



CREATIVE
EFFECTIVE
LASTING

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Project Proposal

PRINCETON MARKETING COLLABORATION

Prepared for

City of Princeton, Minnesota

ATTN: Stephanie Hillesheim

Community Development Manager

October 15, 2021

Passionately
committed to the
betterment of
business, family
and **community.**

OUR HISTORY

For over 30 years, CEL's clients have trusted us as their communications partner — helping them strategically plan, implement, and ultimately reach their goals using effective marketing and public relations tactics. No matter what your goal is, we help make it happen when we sign on with you. Telling your story and getting your message to your marketplace in a Creative, Effective, and Lasting way is our business – with a return on your investment. We have passion for what we do and the schools and companies that we service - and that translates to success for you.

WE VALUE

COMMUNITY

We work for the greater good; it's more about we, than me.

INTEGRITY

We are guided by honesty, integrity and a commitment to the highest standards of professional ethics.

RELATIONSHIPS

We value relationships and make unexpected connections to create new opportunities.

INCLUSION

We create inclusive environments, seek to experience diversity without judgement, listen with empathy and advance equity.

COLLABORATION

We inspire, interpret and unlock collective brilliance.

WELL-BEING

We prioritize the health and well-being of our team, promote a collaborative work environment, and bring joy and gratitude each day.

The community of Princeton, MN including the City of Princeton, Princeton Area Chamber of Commerce, Princeton Public Schools along with area businesses individually and collectively are faced with the mutual challenges of: 1. workforce shortage and its negative impact on residents, businesses, schools, health care, and the local economy and community well-being, 2. an increasing number of area residents commuting and working outside of the community, and 3. the increasing number of visitors who are coming to the community for their recreation experiences and leave knowing little about the other living, learning and economic assets of the area. The City of Princeton along with leaders of the Princeton Area Chamber of Commerce and the Princeton Public Schools is launching a multi-year Marketing Collaboration and inviting other industries, businesses and services to be involved. The focus of the Collaboration is:

- recruiting, retaining, and supporting a growing workforce in Princeton and the surrounding area, drawing from the people living in the area and from the significant number of people driving into the Twin Cities to work.
- increasing and supporting the economic development within the city limits and surrounding areas
- enhancing the visibility of the many accomplishments and positive attributes of the community and elevating Princeton to become recognized as one of the top ten places to live, work, play and learn outside of the Twin Cities

The success of the outlined marketing plan is dependent on solid collaborations and partnerships across stakeholder groups. All parties are strengthened by the association, cooperation, and shared goals of vested stakeholders each utilizing their diverse resources, talents, and assets.

Princeton's marketing collaborators seek marketing support from CEL to supplement the City and collaborators' existing resources for the launch of the marketing campaign and assist in the facilitation of the Collaboration's implementation in 2022.

SCOPE OF WORK & DELIVERABLES

CEL will work with the City of Princeton and the Princeton Marketing Collaboration and deliver:

1. CREATION OF THE PRINCETON MARKETING CAMPAIGN

(November 1, 2021 - upon completion no later than January 31, 2022)

- Design campaign messaging and campaign theme
- Creation of the campaign identity, logo, and slogan (*up to 3 design options for campaign theme)
- Presentation and review with Collaboration and final selection of the campaign identity, logo, and messaging
- Mockup of the website landing page* (*using the existing city website landing pages)
- Design of:
 - Social media graphic templates (LinkedIn, Facebook, Instagram, YouTube, Twitter)
 - Digital ad banner
 - eNewsletter template
 - Billboard (up to 3 billboards)
 - 4 on-screen promotions
 - co-branded flyer
 - co-branded postcard
 - 3 ads (newspaper or magazine)
 - announcement flyer
 - 2 additional templates TBD
- Brand style guide
- Pre-production consultation with video producer/production company
- Campaign marketing plan timelines for 2022

*Upon completion and payment for services, the City of Princeton and the Princeton Marketing Collaboration retain ownership and access to all campaign brand files and materials.

*Deliverables do not include video, the hosting and managing of the city-owned website landing pages, or the setup of social media accounts specifically for the Collaboration.

2. CONSULTATION FOR THE MARKETING CAMPAIGN IMPLEMENTATION

(January 3, 2022 - December 31, 2022)

- Monthly review and consultation with the Princeton Marketing Collaboration on the implementation tactics, results, and action items
- Driven by visual storytelling, CEL has a unique niche in articulating the benefits and uniqueness of the community. Working with the Marketing Collaboration, CEL will deliver ideas and recommendations for the stories to be shared throughout the campaign implementation.

3. PAID DIGITAL IMPLEMENTATION

(January 3, 2022 - December 31, 2022)

- Implementation, managing, and reporting of the paid digital campaign for geographical and persona target audiences.

CEL brings more than 30 years of experience with proven processes, practices, and collaboration that have led to change and delivered results. CEL is also verified and certified as a Facebook advertiser on social issues. We also have extensive experience running highly targeted marketing campaigns to reach target audiences wherever they may be. Each community has its assets and challenges that CEL considers in the recommendations and implementation of the marketing and public relations plan.

