



TO: Rick Novak, Lorain Port Authority
FROM: Jeff Rusnak, R Strategy Group
DATE: December 1, 2013
RE: Communications, Marketing & Media Buying Proposal

Thanks again for contacting us and giving us the opportunity to provide initial information about our communications, marketing and media buying consulting services. Hopefully, this will serve as a basis for further conversations.

The Lorain Port Authority supports and enhances the economy of whole county and beyond, but like many port authorities, it is underappreciated and not well-defined. This lack of awareness matters, because in these of days of perpetual budget cuts, the low-profile organization is always at risk. This is especially true for infrastructure organizations like the Lorain Port Authority, especially when compared to public commodities or public services that are more often used and better understood.

R Strategy Group is one of Ohio's leading strategic communications and advocacy firms. We have substantial experience creating successful communication programs that persuade audiences, engage supporters and move people to action. Our senior staff and consultants possess more than 75 years of combined experience, and we pride ourselves on being insightful, innovative, creative team players, who execute communications efforts flawlessly and deliver success.

We are confident that there is no firm better able to help the Lorain Port Authority achieve its goals.

SCOPE OF WORK

Your challenge, as we currently understand it, is to use local and regional media and marketing opportunities throughout Lorain County to:

- 1) Raise the profile of the Lorain Port Authority among residents;
- 2) Communicate a simple, straightforward message that educates the public about what the Port Authority contributes to the community and Lorain's economy;

- 3) Establish the understanding that the Lorain Port Authority is really about supporting, attracting and retaining jobs for Lorain County residents;
- 4) Raise awareness around specific activities and events, and
- 5) Doing all this as frugally as possible, given the expected reduction in tax revenue in 2014.

This is no easy challenge, but it's one we are fully confident that we can meet. We specialize in strategic communications and marketing for organizations in the public sphere, and we know how to develop a concise and persuasive message, determine the most cost-effective marketing vehicles, and create branding and advertising that stands out and gets results.

Based on what we know at this point, our strategy and services would include, but not be limited to, the following:

Conduct an organizational communications audit and analysis

As a first step, we will do a thorough assessment of what the Port has been communicating, and what is being said about the Port in the media. We will look at messaging, design, advertising buys and return on investment, all to help us analyze what's working and what's not working.

Develop a message

In all Port communications and advertising, we will want to communicate, or reinforce, a central message and brand. We have several ideas about what this will entail, but we will know more definitively once we complete the communications audit.

Develop a marketing plan

Working with you, we will develop a six-month marketing budget, designed to maximize your resources and put your message where it will do you the most good. We expect that this plan will include, at minimum, the use of online, radio, outdoor and potentially cable TV advertising.

Creative ad development

Whether it's for online, radio, TV or outdoor, we know how to write and design ads that get attention and create action.

Media planning and buying

We are experts in buying all forms of media, especially online and TV. We will ensure that you receive the lowest possible price from media outlets, get you the largest return on your expenditure, and produce a media buy that uses the right vehicles to reach your audiences.

Communications counsel

We will help you with your ongoing communications needs, including enhancing your social media presence and online communications, assisting with drafting newsletter content and other messaging needs, and being available for crisis communications counsel should the needs arise.

PRICING

Our full team of consultants and staff will be focused on this project, and we are confident in our ability to help you succeed. For a project of this scope, our retainer would be \$2,500 per month, exclusive of expenses, in addition to an industry-standard commission on all purchased media, paid by the media vendor. We propose a six-month agreement, from January 1, 2014 through June 31, 2014, by which time we can determine your needs in the latter half of the year and adjust our scope based on your feedback.

CONCLUSION

We appreciate the opportunity to be considered for this effort and we look forward to a follow-up conversation at your convenience.

