CHOOSE TALLAHASSEE

...FOR THE BEST OF YOUR LIFE.

August 19, 2013

Dear Imagine Tallahassee Leaders:

What a challenging and exciting venture upon which you have embarked! Thank you for your leadership at this time in our community's history.

As you ponder and plan the many exciting future directions that our community can pursue, we would appreciate your including, as one of your priorities,"Choose Tallahassee," the important initiative that many community volunteers and key organizations have launched and sustained for almost three years. Choose Tallahassee can make major contributions to our economy **attracting large numbers of the nation's retiring baby boomers to relocate to our community.**

Our Origin and Purpose

Choose Tallahassee was organized by a group of community volunteers who felt that our wonderful community had much to offer to retirees interested in relocating and baby boomers who are close to retirement. We felt that these individuals and families could be a major contributor to the economic growth of our area and could also make our region a more exciting and caring place in which to live.

Our initiative quickly gained support from a large number of our community organizations and individual community leaders. Attachment A provides a list of participating community organizations. We think you'll be impressed by the diversity of groups whose leadership footprint includes local government, business and non-profit sectors.

Potential Economic Impact

One of our first tasks was to research the potential economic impact that relocating retirees could have on our local economy. In summary, we found that:

- Over the next 16 years nationwide, approximately 10,000 individuals will be retiring each day.

- If we attracted only three-tenths of one percent of those retirees, we would add $1 billion in economic impact per year to our economy.

Can Tallahassee Be Competitive?

But would our community be attractive to relocating retirees? To answer this question, we cooperated with the Consumer Federation of the Southeast to conduct a national survey of Baby Boomers in the northern parts of our nation to learn about how many would be relocating and what they would be looking for in a retirement destination. We were thrilled to learn from that survey these key facts about this major population segment:

- About 20 percent plan to relocate
- Large percentages (over half) of those planning to relocate were looking for a community that:

  * reflects a warm climate, but also had a change of seasons

  * features the presence of a major university for lifelong learning

  * offers close proximity to the coast and beaches

  * provides a high quality health care system

  * has the charm of a small town, but is large enough to offer a wide choice of dining, cultural, recreational and shopping options.

Our survey revealed what we and our neighbors already have discovered in the myriad positive traits that our community is blessed to enjoy in quantity and quality. **Tallahassee and its surrounding communities offer an abundance of the very quality of life elements that are most valued by more than half of the baby boomers who plan to relocate in retirement.**

What We Have Done?

In terms of quality of life, we have exactly what most appeals to retirees. What we need is a major, comprehensive, coordinated and sustaining initiative to "get the word out." That is what we have been dedicated to doing for most of the past two years.

- We worked with the Washington Economic Group to use the results of the Consumer Federation of the Southeast's survey to evaluate how Tallahassee compares to 20 other selected cities in meeting the attributes that relocating retirees value the most. **The Washington Economic Group found that Tallahassee was the top city, among all of those communities compared, in having the greatest array of quality of life measures that baby boomers and retirees want in a place to relocate**.

- Under the volunteer leadership and work of Sachs Media Group, our press release about Tallahassee's top ranking in attractiveness to retirees was carried in over 600 media outlets around the nation and even in Hawaii, Canada and England.

- With the great support of the Tallahassee Democrat and help from other community volunteers, we have developed a very informative and attractive web site to promote Tallahassee as a retirement destination. We encourage you to visit the web site at www.choosetallahassee.com. Because web sites are never static, we continue to work with The Democrat to make meaningful improvements and to keep it fresh and appealing with new information.

- With the strong support of Tallahassee Magazine and advertising support from local businesses, we have published our second edition of a special, full-color semi-magazine brochure with pictures and vivid written descriptions that present the fantastic attributes that our area offers to new retirees (as well as to all of us!). A copy of the document is enclosed.

- With the help of the Tallahassee Senior Center, we have trained over 20 volunteer hosts, who are now fully prepared to personally respond to questions raised and to provide information requested by potential retirees from the web site, personal visits and telephone calls.

