



AGENDA SUMMARY EUREKA CITY COUNCIL

TITLE: Eddy Alexander Annual Report

DEPARTMENT: City Manager

PREPARED BY: Pam Powell

PRESENTED FOR: Action Information only Discussion

RECOMMENDATION

Receive report.

FISCAL IMPACT

No Fiscal Impact Included in Budget Additional Appropriation

COUNCIL GOALS/STRATEGIC VISION

DISCUSSION

The City of Eureka entered into a professional services agreement with the Eddy Alexander firm to provide professional services as they relate to marketing, branding, advertising, media planning/buying, communications strategy and image management. During year one, Eddy Alexander was tasked with the following items to complete:

- Conduct market research to assess community goals, potential obstacles, and emerging market opportunities as they relate to community-based tourism
- Develop a new brand identity for the community and publish a detailed "Brand Book" with referenceable usage guidelines for all city staff, affiliates, and contractors
- Launch the new brand using both paid and earned media strategies
- Provide up to 10 hours of crisis communications strategy and/or issues management services as needed each year.
- Provide a mid-year review to Council

The team at Eddy Alexander has met with the City's Marketing team monthly and communicates throughout the past year and provides consistent brand updates and communication strategies.

Staff recommends receiving the yearend review and updated City of Eureka Marketing Plan from the Eddy Alexander President Jennifer Eddy and provide information/discussion as deemed necessary.

REVIEWED AND APPROVED BY:

- City Attorney
- City Clerk/Information Technology
- Community Services
- Development Services
- Finance
- Fire
- Human Resources
- Police
- Public Works