



TRIUNFO SANITATION DISTRICT

A PUBLIC AGENCY

March 21, 2011

Board of Directors
Triunfo Sanitation District
Ventura County, California

WEB PAGE UPDATE

Summary

At the Board's request, staff contacted representatives from Camrosa Water District, Las Virgenes Municipal Water District, and Calleguas Municipal Water regarding the development of their web sites. The table below summarizes information requested.

Agency	Vendor	Cost	Notes:
Camrosa Water District	theAgency	\$65K	Contract included services beyond web design including agency image enhancement tasks including: surveys, logo design, photograph and copywriting
Las Virgenes Municipal Water District	Vision Internet	\$70K	Content management software is included as part of overall project cost.
Calleguas Municipal Water District	Antigua Web Designs	--	The vendor is no longer providing website design service.

Fiscal Impact


There is no financial impact at this time. The Triunfo FY11 budget includes \$20,000 for the development of an updated web site.

Recommendation

It is recommended that the Board receive the requested information and direct as appropriate.

Enc.

APPROVED FOR MARCH 28, 2011 AGENDA



Doug Anders – Acting District Manager



advertising * sales promotion

theServices

Advertising
Sales Promotion
Research
Gallery - Print
Gallery - Broadcast
Jobs

thePeople

articles & links of interest

extra content...

Branding: Done right, customers buy more of your "things", more often, over a longer period of time, at a higher price.

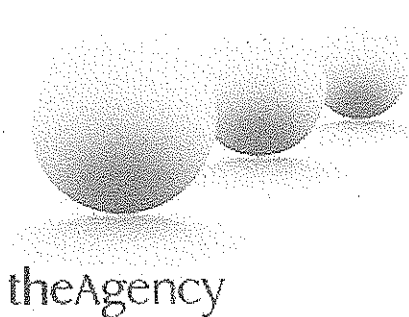
"I'm not young enough to know everything."

A continuation of our most popular mailing, "Made You Look", is at the printer.

The new mailing, "How Do You Create a Brand Promise", will be (we hope) as well received as the first.

Call Margot Stewart and she'll make sure you get your copy!

Get the pdf version [here](#).



Economic Development - The Marketing Imperative

Cities and counties across the country continue to feel the impact of the economy's weakness. At the same time pressure to provide greater services and support for their constituencies magnifies the delta between income and spending. Our experience shows that a well researched, and executed marketing campaign can attract new businesses as well as secure existing businesses. But there are pitfalls that must be avoided if budgets are to be optimized and success realized.

We have learned there is a "ladder of decisions" that includes several levels of managers as well as several levels of influencers and messaging must be tailored with this in mind. The good news is this ladder allows for highly targeted and efficient media planning.

We have also learned that the language used in messaging is critical in keeping a city or county in the competition. An intimate knowledge of the process is a key to standing out in the crowded field of business attraction.

While the very specific nuances of economic development marketing must be appreciated, the fundamental rules of marketing must also be observed. First on that list is truth. Whether a product, service, county, or city, a truthful assessment of strengths, weaknesses, benefits and drawbacks must be considered and addressed. You must honestly assess what you have to offer and what you are willing to do to attract business. Your audience is astute and will spot hyperbole or



What we are doing...

We are just wrapping up our complete campaign for Ventura County, California. This is an economic development initiative aimed at attracting and retaining business to the county.

We began with extensive research, including interviews, panels and focus groups. In addition we poured through research papers, academic papers, and government studies to better understand the myriad issues confronting businesses and how best to position the county.

A "road show" of the campaign was given to all the stakeholders, including the major cities within the county. This assured buy-in by all involved and assured us the campaign and materials will be of value to each of the cities.

We created a sustainable position, based on the realities of this great county. We executed the campaign from a logo design to print, broadcast, online and social media.

This has been an exciting project and has uncovered many key findings for states, counties and cities.

We'd like to congratulate all

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obfuscation immediately...and you will be out of the game.

There are three basic fields on which all marketers compete and any marketer can occupy only one: Operational, technological or relationship. This is true for a city, a county or even a state. As part of your assessment you must decide on which field you belong.

You must have a thorough understanding of your competition. You must make sure you have accurately identified who you are competing against, and it is not always obvious.

Perhaps the most important rule you must remember is to develop one message, one ultimate thought you want your audience to associate with you area and drive that thought home. Laundry lists of features and benefits come later, but your "position", the promise you make for your city, county, or state must be singular, honest and crystal clear. We know how difficult this last point is, committees, stakeholders, and officials all have thoughts and agendas, but success can only be achieved through clarity of message.

It is an exciting field, the rewards can be great, and has never been more important.

involved in this project. The enthusiasm and collaboration from the client side and the hard work of people at theAgency made this a rewarding and successful body of work. As we have always said, great work starts with great clients.

ALSO...

We have inaugurated a hybrid billing scheme which allows certain companies the opportunity to work with only one department of the agency. Be it creative, media, research or public relations, a company can consult and work with an individual discipline avoiding the additional cost of account service, trafficking and the other cost centers associated with full-service agency contracts. We are interested to see how this works out.

