

Dan Albrecht

From: Dave Barron <dave@pluckvermont.com>
Sent: Thursday, September 1, 2022 12:49 PM
To: Dan Albrecht
Subject: Re: Shaving FY24 RR General budget items
Attachments: Pluck_Runoff_2023-2024_01.pdf

Hi Dan,

Attached is a pdf with both cost breakdown options.

We can reduce Stream Team design time and Social Media—but it does limit what we can do through the year: less Stream Team-based work and less social media.

This would have us posting 1x a month.

The larger issue is the Social Media Content Development. It really wasn't considered as larger budget item. It really depends on how much the Stream Team is posting. Once a month keeps us the channel alive, but won't really be a contributing factor in increasing our audience, if that makes sense.

We can still advertise via FB and Instagram, but there's less of ongoing and consistent content.

Our other option is to reduce our media spend and allocate that into design. That's a larger conversation—but know we're starting to consider less broadcast, it is something we could potentially discuss.

Let me know if you have any questions.

Thanks,
Dave

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MS4 STORMWATER
2023-2024
YEAR THREE BUDGET: GENERAL TASKS AND CREATIVE

Prepared for:

Dan Albrecht
CCRPC

September 1, 2022

COST BREAKDOWNS

2023-2024 YEAR THREE GENERAL		
Task A-C	Media Campaign: Planning, Placement and Project Management	\$1,800
Task D	Program Maintenance	
	Minimum Control Measure #1 Annual Report Meetings, Web maintenance/content/updates:	\$6,700
	Provide ad hoc design services on behalf of the Rethink Runoff Stream Team*	\$2,500
Task E	Social Media Content Development	\$3,000
		\$14,000

2023-2024 YEAR THREE CREATIVE Spring Launch		
Task A	Concepting (completed FY22/23)	N/A
Task B	Animated Spot: 30 seconds, to be re-purposed for social media as well	\$6,000
Task C	Radio Ads	\$500
Task D	Print Ads, Posters, etc.	\$500
Task E	Web Updates for Campaign: landing page(s), homepage updates	\$1,000
		\$8,000

2022-2023 YEAR MEDIA BUY	
Fall 2022	\$7,000
Winter 2023	\$2,400
Spring 2023	\$16,600
	\$26,000

COST BREAKDOWNS, OPTION 2

2023-2024 YEAR THREE GENERAL		
Task A-C	Media Campaign: Planning, Placement and Project Management	\$1,800
Task D	Program Maintenance	
	Minimum Control Measure #1 Annual Report Meetings, Web maintenance/ content/updates:	\$6,700
	Provide ad hoc design services on behalf of the Rethink Runoff Stream Team*	\$1,500
Task E	Social Media Content Development	\$1,500
		\$11,500

2023-2024 YEAR THREE CREATIVE Spring Launch		
Task A	Concepting (completed FY22/23)	N/A
Task B	Animated Spot: 30 seconds, to be re-purposed for social media as well	\$6,000
Task C	Radio Ads	\$500
Task D	Print Ads, Posters, etc.	\$500
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