

I love IOWA CITY

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EXECUTIVE SUMMARY

Show a little love. Despite having an impressive list of titles and accolades Iowa City is rarely recognized in regional media for their efforts towards being one of the most livable cities in the country. This is where **I Love Iowa City** steps in.

The aim of **I Love Iowa City** is to create national awareness of Iowa City's award winning sustainability efforts. This campaign focuses on four important areas that Iowa City excels in; community wellness, economy, environment, and arts and culture. Put together these four areas can be expressed with the word "liveable".

Main components of the campaign are as follows:

- An interactive website will serve as the central hub for the campaign showcasing the four main areas of livability. Visitors to the site can virtually explore what Iowa City has to offer whether it be parks, works of art, unique shops, diverse festivals, plus much more.
- A sponsorship system of local and regional small business owners will be used to engage and celebrate the entrepreneurial culture that lives within Iowa City.
- Personalized invitations and event tickets will be sent to regional arts, culture and travel journalists inviting them to experience Iowa City for themselves.
- An **I Love Iowa City** street team will be present at a number of large events throughout the year interacting with the crowd and handing out materials that will help them explore Iowa City.

With a balanced combination of engaging online media and intriguing traditional media, a wide range of audiences will be exposed to **I Love Iowa City**. That being said, our target age group is millennials age 25-34 because of their expressed passion for sustainability and their expansive reach on social media.

A substantial part of the campaign's budget will be allocated to the internship positions. Interns will be tasked with most of the campaign efforts from contacting potential sponsors, pitching to media, implementing a social media plan and leading a street team at events.

SITUATION ANALYSIS

Iowa City Office of Sustainability

The City of Iowa City Office of Sustainability is on a mission for Iowa City to gain national recognition as a sustainable and livable community. According to The City of Iowa City's Sustainability Assessment 2013, the City of Iowa City continues to work towards achieving a high level of sustainability. The city has been an active force in the field of sustainability for many years and was labeled as a "pioneer for energy conservation" as early as the 1980s. The 2013 assessment focused on nine specific areas of sustainability including: economic, community design and transportation, energy, water, waste reduction, natural economics, housing, community wellness, and arts and culture. Thriving in these nine areas categorizes Iowa City as a highly "livable" community. Livability, in this sense, is determined by aesthetics, openness, and social offerings of the community. The city has achieved a variety of livability initiatives in the past including switching traffic lighting to LED, securing 55 acres of wetland as "greenspace", improving downtown aesthetics to become the most walkable city in Iowa and were named the world's third city of literature by UNESCO.

Iowa City has the opportunity to enhance their reputation, increase livable development, and attract people to visit and live there. However, despite their impressive sustainability and livability record, Iowa City is not commonly referred to as a "sustainable" community. This is partly because the communications department in the Office of Sustainability is only a couple years old and there have not been many efforts to promote Iowa City as a sustainable community in the past. Lack of public knowledge regarding the sustainable and livable characteristics of Iowa City is another foreseeable obstacle. If the Office of Sustainability fails to educate and raise awareness on Iowa City's efforts they will be overlooked by potential residents and businesses who are looking to move to a livable community, despite the city's initiatives. It may be difficult for Iowa City to receive attention due to the competing sustainable communities both regionally and nationally. The most proximate competition in terms of sustainable communities to Iowa City is Dubuque, as they continue to receive national recognition for exceptional sustainability efforts. Other difficulties the office may encounter include public apathy, lack of public's awareness, lack of sufficient resources and getting out of state media attention.

In order to succeed in the promotion of Iowa City as a leading livable community in the nation, the City of Iowa City must target different audiences and communication avenues effectively on a local, regional, and national scale. Because there are many aspects of sustainability, the campaign should focus specifically on increasing awareness of livability to local and Midwestern audiences.

Internal Environment

The City of Iowa City created a communications department in 2012. There are two employees running the communications office. These employees will be work together with the Office of Sustainability to execute the campaign. The communications department has yet to implement a campaign like this before, therefore has limited experience and resources (website in overhaul, a subscription newsletter, and existing social media accounts) currently to promote the sustainability efforts of the city.

Iowa City ranked in the Top 100 Places to live for 2015 by Livability.com. According to Iowa Initiative for Sustainable Communities (IISC), "sustainability means current generations meet social, economic and environmental needs without compromising the ability of future generations to meet those same needs" (IISC website). Economic, environmental and social/cultural conditions are major indicators of evaluating Iowa City's performance with respect to sustainability.

Iowa City has a strong and diverse economy. A strategic plan has been implemented to "diversify the economy" as well as "enhancing the established infrastructure and increasing financial stability." While established businesses have remained prosperous, Iowa City also continues to create new opportunities and attract new business, while maintaining a low unemployment rate (Iowa City Sustainability Assessment, 2013).

