
CITY OF IOWA CITY: STRATEGIC CAMPAIGN

BY: CAROLINE ALTENBERN, BRANDEE BRITT, KASIE COLLINS, HALEY HOLTON



#SeeIC

CITY OF IOWA CITY: STRATEGIC CAMPAIGN

EXECUTIVE SUMMARY

BY: CAROLINE ALTENBERN, BRANDEE BRITT, KASIE COLLINS, HALEY HOLTON

The problem:

To gain attention on a local and regional level, the City of Iowa City must promote its strengths of social offerings, openness, and aesthetics.

The campaign:

Iowa City locals know the town best. #SeeIC promotes the city regionally by encouraging locals to boast about what it means to live in a sustainable city.

Goal: To promote Iowa City as a livable place, in terms of social offerings, aesthetics, and economic opportunities, to older millennials (22-30) currently living in Iowa City, Chicago, Minneapolis, and Des Moines.

Objectives:

Several objectives are necessary to ensure measurable results:

- Facebook and Twitter pages to highlight social offerings, aesthetics, and economic opportunities.
 - Attract 500 Facebook page followers and 250 Twitter followers in one month, 750 Facebook page followers and 375 Twitter followers in month two, and 1,000 Facebook page followers and 500 Twitter followers by month three.
- Establish alliance with three local businesses in one month.
- Provide content to at least five influentials in each city bi-weekly for two months.
- Establish an alliance with Hawkeye Huddle to promote #SeeIC in target cities.

Strategies:

Locally- The City of Iowa City will develop the following promotional tactic to publicize its sustainability campaign locally:

- Provide campaign branded recyclable coffee sleeves to local coffee shops.
- Brand seed packets with biodegradable pots to be distributed at the farmers market.
- Brand t-shirts to be given away in the Ped Mall in exchange for Facebook likes.
- Provide branded window clings to local businesses.

Regionally- The City of Iowa City will develop the following organizational media tactics to publicize its sustainability campaign regionally:

- Promote the campaign at Hawkeye Huddle events in each city.
- Create video series featuring local Iowa City businesses.
- Send campaign materials and press releases to influential bloggers and media contacts in each city.

TABLE OF CONTENTS

Situation Analysis	4
City of Iowa City Analysis	4
Campaign Goal.....	7
Message Testing.....	8
Objectives and Reponses Strategies	9
Tactics	11
Website.....	14
Promotional Video Guide.....	15
Press Release Sample	16
Timeline	17
Budget.....	19
Media Contacts	20
Evaluation	21
References.....	22

SITUATION ANALYSIS

Iowa City is located in eastern Iowa and home to approximately 71,500 residents—making it the fifth largest city in the state (State & County QuickFacts, 2014). According to the Soul of the Community study, a project focused on the emotional connection between residents and their communities, residents felt most loyal and passionate about communities with strong social offerings, openness, and aesthetics (Soul of the Community, 2010). These three aspects encompass an ideal definition of livability. While Iowa City excels in all three categories, it lacks the necessary awareness and self-promotion to gain its desired recognition in order to help the community thrive long term. It lacks in these areas because of no prior communication efforts.

The Office of Sustainability's main goal is to “foster a more inclusive and sustainable city through a commitment to: healthy neighborhoods, a strong urban center, strategic economic development activities, a solid financial foundation, and enhanced communication and marketing.” At just two years old, the strategic communications staff has yet to formulate a promotional plan regarding livability (Strategic Planning Report, 2013).

PROBLEM STATEMENT

To gain attention on a local and regional level, the City of Iowa City must promote its strengths of social offerings, openness, and aesthetics.

CITY OF IOWA CITY ANALYSIS

INTERNAL ENVIRONMENT

Set in the heart of Iowa City is the University of Iowa, a Big Ten University that enrolls 30,000 plus students. Together, Iowa City citizens and University of Iowa students create a unique environment that offers big city amenities and small town hospitality. The predominant employer is the University of Iowa, which draws a diverse population of students and staff. The median age of Iowa City residents is only 25.6, making Iowa City a young community, with one of the most highly educated per capita populations in the country (sustainability assessment, 2013).

The community has put together a sustainability assessment to help evaluate the current state of the city, as well as plan for the future. In the assessment, it is shown that Iowa City has many sustainable achievements and awards, such as “Most Walkable City in Iowa” by Walk Score, one of the top towns for jobs by MSN Career Builder, and “2nd Best Small Metro Area for Business/Careers” by Forbes, but little has been done to promote these accolades (Sustainability Assessment, 2013).

