

**A PROPOSAL TO PROVIDE
STRATEGIC COMMUNICATIONS, MARKETING,
AND LOGISTICS TO THE CITY OF
CROSSVILLE, TENNESSEE**



**& ALLAN
BRANDON**

PRESENTED BY MIKE TERRY

HOW WE CAN HELP THE CITY OF CROSSVILLE

- Serve as the strategic coordinator to manage the messaging for the development of Crossville's Recreation and Aquatic Center
- Help identify, cultivate, and develop allies
- Work with design company to create a full graphic design product for public presentations
- Develop a press kit and distribute news releases as the liaison to the press
- Increase public awareness and expand community support

PROGRAM IMPLEMENTATION TIMELINE

I. JUNE

A. INITIAL POLL TO DETERMINE POPULARITY AND PROPER MESSAGING

- By the time we eliminate folks where we don't have phones, eliminate dupes, and control for households, we end up with 2,357 available unique numbers/contacts. It is very difficult to poll accurately based on the small universe. For a previous situation, we basically performed a 'census,' contacting every number up to three times. But even then we ended up analyzing the raw respondents rather than percentages and we were almost right on the money nonetheless.
- Unlike a normal survey that has a guaranteed sample size, we will take every methodological caution to maximize the yield and aim for as many respondents as possible. Because of the need to 'baby' the list, calling will take a week to complete instead of two or three days.

B. CREATE MESSAGING

II. JULY AND AUGUST

A. TAKE CONTROL OF THE NARRATIVE

- Prepare a PowerPoint for September presentations
- Ghostwrite Letter-to-Editor from Mayor and Council on benefits
- Redirect on the tax issue

B. BUILD GRASS ROOTS SUPPORT

- Prepare a power point for a September Rotary Club presentation
- Coordinate with Crossville Chamber of Commerce to educate members by creating presentations for their leadership
- Enlist citizens from all demographics of Crossville to offer testimonials as to why this project is needed.
- Craft news releases to inform the general public

MESSAGING HIGHLIGHTS IN PRE-POLLING

III. SEPTEMBER

A. PRESENTATIONS

1. Rotary Club
2. Public Building Authority
3. Local Ministers
4. Exchange Club
5. Lions Club

IV. OCTOBER

A. CONTINUE TESTIMONIALS AND ENDORSEMENTS

B. FINAL MESSAGING PRIOR TO VOTE

INITIAL MESSAGING DIRECTION

I. THE REC CENTER WILL NOT DOUBLE PROPERTY TAXES

- A. More than 60% of the funding will come from sales taxes
- B. There will also be partnerships available for corporate naming rights
- C. Messaging on how growing the revenue base will reduce reliance on property taxes

II. THE REC CENTER WILL IMPROVE ECONOMIC DEVELOPMENT

- A. Crossville is already known as the “Golf Capital of Tennessee” and building the Rec Center will help improve economic development by adding to the quality of life that encourages people to move here and locate a business here
- B. The Rec Center will help Crossville compete against other cities in Tennessee to bring new jobs to the area because the cities Crossville is in competition against already have existing Rec Centers as an amenity they offer
- C. Rec Center will contribute to improving health care among all demographics in Crossville

III. THE REC CENTER WILL BENEFIT TOURISM

- A. Generating additional sales taxes to pay the bond

IV. THE REC CENTER WILL GENERATE ADDITIONAL DOWNSTREAM JOB OPPORTUNITIES

- A. Help revitalize downtown
 - Younger professional are determining where they will live are seeking more downtown housing with more quality of life amenities
- B. The Rec Center will include meeting rooms and activity rooms

COSTS

JUNE THROUGH OCTOBER

- Strategic Messaging, Press Releases, Polling, Writing, Graphic Design, Creation of Marketing Materials:

\$68,000



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