

## Agreement for Public Relations Services

THIS AGREEMENT is entered into this May 1st, 2025 and will end on Nov 30, 2025 unless otherwise stated and is between XL PR and Eagle Mountain City.

(1) APPOINTMENT. Eagle Mountain City hereby appoints XL PR as its agent to perform the services specified below. It creates an Eagle Mountain City/agency relationship only, it does not establish a joint venture or partnership or any other business entity. It does not create an employer/employee relationship. XL PR is an independent contractor.

(2) SERVICES. XL PR agrees to:

- (a) *Understand* Eagle Mountain City personnel, products, markets, policies and business objectives.
- (b) *Communicate* public relations, marketing and business development programs on behalf of Eagle Mountain City.
- (c) *Execute* these programs by developing and implementing public relations and media relations programs.
- (d) *Report* on all activities undertaken on Eagle Mountain City behalf on an agreed upon on a weekly and monthly basis.
- (e) *Provide* a capable team.
- (f) *Provide* all services as outlined in the Request for Proposals attached as Exhibit A.

(3) RELATIONSHIP. Eagle Mountain City agrees to:

- (a) *Cooperate* and assist XL PR in the creation and implementation of public relations strategy and media relations.
- (b) *Approve* estimates that define the scope and budget of agreed upon activities.
- (c) *Conference call* on a mutually agreed upon schedule to maintain current awareness of all programs, costs and target objectives once a month.
- (d) *Weekly and or monthly check-ins and client meetings* are for updates and strategy, not for going through content/messaging/social media posts line by line and reviewing them. Messaging or content docs need to be edited prior to calls by the client with their feedback, and calls are for check-ins and high level strategy. Client meetings that go over the predetermined allotted amount consistently are automatically billed monthly at \$200/hr billed in ½ hour increments.

(4) TERMINATION. This Agreement shall continue on the basis as described under “Billing Procedures” and can continue on a month-to-month basis, invoiced on the 1st of each month ahead of services rendered. This agreement may be terminated or paused by either party after giving thirty (30) days written notice. During such thirty (30) day period, the parties shall mutually agree upon the rights, duties and responsibilities of XL PR and Eagle Mountain City.

(5) OWNERSHIP AND DISPOSITION OF PROPERTY AND MATERIALS. All property and materials, minus the press list and pitches, produced by reason of the Agreement, shall become the property of Eagle Mountain City upon payment of all invoices rendered for such work.

(6) NON-COMPETITION. XL PR agrees during the term of this Agreement it will not accept any work for any products or services directly competitive with Eagle Mountain City for the duration of the Agreement period.

(7) CONFIDENTIAL INFORMATION – NON-DISCLOSURE. XL PR acknowledges that it will become aware of confidential product and company information and agrees to keep any such information confidential. XL PR agrees that such confidential information will not be used for its own benefits or for the benefit of any third parties.

(8) INDEMNIFICATION.

(a) XL PR shall indemnify Eagle Mountain City, including the costs of litigation and counsel fees, and shall hold Eagle Mountain City harmless from and against any and all claims and actions of copyright infringement, of invasion of rights of privacy or of other violation of third-party rights for material prepared or furnished by XL PR to Eagle Mountain City under this Agreement. An exception to this will be made when such claims result from the negligence or willful misconduct of Eagle Mountain City.

(b) Eagle Mountain City will indemnify XL PR including the costs of litigation and counsel fees, and hold XL PR harmless from and against any and all claims arising from statements of product performance or idea misrepresentation made in materials which XL PR may prepare for Eagle Mountain City and which Eagle Mountain City has approved in writing before the dissemination of said materials, except to the extent that the claim results from the negligence or willful misconduct of XL PR.

(c) Eagle Mountain City will indemnify XL PR, including the costs of litigation and counsel fees, and hold XL PR harmless from and against any and all claims arising from or involving deceptive advertising, unfair competition or product disparagement, or based on advertising or promotional material or commercial data or material, including product claims, furnished to XL PR by Eagle Mountain City, except to the extent that the claim results from the negligence or willful misconduct of XL PR.

(d) Eagle Mountain City assumes responsibility to research all pertinent legal issues that are identified to Eagle Mountain City in writing including trademark and copyright searches, provided that XL PR shall conduct basic searches or shall identify the need for searches as part of its reports to Eagle Mountain City surrounding dissemination of XL PR generated material, and agrees to indemnify XL PR including the costs of litigation and counsel fees, and hold XL PR harmless from and against any and all claims in issues resulting from Eagle Mountain City failure in following this stipulation, except to the extent that the claim results from the negligence or willful misconduct of XL PR.

