

---

# CITY OF RACINE

Communications Support Proposal - COVID-19 Vaccinations

May 7, 2021

Kane

**Kane Communications Group**

250 E Wisconsin Ave, Suite 1200,  
Milwaukee, WI 53202

**OFFICE** 414 635 7000

**EMAIL** [info@kanecommgroup.com](mailto:info@kanecommgroup.com)

**WEB** [kanecommgroup.com](http://kanecommgroup.com)

## Letter of Agreement

This letter of agreement establishes the terms of our support beginning May 19, 2021 and ending on August 31, 2021. It outlines the summary of services included under this agreement. "We", "us", and "our" refers to Kane Communications Group, and "you" and "yours" refers to the City of Racine.

- We will provide the services usually rendered by a marketing communications agency.
  - We will work collaboratively with you and your team to confirm priorities for this time period and define goals and objectives for plans, programs or campaigns.
  - We will obtain your approval before proceeding to execute major ideas, plans, programs or campaigns. Unless you clearly tell us otherwise, your approval will constitute authority to proceed to the next stage of the project. We will not be responsible for any missed deadline or costs incurred because of your delay in approving materials.
  - We will supervise all media, environmental graphic design, collateral and promotional materials (etc.) for appearance, accuracy, timeliness, position, size and mechanical reproduction. We will credit and pay all proper bills incurred on behalf of the City of Racine, unless specified as out of scope in this agreement. We will make no commitments or disbursements or incur any obligations for the City of Racine without proper authorization or approval.
  - We will therefore require the City of Racine's written approval on all media authorizations or printing estimates, if applicable, before ordering production material, making commitments with suppliers or making reservations for media space or time. The City of Racine will designate in writing who within their organization may sign such estimates and authorizations.
  - We agree to exercise our best judgment in preparing and placing your advertising and publicity with a view to



avoiding any claims, proceedings or suits being made or instituted against you or us.

- We cannot guarantee the use of press material by any publication. Similarly, we cannot control the form or manner of use by the press or others of the material, including, but not limited to, the accurate presentation of information we supply.
- You may cancel or stop any and all plans, schedules or work in process. In addition, should the City of Racine's priorities change, you may direct Kane to change or re-prioritize our efforts for work already in progress. We will act promptly to fulfill those directions. However, you will be responsible for all cancellation costs, charges which reasonably cannot be avoided, services rendered by us before notice to stop, and other costs and expenses which reasonably cannot be prevented under the circumstances.
- As your marketing and communications agency, we will:
  - Familiarize ourselves through research with your objectives and philosophies; products, services and markets; and your corporate and marketing strategies.
  - Recommend and execute additional research as needed.
  - Bring to your attention any special media opportunities.
  - Develop marketing communication, public relations and community outreach plans related to your goals and objectives.
  - Implement programs designed to achieve these objectives.
  - Provide professional staff services as required to carry out the program. We will provide our best efforts to further the reputation and business interests of your organization.
  - Establish a mutually agreed upon schedule for planning and update meetings.
  - Provide regular contact reports on all meeting decisions, regular project status reports.
- Payment and Compensation
  - **Ongoing support:** Kane will provide communications services as outlined in the Summary of Services section below over the course of roughly three months at a total cost of \$235,000. Outside costs will be billed upfront, and all other time will be billed at month-end based on the number of hours accrued that month. If necessary, Kane will bill you for costs exceeding the budgeted amount of hours; such adjustments shall be provided under separate invoice.
  - **Payment terms:** Payment is due Net thirty (30) days from date of receipt or all work may be suspended.
- This agreement does not cover:
  - Website development
  - Media relations

- Advanced video animation
  - Crisis communications
  - Community relations
  - Direct mail postage
- This agreement assumes that:
  - Shannon Powell Chief of Staff, Communications Director for the City of Racine will be Kane's main point of contact throughout the length of this contract, providing direction for research and planning and final approval of all communications produced by Kane.
  - The City of Racine will perform timely turnaround for issue resolution, review, acceptance, etc. Turnaround time will be determined at project kick-off.
  - Shannon Powell, Chief of Staff and Communication Director will be responsible for all other communications and media relations for the City of Racine with the exception of communications outlined in this agreement
  - Kane will have access to existing tools and materials necessary to communicating with City of Racine audiences, including but not limited to social media channels and the City's website.
- The City of Racine may cancel or stop any plans, schedules or work in process. In addition, should your priorities change, you may direct Kane to change or re-prioritize work already in progress. We will act promptly to fulfill those directions. However, you will be responsible for all cancellations costs, charges which reasonably cannot be avoided, services rendered by us before notice to stop, and other costs and expenses which reasonably cannot be prevented under the circumstances.

