



**FARRAGUT BOARD OF MAYOR AND ALDERMEN
MINUTES
OCTOBER 27, 2016**

**FARRAGUT MONUMENT
5:15 PM**

**ECONOMIC DEVELOPMENT WORKSHOP
5:30 PM**

**BMA MEETING
7:00 PM**

- I. Silent Prayer, Pledge of Allegiance, Roll Call**
- II. Approval of Agenda**
- III. Mayor's Report**
 - A. Presentation of Donations to the Education Foundations and Knox County Schools
- IV. Citizens Forum**
- V. Approval of Minutes**
 - A. October 13, 2016
- VI. Business Items**
 - A. Approval of Professional Services Agreement for Marketing and Advertising Services
- VII. Town Administrator's Report**
- VIII. Town Attorney's Report**

11408 MUNICIPAL CENTER DRIVE | FARRAGUT, TN 37934 | 865.966.7057
WWW.TOWNOFFARRAGUT.ORG

It is the policy of the Town of Farragut not to discriminate on the basis of race, color, national origin, age, sex, or disability pursuant to Title VI of the civil Rights Act of 1964, Public Law 93-112 and 101-336 in its hiring, employment practices and programs. To request accommodations due to disabilities, please call 865-966-7057 in advance of the meeting.

Mayor McGill called the meeting to order at 7:00 PM. Members present were Mayor McGill, Aldermen Markli, Pinchok, Povlin and Williams.

Approval of Agenda

Motion was made to approve the agenda and add an item to appoint two members to the mobile vending sub-committee. Moved by Alderman Williams, seconded by Alderman Markli; voting yes, Mayor McGill, Aldermen Markli, Pinchok, Povlin and Williams; no nays; motion passed.

Mayor's Report

Presentation of Donations to the Education Foundations and Knox County Schools

Approval of Minutes

Motion was made to approve the minutes of October 13, 2016 as presented. Moved by Alderman Pinchok, seconded by Alderman Povlin; voting yes, Mayor McGill, Aldermen Markli, Pinchok, Povlin and Williams; no nays; motion passed.

Business Items

Approval of Professional Services Agreement for Marketing and Advertising Services

Motion was made to approve professional services agreement between the Town of Farragut and Girl on the Roof, Inc. for marketing services for a not to exceed amount of \$40,000. Moved by Alderman Povlin, seconded by Alderman Markli; voting yes, Mayor McGill, Aldermen Markli, Pinchok, Povlin and Williams; no nays; motion passed.

Approval of members to the Mobile Vending Sub-Committee

Alderman Williams nominated Ron Pinchok, seconded by Alderman Markli; voting yes, Mayor McGill, Aldermen Markli, Pinchok, Povlin and Williams; no nays; motion passed.

Alderman Pinchok nominated Ron Williams, seconded by Alderman Markli; voting yes, Mayor McGill, Aldermen Markli, Pinchok, Povlin and Williams; no nays; motion passed.

Town Administrator's Report

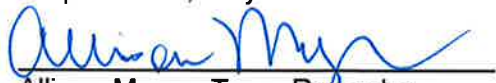
David Smoak, Town Administrator, reported the following:

- Freaky Friday, Mayor Bob Leonard Park, 5-7 PM on October 28
- Race 13.1 will be Saturday, October 29 beginning at 7:30 AM
- McFee Park master planning community input sessions, Thursday, November 3 at 10 AM and Monday, November 7 at 6 PM.

Meeting adjourned at 7:25 PM.



