

CITY OF SUNSET HILLS

PROJECT:

**CITY OF SUNSET HILLS
COMMUNICATIONS PLAN**

CLIENT CONTACT

Brittany Gillett, City Administrator
City of Sunset Hills
bgillett@sunset-hills.com

CREATIVE ENTOURAGE CONTACT

Elizabeth Arway
Principal, Creative Services
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elizabeth@creative-entourage.com

DATE SUBMITTED

Sept. 9, 2022

1. SCOPE OF WORK TO BE PERFORMED/PROJECT SUMMARY:

Communications Audit & Strategic Communications Plan

- All fact finding, planning sessions and review and analysis meetings with City personnel
- Up to ten in-person or virtual input sessions
- Development, implementation, promotion assistance and analysis of online community survey
- Market analysis
- Review of all existing communications, marketing and branding materials and assets
- Written communications audit and strategic communications plan
- Google doc based strategic communications resources to implement the plan including project-based communications planning, goal tracking, planning calendars and social media reporting documents.

2. DESCRIPTION OF DELIVERABLES:

- Final reports and documents will be provided in a PDF format.

3. TIMELINE

Kick-off	Creative Entourage is available to kick-off the project the first of November 2022.
Project Timeline	~6 months

4. ESTIMATED COST OF THE WORK TO BE PERFORMED (“FEES”), COSTS AND PAYMENT TERMS:

Payment schedule for creative services (not including out-of-pocket expenses or add-ons):

- **\$25,000**

If the scope of work exceeds the above budget, City of Sunset Hills will be billed at the hourly rate (\$150/hr.) for Creative Entourage’s services. Creative Entourage will make the client aware if the team is approaching the end of the budget, and will not incur any additional time or expense without prior approval from the client.

In addition to the Fees, Client shall reimburse Creative Entourage for Sales Tax (if any), Third Party Termination Costs (if any), and Termination Fees (if any) (collectively called “Costs”) and for out-of-pocket expenses (“Expenses”) incurred by Creative Entourage in performing its Services and creating the Deliverables under this Agreement. The term “Expenses” shall include but shall not be limited to, transportation, travel, lodging, advertising, per diem expenses, copier, courier and messenger charges, direct costs for hardware, software media production or research purchased or paid by Creative Entourage to vendors or third parties on Client’s behalf. In the event of large expenditures, Creative Entourage may request that Client pay for such expenses directly, and Client hereby agrees to do so. Creative Entourage agrees to provide Client with the appropriate documentation for such Expenses.

5. ASSUMPTIONS

- City of Sunset Hills will provide all digital assets, including access to the Facebook Page and Instagram account if needed, photography and branding elements needed for the creation of printed materials, social media posts and ads.
- No additional services will be provided outside of what is outlined without a change order.
- The cost and timeline estimate of the effort contained within this proposal is an estimate of Creative Entourage's contribution to the effort and can vary depending on the timeliness of decisions and information provided.
- Creative Entourage cannot be held accountable for project delays and/or cost overruns due to delays in responses by the client beyond agreed upon written deadlines, resources outside of its direct control or changes in project scope.
- Creative Entourage will notify the client of any delays that will impact the project timeline and will create a change order to identify the impact to timeline and cost.
- Development and project management are to occur at the offices of Creative Entourage or the offices of a Creative Entourage project team.
- Cost estimates do not include out-of-pocket expenses such as advertising, printing or media purchases unless expressed in the scope of services.

6. EXECUTION OF OUR MASTER SERVICES AGREEMENT.

In the event you are a new Client, you will be required to execute the [Master Services Agreement](#) (link) before we will begin work under this Statement of Work.

ACCEPTED AND AGREED:

Client (Authorized signature): _____

Printed Name: _____

Title: _____ Date: _____

CREATIVE ENTOURAGE, LLC



Date: September 9, 2022

(Authorized signature) Elizabeth Arway