

TOWN
Of
PARADISE VALLEY



STAFF REPORT

TO: Mayor Stanton and Town Council Members

FROM: Andrew B. Ching, Town Manager

DATE: May 28, 2026

DEPARTMENT: Town Manager
Andrew B. Ching, 480.348.3533

AGENDA TITLE:

Discussion and Action Authorizing a Contract Amendment to S+C Communications (Scutari and Cieslak, Inc.) for Public Communications Services, extending the term of the contract to June 30, 2027.

SUMMARY STATEMENT:

On February 11, 2021, the Town Council approved a contract with S+C not to exceed \$30,000 with four one-year extensions. On October 28, 2021, their monthly stipend was increased to \$4,150 for their work. On November 14, 2024, their monthly stipend was increased to \$6,000 for their work. Given its limited government model, the Town of Paradise Valley does not have permanent staff with the capacity to respond effectively and efficiently to requests from the media and/or proactively send out information on social media or create press releases on PV activities and topics of interest to our residents and businesses. S+C provides a high level of service to the Town, which includes handling media inquiries, creating and reviewing all press releases and statements, media training to all executive staff, and advising on communication strategies during monthly meetings and beyond with Town Manager and staff. They have proven to be a valuable resource to the Town, regularly and consistently. This Council Action item, if approved, would extend the term of the contract for one additional year, to June 30, 2027. During this one-year extension, in addition to their usual services, they will meet with staff to examine the Town's current communications and marketing efforts, especially social media and the website, to formulate a comprehensive strategic communications plan, to be presented to Council for direction and approval later this year. It is anticipated that this planning and strategy session will also result in a series of actions that can be implemented in advance of the comprehensive plan.

BUDGETARY IMPACT:

The effect of this Contract amendment would be to extend the monthly stipend of \$6,000 for an additional year.

RECOMMENDATION:

Staff recommends Council approve the amendment to the contract with S+C Communications (Scutari and Cieslak, Inc.) as described above and attached to this

report.

ATTACHMENT(S):

- A. Staff Report
- B. Draft Contract Amendment