

**AGREEMENT FOR PROFESSIONAL SERVICES
BY AND BETWEEN**

**SWIMCREATIVE, LLC
AND
CITY OF DULUTH**

THIS AGREEMENT, effective as of the date of attestation by the City Clerk (the “Effective Date”), by and between the City of Duluth, hereinafter referred to as City, and SwimCreative, LLC, a domestic limited liability company located at 3 W. Superior St., Duluth MN 55802, hereinafter referred to as Consultant for the purpose of rendering services to the City.

WHEREAS, the City, acting through the Duluth Public Library, has launched the Every Child Ready Duluth initiative (ECRD) to help the community equitably prepare children for Kindergarten; and

WHEREAS, the ECRD will serve as a hub of information, training resources, events, and programs that targets parents, childcare providers and the community of people raising children birth to Kindergarten.

WHEREAS, the expertise and resources required to raise awareness for a campaign of this scope and to integrate ECRD into the community is beyond the capacity of library staff; and

WHEREAS, the City has requested consulting services for marketing ECRD, (the “Project”); and

WHEREAS, Consultant has represented itself as qualified and willing to perform the services required by the City; and

WHEREAS, Consultant submitted a proposal to provide marketing services for the Project (the “Proposal”), a copy of which is attached hereto as Exhibit A; and

WHEREAS, the City desires to utilize Consultant’s professional services for the Project;

NOW, THEREFORE, in consideration of the mutual covenants and conditions hereinafter contained, the parties hereto agree as follows:

I. Services

Consultant will provide services related to the Project as described in Consultant’s Proposal (the “Services”). Consultant agrees that it will provide its services at the direction of the City’s Library Manager. In the event of a conflict between the Proposal and this Agreement, the terms and conditions of this Agreement shall be deemed controlling.

II. Fees

It is agreed between the parties that Consultant’s maximum fee for the Project and Services shall not exceed the sum of Fifty-Five Thousand Dollars (\$55,000) inclusive of all travel

and other expenses associated with the Project, payable from Fund 110-121-121-5319. Consultant may invoice the City for 50 percent of services upfront. Thereafter, services will be invoiced in accordance with the marketing budget listed in Exhibit A. All invoices for services rendered shall be submitted monthly to the attention of the City of Duluth Finance Department. The City will pay invoices within 30 days of receipt. Payment of expenses is subject to the City's receipt of reasonable substantiation/back-up supporting such expenses.

III. General Terms and Conditions

1. Amendments

Any alterations, variations, modifications or waivers of terms of this Agreement shall be binding upon the City and Consultant only upon being reduced to writing and signed by a duly authorized representative of each party.

2. Assignment

Consultant represents that it will utilize only its own personnel in the performance of the services set forth herein; and further agrees that it will neither assign, transfer or subcontract any rights or obligations under this Agreement without prior written consent of the City. The Primary Consultants assigned to this project will be Bill Nelson, Sheerah Gebhard, and Ryan Miller (the "Primary Consultants"). The Primary Consultants shall be responsible for the delivery of professional services required by this Agreement and, except as expressly agreed in writing by the City in its sole discretion, the City is not obligated to accept the services of any other employee or agent of Consultant in substitution of the Primary Consultants. The foregoing sentence shall not preclude other employees of Consultant from providing support to the Primary Consultants in connection with Consultant's obligations hereunder.

3. Data and Confidentiality, Records and Inspection

- a. The City agrees that it will make available all pertinent information, data and records under its control for Consultant to use in the performance of this Agreement, or assist Consultant wherever possible to obtain such records, data and information.
- b. All reports, data, information, documentation and material given to or prepared by Consultant pursuant to this Agreement will be confidential and will not be released by Consultant without prior authorization from the City.
- c. Consultant agrees that all work created by Consultant for the City is a "work made for hire" and that the City shall own all right, title, and interest in and to

the work, including the entire copyright in the work (“City Property”). Consultant further agrees that to the extent the work is not a “work made for hire” Consultant will assign to City ownership of all right, title and interest in and to the work, including ownership of the entire copyright in the work. Consultant agrees to execute, at no cost to City, all documents necessary for City to perfect its ownership of the entire copyright in the work. Consultant represents and warrants that the work created or prepared by Consultant will be original and will not infringe upon the rights of any third party, and Consultant further represents that the work will not have been previously assigned, licensed or otherwise encumbered.

