

Town Hall Meeting Room
3715 Bridgeport Way West

- 8:30 am 1. **CALL SPECIAL MEETING TO ORDER**
- RECESS TO STUDY SESSION** - (At this time, Council will have the opportunity to study and discuss business issues with staff prior to its consideration. Citizen comment is not taken at this time; however, citizens will have the opportunity to comment on the following item(s) at future Council meetings.)
- 8:31 am 2. **STAFF PRESENTATION ON COMMUNICATION PACKAGE OPTIONS**
- Option A
 - Option B
 - Option C
 - Option D
- 9:00 am 3. **COUNCIL DISCUSSION**
- 10:00 am **BREAK**
- 10:15 am 4. **U.S. OPEN COMMUNICATIONS UPDATE**
- 10:30 am 5. **GENERAL COUNCIL DISCUSSION**
- 11:00 pm 6. **ADJOURNMENT**

*PRELIMINARY CITY COUNCIL AGENDA

October 6, 2014
Regular Council Meeting

October 20, 2014
Regular Council Meeting

November 3, 2014
Regular Council Meeting – CANCELLED

November 10, 2014
Special Council Meeting

Preliminary City Council Agenda subject to change without notice*
Complete Agendas will be available 24 hours prior to scheduled meeting.
To obtain Council Agendas, please visit www.cityofup.com.

American Disability Act (ADA) Accommodations Provided Upon Advance Request
Call the City Clerk at 253-566-5656

Memo

DATE: October 1, 2014
TO: City Council
FROM: Linda Seesz, Communications/IT Manager
SUBJECT: Communications Strategy Retreat

The purpose of this retreat is to obtain Council feedback on various options related to the City's Communications Strategy, keeping in mind the Council goal of "Increased public understanding of Council initiatives."

As you may recall, at the prior meeting discussing this topic, staff provided Council with information on the City's prior adopted communication strategy and the City's currently utilized communication mediums. The primary focus of the meeting was on the various mediums, specifically UPTV, the newsletter, the website and social media. Staff outlined a host of options related to each medium and sought Council direction on areas of interest for further study.

Council requested a follow up meeting at which staff could provide clear recommendations, with accompanying costs. As part of this analysis, Council also asked for additional information on communication mediums utilized by other cities. Lastly, Council directed a meeting be scheduled for a decision on the option of contracting with a newly formed local newspaper. The subsequent meeting related to contracting with a local newspaper did not result in a decision.

For this meeting, in your packet you will find a chart outlining four options/packages. Each of the packages include a variety of mediums, with most of the changes involving the newsletter. These packages will be explained in depth at the meeting. Staff also has attached a number of support documents, including:

- Chart showing the mediums utilized by other jurisdictions;
- Pierce County Newspaper Group Proposal for a local newspaper, with attached example contract from Fife; and
- Philips Publishing Proposal for a City magazine, with an attached pro forma.

Staff is seeking general consensus, as reflected by an expression of support by at least four council members, on a preferred package that could be included in the budget and staff workplan for the upcoming 2015-16 biennium.

Communications Media, Yearly Costs*

Option A

Print Newsletter Monthly - 4 pages	\$64,000
Electronic Newsletter Monthly - 4 pages	\$500
Twitter General City Account	\$80
Website Enhanced**: Sign up for emailed newsletter; online suggestions; RSS feeds; responsive to mobile devices	\$1,200
UPTV 45 Videos a Year	\$84,000

\$149,780

Option B

Print Newsletter Twice a year - 12 pages 1) One 8-1/2 x 11 2) One Annual Report	\$18,500
Electronic Newsletter Monthly - 4 pages	\$500
Twitter General City Account	\$80
Website Enhanced**: Sign up for emailed newsletter; online suggestions; RSS feeds; responsive to mobile devices	\$1,200
UPTV 45 Videos a Year	\$84,000