The City of Iowa City's Communications Department currently uses a website, a subscription newsletter, a Twitter account, a Facebook page, and an Instagram account to spread information about the city. However, each of the social media accounts has a limited number of followers (see below). The number of followers on each social media outlet needs to increase in order to receive regional attention. For example, to diffuse the campaign message on Twitter, followers must

interact and retweet the campaign messages. The average Twitter account has 208 followers (Smith, 2014). More followers for the campaign account means a higher possibility of getting retweeted and reaching a larger audience. It is important for the citizens of Iowa City to interact with these accounts. The City of Iowa City website also raises some issues. Although the website is functional, it is dated. There is a wide range of useful information located on the site; however, it is not presented in a visually appealing way.

PUBLIC PERCEPTION

In the state of Iowa, Iowa City is acknowledged as the mecca for cultural, economic, and educational opportunity. While the people of Iowa recognize and appreciate the City of Iowa City's offerings and disposition, it has yet to establish its reputation at a regional level, as the city has not created a campaign to do so.

Iowa City is most notably known for being home to the University of Iowa. The University of Iowa educates over 30,000 students by offering more than 200 majors, minors, and certificate programs through its 11 colleges (University of Iowa).

The Iowa City office of sustainability perceives its image as progressive and constructive. Although communications and promotions are new to this organization, the Sustainability office wants to highlight positive qualities about Iowa City, and to create strategic plans to improve weaknesses. The sustainability assessment that they published is an example of an effort to highlight positive qualities about Iowa City.

Public perception of Sustainability Services is also affected by the City of Iowa City itself. To build a stronger positive public perception of the organization, the organization must have a consistent communications plan and inform the citizens of current sustainability efforts.

EXTERNAL ENVIRONMENT:

The environment to raise awareness for livable communities is competitive. Iowa City has received area and national attention for certain aspects of livability. Nationally speaking, cities like Portland, Boulder, and Minneapolis are well known for their livability practices. The City of Iowa City will need to create the public opinion that Iowa City is comparable to these successful models by advertising its livable qualities such as affordable health care, walkability, and available green space. Benefits of larger cities higher density urban areas include lower transportation costs, reduced pollution, and better economic vitality. There is also the perception that larger metropolitan areas have greater quality of life amenities, as they have larger populations to support.

POTENTIAL PUBLICS:

With all of its amenities, Iowa City has the potential to attract a variety of publics. In order to produce and implement a successful campaign, it is important to identify these publics, and then narrow the focus to a key public.

As we are seeking regional and national attention, targeting trade publications seems beneficial. Trade publications, such as Midwest Living, Forbes, and Green@Work, are magazines published

with the intention of target marketing to a specific industry or type of trade. Coverage by a relevant trade publication would generate recognition by trusted source. Leisure and travel, business and economics, and higher education are all target industries.

With the extensive amount of social services provided in Iowa City, minority groups are another potential public. From free and reduced lunch programs for school children to free recreational services for families, Iowa City offers a wide range of services to improve the wellbeing of its residents. In addition, the downtown district and the university offer numerous social events, many of which are free. This promotes the idea of “openness” among citizens and allows everyone to grow socially and culturally regardless of their social class (Strategic Planning Report).

Retirees are an additional public to consider, as Iowa City offers many leisure and social service benefits. Older populations, 55 and above, appreciate the amenities of city life but the pace of a small town. These individuals appreciate walkability and green space. With being the most walkable city in Iowa and having easy access to over 800 acres of city-owned natural areas and open spaces, Iowa City accommodates those needs (Sustainability Assessment, 2013).

Iowa City provides an environment for young professionals to grow and flourish. Whether it is enrolling in one of the 100 programs offered the University of Iowa Graduate College or enlisting in the entrepreneurial community with the CoLab or Creative Corridor, the opportunities are ideal for this public.

KEY PUBLIC:

The target public of young, well-educated professionals from ages 22-30 is an optimum target for Iowa City’s sustainability efforts. This public is responsive and active on social media sites. To segment this public further, focusing on college graduates living in Iowa City, Chicago, Minneapolis, and Des Moines would be key to having a successful campaign. All four of the cities chosen are in the Midwest and within driving distance from Iowa City. In order to convince people living outside of Iowa City that it is a great place to live, the locals must also support and spread the message.

Seventy-five percent of the millennial generation has a profile on a social networking site, while 88 percent actively use a cell phone (Pew Research, 2009). In a study done by the Media Briefing, millennials were the leading generation when it came to consuming media through videos, digital newspapers, and social media (Media Briefing, 2013). Because a high percentage of the millennial generation is online, a social media campaign is highly recommended. This generation is often referred to as the “always connected” generation. They excel at multi tasking and often check their social media outlets several times a day (Pew Research, 2009).

