

From: [Heather Cavanagh](#)
To: [Board of Representatives](#)
Cc: [Rosenson, Valerie](#); [Todd Lindvall](#)
Subject: Stamford Chamber of Commerce Request for Funding
Date: Wednesday, March 23, 2022 11:04:08 AM
Attachments: [image001.png](#)
[Stamford Chamber Funding Proposal Letter.pdf](#)
[Visit Stamford proposal-Chamber PG.pdf](#)
[Stamford Chamber Programmatic Flight Proposal- Ferocious Media.pdf](#)

Good Morning,

On behalf of the Stamford Chamber of Commerce, please find attached is our request for funding for a \$50,000 operating grant from the City of Stamford. It has been almost two years since we experienced the extraordinary shock of COVID-19, with lingering variants still affecting the local economy. As the businesses continue on the road to recovery, they are experiencing financial hardships due to the workforce being significantly still working remote. However, the local economy has seen an uptick with the leisure traveler, and those still working remote, allowing more mobility.

In order for businesses to survive, we must think out of the box and build brand awareness for the City of Stamford. Our businesses are counting on us to help them make it to the other side of the recovery process. The City has progressed to become a desired location for many and now we must attract visitors to support our local economy. Hopefully, in time the workforce will return to their physical offices and business travel will resume. It is evident that the way of doing business has drastically changed due to the pandemic. Now that we have the opportunity to increase our visibility, please see the attached proposed tourism plan that will support our local businesses during these challenging times.

Please note you will receive the attachments in two emails. We appreciate your time and consideration. Please let me know if you have any questions or require additional information for this grant request.

Sincerely,
Heather Cavanagh

Kindest regards,
Heather Cavanagh
President & CEO
Stamford Chamber of Commerce
970 Summer Street
Stamford, CT 06905
203-614-9979
<http://stamfordchamber.com>





970 Summer Street
Stamford, CT 06905
203-359-4761
www.stamfordchamber.com

February 3, 2022

Ms. Sandy Dennies
Director of Administration
City of Stamford
Stamford Government Center
888 Washington Boulevard
10th Floor
Stamford, CT 06901

Dear Ms. Dennies,

The Stamford Chamber of Commerce respectfully requests an operating grant of \$50,000 from the City of Stamford's fiscal year 2022-23 budget for our "visitstamfordct.com" tourism project. This initiative has been developed to support and sustain small businesses pivoting from pandemic to recovery. The Chamber will work with the City's Economic Development Department to ensure the stability and sustainability of the business community.

As an IRS recognized 501 (C) 4 nonprofit organization, one of the largest and most dynamic business networks in Stamford, our organization works to create a better environment in which to live, work, play and learn. The worldwide pandemic shutdown in 2020, led to businesses closures, loss of revenue, and repositioning within the workforce. Business models changed with the growth and continuation of remote work, and consumer habits swung towards online shopping and the advancement of the leisure market. With a large sector of corporations moving forward with hybrid or strictly remote workplaces, Stamford now has the opportunity to capitalize the "WFH" model.

The office environment has changed. Hotel rooms, apartments, co-working and meeting spaces, the library, and even coffee shops have become the new norm. The leisure market within the city has gained traction and has proved to aid in its sustainability. The hotels and restaurants experienced a surge in the leisure market and the "WFH" model resulted in the replacement of the business traveler. In 2020, the Chamber redesigned and repositioned our website www.stamfordchamber.com to include resourceful COVID-19 information, vacation getaway packages, and restaurant specials. We also supported future members through these unprecedented times. This year, we proudly presented our [2022 Stamford Member & Community Resource Guide](#), providing a gateway to Stamford for visitors and residents, published by Chamber PG.

The Stamford Chamber is committed and eager to launch this tourism initiative with your support. We operate with a lean staff, however; we are effective, efficient, and ready to support both the residents and businesses within our community. Having additional funding for the Stamford Chamber will afford us the opportunity to work with the City and create new opportunities to attract visitors that will enable the small businesses to stay open during this prolonged economic downturn.

Project details and funding requested:

- Target the NYC Market in July 2022
- Continue to collaborate with Chamber Member, Chamber PG.
 - Create a website for tourism at www.visitstamford.com, which will link to www.stamfordchamber.com
 - Request funding - \$20,000.
 - Proposal and budget are attached.
- Create a partnership with Chamber Member, Vector Media, to bring brand awareness and attract consumers through outdoor advertising expertise.
 - Leveraging contemporary media mix through large format transit, with possible mobile retargeting, they will use their experienced team that specializes in creating touch-free brand experiences that connect in an emotional way.
 - Request funding - \$25,000
 - Proposal and budget are attached.
- Further partnership with Chamber Member, Ferocious Media, our current provider.
 - Ferocious Media will further research and market our social media platforms to boost content and enhance our current content plan. They will run a highly targeted programmatic Display and Pre-Roll campaign targeting a custom audience interested in travel.
 - Request funding - \$5,000
 - Proposal and budget are attached.

After more than 35 years, we continue to reinvest in our organization to better serve and support members and future members to ensure that all thrive in this vibrant urban city. As an advocate for businesses, we foster and encourage commerce to locate, expand and flourish within Stamford. Our vision promotes a strong economy that enables prosperity and inclusion for all by building businesses for today, tomorrow, and the future, and ensuring that businesses of all sizes have the access, opportunities, and resources to sustainably grow.

We believe that our tourism initiative is consistent with the economic interest of the City of Stamford in supporting small businesses. If I can provide additional information for our request, please feel free to contact me at 203-614-9979. I would also be happy to personally meet with you to present this proposal. In advance, we appreciate your time and consideration.

Sincerely,



Heather Cavanagh
President & CEO
Stamford Chamber of Commerce

Attachments:

Chamber PG Proposal and Budget
Vector Media Proposal
Vector Media Budget
Ferocious Media Proposal and Budget



visitstamfordct.com

PRESENTED BY CHAMBERPG

ChamberPG is a multi-media company with a proven track record of producing high-impact magazines, websites, social media and video content. We also work with Chambers of Commerce throughout the United States in producing community guides, ebooks and tourism videos. We've worked with the Stamford Chamber of Commerce for over two decades producing their membership directories and videos.

