

## Item F-4

Consider a resolution approving a Professional Services Agreement with 360 Lifeview, LLC of Fort Worth, Texas, for the purpose of providing digital photography, videography and marketing services for the Economic Development Department, in an amount not to exceed \$280,000.00; and further authorizes the City Manager to execute all contract documents.

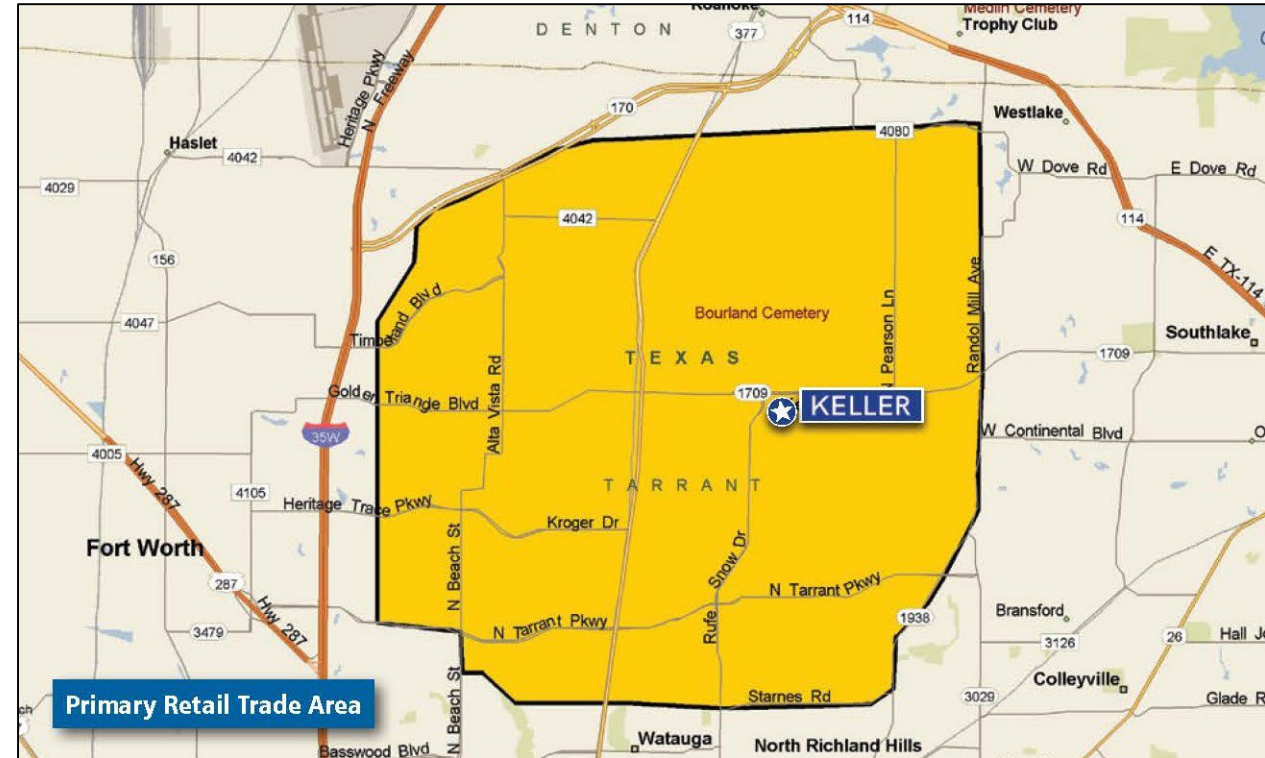
# Digital Impact Project

The Digital Impact Project is a citywide business outreach program which is:

- designed to emphasize Keller Businesses throughout the retail trade area as identified in credit card and license plate surveys;
- achieved by working with a consultant and our local businesses to claim and establish their digital presence, as physical signage and print media are no longer the primary methods to showcase their offerings.

