

NOTICE

Members of the public may address the City Council on any item shown on the agenda or matter of the Council's authority after completion of "Request to Address the Council Form" available in the lobby of the Council Chambers or in the City Clerk's office. This form must be completed 15 minutes prior to the scheduled meeting time. Pursuant to Section 54957.5 of the California Government Code, Any writings (Except for those writings which are exempt from disclosure) which are distributed to all or a majority of the members of the City Council are available for public inspection in the lobby of the City Council Chambers and in the office of the City Clerk during regular business hours.

**COMPTON CITY COUNCIL
AGENDA
Tuesday, September 16, 2008
7:00 PM**

HEARING(S)

**7:15 P.M. PUBLIC HEARING (CONTINUED) - REVOKING THE BUSINESS
LICENSE OF LZR COMPLETE AUTO REPAIR LOCATED AT 223 N. BULLIS
ROAD**

OPENING

ROLL CALL

APPROVAL OF MINUTES

INTRODUCTION OF SPECIAL GUESTS

COMMENDATORY RESOLUTIONS/PRESENTATIONS

1. PRESENTATION OF CHAMPIONSHIP RINGS TO THE DOMINGUEZ HIGH SCHOOL VARSITY BASKETBALL AND TRACK TEAMS (Mayor & City Council)
2. PRESENTATION TO THE 17 COMPANIES THAT ARE IN FULL COMPLIANCE WITH THE LOS ANGELES COUNTY SANITATION DISTRICTS REQUIREMENTS (Councilperson Barbara Calhoun)

3. PRESENTATION BY: YOUNG COMMUNICATIONS GROUP, INC. -
Gwendolyn Young, President

REGULAR AGENDA

REPORTS OF OFFICERS, BOARDS, COMMISSIONS AND COMMITTEES

CITY MANAGER'S REPORT

4. REQUEST TO SCHEDULE A PUBLIC HEARING TO RECEIVE CITIZEN
COMMENTS ON THE CITY'S 2007-2008 HUD-MANDATED
CONSOLIDATED ANNUAL PERFORMANCE AND EVALUATION REPORT
(CAPER) - **October 7, 2008 at 7:20 p.m.**

CITY ATTORNEY'S REPORTS

CLOSED SESSION

5. CONFERENCE WITH LEGAL COUNSEL-EXISTING LITIGATION
AFSCME Council 36 vs. City of Compton, PERB Case No. LA CE 436 M
Pursuant to California Government Code Section 54956.9

CONFERENCE WITH LEGAL COUNSEL-EXISTING LITIGATION
DFEH v. City of Compton, LASC Case No. BC382303
Pursuant to California Government Code Section 54956.9

CITY TREASURER'S REPORTS

UNFINISHED BUSINESS

NEW BUSINESS

6. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON
AUTHORIZING THE CITY MANAGER TO ENTER INTO A PROFESSIONAL
SERVICES AGREEMENT WITH YOUNG COMMUNICATIONS GROUP,
INC. FOR PUBLIC RELATIONS AND MARKETING SERVICES
7. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON
REVOKING THE BUSINESS LICENSE FOR LZR COMPLETE AUTO
REPAIR LOCATED AT 223 N. BULLIS ROAD IN THE CITY OF COMPTON
8. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON
AUTHORIZING THE COMMENCEMENT OF PROCEEDINGS TO REVIEW,
EXAMINE, ANALYZE AND INVESTIGATE THE PROVISION OF
AFFORDABLE HOUSING TO LOW AND MODERATE INCOME PERSONS
IN THE CITY BY NONPROFIT CORPORATIONS, THEIR AFFILIATES AND

OTHER THIRD PARTIES

APPROVAL OF WARRANTS

9. **Warrant #166443 - Dated - 9/9/08 - Name - Pacific Coast Waste & Recycling - Description - Integrated Waste Management Services for August 2008 - Requested by: Water Department - Amount \$619,935.88**

AUDIENCE COMMENTS

COUNCIL COMMENTS

ADJOURNMENT

NEXT REGULAR MEETING: Tuesday, September 23, 2008 @ 3:00 PM.

Visit our website at <http://www.comptoncity.org>

#4.

September 16, 2008

TO: MAYOR AND COUNCIL MEMBERS

FROM: CITY MANAGER

**SUBJECT: REQUEST TO SCHEDULE PUBLIC HEARING TO RECEIVE
CITIZEN COMMENTS ON THE CITY'S 2007-08 HUD-
MANDATED CONSOLIDATED ANNUAL PERFORMANCE AND
EVALUATION REPORT (CAPER)**

The Planning and Economic Development Department (PEDD) requests that the City Council schedule a public hearing to receive citizen comments on the City's 2007-08 HUD-Mandated Consolidated Annual Performance and Evaluation Report. City Council consideration and receipt of citizen comments must be conducted at an advertised public hearing, therefore staff requests that Council schedule a public hearing on this matter for **Tuesday, October 7, 2008 at 7:20 p.m.**

**GAY K. MORRIS, AICP
INTERIM PLANNING DIRECTOR**

**CHARLES EVANS
CITY MANAGER**

#6.

September 16, 2008

TO: MAYOR AND COUNCIL MEMBERS

FROM: CITY MANAGER

SUBJECT: A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO ENTER INTO A PROFESSIONAL SERVICES AGREEMENT WITH YOUNG COMMUNICATIONS GROUP, INC. FOR PUBLIC RELATIONS AND MARKETING SERVICES

SUMMARY

The City Council will consider a resolution authorizing the City Manager to enter into a professional services agreement with Young Communications Group, Inc.

BACKGROUND

The City Manager authorized the establishment of a Marketing Request for Proposal (RFP) Bid Committee to search for a qualified public relations firm. The Marketing RFP Bid Committee was composed of representatives from the Office of the City Manager, CareerLink, Local Housing Authority, Planning and Economic Development and Parks and Recreation. The RFP solicited proposals from public relations firms for the development and implementation of a comprehensive marketing plan for the City of Compton. The RFP deadline was Monday, December 17, 2007 for submittals. The scope of work requirements for the public relations firm included the following:

1. Consistent presentation of the City as a safe place to build a business and raise a family.
2. Consistent positive presence in local, regional, and national mainstream media.
3. Development of print electronic, radio and television media that effectively informs the public about City services and events in English and Spanish.
4. Development of a standard design/insignia using the City's current logos and monikers.
5. Trade-marking of all City logos and monikers.
6. One to two media mixers per year.
7. Development and circulation of a bi-annual newsletter.
8. Development and circulation of various promotional print materials.

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The firms that submitted a proposal in response to the RFP included Brand Strata, Gonzo Marketers, Nostrum, Inc., Allison & Partners, and Young Communications Group, Inc. The proposed budget amount listed in the submitted RFP proposal of each firm is as follows:

Public Relations Firm	Proposed Budget*
Brand Strata	\$281,780.00
Gonzo Marketers	\$383,904.00-\$433,904.00
Nostrum, Inc.	\$317,402.00-\$506,296.00
Allison & Partners	\$250,000.00
Young Communications Group, Inc.	\$201,500.00

*Proposed Budget listed in RFP Proposal for each company. The Proposed Budget is an estimate.

On March 4, 2008, the Marketing RFP Bid Committee recommended Brand Strata and Young Communications Group, Inc. as finalists based on the aforementioned criteria. After further consideration, the Office of the City Manager selected Young Communications Group, Inc. to develop and implement a comprehensive marketing plan for the City of Compton.

STATEMENT OF THE ISSUE

The City Manager requests that the City Council approve the attached resolution authorizing a professional services agreement with Young Communications Group, Inc.

FISCAL IMPACT

The fiscal impact of an agreement with Young Communications Group, Inc. is \$201,500 with funds allocated in the Non Departmental account 1001-610-E33-4249 for fiscal year 2008/2009.

RECOMMENDATIONS

Staff recommends that Council adopt the attached Resolution.

**CHARLES EVANS,
CITY MANAGER**

**ATTACHEMENTS: RESPONSE OF EACH PUBLIC RELATIONS FIRM FOR
THE REQUEST FOR PROPOSAL TO PROVIDE A
COMPREHENSIVE MARKETING PLAN FOR THE CITY
OF COMPTON**

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO ENTER INTO A PROFESSIONAL SERVICES AGREEMENT WITH YOUNG COMMUNICATIONS GROUP, INC. FOR PUBLIC RELATIONS AND MARKETING SERVICES

WHEREAS, the Office of the City Manager has determined that there is a need to retain an experienced public relations and marketing firm that will provide a comprehensive marketing plan for the City; and

WHEREAS, to that end, a Marketing Request for Proposal (RFP) Bid Committee was assembled with representatives from Office of the City Manager, CareerLink, Local Housing Authority, Planning and Economic Development and Parks and Recreation; and

WHEREAS, the Marketing RFP Bid Committee reviewed the comprehensive marketing plans of companies who responded to the Marketing RFP; and

WHEREAS, the primary components of a desirable marketing plan include the presentation of the City as a safe place to build a business and family, the trade-marking of all City logos and monikers, informing the public about City services and events in English and Spanish, etc.; and

WHEREAS, the companies that responded to the Marketing RFP included Brand Strata, Gonzo Marketers, Nostrum, Inc., Allison and Partners and Young Communications Group, Inc.; and

WHEREAS, the Office of the City Manager concluded that Young Communications Group, Inc. is fully qualified to be responsible for the global marketing of all the City’s services, programs and activities based on the scope of work outlined within the RFP; and

WHEREAS, in addition to meeting these qualifications, Young Communications Group, Inc. will provide a comprehensive City promotion plan, integrated citywide communications processes, and continuous marketing consultation.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF COMPTON DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. That the City Manager is hereby authorized to execute a professional services agreement with Young Communications Group, Inc.

SECTION 2. That the City Manager is authorized to pay a total not to exceed \$201,500 identified in account 1001-610-E33-4249 for Fiscal Year 2008/2009.

SECTION 3. That a copy of this Resolution shall be filed in the Offices of the City Clerk, City Manager, City Controller and City Attorney.

SECTION 4. That the Mayor shall sign and the City Clerk shall attest to the adoption of this Resolution.

ADOPTED this _____ day of _____, 2008.

MAYOR OF THE CITY OF COMPTON

RESOLUTION NO. _____
PAGE TWO

ATTEST:

CITY CLERK OF THE CITY OF COMPTON

I, Alita Godwin, City Clerk of the City of Compton, hereby certify that the foregoing resolution was adopted by the City Council, signed by the Mayor, and attested by the City Clerk at a regular meeting thereof held on the _____ day of _____, 2008.

That said resolution was adopted by the following vote, to wit:

AYES:	COUNCIL MEMBER –
NOES:	COUNCIL MEMBER –
ABSENT:	COUNCIL MEMBER –
ABSTAINS:	COUNCIL MEMBER –

CITY CLERK OF THE CITY OF COMPTON

young communications group, inc.



City of Compton
Comprehensive Marketing Plan and Implementation Project
December 14, 2007

SITUATIONAL ANALYSIS

The City of Compton is one of the most well-known, widely misunderstood cities, in Southern CA. More popularly recognized as a “dangerous” and “un-welcoming” community, Compton like many other entities have fallen victim to the dramatization of popular media and news reporting. Fortunately, this is part of the public relations past for Compton. Along with the diligent efforts of the city officials and public administrators, Compton is poised to take its’ rightful place as one of the premier cities on the West Coast.

The “New Compton” is the embodiment of the new urban city. The new urban city represents opportunity, access, and sophistication. The new urban city is trend setting, diverse, commerce and community friendly. The “New Compton” is dedicated to improving the lives of those that work, live, play and study in the community. The “New Compton” is an economic development enterprise zone and has a vibrant and booming economy. The “New Compton” has new homes, good schools and parks, great events and many other attractive offers for urban families. More over, a great Mayor who is committed to the rebirth of the City leads the “New Compton”.

Young Communications Group, Inc. (YCG) is committed to the goal of bridging the perception gap for the City of Compton. Our process is one that involves strategic communications changes from the inside out. We plan to develop a comprehensive marketing strategy that incorporates the communication needs of all city departments, demonstrates an understanding of the critical success factors and specifically speaks to the numerous audiences.

As one of the first cities to be incorporated in the Los Angeles county, the City of Compton is deeply rooted in the history of Southern CA and as the model for the new urban city, it has many unique offers that need to be highlighted in local, regional, and national media. Young Communications Group, Inc. is pleased to present this proposal to work with the City of Compton, to capture its’ brand as a progress city, filled with opportunity for all.