Ralph McGill, Mayor



Allison Myers, Town Recorder



**FARRAGUT BOARD OF MAYOR AND ALDERMEN
AGENDA
OCTOBER 27, 2016**

**FARRAGUT MONUMENT
5:15 PM**

**ECONOMIC DEVELOPMENT WORKSHOP
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**BMA MEETING
7:00 PM**

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**FARRAGUT BOARD OF MAYOR AND ALDERMEN
MINUTES
OCTOBER 13, 2016**

RIBBON CUTTING
Turf Field @ Mayor Bob Leonard Park
6:15 PM

BMA MEETING
7:00 PM

- I. Silent Prayer, Pledge of Allegiance, Roll Call**
- II. Approval of Agenda**
- III. Mayor's Report**
 - A. Fire Prevention Week Proclamation
- IV. Citizens Forum**
- V. Approval of Minutes**
 - A. September 22, 2016
- VI. Business Items**
 - A. Approval of the Hot to Trot Race 5K/10K and Fun Run
- VII. Ordinance**
 - A. Public Hearing and Second Reading
 - 1. Ordinance 16-22, an ordinance to amend Title 12, Building, Utility, Etc., Codes, Chapter 11. International Residential Code, Section 12-1102 (9) and (10) of the Farragut Municipal Code
 - B. First Reading
 - 1. Ordinance 16-24, an ordinance to amend Title 12, Building, Utility, Etc., Codes, Chapter 1. International Building Code, Section 12-102 (5) of the Farragut Municipal Code

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- VIII. Town Administrator's Report**
- IX. Town Attorney's Report**

Vice-Mayor Pinchok called the meeting to order at 7:00 PM. Members present were Aldermen Markli, Pinchok, Povlin and Williams.

Approval of Agenda

Motion was made to approve the agenda as presented. Moved by Alderman Povlin, seconded by Alderman Williams; voting yes, Aldermen Markli, Pinchok, Povlin and Williams; no nays; motion passed.

Approval of Minutes

Motion was made to approve the minutes of September 22, 2016 as presented. Moved by Alderman Markli, seconded by Alderman Williams; voting yes, Aldermen Markli, Pinchok, Povlin and Williams; no nays; motion passed.

Business Items

Approval of the Hot to Trot Race 5K/10K and Fun Run

Motion was made to approve the lane closures for the Hot to Trot. Moved by Alderman Povlin, seconded by Alderman Markli; voting yes, Aldermen Markli, Pinchok, Povlin and Williams; no nays; motion passed.

Ordinance

Public Hearing and Second Reading

Ordinance 16-22, an ordinance to amend Title 12, Building, Utility, Etc., Codes, Chapter 11, International Residential Code, Section 12-1102 (9) and (10) of the Farragut Municipal Code

Motion was made to approve Ordinance 16-22 on second and final reading. Moved by Alderman Markli, seconded by Alderman Povlin; voting yes, Aldermen Markli, Pinchok, Povlin and Williams; no nays; motion passed.

First Reading

Ordinance 16-24, an ordinance to amend Title 12, Building, Utility, Etc., Codes, Chapter 1, International Building Code, Section 12-102 (5) of the Farragut Municipal Code

After much discussion a motion was made to postpone Ordinance 16-24. Moved by Alderman Markli, seconded by Alderman Williams; voting yes, Aldermen Markli, Pinchok, Povlin and Williams; no nays; motion passed.

Meeting adjourned at 7:45 PM.

Ron Pinchok, Vice-Mayor

Allison Myers, Town Recorder

REPORT TO THE BOARD OF MAYOR AND ALDERMEN**PREPARED BY:** David Smoak, Town Administrator **SUBJECT:** Approval of a Professional Services Agreement for Marketing and Advertising Services

INTRODUCTION: The purpose of this agenda item is to approve a professional services agreement between the Town of Farragut and Girl on the Roof, Inc. for the development and initial implementation of a marketing and advertising campaign to expand the reach and effectiveness of the Town of Farragut brand in the Knoxville community and East Tennessee region.

BACKGROUND: This summer Town staff issued a Request for Qualifications (RFQ) for professional consulting firms to provide marketing and advertising services for the Town of Farragut.

Members of the Town staff, along with a representative from the Economic Development Committee, evaluated seven proposals and are recommending Girl on the Roof, Inc. for this project. Girl on the Roof, a locally owned company whose founder is a former Farragut High School graduate, works with numerous entities in the area including the Oak Ridge Convention and Visitors Bureau. The committee determined that utilizing a small boutique firm would be an advantage for Farragut to receive greater customer service and that their use of non-traditional methods of marketing fit well with our limited marketing budget.

