
**VILLAGE OF SUGAR GROVE
BOARD REPORT**

TO: VILLAGE PRESIDENT & BOARD OF TRUSTEES
FROM: SCOTT KOEPPPEL, VILLAGE ADMINSTRATOR
SUBJECT: DISSCUSSION: COMMUNICATIONS AND MARKETING FIRM
AGENDA: SEPTEMBER 5, 2023 REGULAR BOARD MEETING
DATE: SEPTEMBER 1, 2023

ISSUE

Should the Village Board hire a consultant to improve the Village's communication and marketing.

DISCUSSION

The 2023-24 budget includes \$12,925 for marketing, specifically \$10,000 for a PR consultant. The Village has large upcoming projects that are of great public interest. A communication and marking consultant will improve the Village's communication with residents.

COSTS

Staff will negotiate an hourly or per project rate once a consultant is chosen. Additionally, an attorney fee of \$700 to review a contract for service.

RECOMMENDATION

That the Village Board discuss adding a potential communications and marketing consultant. Staff will interview potential candidates and make a recommendation at a future meeting.