MILLENNIALS' INTERNET & CELL PHONE USE

INTERNET BEHAVIORS**% OF MILLENNIALS**

INTERNET BEHAVIORS	% OF MILLENNIALS
CREATED SOCIAL NETWORKING PROFILE	75
WIRELESS INTERNET AWAY FROM HOME	62
POSTED VIDEO OF THEMSELVES ONLINE	20
USE TWITTER	14

CELL PHONES AND TEXTING**% OF MILLENNIALS**

CELL PHONES AND TEXTING	% OF MILLENNIALS
USE CELL TO TEXT	88
TEXTED IN PAST 24 HOURS	80
TEXTED WHILE DRIVING	64
HAVE A CELL PHONE / NO LANDLINE	41
MEDIAN # TEXTS IN PAST 24 HOURS	20

Millennials are also the generation that is most open to change and upbeat about having an environmentally conscious lifestyle (Pew Research, 2009). This is a positive attribute to a campaign of this nature because our key public will contribute and be supportive to a sustainable community, as it is a major priority in their life. Much like previous generations, the millennial generation values family more than a successful career and fame (Pew Research, 2009). Iowa is nationally known as a good place to raise a family (ACEF, 2014). Iowa City can offer young professionals in the Midwest a friendly community with a big city feel, a thriving downtown packed with local businesses and free events, job opportunities, great schools, and a vibrant place to live and raise a family.

Millennials are known as the most racially diverse generation in American history, an outcome of the large wave of Hispanic and Asian immigrants who have been coming to the United States for the past half century. According to Pew Social and Demographic Trends, 43% are non-white.

Millennials have been labeled “the best-educated cohort of young adults in American history,” as one-third has earned a four-year college degree or more. However, higher levels of education resulted in higher levels of student loan debt. Of recent bachelor’s degrees recipients, two-thirds have outstanding debt at an average of \$27,000 (Millennials in Adulthood, 2014). This serves as an opportunity to promote Iowa City’s affordable features, such as housing and health care, as well as its thriving job market.

CAMPAIGN GOAL

To promote Iowa City as a livable place, in terms of social offerings, aesthetics, and economic opportunities, to older millennials (22-30) currently living in Iowa City, Chicago, Minneapolis, and Des Moines.

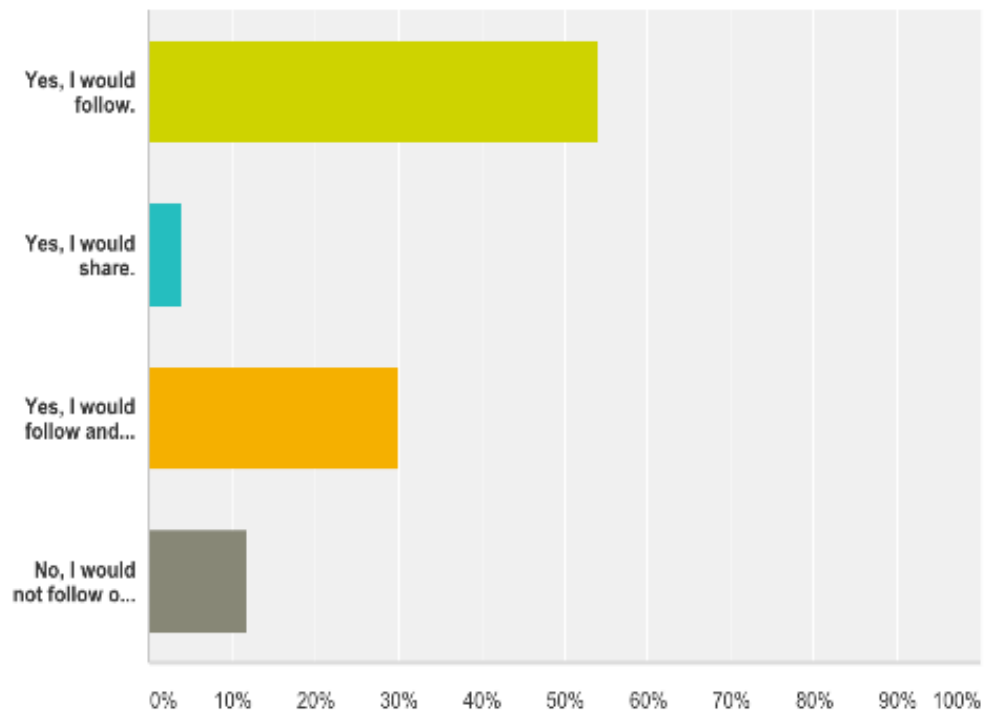
MESSAGE TESTING

Before developing our strategies and tactics, we conducted a survey that included message testing with 100 Iowa City locals. The data we collected is reflective of our campaign branding choices. The following are questions included in the survey:

- What is your age?
- What is your gender?
- Where are you originally from?
- How long have you lived in Iowa City?
- If you have previously lived or currently live in Iowa City, rate your experience (1 being poor and 5 being excellent)
- What social media sites are you active on?
- Choose three words to describe Iowa City.
- Would you follow, or share content from a social media campaign promoting Iowa City?
- What are your three favorite local restaurants/businesses?
- Which hashtag best represents a campaign to promote Iowa City?