DATES OF SERVICE

Service Dates: November 1, 2021 - December 31, 2022

PRICING & PAYMENT

CEL Princeton Marketing Campaign Creation (deliverable #1): \$15,000

Invoicing as follows: 1/2 upfront (Nov 2021) and 1/2 upon completion (Jan 2022)

Implementation Consultation and Paid Digital Campaign: \$1,350 per month plus the ad spend

Invoicing monthly January 3, 2022 - December 3, 2022

*Paid advertising costs are not included in this contract and will be billed separately or set up on the Client's credit card)

**This agreement is for CEL services for the Marketing Collaboration. The annual budget for the City of Princeton and the Princeton Marketing Collaboration is not included within the terms of this agreement.

WE WOULD LOVE TO WORK WITH YOU!

If you, the Client, are satisfied with the Scope of Work, Deliverables and Pricing as stated in the preceding pages, please read the following Service Agreement Terms and Conditions. Upon your approval to proceed, sign and date this service agreement on the signature lines below and return to CEL. Upon receipt of the signed agreement, CEL will initiate work. *We are thrilled to be serving you!*

SERVICE AGREEMENT

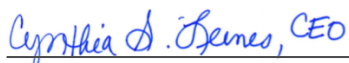
THIS SERVICE AGREEMENT is made between CEL Public Relations, Inc., referred to as "CEL," and City of Princeton, Minnesota, referred to as the "Client." The Client hereby contracts with CEL to provide the services listed, in accordance with the terms and conditions set forth within the prior pages and in the following section. This Service Agreement #2296 will begin November 1, 2021, and will end upon completion and no later than December 31, 2022 for services covered under this contract, unless a mutual agreement to extend the completion date has been made between CEL and the Client. The Deliverables section lists the services to be provided by CEL for the Client in accordance with this Service Agreement.

TERMS AND CONDITIONS

1. This price estimate and service agreement will be honored if signed by Client within 30 days from the day it was submitted.
2. All estimates may vary +/-10%. Any deviation from original project scope and schedule as described in the scope of work may result in a change in price. Should this occur, Client will be made aware of change as soon as possible. Any alterations by the Client of project specifications may result in price changes. All additional costs exceeding the original estimate will be quoted to and approved by Client before costs are incurred.
3. Should the Client accept this estimate and terms and conditions, any down payments, as outlined in the payment portion of the agreement, is due upon signing. The remaining payments (see Pricing & Payment Terms section), plus any direct expenses will be due upon completion.
4. Additional services and/or deliverables not defined in the scope of work, but agreed to and directed by the Client will be billed on an hourly basis and must have written approval by the Client to initiate work.
5. Both CEL and the Client agree that CEL will act as an independent contractor in the performance of the duties covered under this Agreement. CEL shall be free to contract with others and to engage in any other activities insofar as such activities do not impair the ability to perform the obligations under this Agreement.
6. In the event Client has not paid such billings within thirty (30) days of stated due date, Client agrees to pay in addition to the amount billed, interest at the rate of two-thirds percent (2/3%) per month or eight percent (8%) annual interest on any balance outstanding in excess of thirty days. Further, if legal and/or other collection action becomes necessary for the collection of such billings, Client agrees to pay CEL all expenses and costs of collection at any time incurred by CEL under this Contract, including, without limitation, reasonable attorney fees, whether or not in connection with a judicial proceeding. In the event that legal and/or other collection action becomes necessary for the collection of billings, all amounts outstanding become immediately due, whether current or past due.
7. We agree that CEL reserves the right to withdraw services in the event that the Client fails to pay fees and costs upon reasonable demand. It is also agreed that, should the client relationship with CEL be terminated prior to the resolution of this matter, CEL shall, upon payment of outstanding fees and costs, return original documents to the Client.

I have read the terms of this agreement and do hereby understand and agree to the terms as stated:

Client Signature



CEL Signature

Printed Name

Cynthia S. Leines, CEO

Printed Name

Date

October 15, 2021

Date

We are honored to help business leaders effectively **communicate** and **engage** with citizens, families, employees and communities to **advance** the mission, goals and objectives.

Together, what can we make happen today?

AWARDS



NSPRA GOLD MEDALLION AWARDS

- Strategic Employee Engagement for Innovation: Minnetonka Public Schools*
- Finance / Millage / Referendum Campaigns: Minnetonka Public Schools (MN) & Franklin Public Schools (WI)*



National School Public Relations Association

NSPRA GOLDEN ACHIEVEMENT

- Rebrand: Richfield Public Schools
- Bridge to Trust Community Engagement: Franklin Public Schools WI*
- A Celebration of Excellence (Employee Recognition): Minnetonka Public Schools

NSPRA AWARD OF EXCELLENCE

- Website Excellence – District 196
- Website Excellence – Minnetonka Public Schools



TOP 25 PR FIRMS

2011-2021

PERSON OF THE YEAR

Wayzata Area Chamber of Commerce

ENTREPRENEUR OF THE YEAR

Twin West Chamber of Commerce