



Laurel Taylor &lt;ltaylor@town.irvington.va.us&gt;

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**Irvington/FlackShack July 2022**

1 message

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**Suzan Gennace / FlackShack** <suzangennace@flackshack.com>  
To: Laurel Taylor <ltaylor@town.irvington.va.us>

Thu, Jul 7, 2022 at 9:58 AM

Good morning, Laurel. Kindly confirm receipt of this email. Have a wonderful day.

Dear Mayor Harris, Vice Mayor Schaschek, and TC Taylor:

It has been our great pleasure to serve the Town of Irvington. We are proud of the work we've done and thrilled by our successes. In the year (collectively) that we have been working together, FlackShack has: created branding/logo; developed and updated a website; established, maintained and grown social media; generated awareness; achieved earned media; cultivated relationships; and more.

As evidenced by the status reports sent to Town officials, in many ways we have surpassed businesses, organizations and accounts with far more longevity. For example, in less than a year, LoveIrvington's Instagram account has over 2,000 followers. A long standing and more established fellow travel agency and Chamber with many more years in existence have only 4,000 and 500, respectively. We have sent screenshots showing that images we've shared from area businesses have received more engagement on our account than their own.

Through interaction and conversation, we have reached a point where locals, regional-, state-, and nationwide stakeholders recognize us as an authority for the Town and respect our expertise. Our work with Northern Neck Tourism, Chesapeake Bay Wine Trail, VisitCBVA, Virginia.org and others allow us to cross-promote and amplify our messaging. Regularly we receive emails and messages from businesses and organizations alerting us to upcoming events and news and expressing their gratitude. Most recently, we received an email from a potential farmers market vendor asking how it could participate. (We passed along the information to the appropriate party.)

Professionally, we believe it is in the Town of Irvington's best interest to continue to invest in an effective marketing plan and maintain the momentum we've generated. Personally, we would love to be the firm to execute that plan. To that end, we respectfully request to continue our work and have attached a new contract for your review. Fully aware of the challenges of small town politics, we are offering a month-to-month contract at the same monthly rate as the previous contract, with a 30-day cancellation option.

Please do not hesitate to contact us with any questions and concerns. Thank you for the opportunity to represent your beautiful town.

Very respectfully,

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**Suzan Gennace**

SuzanGennace@FlackShack.com | 917-284-8523 | LinkedIn | www.FlackShack.com | Twitter

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