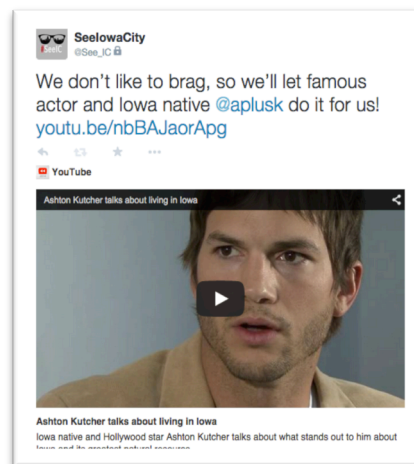
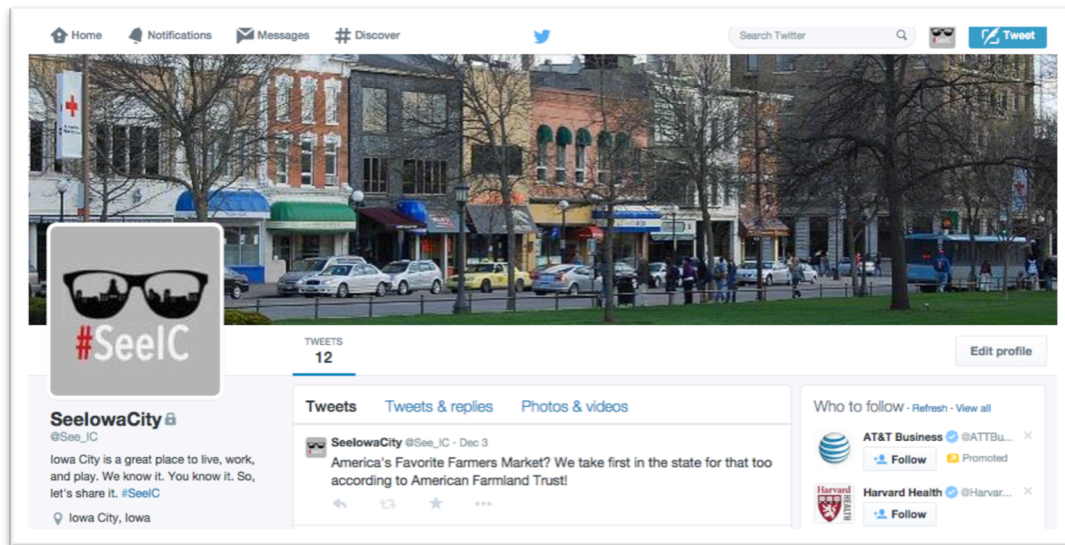
Would you follow or share content from a social media campaign promoting Iowa City?

Answered: 100 Skipped: 0



OBJECTIVES & RESPONSE STRATEGIES

- **Objective 1:** To make Iowa City citizens aware of the community’s livable qualities by creating a social media presence on Facebook (500 likes in one month) and Twitter (250 followers in one month) that highlights social offerings, aesthetics, and economic opportunities.
 - Action and Response Strategy:
 - Engage in social media communication to allow millennials in the Midwest to see Iowa City’s livability initiatives.



- Message Strategy:
 - The City of Iowa City will generate timely content and use the identified hashtag (#SeeIC) to unify social posts on Facebook and Twitter.
 - Create an alliance with local businesses (Yotopia, Airliner, Shorts, Tailgate, Formosa,) Bread Garden Market, Active Endeavors, RayGun, Molly’s Cupcakes, Wig and Pen, Mondos, The Vine, Hamburg Inn, John’s Grocery, and Running Wild). City of Iowa City provides businesses with (#SeeIC) window clings.