GOALS AND OBJECTIVES

- Create a comprehensive marketing plan to raise the profile of the City of Compton amongst local residents, neighboring communities and potential investors
- Develop community and media outreach partnerships as part of the strategy to re-brand Compton as a safe place to build businesses and raise families
- Create and implement a strategic public relations plan that provides for media training for public officials
- Provide marketing guidance to all city departments in order to garner better coverage
- Create marketing materials in brand and implement guidelines to keep consistency across departments

PROPOSED CREATIVE STRATEGIES

The following are initial recommendations to assist in achieving the stated goals. Once YCG has completed a thorough communications assessment and gained a deeper understanding of the challenges (and opportunities) these recommendations can be modified.

SHARING THE MAYOR'S VISION

City Mayor, Eric J. Perrodin, is an excellent spokesperson for the City of Compton. Therefore we recommend generating a publicity campaign around Mayor Perrodin and the birth of a "New Compton" that involves pitching the story to a group of select media in order to create an "exclusive" media buzz. Furthermore, we plan to nominate the Mayor for a variety of civic awards in order to highlight the work that he is doing in the City.

COMPTON INDEPENDENT FILM FESTIVAL

Two of the largest industries in Los Angeles County are entertainment and education. Compton should invite members of both sectors to be a part of the re-branding of the City. Our suggested involvement would be to solicit documentary film coverage of Compton's economic development that also feature citizens that have made significant accomplishments. The films should be shared at a Compton Independent film Festival in collaboration with Compton Community College. Celebrities that have ties to the City should be invited to host the event. The benefits of this activity the accomplishments of the City will be highlighted and documents. Furthermore, part of the documentary can be used for promoting Compton.

LOVING THE NEW COMPTON CAMPAIGN

Throughout the years the City has organized countless community events and activities. We feel strongly, that community events are the corner stone of any community marketing campaign. Our recommendation is to maximize the communications impact by overlaying a “Loving the New Compton” campaign as part of some key community events. This would provide an opportunity for local businesses and those interested in doing more business with Compton residence to distribute information and giveaways or make donations to local charities. Additionally, the City would create a giveaway that represents the spirit of the new urban city.

URBAN CITIES MAYORAL CONFERENCE ON ECONOMIC DEVELOPMENT

Compton’s participation in the Federal Enterprise Economic Zone program is a model for many other communities. As such, our recommendation is for Compton to host a Mayor’s conference on economic development for the Mayor’s in neighboring cities. We would invite a notable celebrity from the business sector like Magic Johnson, to serve as a chairperson for the event. This will provide the chance for Compton to highlight its good work while providing a commendable civic service for other communities.

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SERVICES TO BE PROVIDED BY YCG

Young Communications Group, Inc, intends to develop and implement a comprehensive marketing plan for the City of Compton that includes all the following elements:

1. Effective Media/Public Relations Campaign

- Develop a comprehensive media outreach strategy
- Develop and implement a cohesive messaging campaign
- Prepare City officials and staff to manage the press
- Develop a project timeline for release of media materials
- Author media materials
- Distribute materials to media as outlined
- Create community and media partnerships and develop any special materials required
- Document community and media partners along with contact information
- Design and execute two media events (including a ride –around)
- Develop the materials and distribution plan for a bi-annual newsletter (English/Spanish)

2. Comprehensive City Promotion Plan

- Create a targeted strategy for garnering greater visibility for Compton
- Prepare a monthly city calendar of events
- Develop a project timeline for creating promotion materials
- Design dynamic marketing collateral that promote the City
- Develop an annual advertising calendar

3. Integrated Citywide Communications Processes

- Develop a of a city-wide design strategy
- Create a summary of City logo and moniker materials
- Trade mark all City logo and moniker materials
- Create graphic standards and templates based on current city logos and insignias for all City publications
- Develop a template and distribution matrix for all city communication materials including public service announcements and press releases
- Create a interdepartmental advisory council

4. On-Going Marketing Consulting

- Create and implement a evaluation strategy

- Recommend community partnerships
- Recommend media advocates

PRELIMINARY SCHEDULE OF ACTIVITIES

January

The first month of the contract time period will be devoted to getting to know our new client. We will conduct a communications assessment to gauge the current environment and refine our marketing recommendations

YCG will work with the City to create a final schedule of deliverables and activities.

We will work on researching the barriers and potential solutions, as well as identifying potential partnerships and beginning to develop the strategic plan, forming partnerships and creating a summary of, and schedule for the Compton City marketing plan.

February

During the second month, YCG will present the City of Compton with a comprehensive marketing plan for their approval.

We will also launch the media campaign regarding the birth of a new Compton. Additionally, we will present over overall advertising and marketing recommendations

March

Month three will focus on continuing the recruitment and awareness campaign. This will include media relations, implementation of partnership activities and begin the first phase of distributing campaign materials.

April to May

Month four and five, will be devoted to producing the recruitment and media materials. At the same time, we will continue implementation of the public awareness campaign.

June

Although evaluation will be ongoing, after the first 90 days of implementing the campaign, we will conduct this formal and thorough assessment. Information from this assessment will be used to adjust the campaign for effectiveness, if necessary; YCG will continue implementation of the campaign elements.

July to November

Month seven through eleven will be devoted to continuing the campaign and making adjustments if evaluations indicate they are necessary.

December

In addition to recommendations and evaluation of the marketing YCG will prepare a report of accomplishments during the past 12 months, as well as indicating what

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parts of the strategies may need improvement and how improvement can take place.

A monthly results report will be provided within 10 days of the close of each month.

ABOUT YOUNG COMMUNICATIONS GROUP, INC.

Gwendolyn W. Young established Young Communications Group, Inc. in 1991. During the past 16 years the firm has proven successful in assisting public and private organizations connect with their audiences and in helping them to achieve their goals. The firm is young enough to be enthusiastic and energetic, yet seasoned enough to be realistic, on time and on budget.

OUR EXPERTISE, OUR SPECIALTY, OUR SUCCESSES

Our expertise is in assisting organizations evaluate their communications programs, recommend modifications to an existing plan or assist in developing new strategic plans for internal and external communications. We also are experienced in carrying out a client's programs by providing such services as media relations, internal communications, and creating marketing and collateral materials from annual reports to newsletters. We offer a full-range of advertising and graphic design services in-house.

We are known for crafting communications to reach emerging majoritysm populations, including African Americans, Latinos, Asian/Pacific Islanders, women and 50+ populations. As a minority and woman-owned business, the agency is keenly aware of the communication needs of special, and often neglected, markets, especially African American communities. Moreover, we have received State approval to service mark the phrase emerging majoritysm.

We have successfully worked with city, county and state agencies, as well as private organizations, to achieve stated goals. In Northern California, working in partnership with other agencies, we assisted our client, PG & E, to recruit low-income families to the CARE (California Alternate Rates for Energy Program). In 2001, the campaign exceeded its goal by achieving a 52 percent CARE penetration rate during the initial six months of the campaign. In 2002, we again exceeded the goal by reaching a 68 percent penetration.

From 2001 through 2003, we worked collaboratively to increase the number of African Americans who selected teaching as a profession and to increase awareness of the California Center for Teaching Careers (CalTeach). We increased the outreach to potential African American teachers by 90 percent and increased the number of African Americans requesting information regarding the teaching profession by more than 50 percent.

For the past eight years, we have been the agency of record for the California Department of Public Health in its efforts to convince the African American population of the toxic nature of smoking and secondhand smoke. During this time period, the smoking rate among African Americans has decreased markedly.

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Additionally, we have worked directly with the City of Inglewood Department of Parks, Recreation and Community Services for the past four years; as well as with the Visiting Nurses Association of Los Angeles (now called Partners in Care); Hillside (a residential care facility for abused and neglected children); Human Factors and Ergonomics Society; California African American Museum; California Science Center and The Legal Aid Foundation of Los Angeles, among others.

OUR BELIEF

We believe that there are four main elements required to implement marketing communications campaigns successfully. They are:

- 1) Thoroughly understand the barriers that are to be overcome both on the internal (client) side and in the external environment.
- 2) Create and implement an integrated campaign that combines public and media relations with community outreach, as well as traditional and non-traditional advertising.
- 3) Create messages that resonate and motivate people to take action.
- 4) Work in partnership with the client. This means, in addition to our research to create strategies and craft messages, we listen to the client.

Young Communications Group, Inc. prides itself on consistently employing these elements in our campaigns, working with clients to achieve results.

OUR STAFF

Our professional staff is comprised of innovative thinkers who take a strategic approach to solving a client's communications challenges. Their results-driven solutions are intelligent, creative and effective. Below are the bios of the individuals that will be working directly on this project throughout the year:

Gwendolyn Young, President 10%

As President of Young Communications Group, Inc., Gwendolyn has been in public relations and marketing for over 20 years. She oversees the operations, business acquisition activities, and creative direction of the agency. Along with her significant experience in working with statewide agencies and local governmental organizations, she is a senior communications strategist for a number of clients including the California Department of Health Services, Tobacco Control Section. Young is a former member of the Chief of Los Angeles Fire Department's Citizen's Advisory Committee and the current Chairperson of the American Lung Association of California. Gwen Young will provide strategic council for the duration of this project.

Anita Bennett, Senior Vice President 15%

Anita Bennett has more than 25 years experience in non-profit and corporate public relations. Anita is co-founder of National Consultants Group, an affiliated communications consultancy. Her expertise is developing creative and strategic communications programs. More recently she has been responsible for the California African American Museum public relations campaign. Prior to opening her business in 1987, she was director of public relations for Orthopedic Hospital, a regional specialty hospital in Los Angeles. She is past president of Public Communicators of Los Angeles and the Society of Public Relations Councilors and has served on boards of the International Association of Business Communicators/Los Angeles and Women in Communications. Anita will oversee all aspects outlined in the scope of work.

Natalee Greene, Vice President 30%

Natalee Greene is a seasoned segment marketing and communications professional. Her expertise is segment marketing analysis, events marketing, and brand messaging. Before working with Young Communications Group, Inc., she worked in corporate marketing for the financial industry for more than 10 years. Natalee holds a degree in organizational psychology from Claremont McKenna College. She serves on the board of United Negro College Fund and Center For Health Justice. Natalee will serve as the team lead, developing and managing the implementation of the work plan, ensuring the project follows the time-line and budget. She will also be the main client contact.

DeLauren Scott, Account Coordinator 35%

A recent graduate of Alliant International University in San Diego, De Lauren Scott, the newest member of the YCG team, has a Bachelor's degree in Public Relations with a minor in Marketing.

Nimo Diestro, Graphic Designer 10%

Nimo Diestro is a graduate of California State Polytechnic University of Pomona, where he earned his Bachelor's degree in graphic design with a marketing management minor. Nimo has expertise in combining the elements of design for maximum appeal. He will be responsible for all the design elements of this project.

Our project manager, as do all staff members, possesses extensive experience working cooperatively with clients, their staff and other vendors to complete successful projects. As a working president, Gwendolyn Young oversees all of the agency's work.

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CLIENT REFERENCES

Name of Client: **California African American Museum**
Contact Person: Charmaine Jefferson
Contact Details: 600 State Drive, Exposition Park
Los Angeles, CA 90037
www.caam.ca.gov

Activity Dates: April 2005- Present

Summary

One of Young Communications Group, Inc. most recent clients is the California African American Museum. YCG has worked with CAAM to increase their visibility within the local community. Most notably we have successfully garnered television coverage for their art exhibitions and consistent media coverage for their Target Sunday's Program.

Name of Client: **Department of Health Services Tobacco Control Section**
Contact Person: Matthew LeVeque, Project Director Rogers Group
Contact Details: 1875 Century Park East, #300
Los Angeles, CA 90067
310.552.6922

Activity Dates: June 1998 to Present

Summary

Young Communications Group, Inc. has worked with the Department of Health Services, Tobacco Control Section for more than ten years in collaboration with the Rogers Group. Several years ago we developed a cause-related campaign that encouraged people, particularly women, to declare their homes smoke-free. This campaign, entitled "Not In Mama's Kitchen," used direct-mail pieces with art created by noted illustrator and painter, Phoebe Beasley, to encourage people to pledge to not allow smoking in their homes.

