

PP

Situation Analysis

ECCGRA needs ongoing strategic communications and media management services to chronicle the public information related to its strategic investments in the Erie County region.

what are the objectives?

To provide strategic marketing and communications services for ECCGRA, keeping the public informed of the organization's efforts on behalf of citizens and business and community leaders throughout Erie County and the commonwealth.

to whom are we talking?

Residents of Erie County, Pennsylvania, local and state elected officials, business, religious and community leaders, and local media.

scope of work

- ✓ Create messaging, original graphic content, and media materials for public announcements including press release, editorial content, newsletters, and web content.
- ✓ Manage planning and on-site logistics for press conferences;
- ✓ Support and create social media content on ECCGRA social media platforms;
- ✓ Serve as media and communications liaison to local media;
- ✓ Work with ECCGRA leadership to create an echo chamber of support for new programs;
- ✓ Provide strategic communications expertise and insights to ECCGRA leadership and board.
- ✓ Annual report

Proposed Budget & Timeline

Parker Philips generally provides marketing and communications expertise and counsel for an annual fee of \$36,000. This scope of work and budget includes 12 months of service beginning on August 1, 2020 and terminates on July 31, 2021. The contract amount is based on the monthly fee of \$3,000 per month, anticipating a minimum of 20 hours per month with the addition of the annual report as an additional month of service. This assumed any costs for consulting, copywriting, creative oversight of design/digital media vendors, graphic design, social media support, and media relations. Any fees associated with printing, and advertising purchases will be assumed by the Authority.



Perry Wood, Executive Director

Nichole Parker, President and Co-Founder

Parker Philips Background & Expertise



Parker Philips, Inc. is a women-owned boutique-consulting firm that puts our clients first. We pride ourselves on delivering high quality work that is not cookie-cutter and is unique to each client and their needs.

Because we only accept a certain number of projects at a time, we do not over commit our staff or ourselves. We keep client data confidential and secure. The Principals are the project contacts and will deliver the project; you will not have to train a new employee on the job. It is our promise as a firm to make this project about your organization's needs and objectives — our clients are the priority. We are based in Erie, PA with employees working in Pennsylvania and Minnesota.

The Parker Philips team has worked extensively in the government, corporate and non-profit world and we think we've found the right approach for us, which is basically all about our clients. The consulting world has changed significantly since we started out and our model adjusts for that. Clients are savvier and need a team who can take their project to the finish line on point, on time, and on budget. We know how deliver value and expertise to meet your goals.

Related Experience

Our marketing and communications skills go to work for you and give our clients a distinct advantage. In her public-sector work, Principal Partner Kate Philips served as Communications Director of Maryland Office of the Governor Census 2000 Campaign, the Director of Community and Public Affairs at the Maryland Port Administration, the state agency overseeing the Port of Baltimore, the fourth largest sea port on the U.S. East Coast before being appointed as Pennsylvania Governor Edward G. Rendell's Press Secretary. In her role as chief spokesperson to the Governor, Kate oversaw the implementation of the Governor's policy agenda through her oversight of communications operations in 27 state agencies and more than 20 Boards and Commissions.

In the private sector, Kate served as the Vice President of Marketing and Communications at a \$20MM portfolio company of NewSpring Capital and Camden Partner private equity groups, providing Community Transition and Behavioral Health treatment, before heading up a Marketing agency and launching her own firm.

Kate prides herself on working hand-in-hand with clients to improve systems so they don't need her around forever. She has done extensive Marketing and Communications audits for clients, leaving them with an improved system, strategic marketing plan that achieves their goals and a brand that works for them. She is widely respected for her advocacy work, directing the successful Pre-K for PA statewide issue-based campaign for the past four years and built the narrative to help advance Erie County's quest to establish a local community college. Most recently helped PCCY, a non-profit advocating for children, audit its marketing and communications materials and system, manage a leadership transition and onboard a new Communications Director. This is the work she loves and she embraces every opportunity to team up with clients on a new challenge.

| Business Profile | |
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| Name of Consultant | Parker Philips, Inc. |
| State of Organization | PA |
| Location of Principal Office | 1250 Tower Lane, Erie, PA 16505 |
| Ownership of Firm | S Corporation, Kate Philips and Nichole Parker |
| Certifications | WBENC Certified |