

Clerk's Contract and Agreement Cover Page

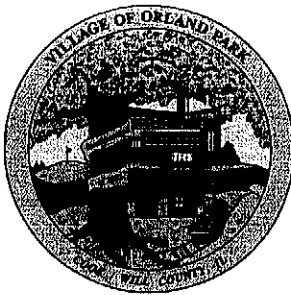
Year: 2011 **Legistar File ID#:** 2011-0494

Multi Year: **Amount** \$49,500.00

Contract Type: Professional Services
Contractor's Name: Public Response Group
Contractor's AKA: PRG
Execution Date: 8/18/2011
Termination Date: 3/1/2013
Renewal Date:
Department: Clerk's Office
Originating Person: Joe LaMargo

Contract Description: Communications Consulting Services

MAYOR
Daniel J. McLaughlin
VILLAGE CLERK
David P. Maher
14700 S. Ravinia Ave.
Orland Park, IL 60462
(708) 403-6100
www.orland-park.il.us



VILLAGE HALL

TRUSTEES
Kathleen M. Fenton
Brad S. O'Halloran
James V. Dodge
Edward G. Schussler III
Patricia A. Gira
Carole Griffin Ruzich

September 21, 2011

Mr. Lloyd Betourney
The Public Response Group, Inc.
12400 S. Harlem Avenue, Suite 203
Palos Heights, Illinois 60463

RE: *NOTICE TO PROCEED*
Communications Consulting Services

Dear Mr. Betourney:

This notification is to inform you that the Village of Orland Park has received all necessary contracts, certifications, and insurance documents in order for work to commence on the above stated project as of September 16, 2011.

Please contact Joe LaMargo at 708-403-6151 to arrange the commencement of the work.

The Village will be processing a Purchase Order for this contract/service and it will be faxed to your company. It is imperative that this number on the Purchase Order be noted on all invoices, correspondence, etc. All invoices should be sent directly to the Accounts Payable Department at 14700 S. Ravinia Ave. Orland Park, IL 60462. Also, your final invoice for this contract/service should state that it is the final invoice pertaining to that Purchase Order.

For your records, I have enclosed one (1) original executed contract dated August 19, 2011 in an amount not to exceed Forty Nine Thousand Five Hundred and No/100 (\$49,500.00) Dollars. If you have any questions, please call me at 708-403-6173.

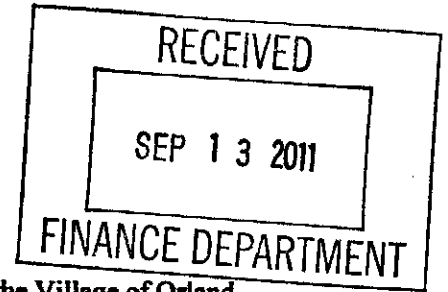
Sincerely,

Denise Domalewski
Contract Administrator

Encl:

cc: Joe LaMargo
Barb O'Brien

VILLAGE OF ORLAND PARK
Communications Consulting Services
(Consultant-Independent Contractor Agreement)



This Contract is made this 19th day of August, 2011 by and between the Village of Orland

Park (hereinafter referred to as the "VILLAGE") and The Public Response Group (PRG) (hereinafter referred to as the "CONSULTANT").

WITNESSETH

In consideration of the promises and covenants made herein by the VILLAGE and the CONSULTANT (hereinafter referred to collectively as the "PARTIES,") the PARTIES agree as follows:

SECTION 1: THE CONTRACT DOCUMENTS: This Contract shall include the following documents (hereinafter referred to as the "CONTRACT DOCUMENTS") however this Contract takes precedence and controls over any contrary provision in any of the CONTRACT DOCUMENTS. The Contract, including the CONTRACT DOCUMENTS, expresses the entire agreement between the PARTIES and where it modifies, adds to or deletes provisions in other CONTRACT DOCUMENTS, the Contract's provisions shall prevail. Provisions in the CONTRACT DOCUMENTS unmodified by this Contract shall be in full force and effect in their unaltered condition.