Name of Client: **Los Angeles County Department of Public Works –Strom Water / Urban Runoff Public Education Campaign – "Can It"**
Contact Person: Christi Black, Managing Director Ogilvy Public Relations
Contact Details: 2495 Natomas Park Drive, #650
Sacramento CA, 95833
916-418-1500
Activity Dates: February 2003- February 2004

Summary

Young Communications Group, Inc. collaborated with Ogilvy Public Relations Worldwide to implement the community outreach program to heighten the awareness storm drain contamination. The goal of the campaign was to reduce the amount of litter that is placed into storm drains and to encourage residents to place garbage in the trashcans. Young was able to garner significant amounts of media coverage thus raising the awareness of this issue within Los Angeles.

Name of Client: **Hillsides Residential Care**
Contact Person: Marisol Barrios-Jordan, MSPA President
Contact Details: 940 Avenue 64
Pasadena, CA 91105
323/254-2274
www.Hillsides.org

Activity Dates: February 2003- February 2004

Summary

Among the agency's award-winning re-branding campaigns is one developed for Hillsides, a residential care and educational facility for neglected and abused children. YCG led the organization's effort to upgrade its corporate identity by assisting them with changing their name and logo, developing a tag line/slogan and positioning statement, and creating their strategic communications and marketing plan. We also created a new logo design to further illustrate this sense of safety, serenity and comfort by using watercolor brush strokes and warm, soothing colors. Before unveiling the new identity, YCG worked with the leadership team to create a ceremony at which participants told the story of Hillsides' past and shared their hopes for the organization's future

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PROPOSED FEE FOR SERVICES WITH ESTIMATED HOURS FOR TASKS

The following is a budget and fee structure by component.

Management Costs

Estimated Budget \$167,100

Public Relations, Campaign Launch and Ongoing Implementation (60%)

\$97,500 (650 hours @ \$150 per hour)

YCG will implement all elements of the campaign as will be identified in the plan, as well as provide media relationships support to city departments.

Message and Materials Development (10%)

\$14,400 (96 Hours @ \$150 per hour)

YCG will write copy for print and interactive components, including copywriting for advertising, media relations and marketing materials

Research and Development Activities (10%)

\$19,200 (96 Hours @ \$200 per hour)

YCG will conduct a communications assessment involving City departments. Additionally YCG will manage the development and implementation of the marketing committee.

Campaign Development (10%)

\$21,600 (96 Hours @ \$225 per hour)

YCG will create an integrated marketing communications plan—including advertising strategy, media relations components, partnership identification, and media-buy recommendations.

Note: A detailed media buy plan and budget will be developed separately once the overall marketing communications plan has been created and approved.

Reporting and Evaluation (10%)

\$14,400 (96 hours @\$150 per hour)

YCG will provide public relations updates including media clippings as well as periodic marketing plan evaluations.

Production, Artwork, and Other Hard Costs

Estimated Budget \$34,400

The following costs include full service graphic design work (advertising design, creative design, interactive media, and collateral materials development.)

City Media Events	\$15,000
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Tri-fold Marketing Folder	\$2,000
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Fact Book	\$3,500
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Promotional Pamphlets	\$1,800
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Newsletter Design	\$1,600
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Artwork Usage Fees	\$3,000
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Translations	\$3,000
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Administrative Costs	\$4,500 (This includes travel, office equipment and supplies usage, phone, messenger and postage)
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Note: Estimated fees and budget do not include printing costs.

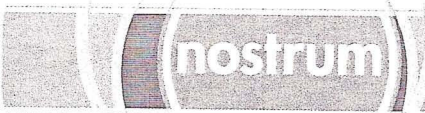
TOTAL ESTIMATED PROJECT BUDGET: \$201,500

YCG works from a basic letter of agreement, with the first third of the estimated management fees to be paid upon signing of the agreement. YCG has considerable experience working with city entities and should this fee schedule need to be adjusted to meet city requirements, this can be negotiated. Hard costs are billed at cost. Printing and media buying costs are billed directly through the client to minimize administrative fees and eliminate agency commissions.

Getting Started

Young Communications Group, Inc is poised and ready to get started immediately working with the City of Compton in meeting its marketing and communications needs. Thank you for this opportunity to present our ideas and approach. We look forward to working with you.

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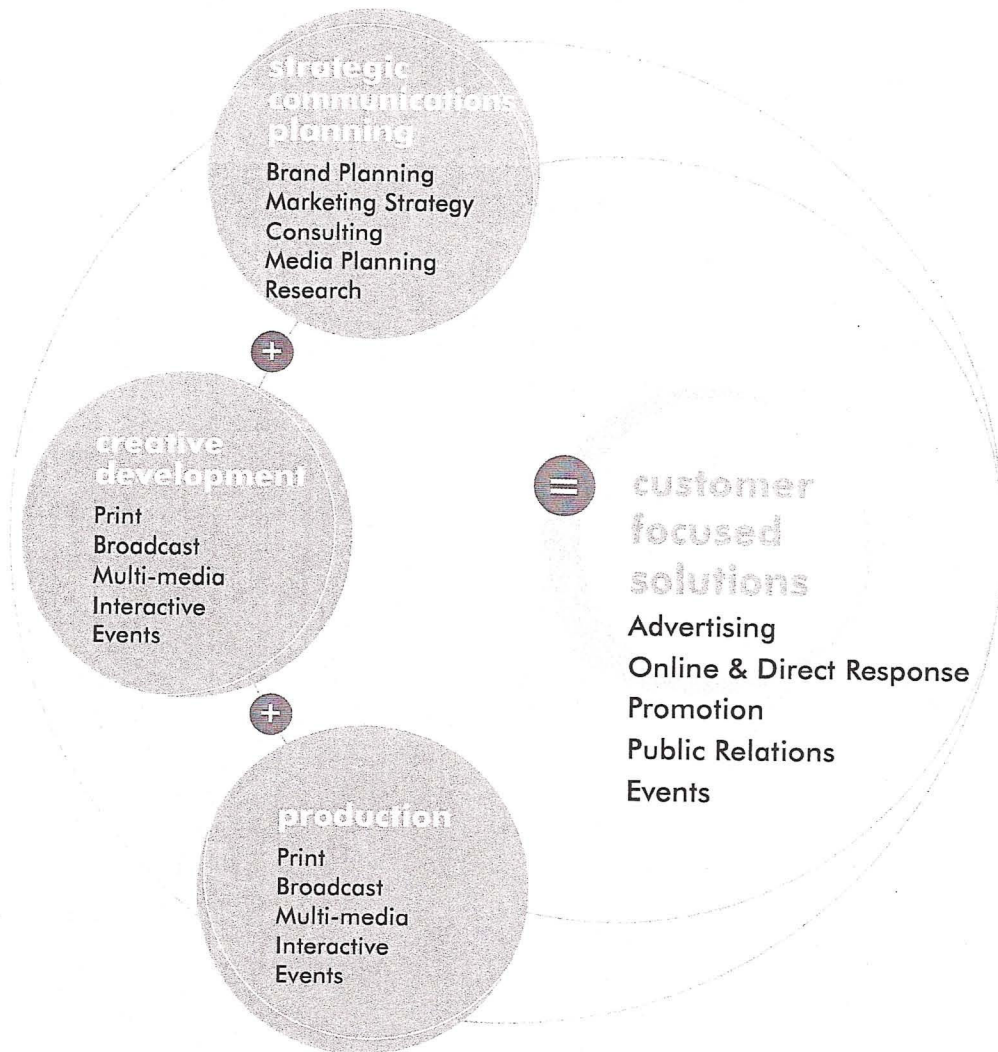
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CITY OF COMPTON

Proposal to Provide a Comprehensive Marketing Plan & Implementation
December 17, 2007

QUALIFICATIONS

As a full-service marketing communications agency, we actively partner with our clients to help them achieve their goals. We listen to the customer, glean insights from the market place and then marshal our creative development, communication planning and production capabilities to deliver unique and innovative solutions that meet our clients' needs and project timelines.



NOSTRUM SERVICES

SERVICES (ALPHABETICAL ORDER)

Account Coordination	Outdoor Board Advertising
Account Executive	Outdoor Board Production
Account Management	Overnight Delivery
Administrative Assistant	Photo Prints
Animation	Photo Retouching
Art Direction	Photocopying
Audio Production	Photography
Broadcast Production	Photography-Digital
CD Development	Photography-Post Production
Color Copies	Photography-Video
Comps	Premium Items
Computer Printouts	Press Kit Materials
Concept Development	Printing
Copywriting	Production Artist
Creative Direction	Production Management
Courier/Delivery	Project Management
Digital Imagery	Publication Materials
Digital Retouching	Public Relations
Direct Mail Development	Quality Control-Proofreading
Direct Mail Postage	Quality Control-Print Supervision
Direct Mail Services	Quality Control-Traffic Coordinator
Displays	Quality Control-Traffic Management
Duplicating	Research
Editing	Scans
Fabrication	Senior Designer
Film and Matchprints	Separations
Finished Art	Stock Photos
Flash Programming	Translation
Fulfillment	Travel
Graphic Design	TV/Radio Production
Illustration	Typesetting
Image Archive	Video Conversion
Insertions/Ad Fees	Voice Over
Media Management	Website Design and Programming
Models	
Multimedia Development	

THE MARKETING CHALLENGE

Challenge

To communicate tremendous strides that the City of Compton has achieved in making Compton a vibrant residential community and an enterprise development zone

Solution

Create a cohesive and consistent messaging strategy to change the public's perception of the City of Compton

Demonstrate the current and potential benefits of the City of Compton's Enterprise Zone

Cost effectively expand the reach, frequency and relevancy of the City's messaging initiatives

Channels

Public Relations – An effective, multi-faceted, long term campaign

Advertising – A pilot campaign

Target audience

- Compton residents
- Local and community stakeholders
- Greater Los Angeles residents
- National public
- Regional economic development planners and businesses
- National economic development planners and businesses considering a location in the greater Los Angeles area

PUBLIC RELATIONS STRATEGY RECOMMENDATION

Develop an effective public relation strategy that amplifies the intent, substance, and actual progress behind the "Birthing a New Compton" message.

The City of Compton faces one major obstacle: its image as an inner city area, although it is really a separate city in Los Angeles County. This image can be mitigated and replaced with awareness that great things happen in Compton:

- The designation as an Enterprise Zone
- The opening of the 500,000 square foot Gateway Towne Center, which features major retailers and is expected to bring 1000 new jobs to the city
- The Heritage House, a major Compton landmark, becoming a history museum that will pay homage to the city's heritage from the early settlers of the 1800s through the present
- The Major League Baseball Academy providing free baseball and softball instruction to area youth
- The City of Compton hosting an annual Christmas parade since the 1950's
- The City's unique Tomorrow's Aeronautical Museum, an interactive museum with its own adult flight school
- Compton's equestrian club and astronomy program for teens
- The new Senior Center that will further solidify Compton as a "great place to live, work and raise a family"

Deliverables

Media Kit: In order to launch an effective public relations campaign, the following press releases would need to be written as part of a comprehensive press kit that would help tell the story of Compton:

- Fact Sheet
- Historic Profile of Compton
- List of Possible Story Ideas
- General Press Release/Overview
- Economic Development Release
- Fun Facts (fun and interesting anecdotes about Compton)
- Existing or new images of property along with any existing or new collateral materials

Story Ideas: Develop strategies and angles to garner media coverage targeted to local, regional and mainstream media covering business, real estate, lifestyle/features, and entertainment, as well as trade publications and broadcast outlets (radio and television).

Press Releases: Distribute timely press releases to the news media on an as-needed basis. Work to develop follow-up feature stories

Media List: Create a custom media list to aid with pitching media and distributing news releases.

Press Tour: Hosted bi-annually, the press tour would include a select group of invited journalists from local, regional and/or national media. The group would spend the day with city and community leaders and embark on a city tour visiting new and established developments. The goal would be to have them depart with story ideas and angles that they can share with their readers, listeners and viewers.

Public Relations Media Plan: A plan will be developed outlining the placement of proposed City of Compton story. Proposed stories will be matched with appropriate regional and/or national outlets. The overall scheduling objective is to receive favorable monthly coverage of the City of Compton's successes.