- **Objective 2:** To make Iowa City citizens aware of the community's economic opportunities by establishing an alliance between the Iowa City Office of Sustainability and three local businesses per month.
 - Action and Response Strategy:
 - Establish an alliance with local coffee shops to create coffee sleeves that raise awareness for the social media campaign.
 - Further enhance alliances with local business owners by producing a promotional video (Yotopia, Airliner, Shorts, Tailgate, Formosa, Bread Garden Market, Active Endeavors, RayGun, Molly's Cupcakes, Wig and Pen, Mondos, The Vine, Hamburg Inn, John's Grocery, and Running Wild).
 - Establish an alliance with the Iowa City Farmers Market to distribute branded seed packets and biodegradable pots to raise awareness for the social media campaign.
 - Message Strategy:
 - The City of Iowa City will establish an alliance with local coffee shops (Java House, High Grounds, Teaspoons, UI—IMU and Main Library) and provide coffee shops with free coffee sleeves that include the "SeeIC" messaging. The city benefits from getting their message in the hands of Iowa City locals, while the coffee shops benefit by saving money on raw materials to ultimately earn a higher profit.
 - The City of Iowa City will create a video series featuring "SeeIC" business owners that highlights what it means to live and work in the community.
 - The City of Iowa City will establish an alliance with the Iowa City Farmers Market and operate a booth where they can distribute free seed packets and biodegradable pots. The branded seed packets will include the "SeeIC" messaging, as well as a seed slogan "SeedIC". The City benefits by exposing the campaign message to a new audience at the farmers market.
 - The City of Iowa City will give-away t-shirts in exchange for a like or follow on the social media pages. The city benefits by promoting the campaign on shirts and gaining new followers on social media.
- **Objective 3:** Use materials produced in objectives one and two to generate regional awareness among millennials in Chicago, Des Moines, and Minneapolis by providing content to at least five influentials/opinion leaders in each city bi-weekly for two months.
 - Action and Response Strategy:
 - Generate publicity through alumni that are influentials/opinion leaders in Chicago, Des Moines, and Minneapolis.
 - Message Strategy:
 - The City of Iowa City will utilize the provided list of regional contacts to distribute campaign materials (press releases, links, photos/videos).
- **Objective 4:** To generate regional awareness among millennials in specifically in Chicago, Des Moines, and Minneapolis, and additional host cities, by establishing an alliance with Hawkeye Huddle.
 - Action and Response Strategy:

- Generate awareness by creating #SeeIC branded materials to be utilized and disbursed at Hawkeye Huddles.
- Message Strategy:
 - The City of Iowa City will provide with Hawkeye Huddles with #SeeIC branded materials, such as: photo op backdrop and props and sunglasses. The city benefits from spreading awareness and strengthening the campaign presence.

TACTICS

- **Local Tactic 1:** The City of Iowa City will develop the following promotional tactic to publicize its sustainability campaign:
 - Coffee sleeves with #SeeIC logo and slogan-low cost, visual impact
 - The sleeves will be “natural” color made with sustainable products. 1,300 coffee sleeves will cost .07 cents per sleeve, \$95 total. The sleeves will be printed at <https://www.customcupsleeves.com/pricing/>. For comparison, Java House distributes about 500 to-go cups a day.
 - Businesses to partner with for coffee sleeve distribution: Java House, High Grounds, University of Iowa (IMU and Library). Providing each coffee shop with 10 days worth of cups would take 5,000 cups for each shop, totaling 20,000 sleeves, costing \$1,400.



- **Local Tactic 2:** The City of Iowa City will develop the following promotional tactic to publicize its sustainability campaign:
 - Branded seed packets with biodegradable pots to be distributed at the Iowa City Farmers market.
 - The city will buy 500 pots and 500 seed pouches and two bags of potting soil. The pots will be purchased here for 9 cents a piece <http://www.groworganic.com/jiffy-peat-round-pots-2.html>.
 - The seeds will be purchased here for 35 cents a piece <http://bentleyseeds.com/pages/custom-seed-packets>.



- **Local Tactic 3:** The City of Iowa City will develop the following promotional tactic to publicize its sustainability campaign:
 - T-shirts with #SeedIC logo and hashtag-high visibility, moderate cost
 - The t-shirts will be white with a red pocket outline and the black #SeedIC logo on the front. The hashtag and website will be on the back of the shirt. The T-shirts will be purchased and printed locally at Jonnie5 Apparel. Each shirt will cost \$6.50.



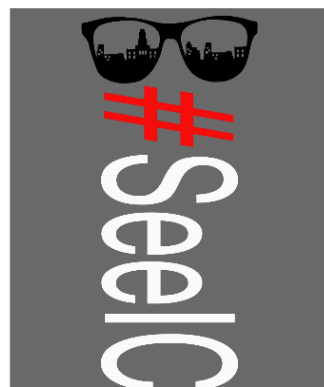
- **Local Tactic 4 & Regional Tactic 1:** The City of Iowa City will develop the following organizational media tactic to publicize its sustainability campaign.
 - Video Series featuring local businesses in downtown Iowa City—high visual impact, low cost, targeting key publics
 - The local businesses will also receive informational window clings to place in their business. The City of Iowa City will print and distribute 25 window clings to the designated local business at \$1.94 a piece, \$48.50 total.
<http://www.buildasign.com/SignReview.aspx?T=4D4F686A4664566A74314B4F2B6C525241626D6853413D3D>