From Presidential campaigns to Fortune 500 companies, we've delivered results for a diverse range of satisfied clients.

A STRATEGIC AND OUT-OF-THE-BOX **TRAVEL & TOURISM PARTNER**

Because of our unique experience, we offer a different perspective in strategic travel & tourism branding and marketing.

We bring a voice and a distinctly differentiated brand position.

We tell compelling brand stories.

We are one-stop-shopping from strategy to all deliverables for one cohesive brand platform.

We marry the needs of the developer with the desires of the target.

WE ARE

- **Highly collaborative creative team**
- **Tier one thinking in a smaller user-friendly package**
- **Understand how to create on-brand content across all channels**
- **Think at the speed of a social feed**
- **A strategic and creative out-of-the-box thinking partner**

WE UNDERSTAND TRAVEL & TOURISM

We bring a unique point of view. We know how to speak the language. We understand the needs. We know how to avoid the clichés. We bring a unique perspective.



ROSE COLORED GLASSES

CARVALHO
& ASSOCIATES[™]



RUNAWAY HILL INN
HARBOUR ISLAND, BAHAMAS



The CLUB CAR

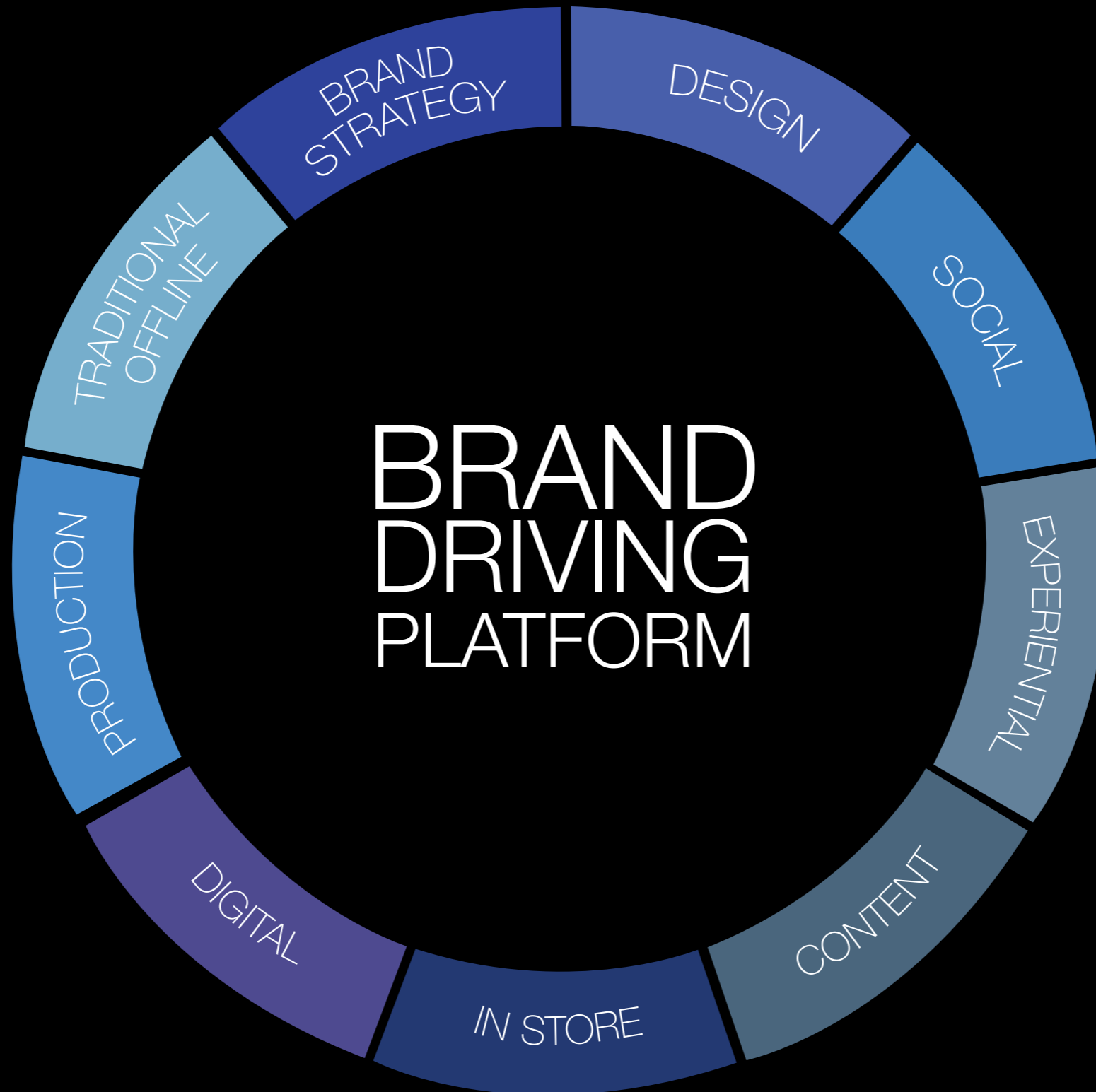
SalemFive
PEDROIA'S WORLD



Manchester Marine



WHAT WE'RE
FLUENT IN



MEDIA AND ANALYTICS CAPABILITIES

Digital Strategy

SEO

Digital Media Planning & Buying

Display

Mobile

Social

Native

SEM

Campaign Trafficking and Management

Third Party Ad Serving

DoubleClick Digital Management

Campaign Reporting & Optimization

Campaign Reconciliation

Invoice Remediation



SEO CAPABILITIES

SEO RESEARCH PHASE

- Examine keywords
- Find best keywords to target and keyword density analysis
- Examine competitors

SEO PLAN PHASE

- Implement plan
- Keyword page set up
- Optimize page titles
- Content writing and advisement
- Title tag modification
- Link and content building plan and initiatives