MEDIA PLAN PRELIMINARY RECOMMENDATION

Overall

- Choose key local news/local interest publications that reach the Compton residential population
- Create continuity within the plan that maintains a baseline level of awareness throughout 2008
- Maximize media plan efficiencies within a modest budget
- Build and maintain awareness of Compton Tag: Birthing a new Compton, and the positive reasons to choose Compton

Target Audience

- City of Compton residents: Hispanics, Afro-Americans, Caucasian, other
- Key individuals and with members of and key community organizations
- Business leaders and business owners within the city and surrounding areas as well as business leaders nationally
- Geography
 - City boundaries, all of Los Angeles County
 - National and International entrepreneurs and business leaders
- Seasonality
 - All-year presence at a consistent level

Advertising Creative Units

- Print:
 - Print Mag: Four Color Full Page Units
 - Newspaper: Quarter Page Units (min)
 - Bulletin Posting: Half Page Units

Media Selection Procedures

- Media will be evaluated based upon 5 key considerations:
 1. Ability to reach key target audience/best prospects
 2. Editorial relevance; magazine "fit and feel" relative to Compton's message
 3. Media efficiencies (CPM)
 4. Out-of-pocket cost (which can affect plan frequency levels)
 5. "Birthing a new Compton" special edit or issues

MARKETING PLAN DELIVERABLES

City of Compton RFP Deliverables			
#	ITEM	PIECE	CATEGORY
1.0	Tri-fold Brochures		
	1.1	Economic Development summary	Graphic design
	1.2	Community Services summary	
	1.3	Fact Book	
2.0	Media Placement Plan		
	2.1	Yearly advertising calendar	Strategy
	2.2	Public Relations plan	
	2.3	Media schedule	
3.0	Development of Media		
	3.1	"Transformation of Compton" Promotional pamphlet	Graphic design
	3.2	Seasonal services Promotional pamphlet	
	3.3	Digital brochures (PDFs)	
4.0	Design of Standard Design/Logo		
	4.1	Brand identity graphic standards template and guidelines	Graphic design
			Strategy
5.0	City logo/moniker Trade Marking		
	5.1	Advise and assist with trade marking	Project management
			Account support
6.0	Mixer & City Media Tour		
	6.1	April event	Project management
	6.2	October event	Account support
7.0	Bi-Annual Newsletter		
	7.1	April Newsletter	Project management
	7.2	October Newsletter	Graphic design
	7.3	Newsletter circulation / distribution plan	Strategy
			Project management
			Account support
8.0	Promotional Print Materials		
	8.1	Write and circulate public service announcements	Project management
	8.2	Write and circulate press releases	Account support
	8.3	Prepare monthly calendar of events	

PROPOSED BUDGET

CITY OF COMPTON 12-MONTH BUDGET *Effective January 2008 – December 2008*

	Budget Range	
	Low	High
Two (2) tri-fold marketing folders (quantity 10,000). Creative Development and Production	\$19,018	\$21,018
Fact Book (8) (quantity 30,000). Creative Development and Production	\$18,880	\$23,313
Public Relations management, Media Mixer/Press Tour coordination, preparation of monthly City calendar of events, press releases. Coordination of radio appearances and radio public service announcements	\$34,944	\$67,200
Two (2) promotional pamphlets (quantity 30,000 ea.). Creative Development and Production	\$13,216	\$17,232
Development of a standard design/insignia & trade-making of all City logos and monikers. Discovery, Brand Development & Management, Creative Development	\$39,000	\$51,000
Bi-annual newsletter (4 pages) released April and October. Creative Development and Production	\$19,573	\$24,213
Newsletter distribution to key City of Compton locations (April and October)	\$7,500	\$15,000
Administrative and Account Management Services	\$97,628	\$109,427
Sub-total: Proposed Budget Excluding Media Planning & Advertising	\$249,759	\$328,403
Incremental Media Planning and Advertising	\$67,643	\$177,893
Proposed Budget Including Media Planning and Advertising	\$317,402	\$506,296



Total Commitment! ... Total Results! ... Total Gongo!

RFP Response to the City of Compton to: Design and Implement a Comprehensive Marketing Plan

I N T R O D U C T I O N

The City of Compton is brimming with potential. The ports of Long Beach and Los Angeles are just 20 minutes away. The Alameda Corridor borders the city, and with it 25% of the ocean freight entering the United States. Compton is a perfect home for warehousing and distribution businesses, as well as heavy and light manufacturing. With its position along the Pacific Rim trading community, Compton is poised to become a viable part of the global economy.

The population of Compton offers a relatively young, affordable workforce, and that workforce has access to some of the most affordable residential housing in Los Angeles County. Conversely, Compton is also fertile ground for entrepreneurs. Compton was designated as an "Entrepreneurial Hot Spot" by Cognetics, Inc., an

independent economic research firm. Compton was recently awarded status as a California

E **#6.** Zone, which means businesses in Compton can earn incentives from the state government for doing business in Compton and hiring local residents.

Compton made the national list for best places to start and grow a business, and ranked #2 in Los Angeles out of a field of 88 cities. As an example of the opportunities, there are only two national chain restaurants in Compton, CoCo's and IHOP, but the young, active population is a perfect demographic for upscale dining.

There is opportunity in Compton!

Compton's diversity means it is a cultural center. The City is involved in countless cultural events last year; added to this are a myriad of private promotions. Events featuring jazz, gospel, and other types of music are frequent and often feature name performers. Over the years Compton has also been home to nationally known amateur and professional athletes and entertainers, and they return to Compton on a regular basis.

Compton is also the home of the first Urban Youth Academy, a project of Major League Baseball aimed at developing baseball talent in youth in urban America and enhancing the quality of life in the surrounding communities.

Compton also has its challenges. The city was well-known as a focal point for illegal gang activity, and along with that image comes depressed neighborhoods and limited business opportunities. However that kind of activity is on the decline. According to a recent article in the Compton Bulletin, the City's murder rate for 2007 is tracking to be less than half of what it was in 2006, and might be the lowest in 30 years.

There has, until now, not been a concerted effort to report the good things about Compton – the success stories and the city's rich heritage as a cultural center and home of many professional athletes, actors and musicians.

That image is on the cusp of a turn around, however. As Compton grows and evolves, its lower real estate prices and cost of doing business represent opportunity – now and in the future. **#6.**

The challenge for The City of Compton government and City Hall is twofold.

Compton needs to look inside itself and really determine the image that will best serve it now and in the future, both in terms of growth of the community, and growth of the business sector. Once this is determined, Gonzo Marketers will assist in developing a strategy to communicate this brand to city employees, existing businesses, and Compton residents. Compton has civic pride. What is needed is to shout that civic pride from the highest precipice.

Simultaneously, Compton can also start promoting itself nationally through economic development magazines, websites, consultants, the commercial real estate industry and other venues, all aimed at generating interest at this all-too-often overlooked city.

It is a circular relationship that requires balanced growth. Positive positioning of the community will lead to growth, making Compton attractive to manufacturing and commercial interests. Those businesses will produce jobs and revitalize the retail sector, meaning more sales tax revenue for the city, more jobs and a higher quality of life for all.

Compton is already the home to many warehousing and manufacturing companies, however this message has not been communicated in a manner that would attract additional businesses, including the retail, dining and service sector that thrive in this environment. Sales dollars and sales tax revenue that should stay in Compton is leaving for other cities

This is the opportune time for the City to embark upon this project. A proactive stance allows The City to shape the message and in turn to shape the evolution of Compton as the City and its residents realize their potential.

This RFP offers the first steps in answering this challenge from a communications and marketing perspective.

[S C O P E O F T A S K

#6.

The City of Compton is seeking to assemble a strategic marketing plan as the City embarks in Birthing a new Compton.

City of Compton 2008 Marketing Budget

This budget is a guideline for elements described within the Request for Proposal. Final prices may change after a more thorough analysis of the elements. These prices are only guidelines and may change in lieu of brand issues and other decisions.

Project	1X charge	Design	Other	Printing
1 Four-color, 6-panel presentation brochure -- Econ. Dev.		\$ 4,480		\$ 11,175
2 Four-color, 6-panel presentation brochure -- city services -- 10,000 qty.		\$ 4,480		\$ 7,164
3 20-page fact book		\$ 9,100		\$ 13,707
4 20-page 20-page book on seasonal services in English and Spanish		\$ 7,850		\$ 13,707
5 12-page, four-color promotional booklet on Compton's transformation -- 10,000 qty.		\$ 5,800		\$ 3,149
6 9" x 12" tri-fold brochure on city services in English and Spanish -- 10,000 qty.		\$ 2,800		\$ 1,592
7 Trademarking all city logos -- 3 logos	\$ 900	\$ 2,700		
8 Development guidelines for for existing logos		\$ 2,500		
9 Four-page newsletter, twice a year, in English and Spanish -- 30,000 qty.	\$ 1,625	\$ 3,250		\$ 4,565
10 Design of the newsletter -- one-time charge	\$ 985	\$ 985		
11 Development of a monthly calendar	\$ 520	\$ 6,240		
12 Design of the calendar	\$ 600	\$ 600		
13 Agency service fee to cover account administration, brand management, copywriting, project management, budget oversight and public relations	\$ 4,125	\$ 49,500		
14 Quarterly bulk mailing to all businesses and residents, 4x a year	\$ 16,390		\$ 65,560	
15 Unanticipated expenses			\$ 10,000	
16 Translation services			\$ 3,000	
Total		\$ 100,285	\$ 78,560	\$ 55,059
Subtotal non-print total			\$ 178,845	
Additional Elements				
17 Suggested media budget (print, display and internet)				\$150,000 to \$200,000
18 Brand discovery sessions and research		30,150.00		

#6.

1. The agency service fee (Item #13) includes all services listed under *Public Relations Elements* and also includes copywriting for communications pieces. It does not include the hard costs for the media events, such as: food and refreshments, shelters, tables, chairs, entertainment, audio/visual equipment, etc.
2. Gonzo Marketers anticipates that the agency will retain the services of a freelance writer to do some of the copywriting and press releases, and related writing duties. Gonzo Marketers will seek to use a local professional for these services. That person will be paid as part of the agency service fee and will remain under the supervision of Gonzo Marketers.
3. Bulk mailing services (#14) will be billed directly to the City of Compton. Postage is typically paid in advance of mailing. Price is based on a total piece weight of two ounces, 6 inserts, and contained in a catalog envelope (6-1/2" x 9-1/2").
4. Production and printing of the envelopes is not included in the estimate.
5. The City of Compton will supply the mailing list.
6. Gonzo Marketers will also source mailing services with a mailing house in Compton.
7. All estimates for graphics material described under *Communications Pieces* are based on digital photography supplied by the City of Compton. If the photos are transparencies or prints it will increase the cost. If stock photography is deemed necessary for a project, Gonzo Marketers will charge accordingly.
8. Trade shows are also a part of an economic development marketing campaign. If Compton has not exhibited in any trade shows, then this activity should be put off until late 2008 at the earliest.
9. State, county and local sales taxes will be charged for all appropriate and applicable items.

Gonzo Marketers and the principals and professional that make up the agency work quite well with clients in the public and non-profit sectors that must be responsive and communicate to multiple audiences – internally and externally. We understand and perform well within the complexities and privacy issues dictated by various governments and publics as we help position clients.

Additionally, we have helped many private-sector clients to work within the unique frameworks dictated by the public sectors as we have helped these clients approach their customers in the Federal, State and local governments, school districts, construction arena and defense of the United States.

There are numerous reasons for this. We listen. Our egos do not get in the way. We are superb facilitators. We respect our clients.

Gonzo Marketers is also acutely aware of the marketing and growth challenges and opportunities Compton faces. Globalism has become the theme of the world economy. Compton's proximity to the Los Angeles and San Pedro ports, as well as the Los Angeles freeway infrastructure along the Alameda Corridor, means Compton is in an ideal position for this growing international business community. But history shows us that those communities that do not position themselves for the growth will be overlooked.

Compton's challenge is to spread the message of opportunity first to its citizens, then to everyone else. Everyone needs to know that they can be a part of Birthing a New Compton! This is where the branding process becomes to important to the over all process

Conversely, Compton also wants to be able to control the growth, and say no to those growth elements it does not want. This can be done most effectively by a strong, unified community, one in which City Hall has done a good job of marketing the message and Birthing a New Compton! of which everyone can be proud.

#6.



