



Dan Olson
Santaquin City Mayor
275 West Main Street
Santaquin, Utah 84655

March 13, 2023

Dear Mayor Olson,

Thank you for the opportunity to provide an estimate for public involvement services on the potential property tax increase being considered by Santaquin City. X-Factor Strategic Communications is Utah's premier communications firm that specializes in public relations and public involvement for local government. We are known for data-driven, innovative thinking that produces results. We possess a strong grasp of local issues, understand the nuances of city government, and can hit the ground running on day one.

X-Factor's qualifications include years of supporting public relations and engagement efforts for a wide variety of state and local government clients. This includes Draper City, The Point, Sandy City, Salt Lake City, Taylorsville City, Salt Lake County, and the Utah League of Cities and Towns.

Let's just say we have that "X-Factor."

Our team will help the City engage and inform residents regarding the proposed rate change and how this taxpayer investment will benefit the community. X-Factor will develop a public involvement plan, manage media relations, oversee a public open house, and create digital and print collateral such as informational mailers, fliers, posters, social media posts, website content, e-newsletter and newsletter articles.

Our team of experts collectively possess decades of experience. We are confident we can meet your needs and welcome the opportunity to support Santaquin City in this important endeavor. We look forward to hearing from you soon.

Kind regards,

A handwritten signature in black ink, appearing to read 'Minel Xochimel'.

President & CEO
X-Factor Strategic Communications
1557 W. Innovation Way
Lehi, UT 84043

Santaquin City Proposed Property Tax Increase | Public Relations Scope of Work

TASK 1 - Project Management	HOURS
Administration (<i>assumes 6 invoices and time tracking</i>)	6
Internal X-Factor team coordination meetings (<i>assumes 1-hr weekly coordination mtgs with 2 staff</i>)	25
Subtotal	\$4,185
TASK 2 - Client Coordination	
Participate in client coordination meetings (<i>assumes bi-weekly mtgs for 1 staff, 1-hour in-person mtgs, travel</i>)	21
Email, phone, text correspondence with client (<i>assumes 1 hr per week</i>)	14
Subtotal	\$4,725
TASK 3- Develop Public Relations Strategy	
Develop public relations strategy (<i>assumes 2 updates</i>)	5
Subtotal	\$675
TASK 4- Execute Public Relations Strategy	
Manage media relations (<i>write Mayor's Message op-ed, messaging and interview coordination</i>)	30
Utilize Reverse 911 (<i>write texts and coordinate with city to send message</i>)	10
Create content and graphics for PR collateral (<i>assumes web content, fact sheet, direct mailers, flyer insert, posters, social media posts, e-newsletter content, videos and Spanish translation</i>)	50
Research, create and post property tax calculator on city website	5
Respond to comments from the website, email and social media and track analytics	10
Subtotal	\$14,175
TASK 5 - Public Open House	
Oversee all aspects of public open house management (<i>assumes development of up to 10 open house boards, 3 staff attend, travel</i>)	50
Subtotal	\$6,750
Total Labor Hours	
TOTAL COST	\$30,510

**Assumes 14 weeks of work (April - September 2023)*

Other Direct Costs**	COST
Paid advertising (<i>assumes Facebook and Instagram ads</i>)	\$1,000
Mileage (<i>assumes mileage for 10 coordination mtgs for 1 staff, one in-person open house for 3 staff; billed at \$0.655/mile</i>)	\$681.20
Postcard mailer printing and postage	\$6,000
24x30 display posters printing (<i>assumes 2 posters</i>)	\$200
TOTAL COST	\$7,881.20

***subject to change based on client preference and third-party vendors costs*