



City of Bluff City
Mayor Percy J. Brown

Office of the Mayor

City Hall / 100 Broad Avenue
Bluff City, Ohio

October 31, 2007

Dear Bluff City Citizens:

It's Halloween! Happy Halloween!! And I'd like to take this All Hallows Eve opportunity to discuss an interesting new public relations tactic that we're adopting here at Bluff City city hall. What's the relationship to Halloween, you ask? Good question!

I have been inspired yet again! It was this past Saturday, the day was beautiful in downtown Bluff City, and both the Sloppy Joe Restaurant and Bluff City Bank had their mascots out in front of their respective commercial establishments, waving at cars and handing balloons out to little children.

That's when it hit me! I said to myself, "Percival, why don't we have a mascot?" Then I realized that we do indeed have a mascot. We have the Bluff City Beaver. What we really need is a mascot costume of the Bluff City Beaver. So I got on the internet and I found us a beaver mascot costume for the mild investment of \$3000, purchased through sole source contract from a minority vendor.

Now I know there are naysayers out there who want to know why Bluff City needs to spend money on a mascot costume. To them I say why not have a Bluff City Beaver mascot costume?! Think of the happiness and joy such a mascot could bring to the citizens of Bluff City, from ages one to one hundred! Think of the positive PR! Think of the love!

We'll call our mascot "Bucky" and give him a city uniform. We'll send him out to the field for citizen interaction and public relations. Just imagine it – Bucky the Bluff City Beaver attending media events like ribbon cutting and ground-breaking ceremonies, or kicking off new construction projects or campaigning for tax increases and new operating levies! Standing side-by-side with me, Bucky will be our window to the people!

Just imagine this – Bucky the Bluff City Beaver sitting at the controls of the wrecking ball as he tears down an abandoned crack house! Or maybe Bucky's on the scene of a four-alarm warehouse fire, handling a fire hose or charging up the ladder into the burning structure to save innocent victims! Or perhaps Bucky's on a police drug raid on a suburban meth lab! Maybe we can have Bucky on a new sewer construction project, shovel in hand, digging dirt and laying pipe! The possibilities are endless!

The beaver costume arrived in the mail this week. It's a little moth eaten and the fur's slightly matted with just a few bald spots. It only slightly reeks of gin and sweaty armpit, but it is glorious and I cannot wait to get Bucky out in public. He is adorable! Sure, he needs a little cleaning up and some TLC, but don't we all?

So after we clean him up and bring him back into society, look for Bucky the Bluff City Beaver at a Bluff City media event near you! And don't be scared of Bucky, kids! Walk on up there and shake his hand. But don't pull on Bucky's tail – the stitching's a little loose and you might just pull it off.

Sincerely,
Percy J. Brown
Your Honorable Mayor