



MEMORANDUM

To: Economic Development Committee Members

From: Julian M.D. Jacquin, Economic Development Manager

Date: January 28, 2020

Re: Council Member Edens: “Love My City” T-Shirts

Background

At its meeting on November 26, the Committee requested that Council Member Edens work with City Team Members to develop product design and research vendor sponsorship potential for a “Love My City” Wildwood T-shirt and present an updated concept at the January meeting. In response, City Administrator Sam Anselm, Assistant Director of Planning & Parks Kathy Arnett, Planner Travis Newberry and I have worked over the last month to research and compile cost estimates for this request.

Design

After speaking with our City Team Members, it was recommended that we consider creating a custom design in honor of the City’s 25th Anniversary. This would allow us to create one universal design for all shirts and distribute them in honor of the City’s “quadranscentennial”. We would also be able to use the finished logo/design in other messaging, such as the City’s social media accounts and E-Newsletter.

Cost Estimates

Ms. Arnett solicited cost estimates from three design firms to develop the graphics needed for this t-shirt, including:

1. Angela Stahling
2. Mincoff Studio
3. Promotions Pronto

I had previously provided estimates for printing costs to this Committee from Pillsbury Marketing, but that did not include necessary design work. Ms. Arnett did receive the attached pricing estimates back for design work from Angela Stahling and Mincoff Studio. Ms. Stahling estimated approx. \$400 in design, or less depending on time. Ms. Mincoff

estimated \$900 - \$1,900 based on hourly work required and if the shirt design is front-only or front/back. As provided at the November meeting, Pillsbury Marketing offers printing of custom design t-shirts from \$6.52/ea for 96 shirts to \$4.29/ea for 504 shirts.

At these rates, 100 custom t-shirts would cost \$652 in printing and \$400-\$1,000 in design. We would need to sell 100 t-shirts at approx. \$16.50/ea in order to break even on our costs. We would make approx. \$350 in profit if we sold 100 shirts at \$20/ea instead.

Alternative Idea/Crowdsourcing

In our discussion with other City Team Members, I presented an idea to “crowdsource” the logo design for this concept. Similar to crowdfunding platforms (Kickstarter and GoFundMe), crowdsourcing allows the City to post our request for a logo design to an internet website and solicit design options from 50-100 designers across the world. The City receives full copyright ownership of the designs, once submitted. [Crowdspring.com](https://www.crowdspring.com) offers different tiers of pricing (from \$299 - \$1,199 offering additional designs, more established designers, etc.). For this request, I would recommend either the Silver tier (\$299) or Gold (\$499). Each of these tiers includes a financial award to the designer whose logo is selected for use by the City. We could post our request, compile all submitted designs, internally identify our finalists and post the options to the City website and social media for voting by our residents.

Other Products

City Team Members also believed that it would be appreciated to allow residents to purchase other products with this logo design, instead of just t-shirts. We researched internet websites such as [Teespring](https://www.teespring.com) and [Redbubble](https://www.redbubble.com), which allow you to post a logo design and the customer can purchase shirts, hats, totes, coffee mugs, phone cases, etc. with that finished design posted to the product. The City is paid a portion of each sale, which would then be used to re-pay the City for its expense to crowdsource the logo design and capture additional revenue to use towards other City expenses, as desired.

Next Steps

City Team Members are recommending that we use [Crowdspring.com](https://www.crowdspring.com) to crowdsource the logo design for the City’s 25th Anniversary at \$299 or \$499 and then post the design to [Teespring.com](https://www.teespring.com) so that residents can purchase a variety of products with that logo.

I will be available for any comments or questions at the January 28, 2020 Meeting of the Economic Development Committee.

JMDJ

Julian Jacquin

From: Kathy Arnett
Sent: Wednesday, January 15, 2020 10:54 AM
To: Julian Jacquin
Cc: Joe Vujnich
Subject: TShirt Design Pricing
Attachments: WW TShirt design2020.pdf; Re_ T-shirt designs.msg

Julian,

We sought 3 bids on the T-shirt Design pricing. The first, who you reached out to, did not respond. The second was Angela Staehling. An email from her, with pricing, is attached. The third was Stacey Mincoff. Her proposal is the attached PDF.

Let me know if you need anything else from me regarding this project. I'll put the 2 t-shirt samples in your mailbox.

Thanks!
Kathy

Kathy Arnett

Assistant Director of Planning & Parks
City of Wildwood
16860 Main Street
Wildwood, MO 63040
kathy@cityofwildwood.com
636-458-0440 x135



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Julian Jacquin

From: Angela Staehling <angelastaehling@gmail.com>
Sent: Friday, December 6, 2019 10:31 AM
To: Kathy Arnett
Subject: Re: T-shirt designs

Hi Kathy,

I think I'd estimate about \$400 per design. Hopefully we could do it for less, depending upon the amount of time.

My schedule is quite full through first week of January, but I could potentially squeeze it in within the next few weeks.

Let me know your thoughts.

Angela

Angela Staehling

OWNER / ILLUSTRATOR

636.851.7800

angelastaehling.com

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On Dec 5, 2019, at 10:13 AM, Kathy <Kathy@cityofwildwood.com> wrote:

Angela,

Attached are the two T-shirt samples that we discussed. The desire is to have something trendy. Similar to what you might find on www.archapparel.com/collections/tees

Just let me know your schedule and thoughts on price.

Thanks!

Kathy

<IMG_1947.jpg>

<IMG_1948.jpg>

<IMG_1949.jpg>

The City Wildwood
Attn: Kahty Arnett
16860 Main Street
Wildwood, MO 63040

January 15, 2019

Re: Wildwood 2020 T-Shirt Design — Fee Proposal

Scope of Work

Create artwork for Wildwood T-Shirt (may or may not mention 25 year anniversary):

- T-Shirt (front only)
Price is based on a hourly estimate totaling \$900.00 but not to exceed.....\$1300.00
- T-Shirt (front and back)
Price is based on a hourly estimate totaling \$1200.00 but not to exceed.....\$1900.00

PDF proofs will be provided via e-mail. Please note that they are not completely color accurate as everyone’s monitor displays differently. (Price does not include writing copy, hard copy proofs, stock photography, stock illustrations, printing or mailing).

Thanks again for the opportunity to bid on this project. Customer satisfaction is a priority for me and after working on Wildwood projects for 21 years, I hope to continue to exceed your expectations.

Sincerely,

Stacey Mincoff

Customer’s Signature required Date

SILVER
\$299
INCLUDING
\$200 AWARD

GOLD
\$499
INCLUDING
\$300 AWARD

ELITE
\$899
INCLUDING
\$300 AWARD / \$300 TIPS

PLATINUM
\$1199
INCLUDING
\$725 AWARD

For individuals
and new small businesses

Perfect for startups
and growing businesses

Great for businesses,
agencies & marketers

All-inclusive for businesses,
agencies & marketers

		SILVER	GOLD	ELITE	PLATINUM
Designs (approximately)		60	90	20 Elite	75 Premium
Full copyright ownership		✓	✓	✓	✓
100% guarantee		✓	✓	Assured award + tips	✓
Unlimited designs		✓	✓	✓	✓
Unlimited designers		✓	✓	5 Elite designers	✓
Unlimited focus groups	?	optional	✓	✓	✓
Promotion	?	optional	✓	✓	✓
Project privacy	?	optional	optional	✓	✓
Only top level designers	?	—	optional	Elite designers only	Platinum + Elite designers
Dedicated manager	?	—	—	✓	✓
Priority customer support	?	—	—	✓	✓
Team collaboration	?	—	optional	optional	✓
Unlimited presentations	?	—	optional	optional	✓