- With help from the Tallahassee Chamber of Commerce, we have established an administrative process for following up on requests for more information about Tallahassee through the web site and from telephone calls. Requests are funneled to the Chamber, which sends out copies of the enclosed brochure. Requests for personal contacts are funneled to our hosts, who follow up with telephone calls and personal letters.

- We have worked hard, and are continuing to work, at getting our entire community involved in, and supportive of, this initiative through presentations to local civic clubs and professional associations and participation in local television programs and other media outlets. The expressed support from our community has been overwhelming!

- We have established a process for monitoring the success of our initiative in terms of the number of contacts from potential retirees and the number who actually relocate to our community. We have found that monitoring the number who actually move here is a little more difficult than we envisioned, but are working with the realtors to get better data.

What Have We Learned?

During our almost three years of this volunteer initiative, we have learned:

- The Tallahassee region has the characteristics that a majority of relocating retirees will be looking for over the next decade.

- Other cities/regions have very active retirement destination marketing programs to retirees. In spite of our strong attributes, until our volunteer initiative, no efforts have ever been made to market Tallahassee as a retirement destination.

- Retirees begin planning their relocation several years ahead of time, so we must have a sustained marketing program. A one-time splash, while temporarily helpful, is soon forgotten.

- While absolutely critical, our marketing program has to be more than advertising and promotions. It has to include organized programs to personally welcome people to Tallahassee and help them to become an active part of our community.

- We must build a strong sustaining initiative that has strong leadership and involves all of our community organizations. The initiative must be fully integrated into and supported by our community, becoming a permanent part of our economic and social organizations.

- Maintaining the strong support from volunteers, as we have currently, is absolutely essential if this initiative is to become an integral part of our community. But, sustainable success requires more than just volunteers. We are going to need a continuing level of financial support to provide the administrative support needed to keep everything organized and moving forward.

Our Current Organizational Structure

- Choose Tallahassee has been incorporated as a 501(C) (3) corporation with a volunteer board of directors.

- The United Way acts as the fiscal agent for the initiative. Expenditures have to be approved by two Choose Tallahassee officers.

- The Tallahassee Democrat manages the web site.

- The Tallahassee Chamber manages the distribution of brochures and other information to inquiring retirees.

- Rowland Publishing prints and publishes an annual brochure at no cost to Choose Tallahassee.

- Capital Health Plan, Tallahassee Memorial Hospital, Capital City Bank, the City of Tallahassee and Leon County have provided start-up funding. Others are also contributing – but this project needs to be sustained with additional significant and ongoing support to meet its ultimate potential to make a deep and positive economic impact.

- Our current approximately 75 active volunteers meet every other month to report, discuss and plan.

- Our Executive committee meets during the other months to provide direction.

What Are We Doing Now?

- We continue to look for low-cost promotion programs. Our next major public relations effort will be the sponsoring of a national contest for a year of free housing and a multitude of community "freebees," including free symphony, athletic and theater tickets, and free first year memberships in organizations like Springtime Tallahassee and San Luis Mission. Our community has been tremendously supportive in this effort. The winner will be the couple or individual who builds the best case of why they want to retire to Tallahassee and must move here to win. Our contest is ready to go; we are just waiting upon the most effective time to launch.

- We expect to generate significant national press coverage when we launch the contest and promote it throughout the country.

- Through the volunteer efforts of RB Oppenheim Associates, we have established a very detailed, low-cost social media public relations program which has already been launched and will be a major part of promoting the national contest.

- We are working with the Tallahassee Board of Realtors to sponsor a training program for realtors on how to "sell Tallahassee" to potential retirees.

- We are in the process of setting up meetings with local real estate developers about the development of small housing communities oriented towards retirees. Our initial contacts have very encouraging.

- We are working with the FSU Alumni Association on the possibility of promoting Tallahassee as a retirement destination for its retirement age alumni.

- We have secured the approval of State Welcome Center manager to bring welcome center staff to Tallahassee for a special tour of our community.

We hope that the information in this letter will cause you to reach the same level of excitement about the potential impact of promoting Tallahassee as a vibrant retirement destination as we have. We would love to be a part of your plan for Tallahassee's future and for you to become a part of what we are doing.

