

JULY 2, 2013

SHOP LOMPOC CAMPAIGN:

The concept of a Shop Lompoc program was originally approved by the Council in 2010, with Mayor Linn and Council Member Starbuck appointed as an Ad-hoc Committee. The Ad-hoc Committee chose to delay bringing this program to Council until most of the large, vacant stores were filled, which now provide many more shopping choices.

The purpose of this marketing campaign is to provide the Shop Lompoc message in the same graphic design at businesses, City buildings, parks, on local business vehicles and on City General Fund vehicles. Additionally, when City Staff, whose salaries are funded by the General Fund, delivers services to citizens, they will also deliver the Shop Lompoc message.

The secret to success in advertising is repetition of the graphic image and message. The Shop Lompoc sticker has previously been placed on the front door of many businesses in Lompoc.

The City Attorney has reviewed the items below and found that stickers, signs and cards can legally be placed or used as described. He also found that the current wording can legally be used, but suggested an alternative wording by changing the phrase:

From: "LOCAL SALES TAX PAYS FOR YOUR POLICE, FIRE, PARKS AND OTHER CITY SERVICES"

To: "LOCAL SALES TAX HELPS PAY FOR YOUR POLICE FIRE, PARKS AND OTHER CITY SERVICES"

If the alternate text is selected, to maintain a consistent message, the stickers already placed on 'merchants' doors and vehicles would need to be replaced and the 1,000 stickers already printed and donated would need to be discarded.

The current budget has funds allocated to implement this Shop Lompoc program, which the Council approved as part of the Council's FY 2013-15 programs.

Shop Lompoc Program Components include:

- 1) Work with the Chamber of Commerce to place the sticker on the entry doors of all Lompoc businesses that are willing.
- 2) Work with the Chamber of Commerce to place the sticker on the back bumper of all vehicles owned by local businesses.
- 3) Place the sticker on the entrance doors of all City buildings, except the landfill, water and waste water plants. Display the sticker on customer service counters in all City buildings.
- 4) Place the sticker on the back of all City vehicles from departments that receive General Funds.

- 5) Place a Police Department specific sticker that states, "Local Sales Tax Pays for Your Police Services" on the entrance doors to the Police Department. Create a larger sticker scaled for the back of Police cars and support vehicles.
- 6) Place a Fire Department specific sticker that states, "Local Sales Tax Pays for Your Fire Services" on the entrance doors of the Fire Stations. Create a larger sticker scaled for the back of Fire trucks and support vehicles.
- 7) Place a large vinyl graphic on the back of all Colt busses and stickers in the busses.
- 8) Place a banner or permanent sign at the principal entrances of each park.
- 9) Place a four-foot by eight-foot sign both entering and leaving Lompoc on H Street, east and west Ocean Avenue and Central Avenue on City property.
- 10) Print the graphic on the back of all City business cards for all General Fund City Staff members that routinely give their card to the public. Create a departmental card for Police and Fire to give to each resident they serve with the graphic on the back.
- 11) Ask the Library and the Museum to place the sticker on their entrance doors.
- 12) Work with the TAP TV Staff to create a series of Public Service Announcements (PSAs) for TAP featuring the various City services paid for by the General Fund. Ask the Police Foundation, Fire Foundation, and Parks Foundation to participate and assist in production.
- 13) Provide the PSAs created in number 12 above to Comcast for insertion in their schedule. Supply the PSAs to local TV stations.
- 14) Place a two-foot by four-foot sign at each entrance to the hike and bike paths.
- 15) Continue the appointment of Mayor Linn and Council Member Starbuck to work with the Lompoc Chamber of Commerce and City Staff on implementing this Council's approved Shop Lompoc Program.
- 16) Mayor Linn and Council Member Starbuck will provide an update to Council in 6 months and make recommendations on how to refresh the Shop Lompoc program in 12 months.

Ad-hoc Committee: Mayor John Linn, Council Member Dirk Starbuck