
**VILLAGE OF SUGAR GROVE
BOARD REPORT**

TO: VILLAGE PRESIDENT & BOARD OF TRUSTEES
FROM: SCOTT KOEPPPEL, VILLAGE ADMINSTRATOR
SUBJECT: RESOLUTION: KRANTZ STRATEGES
COMMUNICATIONS AND COMMUNITY ENGAGEMENT
PROPOSAL
AGENDA: SEPTEMBER 19, 2023 REGULAR BOARD MEETING
DATE: SEPTEMBER 11, 2023

ISSUE

Shall the Village Board approve a Resolution approving a contract with Krantz Strategies for communications and community engagement services.

DISCUSSION

The Village Board discussed the potential of hiring a communications and marketing firm to improve communications with the public at the September 5th Village Board meeting. Staff interviewed multiple firms, including Krantz Strategies President and CEO Meredith Krantz. Staff believes Krantz Strategies has the experience and qualifications to improve the Village's communications with the public.

COSTS

Krantz Strategies will bill at between \$100 to \$140 per hour with a monthly maximum of \$4,500. The 2023-24 budget includes \$12,925 for marketing, specifically \$10,000 for a PR consultant.

RECOMMENDATION

The Village Board approve the Resolution approving a contract with Krantz Strategies.



**VILLAGE OF SUGAR GROVE
KANE COUNTY, ILLINOIS**

RESOLUTION NO. 20230919B

**RESOLUTION AUTHORIZING EXECUTION OF AN AGREEMENT WITH KRANTZ
STRATEGIES LLC FOR COMMUNICATIONS SERVICES**

WHEREAS, the Village of Sugar Grove Board of Trustees finds that it is in the best interest of the Village to engage the services of Krantz Strategies LLC For Communications Services and to execute an agreement;

NOW, THEREFORE, BE IT RESOLVED, by the President and the Board of Trustees for the Village of Sugar Grove, Kane County, Illinois, as follows:

The Village President and Village Clerk are hereby authorized to execute said agreement on behalf of the Village and to take such further actions as are necessary to fulfill the terms of said agreement.

PASSED AND APPROVED by the President and Board of Trustees of the Village of Sugar Grove, Kane County, Illinois on this 19th day of September, 2023.

Jennifer Konen
President of the Board of Trustees
of the Village of Sugar Grove, Kane
County, Illinois

ATTEST:

Alison Murphy
Clerk, Village of Sugar Grove

| | Aye | Nay | Absent | Abstain |
|-------------------------|-------|-------|--------|---------|
| Trustee Matthew Bonnie | _____ | _____ | _____ | _____ |
| Trustee Sean Herron | _____ | _____ | _____ | _____ |
| Trustee Heidi Lendi | _____ | _____ | _____ | _____ |
| Trustee Michael Schomas | _____ | _____ | _____ | _____ |
| Trustee Sean Michels | _____ | _____ | _____ | _____ |
| Trustee James F. White | _____ | _____ | _____ | _____ |



AGREEMENT FOR SERVICES BETWEEN KRANTZ STRATEGIES LLC AND THE VILLAGE OF SUGAR GROVE

This Agreement is entered effective September 19, 2023, by and between Krantz Strategies (hereinafter referred to as "CONSULTANT") and the Village of Sugar Grove (hereinafter referred to as "CLIENT").

SECTION ONE – SERVICES. The scope of services requested by CLIENT and to be provided by CONSULTANT include but are not limited to communications services to support community engagement with residents, businesses, and stakeholders. CLIENT and CONSULTANT will work together to continue to achieve the project's goals. Further details outlining the comprehensive services are available in ATTACHMENT A: SCOPE OF SERVICES.

