

THE CITY OF GREENFIELD
LONG-TERM SOCIAL MEDIA
MAINTENANCE PURCHASE ORDER

PURCHASE ORDER: JANUARY 25, 2019



matchbook creative

PROPOSED SCOPE OF SERVICES: SOCIAL MEDIA

SOCIAL MEDIA

Strategy. Matchbook will expand the strategy provided to the City of Greenfield and create a robust social media outlook and plan that outlines objectives and tactics across appropriate social media platforms (to be discovered in the strategy phase).

Our initial objectives include:

- (a) gain attention and build awareness for the City of Greenfield's intrinsic value and unique qualities
- (b) increase followers, and increase engagement (i.e. favoriting posts with your online community)
- (c) show benefits of the City of Greenfield that would attract young families
- (d) suggest social advertising and budget
- (e) grow pride, acceptance, awareness, goodwill and position within the larger regional community
- (f) increase competitive advantage for the Greenfield community over other surrounding central Indiana communities

Maintenance. We will set up and maintain a year-long service plan (specifics for live social media opportunities are listed below). Estimate includes number of suggested frequency of posts determined during the strategy phase. Estimate includes time to research, write content (posts) and assess photo and video. Matchbook will also coordinate with the City of Greenfield for any suggested or provided written content.

Design. Matchbook will design branded images to use on social media accounts. Matchbook will also take photos and incorporate images within social media graphics/posts. Designs for two (2) social media platforms are included in this estimate. Two (2) design concepts will be provided for your consideration, allowing for two (2) revisions.

Live Opportunities. Matchbook will provide the City of Greenfield with opportunities to host a short, live social media events on two (2) selected social media platforms. Posting live social media events provide you with a real connection and education opportunity for your followers. Matchbook will provide opportunities to attract and retain the attention of your target audience. We will work with you within the strategy phase in order to prioritize and optimize these event opportunities to garner the highest effectiveness. Matchbook will require a 72-hour notice prior to capturing live event for scheduling purposes.

Action shots. Action-oriented snippets will provide an informative and entertaining look into the City of Greenfield. There are literally endless possibilities to create meaningful content used to shed light on all of the benefits of the city and its surrounding areas. Service includes phone video production and online post on social media platforms. Time for travel is not included in our fees.

Monthly Evaluation Report. Social media analytics will provide the City of Greenfield and the Matchbook Creative team an opportunity to see with real numbers how communication efforts are being received and working. This tool allows our team to make tweaks where needed when needed in order to respond quickly and with confidence to your at-large community. The report will include data concerning social media interaction and analytics.

In order to maintain a reasonable budget, Matchbook will not create monthly custom reports. We will utilize digital tools available via the social media platforms themselves for our frequent, internal assessment. The City of Greenfield will be set up with an automatic report generated directly from these platforms. These reports will be available to the City's selected project manager. Every quarter a custom report will be generated. These reports will be used for consulting and planning.

Social Media Engagement (Responding). It isn't enough to simply place information onto social media platforms. When your audience comments on a particular post, it will be important to respond on several levels. 1. Their experience with connecting with someone, digitally, is as important as connecting in person. Recognizing their



presence with a lengthy reply or simple gesture is part of relationship building. 2. Engaging with individuals, organizations or businesses that choose to comment on your social media platform works to increase the recognition that posts receives and increases its position of importance within the social media feed. (Operating similarly to Google Analytics) 3. This is how young professionals engage with their world. In an effort to reach them, you must meet them on their level.

Social Media Advertisement Campaign. Running targeted social media ads is an effective opportunity to reach new, potential clients and followers. Advertising through social media platforms can work within budgets which can be negotiated and set at any limit making it not only effective, but affordable. Matchbook can use content and artwork developed for social media posts to “boost” and run ad campaigns to bolster visibility. Proposed advertising budget has been estimated separately and listed within the proposed budget.

Social Media Training. Our team would provide social media training to specific team members as a way for you to add rich content to your digital platforms. Training would include time for our team to meet with you on two (2) separate occasions for three (3) hours a piece. We would plan and host the training opportunities at your convenience.



