



**RESOLUTION NO. 20140826-05**

**AUTHORIZING EXECUTION OF A CONSULTING AND MARKETING SERVICES AGREEMENT WITH WORLD ECONOMIC DEVELOPMENT ALLIANCE**

**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**, TexAmericas Center has a need to enhance its marketing for new businesses creating jobs; and

**WHEREAS**, the World Economic Development Alliance has proposed a Consulting & Marketing Services Agreement to provide such prospect generation marketing activities upon the terms as set forth in that certain agreement attached hereto; and

**WHEREAS**, the Board of Directors of TexAmericas Center has determined that it is in the best interest of TexAmericas Center and the citizens of Bowie County, Texas to enter into such agreement to attract additional businesses to the TexAmericas Center properties for job creation;

**NOW, THEREFORE, BE IT RESOLVED**, that Scott Norton, Executive Director/CEO of TexAmericas Center shall be and he is hereby authorized to enter into an agreement with the World Economic Development Alliance upon the terms substantially as set forth in the attached Consulting & Marketing Services proposal.

**PASSED and APPROVED** this 26<sup>th</sup> day of August, 2014.

  
Denis Washington, Chairman of the Board

**ATTEST:**

  
Boyd Sartin, Secretary/Treasurer

ATTACHMENT: Contract For Service

PROPOSAL FOR:

**Consulting & Marketing Services for  
Business Attraction Marketing**

PREPARED FOR:

**TexAmericas Center**  
Eric Voyles



***Helping Communities Connect  
With Companies That Create Jobs.***

COPY



### **The World Economic Development Alliance's Prospect Generation Marketing Campaign**

The business-attraction and retention functions performed by TexAmericas Center, including attraction of new business, identifying target industries, and conducting one-on-one meetings with potential projects, should be standard protocol of the organization. This should all be done and delivered in a professional manner to the business community and ensure marketing and/or consulting dollars are invested in the best resources for a maximum return on investment. Investing in a program that will reduce the overall budget is a plus.

The completion of these items will involve a number of discrete steps. WEDA will become a partner of this process and should become a strong foundation for the promotion of TexAmericas Center and its attraction goals.

#### **WEDA proposes the following action plan:**

- Bring TexAmericas Center into our Alliance under ELITE Status and extend all benefits of WEDA for 12 months.
- Conduct a *Discovery Meeting* with your Project Manager to educate them on all the benefits, key properties and best targets to maximize their ability to "red flag" projects that are perfect matches for your area and bring them to your attention. This will also help them properly represent you to corporate site locators and companies they interact with on a regular basis. The end goal is to formulate a profile of what type of companies are a "Best Fit" for TexAmericas Center.
- Program and publish a fully interactive micro-site dedicated to connecting site locators and companies conducting active searches directly to you and your team via the web.
- Immediately begin receiving Project Alerts on Active Projects and submit your information to the prospects for review.
- Take advantage of all the benefits the WEDA ELITE Program offers and plan out your strategy for the year.
- Use a standing appointment with your Project Manager to discuss updates and ensure no projects are falling through the cracks. Also use the meeting as an opportunity to discuss upcoming trade shows and other opportunities WEDA will provide to you.
- Receive, review and present the annual Cost-Justification Report we track throughout the year and produce. It serves as an annual cost-justification report that will detail everything you received from WEDA and the R.O.I. to present to your board.



The World Economic Development Alliance

**Connecting Communities with Companies That Create Jobs**



## QUALIFICATIONS OF FIRM

### Contact Information:



The World Economic Development Alliance  
2727 LBJ Freeway | Suite 402  
Dallas, Texas 75234  
Tel: 800-632-9332 ext. 1

### Firm Description:

The World Economic Development Alliance is a Site-Location Firm that was founded in 1994. WEDA has helped over 1,200 companies identify Economic Development Professionals that could assist them with their site-location decisions. We have over 60 Area Expert offices nation-wide. We use a Senior Lead Technician to conduct our initial interviews with companies to identify the viability of projects. The balance of our staff is Customer Service, Project Managers, Production, Web-Designer's and Finance.



