

Village of Orland Park
Proposal for Public Relations Support
July 30, 2019

Situation Analysis

In recent years, some of the media coverage for the Village of Orland Park hasn't reflected well on the village. Too much of the coverage has focused on various political issues, rather than the innate advantages of living in the village, its many positive attributes and the significant progress that's been made toward the Village of Orland Park's economy and infrastructure.

In an effort to secure a higher volume of positive media coverage for the Village of Orland Park and its leaders, Reputation Partners has developed the following public relations proposal, focusing on amplifying the village's many positive attributes and offerings.

Goals

Reputation Partners will provide the Village of Orland Park with public relations counsel and support aimed at achieving the following goals:

- Generate positive visibility for the Village of Orland Park, Mayor Keith Pekau, the Board of Trustees and other village leadership.
- Improve relationships with key reporters at a number of local news media outlets.
- Position the Village of Orland Park as a welcoming community for residents, prospective residents, businesses owners and the public.
- Highlight the Village of Orland Park's economy, infrastructure, parks/green spaces and schools.
- Attract new residents and business owners to the Village or Orland Park and retain those already in the village.
- Ensure Orland Park has a positive reputation in the south Chicago suburbs and in the Chicagoland area overall.

Audiences

Reputation Partners has identified the following groups as target audiences for the purposes of this proposal and the public relations activities outlined within:

- Residents
- Prospective residents
- Business owners
- Prospective business owners
- Community leaders/Clergy
- News media
- Village employees
- Government/elected officials

Strategies

Reputation Partners has developed the following public relations strategies to support the objectives outlined above:

- Media Relations – Engaging local and select regional media on an ongoing basis to secure positive media placements around the Village of Orland Park and its leaders on a number of subjects, including:
 - Infrastructure improvements
 - Downtown Triangle District Project
 - 151st Street Reconstruction
 - 167th Street Pedestrian Path
 - Storm Water Management
 - Road Improvement Program
 - Businesses moving in to Orland Park
 - I-80 Corridor Development
 - Hobby Lobby filling the space previously occupied by HHGregg at Orland Park Place
 - Andy's Frozen Custard taking the site of a former Wendy's in the US 45/La Grange Road Corridor
 - Park/green space additions and revitalization efforts
 - Orland Park Nature Center
 - John Humphrey Complex Field renovations
 - Centennial Park Aquatic Center improvements
 - Centennial Park improvements
 - Sterling Ridge passive park development and installation
 - Redevelopment of Orland Square Mall
 - Von Maur
 - AMC Theaters
 - Texas De Brazil
 - Highway/transportation access
 - Metra SouthWest Service
 - I-80 as southern border
 - US 45/La Grange Road as north/south thoroughfare
 - Illinois Route 43 close to eastern boarder of Orland Park
 - U.S. Route 6 close to the southern border of Orland Park
- Social Media – Work with Village of Orland Park social media coordinator to leverage existing social media channels and share positive information about the village (beyond event announcements) as well as foster an active dialogue with residents.
- Direct Communications – In coordination with the Mayor's office, deliver regular updates to target audiences detailing new and ongoing village initiatives via Village blog and website.
- Public Events – Highlight the successful initiation or completion of initiatives with public facing events featuring the Mayor, Village Board, other village leaders and key stakeholders.

Messages

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Reputation Partners will utilize the following key messages to support strategic public relations efforts (NOTE: These are preliminary key messages which will be refined and supported with proof points following an anticipated due diligence process at the onset of the engagement):

- The Village of Orland Park is the ideal place for residents and business owners to live, work and play.
- Nationally known businesses continue to open and expand operations within the Village of Orland Park.
- Over the past two years, the Village of Orland Park has undertaken numerous efforts to improve infrastructure, encourage economic development and expand its parks and green spaces.
- The Village of Orland Park works closely with Orland Square Mall to attract and retain high profile anchor tenants.
- Given its proximity to multiple travel and transportation options, the Village of Orland Park is a model location for businesses whose employees commute to and from work.
- The Village of Orland Park is committed to preserving, improving and growing its public parks and green spaces.

Tactics

To support the public relations strategy outlined above, Reputation Partners will apply the following tactics:

- Media Relations
 - Press releases
 - Pitch stories to target reporters
 - Press conferences
- Social Media
 - Content calendars
 - Monitoring and response (as needed)
 - Strategic engagement with other social media accounts (e.g., other local communities, village leaders, businesses in Orland Park, key community organizations/associations, etc.)
- Direct Communications
 - Newsletter
 - Blog posts
 - Video
- Public Events
 - Groundbreaking ceremonies
 - Public holidays
 - Grand openings
 - Impromptu appearances

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- Town hall meetings

Critical Success Factors

Reputation Partners has identified a number of critical success factors to help provide the above public relations activities the best chance for success:

- Regular communication between Reputation Partners and the client to provide updates on new and ongoing activities.
- Streamlined feedback and approval processes for public relations materials.
- Open and honest dialogue
- Appointing a single point of contact from the Village of Orland Park to communicate public relations needs with Reputation Partners
- Timely responses to any secured media opportunities

Timeline

Reputation Partners anticipates the following timeline (*NOTE: Exact timeline to be determined following the approval of this proposal*):

- July 30 – Proposal delivery
- Week of August 5 – Proposal approval
- Week of August 12 – Due diligence process
- Weeks of August 19/26 – Finalization of PR Plan
- September and beyond – Execution of PR Plan

Measurement

Reputation Partners will measure the success of the public relations activities based on the following criteria:

- Placement of positive stories in target media
- Engagement across social media channels
- Distribution of and response to direct communications
- New relationships forged and existing relationships repaired with target media
- An appropriate cadence of executed events
- Subjective feedback from Mayor Pekau, Trustees, constituents and others

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Fees & Billing

Budget.....\$4,000 per month

Fees do not include any out-of-pocket expenses (such as travel costs). Reputation Partners assesses a four percent (4%) administrative fee in lieu of individual phone, fax and administrative charges. All other out-of-pocket expenses are billed at cost. All invoices are due within 30 days of receipt.

Reputation Partners' policy is to bill only for actual time/hours worked. Therefore, actual fees billed for this work may fall below the budget provided. If at any time the level of outreach appears it might exceed the agreed upon budget (i.e., due to expanded involvement or unforeseen issues that develop), Reputation Partners would notify the Village of Orland Park and seek approval before continuing efforts.

Fee ranges are based on our 2019 hourly billing rates, which are as follows:

President	\$390
Senior Consultant	\$390
Executive Vice President	\$345
SVP/ Director of Digital Strategies	\$325
SVP/ Director of Creative Services	\$325
Vice President	\$275
Creative Director	\$250
Account Director	\$245
Senior Web Designer	\$225
Designer	\$200
Account Manager	\$200
Senior Associate	\$190
Associate	\$175
Copywriter	\$175
Account Coordinator	\$150
Videographer	\$150
Proofing/Clerical	\$125
Intern	\$75
Finance/Operations Manager	\$50