- d. Records shall be maintained by Consultant in accordance with requirements prescribed by the City and with respect to all matters covered by this Agreement. Such records shall be maintained for a period of six (6) years after receipt of final payment under this Agreement.
- e. Consultant will ensure that all costs shall be supported by properly executed payrolls, time records, invoices, contracts, vouchers, or other official documentation evidencing in proper detail the nature and propriety of the charges. All checks, payrolls, invoices, contracts, vouchers, orders, or other accounting documents pertaining in whole or in part to this Agreement shall be clearly identified and readily accessible.
- f. Consultant shall be responsible for furnishing to the City records, data and information as the City may require pertaining to matters covered by this Agreement.
- g. Consultant shall ensure that at any time during normal business hours and as often as the City may deem necessary, there shall be made available to the City for examination, all of its records with respect to all matters covered by this Agreement Consultant will also permit the City to audit, examine, and make excerpts or transcripts from such records, and to make audits of all contracts, invoices, materials, payrolls, records of personnel, conditions of employment, and other data relating to all matters covered by this Agreement.

4. Consultant Representation and Warranties

Consultant represents and warrants that:

- a. Consultant and all personnel to be provided by it hereunder has sufficient training and experience to perform the duties set forth herein and are in good standing with all applicable licensing requirements.

- b. Consultant and all personnel provided by it hereunder shall perform their respective duties in a professional and diligent manner in the best interests of the City and in accordance with the then current generally accepted standards of the profession for the provisions of services of this type.
- c. Consultant has complied or will comply with all legal requirements applicable to it with respect to this Agreement. Consultant will observe all applicable laws, regulations, ordinances and orders of the United States, State of Minnesota and agencies and political subdivisions thereof.
- d. The execution and delivery of this Agreement and the consummation of the transactions herein contemplated do not and will not conflict with, or constitute a breach of or a default under, any agreement to which the Consultant is a party or by which it is bound, or result in the creation or imposition of any lien, charge or encumbrance of any nature upon any of the property or assets of the Consultant contrary to the terms of any instrument or agreement.
- e. There is no litigation pending or to the best of the Consultant's knowledge threatened against the Consultant affecting its ability to carry out the terms of this Agreement or to carry out the terms and conditions of any other matter materially affecting the ability of the Consultant to perform its obligations hereunder.
- f. The Consultant will not, without the prior written consent of the City, enter into any agreement or other commitment the performance of which would constitute a breach of any of the terms, conditions, provisions, representations, warranties and/or covenants contained in this Agreement.

5. Agreement Period

The term of this Agreement shall commence on the Effective Date and performance shall be completed by December 31, 2022, unless terminated earlier as provided for herein.

Either party may, by giving written notice, specifying the effective date thereof, terminate this Agreement in whole or in part without cause. In the event of termination, all property and finished or unfinished documents and other writings prepared by Consultant under this Agreement shall become the property of the City and Consultant shall promptly deliver the same to the City. Consultant shall be entitled to compensation for services properly performed by it to the date of termination of this Agreement. In the event of termination due to breach by Consultant, the City shall retain all other remedies available to it, and the City shall be relieved from payment of any fees in respect of the services of Consultant which

gave rise to such breach.