SECTION TWO – COMPENSATION. The Agreement establishes a monthly upper limit of \$4,500 to be billed monthly at an hourly rate schedule established in ATTACHMENT B: RATE SCHEDULE, and a direct expense budget of \$1,500. CONSULTANT will receive approval from CLIENT for any direct expense over \$500. Invoices will be submitted monthly in accordance with the schedule outlined in ATTACHMENT C: INVOICE AND PAYMENT SCHEDULE. The CONSULTANT shall submit all invoices showing the actual fees earned and eligible, reimbursable costs incurred by CONSULTANT in performing the services through the date of the invoice. The amount billed in each invoice shall be for completed services. CLIENT shall make payment to CONSULTANT in accordance with the Illinois Local Government Prompt Payment Act. Any expenditures exceeding the agreed fee, which CONSULTANT seeks reimbursement for, must be pre-approved by CLIENT. The CONSULTANT acknowledges and agrees that the CLIENT shall not be liable for any costs incurred by CONSULTANT in connection with services provided by CONSULTANT that are outside the scope of this Agreement except upon receipt of prior written consent by an authorized representative of CLIENT. The CONSULTANT shall maintain records showing actual time devoted, type of work performed per classification, and actual out-of-pocket expenses incurred, shall submit such records in support of its invoices, and shall permit the CLIENT to inspect and audit all data and records of the CONSULTANT for work done pursuant to this Agreement.

SECTION THREE – TERM OF AGREEMENT. The term of this Agreement is anticipated to be approximately three months ("Term"), beginning October 1, 2023. The specific deliverables and milestones will be mutually agreed upon by the CLIENT and CONSULTANT during the course of the Agreement. Either party may terminate this Agreement for convenience prior to completion of the services upon delivery of thirty days' written notice. CONSULTANT may terminate the Agreement in the event CLIENT fails to timely make payment under the terms of the Agreement, but only following written notice to the CLIENT and CLIENT's failure to cure non-payment within 14 days after receipt of such written notice.

SECTION FOUR – INDEMNIFICATION. CONSULTANT agrees to defend, indemnify and hold harmless the CLIENT, its officers, agents, employees and volunteers from and against any and all claims, demands, actions, losses, damages, injuries, and liability, direct or indirect (including



any and all related costs and expenses in connection therewith), arising out of CONSULTANT'S services under this Agreement, which obligations shall survive this Agreement.

SECTION FIVE - NON-EXCLUSIVITY. The parties recognize and agree that this Agreement is not intended to be exclusive and that CONSULTANT may undertake other professional engagements during the term of this Agreement not subject to approval by CLIENT. CONSULTANT agrees, however, that it will not undertake an engagement in direct conflict with the Scope of Services to be provided for CLIENT herein while this Agreement remains in effect.

SECTION SIX – CONFIDENTIALITY AND OWNERSHIP. In the event CLIENT discloses to CONSULTANT information which CLIENT has designated confidential, and which is not otherwise available to CONSULTANT or the public, CONSULTANT agrees to maintain the confidentiality of such information and to limit the use and dissemination of such information to those persons within CONSULTANT's organization to whom disclosure is necessary for performance of the agreed upon services. Disclosure of confidential information shall not be made to any person not party to this Agreement except by order of court or compulsory process, and then subject to advance written notice to CLIENT. Notwithstanding the foregoing, the CONSULTANT understands and agrees that CLIENT is a public body subject to the Local Records Retention Act and Freedom of Information Act. As such, CONSULTANT shall cooperate with the CLIENT as required to ensure that CLIENT is able to fulfill its legal obligations under said acts.

All documents of any kind, including any photos, reports, information, participant registration lists, and any other data or information, in any form, worked on in cooperation with anyone employed by, retained by, or affiliated with the CLIENT or its contractors, or prepared, collected, or received from the CLIENT by the CONSULTANT in connection with any of the services performed under this Agreement shall be and remain the exclusive property of the CLIENT. In consideration of the payments contemplated under this Agreement, the CONSULTANT releases all copyright, proprietary, or intellectual property rights in any such documents that are produced or prepared and transfers all of its ownership rights in such documents to the CLIENT. At the CLIENT'S request, or upon termination of this Agreement, the CONSULTANT shall cause the documents to be promptly delivered to the CLIENT.

SECTION SEVEN– GOVERNING LAW. This Agreement will be governed by and construed in accordance with the federal laws of the United States and the laws of the State of Illinois without regard to the conflict of law provisions thereof. Proper venue shall be in the Sixteenth Judicial Circuit, Kane County, Illinois.

