



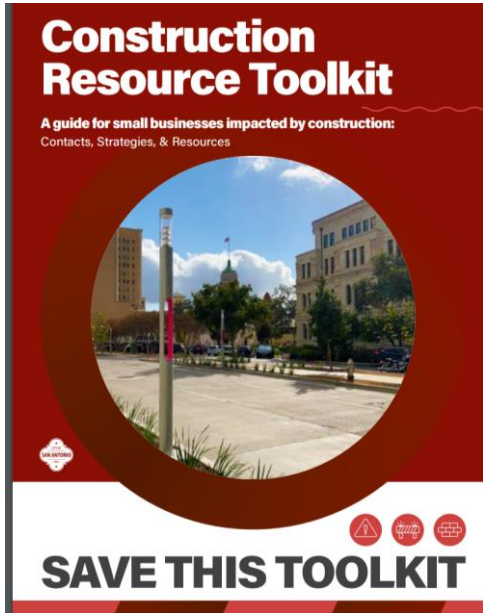
# **Construction Support Marketing Plan The Social Being, LLC Item #19**



**CITY COUNCIL A SESSION**

**October 3, 2024**

**Presented By: Brenda Hicks-Sorensen,  
Economic Development Director**



# Construction Mitigation Program

Combination of direct and indirect assistance measures for small businesses impacted by City-initiated construction projects lasting longer than 12 months

- \$500,000 Allocated in FY 2025

## FY 2024 Program Highlights:

Construction Toolkit available in English and Spanish

2 Activations

100 Businesses provided custom signs

Visit San Antonio Partnership

Buy Local Savings Pass Expanded



# Buy Local Goals



Bring **greater awareness** of the importance and value of buying local



Develop a **buy local culture** in San Antonio



Shift consumer spending by 10% to achieve **economic benefits**

# Solicitation Process

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- Request for Proposal (RFP) issued March 27, 2024
  - Proposals due April 29, 2024
- 3 responses received
- 2 responding agencies invited to a panel interview with Evaluation Committee on May 29, 2024
- Successful Letter sent to recommended agency on June 20, 2024



## Goal:

Develop a comprehensive plan building upon existing strategy development to support small business owners impacted by construction projects

**Get Counted Now!**

Response due by September 30th



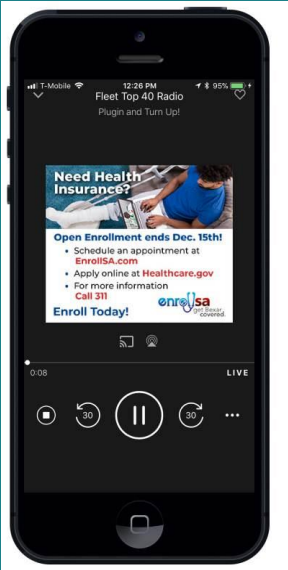
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**¡HAZTE CONTAR!**

La fecha límite es el 30 de Septiembre



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# About The Social Being, LLC



The Social Being, LLC is a nationally recognized, San Antonio-based, full-service digital creative agency.

- Founded on March 15, 2011, by Veronica Morales, The Social Being LLC (TSB) is a certified Small, Emerging, Woman-Owned, and Minority Owned full-service marketing firm
- Expertise:
  - Capturing targeted audiences using engaging UX websites through the use of proper (SEO) search engine optimization implementation
  - Strong social media marketing strategies, photography, and video production
  - Digital advertising such as mobile device identification and search engine marketing (i.e. Google Ads)
  - Emphasis on high-quality, conversions aimed to increase engagement

\$190,000/year for 1-year contract with opportunity to renew for (2) additional years

# Proposed Services



The Social Being, LLC is a San Antonio-based, full-service digital creative agency.