The city is also thriving in environmental management. Iowa City began an energy conservation program in the 1980. The city continues to work on providing a healthy water supply, storm water management system, recycling and waste management and preservation of natural areas. All these environmental management efforts provide a foundation for a sustainable city (Iowa City Sustainability Assessment, 2013).

Lastly, Iowa City has a unique community with various social and cultural opportunities. The community displays openness and diversity, creating connection and social equity among those who live here. The city provides numerous social services like great healthcare, convenient public transportation, a walkable downtown district, and a low crime rate (Iowa City Sustainability Assessment, 2013). There are also many social events and festivals for community members to participate in.

Public Perception

The public currently lacks adequate knowledge and information regarding Iowa City's sustainability efforts. The publics that do acknowledge the city's efforts often view sustainability as "being green" and fail to include aspects of sustainability such as economy and culture. The Office of Sustainability views Iowa City as a forward thinking, diverse, creative and environmentally friendly community.

External Environment

Recently, green/sustainability is trending in the U.S. People ages 18-30 and over 55 felt that living in a sustainable city was important. Cities have caught on to this trend and have been working to be classified as sustainable (Sustainability Assessment, 2013).

Iowa City continues to work towards becoming nationally recognized as a sustainable and livable community, similar to notable livable cities like Portland, Oregon and Boulder, Colorado. Iowa already has one recognized sustainable community, Dubuque. In the last few years Dubuque has received a lot of press for being a sustainable community. Iowa City has many similar aspects of sustainability in comparison to Dubuque. Both cities focus on community, livability, and equability.

The people of Iowa City are generally very receptive to sustainability efforts, with many public recreation areas and the University of Iowa's own sustainability program. Creating an attitude of pride around being a livable community is crucial to the city's goal, but is not a foreseeable problem. Garnering attention from regional media may be a challenge until Iowa City pitches an interesting and newsworthy story/angle that would interest a public outside the state of Iowa.

Key Publics

Umbrella Public: Millennials in the Midwest

Sub Publics: Midwest region arts/culture/travel publications, large scale Iowa City events, entrepreneurs and start-ups in Iowa.

Millennials in the Midwest

Although Iowa City wants national recognition, targeting the entire country would be difficult for a number of reasons. The regional divisions in the United States, not only visible across political lines and social issues that resonate with citizens, but also in overall personality traits may pose a difficulty. A study found that people in the Midwest are more likely to be friendly and conventional, those in Western seaboard states are considered more creative and relaxed and those in New England states have a tendency to be temperamental and uninhibited (Regional, I). Because of regional differences, the key public for this particular campaign will include only people from the Midwest. Even though the Midwest rated as being more conventional, focusing on that region will be the most effective at this time. This is mainly because Iowa City is not entirely known for being “livable” even at a local level. People in the Midwest will be more likely to identify with Iowa City than people who live further away. Once awareness and pride is fostered in the Midwest, other areas of the country will be easier to target.

The topics of sustainability and livability have been getting increased attention in recent years as climate change has been in the news and trends like organic eating and alternative forms of energy have become more widely accepted. Older Millennials ages 25-33 have proved to be extremely aware of the importance of sustainability and active in discussions about it (Rayapura, I). They are more likely than the rest of the population to grow their own food, use all natural cleaning products, use “borrow” methods of transportation like Zipcar and invest in solar or wind power. Additionally, studies accuse Millennials of being “attitudinally sustainable” as opposed to “behavioral sustainable”. People age 25-33 are an effective key public to target because this campaign is focused on awareness not necessarily behavioral change, at least not yet. Older Millennials have the social tool kit essential to spreading The Office of Sustainability’s message. In the age of citizen journalism and user generated content, millennials know how to create a quality message that is shareable across social media platforms.

For the reasons cited above, the umbrella public for the Iowa City Office of Sustainability to target will include millennials ages 25-34 in Midwest states including: Minnesota, Nebraska, Wisconsin, Iowa, Indiana, Missouri, Illinois, Ohio, Kansas, and Michigan*. They would be considered an aware public because generally they identify with and support sustainability but may not be active within the cause yet.

