

Accomplishments of Etre Communications, Inc.
on behalf of the
City of Petersburg

March 19, 2019



What is Etre Communications, Inc.?

ÊTRE IS A BOUTIQUE COMMUNICATIONS AGENCY THAT GIVES A
POWERFUL VOICE TO THOSE WITH BIG IDEAS

ÊTRE is the French verb “to be”

We help people and businesses be what they want “to be”



What is Etre Communications?

Sample client list:

VA529, Commonwealth of VA, Bon Secours,
CapTech, HDL, National Ass. of State Treasures,
NASCAR, VA Film Office, VA Board of People with
Disabilities, Johnny Newman Foundation for Youth,
Allen & Allen Law Firm



Experience with the City of Petersburg

2013-2015 Hamner and Historic Petersburg Foundation (HPF)

1. Created tourism campaign for HPF through Preservation Petersburg, LLC (not PPTF)
2. Campaign was coordinated with the City Tourism Office led by Brian Little
3. Website and Facebook pages created to promote museums, shops, and restaurants in Old Towne
4. Primary campaign focus was sponsorship on NPR/WCVE local 88.9 due to grant from Cameron
5. HPF created (26) :90 radio segments of specific Petersburg history stories covering 400 years
6. Stipulation from Cameron Foundation: no purchase of paid advertising; hence gift of airtime from WCVE/NPR 88.9



Experience with the City of Petersburg

2016

1. City of Petersburg in financial crisis and closes museums
2. Group of citizens formed the Petersburg Preservation Task Force (PPTF); Hamner volunteers to help communicate changes and works with Virginia Tourism Corporation (VTC)
3. Strickler contacted by the Robert Bobb Group to help with communications during the financial crisis
4. Être hired to serve as PIO and communications consultant. Strickler hires Hamner because of his Petersburg tourism experience.



Major PR Accomplishments

Être provided media exposure by placing an average of 5-7 news releases per week resulting in approximately **\$563,000** of earned media from December 2016 through September 2017.

1. The City and PPTF web traffic increased with positive results
2. Those results included numerous lifestyle features responding to PR pitches by the Être team:
 - a. Boomer Magazine-Why Petersburg is a desirable retirement community
 - b. Virginia Living Magazine-Interview with Mayor Sam Parham-delivered statewide
 - c. Virginia Municipal League-interview with Mayor Sam Parham-delivered in print and digitally statewide
 - d. Richmond Magazine
 - e. R Home Magazine

The total readership of these magazines surpasses 1 million annually in the Metro Richmond/Petersburg region



The Most Important Accomplishment

Securing Virginia Tourism Marketing Grants

Strickler and Hamner met with City officials to express desire to continue to help Petersburg. Offered business development, marketing, public relations and communications expertise.

Strickler and Hamner met with Virginia Tourism Corporation (VTC) to learn what marketing grants were available for the City of Petersburg for tourism activities. We learned about their Marketing Leverage Grants which were available for up to \$50,000.

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Petersburg's Competitors for Grants

Five grantees were awarded \$50,000 each from a total of 56 grantees receiving \$1.3 million.

Petersburg was one of only five receiving \$50,000 along with: Shenandoah County, Virginia's Blue Ridge Trails, Heart of Appalachia Tourism Authority, Birthplace of Country Music

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Petersburg's Competitors for Grants

Only 33 grantees awarded for 2019 MLP matching funds
PPTF received a \$25,000 grant from a total of \$625,000 available.

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Petersburg's Partners for the VTC Grants

VTC awards grants based on how many tourism dollars were spent in the prior year to bring visitors to the area. The City of Petersburg, Petersburg Area Regional Tourism, the PPTF and the Jury's Inn were 2018 partners. In 2019, the partners are the City of Petersburg, The Petersburg Chamber of Commerce, Trapezium Brewery and the PPTF

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Results of the 2018 Grant

While VTC is reporting a decline in overall digital (online statistics) in 2018 from 2017, Petersburg enjoyed a 76% increase in visitation to its three museums, Blandford Church, Centre Hill Museum and The Exchange Building

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Monthly Visitation

Month	Visitors 2017	Visitors 2018	Difference	% Difference
April	678	591	-87	-12.83%
May	433	549	116	26.79%
June	598	743	145	24.25%
July	421	828	407	96.67%
August	282	747	465	164.89%
September	327	1008	681	208.26%
October	426	723	297	69.72%
November	225	336	111	49.33%
December	212	831	619	291.98%
	3602	6356	2754	76.46%

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Statewide Geographical Results of the MLP Grant

Web traffic to the PPTF site. Primary call to action was to visit Facebook. Key point from this data, Tidewater area large driver of traffic

Analytics Petersburg Preservation Task Force All Web Site Data [Go to report](#)

Location ALL - COUNTRY: United States - REGION: Virginia Apr 1, 2018 - Mar 11, 2019