6. Independent Contractor

- a. It is agreed that nothing herein contained is intended or should be construed in any manner as creating or establishing the relationship of copartners between the parties hereto or as constituting Consultant as an agent, representative or employee of the City for any purpose or in any manner whatsoever. The parties do not intend to create any third party beneficiary of this Agreement. Consultant and its employees shall not be considered employees of the City, and any and all claims that may or might arise under the Worker's Compensation Act of the State of Minnesota on behalf of Consultant's employees while so engaged, and any and all claims whatsoever on behalf of Consultant's employees arising out of employment shall in no way be the responsibility of City. Except for compensation provided in Section II of this Agreement, Consultant's employees shall not be entitled to any compensation or rights or benefits of any kind whatsoever from City, including without limitation, tenure rights, medical and hospital care, sick and vacation leave, Worker's Compensation, Unemployment Insurance, disability or severance pay and P.E.R.A. Further, City shall in no way be responsible to defend, indemnify or save harmless Consultant from liability or judgments arising out of intentional or negligent acts or omissions of Consultant or its employees while performing the work specified by this Agreement.
- b. The parties do not intend by this Agreement to create a joint venture or joint enterprise, and expressly waive any right to claim such status in any dispute arising out of this Agreement.
- c. Consultant expressly waives any right to claim any immunity provided for in Minnesota Statutes Chapter 466 or pursuant to the official immunity doctrine.

7. Indemnity

To the extent allowed by law, Consultant shall defend, indemnify and hold City and its employees, officers, and agents harmless from and against any and all cost or expenses, claims or liabilities, including but not limited to, reasonable attorneys' fees and expenses in connection with any claims resulting from the Consultant's a) breach of this agreement or b) its negligence or misconduct or that of its agents or contractors in performing the Services hereunder or c) any claims arising in connection with Consultant's employees or contractors, or d) the use of any materials supplied by the Consultant to the City unless such material was modified by City and such modification is the cause of such claim. This Section shall survive

the termination of this Agreement for any reason.

8. Insurance

Consultant shall obtain and maintain for the Term of this Agreement the following minimum amounts of insurance from insurance companies authorized to do business in the State of Minnesota.

- a. Public Liability and Automobile Liability Insurance with limits not less than **\$1,500,000** Single Limit, shall be in a company approved by the city of Duluth; and shall provide for the following: Liability for Premises, Operations, Completed Operations, and Contractual Liability. **City of Duluth shall be named as Additional Insured by endorsement** under the Public Liability and Automobile Liability, or as an alternate, Consultant may provide Owners-Contractors Protective policy, naming himself and City of Duluth. **Upon execution of this Agreement**, Consultant shall provide Certificate of Insurance evidencing such coverage with 30-days' notice of cancellation, non-renewal or material change provisions included.
- b. Professional Liability Insurance in an amount not less than \$1,500,000 Single Limit; provided further that in the event the professional malpractice insurance is in the form of "claims made," insurance, 60 days' notice prior to any cancellation or modification shall be required; and in such event, Consultant agrees to provide the City with either evidence of new insurance coverage conforming to the provisions of this paragraph which will provide unbroken protection to the City, or, in the alternative, to purchase at its cost, extended coverage under the old policy for the period the state of repose runs; the protection to be provided by said "claims made" insurance shall remain in place until the running of the statute of repose for claims related to this Agreement.
- c. Consultant shall also provide evidence of Statutory Minnesota Workers' Compensation Insurance.
- d. A certificate showing continued maintenance of such insurance shall be on file with the City during the term of this Agreement.
- e. The City of Duluth does not represent or guarantee that these types or limits of coverage are adequate to protect the Consultant's interests and liabilities.

9. Notices

Unless otherwise expressly provided herein, any notice or other communication

required or given shall be in writing and shall be effective for any purpose if served, with delivery or postage costs prepaid, by nationally recognized commercial overnight delivery service or by registered or certified mail, return receipt requested, to the following addresses:

City: City of Duluth
Duluth Public Library
520 W. Superior St.
Duluth MN 55802
Attn: Carla Powers

Consultant: SwimCreative LLC
3 W. Superior St.
Duluth, MN 55802
Attn: Sheerah Gahbard

10. Civil Rights Assurances

Consultant, as part of the consideration under this Agreement, does hereby covenant and agree that:

- a. No person on the grounds of race, color, creed, religion, national origin, ancestry, age, sex, marital status, status with respect to public assistance, sexual orientation, and/or disability shall be excluded from any participation in, denied any benefits of, or otherwise subjected to discrimination with regard to the work to be done pursuant to this Agreement.
- b. That all activities to be conducted pursuant to this Agreement shall be conducted in accordance with the Minnesota Human Rights Act of 1974, as amended (Chapter 363), Title 7 of the U.S. Code, and any regulations and executive orders which may be affected with regard thereto.