\$104,280

Option C

Magazine Quarterly Allows for private advertising All City pages	\$34,000 1st Year \$23,000 2nd Year ***\$0 3rd Year
Electronic Newsletter Monthly - 4 pages	\$500
Twitter General City Account	\$80
Website Enhanced**: Sign up for emailed newsletter; online suggestions; RSS feeds; responsive to mobile devices	\$1,200
UPTV 45 Videos a Year	\$84,000

\$119,780

Option D

Newspaper Twice a month Allows for private advertising Two City pages	\$52,000
Twitter General City Account	\$80
Website Enhanced**: Online suggestions; RSS feeds; responsive to mobile devices	\$1,200
UPTV 45 Videos a Year	\$84,000

\$137,780

*Current yearly cost is \$138,280.

**Enhancement quote tbd.

***Option could project revenue, based on ad sales.

Communication Strategies - Other Jurisdictions*

Jurisdiction	Population	Website	Facebook	# Likes	Twitter	Twitter Account	#	You Tube
Seattle	Sound Access (f	www.seattle.gov	X	422	X	@cityofseattle	28.2K	X
Spokane	211,300	www.spokanecity.org	X	2,971	X	@spokanecity	7,730	
Tacoma	200,400	www.cityoftacoma.org	X	3,350	X	@cityoftacoma	9654	X
Vancouver	164,500	www.cityofvancouver.us	X	25,986	X	@cityofvancouver	50.3K	X
Bellevue	132,100	www.bellevuewa.gov	X	1,883	X	@cityofbellevue	954	X
Kent	120,500	www.kentwa.gov	X	2,623	X	@cityofkent	2,132	X
Everett	104,200	www.everettwa.org	X	476	X	@everettcity	1,860	X
Renton	95,540	www.rentonwa.gov	X	6,375	X	@cityofrenton	2,654	X
Yakima	92,620	www.yakimawa.gov	X	1,090	X	@cityofyakima	978	X
Federal Way	89,720	www.cityoffederalway.com	X	320	X	@wafederalway	396	X
Bellingham	82,310	www.cob.org	X	1,895	X	@cityofbhamwa	2,977	X
Kirkland	81,730	www.kirklandwa.gov			X	@kirklandgov	709	X
Kennewick	76,410	www.go2kennewick.com	X		X	Rec Dept Accts		X
Auburn	73,235	www.auburnwa.gov	X	2,113	X	@auburnupdates	1,807	X
Pasco	65,600	www.pasco-wa.gov	X	633	X	@pasco_wa	764	
Marysville	62,100	www.marysvillewa.gov	X	1,079	X	@wa_marysville	492	
Lakewood	58,310	www.cityoflakewood.us	X	1,459	X	@cityoflakewood	579	X
Redmond	55,840	www.redmond.gov	X	1,092	X	@cityofredmond	1,982	X
Shoreline	53,670	www.cityofshoreline.com	X	953	X	@shorelinewagov	387	X
Richland	51,150	www.ci.richland.wa.us	X	4,809	X	@richlandwa	1,360	X
Olympia	48,480	www.olympiawa.gov	X	766	X	@cityofolympia	728	X
Sammamish	48,060	www.sammamish.us	X	4	X			
Burien	48,030	www.burienwa.gov	X	528	X	@burien	1,374	
Lacey	44,350	www.ci.lacey.wa.us			X	@cityoflacey	506	
Edmonds	39,950	www.edmondswa.gov			X	PW & Rec Dept Accts		
Puyallup	37,980	www.cityofpuyallup.org	X	596	X	@cityofpuyallup	2,658	
Bremerton	37,850	www.ci.bremerton.wa.us		2014 Init	X	@cityofbremerton	638	
Longview	36,940	www.mylongview.com	X	680	X	@mylongview	648	X

