ABOUT SPEARS

Spears Group is an award-winning marketing public relations and engagement hub that truly connects our clients with their audience. Founded in 2008 by New Orleans native Cleveland Spears III, the vision and goal of Spears Group is to help clients create meaningful relationships through strong communication strategies built intelligently by our diverse and highly collaborative team.

MISSION STATEMENT

Spear Group connects clients with their audience through comprehensive communication strategies designed and implemented by a diverse and highly collaborative team of experts.

We go beyond merely reaching the audience by turning the audience into ambassadors for our client's message.

We become true partners with our clients by immersing ourselves in their business to identify factors that will trigger a true connection and produce definitive results.
At Spears Group we place primary focus on creating *Connections* on all levels:

**INTERNALLY**
By maintaining a strong, highly collaborative team

**BETWEEN TEAM AND CLIENT**
By becoming true partners with our clients in order to provide the highest level of service

**BETWEEN CLIENT AND TARGET AUDIENCE**
By turning the audience into true brand ambassadors

**BETWEEN TEAM, VENDORS AND MEDIA**
By sustaining excellent working relationships with our professional peers
AWARDS

CLEVELAND SPEARS, III, FOUNDER & CEO
Agency Executive of the Year

2014: BEST IN SHOW
CLIENT: New Orleans Tourism Marketing Corp.

2015: OUT-OF-HOME - Campaign
Taste of NOLA - Follow Your NOLA Food Truck
CLIENT: New Orleans Tourism Marketing Corp.

2016: TWO GOLD ADDYS
NOTMC Holiday Ornaments
CLIENT: New Orleans Tourism Marketing Corp.

INTEGRATED MARKETING, SPECIAL EVENT

AWARD OF EXCELLENCE
CLIENT: Le Dîner en Blanc New Orleans

AWARD OF EXCELLENCE
CLIENT: New Schools For New Orleans

AWARD OF EXCELLENCE
CLIENT: LPHI

ST. JOHN THE BAPTIST PARISH
Planning & Zoning Department
102 East Airline Highway • LaPlace, LA 70068
Phone: 985-651-5565 • www.sjbparish.com
OCCUPATIONAL LICENSE APPLICATION PROCESS
OD-Sept 2010

Register with the Sales and Use Tax Office
A SALES TAX IDENTIFICATION # must be obtained through the St. John Sales and Use Tax Office at the following location:

ACI ST. JOHN, LLC
1704 Chantilly Drive, Suite 101
LaPlace, LA 70068
Telephone # (985) 359-6600

If your business involves food and/or alcohol, a HEALTH PERMIT must be obtained through the Louisiana Health Department at the following location:

ST. JOHN PARISH HEALTH UNIT
473 Central Avenue
Reserve, LA 70084
Telephone # (985) 536-2128

Where to Submit your Occupational License Application for Approval

What documents must be presented with the application:
• Completed and Notarized Occupational License Application
• Sales and Use Tax Registration Certificate
• Health Department Permit (if your business involves food and/or alcohol)
• Photocopy of your driver’s license
• Lease or proof of ownership
• Commercial Occupation License requires Louisiana State Fire Marshal Approval.
(For more information, please contact the Louisiana State Fire Marshal at 504-455-7313)
• Beer & Liquor - see additional requirements attached

Submit the above documents to the following department along with a $60.00 Check or Money Order to:

ST. JOHN PARISH SERVICE CENTER
Planning & Zoning Department
102 East Airline Highway
LaPlace, LA 70068
Telephone # (985) 651-5565

Receiving Your Occupational License
The St. John Parish Sheriff’s Office issues the actual Occupational License and there is a separate fee for issuance of the actual license. Once the St. John Sheriff’s Office receives your approved Occupational License Application, you will be notified of the license fee and when you can pick-up your Occupational License. Occupational Licenses are not mailed.

The Sheriff’s Office will charge a $50.00 fee to a Retail Business and a Combination Fee of $100.00 if the business is Alcoholic and Retail.

IF YOU HAVE ANY FURTHER QUESTIONS, PLEASE CONTACT:
ST. JOHN PARISH SHERIFF’S OFFICE
1801 West Airline Highway
LaPlace, LA 70068
Deputy Elizabeth Drago
(985) 652-9513 EXT 118

INCOMPLETE APPLICATIONS WILL NOT BE PROCESSED

ST. JOHN PARISH

SPEARS GROUP
BUSINESS OF THE YEAR 2013

TRANSLATION CAMPAIGN OF THE YEAR 2012
CLIENT: RTA

FIRST PLACE IN INFORMATION DISSEMINATION
CLIENT: LPHI
Cleveland, a native New Orleanian, holds a Bachelor’s degree in Marketing from the University of New Orleans, and ten years of professional experience in marketing, advertising, public relations and event production across a number of industries.

