



Statement of Work

This Statement of Work (SOW) is between Metre and the City of La Crosse.

Effective Date: This SOW is effective as of September 4, 2018.

Objectives/Purpose

Metre will assist the City of La Crosse with internal and external (community) communications and engagement related to the expansion of the La Crosse Center.

Scope of Work

Metre will provide a comprehensive set of services related to communications, public awareness, and community engagement. These services will include:

- Internal communications plan with sub-committee leadership
- Community communications and engagement plan
- Meeting process (public and internal)
- Website design and development
- Social media
- Email marketing
- Capital campaign planning and execution
- Informational collateral
- Photography/ videography
- Graphic design
- Copywriting

Period of Performance

Metre work will be performed monthly until the La Crosse Center expansion is complete.

Deliverables and Schedule/Timeline

Phase 1, 2018

Activities/deliverables	Timing
Conduct full audit of all project research, plans, and messaging assets to date.	September 2018
Develop project communications strategies and timelines/calendars, including vision, goals/objectives, strategies, tactics, and performance metrics.	September 2018
Develop key talking points and messaging.	September – October 2018
Develop primary communication assets including website, social media, signature architectural renderings and graphics, and early project photography.	September – October 2018
Execute communications strategies internally and externally, through meetings, meeting minutes, website updates, news releases, social media updates, email marketing, and public forums.	September – December 2018

Phase 2, 2019 - Project Completion

Activities/deliverables	Timing
Development of the capital campaign strategies and marketing messages and collateral.	February 2019
Ongoing execution of the internal and external communications strategies through all channels.	January 2019 – Project Completion
Updates to communication messages and assets (website, social, photography, etc.) as the project progresses.	January 2019 – Project Completion



Payment

Metre will bill the City of La Crosse on the 1st of each month as work is incurred. Payment will be due in net 30 days. Metre will bill at an hourly rate of \$75/hour. Any 3rd party outside charges that are incurred such as printing, postage, and paid media will be billed to the City of La Crosse at cost (with prior approval).

Acceptance Criteria/Signatures

All work produced by Metre will be submitted to and approved by the La Crosse Center expansion project steering committee. Upon payment from the City of La Crosse, all produced work becomes the property of the City of La Crosse.

AGREED AND ACCEPTED BY:

Metre:

Kurt Boral, owner 12/18/18
Name and Title Date

City of La Crosse:

Twi Kalat Mayor 12/18/18
Name and Title Date