

Prescott Active Management Area
4th Management Plan Education and Outreach

To: John Munderloh
From: Melody Reifsnyder
Date: September 16, 2015
Re: 4th Management Plan

John,

Please find below several approaches to developing and community distribution of information on the 4th Management Plan. It really makes sense for the Groundwater User's Advisory Committee and Coalition to partner on this effort and split the costs. I do not recommend developing a brochure without a plan for distribution/outreach.

Option #1:

- Brochure Development (8 hours content; 6 hours design)
Item Cost - \$870
- Develop e-mail distribution list for dissemination (4 hours)
Item Cost - \$300
- Outreach to partners and collaborators to post brochure on websites (4 hours)
Item Cost - \$300
- Print several hundred for partners' use and distribution
Item Cost - \$100
- Write and distribute news release (5 hours) – takes more time because of the requirement to get approval from multiple parties
Item Cost - \$375
- Use partner publications already in existence (i.e. Town Newsletter; Coalition Newsletter) for distribution of news release.
 - ◇ Develop list of partner publications (2 hours)
 - ◇ Align news release with partner publication requirements (4 hours)
Item Cost - \$450
- Utilize existing Coalition radio ads. Take advantage of existing round the third Wednesday of the month closest to brochure completion.
 - ◇ Write radio ad (1 hour)
 - ◇ Utilize weather sponsorship to air ads for one month (\$300)
 - ◇ Develop talking points for third Wednesday round table, if needed. (2 hours)
Item Cost - \$525
- Develop PowerPoint presentation for use by partners
Item Cost – 0 (John Munderloh's time)

Total Cost Option #1: \$2,920 (\$1,385 GUAC/\$1,460 Coalition)

Option #2:

- All of Option #1
Item Cost - \$2,920
- GUAC and Coalition join Prescott, Prescott Valley and Chino Valley Chambers of Commerce.
Item Cost - \$828 annually for both organizations to join all three chambers
- Inclusion of brochures in chambers' relocation packets; distribution in racks at chamber information centers
Item Cost - \$246/annually for all three chambers
- Print brochures for inclusion in relocation packets, distribution in chamber racks, and for individual handouts by partners
Item Cost - \$250 for 2,500 brochures
- Advertising in chamber newsletters
 - ◇ Reformat brochure into one 8 1/2 x 11 for insert in newsletters with link to brochure (2 hours) \$150
 - ◇ Advertise brochure for three months in three newsletters - \$975Item Cost - \$1,125

Total Cost Option #2: \$5,369 (GUAC \$2,684.5; Coalition \$2,684.5)

Option #3:

- All of options #1 and #2
Item Cost \$5,369
- Advertise monthly in all three chamber newsletters for a year
 - ◇ Develop content for advertising; coordinate with chambers (4 hours)
Item Cost - \$300
 - ◇ Graphic design (3hours)
Item Cost - \$135
- Banner advertising on Prescott Newspapers Home Page (Daily Courier, Prescott Valley Tribune and Chino Valley Review) for one month
 - ◇ Develop and design ad (2 hours)
Item Cost - \$120
 - ◇ Advertising placement for one month
Item Cost - \$395/week or \$1,580
- Write bank of five news feature stories on identified topics of importance that are included in the Fourth Management Plan. Distribute one a month to news outlets for five months
 - ◇ Writing and distribution of releases (20 hours)
Item Cost - \$1,500

Total Cost Option #3: \$9,004 (\$4,502 GUAC; \$4,502 Coalition)

****Potential addition**

- Develop list of homeowner association newsletters and disseminate news releases and or purchase ads
Estimated Cost - \$750 to develop list
\$250 to design ads for three months

\$550 to develop ad content, distribute ads and or news releases to media for three months

Total Estimated Cost - \$1,550