- **Regional Tactic 2:** The City of Iowa City will develop interpersonal communication tactics to publicize its sustainability events to target publics.
 - Hawkeye Huddle Events-key publics (millennials in the Midwest, community leaders, and donors), high visibility, moderate cost
 - At the events the City of Iowa City will promote its campaign with a photo op backdrop (size 94X82) and props with the #SeeIC logo printed on it, costing \$450. <http://www.postupstand.com/retractable-backdrop>
 - Sunglasses with the #SeeIC logo will also be available for the first 240 guests to arrive. If the city makes 1,200 pairs of sunglasses, 240 for each Hawkeye Huddle, at .74 cents a piece, the total cost would be \$890. <http://www.rushimprint.com/blues-brothers-sunglasses-bestseller.html>



- Small information cards containing the campaigns branding, and social media/website information will also be available for Hawkeye Huddle attendees. The City of Iowa City will print 10,000 info cards at .06 cents a piece, costing a total \$626.22. [http://www.vistaprint.com/postcards.aspx?txi=14949&xnid=TopNav_Postcards+\(linked+item\)_Marketing+Materials_All+Products&xnav=TopNav](http://www.vistaprint.com/postcards.aspx?txi=14949&xnid=TopNav_Postcards+(linked+item)_Marketing+Materials_All+Products&xnav=TopNav)



- **Regional Tactic 3:** The City of Iowa City will develop the following organization media tactic to publicize its sustainability campaign:
 - Info blast of press release and previously generated materials to influentials in Iowa City, Chicago, Des Moines, and Minneapolis -high visibility, low cost
 - The city will send out content to at least five influentials/opinion leaders in each city bi-weekly for two months.
 - Media contact list provided on page 20

WEBSITE

The campaign will have an independently branded website separate from the City of Iowa City. The website domain will be <http://www.seeiowacity.com> which is available on GoDaddy to purchase for \$12 for one year. Although it is a separate site from the city, it will still have city resources and accolades listed.

The site will utilize Tumblr to tie all of the social media elements together. Using this method will create a simple stream of social media content in one place. The website will also feature an interactive map with the prompt, "where are you talking about Iowa City?" This feature encourages users to drop a pin where they are on a map to show that the Iowa City community has a regional presence.

PROMOTIONAL VIDEO GUIDE

The purpose of the “We’re something to see” promotional videos is to reveal what is unique about living and working in Iowa City. Each video is approximately 10 minutes long and highlights three businesses. The videos should serve as a tool to promote Iowa City business and enhance the local economy. The business were selected based on their reputation of working with groups to enhance the community, their uniqueness to the Iowa City community, and a survey of local opinion conducted by Campaign Group One.

1. Video one features: Yotopia, Airliner, and Shorts.
2. Video two features: Tailgate, Formosa, and Bread Garden Market.
3. Video three features: Active Endeavors, RayGun, and Molly’s Cupcakes.
4. Video four features: Wig and Pen, Mondos, and The Vine.
5. Video five features: Hamburg Inn, John’s Grocery, and Running Wild.

Each video should begin with the “We’re something to see” graphic and entry tag line. Select an interview location, either inside of or out front of the business. The location should identify the business and be easily recognizable.

Conduct an interview with the business owner. Ask a series of brief questions, similar to the following:

- What is unique about owning a business in Iowa City?
- What do value most about your customers?
- What is your relationship like with other Iowa City businesses?
- What do you feel like your business brings to the community?
- What about your business are you most proud of?
- What sets your business apart from chains that offer a similar good or service?
- Possible b-roll could include the business’s atmosphere, employee testimonials, satisfied customers, and customer testimonials.

Each video should conclude with the “We’re something to see” graphic, the social media site information, and a call to action.

PRESS RELEASE SAMPLE

A SUSTAINABLE COMMUNITY STARTS AT THE ROOTS

City of Iowa City gets residents involved in new sustainability campaign

IOWA CITY, Iowa -- The City of Iowa City is giving its residents a chance to participate in their sustainability efforts. The city plans to hand out flower seed packets in biodegradable pots at the Iowa City Farmers Market beginning August 1.

The giveaway marks the launch of Iowa City's new #SeeIC Campaign, which promotes the city regionally by encouraging locals to boast about what it means to live in a sustainable city.

[Sample quote] "What better way to is there to promote Iowa City's sustainability than at our famous farmers market?" said --. We want to get the locals involved in our campaign. By giving them seeds that are ready to be planted, we give locals a chance to actually plant roots in the campaign, and more importantly, in our city. "

Locals will also see the #SeeIC message at local coffee shops and businesses. The city plans to spread their message by branding coffee sleeves and window clings throughout the downtown area.

[Sample quote] "This gets our message directly into the hands of locals. If the City of Iowa City is telling the Midwest what they love about their city, people will start to take notice."

The city plans to spread awareness through social media. Residents are encouraged to interact with the campaign's Facebook and Twitter accounts by using the hashtag #SeeIC.

