

Consulting Agreement

Consulting Agreement is entered into by Pickett and Associates, LLC (Contractor) and the City of Greenfield:

1. Provision of Services: Subject to terms of this agreement, Contractor will perform those services identified & approved by client in Scope of Work (attached).
2. Terms of Engagement: This agreement shall be in effect as of April __, 2025 through December 31, 2025. Review with P&A in July terms for a 2026 contract so it can be included in the budget but an option to renew the contract.
3. Termination: Either party may terminate this agreement with 60 days written notice with payment of work to date.
4. Compensation
 - a. Specific compensation for services set forth in Proposed Scope of Work (attached) based on a \$40,000 maximum budget (using budget from early 2025 to catch up/restart/promote.)
 - b. Contractor will provide **detailed** monthly invoices (including specific tasks worked on) for all services provided during the previous month
 - c. City of Greenfield agrees to pay within 30 days of receiving invoice
5. Contractor enters into this agreement and shall continue to be an independent contractor not entitled to any benefits including workers' compensation, employee benefit plans, or disability insurance.
6. Confidentiality. Contractor acknowledges that in the performance of these services, contractor would have access to information that is confidential to the City of Greenfield. Contractor agrees not to disclose any such information, regardless of the form or format in which or means by which contractor became aware of such information to any third party without specific written permission to do so.

For Pickett and Associates LLC
Patricia J Pickett

Patricia Pickett

BOARD OF PUBLIC WORKS

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MAYOR GUY TITUS

ATTESTED

Scope of Work Proposal

CITY OF GREENFIELD

Established in 2018, the Greenfield-Community brand & website were created to “develop credibility and positive reputation of Greenfield’s offerings to outside communities.” In 2020, Pickett & Associates was retained for website and social media management & implementation. With new City leadership, it is an opportunity to “up the game,” and collaboratively work with the city to magnify the amenities of this fast-growing city. Building on past successes and taking a strategic approach, objectives include the attraction & retention of new residents and businesses by showcasing the numerous attributes of this thriving community. In addition, Greenfield-Community website & social media will act as a source of information and education for community issues, events and city departments.

Deliverables	Details	Estimated Cost
<p style="text-align: center;">REBRAND</p> <p>With timely input and feedback/decision making, completion target 60 Days</p>	<ul style="list-style-type: none"> • Research: Review of strategic plan, City comprehensive plan • Stakeholder meeting/survey – organizational perceptions, input • Create messaging hierarchy for internal/external audiences • Develop three – four concepts for brand/logo (fonts, colors, “vibe”) — choose 1 (can “mix and match” concepts, fonts, etc. • Three revisions to final logo • Create versions of logo for potential usage (from print to digital) • Brand guide (with fonts, colors, etc) for usage; import into Canva account • Create new graphic “headers” and “profile pics” for social media & website; integration into those platforms • PR mini-campaign for announcing new brand/Greenfield-Community awareness. 	<p style="text-align: center;">\$4000-\$5000</p>
<p style="text-align: center;">DIGITAL MARKETING – WEBSITE MGMT & SOCIAL MEDIA</p>	<ul style="list-style-type: none"> • Ongoing review of SEO best practices ensuring ranking; work on “back-linking” from community organizations to improve ranking • Based on a mutually agreed upon a strategic plan and monthly content plan (including videos, blogs, graphics, & photos), convey the desired brand messaging through existing Greenfield Community social media channels. • Bi-weekly “touch base” meeting (phone or in person) with Stacy Hartman who will serve as the point of contact for new info for content (texts as needed for relay of emergency information) • Monitoring email & messaging for events and uploading to Greenfield-Community website • Identify select Community Events that will optimize exposure & brand • Develop a monthly e-newsletter, repurposing timely & informative content from social/website 	<p style="text-align: center;">\$40,000 April – December 2025</p> <p>As the site will have been paused for nearly four months, there will be considerable “catch up” to do to regain momentum while adding some paid social posts & refreshing the business tool kit to New Brand. We propose the entire \$40,000 of contract be allocated as a maximum.</p>

**WEBSITE
HOSTING***

- Hosting, Security, Updates & Maintenance
- Terms & Agreements attached (*a separate contract with Blueiris Marketing/Jillian Geisler – just wanted everyone to be aware of this separate expense!)
Contract expires with Hancock Health July 2025

\$2,200/annually

**ADDITIONAL
SERVICES
AVAILABLE
AT
PREFERRED
CLIENT RATE
(NOT
INCLUDED AS
PART OF
CONTRACT)**

- PR/marketing consultation
- Crisis communication
- Graphic design (outside scope of contract)
- Website Landing Page design, development & management
- Media buy (print, TV, Radio, Streaming; charge ONLY for time, no agency mark-up)
- Collateral and publication creation – writing, design & print management
- Signage design and production management
- Trade show design and production management
- Photography (outside scope of contract)
- Videography (outside scope of contract)