THE CITY OF
COMPTON



Allison & Partners

Response to RFP for the City of Compton

(Presented on December 13, 2007)

Allison & Partners Statement of Qualifications

Company Background

Turning six years old this fall, Allison & Partners was founded in September 2001 by Scott Allison, Andy Hardie-Brown and Scott Pansky, who had a vision to create an independent, mid-sized national firm that was more service and results oriented than the large, multinational players. Today, this vision is a reality, with Allison & Partners ranking as one of the fastest growing PR firms in the country and a member of the 2007 Inc. 500, with more than 90 employees in six offices across the U.S.

From its start, Allison & Partners has fostered a culture of entrepreneurship, attracting senior talent from fields such as marketing, journalism, law and philanthropy, as well as others from larger PR firms. We share a common desire to build from the ground up. We have always accepted the challenge to reinvent the rules, try new tactics and evolve with the ever-changing business climate and media universe. For example, last year we launched a "Social Impact" practice group, focused on working with eco-friendly businesses, government agencies and nonprofit groups. We also often link clients from various practice areas in strategic partnerships that cross into related fields of entertainment product placement, online media and cause marketing for companies looking to "move the needle" in non-traditional ways. In fact, growth in this area for Allison & Partners has led to the recent introduction of a new "Brand Integration" practice out of our New York office, headed by two former members of Ketchum Entertainment Marketing.

Our corporate headquarters is in San Francisco with major offices in Santa Monica and New York and emerging offices in Orange County, San Diego, Phoenix and Washington DC. On the international front, we are a member of Pinnacle Worldwide, a global network of independently owned public relations firms, with more than 60 offices in major international countries, including Mexico, Seoul and London.

Company Services

Allison & Partners offers all the services of a traditional PR firm, along with other services not typically found on the menu at major agencies. These include, but are not limited to:

- Social & Cause Marketing
- Media Relations
- News Bureau
- Research – particularly Media Audits and Coverage Analyses
- Media Training
- Positioning & Message Development
- Internal Communications
- Special Event Coordination
- Promotions & Direct Marketing
- Crisis Communications & Issues Management
- Industry Analyst Relations
- Online Media & Social Networking
- Search Engine Optimization
- Entertainment Marketing & Brand Integration
- Public Affairs
- Trade Show Support
- Conference & Speaking Opportunities
- Sponsorship Audits & Cultivation

Strategic Approach/Project Understanding

Situation Analysis

Demographic

The City of Compton ranks among the top 25 largest cities in California and is one of the largest cities in the Southeast Los Angeles County region. With a population of 93,493 people according to the 2000 U.S. Census, the demographic make-up of Compton is 56.8 percent Hispanic or Latino; 40.3 percent Black or African American; 1.1 percent Hawaiian or Other Pacific Islander, .7 percent Native American or Alaskan Native, and the balance Asian, White or other race.

The City of Compton has struggled with a crime rate that has led to it being named the most dangerous city in America of its size and fourth overall by the Morgan Quitno Corporation. However 2006 saw the murder rate fall by a reported 65 percent due to the doubling of the deputies and detectives assigned to the city, catching the attention of cities with similar crime rates like Oakland. According to the 2004 California Employment Development Department, Compton's unemployment rate was 13.2%, or close to twice that of Los Angeles County. The most current U.S. Bureau of Labor Statistics reports that 28 percent of the population is living below the poverty line, 5.9 percent of the population 25 years or older holds a bachelor's degree or higher and the median household income is \$31,819.

Geographic

Compton is 10.2 square miles in size and is known as the Hub City because of its location in nearly the exact geographical center of Los Angeles County. The City is rapidly emerging as a large industrial center in Los Angeles County for transit and distribution, business services, high technology, home and lifestyle products, metals, financial services, and textile manufacturing due to its location along the Alameda Corridor, a passageway of 25 percent of all U.S. waterborne international trade (source: <http://www.comptoncity.org/compton/About.html>). The City is located within 30 minutes of some of the state's finest beaches and 60 minutes from the nearest ski resorts. As part of the nation's major entrance to several major international communities, Compton is also referred to as one of the Gateway cities.

Development

Land use is primarily residential at 39%, followed by industrial use at 21% and commercial use representing 7%. With easy access to five freeways and an affordable median home price of \$407,000 (December 2006), the City has begun to attract residents and developers alike. Property values were reported to have raised 13 percent in 2006.

In 2005, Compton's first Starbucks opened under a partnership with the Johnson Development Corporation, signifying the City's economic vitality. In 2006, Governor Schwarzenegger awarded Compton with the designation of an Enterprise Zone, or a geographical area in which companies are eligible to receive lucrative tax benefits (tax expense deductions, credits and etc.) and exclusive contracting point preferences when bidding on California procurement contracts. Enterprise employees with low-incomes may also receive a state tax deduction for working at an Enterprise Zone Business (source: <http://www.comptoncity.org/EZ/enterpriseZone.html>).

The City believes that the investment in securing this 15-year designation and developing a Compton Enterprise Zone Program will generate significant returns in the form of business and industrial expansion and growth, new businesses and industry cluster attraction, jobs and job opportunities for Compton residents, and an infusion of new private sector equity capital and financing for Compton businesses.

One of the first great successes under the Enterprise Zone has been the long-awaited opening of the Gateway Towne Center in October 2007. This 600,000-square-foot commercial and residential facility is

estimated to bring in more than \$2 million a year in tax revenue. Built on the former site of an auto plaza near the Artesia (91) Freeway, as part of a public/private partnership between the City's Community Redevelopment Agency and developer Prism-IQ Realty, the center's retail tenants include Target, Home Depot, Best Buy, 24 Hour Fitness, Staples, Shoe Pavilion, Wells Fargo and Bank of America. Together, those businesses figure to generate \$1.5 million in retail sales tax annually, along with \$640,000 per year in property tax increments. The Gateway is expected to bring 1,000 new jobs to the city and serve as an example of the Mayor's vision of *"Birthing a New Compton."*

Birthing a New Compton

Mayor Perrodin coined the phrase *"Birthing a New Compton,"* which reflects his vision for the City where he was raised and his belief that in order to change the image, a new philosophy must be embraced. This motto is embodied in a logo and is being spearheaded by the City Council and the Community Redevelopment Agency. Examples of this new philosophy at work include: the opening of the new Gateway Towne Center that has added jobs and tax revenue, increased development services and resources for local business owners and residents from the CareerLink WorkSource Center and the Compton Planning and Economic Development Department; the new Alameda Court town home development from the Long Term Care Housing Corporation, and plans for the Compton Senior Center.

While the *"Birthing a New Compton"* campaign did not have an official launch and is not currently supported through traditional marketing channels, the Mayor's motto is effectively being incorporated into key messages delivered by partners in the above projects, the adopting of the City by neighbor Paramount Church, and even a *"Birthing a New Compton"* concert which was held in partnership with Charity Music to raise funds for music programs.

Services, Programs and Projects

Residents will benefit from understanding the full range of services, programs and projects that are available to them by living in the City of Compton, some of the key departments that provide services benefiting the majority of residents are as follows:

- CareerLink: provides high quality workforce development services that ensure a competitive, empowered workforce and a growing economy in the region, by effectively linking employers and job seekers.
- Community Redevelopment Agency: supports the City's mission of creating a viable, affluent, self-reliant and safe community by causing the resurgence of Compton's physical, economic, and social development through dynamic growth achieved by commercial, industrial and residential progress.
- Planning and Economic Development: promotes the orderly development and growth of Compton's commercial districts and residential neighborhoods through the expeditious delivery of technical expertise and financial resources.

(Source: <http://www.comptoncity.org/compton/CityDept.html>)

City Council has also implemented regular programs such as the Mayor's Quarterly Pastor's Breakfast, which aims to bring together the spiritual leadership with city government to discuss ways to achieve an improved lifestyle for residents and stakeholders. Councilman Isadore Hall, III has also hosted quarterly Business2Business networking sessions to provide local businesses with the opportunity to network with other professionals and corporations in the City.

Current City projects include the Compton Senior Center, the Alameda Court town home development, a new skate park at Wilson Park which will be partially funded by a grant from the Tony Hawk Foundation, and multiple commercial properties.

#6.

Community and Recreation

The City boasts such facilities as the Compton/Woodley Airport, which accommodates more than 200 planes and is home to several aviation clubs; the Compton Par 3 Golf Course with affordable green fees and an active Women's Club. The city has seven public recreation centers, eight neighborhood parks and a variety of sports and recreation programs. Compton Unified School District has 24 elementary schools, eight middle schools, three high schools and one adult school. El Camino Compton Education Center offers community college classes and the Compton Library offers reference services, a Literacy and Homework Center and public computers with Internet access
(Source: <http://www.comptoncity.org/compton/About.html>).

Comprehensive Marketing Plan – Scope of Work

Media Relations Approach

Media relations is one of Allison & Partners' hallmark capabilities. We are an experienced group of public relations industry professionals with a myriad of expertise areas, including social impact, cause marketing, technology, consumer and lifestyle communications. To that point, we have developed personal media relationships that have grown quite strong, due in part because we work with journalists in each respective area on an almost daily basis. We are also voracious consumers of the media we pitch every day. With our intimate knowledge of each outlet's coverage trends and our deep expertise of the local, national and national mainstream media, we have the ability to candidly speak with journalists to discuss potential story ideas across a wide variety of topics and secure coverage with much higher rates of success.

While everyone on our account teams are expected to maintain relationships with their clients' "beat" reporters, we tap our award-winning media team of former broadcast journalists and reporters whenever the need to maximize your pitch across a wide swath of outlets arises. Our media team also has conducted executive media training sessions for clients such as YouTube (Chad Hurley & Steve Chen, Co-Founders), Boost Mobile (Don Girsakis, GM) and Best Western (David Kong, CEO). In these sessions we train executives on how to get the right messages across in a manner that delivers positive media attention. Our formal media training program also includes a media primer, illustration of blunders and best practices, instruction on how to communicate core messages, videotaped mock interviews and ongoing coaching and refresher sessions.

Another trademark of Allison & Partners' media relations expertise includes our issues visibility programs, which are designed to give your key partners and city officials the visibility they need to reach important audiences. These programs utilize a combination of elements to build a comprehensive platform from which your city's representatives can discuss important issues within the Compton community.

Media/Expert programs can include:

- Media Relations: outreach to print, online, broadcast and radio
- News bureau development
- Conferences and speaking opportunities
- Case study/bylined article placement
- Media audits to reveal reporter perceptions/opinions

In terms of media monitoring, we feel strongly that understanding the market and competitive landscape is the first step to changing your position in it. To that end, we not only help you assess the state of perception and develop an integrated program to meet your communications objectives, we monitor coverage closely to track our progress.

Proposed Tactical Implementation – Immediate Needs

Message Development/Stakeholder Audits

Considering the various perceptions of the City of Compton among media, City residents and surrounding communities, we feel strongly that conducting a stakeholder audit, to ensure everyone is on the same page, is key to our efforts to put a cohesive long-term media relations plan into action. Media relations and speaking opportunities are worthless if we don't have strong messages that we intend to pull-through into each story that helps position the City as a safe place to build a business and raise a family.

#6.

Media List Development

We would focus on local and regional print, radio and broadcast journalists with whom we have existing relationships and national journalists who might be interested in this opportunity and are based in LA. Our immediate focus would be long-lead feature reporters who would be interested in building an ongoing and positive relationship with the City of Compton, yielding more in-depth, constructive and informed coverage.

Targets include:

- Local print (*The Compton Bulletin*)
- Regional print (*Los Angeles Times*, *Long Beach Press-Telegram*, *Los Angeles Daily News*)
- News weeklies (*Time*, *Newsweek*)
- National print dailies (*USA Today*, *Wall Street Journal*)
- Radio (*NPR*)

Press Materials Development

Allison & Partners can immediately begin building out a press kit for use in a variety of ways (for speaking opportunities, media, fundraising meetings, etc.). Included in this kit will be the following:

- One-sheet descriptor of the City of Compton's 2008 outlook
 - "Birthing a New Compton"
- Upcoming speaking engagements and events
- City mission statement
- Did you know? (Compton fun facts)
- All press releases

Proposed Tactical Implementation – Long Term Approach

Media Outreach

Media outreach will be undertaken in a phased approach.

- Phase I – Media Meet and Greets (2-3 times throughout 2008)

The regional media has an entrenched perception of the City of Compton. Many times, the perception is simply not the reality. By building stronger working relationships with some of the top media in the area, their perception and how they portray Compton in print, online or via broadcast will change. We would arrange meetings and mixers with some of the top media in the area.

