



March 6, 2020

George Koczwar  
Village Manager  
Village of Orland Park  
14700 Ravinia Avenue  
Orland Park, IL 60462

Dear Mr. Koczwar:

Thank you for engaging Reputation Partners, LLC to provide crisis/issues public relations counsel and execution for the Village of Orland Park.

As discussed in our proposal, and dependent on the needs of the Village, we will provide the Village of Orland Park with ongoing public relations and crisis communications counsel and execution, which will be done in reliance upon the oral and written instructions we receive from the Village of Orland Park. As compensation for these services, we will bill the Village of Orland Park on an hourly basis (based on the attached hourly rates). Billable services for the 2020 engagement commence on January 1, 2020 and will run through December 31, 2020. As noted in the proposal, the budget for this engagement is \$4,000 per month. Out-of-pocket expenses (travel, research costs, etc.) will be billed at cost as those costs are incurred. Reputation Partners will track its time in a way that allows the firm to notify the Village of Orland Park when (approximately) \$3,000 in time has been incurred towards each month's budget. Any additional public relations work or counsel that falls outside the scope of work outlined in the proposal will also be billed on an hourly basis. The Village of Orland Park agrees that it is fully responsible for the accuracy of any of its information that it may supply to Reputation Partners for this project. The Village of Orland Park agrees to pay all invoices within 30 days of receipt.

We ask you or another authorized representative of the Village of Orland Park to sign this letter confirming our authorization to continue with work on your behalf. Please sign both copies of this letter, retaining the original for your files and returning a signed copy to me. Thank you!

**Reputation Partners, LLC**

By:   
\_\_\_\_\_

Nick Kalm, President



We confirm that Reputation Partners, LLC is authorized to proceed with work on the account on the above-mentioned terms.

**The Village of Orland Park**

By: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**Hourly Rates  
2020**

President	\$390
Senior Consultant	\$390
Executive Vice President/General Manager	\$375
Executive Vice President	\$345
Senior Vice President/General Manager	\$335
Senior Vice President	\$300
Vice President	\$275
Creative Director	\$250
Account Director	\$245
Web Designer	\$225
Designer	\$200
Digital Strategist	\$190
Senior Associate	\$190
Associate	\$175
Account Coordinator	\$150
Videographer/Photographer	\$150
Proofing/Clerical	\$125
Intern	\$75
Finance/Operations Manager	\$50

### **Village of Orland Park**

Proposal for Public Relations Support  
March 5, 2020

#### **Situation Analysis**

The Village of Orland Park, like countless other municipalities or local governments around the country, has experienced issues and situations that require strategic communications to ensure the effective dissemination of information while preserving the reputation of the community. In an effort to assist the Village of Orland Park when these kinds of situations arise, Reputation Partners has developed the following public relations proposal for crisis communications and issues-focused public relations consulting.

#### **Goals**

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

- Provide counsel and strategic advice to Village of Orland Park leadership prior to or as crisis/issues situations occur.
- Disseminate information around specific situations to key stakeholders in an accurate and timely manner.
- Maintain a positive reputation for the Village of Orland Park's 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:

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

## **Tactics**

To support any crisis/issues public relations strategies, Reputation Partners will apply the following tactics, as appropriate:

- Media Relations
  - Press releases/media statements
  - Press conferences
- Social Media
  - Drafting/reviewing relevant social media copy
  - Monitoring and response (as needed)
- Direct Communications
  - Website updates
  - Video
- Public Events
  - 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 situations as those progress.
- 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

## **Measurement**

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

- Successful mitigation of issues that could negatively impact the Village of Orland Park's, staff or elected officials' reputation

**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 2020 hourly billing rates, which are as follows:

President	\$390
Senior Consultant	\$390
Executive Vice President/General Manager	\$375
Executive Vice President	\$345
Senior Vice President/General Manager	\$335
Senior Vice President	\$300
Vice President	\$275
Creative Director	\$250
Account Director	\$245
Web Designer	\$225
Designer	\$200
Digital Strategist	\$190
Senior Associate	\$190
Associate	\$175
Account Coordinator	\$150
Videographer/Photographer	\$150
Proofing/Clerical	\$125
Intern	\$75
Finance/Operations Manager	\$50