



February 22, 2021

## **Redevelopment Authority of La Crosse Public Relations and Communications Support Proposal**

### **AGENCY SERVICES**

Vendi will provide PR and communication services to support the ongoing needs of the La Crosse Redevelopment Authority.

- Communication strategy and creative direction
- Content development/copywriting
- Art direction and design
- Digital and social media management
- Public and media relations support
- Website management
- Photography and videography services
- Two agency principals working directly on the account

### **Statement of work**

- Manage public relations activities relative to RDA development projects
  - Develop and proactively issue press releases to accurately communicate project updates to the public
  - Coordinate and manage interview requests from media contacts
  - Provide media coverage report following press release
- Manage River Point District social media accounts
  - Develop and post updates on the development's progress
  - Capture or source images to accompany posts (leveraging Vendi's in-house photographers as needed)
  - Share other relevant community page content
  - Monitor engagement and comments and respond in accordance with established standards
  - Provide access to a real-time reporting dashboard
- Perform routine maintenance and content updates for riverpointdistrict.com website
  - Ensure website content stays up-to-date and accurate
  - Create timely and relevant updates and post to News section
  - Update homepage calendar item on monthly basis

- Maintain regular communications with city staff and RDA committee members
  - Attend RDA meeting on an as needed basis
  - Budget tracking, status reports and client communications

**Agency retainer: \$2,500 per month**

**Outside expenses estimate: \$2,000\***

*\*Includes estimate for outside expenses such as stock photography, PRNewswire fees and annual reporting dashboard license. If additional outside expenses are required, an estimate will be provided, and if approved, billed at cost. Vendi does not mark-up outside expenses.*