SOCIAL MEDIA BUDGET

SOCIAL MEDIA MANAGEMENT

EXPERTISE / STRATEGY	
SOCIAL MEDIA MAINTENANCE	
DESIGN	
CONTENT DEVELOPMENT: photo, graphics, writing	
FACEBOOK LIVE / LIVE TWEETING	
QUARTERLY EVALUATION REPORT	3,600.00 per month (43,200.00 for 2 SM platforms over twelve months)
SUB-TOTAL	43,200.00 per year = 86,400.00 for 2 years
TWO-YEAR CONTRACT OFFER	86,400.00 per 2 years
-	<u>14,933.33 (2-year contract discount)</u>

SOCIAL MEDIA MANAGEMENT TOTAL 71,466.67 over 2 years
(2,977.78 per mo. over 24 mos.)

NOTE: These fees will not inflate and they do not include hard costs, i.e. paid media, training, travel, shipping, stock photography, photography, etc.

SUGGESTED SOCIAL MEDIA ADVERTISING BUDGET 200.00 - 400.00 per month
(2,400.00 - 4,800.00 for twelve months /
if budget not used, client will NOT be charged.)

media buy SUB-TOTAL 4,800.00 - 9,600.00 over 2 years

EXPECTED TOTAL WITH MEDIA BUY 76,266.67 - 81,066.67 over 2 years
(expected 3,177.78 - 3,377.78 per month)

NOTE: Monthly invoicing to reflect "Management" fee and "SM Media Buy" per month.

NOTE: The above pricing reflects the original proposed pricing for both social media and website management - as see below.

TWO-YEAR CONTRACT OFFER
SOCIAL MEDIA AND WEBSITE MAINTENANCE SERVICES 50,000.00 per year, equaling 100,000.00
(a \$22,400.00 total savings)

NOTE: These fees will not inflate and they do not include hard costs, i.e. paid media, training, travel, shipping, stock photography, photography, etc.

CONTACT

Jenny Dexter, Director of Business Development, at jdexter@matchbookcreative.com or at 317.920.1200.



SOCIAL MEDIA MAINTENANCE AGREEMENT TERMS BETWEEN THE CITY OF GREENFIELD AND MATCHBOOK CREATIVE, INC.

SECTION I Services to be Performed by the Consultant

All work to be performed by the Consultant will be in accordance with the scope of services outlined in Proposed Scope of Services, attached to this Agreement, and made an integral part hereof.

SECTION II Compensation

We value the opportunity to build a relationship with our clients and support their growth. The retainer option covers a set monthly fee based upon the requested services and capabilities. A monthly fee can be negotiated and set. First monthly fee will be due upon signing the contract. Remaining fees will be calculated in a retainer and can be set for twenty-four (24) months.

All payments are due in full upon receipt of invoice. If payment is not received within twenty (20) days of its due date, all work will be suspended until payment is received. If this project becomes delayed for more than thirty (30) days, work completed to date will be billed. All past due amounts will be assessed a finance charge at the periodic rate of 1.5% per month (annual rate of 18%) interest on unpaid balances. If collection action becomes necessary to recover monies contracted under this agreement, Matchbook Creative may add all collection, legal and court costs to the unpaid balance.

Any unused or rejected concepts, headlines, copy or other creative/media concepts, plans, designs and ideas prepared by the Agency and not chosen by the City of Greenfield, will remain the property of the Agency, not the City of Greenfield. Agency can use its property as it sees fit, provided it does not involve the release of any confidential information regarding the City of Greenfield's business or methods of operation.

SECTION III Expenses

For any unforeseen expenses or hard costs, the City of Greenfield shall reimburse Matchbook Creative. Matchbook Creative will obtain written permission before incurring these expenditures (i.e. travel and/or mileage, tax, delivery/shipping, printing, promotional purchase, etc.).

SECTION IV Approval

Approval to move forward may be executed by emails and in counterparts, which taken together shall form one legal instrument. The Parties emailed statements shall be effective to bind them to our approval process and change orders.

SECTION V Agreement

Matchbook's Statement of Work / Purchase Order may be executed by facsimile and in counterparts, which taken together shall form one legal instrument. The Parties' faxed signatures, and/or signatures scanned into PDF format, and/or email shall be effective to bind them to our SOW/PO.

SECTION VI Duration of Agreement

The term of the agreement will begin on completion of the website and continue for two (2) years thereafter. The City of Greenfield, may, for good cause shown, extend the time for social media maintenance for up to twelve (12) months beyond the time specified in this Section; provided that any such extension which also involves an increase in the Consultant's compensation or which, in the judgment of the Director, substantially changes the scope of the work or any extension beyond the twenty-four (24) month period allowed herein must be approved by the City of Greenfield, Indiana.