(8) BILLING PROCEDURES.

(a) Eagle Mountain City will be billed for public relations and media relations services at a flat monthly rate of **\$7,000 per month for six (6) months**, with a final month billed at **\$8,000** per month. The scope of the work shall be as outlined in the Request for Proposals attached as Exhibit A. Any special activities not contemplated in the Request for Proposals will be discussed and

estimated in advance of work performed, and at the end of each month we will conduct an evaluation of budget, execution, and results.

(b) Regular telephone, postage, shipping, shared clipping and research subscriptions, messenger and other administrative services have been estimated as part of the PR budget. Expenses do not include wire release costs.

(c) Extraordinary travel costs will be billed at 50 cents per auto mile or actual commercial carrier cost, and any room and board, should such expenditure be necessary, will be approved by Eagle Mountain City prior to being incurred and will be billed at cost if approved in writing by Eagle Mountain City if that should occur.

(d) Third party expenses may include graphic design and these expenses will be billed to XL PR and invoiced to Eagle Mountain City per any collateral budget submitted and approved. Other third-party expenses that may be identified in the future such as printing or photography, are to be discussed with Eagle Mountain City and may be made only if approved in writing by Eagle Mountain City. Some third-party expenses may be billed directly to Eagle Mountain City depending on Eagle Mountain City preference.

(e) All invoices are to be paid within fourteen (14) days of receipt. Any invoices unpaid (15) days after receipt may result in suspension of XL PR services until the account is made current. Eagle Mountain City is responsible for credit card charges with the Anchor invoices. If XL PR does not hear back from Eagle Mountain City within two (2) weeks of starting services, a \$1,000 reinitiation fee shall be incurred. Eagle Mountain City also agrees to pay any fees and expenses including attorney fees otherwise incurred by XL PR in collecting such overdue accounts. XL PR also agrees to pay any fees and expenses including attorney fees otherwise incurred by Eagle Mountain City for non-completion or non-performance of work as outlined in this Agreement.

(9) NOTICES. All notices given hereunder shall be transmitted to the addresses below.

XL PR  
Erynn Kerrigan  
(801)717-7808  
erynn@xl-pr.com

Eagle Mountain City  
Tyler Maffitt  
385-272-4017  
tmaffitt@eaglemountain.gov

(10) RESPONSIVENESS AND TURN-AROUND TIME. PR is a time-game. In order to grab and maintain relevance, XL PR is hourly monitoring and managing client PR and special client projects. This is how XL PR takes advantage of the extremely fast-moving news cycle and gain the highest visibility and return on investment for our clients. When XL PR asks for collateral, designs, messaging, etc., , XL PR will give our turn around times with each request. Timeframes to turn around are based on the opportunities XL PR finds, such as a NYT's article, the TODAY Show, or through XL PR's extensive industry experience and relationships. To achieve these goals, Eagle Mountain City agrees to respond to communications from XL PR within 1-2 hours during business hours to insure that the Parties can stay on top of every opportunity.

- (11) SEVERABILITY. If any part of this Agreement is deemed invalid or unenforceable, that part will be severed, and the remaining provisions will continue in effect.
- (12) AMENDMENT. This Agreement may not be modified or amended except by an instrument in writing signed by both Parties.
- (13) ASSIGNMENT. Neither party may assign their obligations or rights under this Agreement to a third party without the written consent of the other party.
- (14) WAIVER. No waiver of any of the terms of this Agreement shall be valid unless in writing and expressly designated as such. Any forbearance or delay on the part of either party in enforcing any of its rights as set forth in this Agreement shall not be construed as a waiver of such right for such occurrence or any other occurrence. Any waiver by either party of any breach of any kind or character whatsoever by the other shall not be construed as a continuing waiver of, or consent to any subsequent breach of this Agreement.
- (15) CONFIDENTIALITY. Both parties agree to maintain the confidentiality of this Agreement and any other confidential information exchanged. Where disclosure is compelled pursuant to legal process by a court of competent jurisdiction or otherwise required by law, including without limitation, requests made pursuant to the Government Records Access and Management Act (“GRAMA”), the party required to disclose shall provide written notice to the other within ten (10) business days of receipt of the subpoena, discovery request, or court order requiring disclosure. This provision shall not prevent the parties from communicating with their respective attorneys, accountants, tax preparers, or credit reporting agencies as part of a bona fide written dispute regarding this Agreement.
- (16) FORCE MAJEURE. Any prevention, delay or stoppage of the performance of any obligation under this Agreement which is due to strikes, labor disputes, inability to obtain labor, materials, equipment or reasonable substitutes therefor; acts of nature, governmental restrictions, regulations or controls, judicial orders, enemy or hostile government actions, wars, civil commotions, fires or other casualties or other causes beyond the reasonable control of the party obligated to perform hereunder shall excuse performance of the obligation by that party for a period equal to the duration of that prevention, delay or stoppage.
- (17) WARRANTY OF AUTHORITY. Each individual executing this Agreement does hereby represent and warrant that he or she has been duly authorized to sign this Agreement in the capacity and for the entities identified herein. XL PR and Eagle Mountain City each represent and warrant that it has full legal right and authority to enter into this Agreement.
- (18) GOVERNMENTAL IMMUNITY. Eagle Mountain City is a governmental entity under the “Utah Governmental Immunity Act” (*Utah Code Ann. § 63G-7-101, et seq.*) (the “Immunity Act”). Nothing herein shall be construed as a waiver of any defenses available under the Immunity Act nor does Eagle Mountain City waive any limits of liability provided by the Immunity Act or any other provisions of Utah law.
- (19) INTERPRETATION. This Agreement shall be interpreted, construed and enforced according to the substantive laws of the state of Utah.