This Contract

The Terms and Conditions

The Proposal submitted by CONSULTANT dated July 27, 2011 to the extent it does not conflict with this contract

All Certifications required by the Village

~~Certificates of Insurance~~ *9/11 Bq/6/11*

SECTION 2: SCOPE OF THE WORK AND PAYMENT: The CONSULTANT agrees to provide labor, equipment and materials necessary to provide the services as described in the CONTRACT DOCUMENTS and further described below:

CONSULTANT shall serve as the Village's communications consultant with regard to several initiatives, including, but not limited to 143rd and LaGrange Rd. Improvements, LaGrange Road widening, 159th Street Corridor, and Main Street Triangle; and to assist the Village in conducting surveys and focus groups as further described in the proposal

(hereinafter referred to as the "WORK"). These services are to be provided by CONSULTANT as an independent contractor and not as an employee of the Village. CONSULTANT represents that all employees utilized by CONSULTANT are fully trained. CONSULTANT understands that no training will be provided by the Village. In performing its obligations pursuant to this Agreement, CONSULTANT will do nothing that could adversely affect the goodwill or reputation of the

Village.

The VILLAGE agrees to pay the CONSULTANT pursuant to the provisions of the Local Government Prompt Payment Act (50 ILCS 505/1 *et seq.*) the following amount for performance of the described services: an amount not to exceed Forty Nine Thousand Five Hundred and No/100 (\$49,500.00) Dollars.

SECTION 3: ASSIGNMENT: CONSULTANT shall not assign the duties and obligations involved in the performance of the WORK which is the subject matter of this Contract without the written consent of the VILLAGE.

SECTION 4: TERM OF THE CONTRACT: This Contract shall commence on the date of its execution. The WORK shall commence on the date of execution and continue expeditiously for eighteen (18) months from that date. This Contract shall terminate upon completion of the WORK or March 1, 2013, whichever occurs first, but may be terminated by either of the PARTIES for default upon failure to cure after ten (10) days prior written notice of said default from the aggrieved PARTY. The VILLAGE, for its convenience, may terminate this Contract with thirty (30) days prior written notice.

SECTION 5: INDEPENDENT CONTRACTOR STATUS: To the fullest extent permitted by law, CONSULTANT shall be an independent contractor hereunder and neither CONSULTANT nor anyone acting on its behalf shall be deemed an agent, employee, joint employee or servant of Village. Neither Village nor CONSULTANT shall have any right to act on behalf of or bind the other party for any purpose. CONSULTANT shall be free at all times to arrange the time and manner of performance of the Services. As an independent contractor, the mode, manner, method and means used by CONSULTANT in the performance of Services shall be of CONSULTANT's selection and under the sole control and direction of CONSULTANT. CONSULTANT shall be responsible for all risks incurred in the operation of CONSULTANT's business and shall enjoy all the benefits thereof. CONSULTANT is not obligated to perform services personally but is free to retain employees to perform services pursuant to this Agreement. CONSULTANT shall determine the time and place of the performance of its obligations pursuant to this Agreement and the attached proposal; provided however, that CONSULTANT shall achieve the results set forth in the Schedule within the time period set forth in Section 4; and provided further that if CONSULTANT determines that services should or must be performed on Village premises, Village shall not be obligated to alter its normal hours of operation. The CONSULTANT expressly acknowledges that its employees shall not be entitled to worker's compensation, vacation, health, accident or life insurance or to any pension, profit-sharing or savings plan, and the CONSULTANT agrees to indemnify and hold harmless the Village from any claim that CONSULTANT or its employee is entitled to such benefits.

SECTION 6: INDEMNIFICATION AND INSURANCE: With respect to services performed by the CONSULTANT on the premises of the Village, the CONSULTANT agrees to the fullest extent permitted by law to indemnify and hold harmless the Village, its trustees, directors, officers, agents and employees against any and all claims, suits, actions, demands or losses against Village and pay all costs (including costs of defense) for damage to the property of, or personal

injuries to, or death of, any person or persons, including the CONSULTANT, if such claims, suits or losses are caused directly or indirectly by, are connected with, or arise out of the performance of this Agreement by the CONSULTANT, whether by negligence or otherwise.

The indemnification obligation under this paragraph shall not be limited in any way by any limitations on the amount or type of damages, compensation or benefits payable by or for the benefit of Subcontractor or any indemnities under any Worker's Compensation Act, Occupational Disease Act, Disability Benefits Act, or any other employee benefits act. The Subcontractor further agrees to waive any and all liability limitations based upon the Worker's Compensation Act court interpretations or otherwise.

Any insurance policies providing the coverage required of the Contractor shall be specifically endorsed to identify "The Village of Orland Park, and their respective officers, trustees, directors, employees and agents as Additional Insureds on a primary/non-contributory basis with respect to all claims arising out of operations by or on behalf of the named insured."