SECTION EIGHT – ENTIRE AGREEMENT. This Agreement is the exclusive and final statement of the parties' understanding about the subject matters of the Agreement. It supersedes all negotiations and any other written or oral agreements between the parties about the subject matters herein. No modification of this Agreement will be valid unless it is in writing and signed by both parties.

SECTION NINE – NOTICES:



Written Notices shall be directed to the parties as follows:

Meredith Krantz
President and CEO
Krantz Strategies
815 Queens Gate Circle
Sugar Grove, Illinois 60554
meredith@krantzstrategies.com

Scott Koeppel
Village Administrator
Village of Sugar Grove
Municipal Drive, Suite 110
Sugar Grove, Illinois 60554
skoeppel@sugargroveil.com

SECTION TEN – SEVERABILITY. Any provision of this Agreement held unenforceable in any jurisdiction will not affect enforceability of the remaining provisions of the Agreement.

SECTION ELEVEN – RELATIONSHIP OF THE PARTIES. As of the effective date of this Agreement, CONSULTANT is an independent contractor of CLIENT, and this Agreement shall not be construed to create any association, partnership, joint venture, employment, or agency relationship between CONSULTANT and CLIENT for any purpose. CONSULTANT has no authority and shall not hold itself out as having authority to bind CLIENT and CONSULTANT shall not make any representations on CLIENT's behalf without CLIENT's prior written consent. CONSULTANT will not be eligible to participate in any vacation, group medical or life insurance, disability, retirement, or any other fringe benefits offered by CLIENT to its employees and CLIENT will not be responsible for withholding or paying any income, payroll, Social Security, or other federal or state taxes, making any insurance contributions, including unemployment or disability, or obtaining workers' compensation insurance on your behalf. CONSULTANT shall be responsible for and shall indemnify CLIENT against all such taxes or contributions, including penalties and interest.

Krantz Strategies

Jennifer Konen

CONSULTANT Signature

CLIENT Signature

Printed Name

Printed Name

Date

Date

ATTACHMENT A: SCOPE OF SERVICES

Krantz Strategies is committed to delivering comprehensive communications services aimed at strengthening community engagement and fostering effective communication between the Village and its residents, businesses, and stakeholders. Our services encompass but are not limited to, the following key areas:

1. Strategic Communications Consulting: To ensure clear and transparent communication with the community and facilitate understanding of the project's goals and benefits.

- Krantz Strategies will provide strategic guidance to Village leaders, assisting them in framing messages that resonate with the community's values and concerns.
- We will support community engagement efforts through the organization of public meetings, forums, and regular updates. These initiatives aim to address concerns, gather feedback, and promote understanding.

2. Community Engagement and Communication: To educate the community about the project's potential benefits and enhance their awareness of its positive impacts.

- Krantz Strategies will develop informative and educational materials that highlight the advantages of the redevelopment project. These materials will emphasize job creation, increased local revenue, and the enhancement of amenities that will benefit the community.
- Our team will collaborate with the Village to disseminate these materials through various channels, ensuring that the community is well-informed about the project's potential.

3. Stakeholder Communication: To ensure alignment with community goals and gather valuable input from stakeholders, including residents, local businesses, and community organizations.

- Krantz Strategies will facilitate regular communication with stakeholders to foster alignment with the project's objectives. This will involve proactive outreach to address concerns and gather insights.
- Our team will work closely with the Village to incorporate stakeholder feedback into the project's development, demonstrating a commitment to shared decision-making.

4. Media Relation: To provide accurate information to the public through effective media relations strategies.

- Krantz Strategies will craft compelling messages that accurately represent the project's goals and address community concerns. These messages will be tailored for distribution to local media outlets.
- Our team will coordinate with the Village to ensure consistent and accurate information reaches the public, helping to control the narrative and present an informed perspective.

5. Monitoring Community Feedback: To identify and address misinformation, questions, and misconceptions circulating within the community.

- Krantz Strategies will actively monitor community spaces and online forums to stay attuned to public sentiment and feedback.

