



September 5, 2025

Mayor Jessop
Hildale City
320 E. Newel Ave.
Hildale, Utah 84784

RE: Maxwell Park Expansion Project – Fee Amendment

Dear Mayor Jessop:

This Fee Proposal outlines the costs for the additional scope of work provided by Evoke Media for the Maxwell Park Expansion Project, as an amendment to the existing contracted agreement with Campbell Architecture, a subsidiary of Jones and DeMille Engineering. The proposal covers professional services related to communications, outreach, media production, and coordination efforts to ensure effective community engagement and project visibility during the current design phase. The fees are structured to align with the tasks outlined in the Scope of Work, ensuring transparency and accountability.

SCOPE OF WORK

Objectives

1. Enhance public awareness and engagement through targeted communications and outreach.
2. Document project progress using mixed media to build a comprehensive record for stakeholders and future funding applications.
3. Support project coordination, including meetings, updates and funding efforts.
4. Serve as a local liaison for Campbell Architecture and Jones and DeMille Engineering.
5. Ensure continuous and consistent information flows to the community as directed by Client and design team.

Scope of Services

1. Communications and Outreach
 - a. Develop Communications Plan: Create a comprehensive communications plan tailored to the Maxwell Park Expansion project. This plan will specify communications methods for the community, including but not limited to email newsletters, social media channels, public forums, and information for project website. The plan will emphasize continuous outreach to the public, outlining strategies for regular updates, feedback mechanisms, and crisis communication if needed.
 - b. Continuous Outreach to the Public: Implement and manage ongoing outreach initiatives as per the communications plan. This includes scheduling and executing public engagement activities, such as virtual town halls, surveys, or community events to gather input and disseminate project information.

2. Digital Content Management
 - a. Assist in Maintaining Blog Posts: Provide support for the project's blog, including drafting, editing, and scheduling posts on project milestones, design concepts and community feedback. Evoke Media will ensure content is engaging, SEO-optimized, and aligned with the project's branding.
 - i. Frequency: At least bi-weekly posts or as directed by the project lead.
 - b. Assist with Community Updates Regarding the Project: Develop and distribute regular updates to the community via email, social media, or dedicated project websites. Updates will cover schematic design progress, timelines, and any changes. This also includes information pertaining to the Maxwell Canyon Utility project as it relates to the overall park expansion project.
3. Meeting and Coordination Support
 - a. Attend Weekly Coordination Meetings: Participate in weekly project coordination meetings (virtual or in-person) to stay informed on progress, provide input on communications strategies, and align media efforts with design activities.
4. Mixed Media Services
 - a. Provide Mixed Media Services for Project Progress: Deliver mixed media documentation for the Maxwell Park Expansion project, including photography, videography, graphic design, and multimedia presentations. This will cover documenting meetings, schematic design processes, site visits, and early construction phases (if applicable). Deliverables may include:
 - i. High-resolution photos and videos of key activities.
 - ii. Edited progress reels or infographics for social media and reports.
 - iii. A digital archive of all media assets. Frequency: Ongoing, with monthly compilation or as milestones are reached.
5. Funding and Program Management Support
 - a. Aid with Funding Applications: Assist in preparing materials for funding applications, such as grant proposals or sponsorship requests. This includes drafting narrative sections on community impact, creating supporting visuals, and compiling outreach data to demonstrate community support.
 - b. Assist with Project Management Coordination: Support overall project management by facilitating coordination, tracking communications-related tasks, and ensuring alignment with project timelines. Other tasks associated with project management may be assigned as needed.

Assumptions and Limitations:

1. CA does not foresee the need for additional third-party tools or advertising; however, should such needs arise, the budget for these services is not included and will be billed separately.

FEES

The foregoing scope of work for these services can be completed for a lump sum fee of **\$17,625**. Progress payments will continue to be invoiced monthly throughout the project.

CLOSURE

We are grateful for the opportunity to contribute to the Maxwell Park Expansion Project, a vital initiative to enhance community quality of life. Evoke Media, in collaboration with Campbell Architecture, brings proven expertise in communications, media production, and project coordination to deliver high-quality results. Please review this revised Fee Proposal and contact me with any questions or concerns. We look forward to your approval to proceed with these additional services.

Sincerely,

CAMPBELL ARCHITECTURE



Farah Stout
Project Manager