



**TWEEDY MILE ADVISORY BOARD
TWEEDY MILE ADVISORY BOARD AGENDA**

Monday, March 6, 2023 at 5:00 p.m.

**SOUTH GATE COUNCIL CHAMBERS
8650 CALIFORNIA AVENUE
SOUTH GATE, CA 90280**

**DIAL-IN-NUMBER: 1 (669) 900-6833
MEETING ID: 825 3600 5565
[HTTPS://US02WEB.ZOOM.US/J/82536005565](https://us02web.zoom.us/j/82536005565)**

Call to Order/Roll Call

Call to Order Victor Zamudio, Chairperson
Roll Call Yodit Glaze, City Clerk

Board Members

Victor Zamudio, Chairperson
Adolfo Varas, Vice Chairperson
Angela Lucero
Sylvia Masushige
Michelle Montes

City Staff

Giselle Mares, Acting Management Analyst

Meeting Compensation Disclosure

Pursuant to Government Code Section 54952.3: Disclosure of compensation for meeting attendance by the Tweedy Mile Advisory Board is \$0 monthly regardless of the amount of meetings.

Open Session Agenda

1. City update on the Shop Local Digital Gift Gard Program

The Tweedy Mile Advisory Board will consider receiving and filing the City's update on the Shop Local Digital Gift Card Program. (CM)

Documents:

[Staff Report_No.1_Shop Local SG_ March 6 2023.pdf](#)
[Staff Report 1- Attachment 1.pdf](#)

2. Business Improvement District (BID) funding request for Fiscal Year 2022/23 Budget

The Tweedy Mile Advisory Board will consider reviewing, discussing and approving the BID funding request received for marketing services. (CM)

Documents:

[Staff Report_No.2_BID Funding Request March 6 2023.pdf](#)
[Item 2 Attachment 1- BID Funding Request Form- Tripepi Smith.xlsx](#)
[Staff Report 2 Attachment 2.pdf](#)

Comments from the Audience

Comments from the Board Members

Adjournment

I, Yodit Glaze, secretary, certify that a true and correct copy of the foregoing Meeting Agenda was posted on March 2, 2023 at 5:30 pm., as required by law.

Yodit Glaze,
City Clerk

Materials related to an item on this Agenda submitted to the City Council after distribution of the agenda packet are available for public inspection in the City Clerk's Office 8650 California Avenue, South Gate, California 90280 (323) 563-9510 * fax (323) 563-5411 * www.cityofsouthgate.org

In compliance with the American with Disabilities Act, if you need special assistance to participate in the City Council Meetings, please contact the Office of the City Clerk.

Notification 48 hours prior to the City Council Meeting will enable the City to make reasonable arrangements to assure accessibility.



City of South Gate
Tweedy Mile Advisory Board
March 6, 2023

STAFF REPORT

AGENDA ITEM NO. 1

TO: Tweedy Mile Advisory Board

FROM: Giselle Mares, Acting Management Analyst, City Manager's Office

SUBJECT: City update on the Shop Local Digital Gift Card Program

PURPOSE: Staff will provide an update on the Shop Local Digital Gift Card Program.

RECOMMENDED ACTION: Receive and file.

BACKGROUND: The City Council appropriated \$115,000 in American Rescue Plan Act (ARPA) funds for the purpose of implementing a program to support local businesses located within the City of South Gate.

The COVID-19 pandemic had numerous negative impacts on communities and one of the hardest hit sectors was small businesses. Many of those businesses have experienced significant financial strains due to the shutdowns, labor shortages, and supply chain inflation costs. Small businesses in South Gate have been hit hard due to these issues and continue to struggle. Our businesses depend heavily on local foot traffic to be successful.

The Yiftee Digital Gift Card Program is an innovative way to stimulate local consumer spending, thereby supporting locally owned small and independently owned businesses in South Gate. This is a cost-effective way to stimulate the local economy and assist small businesses in recovery. It also provides additional savings to residents who shop locally. As an example, the digital gift card program would have the resident buy a gift card valued at \$25, and the program would provide another \$25 gift card for a combined \$50 in gift cards dollars to be spent locally. In other words, it is a buy one and get one free for residents.

The City entered into Yiftee's Community Card Customer Agreement to launch the program. There is no set-up or monthly costs for merchants to participate.

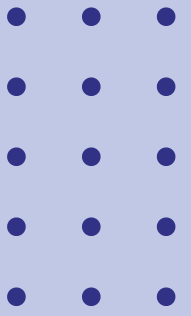
The digital gift card can only be used at South Gate businesses and those that are independently owned (no corporate owned or multi-franchise owned). The business must also operate in a physical storefront location, have a current city business license, and have no current code enforcement actions.

The amounts available in the Digital Gift Card Pilot Program are \$25, \$50 and \$100.

