



CITY CLERK  
GLOUCESTER, MA  
14 MAR -7 PM 12:10

**GLOUCESTER CITY COUNCIL  
Special Budget & Finance Committee  
Tuesday, March 11, 2014 – 6:00 p.m.  
Kyrouz Auditorium – City Hall**

**AGENDA**

*(Items May be taken out of order at the discretion of the Committee)*

- 1. Memorandum from Chief Administrative Officer re: Supplemental Appropriation Request (2014-SA-53) from free cash in the amount of \$60,000 to support the Information Technology Department and Supplemental Appropriation Request (2014-SA-60) from free cash in the amount of \$50,000 to provide the Gloucester Economic Development & Industrial Corporation (EDIC) with Public Relations and Content Marketing***

**COMMITTEE**

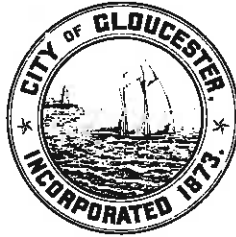
**Councilor Melissa Cox, Chair  
William Fonvielle, Vice Chair  
Councilor Paul McGeary**

Back-up & Supporting Documentation all on file at the City Clerk's Office, City Hall

CC: Mayor Carolyn Kirk  
Jim Duggan  
Kenny Costa  
John Dunn

**The listing of matters is those reasonably anticipated by the Chair which may be discussed at the meeting. Not all items listed may in fact be discussed and other items not listed may also be brought up for discussion to the extent permitted by law.**

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14 MAR -7 PM 12:03

**CITY OF GLOUCESTER**  
OFFICE OF THE MAYOR

## *Memorandum*

To: Chairman Cox and Members of the Budget & Finance Committee

From: Jim Duggan, Chief Administrative Officer 

Cc: John Dunn, Chief Financial Officer

Date: March 7, 2014

Re: **SA-53 and SA-60 Transfer Requests Supporting Information**

Thank you very much for convening a special budget & finance meeting to address the budgetary transfer's referenced above.

### **SA-53 Transfer - \$60,000**

Windows XP will reach end of life in April of this year, the City of Gloucester has approximately 45 machines running XP that need to be retired, as anything running Windows XP will become unsecure shortly after Microsoft stops releasing security updates.

The City has a single server running our email, calendaring system (Known as Microsoft Exchange) bringing online a second server will ensure up-time and reliability of a system expected to be up 100%, were right now the IT Director cannot guarantee that level of service.

Smaller items such as upgrades to the hardware and software used by the Clerk of Committees and Clerk of Boards for the purpose of creating meeting minutes, replacement of the Veterans Office's Copier and a color printer for the Mayor's Office.

### **SA-60 Transfer - \$50,000**

Attached for your review is a draft Scope of Services to provide the Gloucester Economic Development & Industrial Corporation (EDIC) with Public Relations and Content Marketing.

**City of Gloucester  
SUPPLEMENTAL APPROPRIATION - BUDGETARY REQUEST  
Fiscal Year 2014**

\*\*\*\*CITY COUNCIL APPROVAL- 6 VOTES NEEDED\*\*\*\*

APPROPRIATION # 2014-SA- 53 Auditor's Use Only

DEPARTMENT REQUESTING TRANSFER: MAYOR'S OFFICE

APPROPRIATION AMOUNT: \$ 60,000.00

Account to appropriate from: *Unifund Account #* 101000.10.000.35900.0000.00.000.00.000  
*Account Description* F/B - Undesignated  
 Balance Before Appropriation \_\_\_\_\_  
 Balance After Appropriation #VALUE!

Account Receiving Appropriation: *Unifund Account #* 101000.10.155.58700.0000.00.000.00.058  
*Account Description* Management Info Systems, Replace Equipment  
 Balance Before Appropriation \$ 9,896.00  
 Balance After Appropriation \$ 69,896.00

DETAILED ANALYSIS OF NEED(S): Continued Investment in IT capital plan for City  
 \_\_\_\_\_  
 \_\_\_\_\_

**APPROVALS:**

DEPT. HEAD:  DATE: 2/26/14

ADMINISTRATION:  DATE: 3/5/14

BUDGET & FINANCE: \_\_\_\_\_ DATE: \_\_\_\_\_

CITY COUNCIL: \_\_\_\_\_ DATE: \_\_\_\_\_

**City of Gloucester**  
**SUPPLEMENTAL APPROPRIATION - BUDGETARY REQUEST**  
**Fiscal Year 2014**

\*\*\*\*CITY COUNCIL APPROVAL- 6 VOTES NEEDED\*\*\*\*

APPROPRIATION # 2014-SA- 60 Auditor's Use Only

DEPARTMENT REQUESTING TRANSFER: MAYOR'S OFFICE

APPROPRIATION AMOUNT: \$ 50,000.00

Account to appropriate from: *Unfund Account #* 101000.10.000.35900.0000.00.000.00.000  
*Account Description* F/B - Undesignated  
Balance Before Appropriation \_\_\_\_\_  
Balance After Appropriation #VALUE!

