



**RESOLUTION NO. 20120925-08**

**A CONTRACT WITH DVL PUBLIC RELATIONS AND ADVERTISING FOR MARKETING SERVICES**

**WHEREAS**, TexAmericas Center is a political subdivision of the State of Texas with the powers and authorities specified in Chapter 3503 of the Special District Local Laws Code of the State of Texas; and

**WHEREAS**, DVL Public Relations and Advertising has the necessary experience and expertise to provide media and marketing support services to TexAmericas; and

**WHEREAS**, TexAmericas Center has determined this firm to be qualified to perform these services;

**NOW, THEREFORE, BE IT RESOLVED** that the Executive Director/CEO shall be and he is hereby authorized to enter into a professional service contract with DVL Public Relations and Advertising to provide marketing services for TexAmericas Center on terms substantially the same as attached hereto.

**PASSED AND APPROVED THIS 25<sup>th</sup> day of September, 2012**

  
\_\_\_\_\_  
Denis Washington, Chairman of the Board

**ATTEST:**

  
\_\_\_\_\_  
Wayne Cranfill, Secretary-Treasurer

Attached: FY13 Proposal



TexAmericas Center  
Marketing Proposal  
9/20/12

**FY 2013 Branding/Marketing Communications Proposal  
October 2012 – September 2013**

<b>Tactics</b>	<b>Description</b>	<b>Proposed Budget</b>
<b><u>LOCAL PRINT ADVERTISING:</u> Four States Living Magazine</b>	➤ Placement of a 1/3 page color ad in January '13 and June '13 issues	\$1,294.00
<b>Texarkana Gazette</b>	➤ Placement of Tab-size ad/article in October '12 and May '13 issues	\$3,358.44
<b>Texarkana City Guide</b>	➤ Placement of a 1/4 page color ad in Annual issue (June '13)	\$582.37
<b>Texarkana Community Journal</b>	➤ Placement of a 1/2 page color ad in Nov '12, Feb. '13 and July '13 issues	\$1,140.45
<b>Texarkana Chamber Directory</b>	➤ Placement of a 1/2 page color ad in Annual issue (Jan '13)	\$1,165.00
<b><u>NATIONAL PRINT ADVERTISING:</u> Site Selection Magazine</b>	➤ Placement of a 1/2 page color ad in the Nov-Dec '12, Jan-Feb '13, Mar-April '13, and Sept-Oct '13 issues.	\$16,700.88
<b>Area Development Magazine</b>	➤ Placement of a 1/2 page color ad in the Automotive Industry special issue (Oct '12); Facility locations directory (Dec '12); April '13 issue and Aug '13 issue	\$14,802.35
<b>Texas Real Estate Business Magazine</b>	➤ Placement of a 1/3 page color ad in the Nov '12; Jan '13; and July '13 issues.	\$4,545.87
<b><u>ONLINE ADVERTISING:</u> CoStar.com (Property Search website)</b>	➤ Placement of banner ad to run 6 months (October '12 – March '13)	\$12,354.00
<b>Loopnet.com (Property Search website)</b>	➤ Placement of banner ad to run 7 months (March-September '13) Includes 1 bonus month.	\$10,588.26
<b>SiteSelection.com (Trade publication website)</b>	➤ Placement of a banner ad to run 9 months-includes 1 month bonus (November '12 – June '13)	\$11,900.00
<b>FacilityLocations.com (Property Search website)</b>	<ul style="list-style-type: none"> <li>➤ Managed by Area Development Magazine</li> <li>➤ Includes company profile and searchable property listings (up to 5) on fastfacility.com: Oct '12– Sept. '12)</li> </ul>	\$1,525.00 (Oct-Dec'12 included in FY12 budget)
<i>(Note: Some media costs are based on package deals)</i>	<b>Subtotal Media Insertions:</b>	<b>\$79,956.62</b>



TexAmericas Center  
Marketing Proposal  
9/20/12

<p><b>Account Management Fee</b></p> <p><b>Daily activities/functions necessary to support all client-approved communications tactics (does not include travel)</b></p>	<ul style="list-style-type: none"> <li>➤ Billed \$2,500 per month (up to a maximum of 25 hours) to be applied to agency hourly time expended by account service and interactive staff on behalf of TexAmericas Center for ongoing communications activities requested by client, including updates to TexAmericas Center websites (Note: a separate estimate will be presented for .com website redesign), presentation edits, preparation of news releases, client calls and agency consultation</li> <li>➤ DVL also will apply part of all other client requested project costs (except media placement costs) to the monthly retainer if fee has not been met in that particular month</li> </ul>	<p><b>\$30,000</b></p>
<p><b>Additional Projects</b></p>	<ul style="list-style-type: none"> <li>➤ Additional projects as requested by TexAmericas Center will be billed at an hourly rate of \$120-\$150 per hour</li> <li>➤ Estimates will be generated and presented to TexAmericas Center for approval prior to work commencing</li> </ul>	
<p><b>Total</b></p>		<p><b>\$112,956.62</b></p>

This agreement covers the time period from October 1, 2012 through September 30, 2013. Billing will be directed to Mr. Bill Cork, Executive Director/CEO of TexAmericas Center, at the end of each monthly period.