 - *Completion of the Gateway Town Center* – invite media to an event to be held at the new and completed Gateway Town Center. The event will include a call-to-action from the Mayor to the City, opportunities to meet small business owners from Compton, a live performance from an area high school band and a keynote speech from a current or recently graduated City of Compton student.
 - *Completion of the Compton Senior Center* – before the senior center is open to the public, invite media to a mixer that will highlight the new facility as well as provide a platform to discuss the City's progress over the first half of 2008. Also, this meeting will provide a great opportunity to illustrate how Compton is a rapidly emerging large industrial center in Los Angeles County for transit and distribution, business services, high technology, home and lifestyle products, metals, financial services, and textile manufacturing.
- Media to be invited but not limited to:
 - *Los Angeles Times*
 - *Los Angeles Daily News*
 - *Long Beach Press-Telegram*
 - *Los Angeles Business Journal*
 - *Associated Press*

- Phase II – Long-Lead Pitching (March - December)

To ensure that the City's story is told for months to come, we must first plant pieces with longer lead media. This strategy ensures that we have compelling and relevant announcements and coverage within the next twelve months.

Some topics we would pitch include:

- "*The Compton Team*" – spotlighting Mayor Perrodin and his staff's amazing background, and turning that into a story to tell how they will impact and provoke change throughout City of Compton
- "*Birthing a New Compton*" – explaining exactly what that means for the media and the residents of Compton. Providing benchmarks, goals, outlooks and important obstacles that must be overcome
- "*The Johnson Effect*" – highlighting how small and mid-sized businesses can and have begun to thrive in Compton, framing the story using the Magic Johnson Development Corporation as an example of how to build, sustain and create business opportunities in cities like Compton, and that it is safe to build businesses here
- "*One Mind at a Time*" – illustrating the importance, relevance and recent success of education efforts by current and recent students from Compton. Spotlighting two to three outstanding students from area high schools
- "*It's a Small World*" – highlighting the various cultures of Compton and how they have been working together to overcome issues from the past to make a brighter future
- "*Changing from Within*" – highlighting some of the most recent efforts to raise awareness for Compton's growing business culture as well as housing market

We generally have three to five pitches going out at any one time, targeted specifically to media that would have an interest.

- Phase III – News Bureau

One of Allison & Partners' greatest strengths is taking nuggets of information and leveraging them into larger and more comprehensive stories that put your messages in front of the appropriate target audiences. We take great pride in taking news from within the industry and leveraging them for our clients. To that point, Allison & Partners is connected to the world of media. We will look to include the City of Compton in other positive and relevant stories on issues related to southern California cities, small business growth and race relations.

Community Relations Approach

Communicating the City's vision and progress to the residents of Compton will be key to improving the image of the City from a grass roots level. Once the residents, business owners, local organizations and other stakeholders understand the goals the City is working towards and what steps need to be taken to reach them, this campaign can be embraced by the entire City and will evolve organically as it is molded and shaped by the beliefs and actions of all stakeholders. In order to facilitate this evolvement of the campaign, regular and effective communication with all stakeholders is essential. This approach will provide and encourage opportunities for a two-way dialogue, which will ensure that all Compton stakeholders both support and contribute to the success of the campaign. They will be able to take ownership of the campaign and spread positive messages via word of mouth that Compton is a safe place to build a business and raise a family.

Allison & Partners recommends the development of the following communications:

- Producing a bi-annual, bilingual (English/Spanish) newsletter, which can include but is not limited to the following sections:
 - Front Page:
 - "Birthing a New Compton" – front page story of the best example of progress made in the last six months (authored by A&P)
 - City Council update – in the form of a personal letter from Mayor Perrodin
 - Page 2:
 - Community update – authored by Community Redevelopment Agency (edited by A&P) featuring its latest projects, including key statistics such as improved crime rates and property values to support that Compton is a safe place to raise a family
 - Business update – authored by the Planning and Economic Development department (edited by A&P) featuring its latest projects, including key statistics or results related to the economic growth of the City to encourage developers that Compton is both a safe and successful place to build a business
 - Page 3:
 - CareerLink – authored by the CareerLink department, this section can promote the latest job fairs, include appropriate employment statistics, provide job search tips, etc.
 - Education – highlight a student from Compton Unified School District, El Camino Compton Education Center or CSU Dominguez Hills and how they are contributing to the birth of a new Compton (authored by A&P with candidate nominations made by the schools)
 - Page 4:
 - My Compton – City Council can select one person they believe to be taking ownership of and making a significant contribution towards *Birthing a New Compton* by honoring them with a Community Impact award, they will be the feature story for this section (authored by A&P)
 - Compton Calendar – City events for the next six months will be listed in a month-by-month calendar format
 - Questions or Comments – a hot line and email address where residents can submit their questions or comments (including nominations for the My Compton section)
- Public Service Announcements (TV, print and/or radio) - potential concepts include but are not limited to the following:
 - "Birthing a New Compton"
 - Clearly defines the Mayor's vision and a call to action describing what the community can do to support this vision
 - "Investing in a New Compton"
 - Public figures such as Magic Johnson or Tony Hawk who have invested in the improvement of Compton telling why they believe it is important to invest in the community, why Compton is a safe place to build a business, including a call to action targeted for a business audience
 - "Raising a Family in a New Compton"
 - Local families and law enforcement describing how Compton's streets are becoming safer and affordable housing is readily available during a time of economic growth

- "Faith in a New Compton"
 - Clearly defines the Mayor's vision and a call to action to the faith community describing what the united power of this community could accomplish in support of this vision
- "Compton Success Stories"
 - Public figures who grew up in Compton and have gone on to achieve great success, examples include Mayor Perrodin himself, and who are now giving back to their community, include a call to action to take advantage of the education and career opportunities provided by the City
- Quarterly Community Roundtable
 - All key stakeholders would be represented and would have the opportunity to voice their concern, ask questions and provide feedback or ideas on how the City can make *Birthing a "New Compton"* a reality
 - Effective focus group to test communications, such as public service announcements
- Regular press releases announcing City events and progress related to "*Birthing a New Compton*"

Key communication channels to distribute City of Compton materials through include

- Newsletter distribution
 - Retail locations
 - Schools
 - Community recreation centers
 - Churches
 - City buses
 - Government buildings
- City of Compton Web site <http://www.comptoncity.org/index.html>
 - Online version of the newsletter
 - PSAs available for viewing, downloading and forwarding
 - Audio download of Community Roundtable sessions
 - News room with RSS feed capabilities and email for press inquiries
 - Community discussion boards
- Birthing a New Compton Blog <http://www.bncompton.blogspot.com/>
 - Encourage residents to join in the community discussion by providing a link to the blog from the City of Compton Web site
 - Post weekly updates from the City
 - Encourage community participation by requesting feedback and ideas
 - Post PSAs and encourage community to link to this page from their social networking sites
- Broadcast outlets to distribute PSAs
 - School assemblies can show PSA as a kick-off to a week encouraging students to get involved in community service
 - Retail partners could rotate PSA into in-store communications (Best Buy at Gateway Towne Center, Jack in the Box/Ripple TV – TBD, grocery stores, etc.)
 - Faith community could show PSA as part of a sermon series
- Radio outlets to distribute PSAs
 - KXOL FM (Latino 96.3)
 - KPWR FM (Power 106/105.9)
 - KJLH FM (Radio Free 102.3)
 - KRBV FM (The R&B Station 100.3)
 - KPCC FM (Southern California Public Radio 89.3)

- KECC (El Camino Community College Radio)
- Print communication channels to distribute PSAs
 - Compton Bulletin
 - Compton Unified School District online news
 - Church Bulletins
 - Compton Education Foundation
 - ECC Online (El Camino Community College Newsletter)
 - The Union (El Camino Community College Newspaper)

Additional Marketing & Collateral Materials

In addition to the items outlined above, our team will work with EMJAY creative to write, design, produce and print the following materials:

- Two tri-fold marketing folders for economic development and community services
- Development of a standard design/insignia uniting the City's current logos and monikers and a written strategy for integration and use city-wide
- Trade-marketing of all City logos and monikers
- Development of two promotional pamphlets about the transformation of Compton and about seasonal services (in print and in digital format)
- Development of one fact book/self-mailer response card which will provide an overview of seasonal services (English/Spanish)
- Other materials which may be deemed necessary determined by the City during the contract period

Proposed Budget

Upon selection as agency of record for the City of Compton, Allison & Partners can create a more detailed budget with estimated out-of-pocket expenses based on the approved plan.

Given an available budget of \$250,000 for one year, we recommend an estimated budget breakdown as follows:

Allison & Partners fees will be \$175,000, which will include:

- Media relations support
- Distribution of two tri-fold marketing folders
- Creation of a City of Compton Fact Book
- Content development of promotional pamphlets
- Coordinating radio appearances and radio public service announcements
- Development of a new City insignia
- Trade-marking all City of Compton logos and monikers
- Facilitation and coordination of at least two media mixers
- Creation and distribution of City of Compton Newsletter
- Community relations support
- Management of creative process and design team
- Preparation of a monthly City of Compton calendar of events

Hard-costs/design & printing fees will be \$75,000, including:

- Newsletter
- City insignia
- Promotional pamphlets
- Tri-fold Marketing folders

Final budget numbers will be determined once a scope of work is agreed upon and there is some flexibility as to the best way to break out the budget, but this is our recommendation based on the information we have currently.

Agency Overview

Two fortune 100 veterans—a business strategist who thinks creatively and a designer who thinks strategically—the founding partners, Rene Negron and Laurie Schiada, consider brand and marketing communications to be powerful mechanisms when aligned properly with business strategic objectives. They believe that organizations don't have to be big to be important and want to help them appreciate the value and harness the power of their brand image.

At brandStrata, strategic communications is our expertise. Our brand-centric approach ensures that all marketing, PR and communications investments our clients make will result in the greatest value and impact possible. We make certain that your communications efforts support your strategic objectives, are differentiated from your competition and relevant to your target audience(s).

We understand complexities of city government and Compton's challenges to reform its image perception and fulfill on the city's renewed vision. brandStrata has the experience to align multiple stakeholders including the Mayor, City Council, City Staff, residents and business partners, as well as the critical skills required to orchestrate and execute strategic communications for local, regional and national audiences. We believe developing a foundation of knowledge and a thoughtful plan for the City, prior to fulfilling any tactics, will result in a much longer lifespan and greater impact for all subsequent communications efforts.

Contact Information

brandStrata, LLC
3020 Old Ranch Parkway, Suite 300
Seal Beach, California, 90740
www.brandstrata.com
Main Telephone: 562.594.6761
Fax: 562.252.1101

Key Agency Contact

Rene Negron
Managing Partner
E-mail: rnegron@brandstrata.com

Ownership

brandStrata, LLC is a California Limited Liability Company.
Managing Members: Rene Negron and Laurie Schiada

History

The founding partners of brandStrata are both 20-year, highly accomplished, communications industry professionals. They began working together in 2001 and officially formed brandStrata LLC in 2004. They have developed a unique "virtual-style" agency that promotes greater client involvement with agency principals, and provides access to both superior creative talent and a wider variety of production and media resources. This flexible collaboration framework is managed through long-term strategic relationships and allows us to scale-up quickly and engage the most appropriate talent and project resources for our diverse client base.

brandStrata has experienced consistent and controlled growth (averaging 30 percent annually) over the last five years as a result of our strong client relationships, referral business and the success and expansion of our ongoing client base.

Mission and Objective

brandStrata enables growing organizations to achieve differentiation, express their vision and advance their image through the strategic design of brand identity tools and communications.

Qualifications

The brandStrata team has extensive experience with marketing communications, creative development and PR for a wide variety of clients and industries. With a strong focus on cities and local municipalities, we have successfully developed integrated B-to-B and B-to-C campaigns for organizations both large and small. Our experience has proven that the longevity and success of all communications campaigns depends upon a strong brand foundation. Taking the time to develop the appropriate understanding, visual assets and strategic plan maximizes the efficiency and effectiveness of all campaign investments.

We provide a unique blend of strategy and creative. Our branding expertise simply means we offer long-term solutions and are well equipped to develop and implement every aspect of an integrated campaign. The media chosen, quality and consistency of the message, as well as the visual elements of a communications campaign, all play a vital role in successful communications—but ultimately effective only when they all work together to shape and reinforce your core brand image.

