



323A First Colonial Rd. • Virginia Beach, VA 23454 • 757.437.1185
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Updated 1017.18

2018-19 Committee Budgets		TOTALS	Cost Centers				NOTES
			Project Management	Creative	PR	Media Buy	
		\$214,640.00	\$3,600.00	\$47,220.00	\$5,280.00	\$110,540.00	
1944	STORMWATER / Total \$30K media, \$42K gross (\$3K less than last yr)	\$41,640.00	\$720.00	\$7,435.00	\$1,320.00	\$20,165.00	
askHRGREEN BUDGET CONTRIBUTION		\$12,000.00					
SEM Campaign		\$5,000.00	\$0.00	\$0.00	\$0.00	\$5,000.00	APPROVED
52-week Search Engine Marketing campaign / Pilot Media							
MEDIA CAMPAIGN: SUMMER 2019 (June dated TBD) / Pet Waste		\$14,635.00	\$360.00	\$4,275.00	\$0.00	\$10,000.00	10.17 Revised (removed LawnCare campaign to allow for more creative and media exposure for Pet Waste). Lawn Care should be done Fall FY19-20.
Develop new creative							
MEDIA CAMPAIGN: TIME? / What Do You Know about Stormwater		\$5,425.00	\$360.00	\$1,425.00	\$0.00	\$3,640.00	10.17 Revised, added budget to allow for new creative and video edits.
New digital + Pickup WDYK about Stormwater video, edit for time							
CREATIVE SUPPORT / Updating Existing Collateral, Creating New		\$1,735.00		\$1,735.00			APPROVED
TBD, as needed							
askHRgreen.org Brand Awareness Campaign Contribution		\$1,525.00				\$1,525.00	APPROVED
48-week social media campaign (Facebook + Instagram)							
Public Relations Support		\$1,320.00			\$1,320.00		APPROVED
Includes development for no more than two press releases, which includes writing, editing, approval and submission coordination, distribution to media/committees, social media missives, media follow-up, interview coordination and management, and talking points development. To be used in conjunction with media campaign OR if other opportunities arise. 12 HRS TOTAL							
1945	RECYCLING & BEAUTIFICATION / Total \$37K media, \$49K gross (\$7,600 less than last yr.)	\$49,000.00	\$1,080.00	\$12,825.00	\$1,320.00	\$21,775.00	
askHRGREEN BUDGET CONTRIBUTION		\$12,000.00					
SEM Campaign		\$5,000.00	\$0.00	\$0.00	\$0.00	\$5,000.00	APPROVED
52-week Search Engine Marketing campaign / Pilot Media							
MEDIA CAMPAIGN: Winter 2019 January dates TBD / Waste Reduction (New Year's Resolution)		\$9,635.00	\$360.00	\$4,275.00	\$0.00	\$5,000.00	10.07 adjusted to allow for three campaigns
Develop new creative							
MEDIA CAMPAIGN: Winter 2019 Feb/Mar dated TBD / Back to Basics		\$9,635.00	\$360.00	\$4,275.00	\$0.00	\$5,000.00	10.07 adjusted to allow for three campaigns
Develop new creative							
MEDIA CAMPAIGN: Spring 2019 April 1-7 / TeamUp2CleanUp		\$8,460.00	\$360.00	\$2,850.00	\$0.00	\$5,250.00	10.07 adjusted to allow for three campaigns
Pickup existing digital, new video, radio to be produced by station							
CREATIVE SUPPORT / Updating Existing Collateral, Creating New		\$1,425.00		\$1,425.00			10.07 adjusted
TBD, as needed / TU2CU video?							
askHRgreen.org Brand Awareness Campaign Contribution		\$1,525.00				\$1,525.00	APPROVED
48-week social media campaign (Facebook + Instagram)							
Public Relations Support		\$1,320.00			\$1,320.00		APPROVED



