



February 21, 2024

Communications Support Agreement

For the City of La Crosse's Climate Action Plan

This agreement is between the City of La Crosse and Nicholas Marketing for communications support for the City of La Crosse's Climate Action Plan (CAP). There are two separate but complimentary groups being targeted, with the following objectives:

1. Increase awareness and participation by businesses and other organizations in actions detailed in the CAP to reduce greenhouse gas emissions.
2. Increase awareness and participation by residents in the La Crosse Carbon Free Challenge.

Workshop Communications Campaign Support/Management

Fee: \$1500 - \$3000 (final amount determined by range of responsibilities) per event.

Nicholas Marketing will support the City's Environmental & Sustainability Planner with:

1. General promotion of the event.
2. Media coverage.
3. Social media posts.
4. Emails.
5. Event participation from key business partners, local celebrities/politicians and any other person or organization that would help raise the profile of the event.

Ongoing Communications Support & Engagement

Fee: \$1000/Month

1. Communications Support
 - A. Manage the La Crosse CAP website (lacrosseclimateactionplan.org)
 - i. Blog Posts
 - Generate one blog post per month.
 - Post on lacrosseclimateactionplan.org.
 - Make available for posting on the City of La Crosse website.
 - ii. Content Management
 - Update the website with any information needed.
 - B. Email Marketing
 - i. Build an email list of businesses and organizations.
 - ii. Distribute a monthly email blast/newsletter that includes:
 - A link to the monthly blog post.
 - Information about upcoming events.
 - Any additional news or information considered interesting for businesses/organizations wishing to engage in CAP actions.



- C. Social Media
 - i. Generate and post weekly content.
 - A minimum of one post per week.
 - ii. Provide to the City’s Environmental & Sustainability Planner for posting.
 - Assist, if desired, with the launch of dedicated social media pages for the La Crosse CAP.
- D. Public Relations
 - i. Generate and distribute press releases as needed. Topics may include but are not limited to:
 - Event promotion.
 - Announcements.
 - Hitting CAP thresholds.
 - ii. Media Relations/Coverage
 - Build on existing relationships with important media contacts.
 - Create coverage of topics important to the promotion/awareness of the La Crosse CAP.
- E. Business/Organization Engagement

Engaging and having ongoing communications with a base of community groups identified as being important to supporting/evangelizing the La Crosse CAP plan.

 - i. The City will prioritize groups for outreach.
 - ii. Outreach will continue to engage as many community groups as possible.
 - iii. After community group commits:
 - Continue to educate how the CAP compliments their mission.
 - Facilitate identifying ways they could have an impact on the success of the La Crosse CAP
 - Monitor and support the community group's efforts moving forward.
- F. Participation in up to 30 minutes of strategy/implementation discussions per month.

Expenses

If the City considers it important to be in person for community group engagement meetings - or any other reason - a \$250 per diem will be charged to the City to cover any related travel expenses incurred (time, mileage, lodging, food, etc.).

Ownership

All content, creative, website, and survey components and contacts developed by Nicholas Marketing will be the exclusive property of the City of La Crosse.

Billing

Nicholas Marketing sends invoices via email. Due net-15 days from invoice.

This agreement supersedes any previous agreement or contract and will take effect March 15, 2024.



February 21, 2024

DocuSigned by:
Lewis Kuhlman
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4/9/2024

City of La Crosse Agent Signature

Date

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4/9/2024

Nicholas Marketing Agent Signature

Date

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