The gift cards launched on February 14, 2023. As of March 2, 2023 there are 20 merchants enrolled in the program and 246 gift cards have been purchased.


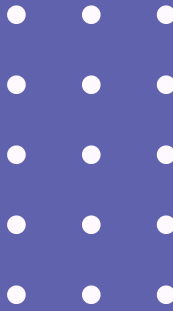
ATTACHMENTS:

- 1) Marketing Material for Shop Local SG



www.cityofsouthgate.org



- 
- 
- Buy a gift card and get one free
 - Send a card via email, text or print at home.
 - Cards can only be redeemed at participating businesses
 - Become a participating business by visiting the link on the QR code and clicking "Apply To Join"



PARTICIPATING BUSINESSES



AWARDS YOU WILL REMEMBER	3340 TWEEDY BLVD
BLOSSOM & VINE FLORAL DESIGNS	3904 TWEEDY BLVD
BOBA TREE	8934 STATE ST
CAKE & COFFEE HOUSE	3411 TWEEDY BLVD
COFFEE & CHISME	8450 STATE ST
EATGUD	3008 TWEEDY BLVD
EL PESCADOR #8	9535 LONG BEACH BLVD
EMAN COMPUTERS	4070 TWEEDY BLVD, SUITE H
EXOTICS ONLY	8330 LONG BEACH BLVD
FREDDY'S MARKET	3433 TWEEDY BLVD
FUN MOMENTS PARTY RENTAL	2500 FIRESTONE BLVD
GUAJILLO RESTAURANT	8534 LONG BEACH BLVD UNIT D
HAUS OF DIVINE	3472 TWEEDY BLVD
LIFT NUTRITION SPOT	8015 LONG BEACH BLVD SUITE E
MARISCOS Y PALETAS CANCUN	5720 IMPERIAL HWY UNIT D
MILK + COOKIES	4331 TWEEDY BLVD
RIO FOODS, INC	8411 STATE STREET
SOUTH GATE PACK N' SHIP	3848 TWEEDY BLVD
TONY'S RESTAURANT & MARISCOS	3605 TWEEDY BLVD
TOP DOG PET STORE	9932 ATLANTIC AVE



City of South Gate
Tweedy Mile Advisory Board
March 6, 2023

STAFF REPORT

AGENDA ITEM NO. 2

TO: Tweedy Mile Advisory Board

FROM: Giselle Mares, Acting Management Analyst, City Manager's Office

SUBJECT: Business Improvement District (BID) funding request for Fiscal Year 2022/23 Budget.

RECOMMENDED ACTION: Review, discuss and consider approving the BID funding request received for marketing services.

BACKGROUND: The Board has expressed interest in providing marketing services for the Tweedy Mile Business Improvement District. Tripepi Smith has a history of work in the City having produced videos, photography, and quickly informing the public about the Delta Airlines fuel dump situation and helping the city respond to public concerns. More recently, Tripepi Smith has been involved with outreach for the organics recycling (SB 1383). Tripepi Smith recently developed a project similar to what the BID is seeking with the City of Paramount called Explore Paramount (<https://exploreparamount.com/>). That project included development of a website, marketing the website through social media and visual element creation using videography and photography.

Tripepi Smith is proposing to use BID funding to create long term assets including an outreach campaign to drive interest to the Business Improvement District. The approved FY 22/23 BID Budget includes \$40,000 for general promotion of retail trade activities. Staff recommendation is for the Tweedy Mile Advisory Board to approve \$40,000 to cover the cost of marketing services by Tripepi Smith. A full proposal can be seen in Attachment 1 of this report. The project can be started in two weeks after approved and can take between three to six months to complete depending on the services approved.

Approved Fiscal Year 2022/23 Business Improvement District (BID) Budget

On May 10, 2022 the City Council approved the following BID budget for Fiscal Year 2022/23:

- a) \$1,206 for the promotion of public events which are to take place on Tweedy Mile;
- b) \$40,000 for the general promotion of retail trade activities; and
- c) \$20,000 for decoration of any public place in the area.

As a result, the Board shall approve events and activities within the approved BID budget for each eligible category listed above.

