

SCOPE OF WORK:

As needed and directed by the Majority Leader:

- Provide design work/supply the list of residents for Council Members/leadership district specific mailings (postage and printing will come at a separate cost)
- Execute from start to finish the governmental mailers for the Council twice a year
- As requested, provide digital content to Council Members
- Reach out to local media outlets regarding council events
- As requested, provide info and graphics for social media campaigns related to governmental issues involving the council
- Work with Council Members in the formation of questions and comments during committee and Council meetings regarding items before the council
- Work with the Council to develop strong messaging for Council Member backgrounds, biographies, and accomplishments
- Work with the Council to develop message-driven talking points for Council Members for use in media interviews and specific public events
- Provide media training to Council Members, as needed
- Communicate and coordinate regularly with Council Leadership to identify new and unique story concepts and strategies to pitch
- As requested, write and place bylined op-ed articles on behalf of Council Leadership
- As requested and needed, work with Council Leadership to develop and execute social media campaigns that work within and supplement the overall communications strategy
- Work with Council Members and their counsel to create legislation that will increase their exposure to media and the public

COST PROPOSAL:

Effective September 1, 2023, through March 1, 2024, Yonkers City Council agrees to pay Aces Consulting and Communication LLC a monthly fee of \$5,000 for six (6) months for the strategic consulting and communication in the scope of work outlined above. Initial payment due upon execution of this Agreement.