Communication Strategies - Other Jurisdictions*

Jurisdiction	Population	Website	Facebook	# Likes	Twitter	Twitter Account	#	You Tube
Lynnwood	35,960	www.ci.lynnwood.wa.us	X	244	X	@lynnwood	112	
Bothell	34,460	www.ci.bothell.wa.us	X	1,225	X	@cityofbothell	1,293	X
Mount Vernon	32,710	www.mountvernonwa.gov	X	Coming soon	X	@mountvernonwa	544	
Wenatchee	32,520	www.wenatcheewa.gov	X	172				
Issaquah	32,130	www.issaquahwa.gov	X	2,376	X	@cityofissaquah	1,774	X
Walla Walla	31,930	www.wallawallawa.gov	X	Rec Dept Acct				
University Place	31,340	www.cityofup.com	X	Rec Dept Acct				X
Pullman	30,990	www.pullman-wa.gov	X	(Govt/Rec) 929	X	@cityofpullman	64	
Des Moines	29,730	www.desmoineswa.gov	X	103	X	@desmoineswa	179	
Lake Stevens	28,960	www.lakestevenswa.gov	X	213	X	@lakestevenswa	458	
SeaTac	27,310	www.ci.seatac.wa.us	X	4,087	X	@cityofseatac	Unavailable	
Maple Valley	23,910	www.maplevalleywa.gov	X	329				
Bainbridge Island	23,190	www.ci.bainbridge-isl.wa.us	X	657	X	@cityofbi	164	
Mercer Island	22,720	www.mercergov.org	X	186	X	@MI_EmergPrep	81	X
Oak Harbor	22,080	www.oakharbor.org	X	506				
Moses Lake	21,250	www.cityofml.com	x	3,272	x	@MoLaMuseum	220	
Kenmore	21,170	www.cityofkenmore.com	x	431	x	@KenmoreWA	288	
Mukilteo	20,440	www.ci.mukilteo.wa.us	x	5,525				
Camas	20,320	www.cityofcamas.us	x	848	x	@camaslibrary	2,052	
Mountlake Terrace	20,160	www.cityofmlt.com	x	603	x	@cityofmlt	297	x
Tukwila	19,160	www.tukwilawa.gov	x	224	x	@CityofTukwila	792	
Port Angeles	19,120	www.wa-portangeles.civicplus.com	x	1,846	x	@PortAngelesRCC	422	x
Mill Creek	18,600	www.cityofmillcreek.com		Coming soon	x	@CityofMillCreek	45	
Ellensburg	18,370	www.ci.ellensburg.wa.us	X	396	x	@Ellensburg_WA	445	

Communication Strategies - Other Jurisdictions*

Jurisdiction	Population	Website	Facebook	# Likes	Twitter	Twitter Account	#	You Tube
Tumwater	18,300	www.ci.tumwater.wa.us	X	239				
Arlington	18,270	www.arlingtonwa.gov	x	2,305	x	@ArlingtonWA	920	
Battle Ground	18,130	www.cityofbg.org	x	94				
Covington	18,100	www.covingtonwa.gov	x	2,052	x	@CovingtonWash	271	x
Bonney Lake	18,010	www.cityofbonneylake.org	X	1,275	X	@citybonneylake	385	
Monroe	17,510	www.monroewa.gov	x	145	x	@Monroe_WA	183	
Aberdeen	16,860	www.aberdeenwa.gov	x	1,176				
Centralia	16,600	www.centralia.com	x	287				
Edgewood	9,460	www.cityofedgewood.org	x	441				
Fife	9,290	www.cityoffife.org	X	712	X	@fife_washington	46	
DuPont	8,855	www.ci.dupont.wa.us	X	971	X	@cityofdupontwa	277	
Milton	7,185	www.cityofmilton.net						
Normandy Park	6,350	www.normandyparkwa.gov	x	116				
*Data based on internet research.								

