

**CLEVELAND PUBLIC LIBRARY**

**Finance Committee**

October 16, 2018

**RESOLUTION TO AMEND AGREEMENT WITH DIX & EATON INCORPORATED FOR  
PUBLIC RELATIONS SERVICES FOR CPL150**

- WHEREAS, Cleveland Public Library entered into an agreement with Dix & Eaton Incorporated in June of 2018 in the amount of \$54,000 for the development of a communications plan, fundraising counsel, and strategic support to plan a year of celebration commemorating 150 years of service to the people of Cleveland that will begin in February 2019; and
- WHEREAS, At their regular meeting on September 20, 2018, the Board of Library Trustees authorized an amendment to the agreement, in an additional amount not-to-exceed \$28,000, for Dix & Eaton Incorporated to develop branding elements that will support all communications and marketing outreach around the anniversary year; and
- WHEREAS, The communications plan has since been presented to the CPL150 Work Group of library staff who are planning the celebration year and includes key objectives, target audiences, communication strategies, detailed tactics, timing, metrics, and implementation cost estimates where appropriate; and
- WHEREAS, The detailed tactics include recommendations for an advertising strategy with suggested ad buys, a media relations plan, social media channel and content recommendations, and a suggested budget to implement the plan effectively; and
- WHEREAS, The CPL150 Work Group recommends that the Board of Trustees enter into a second amendment with Dix & Eaton Incorporated that will enable Dix & Eaton Incorporated to implement their communications plan, including making the ad buys; now therefore be it
- RESOLVED, That the Board of Trustees authorizes the Executive Director, CEO, or his designee, to enter into an amendment to the existing agreement in the amount of \$82,000 with Dix & Eaton Incorporated to provide the additional services as outlined in their statement of work for implementing the communications plan in an additional amount not-to-exceed \$575,000, for a total contract amount of \$657,000 which expenditure shall be charged to the Founders Fund account 20316103-53710 (Professional Services), and which agreement shall be subject to review and approval of the Chief Legal Officer.

## Suggested Budget Allocations

Tactics	Allocation
<b>Microsite</b> <i>Creating architecture, design, reviewing and editing content developed by CPL, building out site, training CPL contact to update content and updating architecture as needed</i>	\$50,000
<b>Videos</b> <i>Connecting CPL with video provider, participating in initial brainstorm and providing initial creative direction</i>	\$40,000
<b>Paid media (buy)</b> <i>Securing all ad purchases, submitting creative to media outlets, optimizing social media ads, coordinating with TV stations to create partnership spots and ad spots</i>	\$275,000
<b>Paid media (creative)</b> <i>Developing overarching campaign including creative direction and messaging, creating ads specific to events, providing all assets to CPL team to create social media ads</i>	\$50,000

## Suggested Budget Allocations (cont'd)

Tactics	Allocation
<b>Social media</b> <i>Creating and populating editorial calendar for anniversary year, developing monthly content themes and providing direction to CPL team to develop and post content</i>	\$25,000
<b>Media relations</b> <i>Reviewing and editing news room materials, developing pitch ideas, securing interview opportunities and coordinating interviews, monitoring coverage, one half-day training session with four senior leaders</i>	\$75,000
<b>Quarterly reporting</b> <i>Developing four quarterly reports</i>	\$10,000
<b>Ongoing counsel and project management</b> <i>Includes providing counsel on speaking opportunities, partnerships, internal communications and other issues as they arise; attending meetings and conference calls and overall project management from October 2018 through January 2020</i>	\$50,000
<b>TOTAL</b>	<b>\$575,000</b>