



Estimate

From **Epic Productions of Phoenix, LLC**
 3719 N. 75th St. Suite #110
 Scottsdale, AZ 85251

Estimate Id **54134**
 Issue Date 12/01/2023
 Subject Police Recruiting Services

Estimate For **Port St. Lucie Police Department**
 121 SW Port St Lucie
 Blvd Building C
 Port St. Lucie, FL

Description	Quantity	Unit Price	Amount
Brand Development Research/Strategy <ul style="list-style-type: none"> • Meet with leadership to discuss department recruiting mission and goals • Research Market Trends/Background Research for Dept. • Create Department brand and messaging • Develop Call To Action/Tag Line • Design Color Palette • Present recruiting brand concept Production (3) Days on location video/photo production <ul style="list-style-type: none"> • (1) 60 Second Recruitment Videos (Content TBD) • (4) 30 Second Recruitment Videos (Content TBD) • (4) 15 Second Recruitment Videos (Content TBD) • (4) 10 Second Recruitment Videos (Content TBD) • Dept Wide Photography • Dept Owns all Content 	1.00	\$150,000.00	\$150,000.00
Recruitment Website Design & Build Recruitment Website <ul style="list-style-type: none"> • 2 Years Hosting on Secure, Optimized Servers • 2 Years Technical Support to Facilitate Content Changes • Dept owns website 	1.00	\$50,000.00	\$50,000.00
Online Marketing Campaign 12 Month Online Recruiting Campaign <ul style="list-style-type: none"> • Select geographic target locations/opportunities for optimal campaign exposure • Google, YouTube Advertising, Social Media Advertising • Post & Engage on Social Media (Facebook, Twitter, Instagram, etc) • Track/Re-target Visitors to the Recruiting Website • Analyze Analytical Data & Provide Monthly Performance Reports • Access to Epic Recruiting Management App 	1.00	\$90,000.00	\$90,000.00

Estimate Total \$290,000.00

Notes

Estimate is valid for 90 Days from date of issue.