*States classified as “Midwest” according to natureeducation.org

Analysis of Midwest Millennials

Attitudes and Behaviors Towards Sustainability and Livability

Our key public consists of older millennials ages 25-34. In a study done by the Pew Research Center, millennials were more likely than anyone else to buy “green products” and latch on to the growing trend of biking to work. That being said, the study found that they often reject the title “environmentalist” even though they consistently support legislature for environmental laws and funding of green energy development. This is important to note when developing campaign messages. While many people in our key public may be actively supportive of sustainability measures they may feel alienated if referred to as an “environmentalist”. Another survey showed that 69% of millennials were aware of sustainability but they didn’t know how to turn their awareness into action. This is consistent with the idea mentioned earlier that millennials will often support sustainability when asked about it (through voting) or buying green products, but they won’t go much farther out of their way to behave in sustainable ways. This is more of an opportunity than an obstacle. This group is more likely to find interest in living and working in a livable community like Iowa City. The campaign is focused on awareness of Iowa City as a livable community not behavior change. Iowa City has the opportunity to educate their key public about the topics of livability and become a source for news and information. The millennials tendency to share via social media will then propel Iowa City’s message even further.

Appealing to Millennials

Millennials can be divided into four psychographic segments that can help inform what messages will appeal to them. The four groups include: Confident Connecteds, Indie Dreamers, Youthful Pursuits and Creatures of Comfort.

The campaign will focus mostly on “Confident Connecteds” because of the group’s involvement with social advocacy. They are known to interact with organizations and “share” content, especially if it is inspirational and engaging. Coincidentally their key market category is health and wellness brands. Creating messages that are content filled and practical are most likely to leave a positive impression on them.

The second group to target is categorized as “Indie Dreamers” and are typically very socially active and artsy. This group wants to know how something will benefit them and how it can help them stand out amongst others. Their market categories are food and entertainment, which are both parts of a city being considered livable.

Appealing to Millennials (continued)

The other two categories, “Youthful Pursuits” and “Creatures of Comfort” care more about their social media activity than social activism. This can still be used to Iowa City’s advantage by producing content that will give sharers a lot of “likes.”

Knowing where the key public receives their news is another crucial piece of information. Social media (68%), word of mouth (63%), and online news sites (62%) are the three most popular sources of news for this key public. Blogs have proven to be a good way to reach older millennials, especially those interested in activism and culture. Some very popular blogs/online news sites include RYOT, TakePart, BuzzFeed and the Huffington Post. While many people still receive news from more traditional forms of media, the numbers are significantly lower. Newspapers, for example, was a source of news for only 33% of respondents. However, the online world is very cluttered and content must be very entertaining or thought provoking for publics to consume the information.

Examining Sub-Publics

Entrepreneurs

Iowa City has a thriving entrepreneurial culture. Entrepreneurs are one group of people who eat and breathe social media, follow trends, have extensive connections and a passion for growth. The Washington Post recently published a story, ‘Why Innovation and startups are thriving in ‘flyover country.’ In this story author Steve Case, discusses the ‘Iowa work ethic.’ Iowa is no longer just miles of corn, there are real opportunities here and nobody recognizes that as well as the entrepreneurial community.

Targeting connected entrepreneurs within the Midwest region will catapult Iowa City’s message to national audiences. A select number of entrepreneurs reached will be included within the campaigns sponsorship program, explained in detail on page 18.

Event-Goers

Collectively, Iowa City generates a large amount of tourists to the community yearly. From University events to cultural and community festivals, visitors from all over the state of Iowa, the Midwest and the United States visit Iowa City. Large events in Iowa City provides the City of Iowa City an opportunity to promote Iowa City as a great place to live and work.

Appealing to Millennials (continued)

The campaign will focus on events including Hawkeye Football games, arts festivals, and community events that bring a diverse population of individuals to Iowa City. With the help of a marketing street team, the campaign will spread awareness through a website by providing visitors and locals with information about livability in Iowa City, prompts to post information about the campaign on social media, and incentive to visit local businesses. By driving this public to a website, social media, and businesses throughout Iowa City, the message of the campaign will reach this audience.

Media in the Midwest

Outlets of media throughout the Midwest is the final sub-public this campaign will target. The goal when targeting this public is to raise awareness of Iowa City as a livable community among a broad, difficult to reach audience. Media outlets in the Midwest are considered by the general public to serve as more of an authoritative source of sustainability information. As an intervening or intermediate public, this public will deliver the messages to a broader audience effectively.

We categorize media in Midwest into two groups: general media and arts and culture media. For general media, we chose to target regional newspapers located throughout the Midwest to promote and raise awareness of the campaign in general. For arts and culture focused media outlets, we will target blogs and magazines in the Midwest that focus on art, travel and culture, to promote Iowa City's livability elements in regards to arts and cultural aspects.

The media may be considered more credible than the City of Iowa City's own publicity department, thus by featuring elements of the campaign in other publications, these sources can provide third-party endorsement and add credibility to our message.