List of BID Funding Requests for FY 2022/23

BID Funding Requests	Amount
Decoration of Any Public Place in Area	
Christmas Street Decorations	\$20,000.00
Total Requested:	\$0
Budget Amount:	\$0
Budget Balance:	\$0
Promotion of Public Events	
Total Requested:	\$0
Budget Amount:	\$1,206.00
Budget Balance:	\$1,206.00
General Promotion of Retail Trade Activities	
Marketing Services-Tripepi Smith	\$40,000.00
Total Requested:	\$40,000.00
Budget Amount:	\$40,000.00
Budget Balance:	\$0

ATTACHMENTS:

- 1) BID Funding Request Form from City Manager's Office for Marketing Services
- 2) Tweedy Mile Business Improvement District Marketing Services Proposal

Parking and Business Improvement Program
Request for Funding FY 2022/23

Name & Address of Applicant:	
Tripepi Smith	
Select one:	
Non-profit organization	
Private Business	X
Name of Proposed Activity, Event or Decoration:	
Marketing Services for Tweedy BID	
Proposed Event Address/Location:	
Tweedy Blvd	
Proposed Event Date & Hours:	
Purpose of Proposed Event, Activity or Decoration:	
<p>The Tweedy Mile Advisory Board has expressed interest in providing marketing services for the Tweedy Mile Business Improvement District. Tripepi Smith has a history of work in the City having produced videos, photography, and quickly informing the public about the Delta Airlines fuel dump situation and helping the city respond to public concerns. Tripepi Smith is proposing to use BID funding to create long term assets including an outreach campaign to drive interest to the Business Improvement District.</p>	
Select the eligible category that the proposal falls under:	
1. Decoration of Public Place	
2. Promotion of Public Events	
3. General Promotion of Retail Trade Activities	X
Proposed Budget Items	Amount
Dedicated Website	
Creation of Videos	
Stock Photo Shoot	
Graphic Design	
Digital Advertising Campaign	
Total request for BID Funds	\$40,000



TRIPLEPI SMITH
marketing • technology • public affairs

Proposal submitted for:
Tweedy Mile Business Improvement District Marketing Services



City of
**South
Gate**

Submission Date: March 2, 2023
VALID FOR 30 DAYS

Submitted By:
Ryder Todd Smith, Co-Founder & President





Executive Summary

Thank you for the opportunity to present Triepi Smith's offerings in response to the City of South Gate's request for marketing support of the Tweedy Mile BID. This proposal offers the full array of Triepi Smith services related to delivery on the requested needs of the BID.

Triepi Smith is a team of over 40 communication experts—robust enough to offer experienced and effective professionals for the job, yet small enough to be nimble and responsive. We offer a spectrum of skills that allows us to match the appropriate resource to the task at hand, letting us execute faster and reduce engagement costs. These resources vary by both years of experience and core hard skills (graphic design versus videography versus writing versus social media, for example). The result: we have an ability to tell a complete story across mediums, all within our one team. The City will only need one communication partner.

Triepi Smith is a force multiplier for the communication operations in cities across California. From Napa to Pismo Beach to La Cañada Flintridge to Carlsbad and out to Indian Wells, Triepi Smith is actively working with dozens of city governments and public agencies. We gain insights from the breadth of our work and share that knowledge with our city clients. No other communication firm has the city client depth and diversity that Triepi Smith offers.

Our firm also has a history of work in the South Gate community having produced videos for the City previously, having been involved in quickly informing the public about the Delta Airlines fuel dump situation and helping the city respond to public concerns. More recently, Triepi Smith has been involved with outreach for the organics recycling (aka SB 1383).

We look forward to the opportunity to help tell the story of the City of South Gate for the benefit of its residents, businesses, partners and visitors.

Respectfully,

Ryder Todd Smith
Co-Founder & President
Triepi Smith & Associates, Inc.
PO Box 52152, Irvine, CA 92619
(626) 536-2173 • ryder@triepismith.com • FAX: (949) 679-8371



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Tripepi Smith Testimonial

“

Tripepi Smith has consistently delivered high-quality writing, impressive visuals and constructive insights that benefit our residents.

Indian Wells wants to ensure we communicate with both residents and businesses, and Tripepi Smith has helped improve and heighten our outreach and engagement efforts for each of those groups.

”

Chris Freeland

City Manager,
City of Indian Wells





FIRM BACKGROUND & EXPERIENCE

Projects of Similar Scope

Tripepi Smith is currently actively engaged with dozens of local government agencies throughout California. The following are just four sample engagements that align with the services and scope the City has indicated it could need help with.

1. Tripepi Smith was first engaged with the **City of Tracy** in 2017 to assist the Economic Development Department to create and implement a marketing plan to drive engagement, awareness, and increase economic development within the City. In 2019, the engagement expanded to focus more on business attraction campaigns and included graphic design and other marketing strategies for the City's Communication Department. When the pandemic hit, our marketing campaigns adapted quickly to promote resources for existing businesses, shop local campaigns, and city services for residents as well. The business attraction campaigns resumed once businesses were starting to reopen but we continue the shop local campaigns to continue supporting local businesses. Tripepi Smith also provides video production and graphic design services to the City. In 2021, our work expanded to include promoting tourism in the City of Tracy with help from the San Joaquin County's Tourism Recovery funding agreement. The work included logo development and sub branding, social media and multiple advertising campaigns (including services and events), and metric reporting for the City, Tracy City Center Association (TCCA) and The Grand Theatre. The event campaign consisted of 15 Facebook ads for the Grand Theatre and four Facebook ads for TCCA which had a \$500 ad spend for each event. During the campaign each of our event ads saw an average of 42,000 reach, 64,000 impressions, 1,500 clicks, 2.6% click through rate, and \$0.33 cost per click. Our advertising helped sell out an event at the Grand Theatre and TCCA saw a huge increase in attendance numbers for their Taps on 10th event.

