



RESOLUTION NO. 20140923-09

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 23rd day of September, 2014.


Denis Washington, Chairman of the Board

ATTEST:


Boyd Sartin, Secretary/Treasurer

Attached: FY15 Proposal



**FY 2015 Marketing Communications Plan
October 2014 – September 2015**

Tactics	Description	Budget
Research	<ul style="list-style-type: none"> ➤ Market research conducted by Prince Market Research ➤ Details provided on attached pages 	\$31,050
SEO Strategy and Code Implementation	<ul style="list-style-type: none"> ➤ Review and audit of current .com website to produce a recommendation report ➤ Implementation of recommendations into EdSuite CMS for site optimization ➤ Recommendations may include tactics such as adding backlinks, domain authority, increasing page speed, social integration, adding meta data, fixing broken links, tagging images, adding microdata, and ensuring Google analytics is implemented on every page 	\$13,041
Corporate Folder with Insert Templates	<ul style="list-style-type: none"> ➤ 9"x12" pocket folder with two (2) pockets and business card insert ➤ Stock is Classic Laid Patriot Blue 100 lb. ➤ TAC logo opaque white on folder ➤ Insert template created on white paper with color TAC logo ➤ Does not include DVL copywriting on inserts ➤ DVL to print folders; provide template for inserts to be printed by TAC 	500 qty – \$4,190 1,000 qty – \$4,741 1,500 qty – \$5,362
Texarkana Airport Sign Redesign	<ul style="list-style-type: none"> ➤ New concept, design and messaging for current sign at Texarkana Airport ➤ Includes stock images ➤ DVL to deliver production-ready files to TAC for printing 	\$1,893
"Meet and Greet" VIP Visit/Events	<ul style="list-style-type: none"> ➤ DVL recommends a special event on TAC property ➤ Details provided on attached pages 	To Be Determined
Advertising	<ul style="list-style-type: none"> ➤ Local print, national print and online advertising ➤ Details provided on attached pages 	\$44,487
Advertising Creative Services	<ul style="list-style-type: none"> ➤ Create or resize print and online ads as needed 	As Needed
Estimated Travel Expenses	<ul style="list-style-type: none"> ➤ DVL anticipates at least one visit to TexAmericas Center property during this fiscal year (two or three individuals per trip) 	\$1,500 - \$2,500



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<p>Account Management Fee</p> <p>Daily activities/functions necessary to support all client-approved communications tactics (does not include travel)</p>	<ul style="list-style-type: none">➤ Billed \$2,500 per month to be applied to agency hourly time expended by account service, advertising and interactive staff on behalf of TexAmericas Center for ongoing communications activities requested by client, including general updates to TexAmericas Center websites, presentation edits, preparation of news releases, media pitching, client calls and agency consultation. Client and DVL will revisit monthly budget in January 2015 to determine if an increase is needed based on expanded activities requested by client.	<p>\$30,000</p>
<p>Additional Projects</p>	<ul style="list-style-type: none">➤ Additional projects as requested by TexAmericas Center will be billed at an hourly rate of \$120-\$165 per hour➤ Estimates will be generated and presented to TexAmericas Center for approval prior to work commencing	
<p>Total</p>		<p>\$126,161 – \$128,333</p>

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Marketing Research Services for TexAmericas Center

Prince Market Research

Research Objectives

This research seeks to assist DVL and TexAmericas Center as they continue to rebrand TAC.

- Quantify awareness levels of TAC among key influencers and decision makers (commercial real estate brokers, site selection professionals, international location advisors primarily in Dallas and Houston, etc.)
- Better understand who the competition is for TAC
- Better understand how TAC and its key competitors are perceived in the marketplace
- Gauge receptiveness to various potential positioning messages for TAC

Furthermore, TAC wishes to understand the objectives above within six key areas/verticals:

1. Warehouse and distribution
2. On-road and off-road vehicle assembly/manufacturing
3. Defense industry, including repair of military vehicles
4. Rail-related companies
5. High energy users such as mini mills and refrigerated warehouses (facilities that require a lot of power and might be interested in low electricity costs)
6. Oil and gas (fabrication and petrochemical processing)

