

PROFESSIONAL SERVICES AGREEMENT

This Professional Services Agreement (“Agreement”) is entered into as of August 25, 2025, by and between the City of Vicksburg, Mississippi (“City”) and The Buckhorn Group, LLC, a Delaware limited liability company (“Consultant”).

WHEREAS, the City seeks to obtain professional consulting services to support the Office of the Mayor, including strategic communications, intergovernmental affairs, and project management;

WHEREAS, Consultant possesses the expertise and experience to provide such services;

NOW, THEREFORE, in consideration of the mutual promises and covenants contained herein, the parties agree as follows:

1. Scope of Services

Consultant shall provide the following services in support of the City:

A. Communications Support

1. **Strategic Communications:** Develop and implement a comprehensive communications strategy for the Mayor’s Office and citywide initiatives, including visual identity guidelines and core messaging frameworks.
2. **Media Monitoring:** Track and review relevant media outlets. Provide curated, twice-weekly updates to a designated list of City stakeholders.

3. Ongoing Communications Counsel: Advise the City on day-to-day media relations, press inquiries, and digital communications strategy.
4. Social Media Management: Curate and manage content across the Mayor's official social media channels.
5. Press Releases and Visual Aids: Draft and distribute press releases as needed to inform the public of City initiatives and announcements. Produce relevant, corresponding visual aids where needed including press events.

B. Government Relations Advisory

1. Intergovernmental Strategy: Provide strategic guidance and support to create and cultivate relationships with state and federal partners relevant to the City of Vicksburg's success. (Note: This does not include full-service lobbying.)

C. Strategic Counsel

1. High-Stakes Advisory: Serve as a trusted advisor to the Mayor and senior staff on sensitive or complex matters, offering practical recommendations and solution-focused input.

D. Project Leadership

1. Project Management: Lead and manage key initiatives and priority projects on behalf of the Mayor's Office, including cross-departmental and public-facing efforts, as directed.

2. Term and Termination

This Agreement shall commence on August 25, 2025 and shall continue until terminated. Either party may terminate this Agreement, with or without cause, upon thirty (30) days' written notice. Upon termination, Consultant shall be compensated for services rendered and deliverables completed through the effective termination date.

3. Compensation and Payment

The City agrees to compensate Consultant as follows:

- A fixed monthly fee for services of \$5,000, payable upon receipt of an invoice, due on the first business day of each month after services have been rendered.
- Each invoice shall include a brief summary of services rendered during the previous month.

4. Independent Contractor

Consultant shall perform all services as an independent contractor and shall not be considered an employee, agent, or representative of the City. Consultant has no authority to bind the City or act on its behalf unless expressly authorized in writing.

5. Confidentiality

Consultant agrees to maintain the confidentiality of all non-public information obtained in the course of performing services under this Agreement, except as required by law or with the City's prior written consent.

6. Deliverables and Reporting

Consultant shall provide regular updates and written reports as requested by the Mayor or his designee. Deliverables may include, but are not limited to:

- Biweekly media summaries
- Social media plans and updated strategy if needed
- Social media performance updates
- Strategic project briefs

7. General Provisions

- **Governing Law:** This Agreement shall be governed by the laws of the State of Mississippi.
- **Entire Agreement:** This document represents the entire agreement between the parties and supersedes all prior discussions or agreements.
- **Amendments:** No amendment shall be effective unless in writing and signed by both parties.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

CITY OF VICKSBURG

By: _____

Name: Willis Thompson

Title: Mayor

Date: _____

THE BUCKHORN GROUP, LLC

By: _____

Name: Parker Briden

Title: Chief Executive Officer

Date: _____