 Date Completed: Ongoing ad hoc engagement

2. Tripepi Smith has been engaged with the **City of Martinez** since 2019 for nearly four years as their contract PIO service. Tripepi Smith has provided general communications support, social media support and graphic design services. During the height of the pandemic, Tripepi Smith was hired by the city to develop a website and campaign to promote shopping local. The central element of this effort was the 4martinez.org website. The website became a central hub for the City to support its local small businesses. Tripepi Smith designed and built the website, hosts the website and provides on-demand content management support for the website.

 Date Completed: Ongoing retainer engagement

3. The **City of Paramount** has been engaged with Tripepi Smith for eight years covering an array of projects including graphic design, communication assessments, crisis communication and video production. During the pandemic, the City implemented a program with local restaurants to support outdoor dining. Paramount Al Fresco was born. Launched as a website and a social media campaign, Tripepi Smith executed the website design, video production and graphic support services. The site eventually morphed into a more general shop local effort under the



banner of and on a retainer basis to provide project management, social media management, monthly metrics reporting, graphic design support, content production, website content updates and strategic communications planning.

 Date Completed: Ongoing ad hoc engagement

Tripepi Smith Testimonial

“

With a background in radio and communications, it's important to me to think outside the box when it comes to the ways we communicate with Yucca Valley residents. I wanted to start this podcast to increase transparency about ongoing developments within the community.

Tripepi Smith was very helpful with turning my idea into a reality and I look forward to working with their dynamic team to continue creating new episodes to keep residents engaged.

”

Jim Schooler

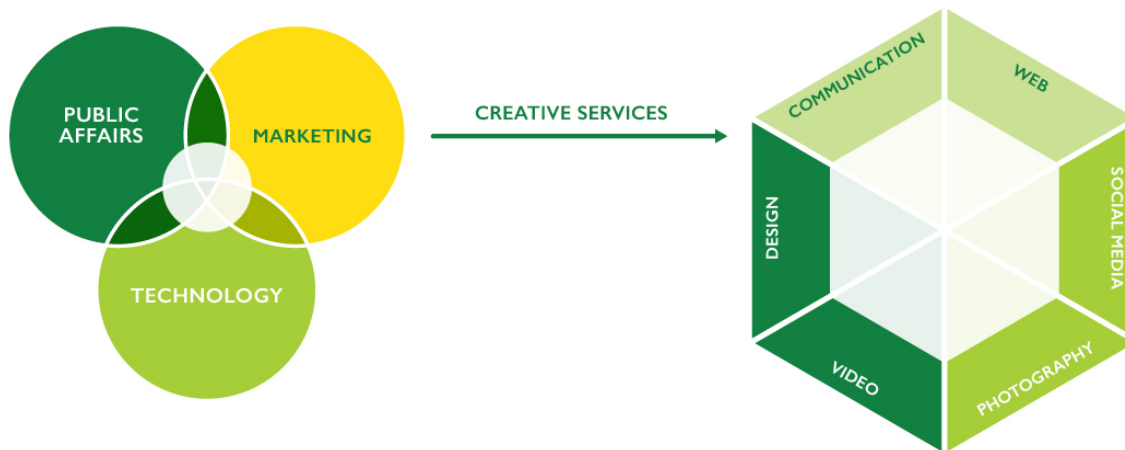
Mayor,
Town of Yucca Valley





COMPANY OVERVIEW

Tripepi Smith excels at public affairs. We work in a complex environment where successful communications go hand-in-hand with marketing and technical expertise. As a full-service public affairs and creative services firm, Tripepi Smith delivers strategy, outreach and design tailored for local government, public agencies, nonprofits and private companies—each strongly represented in our client list.



At Tripepi Smith, experienced Directors and Analysts drive strategy and implement messaging. Full-time creative professionals generate compelling branding, websites, design, social media, photography and video. The collaboration between Creative Services and Analysts keeps communications engaging and on-message, and a diversity of skillsets and expertise allows Tripepi Smith to offer clients exactly the level of service they need.

Grounded in civic affairs: Co-founder and CFO Nicole Smith is a 2nd-generation civic affairs professional (her father was a city manager for 30 years). Meanwhile, co-founder and president of Tripepi Smith, Ryder Todd Smith, brings over a decade of public agency marketing and communications experience to the table.