All Users 53.28% Users

Map Overlay Summary

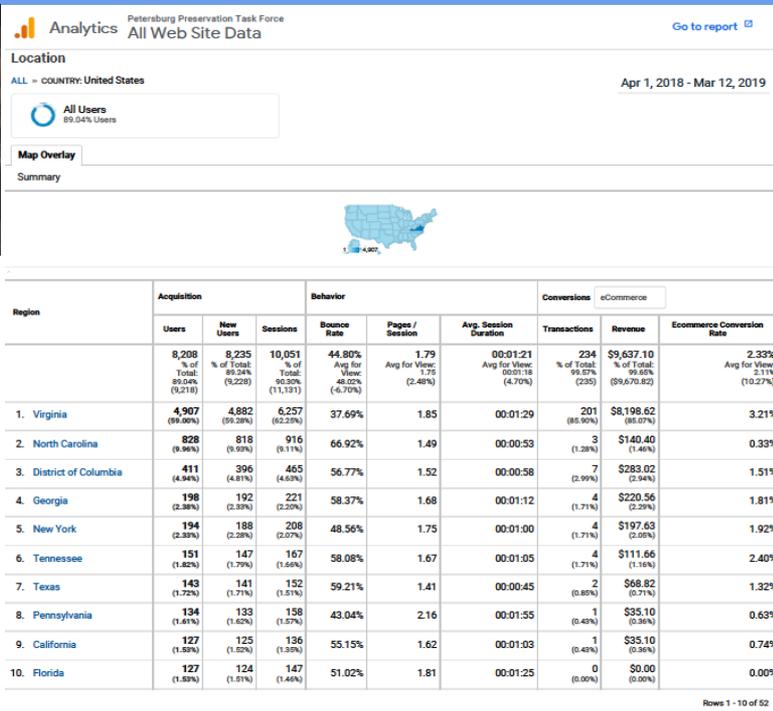


City	Acquisition			Behavior			Conversions		eCommerce
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	4,906 % of Total: 53.28% (9,208)	4,881 % of Total: 52.58% (9,217)	5,256 % of Total: 56.24% (11,119)	37.68% Avg for View: 47.97% (-21.46%)	1.85 Avg for View: 1.75 (5.68%)	00:01:29 Avg for View: 00:01:18 (14.72%)	201 % of Total: 85.05% (235)	\$8,198.62 % of Total: 84.39% (99,670.82)	3.21% Avg for View: 2.11% (92.02%)
1. Virginia Beach	934 (18.46%)	894 (18.32%)	1,084 (22.33%)	39.11%	1.61	00:01:18	32 (16.92%)	\$1,373.88 (16.70%)	2.95%
2. Richmond	521 (10.26%)	497 (10.18%)	751 (12.00%)	34.22%	2.18	00:02:17	12 (6.97%)	\$675.78 (8.24%)	1.60%
3. Petersburg	504 (9.99%)	486 (9.96%)	652 (10.42%)	33.28%	2.09	00:01:34	29 (14.43%)	\$620.76 (7.57%)	4.45%
4. Chester	329 (6.48%)	324 (6.64%)	385 (6.15%)	25.71%	1.70	00:01:15	23 (11.44%)	\$990.00 (12.08%)	5.97%
5. Colonial Heights	299 (5.90%)	242 (4.93%)	325 (5.25%)	32.92%	1.78	00:01:18	12 (6.07%)	\$293.94 (3.59%)	3.69%
6. Woodlake	147 (2.90%)	143 (2.91%)	183 (2.91%)	34.43%	1.81	00:01:36	7 (3.48%)	\$400.89 (4.89%)	3.83%
7. Tuckahoe	138 (2.72%)	134 (2.70%)	162 (2.99%)	35.19%	1.85	00:01:40	4 (1.99%)	\$217.80 (2.66%)	2.47%
8. Bon Air	128 (2.58%)	125 (2.56%)	161 (2.57%)	36.02%	2.09	00:01:22	4 (1.99%)	\$207.84 (2.54%)	2.48%
9. Mechanicsville	123 (2.42%)	118 (2.42%)	151 (2.41%)	31.79%	1.80	00:01:56	7 (3.48%)	\$185.04 (2.28%)	4.64%
10. Charlottesville	115 (2.27%)	111 (2.27%)	129 (2.04%)	50.39%	1.71	00:00:50	5 (2.49%)	\$156.57 (1.91%)	3.88%

