

CLEVELAND PUBLIC LIBRARY

Board Meeting

June 19, 2018

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

WHEREAS, On February 17, 2019, the Cleveland Public Library will begin a year of celebration commemorating 150 years of service to the people of Cleveland; and

WHEREAS, In order to create and promote experiences and events during the anniversary year that will honor the Library's past and look to future, raise awareness of the services provided by the Library throughout its rich history, and attract sponsors to offset the costs of the celebration, the Library recognizes the need to engage the services of an experienced public relations firm; and

WHEREAS, The Leadership Team's CPL150 Steering Committee interviewed four firms and unanimously agreed that with their knowledge, tools, and relationships, the Dix & Eaton team was the best choice for this project; now therefore be it

RESOLVED, That the Board of Trustees authorizes the Executive Director, CEO, or his designee, to enter into an agreement with Dix & Eaton Incorporated to provide the services as outlined in their proposal in an amount not-to-exceed \$54,000.00, which expenditure shall be charged to General fund account 11610053-53710 (Professional Services), and which agreement shall be subject to review and approval of the Chief Legal Officer.

**Cleveland Public Library 150th Anniversary
STATEMENT OF WORK
June 8, 2018**

Overview

We are pleased to help the Cleveland Public Library celebrate its 150th anniversary in 2019. The following outlines activity, timing, deliverables and costs for the first phase of this project including developing a detailed communications plan to help market and promote the anniversary and providing initial fundraising counsel and support.

Communications Plan Development

During this first phase of the 150th anniversary project, we will develop a communications plan that will guide all marketing and public relations activity. The plan will outline key objectives, target audiences, communications strategies, recommended tactics, timing, metrics and, where possible, costs for implementation. Recommended tactics would include developing a special 150th anniversary mark, creating messaging to guide all communications, advertising, media and social media outreach, etc.

We would begin the project with research around the Library's strategic plan and an initial overview of publicly available marketing and PR tactics including recent media coverage, social media content, website, etc.

We would then conduct a facilitated kick-off meeting to better understand the Library's

- Strategic objectives for 2019,
- 150th anniversary objectives,
- Target audiences,
- Current marketing messaging, channels and metrics, and
- Anniversary activity that is already planned for 2019

Coming out of the meeting, we would review additional marketing and PR tactics as needed and build the communications plan. We would present and discuss the plan to the Library's 150th anniversary team, senior leadership and others as needed and would finalize the plan based on their feedback.

Timing

We anticipate that it would take six to eight weeks to conduct appropriate research, develop the plan, present and finalize it contingent on a reasonably quick start.

Deliverables

- Detailed communications plan in PowerPoint format that includes objectives, prioritized target audiences, strategy for communications, detailed tactics, timing, metrics and implementation estimates where appropriate. Detailed tactics would include recommendations for foundational elements, advertising strategy with suggested ad buy, media relations plan, social media channel and content recommendations, etc.

Estimate

We estimate the cost for the communications plan will be \$22,000-\$28,000 delivered over six to eight weeks.

Fundraising Counsel & Strategic Support

We will work with Library staff to provide strategic direction related to the 150th Anniversary. This will include overall strategic counsel for the anniversary year, its celebration components and a funding strategy for the anniversary. This strategic approach to anniversary funding will include identification of current funding sources to leverage and new funders that may be aligned with key components and signature events of the anniversary celebration. We will also help develop solicitation strategies, to be implemented by Library leadership.

The 150th anniversary will be used as a platform to develop strategic direction, priorities and appropriate processes related to the Cleveland Public Library Foundation. To that end, we will assist in developing priorities for the Foundation that align with the Library's strategic plan goals, its capital program delivery and its innovative approach to service delivery going forward. Counsel may also be provided on Foundation policies and procedures.

Timing

This contact provides strategic counsel for a six-month period.

Deliverables

We will participate in weekly meetings with Library staff on the anniversary and other meetings with Library leadership, as appropriate, to provide the strategic counsel outlined. We will help evaluate the overall plan in terms of impact, alignment with strategic goals and the Library's ability to achieve a high level of quality for all activities. As part of this work, we will identify community partners and other resources that can be leveraged for anniversary program content.

In addition, we will ensure the successful melding of the communications plan development with the strategic counsel scope through joint participation in appropriate meetings.

We will help to develop foundation priorities and policies by clearly defining what programs and services should be funded by existing funds and what programs and capital investments warrant additional support through fundraising efforts and the work of the new Foundation.

We will work with Library staff to align Foundation priorities around key Library strategic plan goals, capital program delivery and new model of service delivery. In so doing, we will help create a case statement for this additional support and help to identify the need for and potential impact of private funding on capital, new programs and anniversary components.

We will work with staff on an "asset mapping" process for the Library, identifying opportunities for funding partner benefits within the Library's current inventory of branches, programs, market reach and partnerships. We will identify community stakeholders to engage for feedback in process related to Foundation goals and priorities.

Estimate

The fee for this work is \$26,000 over six months.