After Hurricane Katrina, Cleveland’s love for the City of New Orleans compelled him to leave the demanding corporate America environment and join an organization that would allow him the latitude to engage in the rebuilding of New Orleans. After leaving one of the largest telecommunications companies in the country, Cleveland joined a locally owned and operated advertising agency executing communications and outreach for a number of post-Katrina rebuilding initiatives, including the Louisiana Road Home Program. While there, he served as Vice President of Business Development, where his duties included identifying new business opportunities and expanding the firm’s existing clientele, supervising daily operations, human resource, client services, strategic planning, and project management.

In July 2008, Cleveland founded Spears Consulting Group. In November 2014 the company rebranded as Spears Group, indicating a more partnership-like relationship with its clients. Located in New Orleans, Louisiana, Spears Group currently operates as a full service marketing, public relations and event production firm.

While Cleveland is recognized as a top public relations strategist and practitioner in the market place, his event production creativity and expertise do not take a back seat to PR. He is respected as one of the most creative minds in the market on how to concept and execute amazing experiences.

Cleveland has also worked on other large scale productions that include ESSENCE Music Festival and executed external activations in conjunctions with Voodoo Festival, New Orleans Jazz and Heritage Festival and French Quarter Festival.

Cleveland was named the Agency Executive of the Year by the Ad Club of New Orleans at the 2015 American Advertising Awards.

Cleveland remains active in the community through volunteer efforts and board appointments with organizations including the New Orleans City Park (board member), Liberty’s Kitchen (board member), GNO Inc. NextGen Council (board member), the New Orleans Jazz Institute, the Metropolitan Crime Coalition, New Orleans Workforce Investment Board (board member), the Greater New Orleans Sports Foundation (board member). Cleveland is also a graduate of the 2010 Brian Bell Leadership Forum, the 2011 Goldman Sachs’ 10,000 Small Business Program, Justice Revius Ortique Leadership Institute, and recipient of the Urban League’s 2010 Rising Star Award.
Malana Joseph Mitchell is the Director of Public Relations. Malana and brings nearly 10 years of public relations, media, journalism, communications and event planning experience to the company.

Elia Pritykin serves as the Creative Director and lead designer for all imaging, branding and creative direction. He also serves as the lead technology resource, developing creative ways to introduce technology into all communications efforts.

Michelle Tarallo is the Director of Special Events. Michelle has a background in events, marketing, and business development, with previous experience with SMG at the Mercedes-Benz Superdome and most recently she served as Manager of Business Development. Tarallo is leading the newly-formed Special Events division.

Morgan Ballard is an Account Coordinator. She earned a Bachelor of Arts Degree in Mass Communication with a focus in Public Relations from Loyola University New Orleans. During her time at Loyola, she led the PRSSA Bateman Case Study Competition team to win second place in the nation.

Elle Schmidt is the Public Relations Account Manager. A native of Mansfield, Ohio, Elle holds both a bachelor’s and master’s degree in Mass Communications from Louisiana State University, where she spent four years on the varsity diving team. She brings her experience and passion for political communication to the Spears Group.

Makala Blake is the Public Relations Manager. A native of Baton Rouge, Makala holds a bachelors degree in Mass Communications from Southern University and A&M College. Her work ranges from campaign development, event implementation, business development and more.

Ronald Evangelista is the Vice President of Operations, responsible for managing all agency operations as well as the Social Renaissance series. Ronald was named Promotions and Special Events person of the year by the Ad Club of New Orleans at the 2015 American Advertisement Awards.

Mori Karasov is the Art Director. Mori studied Art and Graphic Design at the University of Wisconsin-Madison, where she developed her love of cheese, beer, and The Badgers. Her first design job out of college was working at The Onion, a Madison based satirical news paper.