We would also welcome the opportunity to provide more information and to respond to any questions that you may have.

Ron Sachs
Co-chair

Ken Boutwell
Co-chair

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Attachment A

Volunteer Organizations/Businesses Involved
Choose Tallahassee Initiative

- Capital City Bank
- Capital Health Plan
- Tallahassee Memorial Hospital
- Sachs Media Group
- RB Oppenheim Associates
- Tallahassee Chamber of Commerce
- Tallahassee Democrat
- Rowland Publishing
- Westminster Oaks
- FSU Alumni Association
- Osher Life Long Learning Institute
- FSU Medical School
- MGT of America, Inc
- United Way of the Big Bend
- Community Foundation of North Florida
- Tallahassee Board of Realtors
- Tallahassee Builders Association
- Tallahassee New Comers Club
- Tallahassee League of Women Voters
- Visit Tallahassee
- Tallahassee Senior Center
- Coldwell Banker Realty
- Elder Care Services
- Council of Neighborhood Association
- Volunteer Leon
- Capital Regional Medical Center
- City of Tallahassee
- Leon County Board of Commissioners
- Consumer Federation of the Southeast

January 10, 2013
Revised February 7, 2013

PR/DIGITAL MARKETING PLAN
for
CHOOSE TALLAHASSEE

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PUBLIC RELATIONS & DIGITAL MARKETING PLAN
CHOOSE TALLAHASSEE

OVERVIEW

In June 2012, business and community leaders in Tallahassee launched Choose Tallahassee, a nationwide marketing campaign promoting Tallahassee as one of the country's best retirement destinations.

As baby boomers reach their 60s, about 20 million of them will consider relocating to regions with warm climates, reasonable costs of living, abundant cultural and recreation opportunities, excellent health care and low crime. Tallahassee has all of this and more, and Choose Tallahassee will convey this message to targeted markets throughout the country. Even 2,000 boomers relocating to Tallahassee would add $370 million in extra annual income, generate a boom for the local housing market and create more jobs as a result of increased demand on services. In addition, new retirees would neither impact crime nor burder schools with additional costs.

In conjunction with the Choose Tallahassee campaign will be a "Why I Want to Live in Tallahassee" video contest, open to retirees and soon-to-be retirees throughout the nation. The contest winner will receive an impressive awards package that will allow him or her (as well as a spouse or partner) to relocate to Tallahassee and experience the very best of our community – living in a comfortable home; attending arts, cultural and sporting events; taking lifelong learning courses; enjoying our natural resources; etc.

Tallahassee is one of the top places to retire, and our strategies will convey this message to targeted markets throughout the country. Social media will provide CT an effective and efficient means of publishing immediate and up-to-date information, enhancing relationships, communicating with future and current retirees, sharing knowledge and news about CT and enhancing internal communication processes. In addition to helping CT's current baby boomers, potential retirees and the general public to communicate, social media can enhance relationships with other individuals interested in retiring in Tallahassee.

In support of the overall CT campaign and the "Why I Want to Live in Tallahassee" video contest, RB Oppenheim Associates and its digital marketing division Digital Opps have agreed to provide digital marketing, public relations and social media management services for Choose Tallahassee. The following plan outlines strategies, tactics and tools to achieve the initiative's goals effectively, as well as to elevate the CT brand positioning and online visibility for future growth.

OBJECTIVES

- To position Tallahassee as one of the country's (and Florida's) best retirement destinations
- To generate awareness and understanding of – and engagement in – the Choose Tallahassee initative among local residents
- To secure the relocation of new and current retirees to Tallahassee
- To provide marketing opportunities and recognition to key CT and video contest sponsors
- To enhance awareness, understanding and engagement in CT's video contest
- To enhance the utilization of CT's communication tools, such as its website and social media platforms
- To monitor CT's online reputation and interactions
- To develop and execute a strategy for consistent, targeted and ongoing digital marketing, public relations and social media with current and potential audiences
- To generate a prospect list of interested retirees for relocation to Tallahassee
- To educate target audiences on the benefits, promotions and community involvement in CT
- To utilize data from the campaign and collect information for further targeted marketing of Tallahassee as a retirement destination