WEDA was founded by Eric Kleinsorge to assist the Economic Development Community to more effectively market their areas to companies that were expanding or relocating. Some of his notable accomplishments include:

### Invited Professional Speaking Engagements:

- Florida's Governors Economic Council.
- American Economic Development Councils Annual Conference
- Midwest Economic Development Councils Annual Conference
- IOWA Economic Development Councils Annual Conference
- OMAHA Recognized Professional Developers Tour
- Oklahoma Department of Commerce's Annual Conference



### Interviews conducted to enhance the credibility of the organization:

George W. Bush  
Rudy Giuliani  
Jay Leno  
Jerry Jones

Colin Powell  
Mike Dell  
Dick Clark  
Kay Bailey Hutchison

Donald Trump  
Richard Branson  
Roger Staubach  
Herb Kelleher

- Nominated by Judge Army to sit on Denton County Economic Development Commission as a recognized professional advisor for expansion and development of North Texas.
- Quoted in over 110 articles as recognized industry expert which enhanced company credibility.
- Created and Launched the nation's premier Economic Development portal; ed-link.net
- Graduated from Texas Tech University with Bachelors in Business & Advertising.

For additional information, please visit WEDA's website at [www.wedanet.com](http://www.wedanet.com).



The World Economic Development Alliance

**Connecting Communities with Companies That Create Jobs**

## KEY INDIVIDUALS WHO WILL BE A PART OF YOUR TEAM

Our entire staff is dedicated you're your success. Throughout the year you will be assigned one Primary Project Development Manager who will be your main interface and communication with WEDA and Projects. However, we realize there may be times throughout the year you may need access to specialist in other areas like web site development, marketing material design and other business attraction needs. You will have the ability to utilize our entire staff to complete any projects you may need completed.

These individuals are:

| <i>Name &amp; Title</i>   | <i>Role</i>   |
|---|---|
|  <p><b>Eric S. Kleinsorge</b><br/>CEO/Chairman<br/>Marketing Strategist</p>          | <p>Eric will provide strategic planning and overall account management support. Eric can assist with an overall assessment of your entire marketing plan.</p>                         |
|  <p><b>Lori Krouskos</b><br/>Vice President<br/>Project Development</p>              | <p>Lori will be the co-project leader. Lori will oversee all phases of the project development and coordination of the project development team.</p>                                  |
|  <p><b>Carol Lynn Harris</b><br/>International Manager<br/>Project Development</p>  | <p>Carol will manage the day-to-day activities of the projects and act as co-project manager. She will be conducting the on-site due diligence and primary research of projects.</p>  |
|  <p><b>Jason Lemle</b><br/>Territory Manager<br/>Project Development</p>           | <p>Jason will manage the day-to-day activities of the projects and act as co-project manager. He will be conducting the on-site due diligence and primary research of projects.</p>   |
|  <p><b>Bob Peryea</b><br/>Press Editor<br/>Project Delivery<br/>Communications</p> | <p>Bob will manage the delivery your Project Alerts. He is the front line man for projects and syncs with your Project Manager. Bob also handles Press Releases for your account.</p> |
|  <p><b>Ryan Mantzel</b><br/>Director<br/>Lead Nurturing</p>                        | <p>Ryan will handle the management of internal projects for lead nurturing.</p>   |
|  <p><b>Jennifer Cooper</b><br/>Art Director<br/>Design Services</p>                | <p>Jennifer will handle any executions of design-related deliverables that are required. She will also handle the set up of your emails and online profiles.</p>                      |
|  <p><b>Ashley Kleinsorge</b><br/>Customer Service<br/>Trade Show Services</p>      | <p>Ashley will handle the setup up trade shows and VIP Networking events and delivery of your materials to shows. She will also handle the sign up of your badges.</p>                |



## WHAT YOU WILL RECEIVE

By investing into WEDA's Prospect Generation Campaign, you will receive the following deliverables:

- **SYSTEMATIC DELIVERY OF ACTIVE PROJECT ALERTS:**

You will receive access to all of Project Alerts from our National Marketing Campaign. On average, we will identify 100 to 110 active projects per year. You decide on which ones are most applicable at successfully locating to your area. Once you submit your information, we go to work to get you an "at bat" with the project and ultimately on their short list.