(20) ENTIRE AGREEMENT. This written Agreement, including exhibits, constitutes the entire agreement between the parties and supersedes all prior discussions, agreements, or understandings.

SIGNATURE AND DATE

By affixing their signatures below, the Parties hereby consent to the stipulations and conditions described in this Agreement.

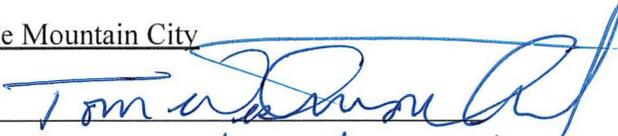
~~XL PR~~ DocuSigned by:

By:   
D2409E3182AD42A

Title: Founder

DATE: 4/29/2025

Eagle Mountain City

By: 

Title: Tom Westmoreland, Mayor

DATE: April 30, 2025

Attest:

  
Gina L. Olsen, City Recorder





# XL PR

## RAP (Recreation, Arts, and Parks) Tax Proposal for Eagle Mountain City

Prepared for:

Tyler Maffitt, Communications Manager  
Eagle Mountain City  
Myates@EagleMountain.gov  
385-272-4017

Created by:

Rachelle Peterson  
Co-founder, VP  
XL PR  
Rachelle@xl-pr.com  
801-791-8172



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## Letter of Transmittal

April 14, 2025

Tyler Maffitt, Communications Manager  
1650 E Stagecoach Run  
Eagle Mountain, Utah 84005  
Myates@EagleMountain.gov

Dear Mr. Maffitt:

This letter confirms that we have reviewed the Eagle Mountain City Administration and Communications Department Request for Proposal to assist with a communications campaign regarding a proposed RAP tax which will appear on the ballot during the Municipal General Election in November 2025. We understand the scope of the requirements outlined within and are confident in our team's ability to deliver on every aspect of the campaign in a timely manner.

We are pleased to submit our proposal, which addresses your specific needs and offers a comprehensive plan to develop and execute an effective campaign. Our proposal includes details about our proposed project team, our experience and evidence of past performance, our project timeline and approach, as well as our proposed budget.

On behalf of XL PR, please allow me to introduce myself, Rachelle Peterson, as your single point of contact. I am dedicated to your success as a future client and will manage the operational aspects of the RFP process. My contact information is listed below.

Thank you for considering the dedicated and highly qualified team at XL PR. We are confident that our proposal will meet and exceed your expectations.

Sincerely,

A handwritten signature in cursive script that reads 'Rachelle Peterson'.

**Rachelle Peterson**  
Co-founder & VP of Operations and Client Success  
XL PR  
6635 S. Milfoil Circle  
West Jordan, Utah 84081  
[rachelle@xl-pr.com](mailto:rachelle@xl-pr.com)



# Executive Summary

## Introduction

XL PR is an award-winning, high-touch, women-owned PR firm specializing in media relations. With over 60 years of combined PR, marketing, and communications experience, our team, led by founder Erynn Kerrigan, has a relentless, results-driven approach. Every member of the team is uniquely qualified to bring her years of experience leading campaigns. We've secured hundreds of media placements, giving our clients access to an audience of millions via top-tier media outlets, such as The Wall Street Journal, NY Times, Forbes, Entrepreneur, and Success.

