



City of North Las Vegas & The Abbi Agency

SCOPE OF WORK

City of North Las Vegas shall pay The Abbi Agency for all necessary expenses incurred in performing the services detailed in this Scope of Work, provided such expenses, including meals and incidentals, have been pre-approved in writing by City of North Las Vegas. City of North Las Vegas's billing rate covers all general administrative expenses but does not include travel expenses other than travel that may be required to perform services in the Reno and Las Vegas markets. All The Abbi Agency expenses must be approved with written verification from City of North Las Vegas.

In the event a monthly payment or invoice is not timely paid, after ten days' written notice to City of North Las Vegas The Abbi Agency may suspend all work on any or all projects until full payment is made. City of North Las Vegas holds The Abbi Agency harmless from all liability that may arise as a result of suspension of work due to non-payment.

Potential Additional Costs

Should the client require additional services outside this Scope of Work, The Abbi Agency will provide an estimate of services for the client's approval. Specific costs include:

- Revisions that surpass the allotted two (2) rounds will require a change order in a minimum of \$600 before continuing work.
- Projects that exceed the scope timeline outlined in this scope of work, additional fees for management per month will be required to continue.

TERMS

Either party may terminate this Agreement at any time, for any reason or no reason, by providing not less than thirty (30) days prior written notice to the other party.

Upon termination, all obligations of the parties shall cease, and Consultant shall provide or return to Client any and all client materials either provided by client or created for client hereunder.

APPROVALS

Dr. Ryann Juden, City Manager, City of North Las Vegas

(Sign/Date)

Ty Whitaker, CEO, The Abbi Agency

(Sign/Date)

Jackie Rodgers, City Clerk, City of North Las Vegas

(Sign/Date)

Micaela R. Moore, City Attorney, City of North Las Vegas

(Sign/Date)



Point of Contact: Jared Luke

Project Name: City of North Las Vegas Communications Support

Service: Integrated - PR, Creative, Digital Experience

Timeline: February 2024 - December 2025

Completed by: Connie Anderson, CSO

BACKGROUND

SITUATION ANALYSIS

In the past decade, the City of North Las Vegas has created a growing, diverse and vibrant community. The City is on the forefront of economic development efforts, community engagement, new and affordable home developments, and providing excellent public safety and services which lead to it being ranked amongst the top Safest Cities in the U.S. While many individuals are enjoying the benefits of these improvements, many do not know of the success story behind the City of North Las Vegas.

The Abbi Agency will work with the City of North Las Vegas to provide integrated marketing services to support developing and communicating this story to the intended target audiences.

GOAL

Through storytelling, communicate the positive story of what makes the City of North Las Vegas a great way to work, live and play to residents and stakeholders.

TARGET AUDIENCES

The City of North Las Vegas will work to engage many target audiences which may include but are not limited to the following:

- Spanish speakers
- Homeowners
- Renters
- Community partners
- Non-profit organizations
- Elected officials
- Stakeholders
- Potential businesses looking to relocate
- Potential residents

PROJECT OVERVIEW

The Abbi Agency will work collaboratively with the City of North Las Vegas to develop key message pillars that support the goals of the City and its previous successes as well as future initiatives. Under each of these pillars, we will identify facts, stories, and spokespersons who can speak to each of these items. Then specific marketing strategies will be developed to proactively communicate these pillars of information.

From initial conversations, draft message pillars may include the following:

- **Public Safety:** Smart investments in Police & Fire positions and equipment have let to the City being ranked the 24th safety city in the nation (according to WalletHub).
- **Community Access:** Ongoing investment in well-maintained and safe parks provides community gathering spots.



City of North Las Vegas & The Abbi Agency

SCOPE OF WORK

- **Regional Engagement:** Work with other municipalities to share learnings and findings from North Las Vegas laboratories
- **Economic Development:** As North Las Vegas continues to grow and expand with projects such as Helios, communications efforts can support this transition
- **Smart Growth:** Investments in smooth, safe streets and sustainable economic development efforts supports positive and sustainable growth for the community.

STRATEGIC SERVICES

MARKETING STRATEGY RETAINER

In order to best support the City of North Las Vegas, the Abbi Agency will provide ongoing strategic marketing services. These services will include initial research & discovery with City of North Las Vegas staff to uncover the key message pillars and supporting facts and figures. Throughout the contract, we will review and revise the message pillars and communications and work with City staff to advise on opportunities for sharing messages and stories through social media, newsletter, and other mediums. Additionally, The Abbi Agency will collaborate with the City to help build the communications department's processes and messaging. Specific initiatives such as the State of the City will be supported with strategic suggestions.

Deliverables: *Key Message Pillars, Marketing Advisement*

PUBLIC RELATIONS RETAINER

Using the determined message pillars, public relations tactics such as press release writing & distribution, op-ed writing & submission, pitching, and expert positioning will be employed to help share the stories of the City of North Las Vegas with the audiences identified. Additionally, as needed The Abbi Agency can work with the City staff to advise on media engagement and talking points for interviews or media relationships.