Communication Strategies - Other Jurisdictions*

Jurisdiction	Population	Community Newspaper	Community Magazine	Community Newsletter Printed/Delivered	Community Newsletter Electronic	Community Television Channel	Notes
Seattle	Sound Access (F				Multiple dept newsletters	Seattle Channel	
Spokane	211,300				Multiple dept newsletters	City Cable 5	
Tacoma	200,400				Multiple dept newsletters	TVTacoma	
Vancouver	164,500				Vancouver Volunteer Newsletter	CVTV	
Bellevue	132,100				Multiple dept newsletters	Bellevue TV 21	Five Dept FB Pages
Kent	120,500				Multiple dept newsletters	Kent TV 21	
Everett	104,200				Multiple dept newsletters	EVTV	
Renton	95,540			x	Renton City News	Cable Channel 21	
Yakima	92,620				Issues Brief - City of Yakima e-Newsletter	YCTV & Y-PAC	
Federal Way	89,720					FWTV	
Bellingham	82,310				Multiple dept newsletters	BTV10	
Kirkland	81,730			x	Kirkland City Update	KGOV & KLIFE	
Kennewick	76,410				Multiple dept newsletters		
Auburn	73,235		Auburn Magazine		Multiple dept newsletters	GATV	
Pasco	65,600				The Pulse	PSC-TV	
Marysville	62,100			x	City Scene	Government Access	
Lakewood	58,310			x	Connections		
Redmond	55,840				Multiple dept newsletters	RCTV	
Shoreline	53,670			x	Currents	Shoreline TV	
Richland	51,150			x	Hanford Communities	CityView TV	
Olympia	48,480				Multiple dept newsletters	(TCTV - County)	
Sammamish	48,060			x	Sammamish City Newsletter	Sammamish 21 TV	
Burien	48,030			x	Burien City News	TBC21	
Lacey	44,350				LaceyLife Newsletter	(TCTV - County)	
Edmonds	39,950				Update on Edmonds	EDTV	
Puyallup	37,980				Puyallup Today	PCTV	Single Page
Bremerton	37,850				City Info	BKAT (PEG)	
Longview	36,940						

Communication Strategies - Other Jurisdictions*

Jurisdiction	Population	Community Newspaper	Community Magazine	Community Newsletter Printed/Delivered	Community Newsletter Electronic	Community Television Channel	Notes
Lynnwood	35,960		Recreation Guide		Inside Lynnwood		
Bothell	34,460			x	Bothell Bridge	BCTV	
Mount Vernon	32,710				Quarterly Newsletter	TV10	
Wenatchee	32,520				Multiple dept newsletters	(Public Access)	
Issaquah	32,130					ICTV 21	
Walla Walla	31,930						
University Place	31,340			x	Headlines	UPTV	
Pullman	30,990				Multiple dept newsletters		
Des Moines	29,730		City Currents		City Currents	Des Moines TV 21	
Lake Stevens	28,960						
SeaTac	27,310				Multiple dept newsletters	Puget Sound Access (Public)	
Maple Valley	23,910				Neighborhood Watch Newsletter		
Bainbridge Island	23,190				City Manager Newsletter		
Mercer Island	22,720				Mercer Island Weekly		
Oak Harbor	22,080				Multiple dept newsletters	WCTV (Student)	
Moses Lake	21,250				Ripples		5 facebook pages
Kenmore	21,170						
Mukilteo	20,440				Mukilteo Magazine		
Camas	20,320				City of Camas Washington		4 different NL, City, Fire, Rec & Library
Mountlake Terrace	20,160			x	City Happenings		
Tukwila	19,160			x	Hazelnut Newsletter	Puget Sound Access (Public)	
Port Angeles	19,120						
Mill Creek	18,600				Department of Community Development		
Ellensburg	18,370					ECTV	

Communication Strategies - Other Jurisdictions*

Jurisdiction	Population	Community Newspaper	Community Magazine	Community Newsletter Printed/Delivered	Community Newsletter Electronic	Community Television Channel	Notes
Tumwater	18,300					Tumwater TV	
Arlington	18,270			x	The Update Electronic Edition		
Battle Ground	18,130				The Senior Scene		
Covington	18,100						
Bonney Lake	18,010						
Monroe	17,510				The Connector		5 facebook pages, 6 twitter pages
Aberdeen	16,860				Aberdeen at Work		
Centralia	16,600				Your City		
Edgewood	9,460	Milton-Edgewood Signal					
Fife	9,290	Fife Free Press				PCTV	Two pages inset
DuPont	8,855						
Milton	7,185	Milton-Edgewood Signal			Milton Activity Center		
Normandy Park	6,350		CityScene		City Scene		
*Data based on internet research.							