## Public Education Communications Strategies

XL PR executed strategic media campaigns for Utah Radon Services, North Star Recovery & Wellness, and others that educated the public concerning critical health issues, including radon exposure and behavioral health innovation. Through compelling storytelling, influencer engagement, and government or community outreach, our efforts resulted in widespread media coverage and thousands of public interactions.

## Scalable Specialized Team

With six PR professionals assigned to achieving success at Eagle Mountain City, XL PR's bench remains deep. We have another six PR and content professionals in our organization, available to double our power at any given moment. We are poised and ready, driven by our mastery of strategic disciplines, persuasive creativity and sheer tenacity.

## Recognition

In 2024, XL PR earned the coveted Utah PRSA Golden Spike Award for Publicity and Media Relations. In the awards program's largest category, against multimillion-dollar companies, XL PR outperformed the competition.

## Utah Media Relationships

For more than a decade, our team has established and nurtured relationships with reporters dedicated to Utah's future, including the most influential media leaders in television, radio, digital, and print media. We also maintain longstanding relationships with production companies who are best suited to provide quality deliverables in a timely, cost-effective manner.

## Company Information

Company: XL PR: Public Relations, Media, and Strategic Communications

Founders: Erynn Kerrigan (CEO) and Rachelle Peterson (VP)

Address: 6635 S. Milfoil Circle, West Jordan, Utah 84081

Phone: (801) 791-8172

Two years in business

EIN Number 84-4139305

Entity Number: 11589058-0160

No Bankruptcy filings

No Pending litigation

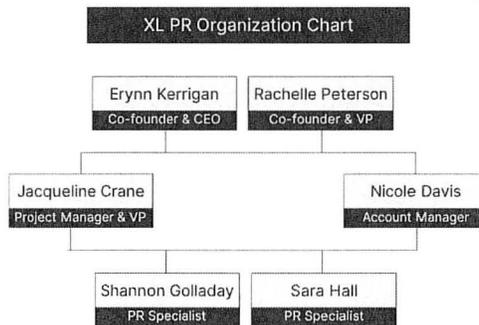


## Detailed Discussion

### Project Team Organization, Qualifications, and Roles

**XL PR has a unique team** of specialized contractors that have the workload and capacity to take on this project. The organization chart below indicates how leadership works together with the team leads — the account manager and project manager — to hand off the contract and perform the kickoff with the Eagle Mountain City team. The execution team will consist of public relations specialists who emphasize in media relations, content, and social media to complete the plan proposed.

**Client communication and project management** are rooted in transparency and responsiveness. Your account manager and project manager will be on all communication channels to ensure seamless coordination. We use a task manager to make sure tasks are assigned and timelines are clear. Monthly or bi-monthly, virtual, agenda-driven client meetings or check-ins will communicate progress and allow room for iterations, pivots and concerns to be addressed so Eagle Mountain City and XL PR stay aligned. We prioritize clear expectations, easy collaboration, and results that speak for themselves.



### Ownership

#### **Erynn Kerrigan, Co-founder & CEO**

Erynn holds a bachelor's degree in communications with an emphasis in public relations from Brigham Young University. Named Utah PRSA's 2022 Young Professional of the Year and winner of the National Pitch of the Year (2022–2024) by PR expert Michael Smart, Erynn is known for crafting compelling narratives that earn national attention. Her placements include CNN, CBS News, Fox News, Forbes, Business Insider, and the Washington Post.

Dubbed “the Scrappy PR Pro” by a TV reporter, Erynn brings both tenacity and creativity to her media strategy. Her experience spans campaigns for philanthropic organizations, global tech companies, and finance leaders across the U.S., Africa, and East Asia. She has also contributed to political campaigns, including for Orem Mayor David Young and consultant David Kyle.



*Erynn's Responsibilities for this project*

- Guides overall messaging strategy
- Leads media coaching and high-level pitching
- Reviews and approves final creative and strategic outputs

**Rachelle Peterson, Co-founder & VP of Operations and Client Success**

Rachelle holds a bachelor's degree in community health from Utah Valley University and brings a rare mix of grit, creativity, and relationship-building that consistently drives results. Known for securing top-tier media placements in outlets like Forbes, USA Today, Good Day New York, Home and Gardens, AARP, SUCCESS Magazine, and Built In, Rachelle thrives in high-stakes environments and fast-paced campaigns.

