

6 May 2022

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Ms. Donna M. Gayden  
City Manager  
City of Long Beach  
One West Chester Street  
Long Beach, NY 11561

*Re: Proposal for Communication Services*

Ms. Gayden,

Thank you for providing me with the opportunity to assist City of Long Beach leaders with ongoing communication challenges over the last several months.

As you know, our contractual engagement of \$9,975 for <sup>5/16 DMB</sup> ~~three~~ months of service expires on June 30.

I would be delighted to extend this agreement from July 1, 2022 – December 31, 2022 should the City be desirous of continuing our professional relationship. Ongoing issue management requires the following services that I can provide to the City:

1. Define Strategy and Execution Plan for City Actions
  - a. Work with City leaders to understand issue(s) and draft written recommendations
  - b. Identify necessary work products, spokespersons, timing, outreach
2. Create Messaging To Inform and Contextualize City Actions
  - a. Create all written materials for community/employees
  - b. Written materials include letters, statements, blast emails, website updates
  - c. Prepare leaders for use of appropriate messaging
3. Develop Media Strategy
  - a. Draft press releases/statements
  - b. Recommend contacts for targeted, pre-emptive outreach
  - c. Prepare City spokesperson for phone/on camera interviews
4. Provide Unlimited Phone/Digital Contact to Support Work

The fee for ongoing communication services through December 30, 2022 (6 months of service) is \$9,975. There are no expenses or any other costs associated with the service that will be billed by me. The City is responsible for all printing/postage/electronic costs, if used.

Thanks again for the opportunity to make this proposal. I look forward to continuing to work with you and the City's leaders.

Please sign and date below to affirm your understanding of the above and effectuate this agreement.

  
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Michael Conte  
M. Conte Consulting

~~XXXXXXXXXX~~  
5-6-22

 6/17/2022  
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Donna M. Gayden  
Long Beach City Manager