

CITY OF CHANDLER

Year 3 Recruitment Campaign

August 2024 – July 2025

July 18, 2024

Scope of Work

Professional Services

- Microsite: Maintenance & Support
 - 12 months of website hosting services on dedicated Davidson Belluso Leaseweb server
 - Leaseweb provides security measures including operating system updates & patches, server hardening, proactive server monitoring, DDoS protection, backup & restoration, firewall management, and malware scanning & cleanup
 - Up to an average of 12 hours of website support per month including:
 - Weekly site maintenance
 - Run all updates (CMS & Plugins), security checks and iThemes report
 - Optimize and update the database
 - Check error logs (and fix errors if any)
 - Backup the website and database
 - Search Engine Optimization
 - Run SEO reports
 - Review and resolved errors, warnings and other issues as needed
 - Google Analytics support and tag manager maintenance
 - Quarterly Team Chandler content updates
 - Minor miscellaneous web edits as needed. Services can include:
 - Creative Direction
 - Graphic Design
 - Copywriting
 - Web Development (custom coding)
- E-Newsletters: Creation of Quarterly E-Newsletters (4 total)
 - Images, headlines and body copy to be provided by the client
 - Copy proofing, design & production and email coding services, each with up to 1 round of edits
 - Copywriting of 2-4 subject line options per E-Newsletter
 - Assumes existing E-Newsletter template design is used
 - Does not include copywriting for headlines and body copy or stock imagery purchases
- Media Buying & Planning
 - Recommend and implement digital media plan
 - Monitoring and maintenance of digital media campaign
 - Monthly, quarterly and annual performance reporting

- Account Management
 - Account supervision and project management services
 - Account planning services
 - Attend monthly client meetings and write conference reports
 - Establish and manage timelines
 - Monitor budgets

Media

- Targeted Email Marketing
 - Demo: Relevant SIC & NAICS Codes within database, Arizona only + Job Interest Card Opt-in Subscribers
 - Four total deployments
 - Tentative Deployments:
 - October 2024
 - January 2025
 - March 2025
 - May 2025
- Digital Media
 - Flight: August 1, 2024 – July 30, 2025
 - Tactics & Targeting
 - Police Department Recruitment (PD)
 - Facebook/Instagram
 - Demo: Arizona; Interests - Careers, Employment, Police, Police officer, Law enforcement, Law enforcement officer
 - Retargeting
 - Demo: Nationwide; 18+ (anyone visiting landing page)
 - Search Engine Marketing Pay Per Click
 - Demo: Arizona; Those seeking a career related to Chandler Police opportunities
 - General Recruitment (HR)
 - Retargeting
 - Demo: Nationwide; 18+ (anyone visiting landing page)
 - Search Engine Marketing (Pay-Per-Click)
 - Demo: Arizona; Those seeking a career related to City of Chandler's open positions
- Excluding the cost for Targeted Email deployments, the media budget will be distributed with approximately 60% investment in Police Department Recruitment messaging and 40% in General Recruitment messaging.

Budget Overview

Budget Total	\$125,000
Net Media	\$67,950
Agency Services + Media Markup	\$57,050
Net Media	\$67,950
Targeted Email (4 deployments)	\$11,200
Digital Media	\$56,750
Agency Services + Media Markup	\$57,050
Agency Services	\$48,896
Microsite: Maintenance & Support	
Quarterly E-Newsletters	
Media Planning & Buying	
Project Management	
Media Markup (12% of media buy)	\$8,154

Billing Terms

- To be billed in 4 equal installments of \$31,250 per schedule below:
 - Invoice #1: July 1, 2024
 - Invoice #2: October 1, 2024
 - Invoice #3: January 1, 2025
 - Invoice #4: April 1, 2025
- Payment terms are net-30 from receipt of invoice(s) to accounting@davidsonbelluso.com

Signature

Printed Name

Date