

TOWN OF WINDSOR AGENDA REPORT

Joint Windsor Town Council, Windsor Redevelopment Successor Agency and Windsor Water District Meeting Date: July 19, 2023

To: Mayor and Town Council
From: Tim Ricard, Economic Development Manager
Subject: The Engine is Red Professional Services Agreement

Recommendation to Council:

Approve a Professional Services Agreement with The Engine is Red for on-call creative services in an amount not to exceed \$47,000 and authorize the Town Manager to execute the said agreement on behalf of the Town.

Strategic Plan Element:

The recommended action supports the goal of Fiscal Health. Goal Statement: Ensure the economic health and long-term financial viability of the Town.

Background:

In December 2019, staff issued a Request for Proposals (RFP) for marketing and creative service firms to assist in the creation of economic development-focused branding and messaging, and associated print and digital collateral. A steering committee made up of representatives from the Town Council and staff, Chamber of Commerce, and Downtown Merchants Association selected The Engine is Red and the Town entered into a Professional Services agreement for \$48,950.

The Engine is Red worked closely with the steering committee and community stakeholders to develop a brand position, messaging guide, and toolkit for all Windsor Economic Development communications. This branding was then used to develop a website and print collateral that showcases and promotes Windsor as a great place to live, work, and visit. Since this time the Town has been working with the Engine is Red for on call creative services this work has included the creation of Shop Local and Tourism Attraction ad campaigns, the development of Beverage District branding and associated web and print collateral and ongoing improvements to the Discover Windsor website.

Discussion:

Town staff is seeking the approval of an additional contract with The Engine is Red to build upon the initial scope of work and create additional branding and marketing tools. This work includes include the following:

Creative Services:

1. Graphic Design: The Engine is Red will develop visually appealing designs for print and digital collateral, including brochures, flyers, banners, social media graphics, and advertisements.
2. Branding: The Engine is Red will assist in refining and enhancing the existing brand identity of the Town of Windsor, ensuring consistency across all communication channels.
3. Copywriting: The Engine is Red will craft compelling and engaging content for various marketing materials, including website pages, social media posts, press releases, and promotional campaigns.

4. Photography/Videography: The Engine is Red will provide professional visual assets, such as high-quality photographs and videos, to be used in marketing initiatives.

Marketing and Branding:

1. Strategic Planning: The Engine is Red will collaborate with Town Leadership to develop marketing strategies and campaigns that align with the goals and objectives of the Town of Windsor.
2. Market Research: The Engine is Red will conduct research to identify target audiences, market trends, and competitive insights, providing valuable input for effective marketing campaigns.
3. Campaign Development and Execution: The Engine is Red will conceptualize, design, and implement marketing campaigns to promote various initiatives, events, and attractions in Windsor.

Website Support:

1. Development and Maintenance: The Engine is Red will enhance and maintain the existing Discover Windsor website, implementing necessary updates and improvements.
2. Content Management: The Engine is Red will update website content, including text, images, and interactive elements, ensuring accurate and up-to-date information.
3. User Experience (UX) Optimization: The Engine is Red will continuously improve the website's usability, accessibility, and overall user experience to enhance visitor engagement.

Miscellaneous Marketing Needs:

The Engine is Red will provide on-demand creative and marketing support, as requested by the Town, which may include:

1. Customization or additions to existing marketing campaigns.
2. Email marketing support, including design and content creation.
3. Collateral support, such as the development of brochures, signage, and promotional materials.
4. Additional business or resident spotlights, highlighting the achievements and contributions of local entities.

The recommended contract with The Engine is Red for FY23-24, with a contract amount of \$47,000, will enable the Town of Windsor to leverage their expertise in creative services, marketing, and branding.

Fiscal Impact:

The proposed agreement will have a fiscal impact of up to \$47,000 for Fiscal Year 2023-24. Sufficient appropriations are included in the Town Manager's Office Professional Services section of the adopted Fiscal Year 2023-24 budget.

Environmental Review:

The recommended action does not constitute a "project" within the meaning of California Environmental Quality Act (CEQA) Guidelines Section 15378 and is not subject to environmental review.

Attachment(s):

1. [Engine is Red PSA](#)

Prepared by:

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Reviewed by:

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Recommended by:

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Town Manager