OBJECTIVES, STRATEGIES & MESSAGES

Overall goal: Increase awareness of livability in Iowa City among millennials in the Midwest states Minnesota, Nebraska, Wisconsin, Iowa, Indiana, Missouri, Illinois, Ohio, Kansas, and Michigan.

Publics: Silicon Prairie/local entrepreneurs, event goers, regional art/culture/travel media

Focus areas of livability:

- Community Wellness
- Economy
- Arts/Culture
- Sustainability/Environment

Objective I

The objective for the art/culture/travel media public is to have an effect on awareness as Iowa City as liveable. Specifically, to generate attention by getting 10 publications within the next year to write about Iowa City's livability components.

Strategies:

- Alliances and coalitions (Action)
- Publicity (Comm)
- Generate new newsworthy info (comm)

Message Strategies:

- Community Wellness
- Economy
- Arts/Culture
- Sustainability/Environment

Strategies: The strategies we chose for this objective include both action and communication. In terms of action, we seek alliances with influential bloggers, who will serve as an intervening public to help reach a broader audience. We will focus on arts, culture, and travel bloggers in the Midwest. The bloggers that are chosen to target should have a solid readership base. With regard to communication, we will generate newsworthy information to disseminate to journalists and work to gain publicity on the aspects of livability within Iowa City. Because we are collaborating with media (the blogs with themes on arts, culture, travel, environment, and city etc.) to promote

Objective 1 - Strategies (continued)

our city, generating publicity is a must-have. Having Iowa City's livability components featured in these blogs will help Iowa City gain broader attention with a credible third-party endorsement. We can also generate news by inviting these bloggers to visit Iowa City to experience the aspects of livability.

Message strategy: These bloggers will convey our messages to the umbrella public, millennials in the Midwest. In terms of message itself, we will promote Iowa City as a livable community in general but with focuses on its art, culture, and environment.

Objective 2

Raise awareness of Iowa City as a livable community by using the influence/voice of the local entrepreneurial community as sponsors/partners. Success would be measured by having 20 partners from the community by January 2016.

Strategies:

- Sponsorship (action)
- Generate new newsworthy info (comm)
- Alliance/coalition (action)

Message Strategies:

- Community Wellness
- Economy
- Arts/Culture
- Sustainability/Environment

Strategy: The strategy for this objective will be to secure alliances with entrepreneurs and local business owners in Iowa City. We will establish them as "sponsors" for Iowa City and its livability components. They will act as our "partners" throughout the campaign to help showcase the unique culture of Iowa City businesses and by doing so we will help promote each other. Part of this will be done by promoting the businesses that sponsor us on our website and through coupons we will hand out to people. By promoting Iowa City as an economically booming town, we hope to gain the attention of other entrepreneurs in the Silicon Prairie.

Message Strategies: This objective will work to promote a key message that Iowa City is a livable community by focusing on securing relationships with connected and influential people throughout the Midwest. One key message that will be focused on within this objective is the economy and entrepreneurial culture present in Iowa City.

Objective 3

To create awareness and attention of Iowa City as a liveable community to the residents and people who visit Iowa City during large sporting events and festivals by directing 10,000 people to our website.

Strategies:

- Encourage audience engagement
- Create alliances/coalitions
- Create and distribute newsworthy information/materials

Message Strategies:

- Community Wellness
- Economy
- Arts/Culture
- Sustainability/Environment

Strategies: The strategy revolving around this objective includes multiple separate action steps. We would like to encourage audience engagement and create alliances/coalitions through interpersonal contact and other tactics. Additionally, we would like to spread awareness by providing individuals with newsworthy and important information regarding livability in Iowa City. Throughout these promotions we will consistently use the hashtag **#IlovelowaCity**, as well as direct people to our website.

Message Strategies: As a whole, this objective will work to promote a key message that Iowa City is a livable community by focusing on promoting and generating awareness about the city in regards to economy, community wellness, arts and culture, and sustainability/environment. We hope that the website will be able to inform event goers about everything Iowa City has to offer and that they will share our message using the hashtag.

Purpose of Objectives

Objective I - Media

Inviting Media to Events and Press Releases

We plan to invite local and regional media including bloggers, newspaper reporters, and magazine journalists to visit Iowa City during cultural, art, and sporting events, and ask that they write about the City of Iowa City. Materials will be given to these visiting parties to encourage and inform the writers to write about Iowa City's liveable qualities. The purpose of this tactic is to increase awareness of Iowa City as a livable community outside of Iowa City.

Additionally, we plan to send press releases and pitch letters of newsworthy happenings in Iowa City that would benefit our reputation in the four categories of livability: community wellness, environment, economy and arts & culture. The purpose of this is again, to increase awareness of Iowa City as a livable community outside of Iowa City.