Account Receiving Appropriation: *Unfund Account #* 295045.10.181.52000.0000.00.000.00.052  
*Account Description* EDIC - Com Dev - Contracted Services  
Balance Before Appropriation \$ 1,000.00  
Balance After Appropriation \$ 51,000.00

DETAILED ANALYSIS OF NEED(S): PR/marketing support for economic development, job  
creation and attracting investment to the City

**APPROVALS:**

DEPT. HEAD:  DATE: 2/26/14

ADMINISTRATION: \_\_\_\_\_ DATE: 3/5/14

BUDGET & FINANCE: \_\_\_\_\_ DATE: \_\_\_\_\_

CITY COUNCIL: \_\_\_\_\_ DATE: \_\_\_\_\_



## Memorandum

To: Gloucester Economic Development & Industrial Corporation  
From: Mills PR  
Date: January 15, 2014  
Re: Proposed scope of services

Below, please find a proposed scope of services for Public Relations and Content Marketing that Mills Public Relations is prepared to provide to the Gloucester Economic Development & Industrial Corporation.

Please do not hesitate to contact us with any questions.

### **Proposed scope of services**

#### **Public Relations**

- Develop and implement an aggressive public relations/media relations program media and other audiences outside the City
- Goal is to create widespread awareness of Gloucester's economic development efforts (traditional, maritime, technology & research) and related activities, including civic, cultural, infrastructure, and other story lines, in order to market the City as a place where new businesses thrive in an unique environment
- Program will seek to secure widespread, favorable media coverage of Gloucester in key regional, national, B-2-B and innovation-centric media outlets:
  - Audience Segmentation
    - Print
      - Regional
        - Boston Globe
        - Boston Business Journal
        - Boston Herald
        - Boston magazine
        - Associated Press



- State House News Service
- Commonwealth magazine
- National
  - Business Week (Bloomberg)
  - Christian Science Monitor
  - Fast Company
  - Harvard Business Review
  - Huffington Post
  - New Republic
  - Reuters
  - The Scientist
  - USA Today
  - Wall Street Journal
  - Wired
- Web
  - BostInno
  - Xconomy
  - Science Daily.com
- TV/Radio
  - WBUR FM 90.9 (NPR)
  - WGBH TV, Channel 2 "Greater Boston"
  - WCVB TV Channel 5 – Business
  - NECN, This Week In Business
  - Fox 25 – Morning Show
  - CNBC
  - Bloomberg TV
  - PRI – The World (international radio based in Boston)
- Listings (events)
  - Regional
    - EventBrite.com
    - Boston.com
    - BostInno.com
    - Boston Business Journal.com
    - Mass High Tech.com
    - Xconomy.com



- Activities will include:
  - Media relations
    - Media tours (engagement/solicitation)
    - Media briefings
    - 24/7 availability for media response
    - Event publicity
    - Event photo placement
  - Written materials
    - EDIC “media kit”
      - Fact sheet
      - FAQs
      - Board and staff bios
    - EDIC ‘pitch’ letters and messaging
      - Global entrepreneurship in Gloucester
      - Maritime ‘value creation’ (working waterfront)
      - Innovation is what’s ‘Inn’ in Gloucester
      - Silicon Seaport: New R&D model planned in America’s oldest working waterfront
    - EDIC news releases
    - Listings (events)
    - Authored articles
    - Messaging

### **Content Marketing**

- Develop and maintain a robust digital content program for Gloucester EDIC, including website content, social media content and engaging ‘thought leadership’ content.
- Thought leadership
  - Staff/Board blog: “Gloucester 2.0”
    - Silicon Seaport: The vision for a new working waterfront
    - Sustainable Seaport: ‘Greening’ of Gloucester yields many benefits
  - Guest entries
    - Waterfront Work (maritime innovation profiles)
    - Blue Economy (latest news and trends on innovation in maritime tech, manufacturing, renewable energy, sustainable seafood, wired ocean’
  - Podcast
    - Seaport Sounds



- 5 minute 'interviews' with emerging Gloucester entrepreneurs who are creating entrepreneurial opportunities in new markets

### **Social Media Marketing**

Develop and manage a robust social media marketing program for Gloucester EDIC, including:

- Facebook
  - Develop and publish page
    - Artwork
    - FAQs
    - Tax incentives
    - City Demographics
    - City livability
      - Culture
      - Transportation
      - Housing
      - Education
  - Build audience
  - Twice to three times per week updates
    - News
    - Events
    - Member profiles
    - Trends
    - 'Conversations'
- Twitter
  - Develop and publish page
  - Build audience
  - Daily tweets
    - Links to EDIC blogs and podcasts
    - Commentary on emerging trends
    - Conversations/engagement with key prospects, tenants or stakeholders
- Linked In
  - Develop and publish "Gloucester 2.0" Group
    - Twice-monthly update on LinkedIn Group page
  - Connect and engage with other innovation-driven Linked In groups/pages
    - MITX
    - Mass Innovation
    - Mass Tech Hub





- MassBio
- MassBio Innovation
- Mass Life Sciences Start Up Initiative
- Private Equity and Venture Capital Group
- Mass High Tech Council
- New England Biotech
- Mass Tech Leadership Council
- Mass Clean Energy Center
- Mass Entrepreneurs Network
- Mass Economic Development Council

## Consulting

- Branding
  - Logo design, web design, related material design
  - Assist/manage process of any forthcoming EDIC initiative seeking proposals to develop a Silicon Seaport identity
- Events
  - Develop meeting programs to:
    - Engage and activate Gloucester's 'innovation' sector
  - Showcase City assets to potential sponsors/partners
    - Associations
      - MassBio
      - Mass High Tech
    - Media
      - BostInno
      - Xconomy
      - Boston Business Journal/Mass High Tech)

## Agency Personnel

- Scott Farnelant, Principal
- Sarah Mattero, Account Coordinator
- Brittney Hemela, Digital Marketing Specialist