SECTION VII Subcontracting and Assignment of Agreement

The Consultant agrees to perform the work within its organization except for specialized service. No portion of the Agreement shall be subcontracted, assigned, or otherwise disposed of without the consent of the City of Greenfield. The consent to subcontract, assign, or otherwise dispose of any portion of the Agreement shall not be construed to relieve the Consultant of any responsibility for the fulfillment of the Agreement.

SECTION VIII Conflict of Interest

- A. Consultant certifies and warrants to the City of Greenfield that neither it nor any of its officers, agents, employees, or subcontractors will participate in the performance of any services required by this Agreement has or will have any conflict of interest, direct or indirect, with the City of Greenfield.
- B. For Purposes of compliance, Contractor certifies and warrants to the City of Greenfield that Consultant, or a person who wholly or partially owns Consultant, is not a relative of either the Mayor of Greenfield, Indiana, or a member of the City of Greenfield-County Council of Greenfield, Indiana.

SECTION IX Delays and Extensions

Delays or hindrances beyond the control of the Consultant shall be compensated for by an extension of time for such reasonable period as may be mutually agreed upon between the parties; it being understood, however, that the permitting of the Consultant to proceed to complete any services or any part of them after the date to which the time of completion may have been extended shall in no way operate as a waiver on the part of the City of Greenfield of any of its rights herein.

SECTION X Problem Resolution Process

If a problem arises, the Account Director will set in motion a process of resolution with your team. Depending upon the issue, Matchbook Creative typically needs 48 - 72 hours (2 - 3 business days) turnaround time during the work week to complete the problem solving process. In the event that the challenge is in direct response to Matchbook efforts, Matchbook will do everything in our power to alleviate the issue within the same day (24 hours). Our dedicated professionals stand behind our work and our products. Should Matchbook Creative require more than 48 - 72 hours (2 - 3 business days) to resolve an issue, your Account Director will notify you, discuss options to proceed, advise on best course of action, then execute the plan.

SECTION XI Abandonment and Termination

The City of Greenfield reserves the right to terminate or suspend this Agreement at any time by giving written notice to the Consultant of such termination and specifying the effective date thereof at least thirty (30) days before the effective date of such termination.

- A. If the City of Greenfield shall abandon the services herein mentioned, the Consultant shall deliver to the City of Greenfield all documents, including reports, computations and data processing output, as instruments of services and they shall become the property of the City of Greenfield. The earned value of the work performed shall be based upon an audit of the portions of the total services as have been rendered by the Consultant to the date of the abandonment. The payment as made to the Consultant shall be paid as final payment in full settlement of this service hereunder.
- B. If at any time the Consultant shall abandon or delay the operation and completion of plans beyond the dates mutually agreed upon by the City of Greenfield and the Consultant, the City of Greenfield may give written notice, as herein provided, of such delay or abandonment and, if the Consultant shall not, within twenty (20) calendar days thereafter, have complied with the



requirements of this Agreement then the City of Greenfield shall have the power to terminate this Agreement by a second written notice, either mailed or personally delivered. Upon the mailing or delivery of such second notice, this Agreement shall cease and terminate and the City of Greenfield may by any method it deems to be necessary designate and employ other Consultants by contract or otherwise, to perform and complete the services herein described.

- C. In case the City of Greenfield shall act under the last preceding paragraph, then and in such event, all documents, including reports, computations and data processing output, as instruments of services pertaining to the project, prepared under the terms or in fulfillment of this Agreement, shall be delivered within twenty (20) days to the City of Greenfield.
- D. In the event of termination under this article, Consultant shall be compensated for services properly rendered and non-cancellable commitments incurred prior to the effective date of termination. The City of Greenfield will not be liable for services performed after the effective date of termination.

SECTION XII Ownership of Documents and Publications Provisions

All documents, including reports, computations and data processing output, as instruments of services, are to be the property of the City of Greenfield. During the performance of the services provided for herein the Consultant shall be responsible for any loss or damage to the documents, herein enumerated, including information furnished by the City of Greenfield to the Consultant. The City of Greenfield shall have the right to review and inspect the Consultant's activities at the appropriate intervals. The City of Greenfield reserves a royalty-free, non-exclusive, and irrevocable license to reproduce, publish or otherwise use, and authorize others to use, the work for government purposes.

