

MEMORANDUM



The
**Long Beach
Housing
Development
Company**

DATE: March 17, 2010

TO: Board of Directors
The Long Beach Housing Development Company

FROM: *Ellie Tolentino*
Ellie Tolentino, Vice President

PREPARED BY: LaVerne Duncan, Housing Communications Officer

SUBJECT: **Extension of Contract with Thomas Fields Associates
for Marketing and Communications Services**

RECOMMENDATION:

Authorize the President or designee to extend the contract with Thomas Fields Associates through December 31, 2011 to continue to provide comprehensive marketing and communications services to The Long Beach Housing Development Company.

BACKGROUND

In 2006, The Long Beach Housing Development Company (LBHDC) authorized the development of a Communications Plan (Plan) to meet its communication needs, to capitalize on the numerous opportunities created by the active and successful work of the LBHDC, and to promote and increase awareness of the City's overall mission to provide affordable housing in Long Beach. The goal of the Plan is to communicate clearly, proactively and effectively with key Long Beach audiences through the implementation of an integrated set of communications tools and activities.

In January 2008, the LBHDC approved a \$200,000 contract with Thomas Fields and Associates (TFA) to assist in the implementation of the goals and objectives of the Plan by providing comprehensive marketing and communications services to the LBHDC. TFA's contract expired on December 31, 2009, with \$63,317.40 remaining in the purchase order.

Staff wishes to continue to use TFA's services and requests the Board's approval to authorize the President or designee to extend the contract with Thomas Fields Associates through December 31, 2011. Approval of this extension will allow the continuation of ongoing efforts to effectively communicate the work of the LBHDC and implement the Communications Plan. It will also allow for the payment of outstanding invoices to Thomas Fields and Associates for services rendered post December 31, 2009.

Attachment

ET:LD

R:\LBHDC\Staff Reports\2010\March\Fields & Associates BPO Extension.doc

**MAKING
AFFORDABLE
HOUSING
HAPPEN**

AGENDA ITEM NO. 10

Mailing Address:
110 Pine Avenue
Suite 1200
Long Beach, CA 90802
Tel 562/570-6949
Fax 562/570-5921

February 4, 2010

Subject: LBHDC Marketing Communications Program

Creative/Asset Development

Branding: Includes creation and development of theme "Affordable Housing for All" and applying it across all advertising, marketing and community outreach materials including brochure, newsletter, website, bus posters, video and annual report.

creative/management fee – proposed \$15,000.00 - \$25,000.00
actual \$27,772.85

Photography: Capture families involved in and affected by low cost housing; show success stories. Celebrate Long Beach and its residents. Photography utilized throughout all materials.

photography and art direction – proposed \$15,000.00 - \$20,000.00
actual \$ 7,782.04

Marketing Communications Materials (Creative fees only; printing costs to be determined separately.)

Brochure: Create distinctive, easy-to-read brochure that repositions and re-brands LBHDC with new theme line. Includes copywriting, art direction, design, translation (Spanish & Khmer), production, and print production supervision for approximately 16-page brochure.

creative/management fee - proposed \$16,000.00 - \$26,000.00
actual \$ 8,087.25

Quarterly Newsletters: Redesign newsletter to be an effective communication and marketing tool for LBHDC using new theme line. Create new features such as "Then and Now," "Your Letters" and "Fast Track" while updating existing ones such as Calendar of Events. Includes copywriting, editing, art direction, design, translation, production and print supervision for four issues.

creative/management fee - proposed \$16,000.00 - \$20,000.00
actual \$11,572.50

Website: Up-to-the-minute news from the LBHDC. Main repository for program info. Provide area for Streaming Video of all seminars and programs. Calendar of Events, Resources, FAQs, Glossary of Terms, etc. Translation to 2 languages besides English. Includes copywriting, art direction, design, information architecture, programming, development and integration for basic website.

creative/management/programming fee \$20,000.00 - \$30,000.00
actual \$ 29,737.50

Bus Posters: Includes research of Long Beach Transit bus lines for most efficient targeting of LBHDC potential market as well as copywriting, design, production, print production and translation.

creative/management fee -proposed \$ 6,000.00 - \$ 10,000.00
actual \$10,452.50

Annual Report: Brief report of LBHDC and its financial health. Includes copywriting, art direction, design, translation, production and print supervision for cover design, overview/introduction and financials for basic annual report.

creative/management fee \$3,000.00-\$10,000.00
actual \$1,960.00

Video: Creation and production of fifteen-minute video. Includes scriptwriting, location scouting, editing, music royalty fees, transportation, research, post production, crew fees, production costs, insurance, DVD or video duplication costs.

creative/management/production fee \$ To be completed

Community Outreach: PR materials, invitations, announcements, event signage, etc.

creative/management fee TBD
actual \$39,317.96

Total cost to date: \$136,682.60