DISCUSSION: The attached proposal will utilize a four phase approach, with a September 2017 deadline for final deliverables. Highlights include:

1. Discovery – review & research of prior work completed by North Star Destination Strategies, identify opportunities for additional brand promotion and develop message points for targeted audiences
2. Strategy – message development, strategy development and success metric determination
3. Planning – marketing plan development to include: list of projects, priorities, tasks, budgets and timelines
4. Execution – advertising campaign utilizing various strategies such as: social media, AdWords, print materials, videos, etc. as budget allows

FINANCIAL SECTION:**Account Number:** 110-41900-254**Total Budget**

\$50,000

Contracted Amount

\$40,000

Expenditures YTD

\$200

Remaining Amount

\$9,800

Approved By: **RECOMMENDATION BY:** Town Administrator David Smoak for approval.

PROPOSED MOTION: To approve a professional services agreement between the Town of Farragut and Girl on the Roof, Inc. for marketing services for a not to exceed amount of \$40,000.

BOARD ACTION:

MOTION BY: _____ **SECONDED BY:** _____

<u>VOTE/TOTAL</u>	<u>POVLIN</u>	<u>MARKLI</u>	<u>MCGILL</u>	<u>PINCHOK</u>	<u>WILLIAMS</u>
YES	_____	_____	_____	_____	_____
NO	_____	_____	_____	_____	_____
ABSTAIN	_____	_____	_____	_____	_____

TOWN OF FARRAGUT

PROFESSIONAL SERVICES AGREEMENT

This Agreement is made by and between **Town of Farragut** ("Client") and **Girl on the Roof, Inc.** ("Contractor") for professional services for the assignment described as follows:

Project: Marketing of Farragut Town Brand

Location: Farragut, Tennessee

Description of Project: Develop and begin implementation of marketing campaign to expand the reach and effectiveness of the Farragut Town brand in the Knoxville community and East Tennessee region.

1. **Professional Services.** Contractor agrees to perform the following Basic Services under this Agreement:

See **Attachment A** to this Agreement for a description of Basic Services.

2. **Compensation.** Client shall compensate Contractor for the Basic Services from a total project budget of \$40,000 ("Project Budget"), which is inclusive of all Contractor fees, reimbursable expenses, and third party expenditures related to the Project including by way of example and not of limitation, design costs, print costs, and ad buys. In addition, Client shall pay Contractor for additional services that may be requested by the Client beyond the Basic Services in accordance with the hourly rate schedule attached as **Attachment B** to this Agreement.

3. **Schedule.** Contractor shall begin work upon notification of approval of this Agreement by the Board of Mayor and Aldermen and shall complete the work by submitting the final deliverables on or before September 15, 2017. The schedule for the various meetings and presentations as outlined in the Basic Services shall be agreed upon by the Client and Contractor before beginning work.

4. **Invoicing and Payments.** Invoices or payment requests shall be submitted to the Client no more than monthly and shall include such information, documentation or data as the Town Administrator may require including, but not limited to, the amount and breakdown of the payment requested, the period covered by the request, and the work performed during the period covered by the payment request. After review, the Town Administrator will indicate his approval of the payment request, or shall explain to Contractor, in writing, his reasons for not approving any portion or all of the request, and authorize payment of the amount approved. In the event the Town Administrator does not approve any portion of a payment request, and has communicated the reasons to Contractor, Contractor will then take the necessary action to satisfy the reasons for non-approval and resubmit the payment request. Client shall endeavor to remit payment of payment requests or portions thereof which are approved by the Town Administrator within thirty (30) days of receipt by Client. From time to time approval of a payment request may require action by the Board of Mayor and Aldermen which meets on the second and fourth Thursday of most months.

5. **Time.** Contractor will perform its services in a timely manner commensurate with the exercise of due professional care which it acknowledges can be done consistent with the schedule provided for in Paragraph 3. Time for performance shall be extended as necessary for delays or suspensions due to circumstances beyond Contractor's control. If such delay or suspension extends more than six (6) months (cumulatively), Contractor's compensation shall be equitably adjusted; provided, however, such adjustment and amendment to this Agreement must be approved by the Board of Mayor and Aldermen before Client is bound.