Deliverables: *Up to 5 PR Initiatives (may include: Op-eds, Press Releases, or Pitching), Email Reports of Placements*

MEDIA BUY MANAGEMENT & OPTIMIZATION

In order to support digital communications outreach, The Abbi Agency will research and create a media plan for sharing key messages with residents, the community and intended audiences. In order to create an effective campaign, The Abbi Agency will develop campaigns off of the approved media plans and conduct regular management and optimizations as well as provide a report at the end of the campaign.

Deliverables: *Media Buy Plan, Media Management, Optimization & Report*

COMMUNITY OUTREACH & ENGAGEMENT

In order to inform the message pillars and outreach, it is important for the communications efforts to conduct outreach and engagement with the residents of North Las Vegas. The Abbi Agency will employ a multi-pronged approach to community engagement which may include items such as phone surveying, online Q&As, in-person education and engagement opportunities around parks, and more to ensure that residents are able to engage with the City and share their story.



City of North Las Vegas & The Abbi Agency

SCOPE OF WORK

Deliverables: Surveys, Digital Engagement Opportunities, In-person Engagement/Education

SPANISH-SPEAKING COMMUNITY OUTREACH & ENGAGEMENT

The City of North Las Vegas is one of the most diverse communities in the Valley and in Nation, therefore concerted efforts will be made to employ Spanish language outreach methods to ensure that all feedback received is representative of the entire community. Outreach efforts may include items such as phone surveying, online Q&As, in-person education, and engagement opportunities, among others. Programs supported may include items such as working with the Dolores Huerta Resource Center (DRC) on its launch to ensure awareness and access.

Deliverables: Spanish Surveys, Digital Engagement Opportunities

COMMUNICATIONS TOOLKIT

After identifying the key messages and developing assets to share the City's story, a communications toolkit will be created which allows all city staff members as well as community and regional partners to access and share information with residents and those interested. The toolkit will include things such as key messages, social media posts and graphics, flyer, etc. The toolkit will be created and housed on an existing digital website for ease of use and sharing.

Deliverables: Toolkit with key messages, 3-4 social media posts/graphics, and 1-2 additional items from designed materials

GRAPHIC DESIGN

Visually telling the story of the City of North Las Vegas is just as important as the words that describe the message pillars and words. The Abbi Agency will assist the City of North Las Vegas with graphic design efforts including graphics for websites, newsletters, social media, outreach and more to ensure that the story is being communicated effectively while meeting all brand standards of the City.

Deliverables: May include graphics for websites, newsletters, assets for digital media advertising, or printed collateral such as brochures and flyers

HARD COSTS

DIGITAL MEDIA SPEND

In order to support sharing the messages, The Abbi Agency suggests dedicating money to digital media spending on platforms such as Google, Meta, ConnectedTV and others (to be determined) to ensure that residents and others within the community understand the success of the City and its forward momentum.

Deliverables: Media Spend

SPANISH TRANSCREATION

In order to support having all assets created in English and Spanish, this budget will be used for Spanish transcreation and translation services.

Deliverables: Spanish language versions of all public-facing assets



City of North Las Vegas & The Abbi Agency

SCOPE OF WORK

PRINTING & MAILING

While many individuals spend a great deal of time on digital devices, there is value in reaching the City's audiences with printed and mailed deliverables. This budget will be used to print key collateral pieces and ensure they are delivered to audiences effectively.

Deliverables: Printing & Mailing

BUDGET

By signing this Scope of Work, the City of North Las Vegas agrees to the Scope of Work plan set forth by The Abbi Agency. Your signature allows The Abbi Agency to execute on the plan herein.

2024-2025

Marketing Strategy Retainer	\$64,500
Public Relations Retainer	\$37,500
Media Buy Management & Optimization	\$9,750
Community Outreach & Engagement	\$150,000
Spanish Community Outreach & Engagement	\$100,000
Website Enhancements	\$7,500
Communications Toolkit	\$5,250
Graphic Design	\$15,000
Digital Media Spend	\$50,000
Spanish Transcreation	\$15,000
Printing & Mailing	\$200,000

Total Contract Fees: \$653,000

Budget Notes:

- Budget line items represent total to not exceed amounts and each service or hard cost will be billed upon consumption. When budget for each line item has been fulfilled, services will stop.
- It is anticipated that the budget will be spent at the front end of the contract term due to time needed for research and development of the City's Communications Department, Message Development, Printing, costs, etc.

BILLING

The Abbi Agency will send monthly invoices on the first day of each month for services performed the month prior. The Abbi Agency will pre-bill all approved media buys on a monthly basis. In consideration of the performance of the services described in this Scope of Work, City of North Las Vegas shall pay The Abbi Agency a net thirty (30) day monthly fee for work as agreed upon in this Scope of Work with expenses detailed as stated below.

City of North Las Vegas will have the option to be reimbursed for or roll over any variance to a pre-billed media buy on a monthly basis. Should there be a variance at the end of the approved media plan City of North Las Vegas will have the option to receive a refund or to roll the variance into the next plan.