

VENDOR: 55110 BRANDY MAI

27

DATE INVOICE # PO #
11/18/2021 11.06.21

DESCRIPTION
REVIEW AND ANALYSIS

12/06/2021
AMOUNT
1,500.00

TOTAL 1,500.00

OPERATING 2

Check #: 27



DEPOSIT DATE
12/06/2021

PAY THIS AMOUNT
*** VOID ***

PAY *** VOID *** NON-NEGOTIABLE *** VOID *** FOR INFORMATION ONLY *** VOID ***

TO THE ORDER OF BRANDY MAI
701 MONTGOMERY ST.
APT 421
SAVANNAH, GA 31401

Theresa

EFT Payment Summary

Brandy Mai

EMAIL: brandy@brandymai.com

PHONE: (910) 580-0380

LOCATION: Savannah

LINKEDIN: brandymai

INVOICE

Date submitted: Nov. 6, 2021

Description	Project Rate
Week 1: Review and Analysis of Available Content and Analytics	\$1500
Including calls, emails, platform demonstrations	
Hourly Rate	\$1500
TOTAL:	\$1500



NOV 18 2021 PM02:25

PAYMENT OPTIONS
Paypal: brandy@brandymai.com
Zelle: 9105800380
Mail: 701 Montgomery Street, Apt 421, Savannah, GA 31401

100.5-1506-52.1300



Proposal

AND

Communications Tactics & Recommendations

Brandy Mai, JD, Ga-CEM

brandy@brandymai.com
(910) 580-0380

Camden County
Attn: Steve Howard
Re: Communications Tactics/Professional Services & Knowledge

October 15, 2021

Steve,

The information we've previously discussed is located in the subsequent pages of this document. However, please let this letter dated Oct. 15, 2021 reflect our most recent conversations regarding the professional services and knowledge I will provide.

1. Review of the following content (including links, graphics, assets, etc):
 - a. Spaceport Camden website
 - b. Spaceport Camden blog site
 - c. Links placed on both sites
 - d. Any brochures, PPTs, leave-behinds related to Spaceport that are provided
 - e. Content, infographics, images that are provided
2. Analysis of all items from #1.
3. Based on the analysis in #2, recommendations will be provided for creation, updating, or placement of any content.

The reduced rate, per discussion, is \$1500 per week for 4 weeks, or a total of \$6000 with a one-month (30 day) delivery. Review of items will begin upon receipt of all documents from the Camden team.

This rate includes one (1) round of edits. Additional edits or project scope will require an additional professional services agreement.

Best,



Brandy

Camden County
Attn: Steve Howard
Re: Proposal

August 27, 2021

Hey Steve,

Thanks for the conversation yesterday.

Based on our conversation, my proposed rates are outlined below. They are broken down in various ways for your consideration. These are based on the following items:

- A new Spaceport website that will be tailored to the public. Subject to any limitations (such as platform, coding, abilities/cost of the webmasters, time, etc), the site will be similarly branded to the existing site, dynamic, engaging, sustainable, and built to support any public relations activities that could occur once the FAA report and licensing is received.
- I will project manage the site build and aggregation or creation of infographics/imagery. This will occur within any limitations of budget or capabilities of graphic designers or webmasters.
- I will be provided items listed in the document sent on August 5, 2021 (also placed further in this document for your reference), as well as any other items that may be needed or required.
- Clear requirements, deadlines, deliverables, approval processes, and reporting/administrative expectations.

The rate is \$2500 per week.

Once the site is complete, the rate will remain the same if I'm actively engaged at greater than 20 hours per week (such as creation of social media campaigns, press events, etc).

If I am not actively engaged (<20 hours per week, approximately), but you'd like to keep me on retainer for up to 15 hours per month, the rate will be \$2500 per month.

- Anything above that will be billed at \$200/hour; or
- Camden County can request a return to the weekly rate.

These rates are for the scope of this Spaceport project only. If there is any crisis event or natural disaster for which you want to bring me on board or need me to respond to under the retainer, please note these rates would increase.

Best,



Brandy

Camden County
Attn: Steve Howard & Chuck White
Re: Communications Tactics

August 5, 2021

Steve/Chuck,

In this document, I've outlined very tactical steps that, if implemented, will quickly give you a foundation to achieve the objectives we discussed today. The personnel/items that you will need in order to implement all tactics are:

- Webmaster/web designer for Spaceport Camden and Camden County websites (alternatively, credentials for making updates if you will update the site yourself)
- Access to website analytics
- Access to mailchimp email platform
- Graphic designer
- Social media manager/coordinator (or, credentials to access accounts)
- Email list
- Media list

Communications Gap

Before hopping into immediate considerations, I want to point out a communications gap that I've identified. This gap should be considered and potentially remedied before proceeding with my recommendations, or it should at least run in parallel.

While there is certainly rich information in the website and all its links/documents, it's too much information, too many words, and not enough visuals. Most importantly, it doesn't go that extra step to make it applicable to Camden citizens, help them understand, or tell them why they should care.