## Summary of Services

Kane will design and implement a comprehensive vaccine communications plan. Following are the anticipated activities and deliverables included in the scope of work:

Area of Work	Activities	Deliverables	Budget
<b>Paid media / advertising</b> Kane will purchase advertising /media space / direct mail lists on behalf of the City of Racine where our creative advertisements and messages can run.	<ul style="list-style-type: none"> <li>• Media strategy, planning, buying and placement</li> <li>• Media trafficking &amp; print production (billboards/bus ads)</li> <li>• Media performance monitoring / reporting</li> <li>• Print/mail research and coordination</li> <li>• Social content planning and posting</li> </ul>	<ul style="list-style-type: none"> <li>• Integrated traditional and digital media plan</li> <li>• Includes the cost of purchasing ad space with media vendors as outlined in plan. This may include, but is not limited to: <ul style="list-style-type: none"> <li>• Digital video ads</li> <li>• Cable TV</li> <li>• Radio or digital radio ads</li> <li>• Bus ads / Billboards</li> <li>• Direct mail lists and management of printing / mail</li> <li>• Digital or social media ads (A/B testing, if desired)</li> </ul> </li> </ul>	\$215,000

<p><b>Creative development</b> Kane will develop the creative materials as outlined in the communications plan.</p>	<ul style="list-style-type: none"> <li>• Theme development and graphic standards</li> <li>• Creative direction</li> <li>• Key message and creative concept/theme development</li> <li>• Copywriting</li> <li>• Art direction &amp; graphic design</li> <li>• Production management</li> <li>• Video / audio pre-production, production and post-production, including directing, filming/recording and editing</li> <li>• Photoshoot, if needed</li> <li>• Creative project management</li> <li>• Translation services</li> </ul>	<p>Specific deliverables will be outlined in the planning process and may include the following deliverables:</p> <ul style="list-style-type: none"> <li>• Thematic campaign</li> <li>• 1-page creative standards document for campaign</li> <li>• :30 and :15 video assets</li> <li>• UX and copy revisions to the City of Racine website</li> <li>• :60 radio assets</li> <li>• Transit and bus shelter advertising</li> <li>• Outdoor advertising</li> <li>• Direct mail postcards</li> <li>• Social media and digital advertising assets</li> </ul>	
-------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--

<b>Communications planning and management</b> Kane will research, develop and manage a COVID-19 vaccine communications plan that will aim to: <ul style="list-style-type: none"> <li>• Increase City of Racine vaccine rate among all citizens with a goal of 75% by Aug. 31, 2021</li> <li>• Emphasize BIPOC populations as targeted segments</li> <li>• Drive traffic to the two community-based vaccination clinics and other pharmacy / health care options</li> <li>• Dispel myths and rumors being perpetuated about the effects of the vaccine</li> </ul>	<ul style="list-style-type: none"> <li>• Goal-setting and client meetings</li> <li>• Audience and message research</li> <li>• Communication plan writing</li> <li>• Campaign management and measurement</li> <li>• Ongoing project management and account service throughout the length of the contract</li> </ul>	<ul style="list-style-type: none"> <li>• Communications and paid media plan</li> <li>• Timelines and media / content calendars</li> <li>• Monthly activity reports</li> <li>• Client conference reports</li> <li>• Final performance report</li> </ul>	\$20,000
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------

## Letter of Agreement Terms

Modifications to this agreement must be in writing and signed by an authorized officer of both you and us. This agreement is valid May 19 - August 31, 2021, with the option to renew on a month-to-month basis for additional fees to be determined at the time based on needs. This agreement may be terminated 30 days after either of us gives written notice of termination to the other party. Your organization remains liable for all fees through the date of termination, as well as for out-of-pocket expenses we incur up to the date of termination.

The services described in this agreement will be governed and controlled by the terms of Kane's Master Services Agreement in the attached addendum.

Date:\_\_\_\_\_

By:\_\_\_\_\_

Shannon Powell  
Chief of Staff, Communication Director  
City of Racine

Date:\_\_\_\_\_

By:\_\_\_\_\_

Kimberly Kane  
President & CEO  
Kane Communications Group