11. Laws, Rules and Regulations

Consultant agrees to observe and comply with all laws, ordinances, rules and regulations of the United States of America, the State of Minnesota and the City with respect to their respective agencies which are applicable to its activities under this Agreement.

12. Applicable Law

This Agreement, together with all of its paragraphs, terms and provisions is made in the State of Minnesota and shall be construed and interpreted in accordance with the laws of the State of Minnesota.

13. Force Majeure

Neither party shall be liable for any failure of or delay in performance of its obligations under his Agreement to the extent such failure or delay is due to circumstances beyond its reasonable control, including, without limitation, acts of God, acts of a public enemy, fires, floods, wars, civil disturbances, sabotage, accidents, insurrections, blockades, embargoes, storms, explosions, labor disputes, acts of any governmental body (whether civil or military, foreign or domestic), failure or delay of third parties or governmental bodies from whom a party is obtaining or must obtain approvals, franchises or permits, or inability to obtain labor, materials, equipment, or transportation. Any such delays shall not be a breach of or failure to perform this Agreement or any part thereof and the date on which the party's obligations hereunder are due to be fulfilled shall be extended for a period equal to the time lost as a result of such delays.

14. Severability

In the event any provision herein shall be deemed invalid or unenforceable, the remaining provision shall continue in full force and effect and shall be binding upon the parties to this Agreement.

15. Entire Agreement

It is understood and agreed that the entire agreement of the parties including all exhibits is contained herein and that this Agreement supersedes all oral agreements and negotiations between the parties relating to the subject matter hereof. Any amendment to this Agreement shall be in writing and shall be executed by the same parties who executed the original agreement or their successors in office.

16. Counterparts

This Agreement may be executed in two or more counterparts, each of which shall be deemed to be an original as against any party whose signature appears thereon, but all of which together shall constitute but one and the same instrument. Signatures to this Agreement transmitted by facsimile, by electronic mail in "portable document format" (".pdf"), or by any other electronic means which preserves the original graphic and pictorial appearance of the Agreement, shall have the same effect as physical delivery of the paper document bearing the original signature.

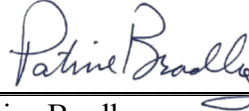
IN WITNESS WHEREOF, the parties have hereunto set their hands as of the date of attestation shown below.

CITY OF DULUTH

SWIMCREATIVE LLC

By:

By:



Mayor

Patrice Bradley
Chief Executive Officer

Attest:

Date: November 10, 2021

City Clerk

Date Attested: _____

Countersigned:

City Auditor

Approved as to form:

City Attorney

EXHIBIT A

Consultant's Proposal

Education and Engagement Campaign

Duluth Public Library - Every Child Ready Duluth

September 23, 2021

EXECUTIVE SUMMARY

School readiness is a building block for success in formal education and beyond. We acknowledge the library's commitment in its strategic plan to focus the initiative city-wide and to be inclusive of all children and families.

While the library will organize the work of the initiative, Every Child Ready Duluth (ECRD) will operate as a coalition, bringing together key areas of the community to create the changes needed to support children in becoming school ready. The spirit of this mission is also closely held by many organizations and individuals in our community and they are invited to join ECRD for collective impact.

Core to the ECRD initiative is diversity, equity, and inclusion (DEI). Several of its goals directly address DEI issues and even when not directly articulated, DEI is part of every element of ECRD's plan, including its plans for initiative evaluation.