Legal Structure and Financial Matters

Tripepi Smith is a California S Corporation. Ownership is equally split between Co-Founders Nicole D. Smith and Ryder Todd Smith.

Tripepi Smith has been incorporated since 2002 and has generated a profit every year it has been in operation. We have never had a legal claim filed against us and have never failed to fulfill a contract commitment.

Implementing Strategy and Engaging Audiences

Tripepi Smith recognizes the important interplay of public affairs and design. It's about presenting ideas that advance communities and public institutions. An important corollary to this is providing the creative services that can build materials to engage audiences and make ideas resonate. Tripepi Smith's multi-faceted design team enables us to reach these goals and lead effective creative strategy.



Strategic

Tripepi Smith is a provider of technology, communications and public affairs services. We leverage our skills and experiences in each of these areas to deliver efficient, technologically driven communication solutions that reflect our deep understanding of local government. Our team has a strong record of working with public agencies, joint powers authorities and not-for-profit organizations throughout California to better engage and connect with their stakeholders and community.

"...solutions that reflect our deep understanding of local government."

Creative

Tripepi Smith's creative professionals have worked with public and private clients on imagery, colors and graphic design in an array of projects. Our firm offers creative services that address not only traditional media such as print, websites, logo design and advertising but also non-traditional marketing services around email campaigns, social media, blogging, SEO, video production and more. This integrated approach to content development makes the process more efficient and more effective for clients.

Content x Distribution = IMPACT









Tripepi Smith was born in the digital era and brings significant technical skills to the table. Members of our team carry technical certifications in Hootsuite Social Media Marketing, Facebook Blueprint, Google Advertising, Google Analytics and Twitter Flight School, among others. We take digital seriously and recognize how critical it is to not only develop great visuals and messaging, but to ensure the audiences we want to reach actually see that content. Without content distribution, there is no impact.












Our Services

Strategy, Marketing, Communications

-  Strategic development, research, surveys, messaging
-  Social media management
-  Web and social media strategy, optimization (SEO), metrics
-  Web hosting and support
-  Email campaigns
-  Relations (media, stakeholders, public, government)
-  Support and training for events, presentations and virtual gatherings
-  Google AdWords, LinkedIn and Facebook advertising

Creative Services

-  Full-service graphic design for digital, print and outdoor
-  Brand and logo development
-  Content generation, writing and editorial
-  Output services (digital distribution, print management, mail management)
-  Photography, illustration and information graphics
-  Video and animation
-  Web design and implementation

Tripepi Smith Testimonial

“ Throughout Palm Desert’s district formation process, the City focused on ensuring that all members of our community had the opportunity to participate. Tripepi Smith was a critical partner in executing this work.

Their website acumen and skills across print and digital mediums, meeting planning and facilitation, video production and Spanish language translation served the City well and kept up with the fast pace of this critical project.

”

David Hermann

Public Information Officer, Palm Desert





Client Roster

Tripepi Smith has been selected to work with over 120 local government agencies to help with their communication efforts. We can provide you with contacts at any of these clients if desired and are confident you will find them to be quite happy with our services. City or city-related clients we are actively supporting are **bolded**.

California City Management Foundation

City of Aliso Viejo

City of American Canyon

City of Azusa

City of Baldwin Park

City of Bellflower

City of Benecia

City of Burlingame

City of Claremont

City of Coronado

(City of) Culver City

City of Cupertino

(City of) Daly City

City of Danville

City of Duarte

City of El Cerrito

City of Fountain Valley

City of Foster City

City of Fullerton

City of Gilroy

City of Grover Beach

City of Hawaiian Gardens

City of Huntington Beach

City of Hercules

City of Indian Wells

City of Industry

City of Irvine

City of La Cañada Flintridge

City of La Palma

City of La Puente

City of La Verne

City of Lake Forest

City of Laguna Hills

City of Laguna Niguel

City of Lancaster

City of Livermore

City of Lomita

City of Lynwood

City of Manhattan Beach

City of Manteca

City of Martinez

City of Millbrae

City of Morgan Hill

City of Murrieta

City of Napa

City of Norwalk

City of Orange

City of Orinda

City of Palm Desert

City of Palmdale

City of Paramount

City of Pismo Beach

City of Placentia

City of Pomona

City of Rancho Palos Verdes

City of Rancho Mirage

City of Riverbank

City of Rolling Hills Estates

City of San Clemente

City of Santa Ana

City of Santa Clarita

City of Santa Cruz

City of Santa Paula

City of Saratoga

City of South Gate

City of Tracy

City of Vallejo

City of Vista

City of Walnut

City of Westlake Village

Town of Windsor

County of Merced

County of Fresno

County of Sonoma

County of Santa Barbara

County of Kings

California Contract Cities Association

CalChoice Energy CCA

California Joint Powers Insurance Authority

Claremont McKenna College

Scripps College

Costa Mesa Sanitary District

El Toro Water District

Independent Cities Association

Independent Cities Finance Authority

Institute for Local Government

League of California Cities

Municipal Management Association of Northern California

Municipal Management Association of Southern California

Orange County City Manager Association



Rowland Water District

San Gabriel Valley City Managers' Association



Local Government Affiliation and Support

Tripepi Smith is firmly committed to the local government world and actively supports the local government association and professional staff who make cities work. Our sponsorship and affiliation with professional industry groups includes:

