



Proposal:  
Marketing, Public Relations, Content  
Creation &

For: **Village of Croton-on-Hudson**

August 13<sup>th</sup> , 2025

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## **Executive Summary**

Enormous Creative is pleased to submit this proposal to partner with the Village of Croton-on-Hudson in a strategic communications engagement that will strengthen public outreach, enhance communication consistency across channels, and improve the overall effectiveness of the Village's messaging efforts.

The engagement is structured as a 12-month relationship beginning with a two-month discovery phase, followed by ten months of implementation support. The project will focus on identifying actionable strategies, building sustainable workflows, and deploying communications practices that meet the expectations and needs of Croton's diverse community.

Enormous Creative has extensive experience working with businesses, not-for-profits and municipalities to modernize and optimize communications in ways that drive awareness and visibility, facilitate interaction, and build stronger connections between those entities and their many audiences.

## **Background**

The Village of Croton has a vibrant community, active civic life, and a calendar of events that engage a wide range of residents and visitors. Internal staff efforts have effectively supported communications to date, and this proposed engagement is intended to build upon that foundation. By adding complementary resources, the Village can further enhance timeliness, consistency, and reach—particularly in how news and events are shared with the public—while ensuring the communications strategy and execution reflect Croton's goals, audiences, and organizational capacity.

## **Project Goals**

- Assess current communications systems and identify strategic improvements
- Establish a set of clear communications goals, audiences, key performance indicators and success metrics.
- Identify the appropriate mix of channels (social media, text alerts, email, signage, media, etc.)
- Provide strategies that reach diverse audiences, including seniors, new residents, commuters, youth/families, and non-English speakers
- Develop replicable systems and workflows for timely, consistent communications
- Develop visually appealing, editable design templates for serial communications
- Improve the clarity and impact of communications tied to grant funding opportunities.
- Support more successful grant outcomes by aligning messaging with fundraising priorities.

- Increase opportunities for collaboration and coordination between the Village and the local small business community
- Gain more leverage from strategic assets like riverfront and Croton Point Park, Croton-Harmon Train station, Van Cortlandt Manor, etc.
- Support media engagement and promotional efforts for / or surrounding events like The Blaze, Rev Fest 250, and other larger events in the Village

## **Phase 1: Discovery (Months 1–2)**

During the Discovery Phase, Enormous Creative will work closely with Village Staff, the Mayor, Village Board, Village Manager, and relevant stakeholders to understand current practices, identify pain points, and recommend viable, implementable strategies.

### **Activities Include:**

- Stakeholder interviews (Village Manager, Staff, Mayor, Board Members, relevant committee representatives)
- Audit of current communications practices and tools
- Benchmarking of peer municipalities
- Audience analysis and review of accessibility needs
- Evaluation of upcoming events and public meetings for strategic communications planning
- Review of internal workflows for message development and approval

### **Deliverables:**

- Communications Strategy & Channel Plan (written and/or presented live)
- Proposed Communications Calendar framework
- Workflow recommendations and internal coordination process
- Bilingual / Multilingual communications approach (in partnership with Village or third-party translation providers)
- Preliminary media relations plan, identifying outlets such as Lohud, Westchester Magazine, and News12 as well as smaller outlets like the Gazette, River Journal North, et al

## **Phase 2: Implementation (Months 3–12)**

Following Discovery, Enormous Creative will serve as a collaborative extension of the Village's communications function. While not embedded as full-time staff, our team will take on many day-to-day responsibilities in collaboration with internal personnel.

### **Ongoing Support Includes:**

- Content planning, creation, and scheduling

- Social media management in coordination with Village staff
- Messaging for community events, announcements, and emergency alerts
- Media relations and press coordination
- Cross-channel content deployment (email, text, social, signage, website)
- Guidance on bilingual content with translation services as needed
- Strategic consultation and performance monitoring

This hybrid model balances strategic oversight with tactical execution, designed to deliver consistency and results while staying within budget.

## Budget

Phase	Duration	Monthly Fee	Total
Discovery	2 months	\$5,000	\$10,000
Implementation	10 months	\$3,000	\$30,000
<b>Total</b>	12 months	—	<b>\$40,000</b>

Fees include strategic development, project management, content planning, media coordination, and ongoing advisory services. Translation and other supplemental services as well as any advertising spend are not included, and will be quoted separately if required.

## About Enormous Creative

Enormous Creative is an award-winning marketing, public relations, and content production agency based in Westchester County, NY. Founded in 2015 by John Van Dekker, the agency has partnered with a broad spectrum of businesses, nonprofits, and government clients to craft communications strategies that are effective, inclusive, and grounded in practical execution.

Enormous Creative was tapped by the City of Peekskill in 2019, to collaborate on their Empire State Development – Downtown Revitalization Grant application, and to produce the video that acted as the City’s live grant presentation. We are very pleased to have played a key role in winning this \$10 Million Grant for the City.

Our current and past public- and private-sector clients include:

- DeCicco & Sons Supermarkets
- Town of Cortlandt, NY
- County of Westchester
- City of Peekskill, NY
- Nielsen Media
- Purdue Pharma
- Captain Lawrence Brewing Co.
- Westchester Magazine (ongoing strategic and video production partner)



Enormous Creative has been recognized by *914Inc.* as the Best of Business for Commercial Photography and Videography (2020–2025), and for Best Web Development in 2019, 2024, and 2025.

Our experience with municipalities and community organizations, alongside our reputation for thoughtful, effective campaigns—makes us uniquely positioned to serve the needs of the Village of Croton-on-Hudson.

## **About John Van Dekker**

The engagement will be led by John Van Dekker, Founder and Creative Director of Enormous Creative. With nearly 30 years of experience in marketing and communications, John has held leadership roles at Chrysler Corp., American International Group (AIG), and TransitCenter. He received AIG's first-ever Award for Leadership in Marketing in 2007. John was also appointed to AIG's Project Atlas working team in 2008, as part of the company's response to the financial crisis, and subsequent governmental support.

In addition to his professional and agency work, John is a member of the Board of Directors for several civic organizations including, the Paramount Hudson Valley Arts, Hudson Valley Gateway Chamber of Commerce, Arts10566, and the Hudson Valley Museum of Contemporary Art. John was recognized by Westchester Magazine in 2020 as a Healthcare Hero, and was also appointed to County Executive Latimer's COVID Business Reopening Task Force in 2020.

John brings strategic insight, creative leadership, and a deep understanding of civic engagement and local media. John resides in nearby Cortlandt, with his wife and three children.

## **Conclusion**

The Village of Croton-on-Hudson has a remarkable opportunity to deepen its connection with the public through consistent, accessible, and proactive communications. Enormous Creative looks forward to working alongside your team to make that vision a reality, respecting the good work already underway, and building on it for greater impact.

We welcome the opportunity to present this proposal in person, or to answer any questions you may have.