

Nova Classical Academy

Brett Brett Wedlund, Executive Director
1455 Victoria Way
St Paul, MN 55102

THIS SERVICE AGREEMENT is made between CEL Public Relations, Inc., referred to as "CEL," and Nova Classical Academy (NCA) referred to as the "Client." The Client hereby contracts with CEL to provide the services listed, in accordance with the terms and conditions set forth within this agreement. This Service Agreement #2745 Nova Facilities Expansion Communications Phase II 2025-26 will begin January 2, 2025, and will end upon completion and no later than December 30, 2026 for services covered under this contract, unless a mutual agreement to extend the completion date has been made between CEL and the Client. The Scope of Work section lists the services to be provided by CEL for the Client in accordance with this Service Agreement.

Deliverables

GENERAL STRATEGIC COMMUNICATIONS AND MARKETING SUPPORT

- Photography of existing facilities as well as related milestone achievements, celebrations, and more
- Ongoing maintenance of the landing page with monthly progress reports, design adjustments, and timeline updates
- Implement a construction progress dashboard or tracker on the landing page to showcase milestones (e.g., 'Foundation Complete,' 'Exterior Finished') with photos or video footage of key phases
- Tracking current education climate in Saint Paul and greater Minnesota to align/adjust messaging in accordance with external factors, public perception, and more
- Support quarterly or bi-annual community meetings (virtual or in-person) for parents, staff, and the wider community to review updates and ask questions
- Reputation management and consultation

Students

- Facilitation support and messaging for stakeholder listening sessions (up to 4)
- Enable School of Logic/Rhetoric students to utilize the classical education model to interpret and understand the facility expansion project
- Highlight opportunities where students can contribute creatively, such as naming new meeting rooms or creating artwork to be displayed in the new facilities

Families

- Continued review and edits of external communications to families via newsletters, special memos, and more
- Generate excitement and pride around the new construction project with sneak peeks and behind-the-scenes process spotlights



Deliverables (continued)

Staff

- Facilitation support and messaging for staff listening sessions (up to 2)
- Monthly internal communications and status updates of facilities project including:
 - Facility building progress
 - Key messages for parents/families
 - Transportation/logistics changes

Community

- Facilitation support and messaging for stakeholder listening sessions (up to 2)
- Quarterly communications addressing potential disruptions with stakeholders including:
 - Facility building progress
 - Transportation/logistics changes
- Reputation management to include media relations and consultation, as needed

City

- Facilitation support and messaging for stakeholder listening sessions (up to 2)
- Proactive reputation management
 - Leverage strategic data to evaluate and strengthen support from City leadership and the board, while continuing to build and maintain a positive reputation for the facility expansion
 - Monitor and anticipate opportunities or challenges related to the 2025 Housing and Redevelopment Authority (HRA) in collaboration with the Executive Director and Nova Classical school board
 - Develop HRA-specific messaging, presentations, and supplementary materials to support outreach efforts, ensuring clear communication and effective engagement with stakeholders

UPON APPROVAL OF FACILITY

Deliverables in this section are applicable only if Client receives approval to move forward with facilities project.

Expanded Communications of Approval of Facility

- Prepare press release
- Support groundbreaking ceremony with Nova Classical stakeholders to celebrate facility approval

Communications & Marketing Materials

Design and creation of communications tools to communicate project to all stakeholders

- Doorhangs for neighboring communities
- Postcards
- Construction fence wraps
- Entrance banner (to specifically communicate new facility highlights)



CREATIVE
EFFECTIVE
LASTING

Facility Branding & Design

- Wall wraps in new facility
- Window wraps
- Parent drop-off/pick-up signs
- Parking signs
- Gym floor
- Meeting room walls

Each deliverable includes up to 2 rounds of edits

UPON COMPLETION OF FACILITY PROJECT

- Hosting support for ribbon-cutting ceremony or open house (event scope dependent upon the start and completion date of the facility)
- Transition landing page to become a project archive documenting key milestones and related materials
- Engage stakeholders to solicit testimonials and quotes post-opening to highlight benefits and positive outcomes for future features on social media, in newsletters, or on the school's website
- Producer of video walkthrough tour of the new facility and coordination with video production team

Dates of Service

January 2, 2025 - December 30, 2026

Investment & Payment Terms

Monthly investment for CEL services: \$4,800

Payments due upon the first business day of the each month.*

*Payment schedule may be decided and agreed upon by Client and CEL upon signing.

Any work to be completed beyond the agreed-upon deliverables will require additional written authorization from both contracting parties. If the facility expansion project does not earn approval from the City of Saint Paul, Client has the option to terminate contract on June 30, 2024.

Direct expenses, such as printing, materials installation and video production costs are not included within this agreement and will require approval of the costs by Nova Classical Academy leadership.

TERMS AND CONDITIONS

1. This price estimate and service agreement will be honored if signed by Client within 30 days from the day it was submitted.
2. All estimates may vary +/-10%. Any deviation from original project scope and schedule as described in the scope of work may result in a change in price. Should this occur, Client will be made aware of change as soon as possible. Any alterations by the Client of project specifications may result in price changes. All additional costs exceeding the original estimate will be quoted to and approved by Client before costs are incurred.
3. Should the Client accept this estimate and terms and conditions, any down payments, as outlined in the payment portion of the agreement, is due upon signing. The remaining payments (see Pricing & Payment Terms section), plus any direct expenses will be due upon completion.
4. Additional services and/or deliverables not defined in the scope of work, but agreed to and directed by the Client will be billed on an hourly basis and must have written approval by the Client to initiate work.
5. Both CEL and the Client agree that CEL will act as an independent contractor in the performance of the duties covered under this Agreement. CEL shall be free to contract with others and to engage in any other activities insofar as such activities do not impair the ability to perform the obligations under this Agreement.
6. In the event Client has not paid such billings within thirty (30) days of stated due date, Client agrees to pay in addition to the amount billed, interest at the rate of two-thirds percent (2/3%) per month or eight percent (8%) annual interest on any balance outstanding in excess of thirty days. Further, if legal and/or other collection action becomes necessary for the collection of such billings, Client agrees to pay CEL all expenses and costs of collection at any time incurred by CEL under this Contract, including, without limitation, reasonable attorney fees, whether or not in connection with a judicial proceeding. In the event that legal and/or other collection action becomes necessary for the collection of billings, all amounts outstanding become immediately due, whether current or past due.
7. We agree that CEL reserves the right to withdraw services in the event that the Client fails to pay fees and costs upon reasonable demand. It is also agreed that, should the client relationship with CEL be terminated prior to the resolution of this matter, CEL shall, upon payment of outstanding fees and costs, return original documents to the Client.

I have read the terms of this agreement and do hereby understand and agree to the terms as stated.

Client Signature

Printed Name

Date

CEL Signature

Printed Name

Date