6. **Suspension of Services.** If Client fails to pay any invoice when due or otherwise is in material breach of this Agreement, Contractor may, at its sole discretion, suspend performance of services upon five (5) days' written notice to Client. Contractor shall have no liability to Client and Client agrees to make no claim for any delay or damage as a result of such suspension, unless (i) the Town Administrator has refused to approve payment, (ii) his reasons are justified pursuant to this Agreement, and (iii) Contractor has failed to satisfy the reasons as required by Paragraph 4 hereof. Upon cure of the cause of a justified suspension, Contractor shall resume services within a reasonable time, and there shall be equitable adjustments of the project schedule and fees to reflect the effects of such suspension, if such adjustments are deemed reasonable and appropriate by the parties.

7. **Standard of Care.** Notwithstanding any other provision of this Agreement or any other document describing the services produced by Client, Contractor shall perform its services in accordance with the standard of professional care ordinarily exercised under similar circumstances by reputable members of its profession in the same locality at the time the services are provided. Beyond the foregoing and unless otherwise provided herein or in other documents produced, generated or provided by Contractor, no warranty, expressed or implied, is made or intended by Contractor. The parties further agree that Contractor is not a fiduciary of Client.

8. **Termination.** The obligation to provide further services under this Agreement may be terminated with or without cause by either party upon ten (10) days' written notice to the other party. On termination by either Client or Contractor, Client shall pay Contractor all amounts due for any services performed to the date of termination (plus all reimbursable expenses incurred) as Contractor's sole and exclusive remedy, subject to any setoffs to which the Client is entitled as a result of Contractor's failure to perform as required by this Agreement.

9. **Reuse of Documents.** All documents, including drawings, specifications, and reports, prepared by Contractor pursuant to this Agreement are instruments of professional service and shall become the property of the Client. They are not intended or represented to be suitable for reuse by Client or others for additions or modifications of the Project or on any other project. Any reuse without written consent, verification or adaption by Contractor for the specific purposes intended shall be at Client's sole risk and without liability or legal exposure to Contractor. Any such verification and adaption will entitle Contractor to further compensation at rates to be agreed upon by Client and Contractor.

10. **Access to the Site/Jobsite Safety.** Unless otherwise stated, Contractor will have access to the site for activities necessary for the performance of its services. Client agrees that Contractor shall have no responsibility for the means, methods, sequences, procedures, techniques, and scheduling of construction, as these decisions are solely the responsibility of the

contractors. Contractor further shall have no authority or duty to supervise the construction workforce and shall not be responsible for jobsite safety or for any losses or injuries that occur at the Project site.

11. **Insurance.** Prior to any access to the Project site, Contractor shall deliver to Client a certificate of insurance evidencing general liability coverage with a limit of not less than \$1,000,000 each occurrence for bodily injury, personal injury and property damage. If such insurance contains a general aggregate limit, it shall apply separately to the work/location of the Project in this Agreement or be no less than \$2,000,000. In addition, Contractor shall endeavor to secure and maintain insurance in such amounts as it deems necessary to protect itself from claims of professional negligence arising from the performance of services under this Agreement. Such insurance shall:

a. Contain or be endorsed to contain a provision that includes Client, its officials, officers, employees, and volunteers as additional insureds with respect to liability arising out of work performed by or on behalf of the Contractor. The coverage shall contain no special limitations on the scope of its protection afforded to the above-listed insureds.

b. For any claims related to this Project, the Contractor's insurance coverage shall be primary insurance as respects the Client, its officers, officials, employees, and volunteers. Any insurance or self-insurance programs covering the Client, its officials, officers, employees, and volunteers shall be excess of the Contractor's insurance and shall not contribute with it.

12. **Risk Allocation.** In recognition of the relative risks, rewards, and benefits of the Project to both Client and Contractor, to the fullest extent permitted by law, the parties agree to allocate the risks such that Contractor's total liability to Client for any and all injuries, claims, losses, expenses, damages, and/or claim expenses arising out of Contractor's services under this Agreement from any cause or causes shall not exceed the amount of Contractor's fee, or One Hundred Thousand Dollars (\$100,000), or the amount of insurance coverage Contractor has, or is required to have, covering the risk or claim that is the basis for the injury, claim, loss, expense or damages, recovery for which is sought, whichever is greater. This limitation shall apply regardless of the cause of action or legal theory pled or asserted.

