

THINK | CREATE | EXCITE



THINK

Are you out of ideas?
We have some.



City of Hudson
Community Engagement and
Public Information Services

FIRM OVERVIEW

The Impact Group is a talented team of full-service marketing professionals with diverse backgrounds and one thing in common: results. The Impact Group has a successful track record of driving results for municipalities, corporate clients, school districts and nonprofits through community engagement, messaging, branding, training and market execution.

SERVICES

The Impact Group will help the City of Hudson grow and thrive. We specialize in the following areas, using creative and comprehensive approaches to each:

-  Strategic Services & Planning
-  Marketing & Messaging
-  Website Development
-  Creative Design
-  Videography and Photography
-  Digital Lead Generation
-  Surveys & Polls
-  Crisis Management
-  Social Media
-  Public Relations
-  Organizational Development
-  Professional Speaking



EXCITE

Look at you.
You just got noticed.

YOUR IMPACT GROUP TEAM MEMBERS



Tom Speaks, *Principal and Co-Founder*

Co-founder of The Impact Group, Tom is a strategic thinker, professional speaker, pollster and recognized expert in community engagement. No matter the problem or question that arises, he knows how to guide you through even the toughest of challenges. If Tom's involved, you're going to get results and achieve success.



Krista Rodriguez, *Vice President of Client Fulfillment*

Krista is our brand guru. She has an incredible eye for the right look and feel to meet our clients' needs. Her attention to detail is also conveyed in her approach to ensuring our content is appropriate for your goals and that we are meeting your expectations.



Chris DiMauro, *Director of Strategic Services*

Chris is our organizational development expert. With unmatched experience in organizational development and group motivation, Chris is here to apply his knowledge of group dynamics, strategic planning, levy campaigns and crisis management to your district or organization. If you want to grow and thrive, Chris is your man.



Natalie Bittel, *Account Coordinator*

Natalie is our team's fresh innovator. Her combined expertise in social media and creative writing will make for a fresh approach to developing your digital marketing strategies so that they rival the best in the business.



Joe Sausaman, *Graphic Designer*

Joe is a builder. He sees each new project as an empty canvas and then hits the ground running. With expertise in design, Joe brings an air of enthusiasm to the group and can always lighten the mood. That, paired with his lightning fast turnaround, makes for an impressive combination for the benefit of all your design projects.



Fernanda Frazier, *Controller*

Fernanda is our financial guru. She is in charge of anything that has a monetary impact, including billing and client audits. As a jack-of-all-trades, she will ensure your account is accurately managed and can answer any question relating to the finances and execution of each project.



Deb Beckley, *Executive Assistant*

Deb's organizational skills help keep the ship on course. As our executive assistant, she is responsible for scheduling, timeliness and efficiency. She will apply her years of experience in team management to every step of your marketing campaign.



STATEMENT OF WORK CITY OF HUDSON

PROJECT: COMMUNITY ENGAGEMENT AND PUBLIC INFORMATION SERVICES

The Impact Group will provide a community engagement process and strategic communications outreach for the City of Hudson.

The following deliverables may be provided:

- Focus groups to engage community members
- Citizen communication strategies
- Internal communications
- Presentation creation
- Design needs
- Crisis communication services
- Newsletter coordination and writing
- E-mail blast creation and distribution
- Design and placement of paid advertisements
- Customer service training
- Social media management
- Media relations
- Website audit and update recommendations
- Website content creation
- Other required communication tactics

CITY OF HUDSON BUDGET CONSIDERATION

COMMUNITY ENGAGEMENT AND PUBLIC INFORMATION SERVICES

November 1, 2018 – February 28, 2019

This rate would provide 37.5 hours per month to Hudson

Any hours above 37.5 would be charged at the rate of \$135/hour.

\$7,500/month

***Total Investment - \$30,000**

**This budget does not include hard costs, such as stock images, video production, photography, polling, surveying and additional hard costs as defined in the Services Agreement. If additional time is required beyond the scope of this project, The Impact Group will first seek client approval, then bill at an hourly rate of \$135 per hour.*

This proposal will expire on Oct. 31, 2018.

PROPOSAL FOR CITY OF HUDSON

Community Engagement and Public Information Services



By signing this proposal, you are agreeing to the terms and conditions of this Official Statement Of Work. This document coincides with the Services Agreement.

Client: City of Hudson

BY: _____

PRINT NAME: _____

TITLE: _____

DATE: _____

The Impact Group Public Relations/Marketing Communications, Inc.

BY: _____

PRINT NAME: Thomas J. Speaks

TITLE: Principal

DATE: _____