

# A clear case for ongoing work.

An outside marketing department for economic development, tourism, and municipalities.

## The problem to solve

Community information, stories, and channels need consistent attention. A small internal team must balance that work with projects, partners, and board responsibilities.

## What Hallpass proposes

A recurring operation that keeps approved community information current, produces relevant stories, manages agreed channels, and reports the work against your priorities.

## A defined first decision: the audit

The Community Visibility Audit is \$4,500 over three weeks. It includes a documented baseline, peer comparison, a leadership review before the board presentation, and a twelve-month roadmap. Your organization keeps the deliverable. An ongoing program is a separate decision.

## Ongoing program commitment

The Signal starts at \$9,500 per month, or \$114,000 over its twelve-month initial term. Travel and paid media are additional. Website builds, platform fees, and work outside the agreed scope are specified separately where applicable. Larger programs are priced by scope.

## How the work is governed

Hallpass plans, produces, and publishes within agreed approval rules. Your organization provides a lead contact, source information, access, factual verification, and required approvals. Monthly reports distinguish delivery, audience response, and recorded inquiries.

## What to confirm before signing

The written proposal and agreement should define deliverables, measures, approval responsibilities, all costs, renewal and termination, and content/account access and transition. Hallpass website technology is licensed and hosted; the platform is not a client-owned custom codebase.

Audit credit: applied to the first month of an ongoing program started within ninety days of delivery. Follow your organization's purchasing and approval requirements.