

LOUIS KARNO & COMPANY LLC

specializing in strategic communications

To: Carlos Baia, Deputy City Manager

From: Brett St. Clair, Partner *Brett St. Clair*

Date: 1/22/16

Re: Request for Main Street Project contract extension

We are preparing for the upcoming construction season and have already made initial contact with merchants and business people on South Main Street to brief them about the construction plan for this year.

Concurrently, we have reviewed the communication budget we agreed to in July 2013 when we originally contracted with the City to provide communication support and marketing for the Main Street Project. At that time, both Louis Karno and the City anticipated that Louis Karno would perform a total of 20 months of work on the project and based the communication budget on that.

At the time we contracted with the City, the plan was for construction to be complete by the end of March 2015. We began work immediately in the summer of 2013, including the hiring of dedicated staff for this project. Unfortunately, the project was faced with multiple unanticipated contractor selection delays, which have, effectively, doubled the 20-month term of the contract to 40 months.

In a March 2014 memo from Karno to the City, we recognized the challenge of the contract term but re-affirmed our commitment to the City to follow this project through to conclusion. To accomplish this, we made changes to our billing process for this contract and re-arranged our internal company practices with a hope of maintaining as much continuity as possible for the City in terms of our staff focus.

Unfortunately, we are now at a point where the project time commitment, staff resources required and contract revenue fail to align. Given this, we are respectfully requesting a \$25,000 contract extension. This amount would allow us to continue to work at the level and quality that we have to date through the end of the project later this year.

As you are aware, the Concord Main Street Project benefits from a highly professional, full-service, multi-channel communication campaign supported by a dedicated website, social media, electronic communication, advertising, media relations, crisis communication and most importantly, daily face-to-face interaction with the construction contractor and Downtown merchants who are affected by their work.

We take great pride in supporting the City of Concord to successfully undertake this one-in-a-generation transformation. The feedback we have received from members of the Council, merchants, other Downtown stakeholders and the project contractor has been highly complimentary.

We hope we are regarded as a valued and committed partner with the City of Concord and the stakeholders whose livelihoods are affected by the construction activity, and that you understand the reason for this request.