Once the campaign gains momentum, we will create a general press release to send to local and regional news media.

We chose to target news media because of their broad audience and large influence. The news media is considered more credible than our own publicity department, thus by featuring elements of the campaign in their publications, they can provide third-party endorsement and add credibility to our messages.

General Press Release for *I Love Iowa City*

Subject for email: What do you love about Iowa City?

*Headline: **I Love Iowa City** is in full swing*

*The City of Iowa City has just launched a fresh new campaign, **I Love Iowa City**. The yearlong campaign is aimed at celebrating everything that makes Iowa City not only unique but one of the most livable cities in the Midwest!*

Anyone looking to experience what the diverse city has to offer can visit www.websitename.com for interactive maps, contests, plenty of slideshows, and interviews with influential entrepreneurs who made Iowa City their home. The site is divided into four areas that Iowa City excels in; Environment, Economy, Arts Culture and Community Wellness.

*Residents, visitors, students, college alums or anyone else that has been touched by Iowa City is encouraged to share what they love using the **#ILoveIowaCity**. This same hashtag will be used on social media for contests, interactive scavenger hunts and much more!*

<ONCE CAMPAIGN IS IN WORKS QUOTE FROM IC OFFICIAL ABOUT WHY IOWA CITY SHOULD BE CELEBRATED >

*Local businesses will be sure to benefit from **I Love Iowa City** as the entrepreneurial culture that lives within Iowa City is one celebrated aspect. A lineup of local entrepreneurs and businesses are official “sponsors” of **I Love Iowa City** and will share what makes the city special to them throughout the year.*

*A glimpse of what **I Love Iowa City** will showcase throughout the year is included within this press kit, complete with a video from one of our local sponsors, high definition images and more quotes from city personnel.*

<CONSISTENT IOWA CITY OR OFFICE OF SUSTAINABILITY BOILER PLATE)

CONTACT INFO>



Media Release for Bloggers

Contact Name: XXX
Title: XXX
Organization Name:
Phone Number:
Email:

Summer of The Arts in Iowa City

Sponsored by The City of Iowa City and The University of Iowa, Summer of the Arts is going to start its annual art festival and event series called City of Iowa City's Summer of the Arts throughout from May to October, 2015.

Summer of the Arts series features diverse arts and cultural events, including Iowa Arts Festival, Iowa City Jazz Festival (one of the Top Ten Jazz Festivals in the country), Friday Night Concerts, Outdoor Free Movie Nights, the Saturday Night Concerts, MusicIC, the Iowa Soul Festival, Celebrate the Season, the newly added Iowa City Book Festival, and Downtown Iowa City Gallery Walk. Our many festivals and events bring local residents and visitors together in the Iowa City area to experience, learn, and enjoy the arts and culture! Everyone can enjoy this free, family-friendly entertainment in Iowa City throughout the summer.

As part of its sustainability efforts, Iowa City has always been dedicated to provide a wide variety of opportunities for exposure to arts and culture in order to continue to nurture a livable and sustainable community.

For complete schedules, locations and bios of respective festival and event, visit Summer of the Arts website.

<http://www.summerofthearts.org/summer-of-the-arts/home.aspx>



General Media List

Outlet	Phone	Email
Press Citizen Iowa City, IA	319. 337. 3181	newsroom@presscitizen.com
The Gazette Cedar Rapids, IA	319. 398. 8319	news@sourcemedia.net
Daily Iowan Iowa City, IA	319. 335. 6063	daily-iowan@uiowa.edu
Quad City Times Davenport, IA	563. 383. 2200	newsroom@qctimes.com
Dispatch/Argus Rock Island, IL	309. 764. 4344	press@qconline.com
Des Moines Register Des Moines, IA	515. 284. 8000	netroiowa@dmreg.com
Chicago Tribune Chicago, IL	312. 222. 3232	tips@tribune.com
Iowa Public Radio Des Moines, IA	515. 725. 1709	jpemble@iowapublicradio.org John Pemble, Reporter
National Public Radio Washington, DC	202. 513. 2782	aaubrey@npr.org Aubrey Allison, Health & Personal Wellness Correspondent

Arts & Culture Publications and Blogs

Outlet	Phone	Email
Cultural Corridor	319. 849. 8278	info@culturalcorridor.org
Little Village	319. 855. 1474	editor@littlevillagemag.com
Travel Iowa		social@iowa.gov
The Iowa Source	641. 472. 4858	source@lisco.com Claudia Mueller
Art Weekenders		wkndr@artweekenders.com blog.artweekenders.com Pal & Lydian
Urban Travel Blog		duncan@urbantravelblog.com urbantravelblog.com Duncan Rhodes
Itineraries Midwest	320. 259. 1082	heather@itinerariesinc.com Heather Lahren
Midwest Living	212. 551. 6913	daren.mazzucca@meredith.com Daren Mazzucca

