



Powell
— OHIO —

“We must listen to appreciate and preserve what residents love. We must share information to increase understanding. We do this so the citizens of Powell can enjoy living in one of the most desirable suburbs in central Ohio – knowing they have a group of individuals who are dedicated to serving Powell’s best interests (for today and tomorrow) in ways that build trust.”

-City of Powell Brand Mission Statement, 2019



Income Tax Restructuring Initiative

Team Goals



Team Goals

- Implement robust communication strategy to inform and engage citizens about the choice to restructure city's tax distribution and increase tax credit.
- Evaluate operational support and efficiencies.
- Develop and adopt 5-year and 10-year Capital Improvement Project Plan.
- Maintain high quality public safety support model.
- Refinance public debts.
- Implement Small Business Grant Program 2.0.



Income Tax Restructuring Initiative

Communication Strategy



Communication Strategy

- **Strategic Message Development**
 - Primary and secondary messages to inform the public about the income tax.
 - Framework to identify and address questions and concerns.
 - Firm will use existing research data (e.g. 2019 Post-Election Survey, Community Attitude Survey, etc.) and recent media coverage.



Communication Strategy

- **Informational Campaign Plan**
 - Identification of Stakeholders
 - Social Media Content and Calendar
 - Communication Timeline



Communication Strategy

- **Content Development**
 - Media Release
 - Fact Sheet
 - Go-to postcard
 - Presentation
 - Landing page on the city's website with interactive features (e.g. calculator)
 - Direct mail content
 - Toolkit for City Council and Staff



Communication Strategy

- **Implementation**
 - March-May
 - Ongoing counsel from firm and staff
 - Weekly updates from staff
 - Coordinated communication timeline and schedule



Communication Strategy

- **Existing Tools & Resources**
 - Media Relations
 - Social Media Presence – Facebook, Instagram, LinkedIn, NextDoor and Twitter
 - Website – www.cityofpowell.us
 - Weekly E-Newsletter
 - HOA Database
 - Community Engagement Opportunities
 - Videography



Next Steps

- **Firm interviews**
 - January, 2021
- **Presentation of proposals**
 - Finance Committee – Feb. 9, 2021
- **First reading of contract proposal**
 - City Council – Feb. 16, 2021
- **Kickoff meeting**
 - Firm – Feb. 22 or 23, 2021*
- **Launch informational campaign**
 - March-May





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