- **ADDITIONAL STAFF AND RESOURCES:**

You will receive a dedicated Project Manager representing you and your area. You will have access to all other members of our team to help complete any projects you need assistance with.

- **HUGE TRADE SHOW COST SAVINGS:**

You will have the ability to attend all National trade Shows WEDA targets and co-exhibit at no charge (Some shows have exceptions and members may be responsible for only Badge Fee). The average cost savings per show is \$9,600. Even if you cannot attend the shows, we will provide you with a detailed report of all the projects we identified along with their contact information for your own personal follow-up.

- **ADDITIONAL BRANDING:**

Your marketing material will be showcased at all WEDA's Trade Shows (whether you attend in person or not), providing you with extended branding.

- **ABILITY TO MAKE FACE-TO-FACE CONNECTIONS AT VIP EVENTS:**

You may attend any of our national VIP Networking Events at no charge. This a valuable way to meet with an exclusive audience of Site Locators, International Organizations and Executive of companies with expansion or relocation plans.

- **CONTACTS AND LEADS FROM ALL TRADE SHOWS:**

Show Connect Reports of all projects and contacts identified from each and every trade show will be delivered to you for your own personal follow-up.

- **INTERNET EXPOSURE AND DIRECT LINKS:**

You will receive a Full Micro Site on WEDAnet.com. This will serve as your information page for Site Locators and Executives at Companies that are expanding or relocating to get in contact with you. News, properties, maps, request forms and contact information are all nicely organized and linked for ease of use.

- **PRESS AND NEWS EXPOSURE:**

An Official Press Release announcing your partnership with WEDA will be produced for your own personal use. You may submit as many news items throughout the year in which we will publish on the WEDA Newswire. These are also kept organized on your "Our News" tab on your Micro-Site.

- **INSTANT CONNECTIONS WITH CORPORATE SITE LOCATORS:**

You will have the ability to tap into and network with Corporate Site Location partners. Need contacts for a trip? We will be glad to let you tap into our database and use to set up your one-on-one meetings.

- **BRANDING EXPOSURE ON YOUR WEBSITE AND INCREASED SEO:**

You will be able to proudly display your "Officially Recognized Area Expert" icon on your web site and link to your micro site. This will help increase your rankings with popular search engines.

- **R.O.I. TRACKING & REPORTING:**

You will receive a detailed Annual R.O.I. Report on your investment with WEDA to share with your board and detail what you invested and what you received. These are a great way to show how well you leveraged your marketing dollars and maximized their effectiveness.



**YOUR INVESTMENT**

12-Month WEDA ELITE Prospect-Generation Marketing..... **\$8,500**

**SPECIAL BONUS**

For approving this marketing package prior to **August 29th 2014** WEDA will provide:

**WEDA Community Featured Spotlight story on executiveoutlookmag.com (\$3,950 Value)**

**PAYMENT TERMS**

Investment into WEDA's Prospect-Generation Marketing Program is annual. However, two payment options are available. Indicate the option you would like.

\_\_\_ **ANNUAL 1X PAYMENT**..... **\$8,500**

\_\_\_ **SPLIT PAYMENT** (2 Payments not to separated more than 6 months)..... **\$4,450 x 2**


**TERMS AND CONDITIONS**


1. TexAmericas Center is financially responsible for payment in full upon agreement of proposal.
2. Client agrees to pay all reasonable legal fees, court costs, and collection cost incurred for results of non-payment.

**APPROVAL**

We are excited about the opportunity to work with TexAmericas Center. If our proposal is acceptable as outlined then your signature below will serve as an agreement to engage WEDA for the services offered.

I have read and agree to the proposal as stated

X  Date: 8/26/14  
Authorized Representative of TexAmericas Center

X  Date: 8-6-2014  
Authorized Representative of WEDA

**THANK YOU!**

*Please email approved agreement to your Project Manager or Print, Approve and Fax to 214-420-1491.*