Iowa City also plans to partner with Hawkeye Huddle to promote the city's sustainability to regional audiences. The city will sponsor a photo op backdrop and props for Hawkeye fans to publish to social media outlets with the hashtag #SeeIC.

[Sample quote] "Iowa City is a great place to live, work, and play. The city's residents know that to be true. Now let's share that with the rest of the Midwest."

###

TIMELINE

In order to have enough time to adequately prepare, the City of Iowa City should begin to organize for the sustainability campaign in June 2015. Implementation should begin in August 2015 because Iowa City becomes more vibrant as the students return for the school year. There will be a climate of excitement and anticipation in the community.

JUNE:

- ❑ Hire a strategic communications intern and a graphic design intern.
- ❑ Intern will develop a bank of social media (Facebook and Twitter) content using the Iowa City Sustainability Assessment and other relevant accolades.
- ❑ Intern will develop a Tumblr page to connect the “See Iowa City” domain.
- ❑ Intern will develop a storyboard for the “We’re something to see” promotional video.

JULY:

- ❑ Purchase campaign supplies.
 - Window clings, info cards, sunglasses, photo op backdrop, photo props, seeds, pots, soil, and t-shirts.
- ❑ Connect with “We’re something to see” businesses.
 - Yotopia, Airliner, Shorts, Tailgate, Formosa, Bread Garden Market, Active Endeavors, RayGun, Molly’s Cupcakes, Wig and Pen, Mondos, The Vine, Hamburg Inn, John’s Grocery, Running Wild
- ❑ Connect with coffee sleeve businesses.
 - Java House, High Grounds, Teaspoons, University of Iowa--IMU/Main Library
- ❑ Connect with Iowa City Farmers Market

AUGUST:

- ❑ Purchase coffee sleeves.
- ❑ Connect with Hawkeye Huddle (Football):
 - Ames on September 12
 - Madison on October 3
 - Evanston on October 17
 - Bloomington on November 7
 - Lincoln on November 27
- ❑ Release first “We’re something to see” promotional video featuring: Yotopia, Airliner, and Shorts.
 - Why?—We selected Yotopia, Airliner, and Shorts because they are popular among students. They can be established as “go-to” businesses for the incoming freshman class. Additionally, all three are located in the Pedmall, which is most popular when the weather is nice.
- ❑ Hand out 35 seed packets, pots, and soil at Saturday morning Farmers Markets 7:30 a.m. to 12:00 p.m.

SEPTEMBER:

- ❑ 12th—Hawkeye Huddle (Iowa vs. Iowa State in Ames)

- ❑ Release second “We’re something to see” promotional video featuring: Tailgate, Formosa, and Bread Garden Market.
 - Why?—We selected Tailgate because its merchandise is relevant to football season. Formosa is Iowa City’s staple sushi restaurant, located conveniently for visitors right in the Hotel Vetro lobby. Bread Garden Market offers groceries, food, and a study spot right on campus. Additionally, all three are located in the Pedmall, which is most popular when the weather is nice.
- ❑ Hand out 35 seed packets, pots, and soil at Saturday morning Farmers Markets 7:30 a.m. to 12:00 p.m.

OCTOBER:

- ❑ 3rd—Hawkeye Huddle (Iowa vs. Wisconsin in Madison)
- ❑ 17th—Hawkeye Huddle (Iowa vs. Illinois in Evanston)
- ❑ Release third “We’re something to see” promotional video featuring: Active Endeavors, RayGun, and Molly’s Cupcakes.
 - Why?—Molly’s Cupcakes and Active Endeavors have a good reputation of working with groups to enhance the community. RayGun is creative in their efforts to promote Iowa City.
- ❑ Hand out 35 seed packets, pots, and soil at Saturday morning Farmers Markets 7:30 a.m. to 12:00 p.m.

NOVEMBER:

- ❑ 7th—Hawkeye Huddle (Iowa vs. Indiana in Bloomington)
- ❑ 27th—Hawkeye Huddle (Iowa vs. Nebraska in Lincoln)
- ❑ Release fourth “We’re something to see” promotional video featuring: Wig and Pen, Mondo’s, and The Vine.
 - Why?—As the weather gets colder, people navigate towards the Coralville strip on game days. Wig and Pen, Mondo’s, and The Vine are three popular spots Iowa City locals love.
- ❑ Implement coffee sleeves.

DECEMBER:

- ❑ Release fifth “We’re something to see” promotional video featuring: Hamburg Inn, John’s Grocery, and Running Wild.
 - Why?—Hamburg Inn is an Iowa City staple. People frequent this infamous breakfast destinations on Sunday mornings. John’s Grocery is another business that is very unique to Iowa City. Running Wild has a good reputation of working with groups to enhance the community.