Execution of this Contract by the VILLAGE is contingent upon receipt of Insurance Certificates provided by the CONSULTANT in compliance with the CONTRACT DOCUMENTS.

SECTION 7: COMPLIANCE WITH LAWS: CONSULTANT agrees to comply with all federal, state and local laws, ordinances, statutes, rules and regulations including but not limited to the Illinois Human Rights Act as follows: CONSULTANT hereby agrees that this contract shall be performed in compliance with all requirements of the Illinois Human Rights Act, 775 ILCS 5/1-101 et seq., and that the CONSULTANT and its subcontractors shall not engage in any prohibited form of discrimination in employment as defined in that Act and shall maintain a sexual harassment policy as the Act requires. The CONSULTANT shall maintain, and require that its subcontractors maintain, policies of equal employment opportunity which shall prohibit discrimination against any employee or applicant for employment on the basis of race, religion, color, sex, national origin, ancestry, citizenship status, age, marital status, physical or mental disability unrelated to the individual's ability to perform the essential functions of the job, association with a person with a disability, or unfavorable discharge from military service. CONSULTANT and all subcontractors shall comply with all requirements of the Act and of the Rules of the Illinois Department of Human Rights with regard to posting information on employees' rights under the Act. CONSULTANT and all subcontractors shall place appropriate statements identifying their companies as equal opportunity employers in all advertisements for workers to be employed in work to be performed under this contract.

The CONSULTANT shall obtain all necessary local and state licenses and/or permits that may be required for performance of the WORK and provide those licenses to the VILLAGE prior to commencement of the WORK.

SECTION 8: NOTICE: Where notice is required by the CONTRACT DOCUMENTS it shall be considered received if it is delivered in person, sent by registered United States mail, return receipt requested, delivered by messenger or mail service with a signed receipt, sent by facsimile or e-mail with an acknowledgment of receipt, to the following:

Village
required
to provide
est.
9/1/11
OB
9/16/11

SECTION 12: COMPLIANCE: CONSULTANT shall comply with all of the requirements of the Contract Documents including, but not limited to, all other applicable local, state and federal statutes, ordinances, codes, rules and regulations.

SECTION 13: FREEDOM OF INFORMATION ACT COMPLIANCE: The Illinois Freedom of Information Act (FOIA) has been amended and effective January 1, 2010. This amendment adds a new provision to Section 7 of the Act which applies to public records in the possession of a party with whom the Village of Orland Park has contracted. The Village of Orland Park will have only a very short period of time from receipt of a FOIA request to comply with the request, and there is a significant amount of work required to process a request including collating and reviewing the information.

The undersigned acknowledges the requirements of FOIA and agrees to comply with all requests made by the Village of Orland Park for public records (as that term is defined by Section 2(c) of FOIA) in the undersigned's possession and to provide the requested public records to the Village of Orland Park within two (2) business days of the request being made by the Village of Orland Park. The undersigned agrees to indemnify and hold harmless the Village of Orland Park from all claims, costs, penalty, losses and injuries (including but not limited to, attorney's fees, other professional fees, court costs and/or arbitration or other dispute resolution costs) arising out of or relating to its failure to provide the public records to the Village of Orland Park under this agreement.

SECTION 14: LAW AND VENUE: The laws of the State of Illinois shall govern this Contract and venue for legal disputes shall be Cook County, Illinois.

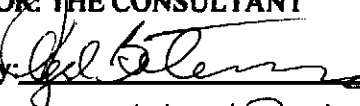
SECTION 15: MODIFICATION: This Contract may be modified only by a written amendment signed by both PARTIES.

SECTION 16: COUNTERPARTS: This Contract may be executed in two (2) or more counterparts, each of which taken together, shall constitute one and the same instrument.

This Contract shall become effective on the date first shown herein and upon execution by duly authorized agents of the parties.

FOR: THE VILLAGE
By: 
Print Name: Paul G. Grimes
Village Manager

Its: _____
Date: 9/16/11

FOR: THE CONSULTANT
By: 
Print Name: Lloyd Betourney

Its: _____
Date: 9/6/11

BUSINESS ORGANIZATION:

~~X~~ Sole Proprietor: An individual whose signature is affixed to this proposal.