This Education and Engagement Campaign will focus on "Ready Families & Caregivers." This method will allow us to communicate with the core audience while being inclusive to the other audiences through indirect means. Subsequent campaigns will prioritize the next target groups in a strategic sequence – all the while, keeping in mind the marketing objectives and organizational goals. According to inc.com, "Targeting a specific market does not mean that you are excluding people who do not fit your criteria. Rather, target marketing allows you to focus your marketing dollars and brand message on a specific market that is more likely to buy from you than other markets. This is a much more affordable, efficient, and effective way to reach potential clients and generate business."¹

In Essence, ECRD is a hub of information, programs and training resources that will help parents get their children ready for kindergarten. This is important because it is fairly common for parents to feel confused about who to contact to start the process of getting their young child ready for school. ECRD believes that the relationship between the child and a caregiver is the most important thing in that child's life. They are speaking to the planner: parents of babies and young toddlers as well as childcare providers and the community of people raising children. The desired reaction to the marketing message includes comments like, "It's back to school time...in a couple of years, that's going to be me. It's important for our city to have this. This is empowering. I can do that." In the end, we want the target audience to understand that learning starts on day one and we want them to feel confident that their child is ready for school. We don't want the target audience to feel like this doesn't affect them. We want the message to be delivered when parents are thinking about school readiness – typically when the child is about one year old. Most months are appropriate for messaging except for November and December. An August timeframe is the most suitable.

¹ <https://www.inc.com/guides/2010/06/defining-your-target-market.html>

Business goals include increasing attendance at early childhood programming, increasing circulation of early childhood books and materials, collaborating with other organizations in Duluth to enhance school readiness and increasing support for school readiness in children and for ECRD Initiative in the Duluth community.

Marketing goals include increased numbers of people signing up for eNewsletter and increased numbers of people following on social media.

ECRD conducted a survey to identify the network of organizations in Duluth that support pre-k children and their families/caregivers in their school readiness efforts. A total of 65 community organization members responded to the SurveyMonkey survey.

Competition (or barriers between your desired outcome and the customer) include things like transportation, time, money, household barriers, literacy issues, access to programs, medical diagnoses, erratic responses to childhood misbehavior, no family support, parental apathy and discrimination.

Key strategies include keeping it simple, making it easy, making it relevant and focusing on the parents. Differentiation boils down to the ECRD as a more equitable and interconnected system of childhood care and education. The creative strategy is, "Learning simply starts here." And the tone is honest, fair, effective, easy, exciting, achievable, simple, remarkable, fun and no pressure. Examples of consumer touchpoints include awareness, consideration, purchase and loyalty.

The budget for this campaign is \$35,000 in 2021 and \$20,000 in 2022. Most of the agency services and production will come out of the 2021 budget with media being spent in 2022. Market location is the Duluth, Minnesota area. Tactics include video, landing page, eNewsletter template, digital sector map/infographic, poster, direct mail and a van wrap.

BRAND

Children can't get themselves school ready. They rely on their families to help them develop healthy relationships, build necessary social and emotional skills, and to encourage their curiosity and creativity. They need a strong education system that connects with, responds to, and supports them and their parents and caregivers. A community that values, prioritizes and advocates for school readiness helps children and families to thrive. Together, these concentric rings of support — family, education and community — can help Duluth's children become school ready.

BUSINESS GOALS

Emphasis on School Readiness

Prioritize early literacy programs, early literacy materials and coalition building to improve school readiness of Duluth's Children.

- Increase the number of locations where we provide/participate in outreach activities for early childhood.
Measurable: Increase from 15 outreach sites to 25
- Collaborate with other organizations in Duluth to enhance school readiness.
Measurable: Increase the number of organizations that the library partners/collaborates with from 17 to 34.
- Increase support for school readiness and for Every Child Ready Duluth in the Duluth community.
 - The Duluth community understands what "school readiness" means and why "school readiness" is valuable to the community
Measurable: 25% of people we have reached out to report having learned something new about school readiness or have thereafter had conversations about school readiness.
 - The Duluth community understands that Every Child Ready Duluth is a coalition working towards the goal of school readiness for all Duluth kids.
Measurable: 300 people signing up to pledge (non monetary) support for ECRD

MARKETING OBJECTIVES

- Increased numbers of people signing up for eNewsletter
Measurable: Increase eNewsletter sign-ups from 256 to 500.
- Increased numbers of people following on social media
Measurable: Increase the number of followers to our Every Child Ready Duluth Facebook Group from 501 to 1,000.