13. **Dispute Resolution.** It is agreed that all claims, disputes, or other matters in question arising out of or related to this Agreement shall be submitted to nonbinding mediation before any legal proceedings is commenced. The parties shall equally bear the fees and expenses charged by the mediator.

14. **Indemnification.**

a. The Contractor shall defend, indemnify and hold harmless the Client, its officers, employees and agents from any and all liabilities which may arise or be claimed against the Client, its officers, employees and agents or any third party for any and all lawsuits, claims, demands, losses or damages alleged to have arisen from an act or omission of the Contractors, its employers, agents or contractors in performance of this Agreement or from the Contractor's failure to perform this Agreement using ordinary care and skill, except and to the extent such injury, damage, or loss was caused by the negligence of the Client, its agents or employees.

b. The Contractor shall save, indemnify and hold the Client harmless from the cost of the defense of any claim, demand, suit or cause of action made or brought against the Client alleging liability referenced above, including, but not limited to, costs, fees, attorney fees, and other expenses of any kind whatsoever arising in connection with the defense of the Client; and the Contractor shall assume and take over the defense of the Client in any such claim, demand, suit, or cause of action upon written notice and demand for same by the Client. The Contractor will have the right to defend the Client with notice and demand for same by the Client. The Contractor will have the right to defend the Client with counsel of its choice that is satisfactory to the Client and the Client will provide reasonable cooperation in the defense as the Contractor may request. The Contractor will not consent to the entry of any judgment or enter into any settlement with respect to an indemnified claim without the prior written consent of the Client, such consent not to be unreasonably withheld or delayed. The Client shall have the right to participate in the defense against the indemnified claims with counsel of its choice at its own expense.

c. The Contractor shall save, indemnify and hold Client harmless and pay judgments that shall be rendered in any such actions, suits, claims or demands against Client alleging liability referenced above.

d. The indemnification and hold harmless provisions of this Agreement shall survive termination of the Agreement.

15. **Miscellaneous.**

a. The Contractor will not assign or transfer any interest in this Agreement without obtaining the prior written approval of the Client.

b. The Contractor will not enter into a subcontract for any of the services performed under this Agreement without obtaining the prior written approval of the Client.

c. The contract between the parties consists of this Agreement, its attachments, any written request for services issued by Client and any response thereto made by Contractor, including any addenda thereto. To the extent there is a conflict between the terms of any of the documents that constitute the contract between the parties, the terms that are most specific to the matter in dispute shall govern over the more general. In the event the conflicting terms cannot be characterized as specific vs. general, then the terms that provide the greater benefit to the Client and/or impose the greater obligation on the Contractor shall control.

d. This Agreement may be modified only by a written amendment or addendum that has been executed and approved by the appropriate officials shown on the signature page of this Agreement.

e. If any provision of this Agreement is determined to be unenforceable or invalid, such determination will not affect the validity of the other provisions contained in this Agreement. Failure to enforce any provision of this Agreement does not affect the rights of the parties to enforce such provision in another circumstance, nor does it affect the rights of the parties to enforce any other provision of this Agreement at any time.

f. In the event legal action is necessary to enforce the terms of the contract between the parties, the prevailing party shall be entitled to recovery of its attorney's fees, court costs, and other expenses of the legal action.

g. In the performance of this contract, Contractor will comply with all applicable laws, ordinances, rules, regulations and orders of local, state and federal governments, including, but not limited to, the President's Executive Order No. 11246 and 11375, which prohibit discrimination in employment regarding race, color, religion, sex or national origin, Title VI of the Civil Rights Act of 1964, Copeland Anti-Kick Back Act, the Contract Work Hours and Safety Standards Act, Section 402 of the Vietnam Veterans Adjustment Act of 1974, Section 503 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990, all of which are herein incorporated by reference.

h. This Agreement will be governed and construed in accordance with the laws of the state of Tennessee.

