AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

Agenda Item: Funding Request; Gunnison Valley Regional Housing

Action Requested:

Parties to the Agreement:

Term Begins: **Term Ends:** **Grant Contract #:**

Summary:

Funding Request; Gunnison Valley Regional Housing Authority; Magellan Strategies Consultation Fees for Possible 2017 Ballot Initiative; Gunnison County's Share $6000 from Commissioners Discretionary Fund

Fiscal Impact: $6000

Submitted by: Josh Ost **Submitter's Email Address:** jost@gunnisoncounty.org

Finance Review: (●) Required ( ) Not Required

Comments:
$6,000 is currently available to cover this request in the Discretionary Spending line item. No concerns. ln

Reviewed by: GUNCOUNTY1\lNienhueser Discharge Date: 3/16/2017

County Attorney Review: ( ) Required (●) Not Required

Comments:

Reveiwed by: Discharge Date: Certificate of Insurance Required

Yes ( ) No ( )

County Manager Review:

Comments:

Reveiwed by: GUNCOUNTY1\mbirnie Discharge Date: 3/17/2017

( ) Consent Agenda (●) Regular Agenda ( ) Worksession Time Allotted: County Manager's Report

Agenda Date: 3/21/2017

Revised April 2015

February 28th, 2017
MEMORANDUM

TO: PAULA SWENSON
FR: MAGELLAN STRATEGIES
RE: PROPOSAL OF SERVICES FOR GUNNISON VALLEY REGIONAL HOUSING AUTHORITY

Overview
This brief memorandum details a month-by-month proposal of services to be provided by Magellan Strategies to the Gunnison Valley Regional Housing Authority, anticipating a ballot initiative for November 2017.

March 2017
250-300n benchmark survey among likely November 2017 voters in Gunnison County.

Cost - $8,000-$10,000.

April-June 2017
Monthly consulting fee for assistance in education campaign, including copy and design of postcards and informational materials as well as mail pieces to targeted voter households, as determined by the results of the survey. Each mailing itself would cost somewhere around $4,500-$5,000 depending on the size of the universe, but that would be paid to the design firm/mail house. For the Gunnison Valley RTA campaign, we used Cold Spark Media out of Pittsburgh, a firm that we highly recommend and use for our other campaigns. During this three-month period, you would want to send at least one, maybe two mail pieces depending on the budget.

Cost - $2,000/month, $6,000 total

July 2017
250-300n "brushfire" survey among likely November 2017 voters in Gunnison County. This survey would be much shorter than the benchmark survey from March, and would be primarily used to gauge support for the ballot language.

Cost - $5,000-$7,000

August-October 2017

Reduced campaign-consulting fee to assist with draft radio scripts, design of a logo and newspaper ads, as well as design of another mail piece aimed at persuading voters to support the campaign. The fee is reduced at this point because as the official campaign begins in August, we would pass off a lot of the day-to-day tasks to someone on the ground who would manage the campaign. For the Gunnison Valley RTA campaign, Molly Mugglestone and Mary Burt filled this role.

Cost - $500/month, $1,500 total

Total Cost for Services Provided by Magellan Strategies: $24,500. This assumes the high end of projected survey costs, and so the actual amount may fall below $24,500.