SEO ANALYTICS AND REPORTING PHASE

- Keyword tracking, reporting and optimization

SEO CONTENT MARKETING PHASE

- Content creation and advisement
- Content optimization

Scope of work

SCOPE OF WORK DETAILS

MARKETING CAMPAIGN WILL FEATURE:

- An easy-to-use content management system (CMS) WordPress offers an open source CMS platform which is recommended for visitstamfordct.com. WordPress offers advantages in terms of technical support and steadily expanding functions.
- Clean and focused design driven by visuals including professional photography and video.
- Optimized content with SEO best practices.
- Leverage a SEO plugin to optimize visitstamfordct.com content, images titles, meta descriptions and more.
- Social media integration (share buttons, follow buttons, etc.)
- Leverage a Social Media plugin that can aggregate and display Stamford Chamber of Commerce social media content (Facebook, Twitter, Google, Instagram, YouTube, and more) in one feed.

SCOPE OF WORK OVERVIEW

ChamberPG will help create content, organize and upgrade the Visit Stamford website – visitstamfordct.com The goal is to design a site that is sleek and professional; that improves BRAND awareness and promotes Stamford as a destination and can be used as a hub for visitors.

Assignment:

1. Deliver a website that showcases Stamford to business prospects and visitors using UX best practices
2. Create a look and feel that modernizes the brand on the web.
3. Build a site using an elegant and modern WordPress mobile-first theme (non-customized) with a CMS that is easy to update content over time.
4. Create a pathway so that visitors can easily view resources, articles, etc.
5. Utilize photography and video on social platforms to highlight area events and attractions.

PROPOSED TIMELINE

Begin March 2022 Completion June 2022

PHASE 1, Design:

- Using the approved Word doc, ChamberPG will create a visual design to showcase elements of style, look, and feel at a high level to understand the visual design direction.
- We will create, organize and develop content appropriate for the site and new visual design layout.
- Using the chosen design direction, ChamberPG will finalize the homepage and additional page templates according to content requirements.

PHASE 2, Development:

Mobile-First: Matching functional requirements to the appropriate fully-responsive theme that has predefined and built front-end and back-end elements.

Front- End Development: This is where we will style and skin the chosen theme with the chosen visual design direction ... using some of the following development standards.

- HTML5/CSS Development
- Blog/news section integration
- ALPHA Stage
- BETA Stage
- Live Testing
- 2 Weeks Post Launch Bug Fixes if Needed

Wordpress Environment Implementation and training: This platform will allow for internal content management, which means employees may be managing that which you see on the website with the same ease as writing an email.

PHASE 3, Optimization

This is the process to create a perfect foundation for your online destination.

- Extensive keyword search identifying all search terms for your specific industry
- Existing content optimization for website
- URL Structure Recommendations for each page
- Meta tag data copy-writing for each page of website for search engines
- 1 tag optimization for website
- Image tag optimization for all images on website
- Google analytics tracking script set up

COST BREAKDOWN

DELIVERABLES	SCOPE OF WORK	COST
NEW WEBSITE	<p>The goal of the (Visit Stamford CT) - working title website is to showcase local events and tourism within the town which includes features that Stamford is an ideal destination to visit. The new website will be user friendly on all sides.</p> <p>Key requirements for the website (ranked in importance): responsive, SEO, speed of loading, ease of content management by non-technical users, third-party integrations, and ease of maintenance.</p>	\$10,000
EVENTS	<p>A blog and event calendar will be included in the website design, the Chamber will be responsible for content and updates.</p>	
TV COMMERCIAL	<p>Produce a :30 second commercial</p>	\$2,500
VIDEO, PHOTOGRAPHY	<p>2 days of filming video and photography as part of the guidance of brand strategy and implementation of the website and brochure. The Stamford Chamber obtains the rights to use and archive all of the raw video and photography.</p>	\$2,750
COPYWRITING/ CONTENT CREATION	<p>Copywriting and SEO friendly content creation for the website will include but not limited to; optimized meta descriptions, optimized images with title tags, and keyword research to create all of the content to reach the target audience.</p>	\$1,750
ON-SITE SEO	<p>Recommend YOAST plugin to streamline organic search in order for web pages to rank high in the search engines.</p>	\$200
PAID SEARCH	<p>Recommend 3 month paid search campaign within a 50 mile radius. Third party ad serving will include Google Ad words, Instagram & Facebook video ads. Cost includes initial set-up.</p>	\$2,800

TOTAL: \$20,000

THANK YOU

We feel we offer something very unique
and are excited and ready to plug in with
you as a smart, collaborative, strategic
and creative partner.

**It's a Jungle Out There.
Get FEROCIOUS and be
King of The Jungle!**

Digital marketing solutions that make your
business ROAR.

GET FEROCIOUS

Ferocious Media is an Experienced Full-Service Digital Marketing Agency

Whether you are just starting out online or you are a large franchise or national brand, Ferocious Media has solutions to help you succeed.

B2B Marketing

Business to Business Digital Marketing takes a different approach. Our experienced team can help drive real results.

Local Businesses

As our name suggests, our passion is driving new business to local companies, helping them grow to the next level.



FEROCIOUS
BRANDING AND AWARENESS

Visit StamfordCT.com

Business Summary

Business Summary:

The Stamford Chamber of Commerce is a thriving business organization representing diverse firms and businesses throughout the business community.

Business Goals:

This is a market test that will be combined with traditional media. Visit Stamford CT wants to reach consumers in NYC (can be locals and European travelers) looking to travel to nearby destinations in July during the heart of tourism to the region.

Ferocious custom audience targeting,
keeps you **top of mind** with your
best prospects and customers!