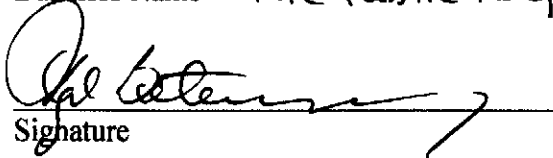
_____ Partnership: Attach sheet and state full names, titles and address of all responsible principals and/or partners. Provide percent of ownership and a copy of partnership agreement.

_____ Corporation: State of Incorporation: (Sub Chapter S Corp.) ILLINOIS
Provide a disclosure of all officers and principals by name and business address, date of incorporation and indicate if the corporation is authorized to do business in Illinois.

In submitting this proposal, it is understood that the Village of Orland Park reserves the right to reject any or all proposals, to accept an alternate proposal, and to waive any informalities in any proposal.

In compliance with your Request for Proposals, and subject to all conditions thereof, the undersigned offers and agrees, if this proposal is accepted, to furnish the services as outlined.

Lloyd Betourney & Assoc DBA (Corporate Seal)
Business Name The Public Response Group, Inc.


Signature

Lloyd Betourney
Print or type name

President
Title

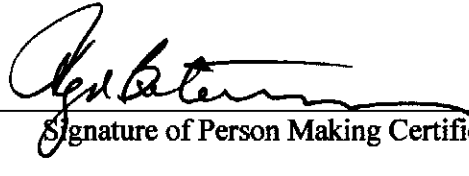
9-9-11
Date

**CERTIFICATION OF ELIGIBILITY
TO ENTER INTO PUBLIC CONTRACTS**

IMPORTANT: THIS CERTIFICATION MUST BE EXECUTED.

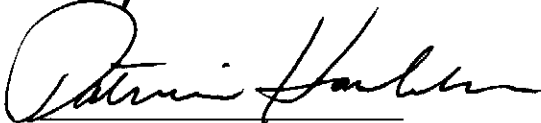
I, Lloyd Betourney, being first duly sworn certify and say
that I am sole owner / president
(insert "sole owner," "partner," "president," or other proper title)

of The Public Response Group, Inc., the Prime Contractor
submitting this proposal, and that the Prime Contractor is not barred from contracting with any unit of
state or local government as a result of a violation of either Section 33E-3, or 33E-4 of the Illinois
Criminal Code, or of any similar offense of "bid-rigging" or "bid-rotating" of any state or of the United
States.

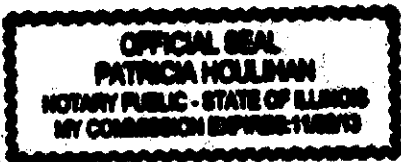


Signature of Person Making Certification

Subscribed and Sworn To
Before Me This 14 Day
of September, 2011.



Notary Public



TAX CERTIFICATION

I, Lloyd Betourney, having been first duly sworn depose and state as follows:

I, Lloyd Betourney, am the duly authorized agent for The Public Response Group, Inc., which has submitted a proposal to the Village of Orland Park for

Communications Consulting Services and I hereby certify
(Name of Project)

that The Public Response Group, Inc. is not

delinquent in the payment of any tax administered by the Illinois Department of Revenue, or if it is:

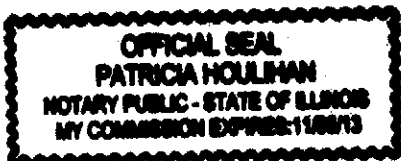
a. it is contesting its liability for the tax or the amount of tax in accordance with procedures established by the appropriate Revenue Act; or

b. it has entered into an agreement with the Department of Revenue for payment of all taxes due and is currently in compliance with that agreement.

By: [Signature]
Title: September 14, 2011

Subscribed and Sworn To
Before Me This 14 Day
of September, 2011.

[Signature]
Notary Public



SEXUAL HARASSMENT POLICY

Please be advised that pursuant to Public Act 87-1257, effective July 1, 1993, 775 ILCS 5/2-105 (A) has been amended to provide that every party to a public contract must:

"Have written sexual harassment policies that shall include, at a minimum, the following information: (I) the illegality of sexual harassment; (II) the definition of sexual harassment under State law; (III) a description of sexual harassment, utilizing examples; (IV) the vendor's internal complaint process including penalties; (V) the legal recourse, investigative and complaint process available through the Department (of Human Rights) and the Commission (Human Rights Commission); (VI) directions on how to contact the Department and Commission; and (VII) protection against retaliation as provided by Section 6-101 of the Act. (Illinois Human Rights Act). (emphasis added)

Pursuant to 775 ILCS 5/1-103 (M) (2002), a "public contract" includes:

...every contract to which the State, any of its political subdivisions or any municipal corporation is a party."

