



MARKETING & COMMUNITY RELATIONS (MAC)

Kelly Douglas, Director

DEPARTMENT FUNCTION

Marketing & Community
Relations Department

The Marketing & Community Relations Department plays a crucial role for the City of Carmel by supporting the City and Mayor's messaging and helping to create vibrancy and connection within the community.

The department is currently focused on two main areas:

- **Marketing** - Brand management and communication to our residents through our various paid and owned media channels: print ads, social media, the Carmel Channel, and website.
 - **Events** - Creating vibrancy throughout the city by organizing engaging, meaningful free events that serve residents and merchants and reflect the city's culture and industry.
- **PR/Comm's** - City promotion and community engagement used to increase the city's positive visibility and promote economic growth through strategic communication targeting tourism and new business investments.



DEPARTMENT STRUCTURE

Marketing & Community Relations Department is currently comprised of 3 main sections: the **Marketing Team**, **PR/Comms Team*** and the **Events Team**, along with a Department Director, an Administrative Assistant, and a Senior Operations Manager shared with the Mayor's team.

The Marketing Team is made up of a Senior Marketing Manager, a Visual Communications Specialist, Social Media Manager, Creative Video Editor, Video Communication Specialist, and a seasonal intern, totaling 6 team members.

The Events Team is made up of a Senior Events Manager, 2 Event Managers, 1 Event Coordinator**, 1 Event Specialist, and a Part-time Event Coordinator.

The PR/Communications Team is comprised of a Communications Manager and a Part-time Communications Manager.

*Reports to CoS; Budget housed in MAC Development

** Shared with Economic

Personnel – New positions

The MAC team has been a team in flux in the past year. We continue to make informed adjustments in staff structure that both supports and takes MAC to a new level. We are ramping up our marketing efforts across digital media therefore requiring a new Social Media position. Website management has been brought inhouse – this requires a dedicated position, the Project Manager – Marketing, instead of being shared across 3 team members and an outside vendor. As we have leveled up the number of newsletters and vehicles of communication, we require another PR/Communications Generalist to generate new written content. The Community Education Coordinator will serve as an inter-department liaison and will assist in developing internal and external educational tools.

Staffing plan utilizes full-time and part-time positions for optimal efficiency, as well as interns to compensate for seasonal fluctuations in workloads.

We are proposing \$40,000 of overtime to cover event staffing and gearing up for heavy event seasons such as spring and winter holidays.

We are also proposing the following additional positions:

- Project Manager – Marketing
- Content Analyst – Social Media
- Community Relations Specialist – Community Education Coordinator
- Community Relations Specialist – PR/Communications Generalist

Total Request for Program: \$597,799



Team Growth

2023 BUDGET WORKSHOP REQUEST FOR 2024

Mktg Dir.	Office Admin	Sr. Mgr Events	Event Mgr	Trnsprt. Mgr	Event Spec.	Event Spec.	Sr. Mgr Fin.	Prj. Mgr Print	Social Media Spec.
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2024 TO DATE

Mktg Dir.	Office Admin	Sr. Mgr Events	Event Mgr.	Trnsprt. Mgr	Event Spec.	Event Spec.	Sr. Mgr Ops.	Prj. Mgr. PR/Comm	Social Media Spec.	Sr. Mgr. Mktg. & Brand	Visual Com. Spec.	Digital Video Spec.	PEG Ch. Spec.
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2024 BUDGET WORKSHOP REQUEST FOR 2025

Mktg Dir.	Office Admin	Sr. Mgr Events	Event Mgr.	Trnsprt. Mgr.	Event Mgr.	Event Spec.	Sr. Mgr . Ops.	Prj. Mgr. PR/Comm	Social Media Spec.	Sr. Mgr. Mktg. & Brand	Visual Com. Spec.	Digital Video Spec.	PEG Ch. Spec.	Mgr. Mktg.	Social Media Analyst	PR/Comms Spec.	Comms Spec. Edu.
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Media & Communications

Marketing and promoting the City of Carmel, including its events, awards, and key attributes through carefully planned marketing campaigns. Executing these campaigns across various channels: social media, print ads, digital ads, TV promotion and earned media. Maintaining and continuing to develop the brand of the city as well as its website. Consistent measuring of KPI's.

Effective promotion impacts economic growth by attracting new business and talent, as well as creating a healthy tourism market. Clear communication from the city supports civic pride with residents and bolsters faith in the governing body of the city.