- We will respond promptly to address any misinformation, answer questions, and provide clarification, fostering an environment of accurate information-sharing.

6. Continued Transparency: To maintain a high level of transparency throughout the project's lifecycle, ensuring the community remains informed of developments.

- Krantz Strategies will collaborate with the Village to provide regular updates on the project's progress, changes, and challenges.
- By maintaining transparency, the project will actively manage expectations and uphold a culture of open communication with the community.

Additionally, the following resources are available upon request:

- Digital and Social Media
- Content Development
- Brochures, Flyers and Pamphlets
- Policy and Issues Communications
- Public Affairs Strategies
- Stakeholder Engagement
- Photography and Videography

CONSULTANT shall not issue any news releases, advertisements, or other public statements regarding the services or this Agreement or use of the CLIENT'S logos or trademarks or service marks without the prior written consent of an authorized representative of the CLIENT.



ATTACHMENT B: HOURLY RATE SCHEDULE

CONSULTANT shall bill CLIENT based on the following hourly rates:

| | |
|-----------------|-------|
| Principal: | \$140 |
| Graphic Design: | \$120 |
| Videography: | \$120 |
| Associate: | \$100 |

Please note that these rates are subject to change only if mutually agreed upon by both parties in writing.



ATTACHMENT C: INVOICE AND PAYMENT SCHEDULE

Both CONSULTANT and CLIENT shall adhere to the following invoice and payment schedule:

| Month | Invoice Due |
|---------------|--------------------|
| October 2023 | November 15, 2023 |
| November 2023 | December 15, 2023 |
| December 2023 | January 15, 2024 |

CLIENT shall make payment to CONSULTANT in accordance with the Illinois Local Government Prompt Payment Act. Any expenditures exceeding the agreed fee, which CONSULTANT seeks reimbursement for, must be pre-approved by CLIENT.



VILLAGE OF SUGAR GROVE COMMUNICATION AND COMMUNITY ENGAGEMENT PROPOSAL



Submitted on September 1, 2023

Meredith Krantz

President & CEO of Krantz Strategies
(630) 947-2385
meredith@krantzstrategies.com

Krantz Strategies
815 Queens Gate Circle
Sugar Grove, Illinois 60554



KRANTZ
STRATEGIES

TRANSMITTAL LETTER

Dear Leaders of Sugar Grove

I express my sincere gratitude for the opportunity to present a tailored proposal that aims to enhance community communication and engagement for the Village of Sugar Grove through Krantz Strategies. With an unwavering commitment to building trust, inspiring action and igniting big ideas, we believe our mission aligns seamlessly with your vision for a thriving community.

Drawing from over 15 years of communications leadership experience in government organizations such as the Illinois House of Representatives, Illinois Department of Transportation, Illinois Department of Human Services, Central Management Services, and the Illinois Tollway, **Krantz Strategies stands poised to offer dynamic communication strategies and services that will contribute to the success of Sugar Grove.**

Our Sugar Grove resident-led firm possesses an inherent understanding of the needs and aspirations of the community. Our strategies capture a comprehensive range of communication approaches. We aim to ensure that residents are well-informed, engaged, and empowered to actively participate in shaping the growth and development of our community.

Krantz Strategies believes in the power of open dialogue and the significance of community engagement. We envision a partnership where strategic communication solutions amplify the voice of the Village, inspiring a deeper connection and a shared sense of purpose. As a dedicated partner, we are poised to contribute our expertise to the realization of your vision for the future.

I am enthusiastic about the prospect of collaborating closely with your team to develop a communications strategy that builds trust, inspires action, and propels Sugar Grove forward. With our experience and deep-rooted relationships, I am confident in our ability to deliver meaningful results that benefit the entire community.

Thank you for considering Krantz Strategies as a partner in this journey. I welcome any questions and look forward to having the opportunity to discuss this proposal with you.