TARGET AUDIENCES

- Current and potential retirees in Florida (e.g., baby boomers)
- Seniors in snow-belt states who are retired or considering retirement
- FSU alumni
- Adult children of retirees currently residing in the Tallahassee area
- Others who are considering retirement, are seeking a retirement location, researching retirement options for a parent or parents, or who are interested in moving to a new retirement location

STRATEGIES

Social Media: Reach and build relationships with current and potential retirees, baby boomers and adult children of retirees through social media outlets, potentially including Facebook, Twitter, YouTube, LinkedIn, Flickr, Pinterest, Foursquare, Stumble Upon, Digg, Reddit, Slideshare, Google+, My Google Map, Tumblr and other relevant and appropriate social media platforms.

Digital Marketing/SEM: Develop and execute a Search Engine Marketing (SEM), Search Engine Optimization (SEO) and digital ad campaign, combined with social media, to provide maximum exposure to targeted key audiences at the most efficient overall campaign costs. We will macth the target audiences with the top retirement locations based on popular Web articles such as those published regularly in USNews.com. Target audiences considering retirement relocations will search for top locations mentioned in these articles. Though Tallahassee is not mentioned in those articles, it is imperative for competitive positioning that Tallahassee shows up in these online searches. These targeted retirement-related searches will provide the basis for Google

and Facebook ad placements in conjunction with the word "retirement" (e.g. "El Paso, Texas" + "retirement"; "Raleigh, North Carolina" + "retirement"; etc.). This micro-targeted search tactic is the most cost effective SEM, compared to competing for the keyword "retirement" alone on a national scale.

Public Relations/Earned Media: Secure nationwide news coverage in appropriate, targeted media to position Tallahassee as an outstanding retirement destination, to promote CT as a resource for potential relocation and encourage participation in the video contest.

TACTICS/ACTIVITIES

Social Media Engagement

The primary goal of social media channels for the CT campaign is to enhance SEO and SEM objectives. Each social media profile will include a link to the ChooseTallahassee.com website. In turn, Google will index the link from that social media profile, improving ChooseTallahahassee.com's overall organic search ranking.

RBOA/DO will fully optimize Choose Tallahassee's current social media with regard to the campaign and contest. CT's Facebook page currently appears to be an underutilized communication tool (with just 16 "likes"). We will increase engagement and more dynamically utilize this platform, including adding photo albums, videos, profiles of local "hosts," news about Tallahassee, updates on the video contest and more.

CT's Twitter page – with just three followers – shows room for growth thus far and, in fact, it appears to have been "hacked" and is inaccessible by CT administrators. RBOA/DO has initiated contact with Twitter, but has been unable to get login access reset. Unless this we can resolve this issue, we recommend abandoning the current Twitter profile and creating a new one. Twitter can be a very effective tool for engaging retirees and raising awareness about CT's contests with strategic postings and follower building.

In addition there are other social media platforms that we will develop and utilize that could prove very helpful in building relationships, enhancing awareness and securing retirees in Tallahassee.

Following are examples of tactics to adopt across various social media platforms:

Facebook: Use this platform to share Choose Tallahassee messages, encourage positive Tallahassee-focused discussion among the target audiences, drive traffic to the website and yield analytics about interaction with the target audience.

- Promote specific campaign messages via Facebook Advertising to the target audiences in specific cities across the United States
- Tag and mention similar pages to increase the reach for posts and gain more "likes" and followers
- Encourage feedback and opinions from the public (and monitor closely to ensure all posts from others are appropriate and respectful and that any questions posed are answered promptly)

- Continue the influence outreach through Facebook
- Create posts that recognize contest sponsors

Twitter: Content for tweets will range from retirement news to CT events and contests. Use tweets, hashtags, twitpics and lists to help promote campaign efforts and connect with influencers.