University Place Press

Mission Statement:

The goal of UP Press is to connect residents to their city. A community newspaper will create identity plus add economic support for local business. Our objectives have always been to look at the positive side of the news; it's not what's wrong the city, it is what's right. This positive outlook on the news has proven to be very successful in all of our other newspapers, Tacoma Weekly, Fife Free Press, and Milton Edgewood Signal.

News Coverage:

Government

Police and Fire

Schools and Sports

Parks and Recreation

Community Events

People in the Community

Local Business

Arts and Entertainment

Benefits to the City:

Bi-weekly Source Connecting to the Citizens

Paper of Record

Reduction of Cost

City Identity

Supports Local Business

Brings the Community Together

Attracts Outside Visitors

Pride

Cost of Doing Business Bi-Weekly:

Labor	\$3,800
Printing	\$3,700
Mailing	\$2,145
Miscellaneous	\$500
Total	\$10,145 per issue

The above cost is approximate and may not reflect actual cost

Agreement:

For the city of University Place to cover our in home cost of \$2,145

What's in it for the City:

Up to two full pages per issue to be used as a city newsletter

University Place Press website

Promotional advertising in all our papers for UP events: Duck Daze,

University Place Festival and the Tree Lighting

CONTRACT TO PROVIDE SERVICES

CONTRACT PARTIES:

This contract is between the *City of Fife 5411 23rd St. East Fife, WA 98424* (hereinafter referred to as the "Fife", for the purpose of this contract). *Pierce County Newspaper Group LLC 4412 6th Ave. Tacoma, WA 98406* (hereinafter referred to as the "Contractor", for the purpose of this contract).

PURPOSE:

The purpose of this contract is to retain the services of the Contractor to provide two full pages for 27 issues of the Fife Free Press for the official newsletter for the City of Fife.

SCOPE OF WORK:

1. Contractor to provide two full pages in the Fife Free Press for the official newsletter for the city of Fife for 27 issues. (Advertising Value \$56,030)
2. Mail a copy of the Fife Free Press to every household and business within the city limits of the City of Fife for 27 issues.
3. Full page Full color for each all special Fife events to run in all publications, Tacoma Weekly Fife Free Press, Milton Edgewood Signal. May: Mommy/Son Sport Day, Daddy/Daughter Day, June: Fit in Fife Day, Annual Car Show (2 ads), July: Movie In Park August: Movie In Park National Night Out, October: Fife Harvest Fest (2 ads), Halloween Carnival, Dccmber: Breakfast with Santa, Holiday Tree Lighting with Santa, Holiday Movie, Santa Run, (Advertising Value \$48,570)
4. Web Advertising for all Fife special events banners and links to city of Fife official website. To run through December 2012. (Advertising Value \$5,800)
5. Annual 4 Page special section of Fife City Government at work, designed, printed, and inserted in to Fife Free Press (Advertising Value \$5,400)

COMPENSATION:

The items included in the scope of work as outlined above is valued at \$115,800 individually. In consideration for bundling the items, and a lump sum payment as negotiated, the agrees Contractor to discount the cost for all services associated with this agreement to a lump sum payment of \$39,560.00 payable by January 13, 2014

CHANGES TO SCOPE OF WORK:

Fife, without invalidating the contract, may order changes in the work consisting of additions, deletions or modifications to the Scope of Work, and will adjust the term of agreement and compensation accordingly.

CONFIDENTIALITY:

The Contractor agrees that he shall not at any time, either during or following the term of this contract, reveal to anyone other than the City of Fife, staff, any information about or which concerns Fife, which has come to the Contractor's attention as a result of his work with Fife other than routine information which is already public information.

