

CITY OF MARION, DIRECTOR OF MARKETING CURRENT-2005

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NEW MARION WEBSITE:

-I worked with 3 local vendors to create the City of Marion's website. Spent \$25,000 dollars total and saved the city 122 thousand dollars. www.marion.indiana.us This will also save the city money long term by saving paper and putting valuable information on the web. The News page allows each department to update things that are happening in the community.

'MAKE IT MARION' VIDEO

-I wrote, directed, and produced this video to showcase our city. It was designed to tell our story without using words so that when the Mayor travels to a foreign land it will have the same emotional impact.

SPLASH HOUSE COMMERCIALS (3)

-I produced, created, shot and edited 3 different Splash House commercials. They are on our site, they aired on Brighthouse Networks and I was able to get a special rate to save us money, and they are on YOUTUBE.

NEW SPLASH HOUSE COMMERCIAL

-I recently did a new Splash House Commercial with Disney Channel Stars Rondell Sheridan and John D'Aquino.

BUS ADS FOR CITY HALL

-I created a deal with Proprints and Design group to do Bus Ads for the city ... AT NO COST!!! Businesses and organizations now rent the space form City Hall.

THE CHRONICLE-TRIBUNE/WBAT/WCJC

-I have written countless articles for the Chronicle Tribune and I have met with various department heads to help them tell their story. Whether it is thieves stealing copper and costing the tax payers money and keep our citizens alert, to new gifted Oak trees or activities in the park, to introducing a new person or business to town and alerting the CT or Radio stations with a story.

ARTS ALLIANCE

-Created the Arts Alliance. Per the Mayor's request I brought a team of organizations together including: The Chamber, Convention's and Visitor's Bureau, Community Foundation, IWU, Taylor, The Philharmonic, Mississinewa Valley Band, CSA, Civic theatre, Walton Center, Sweet Adelines, etc ... and we formed an Alliance. This spawned the Cool Tickets and on-line ticketing service at the Convention and Visitors Bureau. We compare events to try and prevent overlap, and we created the LIVE section at the Chronicle Tribune.

EDUCATION PROGRAM

-When the Mayor said he wanted to focus on education I immediately Created the Energy Program involving Marion Community Schools, The Community Foundation, YMCA, The United Way and organizations and businesses to inspire our youth with an after school program. <http://www.csa-marion.com/energy.htm>

-I created a video for the Oak Hill School district to promote Grant County. <http://www.ohusc.k12.in.us/Video/index.html>

SLIDE SHOW

-I created a Fire Department Slide show. <http://www.marionindiana.us/fireSlide.cfm>

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2 CHAMBER EVENTS INVOLVING THE MAYORS

-I Wrote, produced and directed 2 Gas City Ambassador Chamber functions with all of the Mayors (Mayor Seybold, Mayor Leach, Mayor Akers) to showcase tea work, comedy and good spirits. I brought together the media for that as well.

FIRST FRIDAY'S

-Coordinated City Hall First Friday's demonstration to showcase our different departments.

MUSIC VIDEO

-Made a music video and did press for local rapper Andrae Betts and a National spot per the Mayor's request.

SYNERGY

-Hosted this event twice.

INCIDENTALS

-Coordinated classes and visits to CSA with a Russian Mayor and police when they came to Marion

-When Chinese kids and diplomats came I coordinated classes and a visit to CSA and got Eric Reaves to do drawings of Garfield holding a Chinese flag.
NO COST!

-I have spoken or hosted numerous events.

- Hosted for Steve Wright and also subbed for Mayor Seybold on City Talk.

-Video taping or having editing equipment to help our community be more visual. CASA, FAMILY SERVICES, CHAMBER, etc ...