Purpose of Objectives

Objective 2 - Sponsors

Inviting Local Entrepreneurs & Business to be Sponsors

Iowa City has a strong entrepreneurial environment and culture. As a way to help showcase this we will invite local entrepreneurs and businesses to be sponsors of the campaign. Sponsors will be featured on the website and on some campaign materials, along with their testimonials about why Iowa City is a great place to live and work. When handing out materials we will include coupons to our sponsors businesses so people can experience the thriving economic culture of Iowa City for themselves. The purpose of this tactic is to have a strong support system behind the campaign, as well as faces of locals to add credibility to our mission.

Video Testimonials

A few of the sponsors will be asked to be included within a series of videos meant to showcase the entrepreneurial spirit of Iowa City. These videos will include interviews with sponsors and consumers, tours of businesses and fun facts and figures about Iowa City. The videos serve to further promote Iowa City's livability by informing and entertaining individuals who visit the site.

Sponsorship Letter

Date: DD/MM/YYYY

Name
Company
Address
Iowa City, Iowa, 52240

*Iowa City's new campaign, **I Love Iowa City**, will be officially launching at the end of this summer. The yearlong campaign is aimed at celebrating everything that makes Iowa City not only unique but one of the most livable cities in the Midwest!*

*Local businesses will benefit from **I Love Iowa City** as the entrepreneurial culture is one of the aspects we aim to celebrate and promote. One goal of the campaign is to brand Iowa City as a place to consider moving to. This will be economically beneficial to businesses because it will increase residency as well as tourism.*

We are seeking local businesses that are willing to sponsor our campaign and help showcase what a great place Iowa City is. Together we can boost the economic development of Iowa City and increase economic development, whilst showing off local businesses.

Businesses that participate will be featured on the website and some campaign materials. We also hope to include coupons to our sponsors' businesses in order to drive any incoming traffic towards you. An additional promotion sponsors can choose to participate in is our video testimonials. This series of videos are meant to showcase the entrepreneurial spirit of Iowa City. These videos will include interviews with sponsors and consumers, tours of businesses, and fun facts about Iowa City.

We invite you to join us in our shared goals by sponsoring activities and partnerships that celebrate Iowa City. Together we can make Iowa City an even better place for local businesses.



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Purpose of Objectives

Objective 3 - Events

Interns, Marketing Street Team, and Attending Events

The purpose of interns is to help the City of Iowa City better plan and execute the campaign as a whole. Interns will be responsible for a number of things, including but not limited to: creating content for social media, updating the website, acquiring sponsors, creating videos, and hiring a Marketing Street Team. The reason for the Marketing Street Team is to help promote and raise awareness of Iowa City as a livable community at important events throughout the year. The members of this team will give out materials promoting the campaign, utilize social media to spread awareness of the campaign, and write blog posts for the website.

The materials given out by the Marketing Street Team will help promote a hashtag and drive individuals to the website. Coupons and discounts offered by local businesses will encourage people to visit downtown or local businesses. Additionally, a brochure will be distributed by the street team highlighting the four areas of liveability that we would like to highlight in the campaign: community wellness, environment, economy and arts & culture. The purpose of the brochure is to create awareness and provide information about the increasing livability in Iowa City.

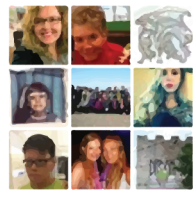
I *love* IOWA CITY

- home
- about us
- economy
- community wellness
- environment
- arts & culture
- resources
- merchandise

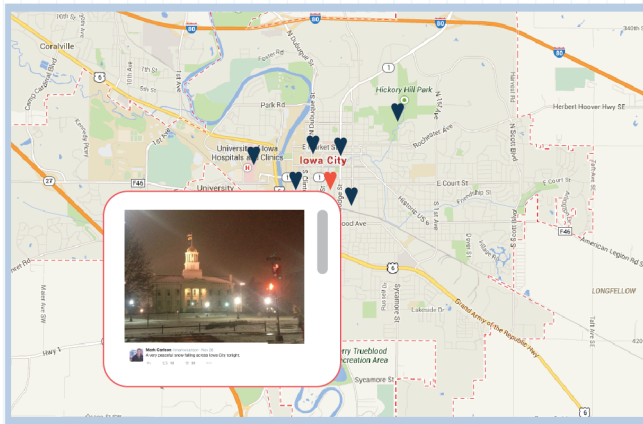
Follow @llovelowaCity

I Love Iowa City
Like you like this

100 and 8 646 others like I Love Iowa City.