BE MORE
MEMORABLE

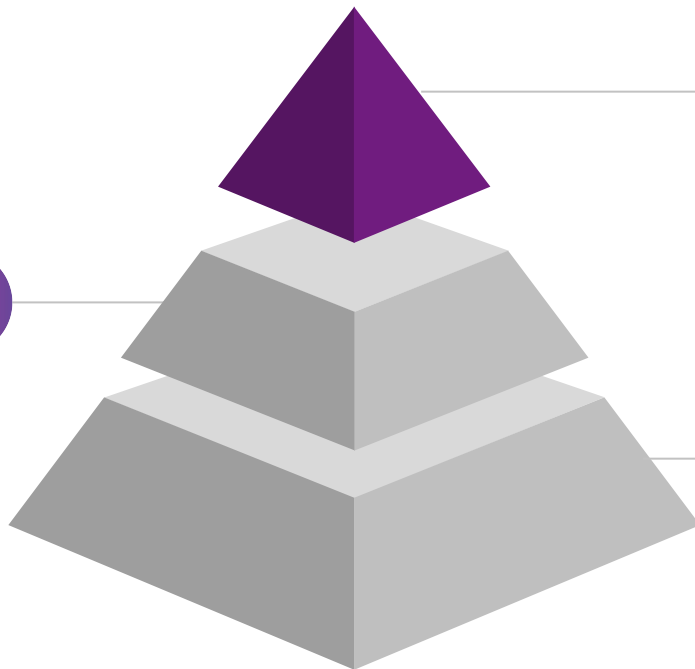


Our Process

Lead Generation

Drive customer contact with lead generation across as many channels as possible when they are looking for you or your services.

The right call to action and ad messaging will drive contact through forms, phone, and chat.



Branding Your Business Identity

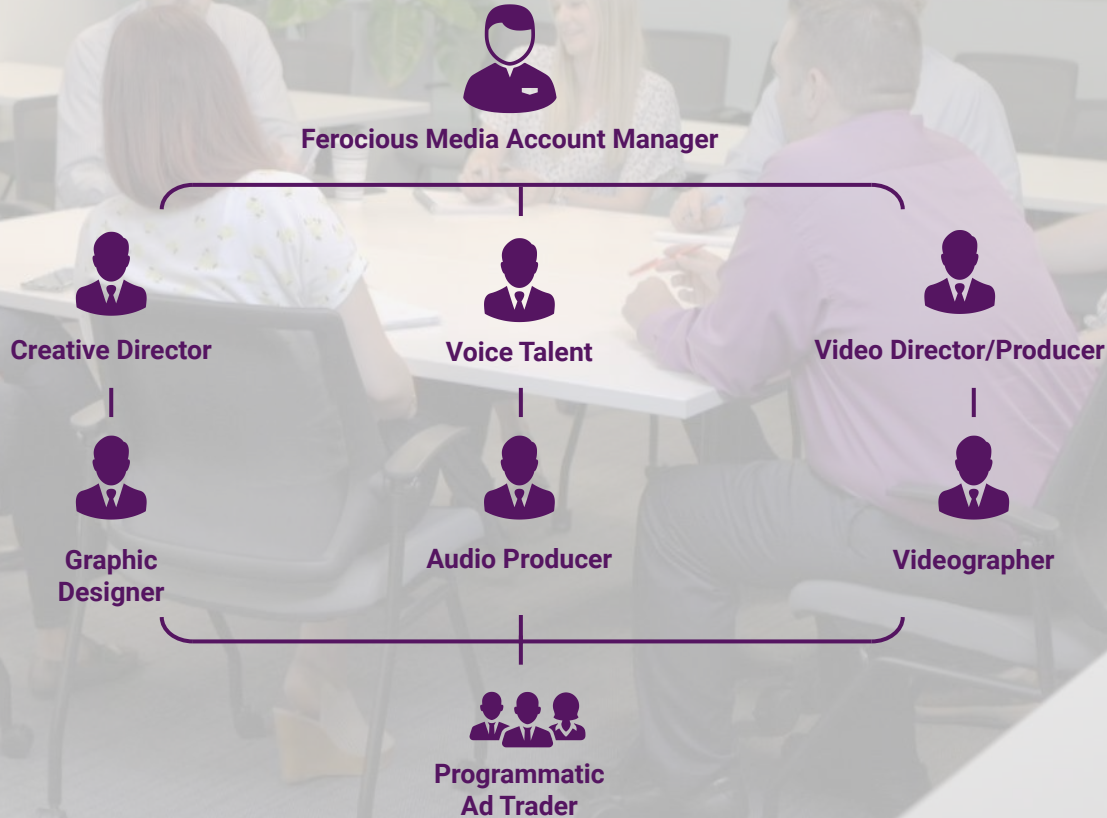
Audio, video, and images that effectively tell your story get you on the shopping list and increase your success with lead generation campaigns.

Your Website

A fast loading, well organized website with strong conversion paths is your foundation for success.



Our Team Structure



Top talent
working together
to bring you
industry-leading
results.