SECTION XIII Successors and Assigns

The City of Greenfield, insofar as authorized by law, binds itself and its successors, and the Consultant binds her successors, executors, administrators, and assigns, to the other party of this Agreement and to the successors, executors, administrators, and assigns of such other party, as the case may be insofar as authorized by law, in respect to all covenants of this Agreement. Except as above set forth, neither the City of Greenfield nor the Consultant shall assign, sublet, or transfer its or his interest in this Agreement without consent of the other.

SECTION XIV Access to Records

The Consultant shall maintain all books, documents, papers, accounting records, and other evidence pertaining to the cost incurred and shall make such materials available at its respective offices at all reasonable times during the Agreement period and for one (1) year from the date of final payment to this Consultant. Such materials are to be available for inspection by any authorized representatives of the City of Greenfield, and copies thereof shall be furnished if requested.

SECTION XV Effective Date

This Agreement shall not be effective unless and until approved by the City of Greenfield representative as to legality and form, and until the Agreement has been signed by the City of Greenfield representative and the Consultant.



A P P R O V A L

Please review, approve and email a copy of this authorization to the attention of Jenny Dexter at jdexter@matchbookcreative.com in order for us to proceed with the work proposed. If you have any questions, please call Jenny Dexter at (317) 920-1200.

Expected 3,177.78 - 3,377.78 / month from the City of Greenfield to begin in force one (1) month after launch of website and invoiced on the 1st of each subsequent month.

ACCEPTED

THE CITY OF GREENFIELD BOARD OF PUBLIC WORKS & SAFETY

Date _____

By _____

Print _____

Typed **Chuck Fewell, Mayor, Chairman**

By _____

Print _____

Typed **Kathy Locke, Member**

By _____

Print _____

Typed **Kelly McClarnon, Member**

By _____

Print _____

Typed **Larry Breese, Member**

By _____

Print _____

Typed **Glenna Shelby, Member**

ATTEST

By _____

Print _____

Typed **Lori Elmore, Clerk-Treasurer**



APPROVAL CONTINUED

Portion to be payed by City of Greenfield stakeholders equals 76,266.67 - 81,066.67 over 2 years. Percentage of this sum is divided below.

ACCEPTED

CITY OF GREENFIELD STAKEHOLDERS

Hancock Regional Hospital Sum % _____

Date _____ By _____

Print _____

Typed **Steve Long, CEO, Hancock Regional Hospital**

Ninestar, Inc Sum % _____

Date _____ By _____

Print _____

Typed **Michael Burrow, President, Ninestar, Inc.**

Greenfield-Central School Corp. Sum % _____

Date _____ By _____

Print _____

Typed **Dr. Harold Olin, Superintendent,
Greenfield-Central School Corporation**

ACCEPTED

MATCHBOOK CREATIVE

Matchbook Creative

Date _____ By _____

Print _____

Typed **Donna Gray, CEO, Matchbook Creative, Inc.**



ADDENDUM TO LONG TERM SOCIAL MEDIA MAINTENANCE PURCHASE ORDER

THIS ADDENDUM is made and entered into this 25th day of January, 2019 by and between the City of Greenfield, Indiana ("City") and Matchbook Creative, Inc. ("Matchbook").

WHEREAS, the City and Matchbook are entering into a Long Term Social Media Maintenance Purchase Order (the "Purchase Order") contemporaneously with the execution of this Addendum.

The parties agree that the Purchase Order shall be amended as follows:

1. The City shall have the right to terminate the Purchase Order and the work being performed pursuant thereto at any time and for any reason by giving written notice to Matchbook. Matchbook shall be entitled to compensation up to and including the time of termination pursuant to the terms of the Purchase Order.
2. Matchbook shall be obligated to provide adequate and qualified staffing throughout the term of the Purchase Order, including the direct involvement of ownership of Matchbook.
3. The estimated cost of services stated in the Purchase Order by Matchbook shall be considered a "not to exceed" cost. Any additional costs which exceed the estimated cost must be approved in advance by City.
4. In the event of any conflict of the terms of this Addendum with the terms of the Purchase Order, the terms of the Addendum shall control.

AGREED AND APPROVED as of the date first written above.

CITY OF GREENFIELD, INDIANA

MATCHBOOK CREATIVE, INC.

BY: _____

BY: _____

ITS: _____

TS: _____