CLIENT:

Town of Farragut

By: _____

Printed
Name: _____

Title: _____

Date: _____

CONTRACTOR:

Girl on the Roof, Inc.

By: _____

Printed
Name: _____

Title: _____

Date: _____

ATTACHMENT A

Basic Services: Girl on the Roof will partner with the Town of Farragut to develop and begin implementation of a dynamic marketing plan that will utilize targeted advertising, creative collateral, consistent positive positioning, and coordinated public relations activities to achieve the following objectives:

- **Expand the awareness and reach of the Farragut brand** as recognizable and desirable in the Knoxville area and region.
- **Strategically promote the Farragut brand** potential residents, businesses, and visitors.
- **Encourage people to spend money in Farragut** (dine, shop, play and live).
- **Counter false and negative perceptions** about the ease and benefits of starting or relocating a business in Farragut.
- **Empower all Farragut residents and businesses** to be **active brand ambassadors**.

The Basic Services will be further described in a separate Scope of Work detailing the process for marketing plan development and implementation to be mutually agreed upon by Client and Contractor.

ATTACHMENT B

Girl on the Roof Additional Services Rate Structure

Service	Rate
strategic planning, strategy development (including PR, social media and other strategies), positioning, creative concepting, professional facilitation	\$120/hour
copywriting, content development, scripting, PR execution graphic design, art direction web design, maintenance, updates, keyword research/ SEO/PPC advertising, Google AdWords management research (competition, analytics); social media execution; event planning photography, video production and editing	\$90/hour



SCOPE OF WORK
Marketing of Town Brand
September 30, 2016

presented by



APPROACH

To continue the expansion and implementation of the Farragut town brand, Girl on the Roof proposes a phased approach, as noted below, to achieve the following objectives:

Objectives

- **Expand the awareness and reach of the Farragut brand** as recognizable and desirable in the Knoxville area and region.
- **Strategically promote the Farragut brand** to potential residents, businesses, and visitors.
- **Encourage people to spend money in Farragut** (dine, shop, play and live).
- **Counter false and negative perceptions** about the ease and benefits of starting or relocating a business in Farragut.
- **Empower** all Farragut residents and businesses to be **active brand ambassadors**.

Phased Approach

1	DISCOVERY*	review & research brand rollout audit audience insights
2	STRATEGY	message development marketing strategy development success metric determination
3	PLANNING	plan development project prioritization budget and timeline development
4	EXECUTION	<i>may include</i> social media, AdWords, print materials, video, etc.

Phase 1: Discovery

***NOTE:** Phase 1 will build upon the research already conducted by the Town of Farragut and North Star Destination Strategies in 2014-2015. Girl on the Roof will begin with the Final Report dated July 17, 2015 and approach the steps below in Phase 1 to fill any gaps as needed.

Review and Research

Conduct a thorough review of existing research and recommendations from North Star, as presented in the document entitled *Farragut Branding Campaign Final Report* from July 17, 2015.

- Clarify and/or amend recommendations. (For example, Girl on the Roof believes that Farragut's proximity to water, boating, and other watersports is a desirable feature, but this was not included in North Star's research.)
- Expand upon key points
- Categorize the Town's assets for use in marketing execution

High-level Branding Assessment

Assess progress on the rollout to date of new Farragut branding since the *Farragut Branding Campaign Final Report* and identify opportunities for additional brand promotion.

Audience

Develop actionable personas and key messaging points for target audiences that are most influential in the achievement of the Town's objectives.

- Develop audience profiles that are useful for marketing strategy development, capturing notable insights, motivations, priorities, challenges, preferences, information sources, decision-making criteria, and opportunities.
- Develop key messaging points for each identified audience group.

PHASE 1 Deliverables

- Written report with clarifications and expansion of recommendations and concepts from the *Farragut Branding Campaign Final Report*
- Assessment of progress of brand rollout
- Audience profiles and key messaging points

Phase 2: Strategy Development

Message Development

Develop a positioning statement (platform for messaging that is strength-driven and audience-focused) for the Farragut brand. The foundation of an effective brand strategy is a clear brand positioning to serve as the basis for all future marketing initiatives. The positioning statement communicates who you are, what you do, who you serve, and why someone should seek your product or offerings – all while expressing the personality of your brand.