Sincerely,



Meredith Krantz
President & CEO of Krantz Strategies
Meredith@krantzstrategies.com
(630) 947-2385



Krantz Strategies

Proposal for Communications and
Community Engagement for the Village
of Sugar Grove

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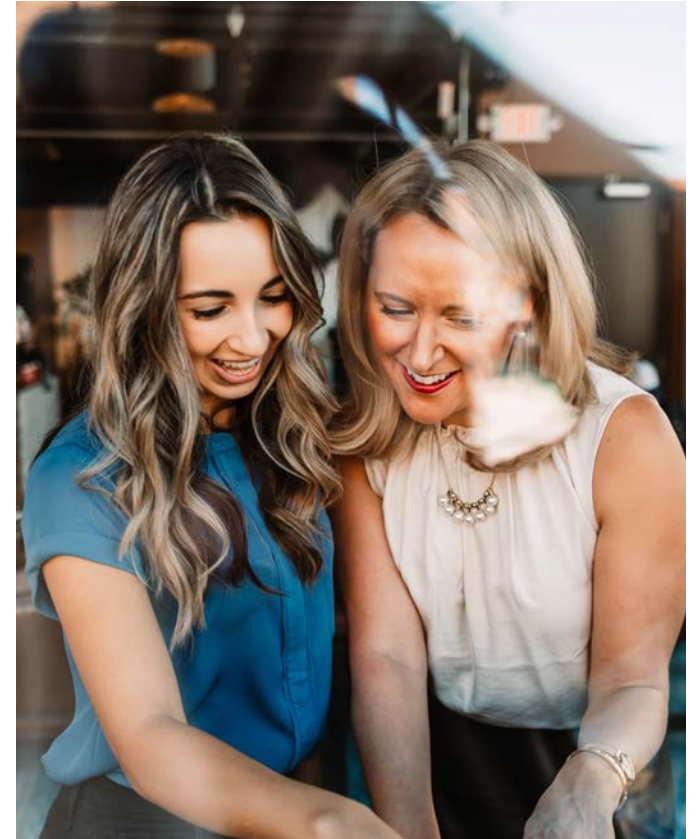
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Executive Summary

Krantz Strategies: Building trust, inspiring action and igniting big ideas for the Village of Sugar Grove

Krantz Strategies, led by a Sugar Grove resident with over 15 years of experience in government organizations such as the Illinois House of Representatives, Illinois Department of Transportation, Illinois Department of Human Services, Central Management Services, and the Illinois Tollway, presents dynamic communication strategies and services tailored for the Village of Sugar Grove. Our mission is to build trust, inspire action, and ignite big ideas by fortifying community engagement, fostering transparent dialogue, and facilitating well-informed decision-making.



DEFINING YOUR CURRENT CHALLENGES

In a rapidly changing landscape, robust community engagement is paramount. The Village requires an agile communications partner. Krantz Strategies recognizes the need for inclusive communication addressing both general community concerns and impactful projects.

DEFINING YOUR BEST POSSIBLE SOLUTIONS

Our approach hinges on a close partnership with the Village, resonating deeply with residents. Effective communication involves more than information sharing; it requires active stakeholder engagement, attentive feedback, and responsive concern resolution. By nurturing open dialogue, we empower the community to shape their trajectory.

FORGING A PERSONAL PATH TO SUCCESS

Our partnership envisions Village growth, well-being, and active participation. Krantz Strategies stands as your dedicated communications partner, offering services on demand. Customized strategies ensure informed, engaged residents and aligned projects. We're excited to champion the Village's vision and contribute to its ongoing growth.



Village of Sugar Grove

Community at a Glance



+281

Sugar Grove's population grew by 281 people from April 2010 to April 2020.

LACK OF REVENUE DIVERSITY

A significant concern is local taxing bodies' lack of revenue diversity, impacting residents and businesses.

39% BELOW 30 YEARS OLD

Notably, 39% of the population is under 30 years old, underscoring the need for diverse age-targeted communication.

60.46%

of households in Sugar Grove have an income surpassing \$100,000 annually.

HIGH INTERNET ACCESS

97% of Sugar Grove residents have access to the internet, with 96% enjoying broadband and high-speed connectivity, outpacing national and state benchmarks.

HIGH FAMILY HOUSEHOLDS

Sugar Grove's high 79.6% of family households sets it apart from regional and state averages.