-  California City Management Foundation
-  California Association of Public Information Officials
-  League of California Cities
-  California Contract Cities Association
-  Independent Cities Association
-  Orange County City Manager Association
-  Cal-ICMA
-  San Gabriel Valley City Managers' Association
-  Municipal Management Association of Northern California
-  Municipal Management Association of Southern California
-  Institute for Local Government
-  University of Southern California City/County Management Fellowship

Tripepi Smith Testimonial

“ Tripepi Smith hit the ground running, bringing ideas to the table and executing on coronavirus communications and other critical community stories.

They were also a huge help to our team during the Bobcat Fire, including expanding our capacity for emergency alerts and Facebook Local Alerts. We look forward to the positive impact of having two years of Tripepi Smith's partnership with the City.

”

Daniel Jordan
City Manager, Duarte





TRIPEPI SMITH TEAM

Ryder Todd Smith Co-founder & President		Nicole Smith Co-founder & CFO	
CREATIVE SERVICES	Katherine Griffiths, APR Principal, Editorial Lead	Jennifer Nentwig, APR Principal	Jon Barilone Principal
	Kevin Bostwick Creative Director	Cameron Grimm Director	Jennifer Vaughn Director
	Kjerstin Wingert Sr. Designer, Photography	Melanie James Web, Design, Video	Amy Conrad Director
	Nolan Voge Video, Photography	Saara Lampwalla Sr. Business Analyst	Karen Villaseñor Sr. Business Analyst
	Josh Hernandez Videography	Jenni Wechsler Graphic Design	Sara Madsen Sr. Business Analyst
	Ethan De La Peña Videography	Sophie Doane Graphic Design	Kaitlyn Wu Sr. Business Analyst
	John Balliet Videography	Sydni Overly Sr. Business Analyst	Kaetlyn Hernandez Business Analyst
	Allison Torres Business Analyst	Kevork Kurdoghlian Business Analyst	
	Kylie Sun Business Analyst	Cailyn Thompson Business Analyst	Melanie Moore Business Analyst
	Kalee Cummings Business Analyst		
	Charlie Mounts Business Analyst	Skyler Addison Business Analyst	Kayla Cao Jr. Business Analyst
	Jasob Lyle Jr. Business Analyst		
	Alyson Nichols Jr. Business Analyst	Amy Gallagher Jr. Business Analyst	Brooke Hager Jr. Business Analyst
	Morgan Mock Jr. Business Analyst		
	Luis Verdin Jr. Business Analyst	Amanda Avery Jr. Business Analyst	Kendall Lowery Jr. Business Analyst
	Sophia Silane Jr. Business Analyst		
	Noelle Feaster Jr. Business Analyst	Audrin Baghaie Jr. Business Analyst	

Additionally, sometimes for video work, printing, niche website development needs or mailing we may use subcontractors. These are often determined at the time of the need, so it is difficult to predict who that will be. However, here is a list of potential firms or people we routinely subcontract with:

- InfoSend – Print and Mail House Services
- DLS Printer Services – High-end Printing for Collateral
- Emily Baker – Voiceover Work



SAMPLES OF WORK

We encourage you to see all the work we have done for clients through our online portfolio at www.TripepiSmith.com/Work



APPROACH TO ENGAGEMENT

Tripepi Smith begins all engagements with a kickoff meeting with the client to: introduce personnel to one another, define Key Performance Indicators (metrics, goals and timelines); review project management processes and tools; and ensure each team member has a full understanding of their responsibilities.

Tripepi Smith primarily uses the following tools to manage projects:

- Google Suite for email, creating real-time collaborative documents and instant messaging;
- DialPad or Zoom for conference calls;
- Sprout Social for social media management;
- Meltwater for social media and media monitoring;
- Mavenlink for project/task management, internal project status updates and time entry.

These project management tools enable project manager(s) to quickly determine a project's budget status, review the schedule of tasks and send rapid notifications to the whole team if issues arise.

Outside of regular check-in calls, the City may contact the assigned account manager, with any questions, requests or issues. He or she will then swiftly relay instructions to the rest of the team. Should a serious issue arise that could impact a deliverable, he or she will arrange a meeting with all team members to discuss potential solutions. For example: if more resources are needed to execute on a deliverable or speed up a process, Tripepi Smith can immediately tap into its internal talent pool.

