

Comprehensive Communications Audit and Plan - Bid Tabulation

Tierra Fluker, LLC DBA

Distinctive Co

2111 Washington Cir #224

Arlington, TX 76011

Base Bid = \$15,000

Additional Costs:

- Crisis Comm Plan - \$500
- Compliance - \$700
- Media Training - \$400
- Media Training for Department Directors - \$400
- Alternate Bid Total - \$2,000
- Project total including additional costs: \$17,000

Base Bid Inclusions:

- General Communication
- Social Media
- Branding/Marketing

DFW Strategic Communications

13747 Montfort Dr. Ste. 340

Dallas, TX 75240

Base Bid = \$40,350

Additional Costs:

- Crisis Comm Plan - \$9,600
- Compliance - \$1,500
- Media Training for Elected Officials and Department Heads - \$7,550
- Alternate Bid Total - \$18,650
- Project total including additional costs: \$59,000

Base Bid Inclusions:

- Comprehensive Communications Audit
 - Deliverables:
 - Comprehensive Communications Audit Report in PDF format
- Strategic Communications Plan
 - Deliverables:
 - Strategic Communications Plan Document in editable format and PDF
- Social Media Governance
 - Deliverables:

- Social Media policy and commenting guideline document in editable format and PDF
 - Social Media Style Guide document in editable format and PDF
- Branding and Marketing
 - Deliverables:
 - Printed branding/marketing plan delivered in an editable format and PDF
 - Brand guide delivered in an editable format and PDF
 - Logo package with vector art

Raffelis*

227 W. Trade Street Ste. 1400
Charlotte, NC 28202

Base Bid = \$42,731

Additional Costs:

- Crisis Comm Plan - \$11,991
- Compliance - \$24,671
- Media Training - \$12,242
- Logo and Style Guide - \$23,500
- Alternate Bid Total - \$72,404
- Base Bid and Logo and Style Guide - \$66,231
- Project total including additional costs: \$115,135

Base Bid Inclusions:

- General Communications and Outreach
 - Project Kick-off and Situation Analysis
 - Influencer Interviews
 - City Benchmarks
 - Deliverables:
 - Kick-off workshop agenda, Powerpoint
 - In-depth interview questions and a script for warm introductions from your staff
 - Benchmark questions
 - Summary memo and recommendations
- Social Media
 - Deliverables:
 - Draft and final social media plan
- Branding and Marketing
 - Branding Audit and Analysis
 - Brand workshop
 - Strategic Communications, branding and marketing plan
 - Deliverables:

- Draft and Final strategic communications, branding, and marketing plan
 - PowerPoint presentation for your staff (virtual)
- Project Management
 - Biweekly Check-ins
 - Monthly Reports
 - Deliverables:
 - Monthly progress memos (with invoice unless otherwise specified)

Creative Entourage

4240 Duncan Ave, #200
St. Louis, MO 63110

Base Bid = \$58,000

Additional Costs:

- Crisis Comm Plan - \$6,000
- Media Training - \$2,000
- Rebranding and Templates - \$30,000
- Alternate Bid Total - \$38,000
- Base Bid and Logo and Style Guide - \$88,000
- Project total including additional costs: \$96,000

Base Bid Inclusions:

- Communications Audit
 - Input Sessions
 - Public Opinion Research
 - Review and Analysis
 - Deliverables
 - All fact-finding, planning sessions, review, and analysis meetings with city personnel
 - Up to five (5) 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 (PDF)
- Communications Plan and Documentation
 - General City Communications Plan
 - Branding, Messaging, and Marketing
 - Additional Resources
 - Deliverables:
 - Written communications plan

- Written branding, messaging, and marketing document (PDF)
- Social Media usage guideline document for City staff (PDF)
- Digital communications one-sheet to provide to local businesses who best engage with the City through social media (PDF)
- Google doc based strategic communications resources to implement plan including planning calendars, social media reporting documents and analytics tracking tool

Cork Tree Creative

4220 Duncan Ave
St. Louis, MO 63110

Base Bid = \$60,000

Additional Costs:

- Implementation - \$72,000 (\$6,000 / Month for 12 months)
- Rebranding Services - \$5,000
- Graphic Design Fees - \$9,000
- Crisis Comm Plan - \$7,500
- Compliance Assessment - \$2,500
- Media Training - \$2,000 / person
- Crisis Comm PR Support - \$225 / hour
- Alternate Bid Total – 96,000 (not including Media Training and Crisi Comm PR Support)
- Project total including additional costs: \$156,000

Base Bid Inclusions:

- General Communications
 - Assessment and Evaluation
 - Identifying Key Target Audiences
 - Deliverables:
 - Benchmarking and Recommendations
 - Unified Communications Strategy
 - Evaluation Criteria and Action Plan
- Social Media
 - Deliverables:
 - Social media platform assessment
 - Recommendations and usage guidelines
 - Case studies of successful social media strategies
 - Long-term digital brand strategy
 - Social Media promotion for City Activities

- Community engagement training
 - Engagement analysis and training
- Branding and Marketing
 - Building a Sense of Connection
 - Current Brand Position Assessment
 - Identifying Brentwood's Uniqueness
 - Deliverables:
 - Comprehensive brand style guide
 - Marketing Recommendation and Budget
 - Comprehensive written and visual marketing plan
 - Market research and branding recommendations

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