



CLARITY THAT MOVES  
COMMUNITIES FORWARD.



## Fractional Municipal Communications

Senior-Level Strategy Without Permanent Overhead

Municipal leaders are navigating unprecedented complexity. Development pressure. Public scrutiny. Staffing shortages. Crisis cycles. Political volatility. Internal misalignment. All of it moving faster than the communications capacity inside most city halls.

Fractional Municipal Communications provides senior-level strategic communications leadership embedded within your organization, without adding a full-time executive salary or long-term structural burden.

This is not outsourced marketing.  
This is integrated strategic direction.

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## What It Means to Be Fractional

Fractional means you gain access to experienced municipal communications leadership on a defined, structured basis. We operate as an extension of your executive team, aligned with the city manager's office and leadership priorities.

We help you think, decide, and communicate at the level the moment requires.

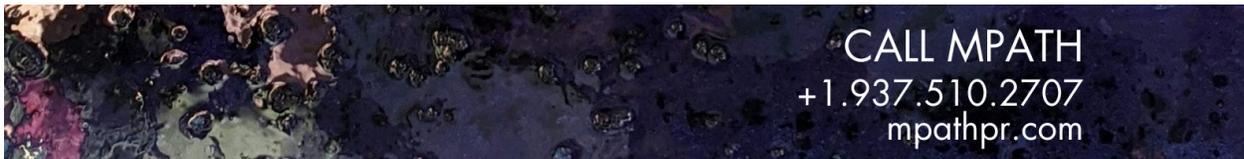
Our role is to bring clarity to complexity, coherence to messaging, and stability to high-pressure environments.

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## When Municipalities Engage Fractional Support

Cities typically bring us in when:

- Communications feel reactive rather than strategic.
- Major initiatives are moving forward without a clear public narrative.
- Public trust has been strained.
- Leadership needs alignment across departments.
- There is no senior communications strategist at the table.



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Existing staff are overextended and operating in execution mode only.  
The city manager needs a trusted advisor for high-stakes messaging.

If your organization is growing, navigating controversy, pursuing development, or rebuilding trust, fractional leadership creates stability before pressure escalates.

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## Scope of Engagement

Each engagement is customized, but typically includes:

- Executive-level communications counsel to the city manager and leadership team.
- Strategic narrative development tied to long-term municipal priorities.
- Alignment of messaging across departments, council, and external stakeholders.
- Crisis communications preparation and real-time advisory support.
- Community engagement strategy grounded in trust-building principles.
- Content architecture and channel strategy for digital, press, and public forums.
- Coaching and structure for internal staff to strengthen long-term capacity.

We operate at the strategic layer. We clarify what needs to be said, why it matters, and how it should be sequenced. We help your team execute with confidence.

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## The Value to Municipal Leadership

Fractional communications leadership does three things exceptionally well:

- It reduces noise inside your organization.
- It strengthens public credibility outside your organization.
- It allows leadership to focus on governance rather than damage control.

- When communications are aligned, initiatives move faster.
- When messaging is grounded, tension lowers.
- When narrative is intentional, trust compounds.

Strong strategic communications does not simply manage information. It builds civic stability.





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## Engagement Structure

Most municipalities engage us on a monthly retainer structured around defined hours and scope. Engagements are flexible and scalable based on city size, initiative load, and complexity.

We can serve as:

A fractional communications director

A strategic advisor to an existing communications team

An embedded executive partner during high-growth or high-pressure periods

Our goal is to strengthen your internal capacity, not create dependency.

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## What You Can Expect

You can expect direct counsel.

You can expect discretion.

You can expect structure.

You can expect clarity.

We do not chase headlines.

We do not inflate messaging.

We do not substitute activity for strategy.

We help municipalities communicate in a way that lowers temperature, protects credibility, and moves work forward.

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## A Note to City Managers

Communications is no longer a support function. It is infrastructure.

The cities that thrive over the next decade will not simply build projects. They will build alignment, trust, and narrative coherence alongside them.

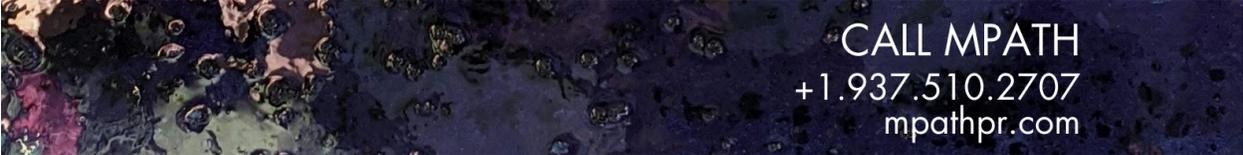
Fractional Municipal Communications ensures that your message is as disciplined as your budget and as intentional as your planning framework.



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