MEDIAN AGE OF 39.9

With a median age of 39.9, Sugar Grove skews slightly older than the region and state.

*Source: Chicago Metropolitan Agency For Planning 2023 Comprehensive Plan
Published May 2023

Enhanced Community Engagement

This proposal seeks to assist the Village of Sugar Grove in enhancing communication with residents, business and stakeholders by offering a broad range of communication strategies and services to foster open dialogue, transparency and engagement.

Our approach is centered around enhancing community well-being and facilitating effective communication between the Village and its stakeholders, with an additional focus on economic development.

Goal:

Our primary goal is to support the Village in promoting open communication, informed decision-making, and a well-rounded understanding about the matters that impact their lives.



Advancing the Village of Sugar Grove's Community Goals

Objectives

- Develop a comprehensive community communications plan that engages stakeholders, community members, and relevant parties to facilitate productive discussions and exchanges of viewpoints.
- Create opportunities for community members to provide input, express concerns and participate in discussions that shape local decisions.
- Strengthen the connection between the Village and its residents through effective communication channels and strategies that address both broader community needs and matters of impact.
- Demonstrate a commitment to transparency, community involvement, and responsible decision-making throughout community-wide initiatives.



Strategies

- Act as a general communications partner to the Village, providing services upon request to facilitate effective communication with various stakeholders.
- Offer strategic guidance in crafting and delivering messages that foster community engagement and address potential concerns.
- Utilize a mix of communication channels, including traditional media, digital platforms, and community engagement meetings, to reach audiences.
- Coordinate messaging efforts among stakeholders, ensuring consistency and clarity in project-related communications.
- Provide expertise in crafting content that conveys the benefits and potential impacts of the redevelopment project in an unbiased manner.



SCOPE OF SERVICES

Approach and Strategies

We aim to help the Village of Sugar Grove find the best solution for The Grove redevelopment project through our strategic communications approach. Our goal is to provide a fair and unbiased perspective that acknowledges both the potential benefits and concerns, while also emphasizing the importance of community involvement.

Krantz Strategies is committed to assisting the Village in promoting open communication and ensuring a well-informed decision-making process.



Community Well-being: Our messaging will focus on the potential benefits that the redevelopment project could bring to the community's well-being, including the possibility of new shopping, dining, and gathering spaces that could enhance local lifestyles.



Addressing Concerns: We will acknowledge that there were concerns and opposition to the initial proposal by Sugar Grove, LLC in 2018. This recognition underscores the importance of listening to community feedback and finding a more agreeable approach.



Collaborative Approach: Our messaging will highlight the ongoing collaboration. This approach demonstrates the commitment to finding a solution that aligns with the community's needs and aspirations.



Inclusive Decision-making: We will stress the significance of community involvement in shaping the development proposal. By emphasizing that the Village values residents' input, we promote a sense of inclusivity in the decision-making process.



TIF Explanation: Our messaging will explain the concept of Tax Increment Financing (TIF) and its potential positive impacts on the redevelopment. This explanation aims to provide an objective overview of TIF's effects on infrastructure and economic activity.



Expert Insights: We will refer to studies regarding TIF eligibility and planning. Sharing these studies highlights the data-driven nature of the decision-making process.



Transparency and Information Sharing: Our messaging will emphasize the transparent sharing of documents, agenda reports, and website links. This approach promotes informed decision-making by providing access to relevant information.



Future Considerations: We'll convey that any new development proposal will undergo careful discussion and consideration, underscoring the commitment to reaching the best resolution.



Community Engagement Opportunities: Our messaging will encourage residents to participate and provide feedback, reinforcing the value of their opinions in shaping the project's direction.



Visual Context: We will use visual aids like maps, renderings, and diagrams to offer residents a visual context for the potential changes associated with the redevelopment. This approach helps community members better understand the project's implications.