BUDGET

Categories:	June	July	August
Materials & Supplies:			
25 window clings		\$48.50	
10,000 Info Cards		\$626.22	
1,200 Sunglasses		\$890	
20,000 coffee sleeves			\$1,400
300 tshirts		\$1,950	
500 Seeds		\$325	
500 Pots		\$35	
2 bags of potting soil		\$28	
web domain	\$12		
15 gift cards, \$10 each		\$150	
Total			\$5,464.66
Events:			
5 Hawkeye Huddles:			
Photo backdrop		\$450	
4 Photo props		\$50	
Total			\$500
Salaries:			
Communication Personal	x	x	x
Graphic Intern	\$440	\$440	\$440
Communications Intern	\$440	\$440	\$440
Total			\$1,320
			\$8,604.66

MEDIA CONTACTS

Iowa City Press Citizen	Riepe, Patrick	Editor	1(319)337-3181	priepe@press-citizen.com
	Erbentraut,	Chicago		Joseph.erbentraut@huffingtonpost.com
Huffington Post Chicago	Joseph	Editor		
Livability.com	Carmichael, Matt	Editor		
	Wong,	Editor, Green Living		Kristinew@kristinewong.com
GreenBuzz	Kristine		1 (510)550-8285	
	Meers, Trevor	Regional General Interest		midwestliving@meredith.com
Midwest Living			1(515)284-3000	
Midwest Travel	Henning, Julie	Host & Producer		Julie@roadtripsforfamilies.com
	Caporimo,	Senior Lifestyle Editor		
BuzzFeed	Allison		1(212) 431-7464	info@buzzfeed.com
	Wright,	Editor, Blogs & Social media		
NPR	Bryan		1(202) 513-3605	wbryan@npr.org
	Plath, Debra	Faculty Advisor		
Daily Iowan			1(319) 335-5786	Debra-plath@uiowa.edu
	Isaacs,	Staff Writer- News Features & Culture		disaacs@chicagoreader.com
Chicago Reader	Deanna		1(312) 222-6920	
Sustainlane.com	Lin, Lulu	Editor	1(415) 392-5263	Press@sustainlane.com
	Brown, Abram	Associate Editor		
Forbes			1(212) 367-3383	abrown@forbes.com
	Abramson,	Managing Editor/Travel		babramson@usatoday.com
USA Today	Ben		1(703) 854-3379	
	Griswold,	Staff Writer/Business & Economy		
Slate	Allison		1(212) 445-5330	slateoffice@slate.com
	Acoca,	Lifestyle & entertainment editor		
Associated Press	Shelley		1(212) 621-1500	sacoca@ap.org
The Gazette			1(319)-398-8211	thegazette.com

EVALUATION

The City of Iowa City will evaluate the success and increased awareness of the #SeeIC campaign in a three step plan:

STEP ONE:

Evaluate increased engagement on the campaign website, social media platforms, and local business video series. The objective will be met if the desired number of social media followers, page views, shares, and follower interactions are obtained. This objective is to attract 500 Facebook page followers and 250 Twitter followers in one month, 750 Facebook page followers and 375 Twitter followers in month two, and 1,000 Facebook page followers and 500 Twitter followers by month three. This objective can be evaluated by using Facebook and Twitter analytics, along with Google Analytics to measure website click-through visits and select demographics.

STEP TWO:

Evaluate increased awareness by measuring how many targeted media outlets have been secured and have agreed to feature or promote the initiative in their outlet.

STEP THREE:

Evaluate increased coverage and buzz surrounding the campaign after handing out branded merchandise and informative postcards after Hawkeye Huddle events. Hawkeye Huddle events should generate more social media interactions and campaign website hits.

REFERENCES

Annie E. Casey Foundation: <http://www.aecf.org/m/databook/aecf-2014kidscountdatabook-embargoed-2014.pdf>

Media Briefing:

<http://www.themediabriefing.com/article/know-your-audience-how-digital-native-millennial-generation-consume-media>

Millennials in Adulthood: <http://www.pewsocialtrends.org/2014/03/07/millennials-in-adulthood/>

Craig Smith, Twitter statistics: <http://expandedramblings.com/index.php/march-2013-by-the-numbers-a-few-amazing-twitter-stats/>

Pew Research Center: <http://www.pewsocialtrends.org/files/2010/10/millennials-confident-connected-open-to-change.pdf>

Soul of the Community: <http://www.soulofthecommunity.org/about>

State & County QuickFacts: <http://quickfacts.census.gov/qfd/states/19/1938595.html>

Strategic Planning Report: <http://www.icgov.org/site/CMSv2/file/cityManager/IowaCity-PlanningSessionRpt-2013FINAL.pdf>

University of Iowa Website: <http://www.uiowa.edu/homepage/about-university>

U.S. Census Bureau: <http://quickfacts.census.gov/qfd/index.html>

