

RESOLUTION No. 2024 - 03

A RESOLUTION APPROVING CERTAIN CONTRACT; AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE AND PERFORM A CERTAIN AGREEMENT; AND FOR OTHER PURPOSES

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SEARCY, TO-WIT:

WHEREAS, the City of Searcy has been presented a certain agreement associated with the operations of the City of Searcy, for Marketing and Communication services for the City of Searcy, namely an agreement with:

**Pugh Communications**

(whether one or more, the “Agreement”) copies of which have been submitted to the Searcy City Council; and

WHEREAS, the City of Searcy wishes to approve the execution of, ratify the terms of and perform under the conditions contained in, the Agreement.

NOW, THEREFORE, be it resolved by the City Council of the City of Searcy, Arkansas, to-wit:

Section 1. That the Searcy City Council approves and ratifies the terms, conditions and obligations of the Agreement.

Section 2. That the Searcy City Council authorizes and directs the Mayor and City Clerk to execute, and perform under the terms of, the Agreement.

Section 3. That the Mayor is authorized to take all actions determined to be necessary, in the sole and exclusive determination of the Mayor, in the performance of all obligations, duties and responsibilities associated with the Agreement.

PASSED AND ADOPTED this 9<sup>th</sup> day of January, 2024.

/s/ Mat Faulkner  
Mayor of Searcy

ATTEST:

/s/ Jerry Morris  
City Clerk



**City of Searcy Marketing Budget/Contract**

	TOTAL BUDGET	Agency Services	Print Costs	Media Buy
<b>Sanitation Promotion</b>				
Every Door Direct Mail (holiday schedule)	\$2,713		\$2,713	
Postage	\$2,071		\$2,071	
Social Media Promotion	\$500			\$500
Trash Can Hangers (Door Hangers 9,000)	\$1,050		\$1,050	
Eblast	\$170	\$170		
<b>Support Ticket Promotion</b>				
Social Promotion	\$250			\$250
Eblast	\$170	\$170		
News Release	N/A			
Website Update	N/A			
<b>Text/Email Sign-Up</b>				
Social Promotion	\$500			\$500
Eblast	\$170	\$170		
News Release	N/A			
Website Update	N/A			
<b>City Branding</b>				
Website Updates (Includes updating the branding throughout the site)	\$1,500	\$1,500		
<b>Crisis Communication Plan</b>				
	\$6,000	\$6,000		
<b>Internal Communications</b>				
BI-Monthly E-Newsletter (every other month)	\$4,500	\$4,500		
Monthly "High-Five" Recognition (Includes logo development, social post template, and employee certificate)	\$750	\$750		
Quarterly Employee Townhalls (Includes flyer/email invite and presentation outline)	\$1,400	\$1,400		
<b>Miscellaneous Communications</b>				
BI-Monthly Community Update Email & Video	\$6,000	\$6,000		
Project Management (Monthly Community Communication Call, Monthly Call with Mayor, Monthly Department Head Meeting)	\$4,000	\$4,000		
Social Media/Website Management/Media Relations	\$36,000	\$36,000		
Social Media Boosted Content	\$6,000			\$6,000
BI-Annual Community Townhalls (Includes flyer/email invite, presentation outline, and social boost)	\$2,500	\$2,000		\$500
Pugh Communications will also provide print and production brokering services for the City of Searcy as needed.				
<b>TOTAL:</b>	<b>\$76,243</b>	<b>62660</b>	<b>\$5,833</b>	<b>7750</b>

Client Signature / Approval Date

Agency Signature / Approval Date

This proposal is based on current pricing and is valid through December 31, 2024. This figure is merely an estimate – not a quote. It is based on the information provided and may be inappropriate if additional information is forthcoming and/or specifications should change. Retainers will be reevaluated quarterly to account for any scope of work changes. 30-day notice is required by either party to change or terminate the agreement. Websites are billed half at delivery and half at launch.



**CLIENT:** City of Searcy

**PROJECT:** Crisis Communications

Effective communication on a day-to-day basis is essential to any entity or municipality but during a crisis, it is critical. Pugh Communications recommends implementing the following steps to create, disseminate and implement a comprehensive crisis communications plan and strategy.

**Creation of a Crisis Communications Committee**

- A group of leaders who will be responsible for communicating with key stakeholders during and after a crisis.

**Creation of a Crisis Communications Sub-Committee (experts)**

- A group of people that will not be a part of the main committee but will be reached out as needed in the case of a crisis.

**Creation of written Crisis Communications Plan**

- This strategic plan will include a step-by-step guide of how communication should play out in the event of a crisis. It will include information about a Crisis Communications Committee, a Crisis Communications Sub-Committee (experts), Crisis Managers, all key stakeholders (internal and external), and which modes of communication will be utilized. Various meetings with key leaders and managers (Mayor, Police Department, Fire Department) will be scheduled prior to the plan being written in an effort to gather all pertinent input and opinions.

**Dissemination of Crisis Communications Plan (Internal and external)**

- After the Crisis Communications Plan is developed, Pugh Communications will meet with key departments within the city to share the details of the plan.
- The plan will also be shared with key community organizations such as hospitals, schools and universities.

**BUDGET:** \$6,000

*Budget includes development of the plan and presentation to City representatives. Regular meetings with communication team is not included and on-site support in the event of a crisis is not included.*

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