Your Message



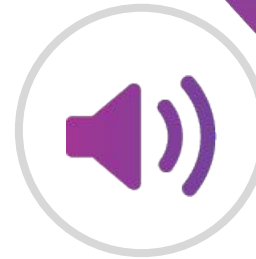
Display

Display evokes emotion with images



Video

Video escalates brand memorability with compelling storytelling



Audio

Audio embeds your brand in the shoppers mind through repetition

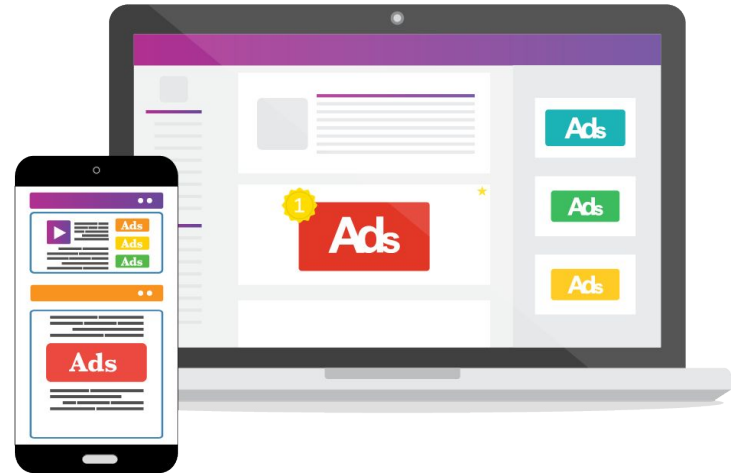


Ferocious Display

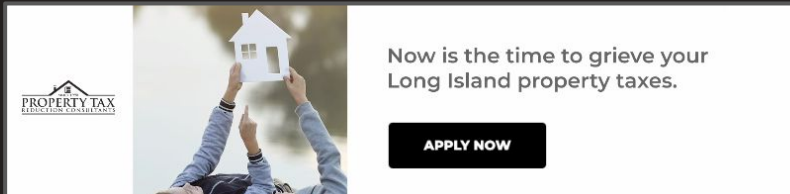


Display advertising reaches your best potential customers on the web

- Advanced geographic, demographic, and behavioral targeting strategies including Custom audience modeling
- Creative with rich media features



The right creative sells your core services or products



Our team will build creative that speaks to your customer through copy, images and design

Creative Studio



Video



85% say videos help connect with brands



Video helps businesses get **66%** more qualified leads



Score **34%** more sales



Video Pre-Roll

Video Pre-Roll advertising uses movement and sound to engage your audience.

Pre-roll ads play just before a viewer's selected video as short attention-grabbers usually fall between 30-60 seconds in length.

72% of customers say they prefer to learn about a product or service through a video.

64% of consumers are more likely to buy a product after watching a video about it.

Increase brand awareness with **high impact video ads**

Source: comScore [adtaxi.com](https://www.adtaxi.com)



What is a FEROCIOUS Audience?

Our team researches and selects a more specific custom audience, using 3rd party data sets, that suits your business objectives



Custom Targeted Audience



We'll reach adults 18+ with \$50K+ HHI in Manhattan, NYC.*

Travel > Vacation/Leisure Travelers: Weekend Getaways

Likely high spenders or frequent purchasers of weekend getaway travel. Based on a combination of known credit/debit transactions and advanced modeling to ensure the highest propensity to purchase in the future.

Interest > Luxury Travel > High-End Restaurants & Dining

The segment includes people who are interested in high-end restaurants & dining.

Interest > Travel, Tourism, Hotels & Flights Ticketing > Solo Travelers

The segment includes people who are interested in individual traveling.

Interest > Travel, Tourism, Hotels & Flights Ticketing > Couple Travelers

The segment includes people who are interested in traveling as a couple.

*We will also add contextual targeting, content read by travelers researching CT and New England destinations.



Stamford Chamber of
Commerce Social Content
Portfolio



Social is another way to:



Represent your
brand



Get customer
feedback



Increase organic website
traffic

- Our dedicated content team provides The Stamford Chamber of Commerce with platform and brand specific content to **increase engagement and help drive traffic back to their site.**
- **With eye catching copy and images**, our team will manage your social profiles on Facebook & Instagram
- During the month of July, posts can be tailored to cross promote VisitStamfordCT.com and **boosted to an appropriate audience in NYC interested in travel**

Branding Plan Summary

Expert Team

Included

Branding and Awareness Impressions

100,000 PreRoll Video - \$ 2400

195,000 Display - \$ 1950

\$4350

Creative Display Ad Design

\$150

Boost Content for Social Media

\$500

TOTAL

\$5000

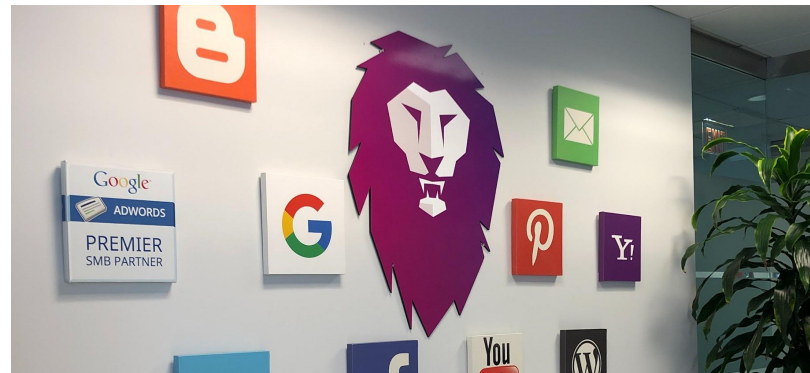


MEET FEROCIOUS MEDIA

Ferocious Media is composed of **award-winning industry leaders** whose track records speak for themselves.

Our highly **customized digital marketing solutions** are built and executed using our experience and **today's cutting edge tools**, all while keeping your vision in mind. Our team specializes in: Website Design, Search Engine Marketing and Optimization, Programmatic Advertising, and Social Media.

We currently handle Social Media for the Stamford Chamber of Commerce.



A Dedication To Success

After seeing that most of the big players in the industry were offering low-quality campaigns and a set it and forget it approach to search engine marketing, the founder of Ferocious saw an opportunity to offer something better.

The result was a company that offered **high-quality campaigns done the right way**. Our industry-leading client retention rate, commitment to quality, and our rapid growth caught the attention of Google and earned us the prestigious Google Premier SMB Partner accreditation.

Way More Than Just Search Engine Marketing

What once started with a love for search engine marketing, has quickly evolved to a full-service digital agency offering a **diverse suite of products to businesses of all shapes and sizes**. Working with clients all over the country, we saw the demand for more digital offerings and our team quickly grew to meet these needs. **From paid advertising to SEO, we are always at the forefront of the latest marketing trends.**

Meet Robin Faller

Robin Faller is passionate about helping her clients leverage data to inform business decisions to drive revenue. She partners with local, regional, and national businesses in diverse industries on Digital Marketing strategy, website design, and campaign success.



Serving the Stamford business community with over 20+ years in sales, operations, and marketing, her strength is to help you make the best choices to build your mind and market share while maximizing your budget. .

