



MAYOR'S OFFICE

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Date: February 20, 2024

To: Honorable Detroit City Council

From: Vickie Thomas
Communications Director,
Mayor's Office

Subject: Media Strategist Contracts for ARPA Programs
The Allen Lewis Agency – Contract #6006026
Emerald Media - Contract #6006002

Cc: Malik Washington, Sandra Yu Stahl, Malik Washington, Ilya Hardey

Greetings Honorable Detroit City Council,

The two media strategist contracts before you are needed to finish the work we started. The Allen Lewis Agency (TALA) \$3-million contract will allow the City to continue the Detroit for Life marketing campaign which has been very successful in getting the word out about the ARPA programs that are changing the lives of residents. The campaign highlights Detroit residents like Misty Gipson who was paid to get her GED and now has a better-paying job and is working toward getting her college degree! Sharing her story encourages others to take part in the program. The attached PDF for TALA includes:

- A detailed one-pager
- Media plan
- Statements from community media outlets that have benefited from ad dollars
- Detroit for Life post-campaign results
- Business certifications

The Emerald Media \$3-million contract will allow us to expand upon the Detroit for Life marketing campaign by including additional programs funded by ARPA that focus on economic, business, and retail development; public safety and responsiveness; improving Detroit by reinventing City services and more. The attached PDF for Emerald Media includes:

- A detailed one-pager
- Media plan
- Business certifications
- Statements from COD departments in support of Emerald Media
- Intern resume
- Campaign results

If you have any questions, please let me know. Thank you.

Michael E. Duggan, Mayor