



RESOLUTION NO. 20130924-09

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 24th day of September, 2013



Denis Washington, Chairman of the Board

ATTEST:



Mike Carter, Secretary-Treasurer

Attached: FY13 Proposal

TexAmericas Center
Marketing Proposal
8/27/13

**FY 2014 Branding/Marketing Communications Proposal
October 2013 – September 2014**

Tactics	Description	Proposed Budget
<u>LOCAL PRINT ADVERTISING:</u> Four States Living Magazine	➤ Placement of a 1/3 page color ad in January '14 and June '14 issues	\$1,294.16
Texarkana Gazette	➤ Placement of Tab-size ad/article in October '13 and May '14 issues	\$3,424.24
Texarkana City Guide	➤ Placement of a 1/4 page color ad in Annual issue (June '14)	\$583 Cost is not confirmed.
Texarkana Community Journal	➤ Placement of a 1/2 page color ad in Nov '13, Feb. '14 and July '14 issues	\$1,140.45
Texarkana Chamber Directory	➤ Placement of a 1/2 page color ad in Annual issue (Jan '14)	\$1,165
<u>NATIONAL PRINT ADVERTISING:</u> Site Selection Magazine	➤ Placement of a 1/2 page color ad in the Nov-Dec '13, Jan-Feb '14, Mar-April '14, and Sept-Oct '14 issues.	\$16,700.88
Area Development Magazine	➤ Placement of a 1/2 page color ad in the Annual Directory of Economic Development Agencies special issue (Jan '14); Feb '14 issue; May '14 issue; and Sept '14 issue	\$15,542.86
Texas Real Estate Business Magazine	➤ Placement of a 1/3 page color ad in the Nov '13; March '14; and July '14 issues	\$4,545.87
Trade & Industry Development	➤ Placement of a 1/2 page color ad in the Sept/Oct '13 issue; Nov/Dec '13 issue; March/April '14 issue	\$7,059.00
<u>ONLINE ADVERTISING:</u> CoStar.com (Property Search website)	➤ Placement of banner ad to run 6 months (October '13 – March '14)	\$12,354.00
Loopnet.com (Property Search website)	➤ Placement of banner ad to run 7 months (March-September '14) ➤ Schedule will run at no cost – (Value: \$10,588)	\$0.00
SiteSelection.com (Trade publication website)	➤ Placement of a banner ad to run 8 months-includes 1 month bonus (November '13 – June '14)	\$11,900.00
FacilityLocations.com (Property Search website)	➤ Managed by Area Development Magazine ➤ Includes company profile and searchable property listings (up to 5) on fastfacility.com: Oct '13– Sept. '14)	\$1,525.00 (Oct-Dec'13 included in FY13 budget)
<i>(Note: Some media costs are based on package deals)</i>	Subtotal Media Insertions:	\$77,234.46

TexAmericas Center
Marketing Proposal
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Advertising Creative Services	<ul style="list-style-type: none"> ➤ Create new print ad and online ad. Re-sizes for each media. Cost based on using existing photography. ➤ Design, project management, optimization, and fulfillment to publication specifications 	\$5,600
Account Management Fee <i>Daily activities/functions necessary to support all client-approved communications tactics (does not include travel)</i>	<ul style="list-style-type: none"> ➤ 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, presentation edits, preparation of news releases, client calls and agency consultation ➤ 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 	\$30,000
Additional Projects	<ul style="list-style-type: none"> ➤ Additional projects as requested by TexAmericas Center will be billed at an hourly rate of \$120-\$150 per hour ➤ Estimates will be generated and presented to TexAmericas Center for approval prior to work commencing 	
Total		\$112,834.46

This agreement covers the time period from October 1, 2013 through September 30, 2014. 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 P. Green

Title: *Founding Partner*

Date: *9/26/13*

Accepted for TexAmericas Center:

Will W. Cook

Title: *CEO*

Date: *9/24/13*

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