203-856-5027
robinf@ferociousmedia.com





Connect With Us

Locations

234 Airport Plaza Blvd
Farmingdale, NY 11735

180 Post Rd
Westport, CT 06880

Phone

888-210-0482



ferociousmedia.com



linkedin.com/company/ferociousmedia



facebook.com/ferociousmedia



970 Summer Street
Stamford, CT 06905
203-359-4761
www.stamfordchamber.com

Executive Summary Presented by the Stamford Chamber of Commerce

WELCOME TO STAMFORD, SECOND LARGEST CITY IN CONNECTICUT!

LIVE-WORK-PLAY-LEARN

Mission Statement

To be an advocate for Stamford businesses of all sizes, and those in its surrounding communities, through economic development, connectivity, inclusion, and business education.

Program Description

The Stamford Chamber of Commerce is a partnership of businesses and professionals working together to build a healthy economy and improve the quality of life within our community. Through our programs and initiatives, we provide access to resources and relationships that increase the visibility and prosperity of local businesses. As an organization that represents Stamford in its entirety, we are essential to citywide growth.

Challenges

As we complete the first quarter of the third year of the pandemic and recovery process, we have experienced several challenges, many affected our organization significantly. We are solely financed through membership dues and event revenue, and unfortunately, the lingering effects of COVID have continued to impede our plans for in-person events throughout the past two years.

The health and welfare of our members are always our top priority. We have cautiously resumed our normal scale of events, always abiding by the maximum capacity restrictions and health guidelines. As predicted, the result of these ramifications led to a loss in revenue. However, expenses were reevaluated, and costs were cut where deemed appropriate. Finally, on March 24, 2022, we will host our 28th Annual Taste of Stamford and we could not be more excited to highlight and support the restaurants!

Accomplishments

We are pleased to report that we have seen an increase in new members based upon the support and resources that we continue to provide to both members and future members. As we navigated through unprecedented times, we became more innovative and encouraged digital creativity to keep members engaged, connected, and open for business. Their success is our success as we are all in this together.

Our FY 22-23 starts on July 1, and with that comes a vision of hope as we move towards a new year. We have successfully emerged through the pandemic as a leader, supporting all in the business community, especially in a time of crisis. This has never been more evident than in the past two years as the Chamber was responsible for connecting the city, state, Stamford Health, and the community during the most challenging time. Unfortunately, during this time, we also saw both iconic institutions and small

businesses close, however the Stamford Chamber remained committed and dedicated, with a staff of two, and persevered through all the obstacles.

With the decrease of the business traveler and the in-person workforce within the city, we plan to support our local businesses with the promotion of the leisure market, and to help promote Stamford as a travel destination both within the state and beyond the state. For businesses to survive, we must think out of the box and build brand awareness for the City of Stamford. Our businesses are counting on the Chamber and the City to help support them to the other side of the recovery process. The City has progressed to become a desired location for many and now we must attract visitors to support our local economy and engage our residents to support the economic landscape. We hope that in time, the workforce will return to their physical offices and business travel will resume.

Future

It is evident that the way of doing business has drastically changed due to the pandemic. Now that we have the opportunity to increase our visibility collectively, we are presenting our proposed tourism plan that will support our local businesses during these challenging times. We appreciate your time and consideration in establishing a first-time collaborative partnership with the Chamber and the City of Stamford benefiting the small businesses who are the backbone of our community.

Shopping local creates jobs, supports entrepreneurs, and keeps money in the local economy, supports our youth athletic programs, adds uniqueness to our community and helps the environment. When you are supporting a small business, you are supporting a dream!

#shoplocal #stamfordchamber #allinthistogether



STAMFORD CHAMBER OF COMMERCE

***Amplifying the message in 2022 to
NYC locals and tourists***

Solutions tailored for you

Utilize our large format, high impact transit formats to amplify the message that Stamford is a place to visit.

Big / Bold format to take the message directly to Nyers and tourists.

Engage them all over NYC high profile areas:

Midtown / Grand Central / Penn Station / United Nations /
Broadway / Soho / Financial District / Empire State Building /

(and other high-profile area of interest I may have left out)

Double Deckers



Double Deckers are the essential large-format outdoor media option for any advertiser looking for high impact and limited waste with a custom touch. We have an exclusive partnership with all of the Double Decker Tour companies in NYC. These 3-sided billboard-like units are creatively versatile. Increase value further by experientially activating off your Double Decker media with custom routes and permitted locations. These larger than life

media forms are on the road an average of 14 hours per day, stopping in the most high profile NYC neighborhoods such as SoHo, Times Square, the Financial District, The Meatpacking District, East/West Village, Columbus Circle and more. Our Double Deckers are the only media that can offer an audience that will be part of their ad and we reach areas like Flat Iron and 5th Avenue where only small format OOH advertising is primarily prevalent.