SCOPE OF SERVICES

Communications and Community Engagement Services Related to "The Grove" Development Plan at the I-88 and IL 47 Interchange

Through the following services, Krantz Strategies and the Village of Sugar Grove aim to promote understanding, facilitate community collaboration, and cultivate trusted sources of community information related to "The Grove" redevelopment project.



| Strategic Communications Consulting | Community Engagement and Communication | Stakeholder Communication |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Objective: To ensure clear and transparent communication with the community and facilitate understanding of the project's goals and benefits.</p> | <p>Objective: To educate the community about the project's potential benefits and enhance their awareness of its positive impacts.</p> | <p>Objective: To ensure alignment with community goals and gather valuable input from stakeholders, including residents, local businesses, and community organizations.</p> |
| <ul style="list-style-type: none">• Krantz Strategies will provide strategic guidance to Village leaders, assisting them in framing messages that resonate with the community's values and concerns.• We will support community engagement efforts through the organization of public meetings, forums, and regular updates. These initiatives aim to address concerns, gather feedback, and promote understanding. | <ul style="list-style-type: none">• Krantz Strategies will develop informative and educational materials that highlight the advantages of the redevelopment project. These materials will emphasize job creation, increased local revenue, and the enhancement of amenities that will benefit the community.• Our team will collaborate with the Village to disseminate these materials through various channels, ensuring that the community is well-informed about the project's potential. | <ul style="list-style-type: none">• Krantz Strategies will facilitate regular communication with stakeholders to foster alignment with the project's objectives. This will involve proactive outreach to address concerns and gather insights.• Our team will work closely with the Village to incorporate stakeholder feedback into the project's development, demonstrating a commitment to shared decision-making. |

SCOPE OF SERVICES CONTINUED

Communications and Community Engagement Services Related to "The Grove" Development Plan at the I-88 and IL 47 Interchange

Through the following services, Krantz Strategies and the Village of Sugar Grove aim to promote understanding, facilitate community collaboration, and cultivate trusted sources of community information related to "The Grove" redevelopment project.



| Media Relations | Monitoring Community Feedback | Continued Transparency |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Objective: To provide accurate information to the public through effective media relations strategies.</p> | <p>Objective: To identify and address misinformation, questions, and misconceptions circulating within the community.</p> | <p>Objective: To maintain a high level of transparency throughout the project's lifecycle, ensuring the community remains informed of developments.</p> |
| <ul style="list-style-type: none">• Krantz Strategies will craft compelling messages that accurately represent the project's goals and address community concerns. These messages will be tailored for distribution to local media outlets.• Our team will coordinate with the Village to ensure consistent and accurate information reaches the public, helping to control the narrative and present an informed perspective. | <ul style="list-style-type: none">• Krantz Strategies will actively monitor community spaces and online forums to stay attuned to public sentiment and feedback.• We will respond promptly to address any misinformation, answer questions, and provide clarification, fostering an environment of accurate information-sharing. | <ul style="list-style-type: none">• Krantz Strategies will collaborate with the Village to provide regular updates on the project's progress, changes, and challenges.• By maintaining transparency, the project will actively manage expectations and uphold a culture of open communication with the community. |

ADDITIONAL SERVICES

Resources Available Upon Request

An adaptive approach that extends the following services upon request. As the Village of Sugar Grove's communication needs evolve, Krantz Strategies is dedicated to providing tailored solutions that effectively engage the community and address its priorities.

Strategic Communications Consulting:

As a cornerstone of our approach, strategic communications consulting serves as a guiding light for Village leaders. Krantz Strategies provides expert guidance to align messaging and strategies, ensuring that your community's vision is communicated effectively.

Digital and Social Media:

Our team supports Village staff in creating a robust digital and social media strategy tailored to your community's goals. We provide comprehensive plans across various social media platforms, crafting engaging content that fosters two-way communication with residents and stakeholders. Utilizing these online channels bolsters your community's online presence, keeping your audience informed and engaged.

Content Development:

Krantz Strategies assists village officials in identifying and producing relevant and compelling content. This includes updates on community initiatives, events, and essential announcements. Collaborating closely with the community, our team crafts informative and visually appealing content that resonates with residents, ensuring consistent and effective communication.

Brochures, Flyers, Pamphlets:

Crafting impactful print materials remains a powerful means of reaching target audiences. Our firm excels in designing and producing brochures, flyers, and pamphlets that effectively convey the community's values and messages. These tangible resources offer clear and concise information, empowering residents and stakeholders.