I, Lloyd Betourney, having submitted a proposal for The Public Response Group, Inc.
(Name) (Name of Contractor)

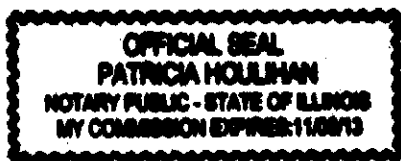
for Communication Consulting Services to the Village of Orland Park, hereby
(General Description of Work Proposed on)

certifies that said contractor has a written sexual harassment policy in place in full compliance with 775 ILCS 5/2-105 (A) (4).

By: [Signature]
Authorized Agent of Contractor

Subscribed and Sworn To
Before Me This 14 Day
of September, 2011.

[Signature]
Notary Public



EQUAL EMPLOYMENT OPPORTUNITY

Section I. This EQUAL EMPLOYMENT OPPORTUNITY CLAUSE is required by the Illinois Human Rights Act and the Rules and Regulations of the Illinois Department of Human Rights published at 44 Illinois Administrative Code Section 750, et seq.

Section II. In the event of the Contractor's noncompliance with any provision of this Equal Employment Opportunity Clause, the Illinois Human Right Act, or the Rules and Regulations for Public Contracts of the Department of Human Rights (hereinafter referred to as the Department) the Contractor may be declared non-responsible and therefore ineligible for future contracts or subcontracts with the State of Illinois or any of its political subdivisions or municipal corporations, and this agreement may be canceled or avoided in whole or in part, and such other sanctions or penalties may be imposed or remedies involved as provided by statute or regulation.

During the performance of this Agreement, the Contractor agrees:

A. That it will not discriminate against any employee or applicant for employment because of race, color, religion, sex, national origin or ancestry; and further that it will examine all job classifications to determine if minority persons or women are underutilized and will take appropriate affirmative action to rectify any such underutilization.

B. That, if it hires additional employees in order to perform this Agreement, or any portion hereof, it will determine the availability (in accordance with the Department's Rules and Regulations for Public Contracts) of minorities and women in the area(s) from which it may reasonably recruit and it will hire for each job classification for which employees are hired in such a way that minorities and women are not underutilized.

C. That, in all solicitations or advertisements for employees placed by it or on its behalf, it will state that all applicants will be afforded equal opportunity without discrimination because of race, color, religion, sex, marital status, national origin or ancestry, age, or physical or mental handicap unrelated to ability, or an unfavorable discharge from military service.

D. That it will send to each labor organization or representative of workers with which it has or is bound by a collective bargaining or other agreement or understanding, a notice advising such labor organization or representative of the Vendor's obligations under the Illinois Human Rights Act and Department's Rules and Regulations for Public Contract.

E. That it will submit reports as required by the Department's Rules and Regulations for Public Contracts, furnish all relevant information as may from time to time be requested by the Department or the contracting agency, and in all respects comply with the Illinois Human Rights Act and Department's Rules and Regulations for Public Contracts.



Public Affairs • Advocacy Advertising • Political Consulting • Media Training • Referenda Campaigns

***For more information regarding Lloyd Betourney and
The Public Response Group, feel free to reach out to each or any
of the following individuals. . .***

William Houlihan
Political Director,
U.S. Senator Richard Durbin
Billhou54@aol.com

Thomas C. Hynes
Midwest Chairman,
Democratic National Committee
thynes@hynes-law.com

Michael Kelleher
Special Assistant to
The President of the United States;
(2009 - 2011)
Advisor, Executive Director World Bank
(Jan '11 - present)
Mikekelleher111@gmail.com

Dr. Darlene Ruscitti, PhD
Superintendent,
Regional Office of Education
Du Page County
(630) 407-5800

Frank Peters
Executive Director,
Nat'l Electrical Contractors
Association/Chicago
fpeters@ecachicago.com

Reg Weaver
President,
National Education Association
(2003 - 2008)
reginaldweaver@aol.com





Public Affairs • Advocacy Advertising • Political Consulting
On-Camera Media Training • Crisis Communications • Referenda Campaigns

A Proposal to Provide Communications Consulting Services

presented to

The Village of Orland Park

July 27, 2011

Introduction

Thank you for considering The Public Response Group as your communications partner, to advance a positive message to residents concerning the accomplishments of the Board of Trustees and Administration of the Village of Orland Park.