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Reggie Cockerham is the Production Coordinator. Reggie earned a Bachelor of Arts in Communications with a focus in Public Relations and Electronic Media from Southeastern University.
Spears Group has an extensive and diverse portfolio of clients in various industries including tourism and hospitality, healthcare, education and construction. Client satisfaction is our number one priority and we do our best to ensure that all parties receive the highest level of service when working with our firm.
SERVICES

- STRATEGIC COMMUNICATIONS
- CREATIVE SERVICES
- MEDIA
- WEB DEVELOPMENT
- COMMUNITY ENGAGEMENT
- DIGITAL
- EVENT PRODUCTION
- WEB DEVELOPMENT
We’ve all heard it’s not what you say, but how you say it. At Spears Group we believe it’s what you say, how you say it and who you say it to. In our strategic communications process we develop the right message for the right audience and ensure that it is shared in a manner that meets the key business goals of our clients. Our work in national media relations have secured millions of impressions for our clients.

Lemonade Day Kick-Off Press Conference: John Georges, Georges Enterprises

Media coverage for RISE: Katrina 10 Conference: Erika McConduit-Diggs, Urban League of Greater New Orleans
Freshy Foods Press Conference: Louisiana Governor Bobby Jindal

Lemonade Day Kick-Off Press Conference

WDSU Interview with Dr. Anjum Khurshid, LPHI and Frances Hawkins, McFarlad Institute. txt4health Campaign Launch

For Harriet: celebrating the fullness of black womanhood

For Harriet: 10 Years Post-Katrina: Urban League is Pushing for a Better, More Equitable City

HuffPost Live: Rebuilding New Orleans and Race in America

by Deonna Anderson
Great ideas are born out of a creative process that endeavors to push the envelope and challenge conventional thinking. Our creative strategy is centered in our 360 degree approach, ensuring that the idea addresses all business goals and activates audiences in new and engaging ways. It starts with the creative strategy and is implemented into amazing products and visuals, executed by our award-winning Creative and Art Directors. This includes development of new corporate identities, attention-grabbing headlines, thought-provoking copy and thorough full campaign development and deployment.
INVEST IN PREVENTION

We cannot arrest our way out of this problem. NOLA FOR LIFE puts a heavy emphasis on helping our young people and families succeed.

- MAYOR’S STRATEGIC COMMAND TO REDUCE MURDER
- NOLA FOR LIFE MIDNIGHT BASKETBALL
- TRAUMA RESPONSE IN SCHOOLS
- CONNECTING HIGH NEED STUDENTS TO THE COORDINATED SYSTEM OF CARE
- FAMILY VIOLENCE PREVENTION STRATEGY
- NATIONAL FORUM ON YOUTH VIOLENCE PREVENTION
- REALTIME RESOURCES MOBILE APPLICATION
- NOLA FOR LIFE FUND
- NOLA FOR LIFE COMMUNITY OF PRACTICE
- NOLA FOR LIFE MENTORING
- COORDINATE & STRENGTHEN THE BEHAVIORAL HEALTH SYSTEM
- PROTECT MENTAL HEALTH SERVICES

City of New Orleans Comprehensive Murder Reduction Strategy  | September 2013

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In our society digital content and conversation drives behavior and the local, regional or national narrative. We develop and execute strategies that smartly and organically position our clients, their products, services or message in online discourse. This includes digital media buying, digital content development and content marketing, Email marketing, social media, search strategy, monitoring and social listening to gather insights to further drive the strategy.
EVENT PRODUCTION & SPECIAL ACTIVATIONS

Directly engaging with consumers, stakeholders and influencers is a significant component to a well-rounded strategic communications plan. At Spears Group we develop innovative and meaningful ways to create experiences that reach the goals of the brand, while providing the target audience with an equally memorable/beneficial experience. Our team works with the client to understand the KPIs associated with a particular event or activation and develop a strategy to ensure they are fully integrated into the production plan. We have produced events and activations across 10 states with award-winning results.
Community Engagement is an essential component for many of our clients. We work with our clients to develop a proactive community engagement strategy that includes identifying key stakeholders, developing community advisory boards, strategic alignment, creating community and communications asset maps to leverage community assets for our client’s benefit and to bring our clients closer to the communities they serve.

