



**Camden County  
Professional Services Agreement  
Public and Media Relations  
June 2020**

**Overview**

Hope-Beckham Inc. will work with Camden County to develop and execute a communications plan that focuses on development of a spaceport and innovation research park.

**Goal**

Work with the media to accurately tell the story of Spaceport Camden and clearly communicate the positive impact the facility can have on the area.

**Strategy and Tactics**

- Coordinate and post on all Spaceport Camden social media channels
- Assist in drafting and sending press releases and media alerts
- Compile and send newsletters containing important Spaceport news and updates
- Work with Spaceport Camden to identify and address communications and public relations requirements
- Serve as PIO for a crisis situation for county operations not specific to Spaceport, if needed
- Coordinate and adjust as required by changing circumstances

**Staff**

Hope-Beckham President Bob Hope will manage the account. He will be assisted by other staff members as needed.

**Budget**

Services will be provided for a monthly retainer of \$8,000 per month.

These fees cover normal business expenses, i.e., phone calls, faxes, black and white copies, paper, standard office supplies.

Out-of-pocket expenses, such as graphic design and printing of materials, or travel, will be billed separately and with the standard agency mark-up of 17.65%. Most expenses will be discussed with you in advance and approved by you prior to incurring the expense.

**Agreement**

Either party may terminate this agreement for any reason with a 30-day written notice.

If you agree to the above outlined plan, please sign and date the agreement. Return an original agreement to Hope-Beckham Inc., 1900 Century Place, Suite 250, Atlanta, GA 30345 or anelson@hopebeckham.com.

Signature:   
Legal representative of Camden County

Date: 6/26/30

Signature:   
Legal representative of Hope-Beckham Inc.

Date: May 28, 2020