three team leads (and the ones most involved in our day-to-day activities) are African-American. It will be a pleasure to continue and broaden the work we do together in 2021 to continue to grow our traffic and click-through rates for our City website.

Entercom: \$27,000 (Live chat: \$1500; Search Engine Optimization: \$12,000; Search Engine Marketing: \$13,500)

Website: www.BeachwoodOhio.com

Budget for the website is contained to renewal fees for hosting and support for our different CivicPlus and adaptive accessibility modules.

We continue to add content to our redesigned website and have actively utilized the Alert Center and CivicSend modules to keep our residents, businesses and visitors informed throughout the COVID-19 pandemic. We reached our subscriber limit for CivicSend text messages due to the new BEACHWOOD eLIST, so the cost for that module has increased.

Social Media

Due to COVID-19 and new targeted-ad restrictions on Facebook, we have not spent as much of our budget as expected in 2020. Most of our promoted posts have been to drive take-out traffic to our local restaurants. Now that the Community Center is offering more programs, we will be promoting more posts on Facebook.

Thirty-percent of Beachwood households are on Nextdoor.com, so we have been utilizing that at no charge to update residents on important items like safety notices and construction updates.

Advertising/Printing

In hopes that people start traveling soon, we would like to bolster our tourism and business travel reach by running print ads in one-gas-tank locations like the Pittsburgh Post Gazette and possibly digital ads in *Midwest Meetings* magazine's website. (We won their reader-voted award for "Best Customized Experience" last year so we can capitalize on that once business-event travel resumes.) Our tourism reach will also continue to be augmented through our Search Engine Marketing campaign keywords.

We have budgeted for two postcard mailings in case a direct mailing is necessary, and also would like to complete an updated tourism map with Beachwood's attractions and business highlights to help support our local hotels and out-of-town visitors – a project originally budgeted for 2020 but then put on hold for obvious reasons.

Professional Groups

I will renew my PRSA Cleveland (Public Relations Society of America) and Cleveland Press Club memberships in 2021 in order to continue building relationships with local media.

Conferences

I am considering attending a virtual or in-person conference in 2021, but perhaps the Midwest Regional Digital Marketing Conference, Cleveland's Content Marketing World or a marketing-specific event by ELGL (Engaging Local Government Leaders), TBD.

2021 PROPOSED COMMUNICATIONS BUDGET, MAYOR'S OFFICE

BEACHWOOD BUZZ	\$59,844
WEBSITE/Entercom	\$27,000
SUPPLIES:	\$1,000
WEBSITE/CivicPlus:	\$12,250
ADVERTISING/PRINTING:	\$12,500
PROFESSIONAL GROUPS:	\$1,075
CONFERENCES & ED	\$4,000
TOTAL:	\$117,669

BEACHWOOD BUZZ

TOTAL: \$59,844 (\$4987/issue – no cost increase this year)

WEBSITE: ENTERCOM

Live chat: \$1500

Search Engine Optimization: \$12,000

Search Engine Marketing: \$13,500

TOTAL: \$27,000

SUPPLIES

Swag + block party game: \$1000.00

TOTAL: \$1000

WEBSITE: CIVICPLUS

CivicPlus annual fee renewal (hosting & support): \$4600.00; Custom Mobile App annual fee: \$1400.00

CivicSend Annual renewal: \$2600.00 (price increase due to increased number of subscriber slots)

AudioEye Ally Renewal: \$3650.00

TOTAL: \$12,250

ADVERTISING/PRINTING (Note: Crain's Ads are not accounted for in this budget)

City advertising opportunities (such as *Midwest Meetings* or the *Pittsburgh Post Gazette* travel brochure): \$3000

Cleveland Magazine ad (Rating the Suburbs): \$2500.00

Two Postcard Mailings (including print/service/postage): \$5000

Social Media Marketing: \$1000; City Map: \$1000

TOTAL: \$12,500

PROFESSIONAL GROUPS

PRSA Cleveland: \$375.00

Cleveland Press Club: \$100.00

Destination Cleveland Dues: \$600.00

TOTAL: \$1075

CONFERENCES AND CONTINUING ED

Marketing/Content conference, local: \$1000

Marketing/Content conference, away: \$3000.00

TOTAL: \$4000

INTRODUCED BY:

ORDINANCE NO. 2020-120

AN ORDINANCE AUTHORIZING THE MAYOR TO ENTER INTO A CONTRACT WITH ENTERCOM FOR SEARCH ENGINE MARKETING, IN CONNECTION WITH THE PROPOSED COMMUNICATIONS PLAN FOR 2021, FROM JANUARY 1, 2021 THROUGH DECEMBER 31, 2021; AND DECLARING THIS TO BE AN URGENT MEASURE

WHEREAS, the Communications Coordinator desires to renew a Contract with Entercom for Search Engine Marketing in connection with the proposed Communication Plan for 2021 in an amount not to exceed Twenty-Seven Thousand Dollars and No/Cents (\$27,000.00).

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Beachwood, County of Cuyahoga, and State of Ohio, that:

Section 1: Based upon the recommendation of the Communications Coordinator and the Mayor, the proposal of Entercom to provide Search Engine Marketing, in the amounts set forth in the proposal, which is attached hereto and incorporated herein as Exhibit "A", and the Mayor is hereby directed and authorized to enter into a contract on behalf of the City of Beachwood Entercom in a total amount not to exceed Twenty-Seven Thousand Dollars and No/Cents (\$27,000.00), for the period beginning January 1, 2021 and ending December 31, 2021.

Section 2: It is found and determined that all formal actions and deliberations of Council and its committees relating to the passage of this legislation that resulted in formal action were in meetings open to the public where required by Chapter 105 of the Codified Ordinances of the City.

Section 3: This Ordinance is hereby declared an urgent measure which is immediately necessary for the public peace, health or safety or the efficient operation of the City, and for the further reason that this contract may be effective as of January 1, 2021; wherefore, this Ordinance shall be in full force and effect immediately upon its passage and approval by the Mayor.

WHEREFORE, this Ordinance shall take effect and be in force from and after the earliest date permitted by law.

Attest: I hereby certify that this legislation was duly adopted on the 19th day of October, 2020, and presented to the Mayor for approval or rejection in accordance with Article III, Section 8 of the Charter on the 20th day of October, 2020.

Clerk

Approval: I have approved this legislation this 20th day of October, 2020, and filed it with the Clerk.

Mayor

City of Beachwood Recommended Investment

Exhibit A

	Cycle 1 JAN	Cycle 2 FEB	Cycle 3 MAR	Cycle 4 APRIL	Cycle 5 MAY	Cycle 6 JUN	Cycle 7 JUL	Cycle 8 AUG	Cycle 9 SEP	Cycle 10 OCT	Cycle 11 NOV	Cycle 12 DEC
Search Engine Marketing	\$1,500	\$1,500	\$1,500	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Search Engine Optimization	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Live Chat	\$750						\$750					
Total	\$3,250	\$2,500	\$2,500	\$2,000	\$2,000	\$2,000	\$2,750	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000

By signing the below you are agreeing to the Entercom Digital terms and conditions that can be found at: <https://entercom.com/standard-advertising-terms-conditions/>

Total Investment = \$27,000

After 3 Cycles (months) client has the option to opt out of the contract if needed



Client Signature: _____

Date: _____ Name & Title: _____