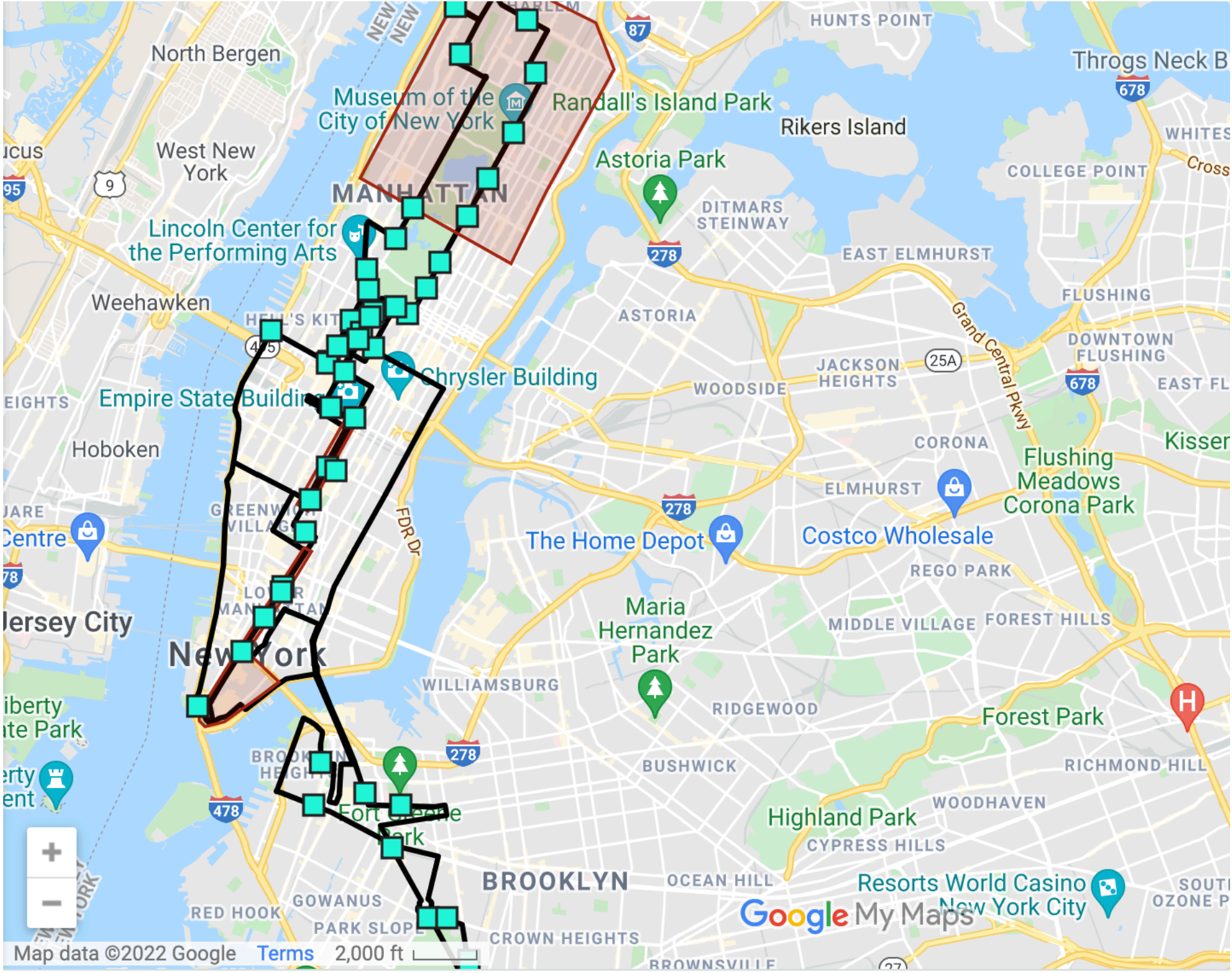
- FULL WRAP
- SUPERSIDE
- FULL BACK

 [Open map](#)









DDTV



Our newest innovation takes high-impact digital on the road at previously unmatched scale. DDTV strikes the perfect balance between achieving the reach and frequency expected of Transit OOH networks, with the flexibility and dynamism of Digital OOH. The DDTV network is a flexible, digital solution that can adapt to shifts in

consumer behavior by using data-informed optimized routes to maximize consumer engagement potential. DDTV runs a custom high profile New York route and is available for 8-second spots in a 01:04s loop. DDTV spots are inclusive of real-time audience measurement verified by StreetMetrics



THE ASTOR LIBRARY
FOUNDED BY JOHN JACOB ASTOR
FOR THE ADVANCEMENT OF USEFUL KNOWLEDGE
MDCCCLVII

THE LENOX LIBRARY
FOUNDED BY JAMES LENOX
DEDICATED TO HISTORY,
LITERATURE AND THE FINE ARTS
MDCCCLXX

THE TILDEN TRUST
FOUNDED BY SAMUEL JONES TILDEN
TO SERVE THE INTERESTS OF
SCIENCE AND POPULAR EDUCATION
MDCCCLXXXV

MDCCCLXCV THE NEW YORK PUBLIC LIBRARY MDCCCCLII

TREASURES
AMERICA
A Declaration
When in the
course of the
discovery of
new territories
it becomes
necessary that
the people of
the United States
shall be
informed of
the rights and
duties of
citizenship
and that all
the people of
the United States
shall be
informed of
the rights and
duties of
citizenship
FREE EXHIBITION

TREASURES
FREE EXHIBITION

More spending power
to help drive
your business forward.



DDTV
VECTORMEDIA.COM



Airport Shuttles



Airport Shuttles impact tourists, business travelers, commuters, and locals. Making stops at major airports and hotels, they make lasting impressions as the first and last thing travelers see upon arrival and departure. Repeat impressions are guaranteed with high-frequency packages, downtown vehicle routes and Wi-Fi connectivity. The Newark Airport Express impacts