TERM OF AGREEMENT:

The term of this agreement shall be retroactive to, and begin on, January 1, 2014, and terminate on January 1, 2015, unless extended by mutual agreement.

This contract represents the entire agreement between the Fife and the Contractor and may be amended only in writing and signed by both parties.

CONFLICT OF INTEREST:

The Contractor shall notify the Fife of any other contract the Contractor has, or obtains during the term of this Contract, with any other organization in Pierce County and any other news organizations.

NATURE OF WORK AND OWNERSHIP OF PRODUCT

All finished or unfinished written documents, photographs, maps, computer disks, reports and other work product prepared by the Contractor under this contract are the property of Fife and shall not be used by the Contractor for any other purpose without the written approval of the Fife. The Contractor, under this contract, is not deemed to be an employee of the Fife. The Contractor may make no assignment of this contract, in whole or in part, without the prior written consent of the Fife.

TERMINATION:

The parties agree that Fife has the right to terminate this contract, with or without cause, without penalty upon sixty (60) working days written notification to the Contractor. Upon termination or at expiration of the term of this Contract, whichever occurs first, the Contractor shall stop work and deliver to the Fife within ten (10) working days all work materials in his possession, as well as a final invoice for all services and work performed up to and including, the date of termination/expiration.

FAILURE TO PERFORM:

In the event the contractor, or his assigns fails perform all or any portion of the scope of work items, the city shall be reimbursed on a pro rata basis within 30 days of a written demand for payment

ADMINISTRATION:

For the purpose of this contract, the Fife hereby appoints Brodie Rota as the Fife's Contracting Officer Representative and he/she will be the advisor to the Contractor in matters of Fife accounting and business procedures.

SAVING CLAUSE:

Should any portion of this contract be found invalid the remaining portions shall remain in force.

The undersigned have executed this contract on this day 1 / 3 2014.

City Manager,
City Of Fife

Publisher
John Weymer


Dave Zabel


John Weymer

Philips Publishing Group

05 September 2014

Linda Seesz
City of University Place
3715 Bridgeport Way West
University Place, WA 98466

Good afternoon Linda,

Thank you for your consideration of my proposal to develop and publish *University Place Magazine*. I'm enthusiastic about the possibilities of this project.

University Place Magazine will provide the City with a four color glossy magazine to allow you to better communicate with residents, share with them city services and news about the city, promote business opportunities and generate revenue for the city.

It's a great way to celebrate your city's twentieth anniversary of incorporation by highlighting all that the city does for the community.

The design of the magazine and the editorial content will be developed to make it a valuable resource for the city to raise the visibility of the work you do on behalf of the community, and to promote the city of University Place as a place to live, work and visit.

In anticipation of the US Open Golf Tournament and as a promotional tool for the City in general, the magazine will provide visitors a unique 'roadmap' to help them make the most of their visit. We'll include historical information about the city, and we'll share recommendations for activities and excursions, restaurants, specific events that shouldn't be missed... everything a visitor might need to know to make his/her visit to our city satisfying to the visitor, and profitable to our local businesses.

The Magazine will be a four-color glossy, elegantly produced publication that will have 'take away' value to residents and visitors, to help ensure that they use the magazine to research the next visit, and/or lend it to their neighbors for use in planning their visit.

By selling advertising in the magazine, The Magazine will cover its costs of production and distribution—and serve as a profit center for the City of University Place.

Philips Publishing Group
2201 West Commodore Way, Seattle, WA 98199
(206) 284-8285
www.PhilipsPublishing.com

Administrative Overview and Project Scope

Philips Publishing Group will be responsible for all aspects of the magazine, including, but not necessarily limited to, layout and design, advertising sales, printing and production, delivery to the City of University Place, and all administrative duties associated with paying vendors, invoicing customers and collections.

The City of University Place will be responsible for editorial generation and will have complete control over the editorial components of the magazine.

We will design and lay out the magazine, and manage the printing and delivery.

We will engage a salesperson specifically tasked with selling advertising space in the magazine.