She's led initiatives in government relations, litigation PR, and community communications for clients like Xlear (lawsuit campaign), Utah Radon, and Alpine School District. Her background also includes grassroots outreach and event management for the Center for Women and Children in Crisis, statewide education through the health department, and advocacy work with Eagle Forum. A seasoned problem-solver and boy mom, Rachelle brings passion and power to every project she touches.

*Rachelle's Responsibilities for this project*

- Oversees client relationship and deliverable quality
- Supports outreach to community leaders and partners
- Ensures cross-functional alignment

## Executive Team

**Jacqueline Crane, Project Manager & VP of Corporate Strategy**

Jacqueline holds an MBA from UVU and a bachelor's in communications with a public relations emphasis from BYU, along with minors in business and music. Named Utah PRSA's 2021 Young Professional of the Year, she brings a strategic blend of business insight and communications expertise. Her former role as co-host for the Influencer Marketing for Destinations podcast earned both the 2022 w3 Silver Award and Communicator Award of Excellence.

With 10 certifications across social media, media relations, and influencer marketing, Jacqueline has led campaigns for tourism departments across the U.S. including strategy, messaging, influencer programs, brochures, and events. She also has experience in government relations through her work with a Utah-based home builders association managing media relations, newsletters, and podcast content.

*Jacqueline's Responsibilities for this project*

- Manages timelines, team coordination, and campaign rollout



- Leads development of campaign strategy and content calendar
- Oversees reporting and performance measurement

### **Nicole Davis, Account Manager**

Nicole holds a Master's in fiction and narrative writing from the University of Utah and a bachelor's in English from UC Santa Barbara. Named Utah Business Magazine's 2019 Business Woman of the Year, she combines storytelling expertise with deep marketing and communications strategy.

With over 20 years of experience across B2B SaaS, retail, finance, and agencies, Nicole has led brand, PR, and growth initiatives for companies like EY, ThomasARTS, Mercato Partners, and Aumni (a J.P. Morgan company). Her work spans demand gen, thought leadership, social, events, and executive visibility. She volunteers as Head of Marketing & Comms for A Bolder Way Forward and serves on the board for the Women's Wellness Summit, supporting speaker curation and sponsorships.

#### *Nicole's Responsibilities for this project*

- Primary liaison with Eagle Mountain City
- Manages social and digital content strategy
- Oversees earned media coordination and asset review

## Execution Team

### **Shannon Golladay, Public Relations Specialist**

Shannon holds a bachelor's degree in communications with an emphasis in public relations and a minor in business management from BYU. She launched her PR career in New York City at Middleton and Gendron, a travel-focused agency, before returning to Utah to lead PR efforts for both a luxury candle brand and an investment firm.

With a strong foundation in media pitching, press release development, and strategic messaging, Shannon brings a thoughtful, results-driven approach to client campaigns. Her unique experience also includes 13 years as the founder of a successful fitness and nutrition business, blending personal empowerment with marketing know-how. Shannon has contributed to Utah Radon's events at the Utah Capitol, helping drive media attendance and raise awareness for public health advocacy efforts.

#### *Shannon's Responsibilities for this project*

- Executes local PR and community media outreach
- Coordinates media attendance at events
- Supports grassroots material development



**Sara Hall, Public Relations Specialist**

Sara holds a bachelor’s degree in communications from BYU and brings a sharp eye for storytelling and strategic alignment to every campaign she leads. With a background spanning industries from classic cars to cosmetics, she consistently secures targeted earned media that elevates brand credibility.

She worked on a past project, launching Ladder Safety Month in collaboration with the National Institute for Ladder Safety, NIOSH, OSHA, and the Department of Labor. She helped lead press outreach, stakeholder meetings, and social media strategy to establish a national awareness campaign. Sara is also experienced in lobbying, networking, and community communications.

*Sara’s Responsibilities for this project*

- Executes local PR and community media outreach
- Supports event planning and stakeholder communications
- Supports grassroots material development

**XL PR Team’s Past Collaborations**

<b>Campaign</b>	<b>Erynn Kerrigan</b>	<b>Rachelle Peterson</b>	<b>Jacqueline Crane</b>	<b>Nicole Davis</b>	<b>Sara Hall</b>	<b>Shannon Golladay</b>
Utah Radon: 2024/2025 Legislative Session Communication Strategy	✓	✓			✓	✓
Youth Futures: Utah Runaway and Homeless Youth FYSB Grant Reauthorization Communication Strategy	✓	✓		✓		
North Star Recovery & Wellness: Furnishing Futures Contest & Communication Strategy	✓	✓	✓	✓		✓



## Case Studies

### BookSmarts Accounting and Bookkeeping

**Owner:** XL PR

**Client:** BookSmarts Accounting and Bookkeeping

**Duration:** 18 months

**Team Members:** one account manager, two execution team members, and one social media manager

**Scope of Work:**

XL PR provided comprehensive PR and marketing support to BookSmarts Accounting and Bookkeeping, including strategic media relations, guest speaker and TV contributor outreach, social media management, content creation such as guest articles and case studies, and digital advertising creation, design, strategy and management. These efforts were designed to elevate brand visibility, establish thought leadership, and drive measurable business growth.