Creative interpretation is at the heart of any communications campaign and a visual and verbal identity system provides the tools necessary to manage brand image and audience perception. Our core competency is creating critical assets that are distinct, relevant and enduring. We strive first to understand, then translate strategic objectives into a range of creative possibilities and manage the detailed implementation process.

Once the identity tools are developed, it is essential to develop an effective marketing strategy, media placement and public relations plan. Our strategic team includes experienced Marketing and Media specialists who understand how to connect with your target audience and optimize the campaign budget.

Capabilities

Our core capabilities are critical thinking, creative translation and top-level execution of all communications. Our clients benefit from the seamless integration and efficiency of our complimentary capabilities—strategy, design and execution.

The following represents our core competencies:

Brand Audit and Positioning

- Insight Interviews
- Visual Audits
- Strategic Analysis

Identity Tools

- Logo Development
- Visual Identity Systems
- Naming/Slogans
- Copyright filing
- Messaging Platforms
- Identity Usage and Application Guidelines
- Employee Brand Education

Marketing Communications

- Communications and Media Planning
- Brochures/Newsletters
- Direct Mail
- Signage/Wayfinding
- Web Design
- Environmental Graphics
- Fleet Graphics/Uniforms
- Print Advertising

Public Relations

- PR Releases
- Media Events
- Radio and TV
- Press Conferences
- Celebrity Endorsement

City of Compton Project Overview

Project Objectives

The City of Compton has requested our professional input and expertise in developing a communications plan that will address these key and critical city objectives:

- Position the city's renewed vision and revitalization efforts
- Create a positive and accurate depiction of the City's many attributes, growth plan and value
- Drive business and retail interest and commerce into Compton
- Increase tax revenue through business growth and residential value
- Communicate the advantages of living and working in Commerce
- Reinforce the positive events and actions preformed by city staff, council and residents
- Provide more effective communications to residents, businesses and the extended community
- Enhance the effectiveness of existing communications tools
- Develop a plan to execute consistent, accurate and timely communications
- Develop strong local media support and sponsorship of the positive community efforts

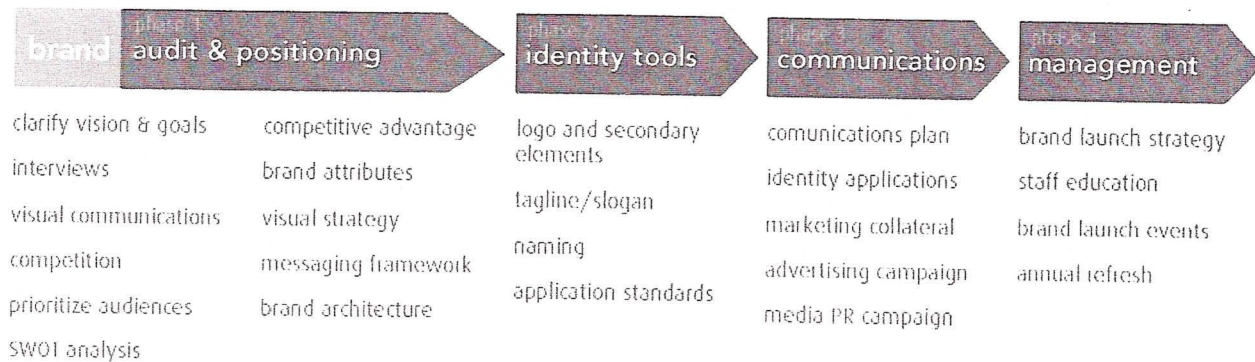
The City of Compton requires tax revenue to meet its strategic objectives and drive community growth. Community safety, local programs, events and local amenities require a financial engine that is largely based on the city's tax revenue. Business expansion and residential value is key to the growth and financial stability of the City of Compton. This is largely based on developing awareness and a positive perception of the City's true differentiated value as compared to neighboring communities.

The City of Compton is undervalued and misunderstood based on the exploitation by local artists, media and past city government controversy. This is all in the past and the city must rebuild their reputation to attract businesses and create residential valuation. This requires a city commitment to a long-term plan that starts with building a solid brand foundation, and the creation and consistent delivery of the appropriate message.

This communications plan should be considered as an important investment in the City of Compton, which will create future development and growth, and will generate ROI in greater tax revenues and resident value.

Proposed Project Plan

In order to create longevity and ensure success, our project approach for the City of Compton involves 4 sequential phases of development and execution. To optimize our communications investment, we first need to create a solid brand and communication foundation by completing phases 1 and 2 before proceeding further with the communications campaign. The result of these first two phases will provide the necessary insight for the creation of a long-term visual and messaging foundation and the refinement of our communications plan.



Project Kick-Off Meeting

Once awarded, we initiate the project with a kickoff meeting with key stakeholders to review project objectives and timelines. The following key items will be discussed:

- Identify project stakeholders and approval process
- Review and refine project objectives, activities and deliverables
- Review and refine project schedule
- Review "How we Work" document
- Gather and review all relevant Compton data and research

Phase 1—Brand Audit and Positioning

This phase includes data collection, review and summary analysis of the current state of the City's brand identity tools and communications. The purpose of this phase is to obtain the necessary perspective required to develop authentic and appropriate brand image, positioning, messaging platform and subsequent development and execution of the communications plan.

Phase 1 Activities

- Clarify city goals and objectives
- Data collection and review
- Discussions and/or working sessions with key stakeholders
- Visual communications audit
- Competitive community analysis
- Prioritize audiences
- Perform SWOT analysis
- Develop value proposition/differentiation

- Develop brand attributes
- Develop visual strategy
- Develop messaging framework
- Create brand/logo architecture

Phase 1 Deliverables

A Brand Audit and Positioning Report which includes:

- Audit observations and conclusions
- Interview summaries and observations
- Competitive analysis
- SWOT (Strengths/Weaknesses/Opportunities/Threats) analysis
- Positioning platform that includes; differentiation, brand attributes, brand architecture and visual strategy
- Agency recommendations

Phase 2—Identity Tools

The City of Compton's most enduring asset is its brand identity. A refreshed identity (including logos) will help to communicate and generate awareness that "something is different" about the city. This will call attention to the city's new positioning, and create the opportunity to influence perception.

The development of application standards guidelines, will protect the city's identity investment and will become the criteria and practice for all visual communications. These standards will reinforce the city's image by ensuring long-term consistency and continuity in the visual look and messaging of all communications.

Phase 2 Activities:

- Review and refresh existing identities
- Develop a system of secondary elements (color, typography, graphics, imagery)
- Develop sample application concepts for brochures, print advertising, newsletter, signage and website.
- Develop usage and application standards for all visual identity elements

Phase 2 Deliverables:

- Updated identity system which includes logo and secondary elements
- Visual Identity Tool Kit and Application Guidelines (PDF and 6 physical copies)

Phase 3—Communications

This phase represents the rollout and launch of the refined marketing communications and PR plan. The insight garnered in Phase 1 and 2 will be utilized to create the optimal communication plan. Since the City of Compton has immediate communications requirements, short-term communications support will be implemented until

this refined plan can be fully developed and executed. The launch of this refreshed identity and communication plan would be the optimal opportunity for an impactful media event.

Communications Plan

Based on the limited information provided and our communications experience, we would propose the following plan of execution. Keep in mind the final detailed communication plan will be developed once phases 1 and 2 are completed and an accurate budget is finalized. We would propose an integrated marketing strategy to develop and shape community and awareness through multiple mediums.

Print Communications

A print collateral campaign is highly effective with a limited media budget. The fundamental components of a print campaign are business communications, brochures, direct mail and publication advertising. These elements are often the basis for an integrated communications plan and other media is then added over time. We would recommend a refresh of the primary business communications (stationery system), then develop a new collateral system that is flexible and modular. Potentially, a single, multi-purpose folder could be used to position the City's image and inserts developed to satisfy the specific communication needs for residents, businesses and media relations.

A comprehensive City of Compton fact book, that includes vital statistics and repositions the City's image, will be a significant communications piece that can be utilized individually, as well as an insert. Other vital folder inserts would include PR releases, letter from the Mayor and monthly newsletter. We would also recommend a "one sheet" format be developed that can be implemented and updated "on demand" for specific information (processes and procedures) to various audiences. If budget permits, the development of a City Business Directory in conjunction with the Compton Chamber of Commerce could also be a vital tool.

For direct mail, we would recommend a monthly newsletter format be developed that includes a calendar of events, press-worthy articles and helpful resident information. This newsletter would be designed as a self-mailer that could also serve as a folder insert. This content can be further repurposed for flyers, website downloads and posters as required. The development of an internal information distribution system will be required to support the gathering and delivery of city news and events. The circulation list for the extended community can be acquired through local government records and other incentive mechanisms will be recommended for the acquisition of email addresses to minimize the cost of mail.

Finally, we would recommend developing a flexible ad format and utilize both local and regional newspaper advertising to promote key events and select regional business publication advertising to position the City's image and key benefits. Outdoor advertising and other related environmental graphic solutions will also be reviewed and further explored.

Media and PR

To complement the print campaign, we would augment the existing media relations with our key contacts to gain relevant radio, TV and print coverage. Traditional media events would likely be poorly attended and subjects the City to additional scrutiny. Instead, we would pursue celebrity endorsements and select events that would naturally draw media interest. The critical component is content, as good stories create audience interest and support.

We would also like to explore a city campaign that leverages local celebrities and sports figures to position the positive aspects and celebrate the hometown success stories that come from the City of Compton.

Phase 3 Activities:

- Create and rollout communications plan and revised schedule

Concept, design, copywriting final art prep of communications campaign (which includes but not limited to):

- Tri fold Marketing Folder
- Website (look and feel) Refresh
- Fact Book
- Positioning Pamphlets "Transformation of Compton" and "Seasonal Services"
- Newsletter (monthly)
- Develop Circulation Route
- Collateral/promotional material (promote local events)
- Monthly Calendar
- Develop business welcome kit
- Develop Media Kit
- Coordinate Radio, PR and Public Service Announcements
- Coordinate PR/Media Events
- Develop Media Kit
- Explore celebrity endorsements
- Design and coordination of preliminary launch event materials

Phase 3 Deliverables:

- Management, design and implementation of agreed communications plan
- External vendor research and coordination
- Media coordination

Phase 4 Management

A strong and enduring brand image is generated from the inside out. It will be critical to train City staff for their role and responsibility as brand "ambassadors" for the City of Compton. The fundamental external perception of the City is often based on the reputation and interaction with City representatives. We recommend a brand education program to inform staff of the changes in the City, appropriate positioning, and their role in creating an attractive image for the City of Compton. This can be aligned with a media invited event.

The success of any communications strategy is based on managing the process, and measuring the results. This ongoing management phase will be the basis for long-term refinement and effective of the communications mediums.

Phase 4 Activities:

- Concept and coordination of an internal launch event for up to 100 people
- Develop event content and presentation materials
- Develop annual review plan
- Ongoing day to day account management

Phase 4 Deliverables:

- City of Compton brand/communications launch event
- Day to day account management resource for the city
- Annual review meeting

Proposed Budget and Timeline

Project estimation process

brandStrata utilizes industry benchmark standards to determine the appropriate client project estimates. Our internal system is designed specifically for the creative industry and evaluates internal efficiencies, project management/resource optimization, and scheduling. Vendors and partners are evaluated for fit and pricing. Task, person, and/or service determine labor estimates. Finally, the estimates are compared to historical and industry benchmarks to validate fair market pricing standards.

Hourly

Our hourly rate schedule is based on a blended rate of \$85/hour.

Markups

Our standard agency markup for external out of pocket expenditures is 17% on most outside items and services.

Media

Our media buys commission is based on the standard outlined by the publication and media source.

Printing Costs

brandStrata will leverage our print production expertise to support the City of Compton's print requirements and coordinate print communications and press checks. We also have numerous printing relationships that may be utilized if we determine that the city's in-house printing shop cannot effectively produce the work.

Project budgets, schedule and media planning worksheets

(See attached "Project Schedule Worksheet" and "Marketing Calendar Worksheet" for detailed costs estimates)

Project Schedule Worksheet

The project schedule worksheet is a tool to manage timing and man-hours for the City of Compton's communications project. This gives an annual as well as week-by-week analysis of time and duration of the various project phases. The summary column indicates total job hours, percentage of total project and estimated job costs.