Accepted for DVL Public Relations and Advertising:

Thomas V. Lawrence

Title: Partner

Date: 10/3/2012

Accepted for TexAmericas Center:

Will V. Cork

Title: CEO

Date: 9/25/12

DVL Public Relations and Advertising  
700 12 Avenue South, Suite 400  
Nashville, TN 37203

TexAmericas Center  
107 Chapel Lane  
New Boston, TX 75570

	October	November	December	January	February	March	April	May	June	July	August	September	Gross Total	
<b>PRINT</b>	1 8 15 22	29 5 12 19	26 3 10 17 24	31 7 14 21	28 4 11 18	25 4 11 18 25	1 8 15 22	29 6 13 20	27 3 10 17 24	1 8 15 22	29 5 12 19	26 2 9 16 23		
<b>LOCAL PRINT</b> Four States Living 1/3 Page, 4-color				<b>JAN ISSUE</b> Material: 12/3 Business Progress focus 1/3 Page, 4-color \$647.00					<b>JUNE ISSUE</b> Material: May 4 TBD 1/3 Page, 4-color \$647.00					
Texarkana Gazette 5 col. x 11.5 in. \$1,679.22	<b>OCT EDITION</b> Quality section 5 col. x 11.5 in. \$1,679.22							<b>MAY EDITION</b> Progress section 5 col. x 11.5 in. \$1,679.22					\$1,294.00	
Texarkana City Guide 1/4 Page, 4-color									<b>ANNUAL ISSUE</b> 1/4 Page, 4-color \$582.37				\$3,358.44	
TexArkana Community Jrn'l. 1/2 page, 4-color		<b>NOV ISSUE</b> Space/Mat: 10/1 \$380.15			<b>FEB ISSUE</b> Space/Mat: 1/1 \$380.15					<b>JULY ISSUE</b> Space/Mat: 6/1 \$380.15			\$582.37	
Texarkana Chamber Directory 1/2 Page, 4-color (tentative - they will not call us back)				<b>ANNUAL ISSUE</b> 1/2 Page, 4-color \$1,165.00									\$1,140.45	
<b>NATIONAL PRINT</b> Site Selection Magazine (published 6x per year) 1/2 Page, 4-color			<b>NOV ISSUE</b> Space: 10/5; Material: 10/12 Business Climate Report 1/2 Page, 4-color \$2,705.88		<b>JAN ISSUE</b> Space: 11/30; Material: 12/7 US State Data Pages 1/2 Page, 4-color \$4,665.00		<b>MAR ISSUE</b> Space: 2/1; Material: 2/8 Governor's Cup feature - Region report including TX 1/2 Page, 4-color \$4,665.00					<b>SEPT ISSUE</b> Sp: 8/2; Mat: 8/9 TX Spotlight feature 1/2 Page, 4-color \$4,665.00	\$16,700.88	
Area Development Magazine (published 6x per year) 1/2 Page, 4-color			<b>2013 Facility Locations Directory</b> Directory of Economic Development agencies Space: 11/28; Materials: 12/6 1/2 Page, 4-color \$3,892.94				<b>APRIL ISSUE</b> Market Report Issue Space: 3/30; Materials: 4/9 1/2 Page, 4-color \$3,892.94				<b>AUGUST ISSUE</b> 1/2 Page, 4-color \$3,892.94			\$14,802.35
Texas Real Estate Magazine (published monthly) 1/3 Page, 4-color		<b>NOV ISSUE</b> Texarkana snapshot due: 10/1 1/3 Page, 4-color \$1,515.29		<b>JAN ISSUE</b> Business Parks due: 12/1 1/3 Page, 4-color \$1,515.29						<b>July Industrial Roundtable</b> due 6/1 1/3 Page, 4-color \$1,515.29			\$4,545.87	
<b>Online</b>	1 8 15 22	29 5 12 19	26 3 10 17 24	31 7 14 21	28 4 11 18 25	25 4 11 18 25	1 8 15 22	29 6 13 20	27 3 10 17 24	1 8 15 22	29 5 12 19	26 2 9 16 23		
CoStar.com Real Estate Online site	\$2,059.00	\$2,059.00	\$2,059.00	\$2,059.00	\$2,059.00	\$2,059.00	\$2,059.00	\$2,059.00	\$2,059.00	\$2,059.00	\$2,059.00	\$2,059.00	\$12,354.00	
LoopNet.com Real Estate Online site													\$10,588.26	
SitesSelection.com Trade Pub website													\$11,900.00	
**Facility Locations.com Online Listing site affiliated with Area Development Mag.													\$1,525.00	
<b>TOTAL</b>													<b>\$79,956.62</b>	