

## Summary

*Indiana Mosaic will provide the Town of Yorktown with public relations and communications management with an emphasis on their social media properties and digital traffic; the primary goal is to elevate information awareness and engagement while reducing the workload on the town's operational staff.*

Biweekly Strategic Planning Meetings

Social Management

Website Redevelopment

Public Service Department Specific Management (YPD and YFD)

Photo Services

Communication & Design Services

Event Planning Support

Accessibility for On-Demand Crisis PR

## Breakdown of Services

### 1) Biweekly Strategic Planning Meetings

We will meet every other week to ensure that what is critical to the town's strategies and efforts is making its way out and into the public. These meetings involve not just the immediate and future communication priorities, evaluate community feedback and reports, arrange scheduled projects, and uncover innovative opportunities for growth, development, and positive messaging.

### 2) Social Management

The Town of Yorktown's social media presence is a communications pathway that will improve the lives of those in, and near, our community. Campaigns to expand reach, following, and engagement in different channels/properties will be used to create multiple message-touch-points that will help to ensure that messages are connecting with residents and visitors.

Mosaic will manage all social media channels and interactions for the town, create lively and meaningful content to promote events, inform through effective announcements, identify and repost relevant and associated content, and position the town's identity to help the public to respond positively and in a manner that invites action.

In managing the social media properties, we will address connections, engagement, and concerns with a care for the town's residents, not only the town's image and reputation.

### 3) Website Redevelopment

We will launch a process to thoroughly evaluate the needs of the municipal website, gain resident and staff feedback, and strategize a new architecture to provide a more efficient and current central communication point. We will utilize existing web frameworks to maintain critical tools and historical data while deploying an improved 3-click methodology to accessing data at [YorktownIndiana.org](http://YorktownIndiana.org) and the new .gov site.

Once launched, we will coordinate with all department heads to keep a current and well-maintained site through regular updates and ongoing evaluation.

### 4) Public Service Department Specific Management

As evidenced with the outcome of the YFD recruiting campaign, an effective and focused emphasis on the departments can have extremely positive outcomes for the Town that will positively impact budgets, morale, and staff. We will coordinate with the YFD and YPD Chief regularly on immediate and long range needs for public events, building local pride, appreciation, acknowledgment, recruiting, and retention.

### 5) Photos Services

Mosaic will capture photos and video clips around Yorktown that are necessary for creating relevant and compelling content. Additionally, Mosaic will maintain a media library that can be used by the town for any function or use; all items in this library include a perpetual use license.

### 6) Event Planning Support

Certain community partnerships offer the Town a chance to enhance development and quality of life services. Under the direction of the Town Manager, we will work with partners like the Chamber, Marketplace, and public event promoters to provide communication resources and aligned promotions.

Additionally, as dreamers and marketers with a finger on the pulse of the public, we will help, as desired, with ideation and innovation for events or services (aesthetics, environment, programming, and desirability) as well as supporting conversations and coordinations with vested partners.

### 7) Communication & Design Services

Time will be scheduled for immediate and long range projects that include: Print Design (flyers, brochures, billboards, etc), Press Releases, Ads, Video Production, Web, Brand Needs (signs, mailings, business cards, stationary, etc), Staff Recruitment, or Communications Writing.

### 8) Accessibility for On-Demand Crisis PR

In the event of an unplanned moment where Crisis Press Management and Communications Assistance is needed, Indiana Mosaic is ready to serve Yorktown. Once assigned a principal contact from the town and brought up to speed, we will assist in

strategizing the message, developing Q&A prep, press releases, and talking points, as well as monitoring online mentions and moderating social media channels to maintain an aligned and on-point message.

Should the hours needed for crisis PR require an extraneous use of additional time, the town manager will be notified and an additional charge that would be invoiced at \$100/hr or a reduction in upcoming duties can be arranged.

## Agreement Pricing

- Monthly Services Fee - \$7500.00 / month (rate locked until December 31, 2027)
- Ongoing with a 90 Day Advance notice by either party for cancellation of terms
- Rates to be addressed every 2 years

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Chase Bruton, Town Manager  
Town of Yorktown, Indiana

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Date

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Ryan Gernand, Co-Owner  
Indiana Mosaic

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Date