



To: President and Members of the Munster Town Council

From: Jim Marino
Town Manager

Date: September 15, 2025

Re: Strategic Communications Plan

At the May 14th agenda review meeting representatives from American Structurepoint presented their proposal to develop a strategic communications plan for the Town. Their proposal included conducting research, plan development, and implementation at a cost of \$83,186. I asked American Structurepoint to revise their proposal to price out each deliverable individually. They provided the attached scope of work with a separate fee for each of the five deliverables: research, plan development, plan implementation, staff training, and meetings and account management at a total cost of \$82,600.

Recommendation:

By motion and roll call vote, accept the proposal from American Structurepoint to develop a strategic communications plan in the amount of \$82,600.