



Attachment "B" ESTIMATE OF WORK EFFORT FOR Riviera Beach
Public Relations Consultant RFP 942-18-2 - 1 Year

Task No.	Task	TOTAL STAFF HOURS	TOTAL STAFF COST	
1.00	Operations			
1.10	City Meetings x 10	27	\$ 3,700.00	The TMS team will have an initial consultation with the City and staff to learn of all previous communication and public relations activities. The TMS team will meet with the City and staff to learn mission, goals, current events, existing media, latest news, communication plan, and promotions. The TMS team will follow up with additional meetings to discuss new ideas and media strategies and how best to implement them.
1.20	Analysis	12	\$ 1,500.00	The TMS team will analyze the results of the initial meeting to determine successes and failures from previous and current PR activities.
1.30	Create Communication Plan	28	\$ 3,800.00	The TMS team will create a Public Relations plan that includes websites, social media, publicity, events and other activities along with a timeline.
1.40	QAQC & Edit	3	\$ 400.00	The TMS team will provide a supervisory employee for quality assurance.
2.00	Media Relations			
2.10	Meetings with Media	14	\$ 1,900.00	The TMS team will meet with media contacts to establish co-op promotions and ongoing media communications for future publicity. This includes editors, radio and TV promotions, as well as community and digital media resources.
2.20	Database	10	\$ 1,050.00	The TMS team will create a database of involved stakeholders including media resources.
2.30	Press Releases x 10	30	\$ 3,750.00	The TMS team will create 10 positive press releases throughout the year to distribute to all relevant stakeholders and media promoting the City's programs, mission and services. These will also be used on social media and the website. This will also include groundbreakings, ribbon cuttings, and other City activities.
2.31	QAQC & Edit	12	\$ 1,300.00	The TMS team will provide a supervisory employee for quality assurance.
2.32	Email	5	\$ 500.00	The TMS team will email the invitation to media and stakeholders.
2.33	Calls to media and Public Officials	15	\$ 2,250.00	The TMS team will call public officials when an event or news story arises that needs special attention and to keep lines of communication open at all times.
2.40	Press Conference x3			
2.41	Set Up	8	\$ 800.00	The TMS team will arrange three press conferences throughout the year as needed.
2.42	Attendance	30	\$ 4,000.00	The TMS team will staff and attend all press conferences
3.00	Public Kickoff Event			
3.10	Fliers and Posters	12	\$ 1,650.00	The TMS team will work with the City to create a colorful graphic poster announcing the kickoff event, utilizing new branding messages.
3.20	Invitation	6	\$ 900.00	The TMS team will design an invitation and mailing list for the invitations.
3.30	QAQC & Edit	4	\$ 500.00	The TMS team will provide a supervisory employee for quality assurance.
3.40	Emailing	4	\$ 500.00	The TMS team will email the invitation to the guest list.
3.50	Logistics	28	\$ 2,800.00	The TMS team will create a Kick-Off Event to introduce the new city Branding message, organize all aspects of the event an coordinate with the City staff. The TMS team will provide setup, coordination, food & beverage and entertainment. Cost of venue, food, beverage and entertainment ACTUAL.
3.60	Attendance	13	\$ 1,700.00	The TMS team will staff and attend the kickoff event.
4.00	Crisis Management			
4.10	Crisis Management Plan Creation	22	\$ 3,300.00	The TMS team crisis management specialist will work with the City to create a specific crisis management plan for the city in relation to dealing with the media.
4.20	Training	16	\$ 2,200.00	The TMS team will meet with the City staff to go over the crisis management plan and prepare them for any situations that may arise and how to deal with the correctly.
4.30	Material Preparation	4	\$ 500.00	The TMS team will prepare any materials for the crisis management plan.
4.40	Communication	4	\$ 400.00	The TMS team will document and keep the City informed of updates.

5.00/Annual report					
5.10	Annual Report Meeting	9	\$	1,150.00	The TMS team will meet with the City staff to assist in the development and production of an Annual Report. The City will provide all statistical information and any photos or information available to assist with creation of the report.
5.20	Graphic Design and Layout	21	\$	3,150.00	The TMS team will provide creative input, photos, graphic design services, copywriting, proofreading, layout, paste-up,
5.30	Quotes and Pricing	6	\$	600.00	The TMS team will get quotes and oversee pricing.
5.40	QAQC & Edit	6	\$	700.00	The TMS team will provide a supervisory employee for quality assurance.
5.50	Write and Edit Copy	38	\$	5,000.00	The TMS team will work with the City to create the copy and a final print ready product prepared for printing. The TMS team will manage the printing process and ensure reports are printed to specifications.
6.00 Social Media					
6.10	Facebook and Twitter	78	\$	7,800.00	The TMS team will post weekly updates to Facebook and Twitter.
6.20	Instagram and Website Updates	85	\$	8,500.00	The TMS team will post weekly updates to Instagram and the Website.
6.30	Create a Blog to Add Information & Update	60	\$	6,000.00	The TMS team will create a blog and add informational updates.
7.00 Website					
7.10	Website Meeting	4	\$	600.00	The TMS team will meet with the City to discuss website options.
7.20	Design	52	\$	7,800.00	The TMS team will create new or update the existing Website design.
8.00 Newsletter					
8.10	Template	16	\$	2,300.00	The TMS team will create a newsletter template utilizing the new branding image and tag lines to use for monthly newsletter updates.
8.20	Creation	48	\$	6,300.00	The TMS team will write a monthly newsletter.
8.30	QAQC & Edit	24	\$	3,000.00	The TMS team will provide a supervisory employee for quality assurance.
8.40	Posting	12	\$	1,200.00	The TMS team will post the newsletter on the website and social media.
9.00 Community Relations					
9.10	Meeting Attendance	26	\$	3,100.00	The TMS team will attend community meetings and meet with public officials to further develop strategic partnerships
9.20	Research Awards and Official Recognition Opportunities	20	\$	2,300.00	The TMS team will research awards and help identify opportunities for the City to apply for awards in relevant categories to increase support for City of Riviera Beach initiatives, priorities and efforts.
9.30	Write Applications for Awards or Opportunities	10	\$	1,250.00	The TMS team will write application for awards or other opportunities for the City to gain recognition.
10.00 Branding					
10.10	Branding Meeting	14	\$	1,800.00	The TMS team will meet with the City to determine the direction and discuss ideas for new branding, logos, taglines, etc.
10.20	Logo	20	\$	3,000.00	The TMS team will design a new logo for the City.
10.30	Tagline	8	\$	1,200.00	The TMS team will create a tagline for the City.
10.40	QAQC & Edit	6	\$	900.00	The TMS team will provide a supervisory employee for quality assurance.
11.00 Contract Management					
11.10	Contract Management	35	\$	4,650.00	
12.00 Contingency Hours					
12.10	Contingency Hours	149	\$	18,300.00	
		1,054.0		130,000.00	Cost for printing, food, beverage, venue, entertainment - ACTUAL



Attachment "B"

The Merchant Strategy, Inc. Rates

Project Manager	\$150.00
Deputy Project Manager	\$150.00
Media Relations and Crisis Management Expert	\$150.00
Marketing, Branding and Advertising Expert	\$150.00
Public Involvement Specialist	\$100.00
Government and Community Relations Specialist	\$100.00
Communications Coordinator	\$100.00
Contract Administrator	\$100.00