DESIRED OUTCOMES

- Families will have an understanding of early child development and the importance of secure attachments.
 - Parents will understand they are their child's advocate and first teacher.
 - They will have access to the needed resources and are supported by their community in their efforts to prepare their children for school.
-

CONSUMER SEGMENTS

Families and Caregivers

These are parents and families in Duluth, Minnesota that come from various backgrounds, cultures and experiences. They have diverse needs and require simple and effective ways to prepare their children for school. They, potentially, do not know where to go for information to get started or they don't know how to sift through the 90+ options to find the right fit for the children.

Demographics

- Parents and caregivers that lack awareness regarding child development timelines and milestones; they lack awareness of the resources and programs available; and they are likely unaware of the best sources to consult.
- Households where basic needs are not being met such as food, clothing, shelter and safety.
- Many parents/caregivers cannot afford safe, quality childcare.
- Parents and caregivers of young children (babies and toddlers)
- Ethnically diverse group
- Lower income households
- Skews female (age 18-40)
- Married and single parents
- Users of daycare and preschool

Location

Duluth, Minnesota

Consumer Pain Points (prior to purchasing)

- The target audience doesn't know where to start
- The target audience is overwhelmed with too many places to start
- They are busy (e.g. working two jobs)
- They are focused on providing basic needs such as food, clothing, shelter, transportation

Benefits Sought

- As their children's first teachers, parents need equitable, and easy access to information and community resources to help them provide the best learning environments and early childhood experiences for their unique children.
- They want access to needed resources and want to be supported in their efforts to prepare their children for school.
- Parent/caregiver education
 - Developmental timelines and achievements
 - Milestones related to speech language
 - Free resources for home education; awareness of community resources and programs
 - Parent and child activities
- A simple and effective way to get ducks in a row so their child is prepared to start school

COMMUNITY ORGANIZATION SURVEY

ECRD conducted a survey to identify the network of organizations that support pre-k children and their families/caregivers in their school readiness efforts. A total of 65 community organization members responded to the SurveyMonkey survey.

Overall survey findings

- Respondents repeatedly noted that parents and caregivers (that they work with) lack awareness. They lack awareness regarding child development timelines and milestones; they lack awareness of the resources and programs available; and given the perception that parents and caregivers are consulting informal sources for information, they are likely unaware of the best sources to consult.
- Another recurring theme was the idea that basic needs are not being met in many households – food, clothing, shelter, safety. When children lack these basic necessities, it can delay their development.
- The sector working with children and families/caregivers with preschool aged children is broad and deep. Survey respondents noted over 90 organizations and services that they partner with to address kindergarten readiness. Creating a sector map will help visualize the web of partners with nodes and hubs to better move forward defining roles and potential leaders within the network.
- Finally, childcare is an issue on two levels. First, many parents/caregivers cannot afford safe, quality childcare. Second, there is a shortage of affordable, quality childcare providers in the area.

COMPETITIVE ANALYSIS

What barriers do families/caregivers you work with face when working to get children ready for kindergarten?

- Transportation
- Time
 - Especially when working multiple jobs
- Money
 - Both from the standpoint of poverty
 - And being able to afford those things which might aid in kindergarten readiness
- Household barriers
 - Changes in residence
 - Homelessness
 - Changes in household members
 - Lack of nutrition
 - Lack of sleep schedules; issues with technology and media
- Literacy issues
 - Limited parental education and lack of books
 - Understanding the developmental needs of children academically, socially, and emotionally
 - Lack of awareness of community programs and resources
 - Limited access to quality, affordable childcare and other early childhood educational opportunities
- Limited access to parental education and play-based programs
- Medical Diagnoses
 - Mental health
 - Trauma and domestic violence
 - Addiction and substance disorders
 - Stress
- Erratic responses to childhood misbehavior
- No family support
- Parental apathy
- Discrimination

Obstacles over which Duluth Public Library ECRD program has little control:

- Susceptible to economic fluctuations
 - Unforeseen political issues
 - Epidemics/Pandemics
-

KEY STRATEGIES

Keep it simple

Life's complicated enough. Don't add to it. Your message must clearly communicate exactly what you are offering and how someone can get access to it. Don't assume young families want to read pages and pages of content.

