

Scope Statement

Create an official, consistent, and reliable communications program that provides immediate access to residents to official Town information and resources. In addition, support Town staff and be a dependable resource for the Town of Loxahatchee Groves.

Project Information

- Accessible and consistent information for residents across Town channels:
 - Website / Print
 - Facebook
 - Twitter
 - Instagram
- Campaign the false and negative rhetoric online by establishing and maintaining the
- Official Town communications channels.
- Communicate Official Town announcements
- Lower staff administrative time by informing residents of digital tools available on the Town's website.
- Promote local culture, lifestyle, and community values.
- Preserve Town history by digitalizing official Town voice.

Monthly Deliverables

Website Management

- Build landing pages (Town, District, Elections)
- Upload documents
- Agendas (Upload - Building/Code Enforcement)
- Update announcement/Town News
- Department (Public Works)
 - Update Grading schedule
 - Road Closures
 - Notices
- Create/Update user profiles
- Update existing information on websites
- Clean databases
- Graphic designs
- Information accessibility as new content is annexed to the website
 - Adding to menus, submenus, columns, etc.
 - Improve and enhance website navigation (user friendly)

Social Media/Content Development

- Posting on Town social media outlets (3-4 times a week) – Official announcement
 - Facebook

- Twitter
- Instagram
- Design or push media for social and mailers
 - Code Red Alerts
- Graphic design (different from website)
- Community management
- Monitor and manage public communication between community and staff
- Communicate with Senior Management on community announcements
- Promote events and Town Council's Blogs.
 - Promote portals to online tools
 - Local lifestyles

Elections

- Graphic design and posting on Town social media outlets (as necessary) – Official announcement
 - Facebook
 - Twitter
 - Instagram
- Building website landing page
- Graphic design for website

Proposed Monthly Time:

40 Hours + /\$2,000 per month

Monthly/Designs

All Town Special Events for flat fee of \$500 per event

- Event Flyer, Information, and mailers to residents (Print & Digital)
- Push out twice before the event
- Town website
- Advertise events on Town Social Media sites
 - Facebook
 - Twitter
 - Instagram
- On the day of events take photos/videos and upload on Town website (some photos will be taken by staff)

**** All other work done will be in accordance with the rate sheet, attached as Exhibit "B". ***