

mbrungardt
 4/13/2023, 1:21 PM
 GL CODE:
 0101-100-49760 Un-specified Initiatives
 PO Number

Comment:
 Communications

mdiaz
 4/13/2023, 2:26 PM
 ENTERED

Invoice

Mays Communications

2114 W. 51st Street | Mission Woods, KS | 66205
 913.568.3605

Date: April 9, 2023
 Invoice: DS-2304
 EIN: 82-4840835

To: City of De Soto
 Panasonic/Southwest Area Growth Project/Infrastructure

For: Work performed Feb 1, 2023 – April 8, 2023

Description	Hours	Amount
De Soto – Communications Infrastructure	43	43 @\$200 = \$8,600
De Soto – Ongoing Support	47	@ 200 \$9,400
Chamber/EDC – Content Strategy	30 10	30 @\$200 = \$6,000 10 @ \$150 = \$1500
Chamber/EDC – Ongoing Support	25	@200 \$5,000
Total	155	\$30,500

De Soto Communications Infrastructure

Plan:
 Research, compilation, meetings presentation (Newsletter, Notify JoCo, Discovering De Soto, best practices, media, etc.)

Newsletter launch:
 Research on best practices, platforms, template, protocols, policies

Internal protocols:

Establish internal protocols, PPT, meet w/ leadership team

Survey:

Met with Park Road to discuss results

De Soto Ongoing Support

Outreach events:

Planning, talking points, attending, slide review (not always compilation) etc.
ABC meeting, Regional collaborative, Lawrence EDC, BNIM meeting

Planning outreach events:

Met with Lenexa, Shawnee, Olathe Chambers of Commerce to plan Mike presenting,
Governor's Cup coordination for De Soto, Civil Engineers meeting in Wichita

Partnership coordination:

Every city land acquisition communication meetings with HDR, Discovering De Soto
copy, Parris Communications

Media/Public Relations

- Solar news release/one-pager, research
- KC Star, Fox News, KCBJ Brookings Institute podcast, Olathe Reporter
- Quote requests from Mayor w/ Commerce

Ongoing meetings: staff, Shockey, Parris Communications, City Council

Chamber/EDC Ongoing Support

Korean delegation

EDC quarterly meeting presentation

Ongoing meetings: Strategy, Expanding De Soto, EDC meetings

News release about Rick/DJ

Capstone/KCBI award: meetings, coordinating with staff/KCBI

Ingram's award

Chamber/EDC Content Strategy

Publication:

Planning, writing, editing, overseeing Strategy meetings, gathering images, graphs, etc.

Website:

Wireframe, messaging strategy, writing, editing

Video planning:

Script, visuals, hiring voiceover actor

Research into EDC marketing strategy and outreach opportunities: media list, trade shows,

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8/22/2023, 1:00 PM
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0101-100-49700 Contingency
PO Number

Comment:
Public relations

Invoice

Mays Communications

2114 W. 51st Street | Mission Woods, KS | 66205
913.568.3605

Date: August 1, 2023
Invoice: DS-2306
EIN: 82-4840835

mdiaz
8/22/2023, 2:01 PM
ENTERED

To: City of De Soto
Panasonic/Southwest Area Growth Project/Infrastructure

For: Work performed: June 1, 2023 – Aug 1, 2023

Description	Hours	Amount
De Soto – Communications	90	\$18,000
EDC	39	\$7,800
Total	129	\$25,800

De Soto Communications

Outreach efforts – City presentations

10 hours

- Civil Engineers
- ABC Builders panel
- OP Chamber presentation plus meeting
- Plaza Club
- Rotary Club

Partner liaison efforts

38 hours

- Reno, Nevada: prep meetings, touring facility

- Japanese Cultural Foundation
- KDOT Groundbreaking – speech, attend
- Rep. Davids PPT, prep and meeting
- Key stakeholder newsletter: writing, editing, etc. (June)

Communications plan

15 hours

- Web copy for construction and development
- In-home publication for City (writing copy/planning/proofing)

Ongoing support

13 hours

- Open House meetings; document prep
- Environmental remediation meeting
- Notify JoCo categories and research
- KCC/Every research
- Misc. assistance
- Administrative hours – email, etc.