Make it easy

Easy is different from simple. Young families have busy lives. If it appears complicated, the target will likely tune out and move on. This should take the pressure off, not add pressure.

Make it relevant

If someone is raising a child and they want that child to be ready for school in a few years, then speak directly to them. We want them to be able to relate to the message more than we want them to see it, read it or hear it. We want them to understand it and say to themselves, "I can do that."

Focus on parents

While there are other targets to consider, the parents are where we start. They have intense pressure to raise a child and, with it, a lot of emotions ranging from guilt and sadness to confidence and happiness.

DIFFERENTIATION AND POSITIONING

The ECRD initiative provides an opportunity to help the whole city of Duluth understand school readiness and embrace it as a priority for a healthy community. Many local organizations are already providing important services and resources to improve school readiness and ECRD hopes to increase communication and collaboration between such groups to create a more equitable and interconnected system of early childhood care and education.

CREATIVE STRATEGY

Learning simply starts here.

- Free from guesswork and searching for the right resources
- Free from anxiety about whether or not you are making a mistake
- It starts on day one with your child
- It's the little things that make a big difference
- You CAN do this
- It's easier than you think

Reasons to believe (RTB)

- Research shows that children begin learning the day they are born
- We help give parents a great way to get the ball rolling
- ECRD takes the hassle and guesswork out of getting answers
- Most, if not all, parents need help from time to time
- You have a whole community rallying behind you

TONE

Honest, fair, effective, easy, exciting, achievable, simple, remarkable, fun, no pressure.

EXAMPLES OF COMMON TOUCHPOINTS IN PURCHASE FUNNEL

(Awareness > Consideration > Purchase > Loyalty)

<p style="text-align: center;">Awareness</p> <ul style="list-style-type: none"> • TV • Radio • Social media • Search engines • Friend/family recommendations 	<p style="text-align: center;">Consideration</p> <ul style="list-style-type: none"> • Search engines (PPC and SEO) • Website • Community partner sites • Word of mouth (includes online reviews)
<p style="text-align: center;">Purchase</p> <ul style="list-style-type: none"> • Website • Events • Community partner sites • At the library 	<p style="text-align: center;">Loyalty</p> <ul style="list-style-type: none"> • Email • Social media • Loyalty program

TACTICS AND EXECUTION

According to the survey, 90.63% said parents/caregivers get information about school readiness from word of mouth. Social media came in second at 78.13% followed by preschool at 64% and daycare at 50%.

Overall Marketing Budget

	Amount	Notes
2021	\$35,000	October 1 - December 31
2022	\$20,000	April - May, August
Total	\$55,000	Through December, 2022

MARKETING BUDGET

2021				
Tactic/Service	Planning/Prod	Agency	Production	Media
Campaign - ECRD	Tactics in yellow are the responsibility of the client.			
Video	Nov 21 - Jan 22	\$7,500	\$5,000	NA
Landing Page	Nov 21 - Jan 22	\$2,500	\$0	NA
eNewsletter Template	Nov 21 - Jan 22	\$1,750	\$0	NA
Digital - Paid Social Creative and Setup	Nov 21 - Jan 22	\$4,500	\$0	NA
Digital - Search Setup	Nov 21 - Jan 22	\$1,250	\$0	NA
Sector Map/Infographic	Nov 21 - Jan 22	\$1,150	TBD	NA
Poster (17x22) qty 100	Nov 21 - Jan 22	\$900	\$250	NA
Direct Mail - This is the cost for design and printing 5000 postcards with tax; Size = 6" x 4.25" is the biggest to get \$.35 postage; 2-sided, full color. For budgeting purposes. Subject to change. This would also be used as the handout.	Nov 21 - Jan 22	\$900	\$1,750	NA
Van Wrap PAID	Sept 2021	\$4,750	TBD	NA
Education and Engagement Campaign Plan PAID	Sept 2021	\$4,750	\$0	\$0
SUBTOTAL 2021		\$29,950.00	\$7,000	\$0
2022				
Tactic/Service	Planning/Prod	Agency	Production	Media
Digital - Paid Social Management and Reporting	See calendar	\$3,600	\$0	\$5,520
Digital - Search Management and Reporting	See calendar	\$3,600	\$0	\$2,460
Direct Mail - Postage for 2500 cards @ .35 mailed twice. For budgeting purposes. Subject to change.	See calendar	NA	NA	\$1,750
SUBTOTAL 2022		\$7,200	\$0	\$9,730
TOTALS	\$53,880	\$37,150	\$7,000	\$9,730
		69%	13%	18%