Marketing Calendar Worksheet

The Marketing Calendar is a valuable tool to manage the media mix and timing to coordinate communications with key city events and milestones. The budget summary is a rough estimate of media for the 12-month campaign.

Budget Estimate Summary

Brand Audit, Positioning and Identity Tools

Phase 1 and 2: \$68,170*

Communications Plan

Phase 3: \$169,910*

Management

Phase 4: \$76,340*

Media

Media Buyouts: \$90,000 - \$186,000+

Printing Estimate (See "Print Estimate" worksheet)

Folder and promotion pamphlets: \$38,774*

*Note: Budget estimates do not include any reasonable out of pocket expenses such as illustration, photography, reproduction, manufacturing, materials, travel or shipping. Any necessary expenditures will be discussed and approved by the City of Compton prior to implementation. Sales tax will be added to budget estimates, as appropriate.

Our professional fees cover the cost of the tasks described in this proposal based on our current understanding of this project. The following estimate is based upon the preceding assumptions and initial information provided to brandStrata by the City of Compton. Any changes in scope, timing, delays, condition of content or misrepresentation will affect pricing and/or delivery schedule. Any change requests must be mutually agreed upon before work can commence and/or continue, otherwise, any requested out-of-scope activities will be billed at a blended hourly rate of \$125.

#7.

September 16, 2008

TO: MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: CITY MANAGER

**SUBJECT: PUBLIC HEARING TO CONSIDER REVOCATION OF BUSINESS
LICENSE OF LZR COMPLETE AUTO REPAIR, 223 N. BULLIS
ROAD**

SUMMARY

Council will hold a public hearing to consider the revocation of the business license of LZR Complete Auto Repair, 223 N. Bullis Road.

STATEMENT OF THE ISSUE

Pursuant to Compton Municipal Code Sections 9-1.31a, 9-1.33 and 9-1.34, the City Council will hold a public hearing to consider revocation of the business license of LZR Complete Auto Repair, 223 N. Bullis Road.

BACKGROUND

On or about Sunday morning, January 20, 2008, at or about a quarter past 12 midnight, activity outside the scope of this business's auto repair certificate of occupancy resulted in multiple homicides, assaults with a semi-automatic handgun and attempted murders. See Exhibit "A."

The public has expressed concern related to the public safety relating to this auto repair business.

The California Constitution allows the City of Compton, a charter city, to provide for the local regulation of businesses.¹ The Charter for the City of Compton and the Compton Municipal Code both reserve to the City local police power to regulate businesses. Accordingly, a public hearing to determine whether a business license should be revoked where the business operated outside of its certificate of occupancy and such activity caused physical harm to the public at large is within the reasonable exercise of the City's local police power to regulate businesses and related to a legitimate governmental purpose. The public hearing affords the due process necessary in meeting the public's safety needs, as well as the development of the City. The public hearing is designed to promote public health, morals, safety and the general welfare of the community.

FINANCIAL IMPACT

The total estimated financial impact will be the potential loss of business sales tax revenue from this business unless and until another business is re-established in that location.

¹ Cal. Const. art. XI, §§ 5b & 7.

#7.

RECOMMENDATION

Staff recommends that upon concluding the public hearing a Resolution be prepared and adopted following the decision of City Council.

Charles Evans
City Manager

RESOLUTION NO. _____**A RESOLUTION OF THE CITY COUNCIL OF THE CITY
OF COMPTON REVOKING THE BUSINESS LICENSE
FOR LZR COMPLETE AUTO REPAIR LOCATED AT 223
N. BULLIS ROAD IN THE CITY OF COMPTON**

WHEREAS, on September 16, 2008, the City Council held a duly noticed business license revocation public hearing pursuant to Compton Municipal Code Section 9-1.31a, 9-1.33 and 9-1.34 ; and

WHEREAS, after hearing testimony regarding allegations of misuse of the businesses Certificate of Occupancy and City Business License as well as hosting activities that posed a danger to the health, welfare and safety of the citizens of Compton; and

WHEREAS, the City Council of the City of Compton, after hearing and considering all testimony and documentation presented during the course of the hearing, did find that the business has acted outside of its Certificate of Occupancy and City Business License as well as posed a danger to the health, welfare and safety of the citizens of Compton.

**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF
COMPTON RESOLVES AS FOLLOWS:**

Section 1. That LZR Complete Auto Repair, located at 223 N. Bullis Road, Compton, California, business license is hereby revoked.

Section 2. That a certified copy of this Resolution shall be filed in the offices of the City Clerk, City Attorney, M.L.E.S., the Compton Station of the Los Angeles County Sheriff's Department, and mailed to the business owner(s).

Section 3. That the Mayor shall sign and City Clerk shall attest to the adoption of this Resolution.

ADOPTED this _____ day of _____, 2008

MAYOR OF THE CITY OF COMPTON

#7.

Resolution No. _____

Page 2

ATTEST:

CITY CLERK OF THE CITY OF COMPTON

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES)
CITY OF COMPTON)

I, Alita Godwin, City Clerk of the City of Compton hereby certify that the foregoing Resolution was adopted by the City Council of the City of Compton, signed by the Mayor and attested by the City Clerk at a regular meeting thereof held this _____ day of _____ 2008.

That said Resolution was adopted by the following vote, to wit:

AYES: COUNCIL MEMBERS
NOYES: COUNCIL MEMBERS
ABSTAIN: COUNCIL MEMBERS
ABSENT: COUNCIL MEMBERS

CITY CLERK OF THE CITY OF COMPTON

#8.

September 16, 2008

TO: MAYOR AND CITY COUNCIL MEMBERS

FROM: CITY ATTORNEY

SUBJECT: A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE COMMENCEMENT OF PROCEEDINGS TO REVIEW, EXAMINE, ANALYZE AND INVESTIGATE THE PROVISION OF AFFORDABLE HOUSING TO LOW AND MODERATE INCOME PERSONS IN THE CITY BY NONPROFIT CORPORATIONS, THEIR AFFILIATES AND OTHER THIRD PARTIES

SUMMARY

Council will consider a resolution authorizing and directing the City Attorney to investigate certain transactions involving nonprofit corporations that develop affordable housing in the City of Compton.

BACKGROUND

At the September 8, 2008 Urban Community Development Commission meeting, the Commission authorized and directed the City Attorney to investigate certain transactions involving nonprofit corporations that develop affordable housing in the City. The City has its own statutory obligations with respect to the provision of affordable housing. For example, under Government Code Section 65583, the City's housing element must consist of an identification and analysis of existing and projected housing needs and a statement of goals, policies, quantified objectives, financial resources, and scheduled programs for the preservation, improvement and development of housing for all economic segments of the community. Also, the City Council is often required to make findings to the effect that the sale or lease of property to nonprofit corporations will provide housing for low and moderate income persons. Staff is therefore recommending that the City Council establish proceedings to determine whether affordable housing opportunities within the City are being accomplished by nonprofit corporations, and authorize the use of the City's subpoena power to assist in that investigation.

FINANCIAL IMPACT

There is no financial impact at this time.

#8.

RECOMMENDATION

Staff recommends the adoption of the attached resolution.

CRAIG J. CORNWELL
CITY ATTORNEY

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE COMMENCEMENT OF PROCEEDINGS TO REVIEW, EXAMINE, ANALYZE AND INVESTIGATE THE PROVISION OF AFFORDABLE HOUSING TO LOW AND MODERATE INCOME PERSONS IN THE CITY BY NONPROFIT CORPORATIONS, THEIR AFFILIATES AND OTHER THIRD PARTIES

WHEREAS, under Government Code Section 65580, the California State Legislature has found as follows:

- (i) The availability of housing is of vital statewide importance, and the early attainment of decent housing and a suitable living environment for every Californian, is a priority of the highest order.
- (ii) The early attainment of this goal requires the cooperative participation of government and the private sector in an effort to expand housing opportunities and accommodate the housing needs of Californians of all economic levels.
- (iii) The provision of housing affordable to low and moderate income households requires the cooperation of all levels of government.
- (iv) Local and state governments have a responsibility to use the powers vested in them to facilitate the improvement and development of housing to make adequate provision for the housing needs of all economic segments of the community.
- (v) In carrying out this responsibility, each local government also has the responsibility to consider economic, environmental, and fiscal factors and community goals set forth in the general plan and to cooperate with other local governments and the state in addressing regional housing needs.

WHEREAS, under Government Code Section 65583, the City's housing element must consist of an identification and analysis of existing and projected housing needs and a statement of goals, policies, quantified objectives, financial resources, and scheduled programs for the preservation, improvement and development of housing for all economic segments of the community; and,

WHEREAS, under the Community Redevelopment Law (Health and Safety Code Section 33000, et seq.), a fundamental purpose of redevelopment is to expand the supply of low and moderate income housing and to provide an environment for the social and economic growth and well being of all citizens; and,

WHEREAS, in fulfilling its obligations under Government Code Section 65583, the City depends, in part, upon the efforts of the Community Redevelopment Agency of the City of Compton to address the needs of low and moderate income persons in the City; and,

WHEREAS, under Health and Safety Code Section 33433(b), the City Council is

required to approve the disposition of property pursuant to certain agreements with nonprofit corporations, their affiliates and other third parties, made for the purpose of providing affordable housing in the City. In connection with such approval, the City Council is also required to make findings to the effect that the sale or lease of the property will either assist in the elimination of blight or provide housing for low and moderate income persons.

WHEREAS, the City Council desires to determine whether and to what extent the production of affordable housing and homeownership opportunities within the City has been and is being accomplished by nonprofit corporations, their affiliates and other third parties; and,

WHEREAS, the City Council further desires to determine whether and to what extent the provision of housing for low and moderate income persons has been and is being accomplished by nonprofit corporations, their affiliates and other third parties; and,

WHEREAS, the City Council further desires to determine whether and to what extent such agreements with nonprofit corporations, their affiliates and other third parties have been carried out and are being carried out in a manner consistent with the goals and expectations of the City; and,

WHEREAS, the City Council further desires to determine whether there has been an appropriate use of federal, state or local funds or assets by nonprofit corporations, their affiliates and other third parties.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF COMPTON HEREBY FINDS, DETERMINES, RESOLVES AND ORDERS AS FOLLOWS:

Section 1. The City Council hereby authorizes, directs and establishes the commencement of proceedings to examine, analyze, review and investigate whether and to what extent (i) the production of affordable housing and homeownership opportunities within the City have been and are being accomplished by nonprofit corporations, their affiliates and other third parties, (ii) the provision of housing for low and moderate income persons has been and is being accomplished by nonprofit corporations, their affiliates and other third parties, (iii) the provision of affordable housing by nonprofit corporations, their affiliates and other third parties has been carried out and is being carried out in a manner consistent with the goals and expectations of the City, and (iv) there has been an appropriate and lawful use of any federal, state or local funds or assets by nonprofit corporations, their affiliates and other third parties.

Section 2. The City Council hereby authorizes and directs the City Attorney of the City of Compton to examine, analyze, review and investigate the matters described in Section 1 hereof, and to prepare and serve subpoenas related thereto. Such subpoenas shall be issued in the name of the City and be attested by the City Clerk. Disobedience of such subpoenas, or the refusal to testify, shall constitute a misdemeanor, and shall be punishable in the same manner as violations of the City Charter are punishable.

Section 3. That a certified copy of this Resolution shall be filed in the offices of the City Clerk, City Attorney, and City Manager.

Section 4. That the Mayor shall sign and City Clerk attests to the adoption of this Resolution.

ADOPTED this _____ day of _____ 2008.

MAYOR OF THE CITY OF COMPTON

ATTEST:

CITY CLERK OF THE CITY OF COMPTON

STATE OF CALIFORNIA
COUNTY OF LOS ANGELES
CITY OF COMPTON

I, Alita Godwin, City Clerk of the City of Compton, hereby certify that the foregoing resolution was adopted by the City Council, signed by the Mayor, and attested by the City Clerk at a regular meeting thereof held on the _____ day of _____, 2008.

That said resolution was adopted by the following vote to wit:

AYES: COUNCIL MEMBERS –
NOES: COUNCIL MEMBERS –
ABSENT: COUNCIL MEMBERS –
ABSTAIN: COUNCIL MEMBERS –

CITY CLERK OF THE CITY OF COMPTON