



Baldwin County Commission

Legislation Details (With Text)

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Title: JJPR, LLC Branding, Development and Marketing Plan for Baldwin County

Indexes:

Attachments: 1. JJPR_BaldwinCounty_Commission_Branding_Proposal_Updated_Jan 2020, 2. JJPR_BaldwinCounty_Commission_Branding_Proposal_Sept 2019, 3. BCC BrandStandards 2020, 4. BCC Mockup v2, 5. *CA2 - JJPR BC Presentation August 2020 - FINAL

| Date | Ver. | Action By | Action | Result |
|----------|------|-----------------------------------|----------|--------|
| 9/1/2020 | 1 | Baldwin County Commission Regular | Approved | Pass |

Meeting Type: BCC Regular Meeting

Meeting Date: 9/1/2020

Item Status: New

From: Sherry-Lea Bloodworth Botoy, Public Information Coordinator

Submitted by: Sherry-Lea Bloodworth Botoy, Public Information Coordinator

ITEM TITLE

JJPR, LLC Branding, Development and Marketing Plan for Baldwin County

STAFF RECOMMENDATION

As relates to the presentation of the Branding, Development and Marketing Plan for Baldwin County by JJPR, LLC, take the following actions:

- 1) Accept and approve the revised Scope of Work based on the information attached, updated and presented to Commission on January 14, 2020, February 10, 2020, and during a video presentation shared during the Strategic Planning Retreat held on June 15, 2020; and
- 2) Accept and approve the brand created for Baldwin County by JJPR, LLC.

BACKGROUND INFORMATION

Previous Commission action/date: September 20, 2019

Background: During the May 14, 2019, BCC Work Session, the Commission discussed marketing and branding for Baldwin County. Mr. Lee Lawson with the Baldwin County Economic Development Alliance (BCEDA) and Ms. Jennifer Jenkins with JJPR, LLC were present during the meeting to discuss the BCEDA's marketing strategies and the importance for the message from the BCEDA and the County Commission to be unified and cross promotional.

JJPR, LLC submitted a proposal for branding and marketing plan for the County, which the Commission discussed during its September 10, 2019, work session.

On September 20, 2019, the Commission accepted the proposal from JJPR, LLC for Branding, Creative Development and Marketing Plan for Baldwin County in a total amount of \$13,250.00 and authorized the Chairman to execute an agency agreement between JJPR, LLC and the Baldwin County Commission for marketing and public relations services, as follows:

BRAND BALDWIN COUNTY TO REACH RESIDENTS

- Design a logo for Baldwin County with tagline, color exploration, and development of a brand standards manual
- Develop tagline
- Design social media graphics package and/or stationery

CREATE STRATEGIC MARKETING PLAN

- Develop a strategic marketing plan with recommendations for Baldwin County, Alabama to reach prospective and current residents of the county to promote living in, working in and relocating to Baldwin County.
- Recommendations will include marketing for parks and historic sites throughout the county.

BUILD NEW WEBSITE*

- Develop new “micro” website to brand and market Baldwin County to prospective and current residents

*After JJPR met with the CIS team and evaluated the current website, it was determined that microsites were not the solution. Citizen feedback stated that the most important resource the county has is the website and improving the entire website was determined to be the route to pursue. JJPR interviewed multiple website companies and will provide recommendations.

BRAND PARKS AND HISTORIC SITES*

- Develop creative materials such as signage and brochures for parks and historic sites within the county
- Use new microsite to promote parks and historic sites- Creative Development and Strategic Marketing Plan

*As stated under microsite (above) an overall site redesign is recommended. After meeting with Highway and County Administrator, it was determined that signs for parks and historic sites will remain colors that meet national standards. JJPR worked on wayfinding signage for county facilities to help our customers more easily navigate services. Brochure design was also created for sites and services to be used in county facilities and other county sites as appropriate.

FINANCIAL IMPACT

Total cost of recommendation: Pay remaining 50% of the completed project

Budget line item(s) to be used: Contract Services - 51125.5150

If this is not a budgeted expenditure, does the recommendation create a need for funding?
N/A

LEGAL IMPACT

Is legal review necessary for this staff recommendation and related documents?
N/A

Reviewed/approved by: N/A

Additional comments: N/A

ADVERTISING REQUIREMENTS

Is advertising required for this recommendation? N/A

If the proof of publication affidavit is not attached, list the reason: N/A

FOLLOW UP IMPLEMENTATION

For time-sensitive follow up, select deadline date for follow up: N/A

Individual(s) responsible for follow up: Administration - Project follow up with:

Jennifer Jenkins, President
JJPR, LLC
25895A Friendship Road
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Action required (list contact persons/addresses if documents are to be mailed or emailed):
N/A

Additional instructions/notes: N/A