# Digital Impact Project Goals

- Establish a large digital presence for Keller, to better compete with surrounding markets.
- Make Keller businesses immediately and prominently displayed on Google Maps and Search Results to our residents and the residents of our primary retail trade area
- Increase the overall sales tax base



# Keller Economic Development Strategic Goals

- The City of Keller Economic Development Strategic Business Plan identifies the following goals for the department:
  - Increase commercial property tax base
  - Increase daytime population
  - **Increase sales tax revenue**
  - Recruit targeted new businesses in priority locations
  - Identify, pursue and assist current Keller businesses that are looking to expand
  - Identify, pursue and assist businesses in surrounding communities that are looking to expand and/or relocate to Keller
  - Retain successful and targeted businesses

# Importance of a Strong Online Presence

97%  
SEARCH  
for businesses  
ONLINE



96% higher views on pages  
with images



64% find images more important  
than a business summary



53% find images more important  
than business reviews



- The web accounts for 10% of U.S. Retail Sales.
- This means that 90% of all U.S. Sales will still occur in a brick-and-mortar site.
- The Digital Impact Project is how we influence those shoppers to come to Keller.



# Other Business Outreach Programs

- Business Retention & Expansion Surveys
  - 100 surveys conducted each year.
  - 34% of businesses surveyed over the past 3 years have expressed issues with signage and advertising opportunities in Keller.
- Keller Business Growth Series
  - In 2018, we conducted monthly educational sessions for Keller Businesses and struggled to maintain an attendance above 15 people.
  - Small business owners are focused on the day to day operations for their business and it is difficult to pull that focus to look beyond those needs.
  - The most attended session covered: “Social Media: Beyond Advertising”

# Digital Impact Project Cost

- \$300 per participating business (every business in Keller will have the option to participate, excluding home-based businesses)
- Based on the \$280,000 budgeted for this project, the maximum per capita expense would be \$6.23 per year.
- The cost of the project would be primarily determined by the number of participating businesses. The following cost projections would be based off of the number of businesses indicated on the RFP (754).
  - 100% Participation = \$226,200
  - 75% Participation = \$169,800
  - 50% Participation = \$113,100
  - 25% Participation = \$56,700
- Less cost than hiring a full time position to do the work, as it is a one-time expense; with a smaller ongoing marketing expense which can be absorbed in the current marketing budget



# What does the \$300 cost cover?

1. Google Virtual Tour customized business package - up to 8 panos\*
2. 10 updated HD photos of the business\*
3. Claim and Verify business local listing
4. Fix any errors on the listing (GPS, Address, Telephone #, Website, etc.)
5. Create/Gain access to Google My Business Listing
6. Give Business owner tutorial on Google local listing and how to manage the page
7. Create embedded codes for Facebook & Website
8. Copy of each 360 photos for use on Social Media (copyrights to use freely)

\*Any additional services requested, shall be contracted and paid for by the business owner.

# Additional Services Provided in RFP

- Monthly training sessions for business owners, covering a variety of topics on Google services
- Copyrights and copies of all documents, photos, and videos will be provided to the City for branding and marketing purposes

# How does a business sign up to participate?

- All businesses with a Certificate of Occupancy from the City will be eligible to participate.
- If the project is approved, we will launch a marketing effort to sign up businesses that would like to participate.
- Businesses will be scheduled on a first come, first served basis, dependent on their business hours, weather conditions and seasonal decorations that may effect photography.
- 360Lifeview will actively solicit participation, based on our master list of businesses.

# Return on Investment

- Keller currently has an estimated retail sales leakage of \$391,188,411.
- This Digital Impact Project will help to address this leakage, as more consumers are able to find our businesses.
- Only 3.58% of that sales leakage would need to be recovered within Keller to realize a full return on investment in sales tax revenue of this project within 1 year.

# Project Pilot Results

- City Staff conducted a test of this program with 3 businesses in various locations around the city in March 2018.
  - Business X, Keller Town Center
    - Sales Tax Change: ~(25%)\*
  - Business Y, Old Town Keller
    - Sales Tax Change: ~0.18%
  - Business Z, Rufe Snow Dr. & N. Tarrant Pkwy.
    - Sales Tax Change: ~37.44%
- Specific Sales Tax information is confidential and cannot be disclosed.

\*Business X sales tax revenue was impacted by other, confirmed variables that resulted in a decrease.



# Measuring Success

- The City will be provided access to the Google analytics of each participating business and will retain a baseline measurement from the commencement of services.
- City Staff may pull reports for the completed businesses to compare against the baseline measurement to determine the effectiveness of the Digital Impact Project.

# KEDB Recommendation

- The Digital Impact Project was first presented to the Keller Economic Development Board on April 16, 2018.
- On May 21, 2018, the board considered the project for recommendation to include in the Economic Development Budget for the 2019 Fiscal Year.
  - Approval was recommended, 3 ayes to 2 nays.



**Questions?**

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