



sixPR, LLC
Agreement for Professional Services
with City of Broken Arrow

This agreement is made and entered into by and between City of Broken Arrow, (hereinafter referred to as the "Client") and SixPR, LLC, (hereinafter referred to as "sixPR") for communications services.

TERMS |

1. **Effective Period:** This Agreement shall be effective August 25, 2017, and will be in effect for 12 months. Upon the expiration of this Agreement term, sixPR shall review and, when necessary, propose fee adjustments for consideration.
2. **Termination:** This Agreement may be terminated by either party with written notice of 30 days. Upon written cancellation, all outstanding invoices are due in full.
3. **Scope of Work:** Development and execution of an education campaign to 1) identify the priorities for infrastructure, public safety, and more through a comprehensive survey of the citizens of Broken Arrow; and 2) inform the citizens of Broken Arrow of the benefits and return on investment to the community on the final projects placed on the ballot initiative for a general obligation bond. Responsibilities and approved budget as defined by attached Addendum dated 08-16-17.
4. **Compensation:** As compensation, the Client shall pay sixPR in the amounts identified in the Addendum, unless adjustments are required and approved by the Client. The Agreement is that sixPR will be compensated monthly in a reasonable, timely manner to cover its expenses as the education campaign continues.
5. **Expense Reimbursement:** The Client shall also reimburse sixPR within 30 days of receipt of invoice for all direct out-of-pocket expenses including, but not limited to, meals, mileage, lodging, airfare, production/shipping of relevant material, and other necessary expenditures. All vendor expenses incurred by sixPR on behalf of its Client shall be pre-approved by the Client.
6. **Formal Notices from the Client:** Any formal notices or communications to sixPR hereunder shall be in writing to our office addressed as follows –

sixPR, LLC
Sheila Curley, Principal
Park Centre Building
525 S. Main, Suite 100
Tulsa, OK 74103
Phone (918) 830-3268
Email: sheila@six-pr.com

or sixPR, LLC
Marnie Fernandez, Principal
Park Centre Building
525 S. Main, Suite 100
Tulsa, OK 74103
Phone (918) 381-4505
Email: marnie@six-pr.com



7. **Approval procedures:** Work on behalf of the Client is at its direction. All written information, i.e. news releases, written statements, and fact sheets, will be provided to the Client for pre-approval prior to dissemination.
8. **Our business operations are guided by:** The Code of Professional Standards for the practice of public relations as adopted by the Public Relations Society of America.
9. **Agreement/Addendum:** This Contract and Addendum constitutes the entire Agreement and understanding between parties, and any amendment thereto shall be in writing signed by both parties.
10. **Agreement in Oklahoma:** The laws of the State of Oklahoma shall govern this contract.

AGREED TO AND ACCEPTED:

City of Broken Arrow

[Signature]

Title Mayor

Date: 9/5/17

sixPR, LLC

[Signature]

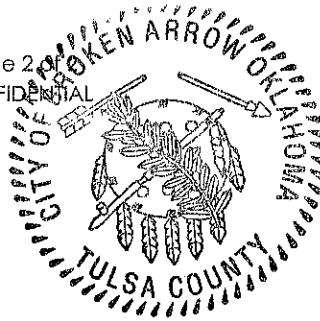
Sheila A. Curley, APR or Marnie Fernandez
Principal, Owner Principal, Owner

Date: 08.30.2017

ATTEST:

[Signature]
(Seal) CITY CLERK

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CONFIDENTIAL



ADDENDUM

Budget Estimation - The following is based on the needs identified in the follow-up internal vs external scope of work provided by the City of Broken Arrow.



» SERVICE DESCRIPTION	» ESTIMATE
Education Campaign Management <ul style="list-style-type: none"> • Provide monthly activity report • Meetings with education campaign leadership • Responsive communications 	September 2017 - August 2018 \$1,500 per month
Citizen survey design <ul style="list-style-type: none"> • Develop goal-oriented questions, layout and coding 	\$7,500
Data collection and analysis	\$5,000
Create education campaign logo and slogan <ul style="list-style-type: none"> • Gather input from campaign leadership, city staff • Provide 2-3 options for approval 	\$250 - \$500 (dependent on number of revisions)
Create double-sided flyer/fact sheet <ul style="list-style-type: none"> • Develop content, design, approval, prep for print 	\$500
Create bi-fold brochure <ul style="list-style-type: none"> • Develop content, design, approval, prep for print 	\$1,000
Create agenda and talking points for town hall meeting <ul style="list-style-type: none"> • Establish parameters for public feedback • Invitation design and dissemination to key partners 	\$1,500
Identify and work with community partner groups <ul style="list-style-type: none"> • Set-up speakers bureau • Hold speakers training to review key facts 	\$2,000
Develop earned media strategy <ul style="list-style-type: none"> • Create news releases • Direction on critical issues arising in the public • Media training for primary spokesperson 	\$3,500 - \$5,000 (billable in different phases of education campaign and increase is dependent upon critical issue development)
Develop social media strategy <ul style="list-style-type: none"> • Create digital images/infographics for social media • Respond to questions and comments 	\$2,500 (includes strategy, deployment and response, but does not include budget for boosted posts)
	\$100 per custom image design
<p>TOTAL COST shall not exceed \$60,000 without prior written approval by client.</p>	

Additional considerations - The estimates above *do not incorporate* any direct expenses for printing and/or postage. If survey responses are low, we would recommend engaging a paid phone bank to randomly select and call residents to increase responses. This would be an additional cost in the \$5,000-\$10,000 range.