

JULY 2, 2013

SHOP LOMPOC CAMPAIGN:

RECOMMENDATION: The Council Ad-hoc Committee recommends that the Council direct the Staff to implement items 1 through 14 below and the Ad-hoc Committee implement items 15 and 16 below. Additionally, the Council adopts "LOCAL SALES TAX PAYS FOR YOUR ..." as the phrase to be used on all graphics and the colors on the supplied example as the colors for all graphics in the Shop Lompoc Campaign.

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

The purpose of this marketing campaign is to provide the same Shop Lompoc message in the same graphic design at businesses, City buildings, parks, on local businesses vehicles and on City General Fund vehicles. Additionally, when Staff members, funded by the General Fund, deliver 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.

DISCUSSION: The City Attorney has reviewed the items below and found that stickers, signs and cards can legally be placed or used as described. The City Attorney also found that the current wording can legally be used, but suggested an alternative wording. He recommended 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 one banner which have been donated would need to be discarded.

The \$2,000.00 currently budgeted was based on using the donated stickers and banner. Additional funds will be needed if the donated stickers and banner are discarded.

FISCAL IMPACT: The FY 2013/15 Budget includes funds in the amount of \$2,000.00 to support the Shop Lompoc campaign.

Shop Lompoc Campaign Components:

- 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, which are not General Fund facilities. Display the sticker on customer service counters in all City buildings supported all or in part by the General Fund.
- 4) Place the sticker on the back of all City vehicles from departments that receive General Funds.
- 5) Place a Police Department specific sticker "Local Sales Tax Pays for Your Police Services" on the entrance doors to the Police Department. Create and place a larger sticker scaled for the back of Police cars and support vehicles.
- 6) Place a Fire Department specific sticker "Local Sales Tax Pays for Your Fire Services" on the entrance doors of the Fire Stations. Create and place 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 principle entrances of each park.
- 9) Place a 4' X 8' sign both entering and leaving Lompoc on H Street, Ocean Avenue east and west and Central Avenue where City property exists.
- 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 and at service counters.
- 12) Work with the TAP TV Staff to create a series of Public Service Announcements for TAP featuring the various City service paid for by the General Fund. Ask the Police Foundation, Fire Foundation, 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 2' X 4' sign at each entrance to the hike and bike paths.
- 15) Continue the appointment of Mayor Linn and Council Member Starbuck as the Ad-hoc Committee to work with the Chamber and City Staff on implementing this Council approved Shop Lompoc Program.
- 16) Direct Council Member Starbuck and Mayor Linn to provide an update to Council in 6 months and make recommendations on how to refresh the Shop Lompoc Campaign in 12 months.

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