Media

14 hours

- Fox 4 housing pitch and interview
- Eudora Times – June 13
- Eudora Times – July 21
- KCBJ interview – June 8
- KCTV 5 story (Killed it)
- Consensus Digital Media
- KC Star TIF

90 hours for an average about 11.2 hours a week.

EDC

Collateral/Web updates

14 hours

- **Media Kit for outreach – written, edited, designed, ready for posting**
 - **Water one-pager/web copy**
 - **Industry one-pager: food**
 - **Transportation**
 - **Workforce**
 - **Infrastructure**
 - **Quality of Life**

- **Land**

Quarterly Meeting

8 hours

- **Assist with invite, decks, attending**

Investor plan

14 hours

- **Presentation to Mike and Sara**
- **Presentation to Board**
- **Meeting with Panasonic about role in kick off**

Media outreach

3 hours

- **Business Facilities Magazine meeting for ad buys**
- **Site Selection Magazine meeting for ad buys**
- **Metrowire – De Soto attracts businesses**
- **KCBJ**

39 hours for an average of about 4.9 hours a week

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Invoice

Mays Communications

2114 W. 51st Street | Mission Woods, KS | 66205
913.568.3605

Date: Oct. 25, 2023
Invoice: DS-2308
EIN: 82-4840835

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12/14/2023, 12:09 PM
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To: City of De Soto
Panasonic/Southwest Area Growth Project/Infrastructure

For: Work performed: **Oct 25 – Dec 11**

Description	Hours	Amount
De Soto – Communications	31	\$6,200
EDC	53.5	\$10,700
Total	84.5	\$16,900

De Soto Communications

Outreach efforts

14 hours

- Meeting with Rep. Davids (Organize w/ staff; attend)
- Mayor’s presentation at Panasonic update (Prep, slides, liaison, attend)
- Mayor’s presentation at Lenexa Chamber (Prep, slides, liaison, attend)

Partner liaison efforts

7 hours

- Key stakeholder newsletter: writing, editing, etc. (Fall)
- Panasonic communications meetings (Weekly)

Ongoing support

10 hours

- Parris Communications meetings
- Misc. assistance
- Administrative hours – email, etc.

31 hours for an average about 5 hours a week.

EDC/Chamber

RFI

9.5 hours

- Research/compilation

Outreach/Industry visits

6.5 hours

- PPT with KCADC for Chinese visitors
- Meeting w/ KCADC
- Launching slide library

Web updates

1.5 hours

Chamber

15 hours

- Meetings with Andy J./Andy H.
- Web site relaunch planning (initial plan)
- Leadership change messaging strategy and creation (Writing, reviewing, working with lawyer)

Events

15 hours

- Mapped out/confirmed EDC events for Q1
- Established process/form for RSVP
- Managed billing/invoicing for EDC kick off event

News

2 hours

- BNSF certification news release/fact sheet
- Media pitching (KCBJ)

Grant

2 hours

- Letters of support

Investor plan

2 hours

- Updating investor brochure

53.5 hours for an average of about 7 hours a week

vendor did not change invoice number

Invoice

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12/19/2022, 1:52 PM
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Mays Communications

2114 W. 51st Street | Mission Woods, KS | 66205
913.568.3605

Date: December 1, 2022
Invoice: DS-2201
EIN: 82-4840835

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12/19/2022, 9:10 AM
GL CODE:
0101-100-49700 Contingency
PO Number

Comment:
PR Contract Services

To: City of De Soto
Panasonic/Southwest Area Growth Project

For: Work performed October 22, 2022, - December 1, 2022

Description	Hours	Amount
De Soto – Communications Infrastructure	22	15 @ \$200 7 @ \$150
De Soto – Ongoing Support	65	45 @ 200 20 @150
Chamber/EDC – Content Strategy	13	@200
Chamber/EDC – Ongoing Support	15	@200
Total	115	\$21,650

De Soto Communications Infrastructure

Newsletter research; formation

Survey launch

Social media protocols, policies for City and City Council (Still need to vet with legal; we're finding a time.)