Why I love Iowa City...



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer cursus lacus at egestas aliquam. Proin mattis fringilla metus, nec ultricies tortor consectetur sagittis. Maecenas convallis nunc orci. Suspendisse vestibulum porttitor varius. Suspendisse imperdiet sapien id nisi condimentum, vel euismod lacus scelerisque. Nulla facilisi. Vestibulum eu ornare est, at vestibulum leo. Duis elit sapien, tristique nec cursus vel, imperdiet et urna. Nulla at ipsum nulla. Sed finibus velit ut ante tempus finibus in id augue.

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with love The City of Iowa City

I *love* IOWA CITY

home

about us

economy

community wellness


environment

arts & culture

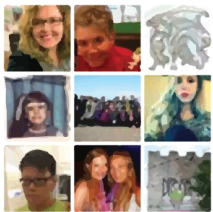
resources

merchandise

Follow @IlovelowaCity

 I Love Iowa City
Like you like this

you and 8 646 others like I Love Iowa City.



Iowa City has a strong commitment to the environment and energy efficiency. Since the 1980s Iowa City has continued to make improvements around the community working towards a more sustainable space for everyone. LEED certified buildings, a reduction in municipal energy, and other energy efficient implementations keep Iowa City moving closer and closer to a more sustainable, environmental friendly community.



Water keeps us living here in Iowa City. The Iowa City Public Works Department works hard to manage the water supply, wastewater, and stormwater systems in Iowa City.



Reducing municipal energy and community energy use is always at the top of the City of Iowa City's to do list.



The Iowa City Landfill and Recycling Center receives an average of 120,000 tons of garbage and recycling every year.



Iowa is one of the countries most altered landscapes to date. With more than 97% of the state covered in farmland, a clean and maintained ecosystem is as important then ever.

Promotional Materials



Promotional Materials (continued)

Tell us why you love Iowa City!

Iowa City is one of the most livable cities in the country.

We excel **economically** and **environmentally**.

We also have a great sense of **community wellness**.

Iowa City has a blooming **culture** with a lot of art and literature.

All of these aspects together creates an amazing place to not only live, but to grow and thrive.

[Recipient Name]
[Address]
[City, ST ZIP Code]

[Company Name]
[Address, City, ST ZIP Code]

I **love** WA
CITY

Show some love



Economy

Sustainable economic growth is essential for a thriving community.

Since Iowa City has maintained low unemployment rates in recent years, the economy has remained prosperous and has continued to attract new residents and build a robust community.

Downtown Iowa City

Iowa City's dense downtown development efficiently utilizes land space and encourages infilling.

The buzzing Pedmall is home to dozens of local businesses. Iowa City has been accredited as one of the best cities for business and careers by *Forbes*.

"Iowa City is the greatest. I can't imagine living anywhere else."
—Local Business Owner

Arts & Culture

Known as the "Athens of the Midwest", Iowa City has become a national hub for studio arts, literature, music, theatre and celebrated history.

Nationally recognized, Iowa City is one of only 41 cities worldwide to be part of UNESCO's Creative Cities Network and have been named the third City of Literature, in the entire world!

Iowa City hosts myriads of festivals such as Jazz and Soul Festival, Iowa Art Festival, Iowa City Book Festival, Mission Creek Festival, and many others!

Community Wellness

An extremely walkable downtown area, as well as a vivacious culture creates a diverse community.

One of Iowa City's best achievements is their Farmer's Market. The Farmer's Market has been active for over 40 years and averages between 3,000 and 5,000 visitors per week. This is an excellent opportunity to connect with other members of the community and find healthy, local foods. From 2010-2012, *American Farmland Trust* named ranked Iowa City as #1 in the state for "America's Favorite Farmer's Markets."¹³

Iowa City also has community garden plots available for rent that allow residents to grow their own fruits and veggies while connecting with other gardeners in the community.

Environment

Iowa City has a strong commitment to the environment and energy efficiency.

Some of the amazing things Iowa City has to offer that helps save our planet are:

- Over 800 acres of prairie, wetland, and forest areas
- Most walkable city in Iowa
- Reductions in municipal energy
- LEED Certified Buildings



Contact Us

[Company Name]
[Address]
[City, ST ZIP Code]

[Telephone]
[Email]

Visit us on the Web.
[Web Address]

Internship Positions

Spring and Summer 2015 Public Relations Intern -- Paid

Description of position: The individual hired as to serve as the City of Iowa City's Public Relation intern will manage a campaign focused on promoting Iowa City as a liveable community. Duties will include contact with local media and bloggers, acquiring business and entrepreneurial sponsors of the campaign, managing a team for marketing purposes during certain Iowa City events, updating and maintaining a website and social media platforms, and completing others tasks as they arise.

