

LR3 CONSULTING, LLC

Proposal for Voter Education Consulting Services / December Tax Replacement

City of St. George, Louisiana

ABOUT US

LR3 Consulting and Public Relations is an award-winning, full-scale public relations and political consulting firm with offices in Baton Rouge, Covington, and New Orleans, La. Since 2012, LR3 Consulting has guided its clients nationwide to victory over 50 times. These victories include:

- 10+ statewide victories
- The creation of the 5th largest city in Louisiana
- 25+ legislative victories
- 10 multi-parish/congressional victories

Television and digital video work done by the LR3 Consulting team has been recognized nationally by their peers. Recognition includes:

- Two-time AAPC Pollie Award, Best U.S. Statewide Candidate Commercial
- Reed Award, Best U.S. Web Video
- Reed Award, Most Original U.S. TV Advertisement

In addition to campaign success, LR3 Consulting represents numerous federal, state-wide, legislative, and parish/county office holders and multiple legislative leadership teams nationwide.

PURPOSE

To develop and execute a public educational strategy surrounding the critical services provided by local tax revenues, including the upcoming “Tax Replacement Authorization” on the December 7, 2024 ballot.

The recommended base proposal is made under the belief that there will not be an organized, funded, or substantial opposition (including public or elected officials) to the tax replacement authorization effort. If there is an organized effort, you should be prepared to increase the amount of educational contact with voters to ensure passage. Those additional expenditures are listed as “add-on educational budget.”

SCOPE

- **Data and analytics package:**
 - Modeling current and predictive civic engagement.
- **Direct Mail:**
 - Direct mailings that simply and efficiently deliver educational messages based on analytic data.
- **Digital Advertising:**
 - We don’t recommend advertising on Meta or Twitter. Due to the reduced ability to effectively target on these platforms, there are better uses of the advertising budget.
 - Utilizing predictive modeling, we would be highly targeted in the individual delivery of messages through IP targeting using short video and static graphics.
- **Text Messaging:**
 - Texting will be used to educate the public that an election is going on, the purpose of the election, and provide access to polling locations.
- **Production:**
 - Creation of digital video and graphic design.
 - Building a microsite that will function as a digital home for educational materials and provide a landing for any engaged users who want more information or engage with a digital message.
- **Consulting:**
 - Coordinating with the Mayor’s office and designees to develop, coordinate, and execute (but not be limited to) the plan proposed within the document.

BASE EDUCATIONAL CAMPAIGN BUDGET

Data/Analytics Package	\$1,000
Likely voter modeling produced by JMC Enterprises of Louisiana, Inc	
Direct Mail	\$52,000
6 x 11 mail piece to 20,000 likely voter households.	\$13,000/mailer
Cost includes design, printing, and postage	
Our recommendation would be to mail four pieces.	
Digital Advertising	\$35,000
Digital targeting of 40,000 likely voters with an estimated 1,319,000 total impressions. Ads include:	
<ul style="list-style-type: none"> • Video Advertising (OTT, digital video) 	\$20,000
<ul style="list-style-type: none"> • Display Advertising (banner and retargeting ads) 	\$15,000
We recommend 4 weeks of digital advertising.	
Text Messaging	\$4,000
GOTV text messaging reminding of early voting and Election Day	\$2,000/text
Targeting an estimated 40,000 likely voter's cell phones	
We recommend two rounds of text messaging.	
Production	\$10,000
Production of one 30-sec ad, one 15-sec ad, and a full set of digital display ads	
Consulting	\$24,000
LR3 Consulting Management Retainer from September-December 2024	
Estimated Base Educational Campaign Cost	\$126,000

ADD-ON EDUCATIONAL CAMPAIGN BUDGET

Initial Polling	\$6,000
Likely voter sentiment survey	
Tracking Polling	\$10,000
Tracking likely voter sentiment	
Additional Digital Advertising	\$20,000
Additional Digital targeting of 40,000 likely voters Ads include:	
<ul style="list-style-type: none"> • Video Advertising (digital video) 	\$10,000
<ul style="list-style-type: none"> • Display Advertising (banner and retargeting ads) 	\$10,000
Connected TV	\$40,000
Connected/Streaming TV advertising	
Targeting likely voters who use connected/streaming TV	
Additional Production	\$7,000
Additional production for connected TV and additional digital effort.	
Estimated Add On Educational Campaign Cost	\$83,000