- Potential CT hashtags may include: #ChooseTLH, #retirement, #Tallahassee, #Seniorlife
- We will schedule posts throughout the day to build follower base and increase profile activity
- When appropriate, posts will include sponsor mentions through updates, as well as include sponsors' own Twitter profile names in "Follow Friday" recommendations

YouTube: Develop a Choose Tallahassee YouTube channel with playlists and original uploads to share exciting information about local events, develop a visual representation of Tallahassee retirement and connect with interested Baby Boomers. Use the established channel to host the Choose Tallahassee video contest.

LinkedIn: LinkedIn "groups" provide a comprehensive way to share information, promote interactive discussions and make new connections. A CT LinkedIn group would serve primarily as a member-driven content area and a great way for retired members to network. RBOA/DO will create a Tallahassee retirement group to develop discussions, answer questions and share information relating to the top driving factors in retirement relocation.

Flickr: Establish sets of visuals and testimonial stories that depict Tallahassee's best assets for retired living. We can place these photos or testimonial stories on CT's Facebook page, cross-utilized in an e-newsletter and viewed via links shared on other social media platforms.

Pinterest: Create pins "boards" that depict Tallahassee's best visuals to support the retirement-driving factors. We can place sponsor logo images placed on a contest board.

Foursquare: Create "Suggested" lists that identify relevant locations and attractions for boomers who are near Tallahassee and share these lists on other social networks.

Stumble Upon, Digg, Reddit: Submit links of original content posted on ChooseTallahassee.com to gain more traffic on the website.

SlideShare: Create a Choose Tallahassee account to share presentations that indicate why Tallahassee is the number one retirement destination.

My Google Map: Create a public Choose Tallahassee map that identifies locations, services and venues that relate to the top-driving factors for retirement relocation.

Tumblr: Create a Tumblr account to record the photo journey of the Choose Tallahassee Google Map and share other content from the Choose Tallahassee website.

Digital Marketing

Landing Page: We will develop a landing page dedicated contest/campaign landing page that we can use to collect contest entries and or information on persons interested in participating in the contest, as well as provide a high level of exposure for the contest's primary sponsors. The landing page would be consistent with the campaign theme and messages, provide compelling retirement stories and demonstrate the benefits for current and potential retirees to retire to Tallahassee. We can house this page on the current Choose Tallahassee website and could provide a mechanism for future email contest updates.

Digital Advertising: We will promote the Choose Tallahassee initiative and the video contest using highly targeted pay-per-click advertising on Google Ad Words and Facebook. Of the $12,000 marketing budget established by the CT Executive Committee, it is recommended the committee allocate that 70 percent (about $8,500) to digital advertising for initial 30-day launch. Of those dollars, it is recommended to split the ad placement 50/50 in Google Ad Words and Facebook Ads (approximately $4,250 for each). These digital and social media marketing vehicles provide the lowest cost per click while providing maximum reach for dollars spent. Initial research shows that the target cost-per-click would be between $1.00 and $1.40 per-click. During the first three weeks of the contest's digital marketing campaign, we will monitor each platform in real-time. Both programs will allow for daily ad-spend shifts in the event that market trends dictate a shift in allocation of funds. The rest of the budget will be spread out over the remainder of the contest period leading up to the final deadline for entries to be submitted. With Facebook, digital advertising can use the "Best Places to Retire in 2013" location chart; ads can be targeted by age and location to ensure highest click-through and impression count, as well as to establish per-market segment budgets per location by month broken into daily spend average.

Digital Media Monitoring: Tracking "retirement" conversations across the Web will be critical to maintaining Tallahassee's position as a leading candidate for relocation by retirees. Collaboration between Tallahassee.com staff and our Digital Opps digital marketing team will ensure the Choose Tallahassee campaign will optimize available digital resources. Newsclipping services along with Google Adword analytics will allow for real-time adjustment to trends in pay-per-click costs.

Keyword Analysis: Conduct an analysis of possible search terms related to CT using the Google Keyword Tool to determine the most frequently used search terms. We will use the most popular search terms when crafting blog content, Twitter updates and Facebook posts.

