



Memorandum

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Date: May 4, 2023
To: Mayor and Council Members
From: Midori Lichtwardt, Acting City Manager
Via: Adriana Castaneda, Mobility & Housing Director
CC: Karin Schnaider, Assistant City Manager
Subject: **DRAFT** Livability San Joaquin County Advertising Opportunity

On April 24, 2023, the City of Tracy (City) executed a Professional Services Agreement (PSA) with San Joaquin Partnership, Inc. (Consultant) in the amount of \$20,000 for services ranging from marketing and advertising offerings as well as acting on behalf and/or for the collective membership in nationwide, regional, and local economic development events advantageous to the City.

Earlier this spring, Economic Development staff was approached by Markus Shiflett of a proposed publication called *Livability San Joaquin County*, with a cover email from San Joaquin Partnership indicating the publication was in-progress under its auspices. A meeting was held on March 16, 2023, to receive Markus' presentation on the advertising options proposed in the 1st edition of *Livability San Joaquin County*. Markus shared an example of a comparable publication in Florida. The comparable example was attractive but seemed geared to relocation and attracting residents, as opposed to businesses. (The publication was referred to as a "great resource for recruiting talent that will have to relocate from outside the area.")

Staff shared some of the target industries that have been identified as priorities to attract into Tracy such as healthcare and innovation. Markus indicated that the deadline to commit to an advertisement and provide artwork was April 7, 2023.

After the meeting and receipt of the advertising materials, the following key points were noted by staff:

- 1st Edition with no existing publications locally for reference.
- Pricing ranges from \$5,140 to \$12,320; depending on the size and placement of advertisements.
- Targeted audience unclear and distribution size of the publication not extensive enough, with a strong emphasis on the web presence. City to receive only 100 copies of the publication.
- After consultation with economic development staff in two other San Joaquin cities, consensus that the cost was high for an unproven Return on Investment (ROI).
- Not clear if publication's "editorial content" will equally feature all cities in the County or be focused on the largest city, as seen in the Florida example displayed in the meeting.

- If the 1st publication proves to be successful, there will be future editions with an opportunity for the City to consider future advertisement(s).

Based on the absence of local track record for performance, inability to measure ROI, and with no specific focus on Tracy's current economic development strategic priorities it appears to be premature to engage in this investment. Staff suggests assessing this option at a future date when measurable data is available, potentially on the 2nd or 3rd edition.