Solving this may also mitigate other issues down the road, such as citizens blindly believing things that other groups or saying or minimizing the possibility that would even say those things at all. There are myriad ways you can solve this issue, but this should be at the forefront of your mind for any steps moving forward. It damn-near takes a rocket scientist (pun intended) to sift through all the Spaceport information - you must synthesize, translate, and bring the rocket to them!

At every turn, ask yourself "*why should Camden care?*" Use those answers to tailor your messages. If a new report comes out, that's great, but what does it mean, how will it make people's lives better, how will it impact them, will they have to pay more taxes, is it going to be loud and make their property value go down, etc. -- and speak to that.

Bridging the Gap: not just Why Camden, but Why Should Camden Care?

1. Take the data from the reports, newsletters, websites that citizens care about (jobs, revenue, taxes, etc) and put them into easy-to-read graphics form.
 - a. A good example of the graphics I'm referencing could be found in the Tourism Economic Impact Summary.

2. Take the items that One Hundred Miles and others are using to attack you and place those into graphics formats too (as applicable). You want to make this information digestible.
3. Mix in short explanations so that the charts/graphics can be understood. If it requires a longer explanation, link to a longer document or an FAQ section where the longer answer lives.
4. Consider short videos that can be posted on social media and the website. *Seeing* someone speak is a lot more effective than just words. These do not have to be perfect or scripted.

Short-Term Recommendations

1. Embed the Myths and Facts e-newsletter (if it's ready for public consumption) on the Spaceport website.
 - a. For now, it can be nested as a "page" under the Why Camden section and called Myths and Facts.
 - b. Link to it from other parts of the website.
2. If you haven't already done so, link to the Spaceport site from the county website.
3. Link to the Spaceport website from anything that mentions Spaceport (press releases, social media posts, etc).
 - a. **WATCH YOUR SITE ANALYTICS.** The data in analytics is a gold mine. Do not rely on your webmaster to just give you analytics reports, have your own access to the analytics.
4. You can also put the Mailchimp link (https://us18.campaign-archive.com/?e=test_email&u=f19e5fb884e43d6f8d02eaf19&id=49e98bc770) as a Press Release and link straight to the email. NOTE: THIS APPEARS TO BE A TEST EMAIL, YOU MUST ENSURE IT'S FINALIZED IN MAILCHIMP FIRST.
5. Given the timing of One Hundred Miles' mailer, consider sending out a version of this eblast to your email list in the near future. I would time it so that they might get it before signing the petition - so, soon.
6. Post the Mailchimp link on social media.
7. Consider creating a press release announcing that you've "gone live" with a new web page to help citizens understand the myths v facts of the spaceport.

****By posting this on your website, sending it in an eblast, and putting out a press release, you're not *directly* addressing the recent mailers sent by One Hundred Miles group (thus you're not giving them direct publicity), but you're strategically timing your information to coincide with their efforts.**

Next Steps

1. Use the One Hundred Miles flyer and their website (spaceportpetition.org) to create answers/talking points based on each of the items that they're "attacking" you on.
 - a. Add each one separately to the FAQ section of the website.
 - b. Include graphics mentioned in the first section, if applicable.
2. Consider making this an e-newsletter. Even if you never send it out, it can live on your website. The content can serve dual purpose.
 - a. If you decide to make it an e-newsletter for your website *and* if you put the previous newsletter on your website, now's a good time to make a separate site page called "Newsletters." It will look/function like the Press Releases and In the News page and live in that same section. Transfer the first one to the new page, as well as this one. This is now where all eblasts will live.

- i. Alternatively, you can just make all eblasts into a “press release” link in the Press Release section/page.
3. Use the talking points, along with any potential graphics mentioned in the first section, to create a social media campaign.

Additional Considerations

1. Change the font of the website headers.
2. Change the blue headers to a color with more contrast.
3. Based on the font and color concerns listed above, I would triple check to ensure your site is ADA and 508 compliant.

These initial recommendations should only be the foundation for a broader county strategy toward increased transparency and community engagement, especially around Spaceport topics. At the end of the day, people have a great mistrust of the government and feel like their concerns are not being heard. Do not be afraid to talk about the good and the bad. Use plain language. Host community events where people can tell you their thoughts and fears.

In summer 2019, I led the community engagement team in Panama City Beach following its destruction by Hurricane Michael. The City Manager was adamant that he did not want to invest any dollars toward rebuilding unless there were opportunities for citizen engagement and input. We hosted town halls, surveys, social media campaigns, and multiple walking tours with the public to ensure that they were included. More importantly, if they did not agree with something that was proposed, we would say “What I’m hearing is xyz. We acknowledge that concern. We’ve considered it and would love to know how you would solve for xyz.” We did not go with their choices in every scenario, but we got their buy-in, and it could always be said that the community itself played a role in rebuilding itself.

Be real.
Be approachable.
Be engaging.
Be authentic.
And, be kind.
These are the keys to the comms universe.

Please let me know if I can answer any questions about the items outlined above. I dove right in to providing tactics so they could be implemented quickly, but I’m happy to provide any strategies or analysis that may be needed.

Best,



Brandy

PS If the county “voice” allows, capitalize on all the recent space activity. Use it to your advantage on social media.