Policy and Issues Communications:

Navigating complex policy matters necessitates clear and transparent communication. Our team develops targeted strategies to explain policies and address issues in an accessible manner. Through thoughtful messaging and outreach, we empower the community to understand and support policy decisions.

Public Affairs Strategies:

Our advisory role extends to helping village staff and leaders effectively engage the community and local government. We advocate for community interests and concerns, reinforcing relationships with key decision-makers, facilitating public consultations, and driving discussions that prioritize the community's voice in critical matters.

Stakeholder Engagement:

Building positive relationships with stakeholders remains pivotal. We facilitate comprehensive stakeholder engagement, orchestrating regular meetings, surveys, and events. Through these initiatives, we gather input, address concerns, and nurture collaboration, fostering a sense of ownership and shared purpose within the community.

Photography and Videography:

High-quality visual content can effectively convey the essence of the community and its initiatives. Our team offers professional photography and videography services to capture key moments, showcase events, and enhance communication materials. Through compelling visuals, we will bring your community's story to life, connecting with audiences on a deeper level.



Profile

Krantz Strategies

Meredith Krantz

President & CEO

As a communications strategist headquartered in Sugar Grove, I'm an expert in building trust and influence by **transforming big opportunities and complex issues** into strategic stories and partnerships that engage and inspire action.

I started Krantz Strategies after more than a decade leading state policy communications strategies, and now I'm living my passion: building trust, inspiring action, and igniting big ideas. I am hands-on and tenacious in my desire to understand audiences, leveraging insights and engaging with purpose to drive outcomes.

I've served in high-level public and private sector communications strategy roles for the State of Illinois, and clients that have included Blue Cross Blue Shield of Illinois, the Illinois Department of Transportation, Chicago Department of Public Health and more.

Core Capabilities:

| | |
|------------------------------|------------------------|
| Strategy | Stakeholder Engagement |
| Media Relations | Issues + Reputation |
| Content + Thought Leadership | Public Affairs |

Learn more at krantzstrategies.com or contact meredith@krantzstrategies.com.



Proven Public-Sector Expertise Across High-Stakes Public Impact Projects

Previously served as Director of Strategic Communications, Illinois Tollway GEC, serving as a senior-level advisor to the executive team and leading communication projects, including Route 53/Tri-County Access, Elgin-O'Hare Western Access, Reaching a Deal with 490, Workforce Development Initiatives, I-PASS Assist Program and In-Line Transit Station with Pace.

Past Principal Communications Consultant for IDOT, providing on-call consulting services.



- Lead for ASCE 2023 Illinois Report Card Launch
- Deputy Director of Illinois Office of Communication and Information, Central Management Services
- Chief Strategy Officer, Morreale Communications, overseeing a portfolio of 12+ transportation projects and team of 30
- Lead Strategist, Illinois Pandemic Health Navigator Program, collaborating directly with Governor Pritzker's team to deliver a first-of-its-kind statewide initiative



Environmental
expertise drawn from clients that include NRG Energy, IMEA, Aqua Illinois, Chicago Department of Aviation, Chicago Department of Public Health and more.



Fee Structure

Budget Recommendations

Fee Proposal

Krantz Strategies suggests implementing a \$4,500 monthly upper limit for services during the period of October to December 2023, with an additional allocation of up to \$1,500 for printing materials, including informational materials and public meeting exhibits.

Our approach involves providing services on an hourly basis with a predefined monthly upper limit, offering both adaptability and cost efficiency for the village. The Village of Sugar Grove will be billed according to hourly rates outlined as follows:

Hourly Rates Schedule:

| | |
|-----------------|-------|
| Principal: | \$140 |
| Graphic Design: | \$120 |
| Videography: | \$120 |
| Associate: | \$100 |





Let's Talk

Meredith Krantz
President & CEO

(630) 947-2385

meredith@krantzstrategies.com

Thank You!



**KRANTZ
STRATEGIES**

TRUST. INSPIRE. IGNITE.