



Proposed Budget

Bond Campaign

Marketing Firm

\$44,850

Scope of Services

- Develop Bond Referendum educational campaign logo
- Develop Bond Referendum educational campaign messaging
- Develop targeted messaging for various segments of the community
- Develop targeted, paid digital and social media (Facebook, Instagram, LinkedIn, Twitter, YouTube)
- advertising campaign to create awareness and engagement
- Develop collateral material – Copy writing and design (print – mailers, flyers, posters, banners, yard signs;
- digital – email and social media)
- Develop a campaign landing page/website (copy writing and design)
- Print collateral materials – mailers, flyers, posters, signage, etc.
- Create advertisements for print media
- Develop press releases, media alerts and PSAs
- Press Release Distribution and follow up to media outlets
- Develop and implement grassroots outreach strategy

Grassroots Canvassers:

Canvassers will be provided educational materials for canvassing and will be trained on the information. They will go door-to-door and report daily with constituent feedback. Canvassers will be bilingual (English and Spanish – some Creole)

Direct mailers to 26,521 registered voters

\$32,886

Miami Herald Local Section (\$1,750)

Bond Ballot Question (Reso #18-16)

\$3,500

- Sunday, April 29
- Sunday, May 13

Miami Herald Neighbors Section (\$405)

- Sunday, April 22
- Thursday, May 3
- Sunday, May 6
- Thursday, May 17
- Sunday, May 27

\$2,025

Total Bond Campaign

\$83,261