Designing De Soto launch, design, brand style guide, etc..

Total: 22 hours

De Soto Ongoing Support

Rep Davids' meeting
Groundbreaking event – managing event, remarks, related writing
Infrastructure funding sheet
White sheets for Panasonic and Flint
Discovering De Soto copy
Prepping for Mayor's Christmas Tree event, tabling
Regular meetings
Project management
Designing De Soto: Advisory Committee launch, Pulse Panel
Total: 65 hours

Chamber/EDC Ongoing Support

Organizing Panasonic/EDC meeting: invites, slides, talking points, event
Site Selection magazine meeting
Total: 15 hours

Chamber/EDC Content Strategy

Publication planning; initial writing
Web site planning
Total: 13

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12/19/2022, 9:11 AM
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Comment:
Public Outreach - Citizen Survey

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Invoice

Mays Communications

2114 W. 51st Street | Mission Woods, KS | 66205
913.568.3605

Date: December 1, 2022
Invoice: DS-2201
EIN: 82-4840835

**vendor did not change
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To: City of De Soto
Panasonic/Southwest Area Growth Project

For: ETC Survey

Description	Hours	Amount
Cost of survey		\$10,000
	Total	\$10,000

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2/10/2023, 2:43 PM
GL CODE:
0101-100-49700 Contingency
PO Number

Comment:
PR and EDC Support

Invoice

Mays Communications

2114 W. 51st Street | Mission Woods, KS | 66205
913.568.3605

Date: January 31, 2023
Invoice: DS-2303
EIN: 82-4840835

To: City of De Soto
Panasonic/Southwest Area Growth Project

For: Work performed December 1, 2022 – December 31, 2022

Description	Hours	Amount
De Soto – Communications Infrastructure	25	25 @\$200 = \$5,000
De Soto – Ongoing Support	20	@ 200 \$4,000
Chamber/EDC – Content Strategy	25 5	25 @\$200 = \$5,000 5 @ \$150 = \$750
Chamber/EDC – Ongoing Support	3	@200 \$600
Total	78	\$15,350

De Soto Communications Infrastructure

Slide library

- Completed planning deck for JoCo Planning Commission Meeting, transit

Building out plan, including:

- Communications audit
- Research for recommendations for future, best practices

- Establishing protocols, messaging strategy. (In process: Due mid-February.)

De Soto Ongoing Support

Media

- News releases: Bond rating
- Media: KC Star research, prep and interview
- Reporter from Japan
- Fox 4 interview
- DD copy

Partner outreach

- One-pager on development delivered to County Commission
- Panasonic dinner meeting
- Parris Communications meeting

Designing De Soto

- Mayor's Christmas tree – planning, attending
- DD website copy
- Advisory Council letters
- Planning Open House: initial meetings with State Department of Commerce, Open House

Ongoing meetings: staff, Shockey, Parris Communications, City Council

Chamber/EDC Ongoing Support

Leavenworth County Commission meeting

Ongoing meetings: Strategy Media, web writer, developer, chamber

Chamber/EDC Content Strategy

Publication planning; writing

Campaign brainstorming: graphics for Connect Here campaign

Major employers' interviews

Web site planning: wireframe, copy, writing, editing

Video planning: script, visuals

EDC Meeting presentation

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GL CODE:
0101-100-49700 Contingency
PO Number

Invoice

Comment:
PR and EDC Support

Mays Communications

2114 W. 51st Street | Mission Woods, KS | 66205
913.568.3605

Date: January 31, 2023
Invoice: DS-2303
EIN: 82-4840835

To: City of De Soto
Panasonic/Southwest Area Growth Project

For: Work performed January 1 – January 31, 2023

Description	Hours	Amount
De Soto – Communications Infrastructure	25	25 @\$200 = \$5,000
De Soto – Ongoing Support	24	@ 200 \$4,800
Chamber/EDC – Content Strategy	12 10	12 @\$200 = \$2,400 10 @ \$150 = \$1500
Chamber/EDC – Ongoing Support	7	@200 \$1,400
Total	89	\$15,100

De Soto Communications Infrastructure

Survey management

- Analyzing results
- Prepping ETC for meeting
- News release
- Talking points

Slide library

- Completed planning deck for transit

Building out plan, including:

- Communications audit
- Research for recommendations for future, best practices
- Establishing protocols, messaging strategy. (In process: Due mid-February.)