Rows 1 - 10 of 208



National Geographical Results of the MLP Grant

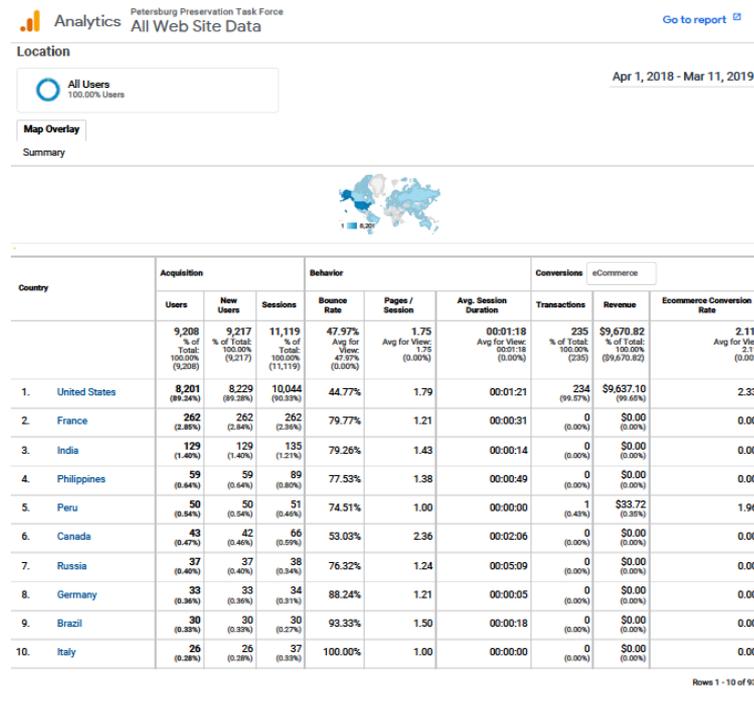


A Moment in Time airs on 150 NPR Stations across the United States. Dan Roberts, the narrator, provided these to Petersburg pro bono

From data research conducted by Etre team, over 5,000,000 people worldwide listen to AMIT daily



International Geographical Results of the MLP Grant



A Moment in Time airs on the Armed Forces Radio Network

Because AMIT is broadcast around the world on the Armed Forces radio network, it is heard as many as 10x per day on US military bases



Achievements in 2019

Link to the RTD article about SB1363. Goal of front page article from RTD.

Simultaneously, managing interview on ABC8 about Nash Building with Councilman Hill while conducting press interviews with CM, Mayor RTD, NBC12, Progress Index, ABC8

Due to article written by Richmond Magazine's *R Home* section in December, Virginia This Morning (VTM) requested a segment at Center Hill promoting the Ghost Watch Tours in January



Accomplishments in 2019

Être team asked to assist City in delivering more transparency, more news stories and structure to the multi levels of communications coming from the city and Council. GOALS:

- 1) Created media contact strategy for communicating to ALL city employees
- 2) Communicate to the public the legislation before the Virginia General Assembly

Proposed law would strip more duties from Petersburg's treasurer



Interviewed by NBC12

<http://www.nbc12.com/2019/01/17/proposed-law-would-strip-more-duties-petersburgs-treasurer/>

https://www.richmond.com/news/local/central-virginia/tri-cities/petersburg/petersburg-petitions-state-to-strip-duties-from-treasurer-s-office/article_41a2e267-dcb9-5d87-a704-805a678a7a13.html



Accomplishments in 2019

Communication with the public Police Chief Miller regarding Second Amendment gun rights statement quoted out of context by the Progress Index-solution Police Chief appear on WHAP live:

<http://www.progress-index.com/opinion/20190103/state-of-city-treasurers-office-in-petersburg>

Washington DC reporter Alana Austin interview request to communicate Mayor Parham's goals for Petersburg for 2019 at the National Mayors' Conference Jan 23, 24, and 25. Talking points

<https://www.graydc.com/content/news/Local-mayors-meet-in-DC-to-advocate--504749871.html>

Created press release for new City Attorney, Tony Williams. Announcement in the Progress-Index.

Interview with ABC and Councilman Hill who led the city with the demolition of the Nash Building; subsequent community meeting with HPF, City, PPTF, owner of the building and approximately 30 concerned citizens

Plan with Councilman Hart and Mayor Parham regarding the AE2019 VTC Grant and series of events in Petersburg in November 2019



Accomplishments in 2019

Communication with the Progress Index regarding prioritization of news opportunities

January 25, Strickler & Hamner attended a conference at VTC headquarters in Richmond to meet other partners in the MLP program and discuss marketing the premier of the movie “Harriet” which was filmed in Petersburg.

Jan 31, created powerpoint presentation at the request of VTC. Presentation topic-why retire to Petersburg. Presentation delivered to 200,000 travel writers across North America through VTC. Presentation starts with Mayor Parham and includes two docents who volunteer for the museums

VTC_ Where to Retire-Petersburg of course!.pptx Posted on Facebook at

<https://www.facebook.com/petersburgpreservationtaskforce/videos/597374304059507/>

February 2019: Interview with Mayor Parham on WHAP to report 2019 city plans for the City

Responded to AAA Magazine request through VTC. April 12, a writer from the magazine will tour the museums and Old Towne. The magazine has 1.8 million readers in the mid-Atlantic region

Submitted Media Guidelines for internal use and created initial newsletter for City Manager

Prepared individual media training materials



Accomplishments in 2019

Announcement of Tourism Director in the Progress Index

http://progressindex-va.newsmemory.com/?ta_r=1

Attended VTC WebEx for the American Evolution 2019 grant through VTC in preparation for writing a \$10,000 grant for multiple walking tours through People's Memorial Cemetery, East View Cemetery, Old Towne. The focus of the Old Towne tours is on Elizabeth Keckly, and the filming of "Harriet" locations. The stories of the cemeteries, Pocahontas Island and Keckly are posted on www.aestories.com as required by the AE2019 grant.

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