



City of Chula Vista

Legislation Details (With Text)

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Title: PRESENTATION OF 2017 MARKETING AND COMMUNICATIONS ACTIVITIES INCLUDING RESULTS FROM THE "THIS IS CHULA" IMAGE ADVERTISING CAMPAIGN

Sponsors:

Indexes:

Code sections:

Attachments: 1. Presentation

Date	Ver.	Action By	Action	Result
12/5/2017	1	City Council	presented	

PRESENTATION OF 2017 MARKETING AND COMMUNICATIONS ACTIVITIES INCLUDING RESULTS FROM THE "THIS IS CHULA" IMAGE ADVERTISING CAMPAIGN

RECOMMENDED ACTION

Council hear the report.

SUMMARY

Staff will update the City Council on 2017 marketing and communications activities including results of the "THISisChula" image advertising campaign that ran January - June 2017.

ENVIRONMENTAL REVIEW

Environmental Notice

The activity is not a "Project" as defined under Section 15378 of the California Environmental Quality Act State Guidelines; therefore, pursuant to State Guidelines Section 15060(c)(3) no environmental review is required.

Environmental Determination

The Director of Development Services has reviewed the proposed activity for compliance with the California Environmental Quality Act (CEQA) and has determined that the activity is not a "Project" as defined under Section 15378 of the State CEQA Guidelines because it will not result in a physical change in the environment; therefore, pursuant to Section 15060(c)(3) of the State CEQA Guidelines, the activity is not subject to CEQA. Thus, no environmental review is required.

BOARD/COMMISSION RECOMMENDATION

Not Applicable

DISCUSSION

The City of Chula Vista implements a comprehensive marketing and communications program to

promote the City, increase awareness, improve perceptions, and advance the City's image. In FY 2017, funds were allocated to secure consultant assistance to develop an image advertising campaign to generate awareness of the assets and attractions in the City of Chula Vista to those who do not live in Chula Vista. The City selected NV5 to develop the campaign following an RFP process. The Community Relations division from NV5, an international engineering and consultant firm located in San Diego, developed a bold and creative campaign designed to showcase the desirable quality of life in Chula Vista. The campaign was featured on billboards throughout the county; in digital advertising; and on paid social media advertising. The Marketing & Communications team supported the paid advertising effort with a robust social media program on the City's Facebook, Twitter and Instagram platforms. A new website was developed for the campaign www.ExploreChulaVista.com which connects visitors to attractions, entertainment, activities, and "Did You Know" information about the City. In addition, the City implemented an extensive social media program to support the campaign using #THISisChula to highlight the many assets and exciting activities to explore in Chula Vista. The campaign generated extensive news media coverage, social media engagement, and community awareness throughout the region. Staff also will update Council on other marketing and communications accomplishments.

DECISION-MAKER CONFLICT

Staff has determined that the action contemplated by this item is ministerial, secretarial, manual, or clerical in nature and, as such, does not require the City Council members to make or participate in making a governmental decision, pursuant to California Code of Regulations Title 2, section 18704(d) (1). Consequently, this item does not present a conflict of interest under the Political Reform Act (Cal. Gov't Code § 87100, et seq.).

LINK TO STRATEGIC GOALS

The City's Strategic Plan has five major goals: Operational Excellence, Economic Vitality, Healthy Community, Strong and Secure Neighborhoods and a Connected Community. The image advertising campaign and perception survey supports the Connected Community and Economic Vitality goals.

CURRENT YEAR FISCAL IMPACT

There are no additional fiscal impacts in the current Fiscal Year. Funds were included in the FY 2018 budget for advertising, marketing and communications activities including a Phase 2 image advertising campaign.

ONGOING FISCAL IMPACT

Staff will submit recommendations for advertising and marketing activities as part of the annual budget process.

ATTACHMENTS

None

Staff Contact: Anne Steinberger