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2018-19 Committee Budgets		TOTALS	Cost Centers				NOTES
			Project Management	Creative	PR	Media Buy	
Includes development for no more than two press releases, which includes writing, editing, approval and submission coordination, distribution to media/committees, social media missives, media follow-up, interview coordination and management, and talking points development. To be used in conjunction with media campaign OR if other opportunities arise. 12 HRS TOTAL							
#1946	WATER AWARENESS / Total \$56K media, \$68K gross (\$2K less than last yr.)	\$68,000.00	\$1,080.00	\$15,525.00	\$1,320.00	\$38,075.00	
askHRGREEN BUDGET CONTRIBUTION		\$12,000.00					
SEM Campaign		\$5,000.00	\$0.00	\$0.00	\$0.00	\$5,000.00	APPROVED
52-week Search Engine Marketing campaign / Pilot Media							
MEDIA CAMPAIGN: Fall 2018 Oct 8-14 / Imagine Day w/o Water		\$15,185.00	\$360.00	\$4,275.00	\$0.00	\$10,550.00	APPROVED
1 Week, Oct 8-14 / New digital and radio, pickup video							
MEDIA CAMPAIGN: Spring 2019 March 18-24: Fix A Leak		\$15,135.00	\$360.00	\$4,275.00	\$0.00	\$10,500.00	APPROVED
Pickup video with edits for time, new radio and digital (creative budget allows for more - perhaps online quiz?)							
MEDIA CAMPAIGN: Spring 2019 May dates TBD: Value of Water / Tap Water (Drinking Water Week)		\$15,135.00	\$360.00	\$4,275.00	\$0.00	\$10,500.00	APPROVED
New radio and digital. Pickup existing WDYK/Water is Life video and edit for time. (creative budget allows for more)							
CREATIVE SUPPORT / Updating Existing Collateral, Creating New		\$2,700.00		\$2,700.00			APPROVED
TBD, as needed							
askHRgreen.org Brand Awareness Campaign Contribution		\$1,525.00				\$1,525.00	APPROVED
48-week social media campaign (Facebook + Instagram)							
Public Relations Support		\$1,320.00			\$1,320.00		APPROVED
Includes development for no more than two press releases, which includes writing, editing, approval and submission coordination, distribution to media/committees, social media missives, media follow-up, interview coordination and management, and talking points development. To be used in conjunction with media campaign OR if other opportunities arise. 12 HRS TOTAL							
#1947	FOG / Total \$44K media, \$56K gross (\$4K less than last yr.)	\$56,000.00	\$720.00	\$11,435.00	\$1,320.00	\$30,525.00	
askHRGREEN BUDGET CONTRIBUTION		\$12,000.00					
SEM Campaign		\$5,000.00	\$0.00	\$0.00	\$0.00	\$5,000.00	APPROVED
52-week Search Engine Marketing campaign / Pilot Media							
MEDIA CAMPAIGN: Fall 2018 Nov-Dec dates TBD / Grease Grinch		\$18,635.00	\$360.00	\$4,275.00	\$0.00	\$14,000.00	APPROVED
New digital, radio and video							
MEDIA CAMPAIGN: Spring 2019 March dates TBD / What Not to Flush		\$14,635.00	\$360.00	\$4,275.00	\$0.00	\$10,000.00	APPROVED
New digital and radio, pickup WDYK About Flushing video and edit for time (creative budget allows for more)							
CREATIVE SUPPORT / Updating Existing Collateral, Creating New		\$2,885.00		\$2,885.00			APPROVED
TBD, as needed							
askHRgreen.org Brand Awareness Campaign Contribution		\$1,525.00				\$1,525.00	APPROVED
48-week social media campaign (Facebook + Instagram)							
Public Relations Support		\$1,320.00			\$1,320.00		APPROVED
Includes development for no more than two press releases, which includes writing, editing, approval and submission coordination, distribution to media/committees, social media missives, media follow-up, interview coordination and management, and talking points development. To be used in conjunction with media campaign OR if other opportunities arise. 12 HRS TOTAL							