We will invoice and collect all revenue generated from ad sales and deposit all funds directly into a segregated bank account designated exclusively for The Magazine.

We will administer the accounting in QuickBooks according to Generally Accepted Accounting Principles, and provide regular monthly financial reports to the City.

Revenue Distribution

Revenue will be generated by Philips Publishing Group through the sale of advertising in the magazine.

Advertising rates will be set by Philips in consultation with The City.

Philips will pay all expenses associated with the magazine, with the exception of costs associated with distribution once magazine is delivered to your offices. University Place will pay postage directly to the USPS

Costs to be paid by Philips include, but are not necessarily limited to; layout and design, printing and production, shipping to drop points in Washington, sales commissions. Costs identified above will be paid out as follows:

- Design and production of media kit (approximately \$1,500 per year)
- 25% of net revenue as advertising commission to advertising salesperson
- Layout and Design @ \$125 per page (e.g. \$4,000 for a 32-page magazine)
- Administrative management costs as outlined in the pro forma
- Actual costs associated with the use of outside vendors: Printer, Mailer, Editor and Images
- Applicable state and federal taxes and fees, including any sales taxes that might be due.

Philips will make available original invoices for outside vendors and sales expenses, and will provide complete accounting of all activity monthly, or at any regular interval as requested by The City.

If desired, Philips will provide The City with vendor contracts for approval prior to incurring vendor costs.

After payment of expenses as described above, the remainder of revenue after taxes and expenses will be distributed equally between The City and Philips.

Our fifteen years of experience producing profitable contract publication for our clients makes me confident that we will provide you with a publication you will be proud to distribute, and one that will cover its own costs of production—and generate positive revenue for the City of University Place.

This proposal is based on the successful relationship Philips has with Catalina Express, Clipper Navigation, the Passenger Vessel Association, the Puget Sound Maritime Historical Society and the Washington State Ferries System—and the cities of Auburn, Des Moines, Lynnwood and Normandy Park.

Though this model has been successfully implemented for our other clients, it's important that The Magazine reflect the particular needs of University Place, so please feel free to recommend any changes to what I've proposed that you think will help to make it more successful in your market.

Thanks again for the opportunity to present this proposal, Linda. I am excited to get started, and eager to get involved in helping you with presentation to council members, the city manager and/or any other stakeholders and policy makers from whom we might need 'buy-in'; including the local business community who stands to benefit from this new promotional tool.

I look forward to hearing from you!

