

TOWN
Of
PARADISE VALLEY



STAFF REPORT

TO: Mayor Bien-Willner and Town Council Members

FROM: Jill Keimach, Town Manager

DATE: October 28, 2022

DEPARTMENT: Town Manager
Jill Keimach, 480.348.3533

AGENDA TITLE:

Discussion and Action Authorizing a Contract Amendment to S+C for Public Communications Services for \$64,150 between October 1, 2021 and December 31, 2022 (14 months) with three annual one-year extensions not to exceed \$60,000.

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. Given the high number of press releases and other efforts they have taken on, staff is recommending the Town pay a monthly stipend of \$4,150 for their work. Staff and S+C also recommend including a budget of \$2,950 to fund two national press releases via Business Wire on the topic of STR reform, plus \$3,100 outstanding for October, 2021 for a total of \$64,150 for the October, 2021 invoice and then monthly November 2021 to December 31, 2022 (14 months) with three annual one-year extensions not to exceed \$60,000.

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.

Over the past eight months S+C Communications has assisted the Town on a variety of public relations efforts, including:

- Strategic Planning on legislative efforts with respect to the Town's adopted legislative agenda
- Assistance with a league conference and press releases for Short-Term Rentals
- Preparation of several op-ed pieces on the impacts of STRs on PV neighborhoods
- Distribution of a video prepared by PVPD in-house to highlight the public safety impacts of STRs on the Town police officers, department, and neighborhoods
- Working with mainstream media outlets for STR interviews, op-eds, and articles

- Assistance on the 2022 General Plan public input, information and press releases

BACKGROUND:

In its October 4, 2021 letter to the Town Manager, S+C Communications proposed 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

BUDGETARY IMPACT:

Staff and S+C recommend including a budget of \$2,950 to fund two national press releases via Business Wire on the topic of STR reform, plus \$3,100 outstanding for services during October 2021 and revising compensation to a monthly stipend of \$4,150 for a total compensation of \$64,150 from November 2021 through December 2022 plus the October invoice and funding for national media efforts, with future annual one-year extensions not to exceed \$60,000.

RECOMMENDATION:

Staff recommends Council approve a contract with S+C Communications (Scutari and Cieslak, Inc.) for one-year and providing up to three one-year extensions, not to exceed \$60,000 annually.

ATTACHMENT(S):

- A. Staff Report
- B. Letter from S+C Communications Re: Continuing Our Partnership with the Town of Paradise Valley, dated October 4, 2021
- C. Draft Contract Amendment