DIGITAL CAMPAIGN PLAN

Digital Overview

With digital tactics and targeting, the goal for this campaign is to align the right message, to the right audience, at the right time. The below tactics will help drive the target audience to the Every Child Ready web landing page, to increase overall awareness and engagement.

Strategy

Run a social media and Google search campaign to our defined target audience in order to increase: general awareness, the number of people signing up for the eNewsletter and the number of people following on social media.

Digital And Web Tactics

1. Facebook ads
2. Instagram ads
3. TikTok ads
4. Google Search ads
5. Web landing page

Metrics/Key Performance Indicators (KPIs)

	Metric
Awareness	Social media and Google Search reach and engagement
Consideration	Visiting the landing page
Action	Social media following and eNewsletter downloads

Target Audience: Families & Caregivers

These are parents and families in Duluth, Minnesota that come from various backgrounds, cultures, and experiences. They have diverse needs and require simple and effective ways to prepare their child for school. They, potentially, do not know where to go for information to get started or they don't know how to sift through the 90+ options to find the right fit for them.

Parents (male and female; between the ages of 18-35) and caregivers of young children in the Duluth, MN area.

Location: Duluth, MN area



PROPOSED Digital Tactics

Marketing goal: Drive visitors to the landing page

Tactic	Target	Schedule	Spend	Notes <small>(Creative will be the same for Facebook and YouTube, but resized to be optimized for each platform)</small>
Facebook	Parents & Caregivers	April-May, August 2022	\$1,840 (no more than \$20 per day)	Videos & Static
Instagram	Parents & Caregivers	April-May, August 2022	\$1,840 (no more than \$20 per day)	Videos & Static
Tiktok	Targeting options on TK?	April-May, August 2022	\$1,840 (no more than \$20 per day)	Videos
Google Search Ads	Parents & Caregivers	March-October 2022 (12pm - 11pm)	\$2,460 (\$10 per day)	Search ads
			Total: \$7,980	Total for the months of March - October 2022

SCHEDULE

Tactic	Aug 21	Sep 21	Oct 21	Nov 21	Dec 21	Jan22	Feb22	Mar22	Apr22	May22	Jun22	Jul22	Aug22	Sep22	Oct22	Nov22	Dec22
Marketing Plan																	
Van Wrap																	
Video																	
Landing Page																	
eNewsletter Template																	
Digital - Paid Social																	
Digital - Search																	
Sector Map/Infographic																	
Poster																	
Direct Mail																	
In Market																	
Agency Services																	

PLAN APPROVAL

An agreement will be submitted to the client following plan approval.

Client Signature _____ Date_____

Print Name _____

Swim Signature  Date_____

Bill Nelson
Director of Account Services

ADDITIONAL RECOMMENDATIONS

In addition to what we have in the table above, it is important to consider other opportunities that involve existing outlets, events and mediums. These include, but are not limited to, things like Duluth Mom’s Blog, Fit for Mom, Duluth Children’s Museum, the Miller Hill Mall, Lake Superior Zoo and Thomas the Train at the Depot. Radio could be a possible tactic. Specifically, Spotify or some kind of give-away event with a station partner. Television Public Service Announcements (PSAs) could also be an opportunity. Family dance day at Leif Erikson.