We continue our search for an agency in Central California to partner with, take a stake in or purchase.



Contact Us Search...



The Government Website Experts™

HOME

ABOUT US

SERVICES

TECHNOLOGY

EXPERIENCE

FREE RESOURCES

I WANT TO...

It Takes Vision to Create an Award-Winning Website.

TOP 5 REASONS TO CHOOSE VISION:



Why Vision?

Portfolio

Testimonials

Awards & Recognition

Vision e-Newsletter

What's New

- Northbrook, IL Improves Online Transparency with Vision Internet
- New Website and New City Hall for Marco Island
- Vision Internet Awarded Website Contract for Yukon's Capital City
- Chapel Hill Website Receives Fifth Industry Award since Switching to Vision Internet
- City of Greensboro Selects Vision Internet to Establish Dynamic Website

more news >>



GET OUR FREE BOOK

"Secrets of Successful Government Websites"

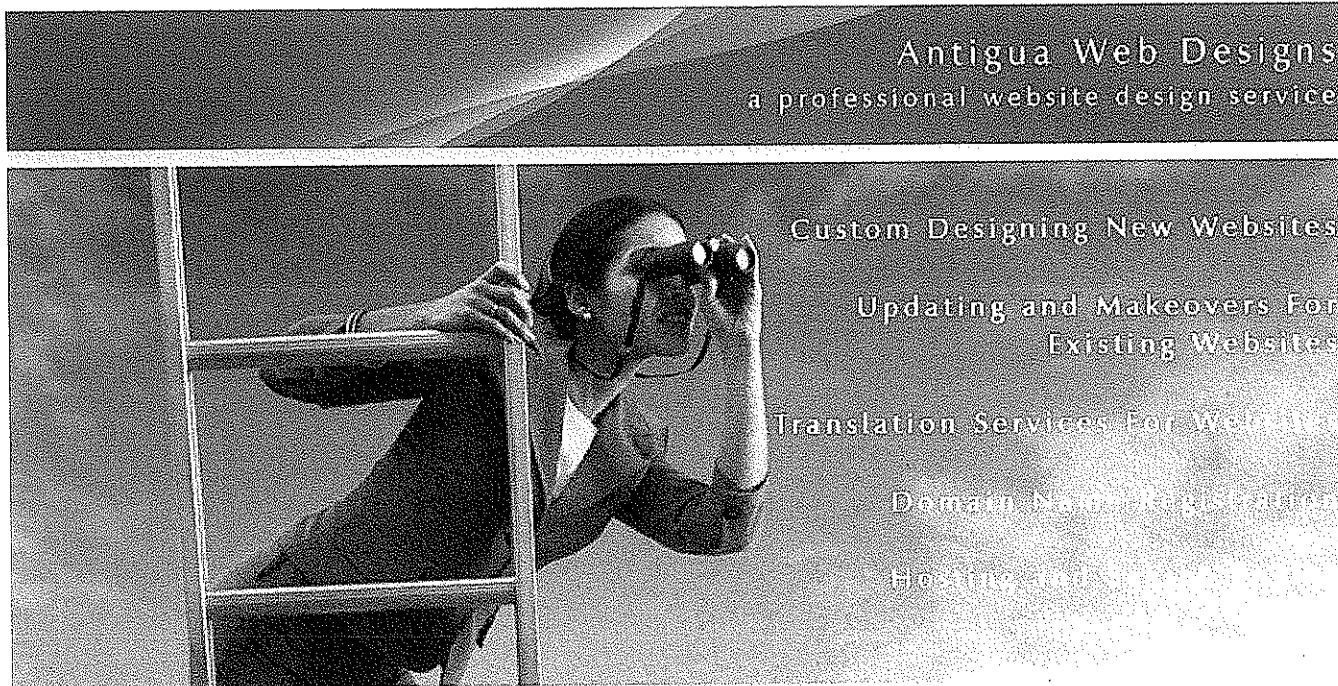
GET A FREE SITE REVIEW

Your First Step to an Award-Winning Site

GET A FREE DEMO

Learn how Vision Internet can help you

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Wednesday, 23 March 2011

PORTFOLIO | REFERENCES | CONTACT

Designing Attractive And Affordable Websites For Business



Welcome and thank you for visiting my website. My name is Dov Kaye, owner of Antigua Web Designs. I am a freelance website designer and consultant in e-commerce with over 20 years of experience in the computer industry. Using the latest web development software, I specialize in the design of professional websites and graphic design for individuals and their businesses throughout Ventura County, California who are seeking to market their products and services online in a creative and appealing fashion.

Working directly with the customer and providing the highest level of technical expertise in internet consulting and web development, my goal is to design a custom website for you that is attractive, affordable, well-organized and up to date in information and content that will outperform your competition. A website that is aesthetic in design and cost effective that will steadily drive new customers to your business.

