

CBK CONSULTING

Media Consulting & Reputation Management Proposal

Prepared for: Town of Palmer Lake

Term: 90 Days

Monthly Fee: \$5,000

Total Contract Value: \$15,000

Overview

Palmer Lake is a historic, tight-knit community now entering a pivotal stage of maturity—one that requires a structured, consistent, and well-supported and funded economic development strategy to sustain its local economy, strengthen the business climate, and position the Town for future growth. Recognizing this, the Board of Trustees recently authorized the creation of an economic development committee, *Discover Palmer Lake*, which is currently in the early stages of research and formation.

Initial findings from the committee confirm that Palmer Lake is facing heightened public scrutiny and increasing demands for transparency from both residents and the media. Additionally, recent public events have drawn significant attention on social media and in the press, contributing to reputational challenges that are already affecting existing businesses and pose a clear risk to attracting new investment.

In this environment, fact-based, consistent communication is critical to maintaining public trust, protecting the Town's reputation, and reinforcing confidence in its leadership. With a mission centered on business support and attraction, *Discover Palmer Lake* acknowledges the urgency of addressing these public and media relations gaps. The committee's immediate goal is to enhance Palmer Lake's capacity to deliver timely, accurate, and relevant public information while improving its ability to respond effectively when issues arise.

To support this effort, CBK Consulting proposes a 90-day engagement to build foundational communication systems, professionalize media relations, and launch Palmer Lake's first official social media presence. This work will strengthen communication and trust between the Town, its residents, and the media; clarify the Town's public voice; and promote more effective civic engagement. Real-time support will also be provided during sensitive or high-impact moments to ensure messaging remains steady, factual, and aligned with Palmer Lake's values—all with the cumulative goal of better positioning the Town for long-term economic success.

Objectives

- Create a comprehensive PR, media relations, and social media plan with direct and indirect benefits for current and future businesses
 - Establish clear, consistent messaging grounded in transparency and facts
 - Improve communication and trust between the Town, its residents, its business community, and the media
 - Develop and execute a professional media strategy for press engagement—one that addresses current reputational issues while elevating why Palmer Lake is a great place to live and do business
 - Train Town leadership in media interaction and content creation
 - Provide real-time communications support during urgent or sensitive events
 - Launch and manage official Facebook and Twitter accounts for the Town
 - Create engaging social media content and provide training for long-term account management
 - Collaborate with *Discover Palmer Lake* to identify funding mechanisms for sustaining a permanent communications capability beyond the 90-day engagement, whether housed in a new Town department or managed by *Discover Palmer Lake*. Options may include grants, private donors, sponsorships, and memberships
-

Scope of Work

1. Media Strategy & Reputation Management

- **Messaging Frameworks:** Develop consistent, truthful messaging aligned with the Town's goals and responsibilities
- **Media Protocols:** Establish internal procedures for handling press inquiries, issuing public statements, and preparing for interviews
- **Media Strategy:** Build a proactive engagement plan that defines how and when the Town communicates publicly, including content development, cadence, and a clear 90-day goal of shifting from reactive controversy to proactive community advocacy

- **Media Training:** Facilitate training for the Board of Trustees and key staff on interview techniques, crisis messaging, and public speaking
- **Real-Time Support:** Provide on-demand communications guidance during high-profile incidents and emergencies

2. Social Media Launch & Management

- **Account Setup:** Create and configure official Town of Palmer Lake accounts on Facebook and Twitter
- **Content Creation:** Develop timely, engaging, and brand-aligned content for sharing updates, Board activity, community events, and relevant information
- **Training:** Provide hands-on instruction for Trustees and staff on platform management, best practices, and resident engagement strategies