We are excited about the possibility of working closely with you to research and build a new, robust and tested message framework that enables effective and consistent communication of the vision, mission and achievements of those who have labored tirelessly towards creating a vibrant community.

PRG has a rich history of working with Orland Park and numerous other local governmental entities on a wide range of issues and communication needs.

Our strategic reputation and public communications counsel to units of local and county government and national professional associations spans nearly two decades.

The basis of our insights regarding public communication tools and activities have come from our nationally award-winning work in the realm of politics including competitive marketing for political clients such as our current President and numerous members of Congress; professional organizations such as the National Association of Convenience Stores, National Education Association and corporate clients such as American Airlines, SBC-Ameritech, General Mills and Nestlé's.

Bottom-line? Absolutely no one will match the level of experience, skill and personalized attention we will bring to your effort – no one.

Our proposal is organized into the following sections:

- 1. Project Scope**
- 2. Our Approach**
- 3. Project Timeline**
- 4. Proposed Professional Fees & Costs**

Project Scope

As referenced from the request leading to this document, it is our understanding that Orland Park is seeking:

- Support for a fact-based, project-oriented, strategic communications program.
- An overall plan for more effective communications with residents and sub groups, e.g. businesses and specific residential demographics, regarding ongoing or upcoming projects of Village-wide importance.
- Assistance and guidance in developing and refining an overall, protracted communications plan based on feedback and input from the community
- Consultation on ways to more effectively communicate with residents on-going and ensure the delivery of critical public policy information and services
- Conceptualizing messaging vehicles that successfully deliver information to residents

Accordingly, PRG will work with you on the development of an overall communications plan and provide ongoing counsel on issues including, but not limited to, grass roots outreach; message development; media relations and social media. We will also work closely with the chosen survey research team to help develop structure and analyze the key attitudinal research yielding the information necessary to formulate, execute and manage Orland Park's public communication efforts.

Communication research

1. The overarching objective of the initial phase of our work will be to gain insight and understanding of the various projects that will impact village stakeholders, how they will be affected.
2. While the gathering of this core information will be the responsibility of the chosen survey research firm, PRG will draw from its extensive experience in structuring similar communications efforts, to assist in analyzing the data and formulating specific recommendations for subsequent activity.

The research phase will also serve to give the Village Board and Administration a better sense of current opinions, attitudes and values of the community as they relate to issues impacting policies, as well as guidance in the modification, elimination or expansion, etc., of Village policies and services. The survey research will also help identify emerging needs of residents leading to quantifiable data regarding the formulation of new policies and programs to meet the concerns and desires of residents.

The research phase also needs to determine specific vehicles residents rely on for information about the Village – newspapers, the Internet, mobile, email

communications, blogs, etc. This information will then be utilized to develop ways to most cost effectively provide residents and targeted demographics with information regarding current or proposed policies and programs designed to help them and the Village.

Message development

Assist the Village in developing communications plans for various projects. The communications plan designed shall specifically reflect survey results. That way, we let the research drive all subsequent public communication activities.

Message vehicles and delivery

Once the survey research is completed and a final assessment and analysis is made of attitudes, opinions and issue salience, we will provide specific recommendations as to the best, most effective ways to deliver public information developed, to residents and businesses.

This may incorporate a variety of communications disciplines currently not being utilized or perhaps a “refined/modified” use of vehicles that are being employed.

Helping develop resident input, involvement and feedback

When it comes to assessing governmental services, it is important to understand the overall level of residential satisfaction with village services and programs, governmental response to emerging issues, etc.

PRG will help develop an approach to and assist in executing an overall plan for “resident input and feedback” that goes beyond simply building stronger relationships with local homeowners and businesses through ongoing “community relations.”

We accomplish this not by getting village officials to communicate with residents, but rather by getting residents and other stakeholders to communicate with you, thereby ascertaining ways to adapt services and programs to better meet the community’s needs.

Activities to enhance resident input

A variety of community activities exist which can be employed to bolster community and residential involvement and feedback.

One possible way of achieving this is through the creation of “focus groups” and/or “town hall meetings”, etc., throughout segments of the village where participants are asked such questions as, “if you ran the local _____, what changes would you make / what services would you provide?”