## Enhance Digital Presence

- Device ID Tracking – target audiences to increase foot traffic in construction corridors
- Creative Development – video production to raise awareness of Buy Local Campaign and other construction mitigation initiatives



## Focus on Buy Local Initiatives

- Enhance awareness campaign for Buy Local to include media kit for distribution
- Promote Buy Local Savings Pass and encourage public to download

# Scope of Work

## Current State of Marketing Efforts

## Gap Analysis & Needs Assessment

## Transformation Roadmap

### Inputs

- Campaign strategy and implementation
- Promotion of Buy Local Campaign
- Utilize traditional marketing efforts through print, social and digital

- Resource limitations
- Understand and assess gaps to expand program reach
- Recommend actions to address identified gaps

- Recommendations for process improvement
- Provide detail for each recommendation, including key deliverables, implementation tasks, metrics of success

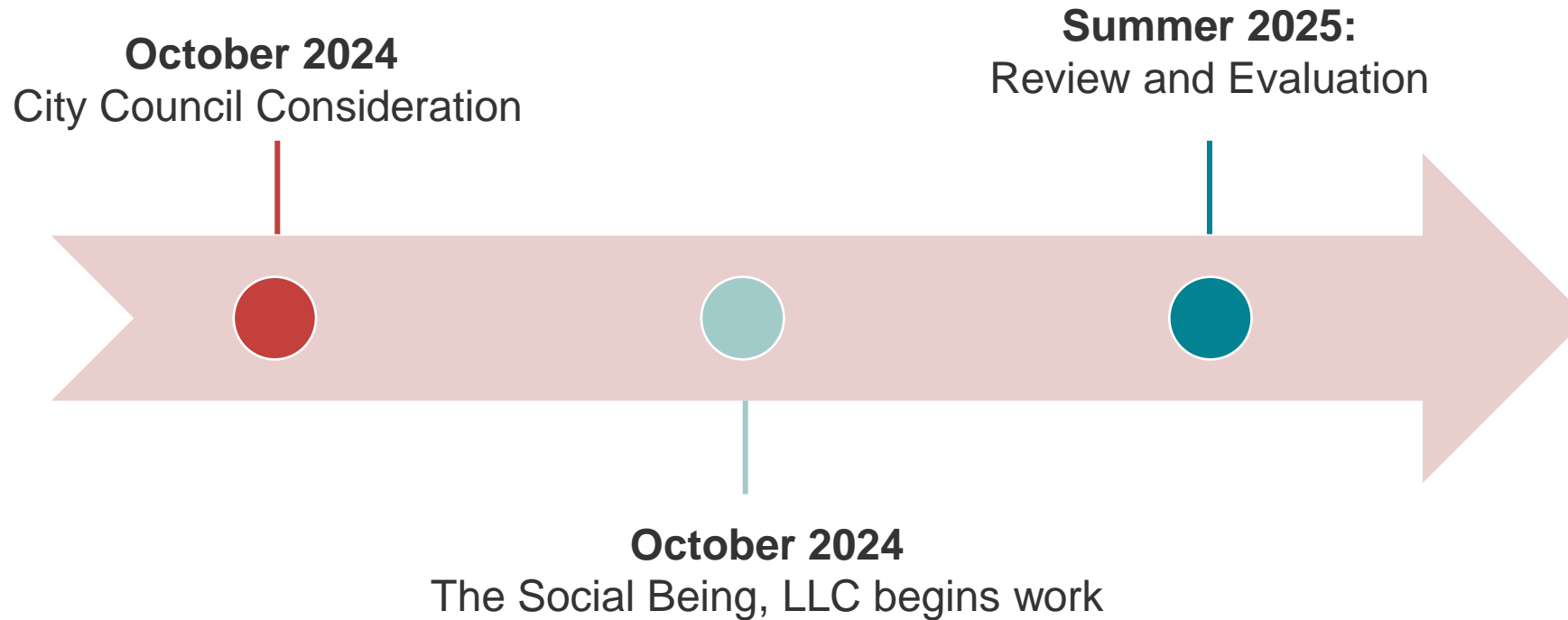
### Outputs

"As-is" workflow maps

Needs assessment brief

Strategy and action plan

# Planned Timeline



## Key Deliverables:

- Mobile device ID campaign to bring awareness to a wider audience throughout the city
- 3 videos to promote foot traffic to businesses impacted by construction
- Buy Local Media Kit and supporting marketing assets to raise campaign awareness

# Staff Recommendation



- Staff recommends approval of the contract with The Social Being, LLC
- Funding is available in the FY 2025 General Fund budget



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