Regards,



Peter Philips
President

**Pro Forma
2014-2016
19,000 copies printed**

	2015				1-year budget	2016				2-year budget
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter		1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	
Mail Date	TBD	TBD	TBD	TBD		TBD	TBD	TBD	TBD	
Pages	32	32	32	32		32	32	40	40	
Advertising Sales	\$ 8,000.00	\$ 15,000.00	\$ 17,000.00	\$ 20,000.00	\$ 60,000.00	\$ 24,000.00	\$ 29,000.00	\$ 35,000.00	\$ 39,000.00	\$ 187,000.00
Ancillary Revenue					\$ -					\$ -
					\$ -					\$ -
Total Revenues	\$ 8,000.00	\$ 15,000.00	\$ 17,000.00	\$ 20,000.00	\$ 60,000.00	\$ 24,000.00	\$ 29,000.00	\$ 35,000.00	\$ 39,000.00	\$ 187,000.00
COGS										
Media kit										
Layout and Design										
@ \$125 per page	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 16,000.00	\$ 4,000.00	\$ 4,000.00	\$ 5,000.00	\$ 5,000.00	\$ 34,000.00
Printing (excluding mailing)	\$ 6,333.00	\$ 6,333.00	\$ 6,333.00	\$ 6,333.00	\$ 25,332.00	\$ 6,333.00	\$ 6,333.00	\$ 7,500.00	\$ 7,500.00	\$ 52,998.00
Mailing	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 1,900.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 3,800.00
Postage (est for 18,500 households.)	\$ 2,497.00	\$ 2,497.00	\$ 2,497.00	\$ 2,497.00	\$ 9,988.00	\$ 2,497.00	\$ 2,497.00	\$ 2,497.00	\$ 2,497.00	\$ 19,976.00
Editorial Costs	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Flip Book	\$ 187.00	\$ 187.00	\$ 187.00	\$ 187.00	\$ 748.00	\$ 187.00	\$ 187.00	\$ 187.00	\$ 187.00	\$ 1,496.00
Credit Card Fees	\$ 60.00	\$ 112.50	\$ 127.50	\$ 150.00	\$ 450.00	\$ 180.00	\$ 217.50	\$ 262.50	\$ 292.50	\$ 1,402.50
Advertising Sales Commission @ 25%	\$ 2,000.00	\$ 3,750.00	\$ 4,250.00	\$ 5,000.00	\$ 15,000.00	\$ 6,000.00	\$ 7,250.00	\$ 8,750.00	\$ 9,750.00	\$ 46,750.00
Administration	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 24,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,500.00	\$ 6,500.00	\$ 49,000.00
Total Expenses	\$ 21,552.00	\$ 23,354.50	\$ 23,869.50	\$ 24,642.00	\$ 93,418.00	\$ 25,672.00	\$ 26,959.50	\$ 31,171.50	\$ 32,201.50	\$ 209,422.50
Revenue After Expenses	\$ (13,552.00)	\$ (8,354.50)	\$ (6,869.50)	\$ (4,642.00)	\$ (33,418.00)	\$ (1,672.00)	\$ 2,040.50	\$ 3,828.50	\$ 6,798.50	\$ (22,422.50)
Sales Tax										
running profit (loss) total	\$ (13,552.00)	\$ (21,906.50)	\$ (28,776.00)	\$ (33,418.00)		\$ (35,090.00)	\$ (33,049.50)	\$ (29,221.00)	\$ (22,422.50)	

Pro Forma
2014-2016
19,000 copies printed

	2017				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	3-year budget
Mail Date	TBD	TBD	TBD	TBD	
Pages	40	48	48	48	
Advertising Sales	\$ 42,000.00	\$ 44,000.00	\$ 47,000.00	\$ 52,000.00	\$ 372,000.00
Ancillary Revenue					\$ -
					\$ -
Total Revenues	\$ 42,000.00	\$ 44,000.00	\$ 47,000.00	\$ 52,000.00	\$ 372,000.00
COGS					
Media kit					
Layout and Design					
@ \$125 per page	\$ 5,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 57,000.00
Printing (excluding mailing)	\$ 7,500.00	\$ 9,500.00	\$ 9,500.00	\$ 9,500.00	\$ 88,998.00
Mailing	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 5,700.00
Postage (est for 18,500 households.)	\$ 2,497.00	\$ 2,497.00	\$ 2,497.00	\$ 2,497.00	\$ 29,964.00
Editorial Costs	\$ -	\$ -	\$ -	\$ -	\$ -
Flip Book	\$ 187.00	\$ 187.00	\$ 187.00	\$ 187.00	\$ 2,244.00
Credit Card Fees	\$ 315.00	\$ 330.00	\$ 352.50	\$ 390.00	\$ 2,790.00
Advertising Sales Commission @ 25%	\$ 10,500.00	\$ 11,000.00	\$ 11,750.00	\$ 13,000.00	\$ 93,000.00
Administration	\$ 6,500.00	\$ 6,500.00	\$ 6,500.00	\$ 6,500.00	\$ 75,000.00
Total Expenses	\$ 32,974.00	\$ 36,489.00	\$ 37,261.50	\$ 38,549.00	\$ 354,696.00
Revenue After Expenses	\$ 9,026.00	\$ 7,511.00	\$ 9,738.50	\$ 13,451.00	\$ 17,304.00
Sales Tax					
running profit (loss) total	\$ (13,396.50)	\$ (5,885.50)	\$ 3,853.00	\$ 17,304.00	