**Results:**

- 25% increase in overall revenue
- Decrease in customer acquisition costs
- \$15.73M in ad value equivalency through earned media exposure
- 140+ media placements reaching over 1.7 billion people
- 7,425+ direct website visits driven by media coverage
- Secured recurring TV contributorships and paid speaking engagements
- Named *2024 CEO of the Year* by *Utah Business* and featured as an *INC. 2024 Female Founder*
- Invited to speak at major events including the *University of Utah Women's Symposium*, *RevRoad*, and *Silicon Slopes*

### Utah Radon

**Owner:** XL PR

**Client:** Utah Radon Services

**Duration:** 7 months

**Team Members:** one account manager and two execution team members

**Scope of Work:**

XL PR was engaged by Utah Radon Services to lead a strategic media and government relations campaign aimed at raising public awareness about the dangers of radon exposure—particularly its link to non-smoking lung cancer—and to encourage mitigation. We developed a compelling media strategy centered on human-interest stories from individuals directly impacted by radon-related illness. Additionally, we supported the client's government relations efforts by organizing a Utah Radon Awareness Day event at the State Capitol and conducting targeted outreach to legislators. This included lobbying efforts, email campaigns,



and direct conversations with elected officials to advocate for radon education and increased funding for public awareness initiatives.

**Results:**

- Secured 14 earned media placements highlighting personal stories and radon awareness
- Generated 5,100+ free radon test requests through media coverage
- Engaged 12 influencers who collectively drove 113+ additional test requests and thousands of impressions
- Organized a successful Utah Radon Awareness event at the State Capitol, with five state representatives participating and engaging with the public
- Supported legislative outreach to promote radon education and advocate for increased state funding

## North Star Recovery & Wellness

**Owner:** XL PR

**Client:** North Star Recovery and Wellness

**Duration:** November 2024 – April 2025

**Team Members:** one account manager, one project manager, two execution team members

**Scope of Work:**

XL PR partnered with North Star Recovery and Wellness to execute a high-impact media relations campaign aimed at increasing brand awareness, highlighting thought leadership, and positioning the organization at the forefront of behavioral health innovation. Our strategy centered around timely topics—including AI in mental health care, seasonal mental health challenges, community initiatives, and leadership visibility through speaking engagements and podcasts. We also secured coverage of North Star’s charitable efforts, such as their holiday clothing drive and community furnishing program, designed to humanize the brand and connect emotionally with the public.

**Results:**

- Secured 17 earned media placements across major outlets including *Fox News*, *Yahoo*, *KSL.com*, *Deseret News*, *Axios Salt Lake City*, and *Utah Business*
- Generated over 1.3 billion UVM (unique visitors/month)
- Earned \$12M+ in ad value equivalency (AVE)
- Featured founder Jay Tobey in thought leadership stories on AI in mental health, capital strategy, and behavioral health innovation
- Positioned North Star’s holiday clothing drive and “Furnishing Futures” initiative as leading community efforts, with coverage in 5+ regional outlets
- Elevated brand authority through participation in events like the *Promise2Live Silicon Slopes Mental Health Town Hall*



## References

*"Partnering with XL PR was one of the best decisions I have ever made, game changer! Their team immediately understood our vision and turned it into a powerful, strategic campaign that elevated our visibility and credibility. From media placements and speaking opportunities to content creation and digital ads, they handled everything with excellence and creativity. The results speak for themselves—our revenue grew by 25%, we landed over 140 media placements, and I was honored to be named 2024 CEO of the Year by Utah Business and recognized by INC. as a 2024 Female Founder. XL PR helped us tell our story in a way that truly connected, and I couldn't be more grateful."*

