



**TO:** Jill Keimach

**FROM:** S+C Communications

**RE:** Continuing Our Partnership with the Town of Paradise Valley

**DATE:** Oct. 4, 2021

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Jill:

First, we want to thank you and the Town Council for the opportunity to partner with Paradise Valley throughout 2021. Helping the Town tell its important stories and navigate the ongoing short-term rental reform situation has been an honor for our team – and we know there is much more work to be done.

As you know, S+C Communications is guided by a simple rule: We work with good organizations, campaigns and causes that have good stories to tell. What we are not? Head-nodding Yes Men and Women who only tell clients what they want to hear. We prefer to give honest advice and get results for our partners. Good content and truth resonate with the public. Always have. Always will. In a Twitter-crazed, 24/7 news cycle, authenticity still matters.

Since 2010, our firm has helped clients successfully navigate the intersection of business, economic development, municipal issues, politics and the media landscape. It's our sweet spot, our niche where we comfortably reside and excel. S+C Communications would like to continue our partnership with Paradise Valley and proposes the following scope of work for the remainder of 2021 and throughout 2022:

- Refresh our evolving Earned Media Plan that includes a calendar of stories on a variety of approved topics every month in targeted media outlets
- Partner with the Town to assist in drafting media statements, which includes timely, relevant press releases, Op Eds, LinkedIn blogs and story pitches.
- Update the Town's primary Key Message Ladder
- Help coordinate media interviews as needed and with approval from the Town Manager
- Participate in Zoom meetings as needed
- Provide ongoing PR counsel and advice to the Town Manager and key stakeholders

In addition, the ongoing campaign to create fair and meaningful STR reform is a key component of our PR work with the Town. We want to continue educating and informing community members and the media about the challenges of an unregulated industry, while ensuring them the Town of Paradise Valley is committed to improving the status quo. Our upcoming work includes a strategic mix of media relations, op-eds in key publications, promoting spokespeople including Town residents impacted by unregulated STRs, news releases, coordinating public panel discussions and much more.

For the scope of work listed above, we propose a retainer of \$4,150 per month. We also recommend including a budget of \$2,950 to fund two national press releases via Business Wire on the topic of STR reform.

Once again, we want to thank the Town's leaders for the opportunity to continue this partnership. We strongly believe in your important mission and know that we can keep the momentum going through 2022!

All our best,  
The S+C Team