De Soto Ongoing Support

Media

- DD copy

Partner outreach

- One-pager on development delivered to County Commission
- Panasonic dinner meeting
- Parris Communications meeting
- Hannes/team for Feb. 22

Designing De Soto

- Advisory Council letters
- Planning Open House: initial meetings with State Department of Commerce, Open House

Ongoing meetings: staff, Shockey, Parris Communications, City Council

Chamber/EDC Ongoing Support

Ongoing meetings: Strategy Media, web writer, developer, chamber

Chamber/EDC Content Strategy

Publication planning; writing

Campaign brainstorming: graphics for Connect Here campaign

Web site planning: wireframe, copy, writing, editing

Brand style guide for Connect Here

Video planning: script, visuals

mbrungardt
6/8/2023, 1:35 PM
GL CODE:
0101-100-49700 Contingency
PO Number

Comment:
Communications

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6/8/2023, 2:00 PM
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Invoice

Mays Communications

2114 W. 51st Street | Mission Woods, KS | 66205
913.568.3605

Date: June 1, 2023
Invoice: DS-2305
EIN: 82-4840835

To: City of De Soto
Panasonic/Southwest Area Growth Project/Infrastructure

For: Work performed April 9, 2023 – June 1, 2023

Description	Hours	Amount
De Soto – Communications	98.5	\$19,700
EDC	67	\$13,400
Total	165.6	\$33,100

De Soto Communications

Outreach efforts – City presentations

25 hours

- City of Lenexa EDC presentation
- Shawnee EDC presentation
- ULI presentation
- ABC Builders panel
- Rotary - upcoming
- HOA – upcoming
- Civil Engineers - upcoming
- Overseeing and managing all tasks related to presentation outreach: invites/creating slides/organization

Outreach efforts – Planning campaign

9 hours

- Set plan for tabling, four-page publication, infrastructure webpage, development web page, tabling materials, yard signs
- Tabling at Spring Flint

Partner liaison efforts

27 hours

- Regional Collaboration group
- County – (planning meeting; met with Allenbrand to discuss collaboration, setting up leadership meeting)
- Parris Communications (Panasonic rep)
- Commerce – Housing meeting (deferred)
- Burns and Mac planning meeting
- KDOT (postcard, etc.)
- Key stakeholder newsletter: research, writing, editing, list compilation, distribution, post-newsletter feedback calls
*newsletter = 12 hours

Communications plan and presentation to Council

8 hours

Ongoing support

25 hours

- Notify JoCo prep and meeting
- Toland letter
- Ongoing meetings
- FAQs for e-newsletter
- Misc. assistance
- Administrative hours – email, etc.

Media

4.5 hours

- KCBJ pitch
- Solar release

EDC

Collateral launch

24 hours

- Website: loading content, proofing, fixing bugs

- Publication
- News release

Investor plan

25 hours

- Research best practices
- Create investor brochure – writing/editing/strategy setting
- Launch outreach plan: research/compile consultant, trade shows, publications
- Present plan to advisory committee, board, chamber

Investor visits

9 hours

- Toray/ETC visit – collateral, logistics
- Deloitte site selectors
- Korean team

Media outreach

4 hours

- Initial launch of media outreach
- Research pubs, reporters trades, etc

Ongoing support

5 hours

- Q2 strategy, assistance with invite, speaker line up, etc.
- EDC Advisory Meetings
- Work with Parris Communications on Panasonic's involvement
- Capstone Awards
- Administrative meetings

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10/25/2023, 11:45 AM
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mbrungardt
10/25/2023, 11:30 AM
GL CODE:
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PO Number
PR and communications
Comment:

