CGP content + graphics professionals

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:
  o Website / Print
  o Facebook
  o Twitter
  o 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)
  o Update Grading schedule
  o Road Closures
  o Notices
- Create/Update user profiles
- Update existing information on websites
- Clean databases
- Graphic designs
- Information accessibility as new content is annexed to the website
  o Adding to menus, submenus, columns, etc.
  o Improve and enhance website navigation (user friendly)

Social Media/Content Development

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

- o Twitter
- o Instagram
- Design or push media for social and mailers
  - o 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.
  - o Promote portals to online tools
  - o Local lifestyles

Elections
- Graphic design and posting on Town social media outlets (as necessary) – Official announcement
  - o Facebook
  - o Twitter
  - o 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
  - o Facebook
  - o Twitter
  - o 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". ***