Principal Ryder Todd Smith will also be available 24-7 to address the City's needs.

Task Descriptions

Tripepi Smith recently developed a project similar to what the BID is seeking with an effort we delivered for the City of Paramount called Explore Paramount (<https://exploreparamount.com/>). That effort included development of a website, marketing the website through social media and visual element creation using videography and photography. Our mission was to create a sense of place and mission for the city of Paramount.

We are proposing to do all this work using a time and materials (T&M) approach that leaves the most flexibility for the BID with how we execute the campaign outreach. That said, we are also suggesting the creation of a simple website focused on branding the BID.

We are operating under the assumption that there is about \$40,000 in outreach funds available to promote the Tweedy Mile BID. Our approach is to create long term assets with those funds, combined with a focused \$15,000 outreach campaign on social media and via search engine optimization results to drive web traffic and public interest in the general Tweedy Mile District.



Suggested Action Steps

Dedicated Website

Launch a dedicated marketing website, similar to Explore Paramount, that provides a listing of business, great visuals, a sense of place and a format to update important information about community events and activities. We can acquire an appropriate available domain and build out the website.

Website construction consists of both the content development for the site and the programming of the website. As we typically do, Tripepi Smith is proposing a flat fee for the website creation, and to charge T&M rates for the actual content creation for the website, as this scope of content could evolve dramatically. Time and materials work will be completed using the rate schedule noted below. The website construction will be a flat fee of \$5,750 plus annual hosting \$400 a year/ \$200 for an SSL cert and \$30 per domain name.

Creation of Videos

Tripepi Smith will develop a video concept for the District in conjunction with stakeholders to showcase the iconic and impactful elements of the District. The video can include interviews with business owners and customers, drone fly over footage, and B-roll of exciting activities taking place in the District.

Tripepi Smith will focus on an efficient shoot that tries to gather as many unique stories and strategic story angles in a short period of time to help the businesses maximize their exposure, or to use the footage by cutting it in different ways to yield several different videos.

Video footage will be used on the website, on YouTube, on social media and through various advertising campaigns.

Stock Photo Shoot

Tripepi Smith will dispatch a professional photographer to take photos throughout the area that will be made available for select businesses to use in their marketing as well as to use for the website and in any digital advertising campaign efforts for the District. Tripepi Smith is readily equipped to give photo rights back to the company that hires us, and we foresee making the photos available for the business owners to use on their social media or online presence platforms.

Graphic Design

Tripepi Smith will use our graphic design skills to create District marketing materials for use by businesses to help promote their fellow businesses and celebrate the Tweedy Mile District in general.

These marketing materials can be used to bridge from the digital into the real world.

Digital Advertising Campaign

Tripepi Smith has expertise in running digital advertising campaigns that can target a specific geography. We will target ads at reasonable geography to the District to highlight or remind the market of the shopping and services available in Tweedy Mile. These ad campaigns will steer people back to the new website we have built for the District.



Digital Basics Class

One additional alternative is that Tripepi Smith marketing experts can make themselves available to businesses in the area to help them optimize their digital footprints with the Google Business directory listings and claiming their Yelp business pages, among other marketing steps. We can do this in a 1-on-1 format or with a group setting class environment to be more efficient.

COST PROPOSAL

Tripepi Smith is proposing to do all this work on a time and material basis, with a few exceptions. The following is our proposed budget for how the funds might be spent. This proposed budget slightly exceeds the \$40,000 budget, but we can cut back where appropriate given feedback from the City.

Estimated Budget

Deliverable	Quantity/Notes
<u>Dedicated Website</u>	\$5,750 website development
Create a website similar to Explore Paramount. Programming is charged by flat fee. Content updates will be charged by Time and Materials.	Estimate \$4500 for Content Development \$400 annual hosting, \$200 ssl, \$30 per domain name
TOTAL TASK COST	\$10,250
<u>Video Production</u>	Project management, equipment, 2-man crew for three days generating 3 different short format videos
TOTAL TASK COST	Estimate \$11,150
<u>Stock Photo Shoot</u>	
Generate photos from around the District to use in collateral, on the website and for the use of local businesses and the City	1 Full Day Shoot with post-production photo editing
TOTAL TASK COST	Estimate \$1,850
<u>Digital Advertising Campaign</u>	Leverages a Business Analyst with Digital Advertising Certifications and a Junior Graphic Designer
Run videos and static ads on Facebook, YouTube and Google Search Results	Fees are both placement fees and agency 10% fee
TOTAL TASK COST	\$13,000 ad fees \$1,300 in agency placement fees
<u>Graphic Design</u>	Leverages graphic designer
General design needs across the project and to create a single piece of collateral on the District	



TOTAL TASK COST		Estimate \$2,500
Digital Basics Class		
Assist business owners with the basics of getting their businesses set up on the Internet	One Business Analyst and One Principal for a 2-hour classroom session plus presentation preparation	
TOTAL TASK COST		\$2,900
PROJECT COST		\$42,950

Time & Materials (Ad Hoc) Work Pricing

Tripepi Smith is providing our hourly rates for the full array of our resources to support City communication efforts. Examples of these ad hoc projects include but are not limited to video production, photography services, virtual meetings/events, website development and a wide array of graphic design and branding services. We propose time and materials rates here so we can be responsive to other needs that arise that are not best accounted for in a monthly retainer.