**Jenny Groberg, CEO & Founder**  
**BookSmarts Accounting and Bookkeeping**  
jenny@booksmartspro.com

*"Working with XL PR brought our mission to life in the community. They helped shine a spotlight on our charitable programs—like the holiday clothing drive and 'Furnishing Futures'—in a way that truly resonated locally. The visibility we gained positioned us as a trusted voice in behavioral health and helped us build real momentum.*

*The credibility we gained through their work has had a lasting impact on our growth. It opened doors to new partnerships, accelerated funding conversations, and allowed us to connect with our community on a deeper level. XL PR not only delivered—they exceeded every expectation we had. I couldn't recommend them more highly."*

**Jay Tobey, Founder & CEO**  
**North Star Recovery & Wellness (North Star Hope Foundation)**  
jay@northstarfingroup.com  
801-808-4326

*"Working with XL PR has been a game-changer for our brand. From day one, their team demonstrated an unmatched work ethic—always proactive, detail-oriented, and fully invested in our success. They didn't just check boxes; they immersed themselves in our business, understanding our goals and tailoring strategies that aligned perfectly with our vision.*

*The results speak for themselves. We saw a measurable increase in brand awareness, stronger media relationships, and a boost in public perception that directly impacted our bottom line. XL PR isn't just a PR agency—they're true partners who care about delivering real value and long-term impact. I can't recommend them highly enough."*

**Brad Callister, VP**  
**Utah Radon**  
brad@utahradon.org  
801-349-8447



## Project Approach

### Phase 1: Strategic Communications Plan

After the initial kickoff and discovery call with clients to establish goals, desires and interests for the campaign as a whole, XL PR will create a **strategic communications plan**. Within the communications plan, audiences are identified, and a campaign theme and central messages are developed that align with the goals. Channels will be finalized with a content calendar. This plan not only reviews goals but also evaluations and what success looks like for this campaign and partnership.

Once this plan is reviewed for legal compliance and approved by the city team, XL PR will start **content creation, advisory templates, and marketing and advertising materials**.

We know the first campaign phase of persuasion & education must be complete by June, so this phase will be short, tight, and quickly accomplished.

*Optional:* XL PR does not see the need for the survey because the 2024 Eagle Mountain City Brand & Marketing Playbook has enough data we will use to confidently build this campaign strategy and execute. However, if a survey is desired, it will also go in this preparation phase.

### Phase 2: Persuasion & Education

With a plan and assets in place, we will start **media relations and launch the persuasion & education campaign phase**. This will include the following tactics mentioned in the RFP:

- Messages distributed to the identified platforms in the strategic plan via the distribution plan (Facebook groups, landing page, community influencers, etc.)
- **Consultation and Collaboration** with Social Media and Content Team
- Distribute flyers, door hangers, and mailers
- Publish initial press release and media outreach
- Start paid ads and organic social posts
- Engage community leaders and influencers
- Begin persuasive FAQ and talking points
- Monitor public response and adjust as needed

### Phase 3: Deeper Education & Community Involvement

As the City is constrained under state law from being persuasive beyond the June deadline to place items on the ballot, XL PR suggests a campaign phase that includes deeper education and community involvement. Although the legal timeline for persuasion is over, we want to entrench the education in the community and get residents involved in the city's brand narrative message "cultivating our connection to nature" and convert them to supporting the RAP tax.