Strategy Development

The success of a marketing plan is dependent upon its underlying strategies. These are the Big Ideas that chart the course for the recommendations and tactics to follow. Girl on the Roof will propose multiple strategies for attracting and motivating prospective visitors. Some of these strategies may include but are not limited to:

- Attracting visitors
- Attracting residents
- Developing/energizing brand ambassadors

Success Metrics and Methodologies

Identify potential success metrics in order to track the impact of marketing and branding efforts for Farragut over time. Collect those metrics from Spring 2014 (before the North Star research and new brand) and from Fall 2016 (at onset of Girl on the Roof work) as benchmark data. Set calendar for future metric tracking. These metrics *may* include:

- home valuations of an index of homes throughout Farragut
- average number of days on market for homes in 37934 zip code
- sales tax revenue in Town
- number of businesses in Town
- high school graduation rate
- crime rate

Phase 2 Deliverables

- positioning statement
- collection of top-level ideas (with execution descriptions) for review, discussion, selection, and prioritization in the marketing plan;
- success metrics for tracking the Town of Farragut marketing and branding efforts going forward

Phase 3: Marketing Plan Development

Marketing Plan Development

Once the Big Ideas are identified, it's time to develop the plan to execute them. The marketing plan includes a detailed list of projects, priorities, tasks, budgets, and timelines. Aspects of the marketing plan are dependent upon the audience insights discovered, the approved positioning of the Town, and the Big Ideas selected (which will help determine the most effective communications outlets and methodologies). The plan may include:

- campaign messaging and sub-brand logo development
- graphic design for digital (web, social media, and video) and/or print collateral
- media relations (including press list and media calendar development, advisories and releases, and media event direction)
- addition of functionality/features to the town website including search engine optimization, interactive features, professional and user-generated photography and video elements, e-commerce, and news and events
- social media strategies to target individuals, families, groups, and businesses (including content categorization breakdowns and scheduling recommendations, budgets and techniques for promoted posts and boosts where recommended, etc.)
- partnership opportunities (crafting win-win relationships)
- co-operative communications and advertising packages for partners
- events (primary host events and secondary event participation)
- video production and photography

Phase 3 Deliverables

- a detailed, actionable marketing plan containing SMART tasks (Specific, Measurable, Actionable, Realistic, Time-Oriented) to support the selected Big Ideas and including priority of execution, budget and execution timeline

Phase 4: Execution

Marketing Plan Execution

Details regarding the marketing plan execution cannot be determined until the Marketing Strategies and Marketing Plan have been developed and approved. As such, the budget allocated for plan execution is not guaranteed to include the execution of all items identified and recommended in the plan. That said, the elements in the plan will be prioritized and allocated project-specific budgets that bear in mind the overall Phase 4 execution budget. In addition, elements of the plan that can be executed by available Town of Farragut staff will be noted, and instruction (where needed) can be provided for the fulfillment of those tasks to best maximize the Town's resources.

Phase 3 Deliverables

TBD based on approved marketing strategies and plan. Descriptions of some anticipated deliverables are below.

Google AdWords Campaign

A well-managed Google AdWords campaign can be a powerful and effective tool for reaching specific target audiences. The analytic capabilities of AdWords ensure that every advertising dollar is spent wisely while at the same time providing meaningful insights into target audience motivations and behaviors.

Social Media Strategy Development

With the importance and wide usage of social media, an active presence on social media can expand the reach and increase engagement among the Town of Farragut's target audience. Strategy includes user guides for social media outlets, recommendations around post content, frequency and scheduling, and tips to increase followers and encourage engagement.

Print Materials

Promotion of the Farragut brand may include the design of print collateral such as brochures, fact sheets, signage, and merchandise.

Video Production and Photography

High quality video and photography can be used to highlight Farragut's offerings.

- On-ground: retail/shopping, residential
- Aerial: residential, greenways
- Action: outdoor activities