Requirements:

- Able to commit 10-15 hrs per week (Mon-Fri) and occasional hours on the weekend for events
- Communications, journalism, marketing or related major
- Must be able to serve as an intern during summer of 2015 through fall semester
- Previous campaign or public relations experience preferred, but not a requirement
- Creative, organized, and enthusiastic about Iowa City

To apply, please send a resume and 140 character tweet telling why you love Iowa City to...

Summer and Fall 2015 Multimedia and Digital Marketing Intern-- Paid

Description of position: The individual hired as to serve as the City of Iowa City's Multi Media and Digital Marketing intern will assist in the management of a campaign focused on promoting Iowa City as a liveable community. Duties will include creating video to promote on a website with local entrepreneurs, blogging, photography, updating and posting on a website and social media, creating content for social media.

Requirements:

- Able to commit 10-15 hrs per week (Mon-Fri) and occasional hours on the weekend for events.
- Communications, journalism, marketing, graphic design or related major
- Must be able to serve as intern summer of 2015 through fall semester
- Experience with video and photography
- Creative, organized, and enthusiastic about Iowa City

To apply, please send a resume, portfolio of any video or photography work, and a 140 character tweet telling why you love Iowa City to...

Internship Positions (continued)

Fall 2015 Marketing Street Team - Paid

Members of the City of Iowa City's Marketing Street Team will be responsible for promoting Iowa City as a livable community by distributing goods and information at a variety of events including Hawkeye football games, festivals, and other events. Members will be expected to share photos, tweets, and posts promoting the hashtag and overall campaign. One member per event will be asked to write a blog post summarizing the event and campaign efforts.

Requirements:

- Attend an informational meeting prior to the event
- Have an acceptable and appropriate social media presence
- Outgoing, timely, and enthusiastic about Iowa City

To apply, contact with a resume and a 140 character tweet telling why you love Iowa City.

IMPLEMENTATION

Timeline

We plan to launch the official campaign in September 2015 and have it run for an entire year. In September 2016, the situation will be reassessed to see if the campaign will continue further. Although the campaign won't begin until September, we have certain objectives that we would like to begin as soon as next month.

January 2015: Inviting local entrepreneurs and businesses to be sponsors

April 2015: Begin recruiting for the two internship that will begin in June

May 2015: Have two qualified interns chosen

June 2015: Interns begin by setting up social media accounts

August 2015: Launch website

August 2015: Send first press release about campaign (continuous after this)

September 2015: Have first video completed by the start of school year

September 2015: recruit members for street team and train them

September 2015: First home football game

Our street team will continue with home football games. Interns will continue to incorporate our campaign in other Iowa City events such as (but not limited to) Jazz Festival, Mission Creek, Oktoberfest, farmer's market, and Friday night concerts. Interns will be expected to attend these events to talk about the campaign, put information about the events on social media, or reach out to press about attending these events. Events/press releases will be ongoing until at least September 2016.

Timeline

\$2,000 Website Build

\$2,500 - Marketing Street Team Stipend and Materials

- \$1,500 to pay 4 street team members \$10/hour
- \$900 to make distributable promotion materials (water bottles, brochures etc.)
 - \$400 for 400 water bottles
 - \$400 for brochure printing
 - \$100 for t-shirts for the street team

\$1000 Media Invitations and Press Kits

\$5,000 Internship Position

- 1 intern from June 1st- December 10th \$2,500 stipend
- 1 Intern from February 1st - August 31st \$2,500 stipend

Evaluation

In order to make sure we have reached our objective to generate attention by getting 10 publications within the next year to write about Iowa City's livability components, our interns will be responsible for tracking media coverage. They should check local media, such as The Daily Iowan and The Gazette, do google searches for online articles, and keep up to date with any journalists who we reach out. To keep up to date with these journalists, interns should keep a list of has been sent invitations, check their social media accounts, and check the publications they write for. Interns will keep any articles, blogs, or social media posts that are relevant in a single file. This file will help evaluate the campaign's success, as well as be an aid in figuring out what aspects of Iowa City people think are worth writing about.

To evaluate our second objective of obtaining 20 local business owners and entrepreneurs as sponsors, interns will keep a list of any sponsors that respond to our letter. Furthermore, they will be responsible of maintaining relationships with the sponsors throughout the length of the campaign and keeping them up to date with information.

Throughout the campaign we will track our website's analytics and traffic, in order to confirm that we have directed 10,000 people to our website. Additionally, we will track the usage of our hashtag on all forms of social media