Suggested Keywords: Following are the recommended campaign keywords for digital marketing and SEO: Retirement Communities, Retirement Communities In Florida, Florida Retirement Communities, Retirement Areas, Florida Retirement, Florida Retirement Cities, Florida Retirement Living, Florida Retirement Places, Retirement Living

In Florida, Affordable Florida Retirement, Senior Living Community, Senior Living in Florida, Senior Life, Senior Community Living, Senior Housing, Senior Citizen Housing, Affordable Retirement, Sunny Retirement Locations, Affordable Retirement Areas and/or Senior Living.

e-Newsletter: Conceptualize, design and write copy for a periodic (e.g., monthly) e-newsletter with information about retirement, Tallahassee featured activities/events and benefits of retiring in Tallahassee. We will create the e-newsletter utilizing a Constant Contact platform and sent via email to an opt-database of interested individuals. We will give contest sponsors positive exposure via placement of logos, digital ads and/or brief feature profiles.

Partner Engagement: Develop website buttons and banners utilizing the CT logo, positioning statement and/or video contest title and embed a hot link in the graphic that will go directly to the CT website and/or contest information page with a simple click. Share the graphic with Tallahassee Realtors, the Chamber, sponsors and other partners with the request that the button or banner be added to their own websites to promote CT and the contest to their websites' visitors.

Public Relations/Earned Media

RBOA will work with Ron Sachs Communications to plan and coordinate media activities to help launch and promote the Choose Talllahassee video contest. Additional public relations/earned media activities will include initiatives to develop and disseminate appropriate press releases, media advisories, op-eds and announcements, including contest status and milestones and other CT opportunities. Activities may include:

- **Media Identification and Database Management.** Develop a targeted media list – including mainstream and "new media" – to disseminate information on CT and the video contest (e.g., news releases, media advisories, story pitches and op-eds) and set up media interviews and discussions. Targeted local, state and national media may include:
    - Local, state and national business, consumer, families and seniors-focused reporters and editors
    - FSU and FAMU Alumni publications and communication channels
    - Local, state and national magazine editors, with particular emphasis on publications targeting seniors and boomers
    - Local, state and national television news directors, special segment producers, assignment editors and senior-focused reporters and programs
    - Producers/hosts of local, state and nationwide talk-radio, television guest-interview and public affairs programs
    - Local, state and national bloggers writing about retirement, topics of interest to seniors, health care and other appropriate related topics and issues

- **Feature Stories:** Write and pitch feature stories on the Choose Tallahassee initiative and video contest that include the benefits that retiring in Tallahassee provide (e.g., exceptional health care, sports and recreation, events and activities).

- **News Releases:** Develop and disseminate news releases with current, newsworthy information regarding the CT initiative, video contest, the benefits of retiring in Tallahassee, information on retirement and other appropriate matters.

- **FAM Tour**: Organize a "familiarization"(FAM) tour (one-on-one, scheduled by appointment) with members of appropriate national media focused on seniors, retirement and lifestyle topics to provide detailed background, information and interviews for coverage of the CT initiative, video contest and profile Tallahassee as a retirement destination.

- **Op-Ed Coverage:** Work with the *Tallahassee Democrat's* editorial page editor and/or appropriate columnists and encourage their writing of editorials or columns in support of the CT initiative and video contest. Utilize the editorials and/or columns in marketing materials and social media posts.

BUDGET

RB Oppenheim Associates and Digital Opps have agreed to provide all consulting, research, planning, media relations, social media engagement and digital marketing services as an in-kind donation to Choose Tallahassee as consideration for recognition as a community sponsor of the initiative.

The Choose Tallahassee Executive Committee has established a budget of $12,000 for the 2013 calendar year for digital advertising, search engine marketing and out-of-pocket marketing expenses (e.g., domain registration and hosting for a Web landing page, Constant Contact e-newsletter subscription, etc.). Following is a breakdown of how to allocate the budget:

Professional fees …….…… no charge
(provided in-kind, value of $25,000, based on projections of 25 hours per month of professional time expenditures at $100/hour for 10 months)

Digital advertising ……..…….. $ 11,000
(for Google Ad Words and Facebook ads)

Marketing expenses ……..…….. $ 1,000
(estimated, for domain registration, hosting, Constant Contact subscription)

TOTAL …… $12,000