These funds specifically support these key initiatives:

- Paid advertising
- Earned Media
- Support Owned Media
- Communications
- Equipment/Technology/Supplies

Total Request for Program: \$856,417



Events

"We moved to Carmel, IN in 2020, right at the beginning of the pandemic. We absolutely LOVE it here! There were so many outdoor spaces to enjoy. As a family, we have enjoyed exploring this wonderful community. Traffic is flowing with the numerous roundabouts. Community activities and festivals make it feel like a resort town!! We've lived in Illinois, Texas, and now Indiana. Carmel is our FAVORITE place to be!"

- Current Resident

Create engaging, meaningful, free events that reflect the city's culture and community creating vibrancy. While events are for our residents, it is also a marketing tool to attract tourism.

Festivals and events bring vibrancy to the city's districts creating character and contributing to their economic growth. Unique events attract media attention spotlighting our city in a positive light thereby increasing tourism.

- City Events (Ex. Brews on the Boulevard)
- Ceremonies (Ex. Veterans Day Ceremony)
- Partner Events (Ex. Porchfest)
- One time/Special Events (Swim City)
- Miscellaneous Support

Total Request for Program: \$934,780



Office Administration

General office costs supporting personnel.

Providing the tools for the team to achieve their deliverables from event apparel for events, to hardware for videography.

Total Request for Program: \$101,381



Office Improvement

Upgrading and purchasing additional office furniture and fixtures.

Additional office furniture is required as the team moved into City Hall this year and is occupying a space that has not been updated nor has been laid out for this team. A new layout is required so that teams are sitting in proximity for efficiency. Most of this cost is covered in 2024 budget, but there may be some carryover costs to finalize the space.

Total Request for Program: \$10,000



Team Development

Team participation in conferences, classes, or training aligned to their field.

Professional development investments enhance the skills of our team strengthening our department and encourages the use of best business practices.

Total Request for Program: \$95,500



Outgoing Sponsor Dollars & Community Relations

Event sponsorships, table purchases at community events.

Financial participation in community events strengthens our relationship with the community and can assist the growth of new and needed initiatives. At the same time, this is also an effective marketing tool to elevate the city's appeal to residents and increase its visibility.

These costs can be classified in two categories:

Outgoing sponsorship dollars: (ex. Carmel Clay Historical Society)

Community Relations: (ex. Carmel Youth Assistance Program)

Total Request for Program: \$420,260



Sister Cities

Sister Cities celebrates the diversity within our community and provides rich cultural interactions for our city residents to engage.

Maintaining a relationship with cross cultural cities raises the awareness of our city, increasing our visibility not just locally, but internationally as well.

Total Request for Program: \$67,500



Non-Reverting Fund Allocation Requests

Reminder: these are not taxpayer funds and paid from revenue received from previous year's ticket sales

922 Ice Rink Non-Reverting Fund:

Program Activities:

Ice rink management and operating expenses for November 2025 - February 2026 season.

Justification:

Maintains operations at ice rink and provides needed upgrades. Increase due to one-time maintenance and upgrade costs for tubing and pavilion.

Total Request for 922 Ice Rink Non-Reverting Fund:
\$509,213

923 Events & Festivals Non-Reverting Fund:

Program Activities:

Event expenses for Art of Wine, Brews on the Boulevard and Learn2Ride programs (events where revenue is received.)

Justification:

Festivals and events bring vibrancy to the city's districts creating character and contributing to their economic growth. Unique events attract media attention as well tourism.

Total Request for 923 Events & Festivals Non-Reverting Fund:
\$86,000



SUMMARY

MAC 2025 Budget Programs - <u>General Fund</u>	
Personnel - New Positions	\$ 597,799
Media & Communications	\$ 856,417
Events	\$ 934,780
Office Administration	\$ 101,381
Office Improvement	\$ 10,000
Team Development	\$ 95,500
Outgoing Sponsor Dollars & Community Relations	\$ 420,260
Sister Cities	\$ 67,500
Program Request Total	\$ 3,083,637
Estimate of current personnel costs (Salary + Benefits)	\$ 2,017,898
2025 Draft MAC Budget Request Total - General Fund (includes current personnel)	
	\$ 5,101,535

MAC 2025 Budget Programs - <u>Non-Reverting Funds</u>	
922 - Ice at Carter Green	\$ 509,213
923 - Events & Festivals	\$ 86,000
2025 Draft MAC Budget Request Total - Non-Reverting Funds	
	\$ 595,213

