

CITY OF LINDSAY  
**NEWSLETTER**  
**PROJECT ANNUAL**  
**EXPENSE APPROVAL**



Presented to the Lindsay City Council  
May 23, 2023

# WHY A NEWSLETTER?

- Allows to connect with Lindsay residents.
- Higher chance of reaching our residents & being seen.
- Quite memorable, which makes residents likely to act on the call-to-action.
- Generate more visual interest in City news, events & updates.
- Educate the public on hot topics in the City.



# NEWSLETTER DESIGN

## Format

- English and Spanish
- Color / 8.5” x 11” / 4 - 8 pages / folded in half when mailed

## Newsletter Information

- City Council News / Mayor’s Corner
- City News - City Services, Recreation, Finance, etc.
- QR Code / Website & Social Media Platforms



# NEWSLETTER DESIGN EXAMPLE



# NEWSLETTER COST

## Quarterly

\$3,600 - \$5,000

July, October, January, & April

## Annua lly

\$14,400 - \$20,000

City Financial Year

**All residential water users will receive the newsletter**



# RECOMMENDATION

That the City Council, by motion,  
approve the annual expense  
of the City's Newsletter in the  
amount of \$20,000.00



# Questions?

Presented by Armando M. da Silva  
Recreation Services Director