Invoice

Mays Communications

2114 W. 51st Street | Mission Woods, KS | 66205
913.568.3605

Date: Oct. 25, 2023
Invoice: DS-2307
EIN: 82-4840835

To: City of De Soto
Panasonic/Southwest Area Growth Project/Infrastructure

For: Work performed: **Sept. 1 – Oct. 24, 2023**

Description	Hours	Amount
De Soto – Communications	46	\$9,200
EDC	54	\$10,800
Total	100	\$20,000

De Soto Communications

Outreach efforts – City presentations

10 hours

- Bond Buyers (Prep meetings with organizers)
- OP EDC luncheon (Prep meetings with organizer; slide tweaking)
- KC Today (Prep meetings with organizers, talking points)
- HOA meeting (Prep; liaison with school, presentation)

Partner liaison efforts

7 hours

- Key stakeholder newsletter: writing, editing, etc. (Summer)
- Panasonic communications meetings (Weekly)

Communications plan

9 hours

- Development Agreement (Release, talking points, meeting with Panasonic and City)
- In-home publication for City (writing copy around DA)

Ongoing support

9 hours

- HazMat spill
- Utility payment error
- Evergy mini-open house
- Counsel on Discovering De Soto
- Misc. assistance
- Administrative hours – email, etc.
- Misc. assistance
- Administrative hours – email, etc.

Media

11 hours

- Fox 4
- The Economist
- Business Facilities Magazine
- LJW
- Eudora Times
- KCTV – 5

46 hours for an average about 6.5 hours a week.

EDC

Web updates

5 hours

- EDC news, investor, etc.

EDC Advisory Council

7 hours

- Updates
- Compiling/editing report

Investor plan and launch event

42 hours

- Creating meeting strategy: Identifying speakers, question, prep meetings

- Securing location; food and drink menu
- Meetings with Panasonic about role in kick off
- Creating collateral for meeting
- Hiring photographer

54 hours for an average of about 7 hours a week

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11/10/2022, 10:18 AM
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mbrungardt
11/10/2022, 8:01 AM
GL CODE:
0101-100-49700 Contingency
PO Number

Comment:
PR Consultant

Invoice

Mays Communications
2114 W. 51st Street | Mission Woods, KS | 66205
913.568.3605

Date: October 16, 2022
Invoice: DS-2201
EIN: 82-4840835

To: City of De Soto
Panasonic/Southwest Area Growth Project

For: Work performed August 1 – October 21, 2022

Description	Hours	Amount
Media Training	14	
De Soto – Communications Infrastructure	35	
De Soto – Ongoing Support	70	
Chamber/EDC – Content Strategy	11	
Chamber/EDC – Ongoing Support	7	
Total	137	\$27,400

Media training

- Meeting prep: PPT, talking points document, core messaging, practice
 - Conducting sessions for staff and Council members
- Total: 14 hours

De Soto Communications Infrastructure

- Kick off meeting; weekly meetings
- Comms group: Identify members, conduct brief phone calls with potential members, hosted inaugural meeting

- Social media policy research
- Audit of comms channels – research
- Project management
- Establish internal processes/protocols/meetings
 - Weekly report/weekly meetings with EDC/bi-weekly meetings with Shockey and City staff/Council updates.
- Messaging strategy – foundational for all interviews, copy, etc.

Total: 35 hours

(Note: the bulk of the hours will happen building out the plan, collateral – videos, etc. – and editorial calendar, based on survey results.)

De Soto Ongoing Support

- Survey: Research vendors, meetings with ETC, staff, editing survey, managing process
- Branding for stakeholder engagement/community involvement initiative
 - Designing De Soto; launch of advisory groups, supporting materials, one-pagers.
- KCUR interview: Prep meetings, practice, interview
- General media requests
- Copy for Discovering De Soto and utility bill
- Groundbreaking: Meeting with Panasonic and Parris; liaison for the City for event; news release, quote, Mayor remarks
- Prep for Rep. Davids' meeting
- Regular meetings
- Project management
- Infrastructure funding sheet

Total: 70 hours

Chamber/EDC Ongoing Support

- KCADC meeting prep, talking points, event support

Total: 7 hours

Chamber/EDC Content Strategy

- Competitive research
- Web site strategy – kick off
- Publication strategy – With Strategy group (actual agency Chamber has hired.)
- Meetings

Total: 11 hours