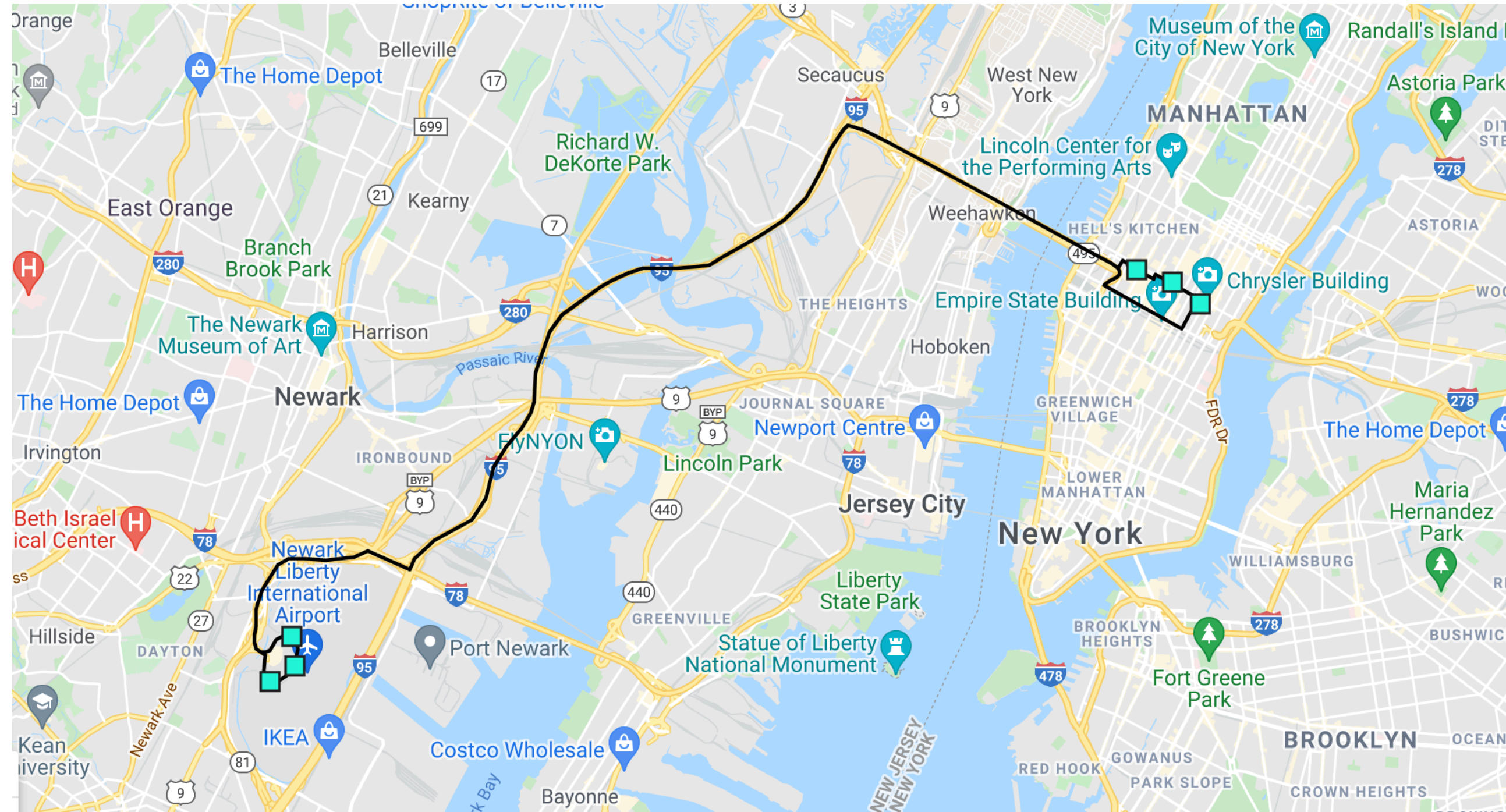
all of high profile Manhattan, as well as major NYC highways, the NJ Turnpike, and the Newark airport 24 hours a day, 7 days a week.

- FULL WRAP
- SUPERSIDE
- FULL BACK

 [Open map](#)







Tell Better Stories



www.vectormedia.com

@vectormedia



Stamford Chamber of Commerce

MARKET	MEDIA FORMAT	LOCATION DESCRIPTION	# OF UNITS	IMPRESSIONS (4 WEEKS)	FLIGHT DATES	# OF 4 WEEK PERIODS	NET RATE CARD VALUE (PER 4- WEEK PERIOD)	Stamford Chamber DISCOUNTED NET COST (PER 4 WEEK PERIOD)	PRODUCTION & INSTALL	TAX	TOTAL FLIGHT COST
New York, NY	Double Decker Full Wrap	Double Deckers crave attention at the street level, towering over crowds in core city centers of the country's top DMAs. Double Deckers are the essential large-format outdoor media option for any advertiser looking for high impact and limited waste with a custom touch. These 3-sided billboard-like units are creatively versatile. Make a powerful statement with 3D Printing, LED Illumination, Extensions and even custom builds. Coverage includes Times Square, SOHO, Grand Central Station, Union Square, Columbus Circle, East/West Village, Upper East/West Side, Gramercy, Etc.	1	925,000	TBD (June or July)	1	\$30,000.00	\$15,000.00	\$12,500.00	\$0.00	\$27,500.00
New York, NY	Newark Airporter Full Wrap	Traveling through New Jersey and Midtown Manhattan, Newark Express Airporters make 168 daily trips from Newark Airport to Manhattan stopping at: Port Authority, Bryant Park, Newark Airport, Times Square, 195 Expressway, and more	1	tbd	TBD (June or July)	1	\$25,000.00	\$10,000.00	\$10,000.00	\$0.00	\$20,000.00
New York	DDTV	DDTV- Double Decker TV is the first large format, street level, digital transit network. The DDTV includes Street Metrics audience measurement. Route coverage includes: Times Square, SOHO, Grand Central Station, Union Square, Columbus Circle, East/West Village, Upper East/West Side, Gramercy, Etc. 3 buses - 6 screens (8 second spots)	2 spots- 3 buses, 6 screens	949,346	TBD (June or July)	1	\$60,000.00	\$25,000.00	\$0.00	\$0.00	\$25,000.00

*Proposal does not hold inventory; all subject to prior sale.

*Creative is subject to approval.

From: [Heather Cavanagh](#)
To: [Board of Representatives](#)
Cc: [Rosenson, Valerie](#); [Todd Lindvall](#)
Subject: Stamford Chamber of Commerce Video & E-Book
Date: Wednesday, March 23, 2022 11:59:47 AM
Attachments: [image001.png](#)

Good Morning,

Thank you for the opportunity to present our proposal on April 5th. As a community wide organization that supports the businesses, we are excited to share with you our 2022 e-book Membership Directory and Community Resource Guide.

<https://www.stamfordchamber.com/>

In addition, please see below is a video showcasing our vibrant city! We have several other in the works.

<https://vimeo.com/chamberpg/review/689456288/2c573fdc90>

We appreciate your consideration and look forward to meeting with you.

Have a nice day.

Heather

Kindest regards,
Heather Cavanagh
President & CEO
Stamford Chamber of Commerce
970 Summer Street
Stamford, CT 06905
203-614-9979
<http://stamfordchamber.com>