Ad Hoc Billing

Any requested ad hoc work will be invoiced at the end of the month in which the work was done. Terms are net 30 days.

Fixed price project work will be invoiced per the above noted payment schedule. This will also be net 30 days.

Time & Materials Billing

For ad hoc work, time at Tripepi Smith is billed in 15-minute increments – i.e. we invoice our time in the following examples: 1.25, 0.75, 4.0 or 6.5 hours.



Annual Increase

Tripepi Smith will increase the hourly rates and retainer fees for all resources by five percent (5%) or the national CPI index—whichever is higher—each year on the anniversary of the contract, starting in the calendar year 2023.

Resource	Hourly - Standard	Hourly - Retainer
Principal	\$330.00	\$290.00
Director	\$220.00	\$185.00
Art Director	\$220.00	\$185.00
Senior Business Analyst	\$175.00	\$150.00
Business Analyst	\$120.00	\$100.00
Junior Business Analyst	\$95.00	\$80.00
Senior Videographer/Animator	\$175.00	\$150.00
Photographer/Videographer	\$120.00	\$100.00
Senior Graphic Designer	\$160.00	\$135.00
Junior Graphic Designer	\$120.00	\$100.00
Web Developer	\$175.00	\$150.00
Drone Operator	\$175.00	\$150.00

Other Costs

Because Tripepi Smith offers a broad set of services, including extensive content production, we have some other content production-related fees that may come up during our engagement that we want to tell you about.

Travel Costs

Travel costs must be pre-authorized and then will be reimbursed by the City for any requested travel. Travel costs to be covered are for airfare, lodging and car rental. If Tripepi Smith is requested to be onsite, we will invoice for travel time at half rate of the resource's applicable Hourly Rate.

Equipment Costs

Tripepi Smith offers some services that require equipment, such as drone operations and video production. As such, in those cases, the following rates apply:

	Half Day	Full Day
Video Equipment	\$350	\$550
Drone Equipment	N/A	\$500

- Five-hundred-fifty dollars (\$550) for a full day of video equipment use (includes full set of video equipment). Full day is defined as a shoot lasting four (4) or more hours.



- Three-hundred-fifty dollars (\$350) for a half day of video equipment use. Half day is defined as anything under four (4) hours of video production. All such expenses will be authorized by the Town prior to fee being assessed.
- Five-hundred dollars (\$500) per day drone fee applies and is not inclusive of the drone operator time (Drone Operator rate).

Service Fees

	Client Pays Directly	Client Reimburses TS
Print costs, digital advertising, media placement, voiceover/captions	No Fees	10%

Typically, Tripepi Smith prefers to have service providers bill the client directly to avoid additional administrative costs and because we have no economic interest in the service provider selection. If Tripepi Smith is asked to pay the bill for the client, we will apply a ten percent (10%) agency fee to the reimbursement expense. Typical services include, but are not limited to:

Print Costs: Tripepi Smith is happy to use a printer of the client's choosing for print production work, or to recommend a printer with whom we have experience.

Digital Advertising: Tripepi Smith is a Google Partner and Constant Contact Solution Provider and has Facebook Certified staff. We consider digital platforms to be a cornerstone element of any outreach strategy; often this comes with digital advertising fees.

Media Placement: Tripepi Smith can help liaise on behalf of the Town for advertising space within various mediums, such as newspapers, magazines or websites.

Voiceover, Translation and Closed Caption Fees: Tripepi Smith occasionally uses third-party resources to record voiceovers for videos, generate closed captions for videos, and for non-English language translations.

Tripepi Smith Partnership Discounts

Tripepi Smith has financial interest in certain related entities. These partnerships allow Tripepi Smith to offer clients extra media reach or additional services at partner pricing. Partnerships include:

PublicCEO

- digital news about public affairs, reaching over 10,000 California government executives

<https://www.publicceo.com>

Civic Business Journal

- digital interest stories about the people in local government

<https://www.civicbusinessjournal.com>

FlashVote

- planning, implementing, measuring civic surveys

<https://www.flashvote.com>

TS Talent Solutions

- talent search services for local government and related agencies

<https://tstalentsolutions.com>