RTA Rail Safety Campaign: Community Outreach

Txt4health Community Outreach
COMMUNITY ENGAGEMENT

RTA Rail Safety Campaign: Community Outreach

Txt4health Community Outreach

Txt4health Community Outreach

Lemonade Day Community Outreach

Lemonade Day Community Outreach

Lemonade Day Community Outreach
Media is a delicate balance of art and science. The artistic side ensures that the message is powerful and invokes the correct emotions that lead to action. The scientific side ensures it is in the right place at the right time for the right person. We have become adept at carefully blending our client’s message with data driven audience targeting to build efficient and powerful campaigns.
SITUATION

The National Urban League and Urban League of Greater New Orleans (ULGNO) retained the Spears Group to lead all branding, marketing and public relations efforts for its RISE: Katrina 10 Commemorative Conference.
CASE STUDY

URBAN LEAGUE

NATURE OF FIRM’S RESPONSIBILITY

• Brand Development

• All local, regional, national and niche public relations

• Planning and placing all advertising

• Event production support

• Social media management
CASE STUDY

URBAN LEAGUE

NATURE OF FIRM’S RESPONSIBILITY

COVERAGE SECURED
CASE STUDY
URBAN LEAGUE
NATURE OF FIRM’S RESPONSIBILITY
COVERAGE SECURED
CASE STUDY

URBAN LEAGUE

RESULTS

Spears Group developed a strong brand for the conference and ensured brand continuity across all implementations.

Secured $1.9 Million in earned media coverage for the conference from local, national and international media outlets including: The Associated Press, Time Magazine, Black Enterprise Magazine and Huffington Post Black Voices to name a few.

PUBLICITY VALUE

$1.9 MILLION

CASH BUDGET

$23,000

LEVERAGED INTO

$70,000

ACROSS

12 DIFFERENT OUTLETS

Leveraged the clients advertising budget.
CASE STUDY

URBAN LEAGUE

RESULTS

Increased social media engagement leading up to and throughout the conference by 5,000%
CASE STUDY

URBAN LEAGUE

RESULTS

• Ensured the sell out of the conference

• ULGNO raised more than $1.5 million in revenue for the RISE: Katrina 10 conference
The NBA retained Spears Group to lead all public relations efforts in conjunction with the 2014 NBA All-Star game, NBA Jam Session and other supplemental events hosted in New Orleans.
CASE STUDY
NATIONAL BASKETBALL ASSOCIATION (NBA)
NATURE OF FIRM’S RESPONSIBILITY
CASE STUDY

NATIONAL BASKETBALL ASSOCIATION (NBA)

RESULTS

• $1.5 million in publicity value

• 90,000 fans attending during the four-day event

• 50% increase from 2008, when the event was previously hosted in New Orleans.
SITUATION

• The client was looking for a new and innovative way to launch their annual summer travel campaign to encourage visitation to New Orleans during the usually slower summer months.
CASE STUDY

NEW ORLEANS TOURISM MARKETING CORPORATION

STRATEGY

- Develop a concept that would give the ad campaign additional lift via earned media, social media and direct consumer engagement
The Spears Group developed the Follow Your NOLA food truck experience, which launched on the same day as the national advertising campaign which coincided with the Jazz and Heritage Festival in New Orleans. After leaving New Orleans, the truck which included New Orleans cultural ambassadors traveled across the state of Texas enticing residents in the neighboring state to visit New Orleans.
The campaign won Out of Home Campaign of the Year from the American Advertising Federation.

- The program received over $1 million of earned coverage securing coverage in the New York Times, Houston Chronicle and countless others.
NEW ORLEANS TOURISM MARKETING CORPORATION

RESULTS

• Hundreds of thousand of earned coverage securing coverage, securing coverage in the *New York Times*, *Houston Chronicle* and countless others.

• Directly engaged 12,000 consumers
SITUATION:

Spears Group was retained to develop a comprehensive consumer facing public safety campaign.

STRATEGIES:

• Spearheaded the brand development process creating the “TRACKS CAN KILL, Live Outside the Lines” campaign
• Executed a local and national media relations strategy
• Coordinated more than 40 community events throughout the city
CASE STUDY

NEW ORLEANS REGIONAL TRANSIT AUTHORITY

RESULTS:

• Incidents along the rail line decreased by 70%
• Campaign developed by Spears Group in conjunction with the Veolia transportation, won first place honors at the 2012 American Public Transit Association conference in the categories of best overall campaign and in digital media for the television PSAs.
CASE STUDY

NEW ORLEANS REGIONAL TRANSIT AUTHORITY

TRADEMARKED

Tshirts

Photography

Print ad

Print ad
We were very pleased with our experience in working with Spears Group. Of all the PR firms we’ve worked with across the country, they were the most thorough and consistent. I would recommend them to any organization.

— Amanda Thorn, Senior VP of Communications, NBA

I really enjoyed working with Spears Group. The staff at Spears was creative and extremely results oriented.

— Karyn Kearney, Executive Vice President, Audubon Nature Institute
LET US HELP YOU WITH YOUR COMMUNICATIONS NEEDS

Cleveland Spears, III

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