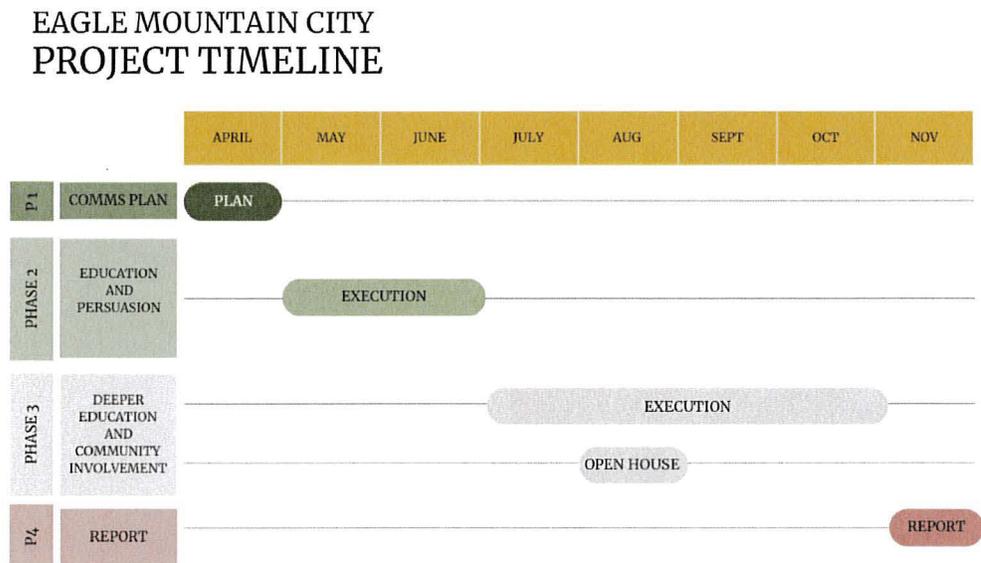


- Expand educational content (how/why the RAP tax works)
- Create community stories
- **Consultation and Collaboration** with Social Media and Content Team
- Host public open house
- Shift social to Q&A and myth-busting content
- Secure feature stories and deeper press coverage
- Encourage community sharing and engagement
- Continue ad campaigns with an educational focus

### Phase 4: Wrap up Reporting Phase

Although Eagle Mountain City can expect **monthly reporting** for alignment and pivot needs, XL PR will create a full campaign report at the end of the project. Election day is November 5, 2025. With election complete, XL PR will use the last month of our contract to compile and deliver **reporting**. We will compile metrics and coverage, analyze performance and KPIs. We will deliver a report as well as present final findings and key takeaways. This phase can include recommendations for future outreach.

## Project Schedule





## Cost Proposal

The project will be billed at a flat rate of **\$7,000 per month for six (6) months**, with a final month billed at **\$8,000**, reflecting wrap-up and final deliverables. Services rendered each month will align with the phased timeline outlined in the strategic plan. The total cost will not exceed \$50,000.

### Breakout of Service Components

Service Component	Estimated Allocation	Notes / Inclusions
<b>Strategy &amp; Consultation</b>	\$15,000	Discovery, planning, client meetings, ongoing advisory. Majority of time spent here early in engagement.
<b>Messaging &amp; Content</b>	\$10,000	Message development, campaign narrative, content calendar, and written materials.
<b>Media Relations</b>	\$8,000	Press release and pitch writing, media outreach, interview coordination.
<b>Marketing &amp; Advertising</b>	\$6,000	Guidance on digital/print ad creative, placement strategy. Execution billed separately if applicable.
<b>Social Media (Consulting &amp; Templates)</b>	\$5,000	Social media planning, content guidance, and post templates. Does <b>not</b> include active scheduling or community management.
<b>Reporting</b>	\$6,000	Monthly summaries and final results report.

### Optional Add-On Services (*Billed Separately*)

These services are **not included** in the \$50,000 total and will be quoted and billed separately if requested:

Optional Component	Estimated Cost	Description
<b>Surveys</b>	\$10-50,000	Design, distribution, and analysis depends on goals and sample size
<b>Open House / Event Support</b>	\$5,000	Event planning consultation and organization



## Payment Terms and Discounts

- **Billing Schedule:** Monthly invoicing at \$7,000 for 6 months, final invoice of \$8,000 in Month 7.
- **Payment Terms:** Net 7 from invoice date.
- **Optional Services:** Billed only if utilized and approved in writing.



# Bid Form

## Certificate of Insurance

XL PR will have the required insurance and a certificate of insurance upon start date of the contract should it be awarded to us.



SPENCER J. COX  
Governor

DEIDRE M. HENDERSON  
Lieutenant Governor

### UTAH DEPARTMENT OF COMMERCE Division of Corporations and Commercial Code

MARGARET W. BUSSE  
Executive Director

ADAM WATSON  
Division Director

April 11, 2025

## CERTIFICATE OF EXISTENCE

**Registration Number:** 11589058-0160  
**Business Name:** XL PR LLC  
**Principal Office Address:** 6635 S MILFOIL CIR, WEST JORDAN, UT 84081  
**Registered Date:** 01/04/2020  
**Entity Type:** DOMESTIC LIMITED LIABILITY COMPANY  
**Current Status:** ACTIVE - CURRENT

The Division of Corporations and Commercial Code of the State of Utah, custodian of the records of business registrations, certifies that the business entity on this certificate is authorized to transact business and was duly registered under the laws of the State of Utah. The Division also certifies that this entity has paid all fees and penalties owed to this state; its most recent annual report has been filed by the Division unless the status above is delinquent; and, that Articles of Dissolution have not been filed.



Adam Watson  
Director  
Division of Corporations and Commercial Code

Certificate Number: 202504111335337

Enter the certificate number at <https://businessregistration.utah.gov/> to verify this certification.