Another, is to employ “immediate response” telephone surveys where auto calls are made throughout the village or business community asking specific questions to ascertain public attitudes on proposed issues. Residents are then asked to use the touch buttons on phones to respond and/or register opinions, etc.

Our Approach

Our objective is not to identify whether village officials have a particular issue or policy they wish to advance, but what issues and concerns residents care about and their opinions and attitudes related to those issues.

Our approach is always designed with a clear end goal in mind: to ensure that our partner/clients communicate clearly, concisely, consistently with key audiences and constituencies.

The messaging process provides detailed insights on the specifics of the communications, for key stakeholders.

Once this is ascertained, we move into the creative stage – formulating an overall plan which includes messaging components, themes, vehicles for delivery, timetables for activity, budgets, etc.

Communications workshop

We will structure and present a communications workshop to further synthesize and refine the key components of what needs to be communicated. Those attending this workshop would be:

- Those responsible for delivering the communications on a day-to-day basis (in-house communications people)
- Those in a position to change the communications post workshop (the Mayor; Village Administrator and senior management team, etc.)

The agenda for this workshop generally follows this outline:

- Review of findings of the community survey
- Brainstorming and prioritizing on community needs assessments and village capabilities
- Structure key informational points on each issue or project

- Identify messages to address specific community concerns
- Agreement on messaging hierarchy and key points for which village officials will need consistent and compelling responses

Media/spokesperson training sessions

Once message components are shaped and finalized, PRG will conduct – as required – spokesperson training workshops designed to ensure continuity and consistency in message delivery.

Development of collateral materials

As overall communications efforts are formulated, finalized and executed, there will be need for press releases, perhaps direct mail brochures, on-line/social media communications, op-ed pieces, etc., and newly developed ways of communicating with the general population of the village. PRG will assist – as directed – or be responsible for the conceptualization, design and production supervision of whatever collateral communications materials are required.

We will also provide as needed media coaching to individuals or teams responsible for meeting with the general news media in press conferences, interviews, etc., to ensure appropriate/consistent message delivery.

Digital strategies

This could include any one or combination of the following:

- Consultation on Village web site content and development (depending upon your agreement with the web developer.)
- Assist in the identification of appropriate social media networks to elevate on-line profile of targeted issues.
- Develop strategies for connecting with on-line media, reporters, bloggers, etc., who may have an interest in local issues.
- Advise on the best practices to ensure on-line communities remain active and continue to thrive.

On-going consultation

We will provide on-going consultation on how best to position the Village vis-à-vis the general public and local media on any current or emerging issue that offers opportunities to advance or impede the overall communications goals of the village.

Project Timeline

Effective public communications programs require a commitment to a pro-active, protracted effort.

We see this project initially as an 18-month program designed to formulate, structure and implement communications plans that consistently deliver an image and message to achieve desired objectives.

In the absence of more complete information regarding village issues, timelines and planned projects, etc., it would be nearly impossible to present in this document a calendar outlining specific timetables for communication activities. That will result from further meetings and discussions between designated village officials and PRG staff.

However, it is recommended that the initial stage of our involvement – which would begin immediately upon execution of an agreement and lasting thru September 30, 2011 – focus on finalizing a survey research team and developing, drafting, fielding, and analyzing a community-wide poll that yields the necessary information to proceed with formulating an overall communications plan and timetable.

Professional Consulting Fees

PRG works on a fee plus cost basis. That means the Village of Orland Park would reimburse PRG for all approved in advance expenses incurred by our firm on behalf of Orland Park, in addition to a professional consulting/creative fee.

Should we be chosen to serve as communications consultants for the Village of Orland Park, Illinois and provide the general services outlined above, for the time period provided (18 months) our total consultant fee would be \$49,500.00 or \$2,750.00 per month, due the first of each month plus reimbursement for any/all approved in advance expenses as billed.

Hours: PRG will provide 15 hours of professional services each month for this fee and up to an additional 5 hours service each month at no charge.

Once 20 hours of services have been logged, PRG will charge \$137.50 per hour for each hour above 20 hours, but at no time will the total number of additional billable hours exceed 30 hours during any given month, without the expressed approval of appropriate administrative officials of the Village.

A full explanation and breakdown of hours worked and billed will accompany each month's invoicing.

Generally, that's about it, except to again thank you for the opportunity to submit this proposal. We look forward to the possibility of working with the Village on this most worthwhile and critical project.