Research Outline

- Target:
 - Site selection professionals
 - Commercial real estate agents and brokers
 - International location advisors
- Sample and sample sizes:
 - Sample rented from online panel provider (n=100)
 - Sample provided by TAC from its internal lists and databases (n=50)
 - Sample provided by TAC through its access to the IAMC membership list (n=100)
- Method:
 - Online Survey + Phone Survey if online does not yield targeted number of overall responses (n=250)
- Length:
 - Approximately 25 questions
- Timing: Approximately 8 weeks, including...
 - 2 weeks for design
 - 4 weeks for data collection
 - 2 weeks for analysis and reporting

Note: No travel expenses are anticipated nor budgeted.

Deliverables

The deliverables from this work are:

- Formal written report (in PowerPoint) that includes a dashboard or other visual representation of key findings.

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“Meet and Greet” Special Events

DVL recommends connecting TAC with developers and potential purchasers through on-site “Meet and Greet” special events.

Consider including the Texas governor and his Domestic Expansion and Recruitment team, in particular the local East Texas Region representative. This group’s primary responsibilities include coordinating site visits for prospective businesses to Texas communities and serving as the liaison between inquiring businesses and Texas communities.

One of the primary subjects for these Meet and Greet events should be The Economic Development Bank. It provides flexible funding and oversight of several finance and tax incentive programs. The incentive programs target three key audiences that include Texas businesses, Texas communities and Texas lending institutions. The Economic Development Bank programs include finance programs, Enterprise programs, and Small Business Assistance. The Bank’s effectiveness is measured by the number of jobs created and retained, and the total amount of non-state funds leveraged as a result of the Bank’s efforts.

The Bank offers a variety of financial incentives to help communities and businesses in the state compete and succeed in the global marketplace. The Bank also helps communities secure financing to fund their economic development efforts.

The Texas Economic Development Bank was established for the purpose of:

- Providing globally competitive, cost-effective state incentives to expanding businesses operating in Texas and businesses relocating to Texas
- Ensuring that communities and businesses in Texas have access to capital for economic development purposes

“Meet and Greet” Concept One

- Invite potential site developers and site selection personnel/brokers via email and a personalized invitation letter.
- Schedule special one-on-one sessions with Texas state officials and parties interested in pursuing TAC for expansion.
- Breakout sessions might include: a cocktail reception upon arrival; a PowerPoint presentation of TAC’s benefits; a tour of the property; a tour of the surrounding area; and a meet and greet with local business owners/leaders, utility providers and elected officials who would support new companies in the community.

“Meet and Greet” Concept Two

- Attract seriously interested prospects with a firsthand showcase of the extraordinary diversity of TAC.
- Capitalize on a strong and distinctive asset of TAC: Recreation
- Since bird hunting is a popular recreational sport and presumably a segment of TAC land may be prepared for bird hunting, it is suggested that consideration be given to hosting a weekend event combining an orchestrated dove hunt with a site tour/presentation and one-on-one closing dinner visits. A turkey hunt or other hunting/fishing event should also be considered.
- Texas state officials should be included in this concept.



Publications Research

Site Selection Magazine

Circulation: 43,263 subscribers, 6x per year

Audience

Titles:

- 27.8% CEOs, Partners, Chairmen, Presidents, Owners
- 14.5% VPs, Treasurers, Secretaries, Other Corporate Officers
- 11.5% VPs, Managers, Directors of Real Estate/Properties/Facilities

Industries:

- Real Estate Services/Brokers – 5,992 subscribers
- Fabricated Metal Products – 3,631 subscribers
- Transportation Equipment/Automotive – 1,820 subscribers
- Distribution & Warehousing – 1,642 subscribers

Geography:

- Texas – 3,214 subscribers
- Louisiana – 522 subscribers
- Oklahoma – 417 subscribers
- Arkansas – 276 subscribers
- West South Central total: 4,429 subscribers (10%)

Content: Covers manufacturing plant site selection, facilities management, logistics and supply chain network management, tax and incentive policy, and economic development strategy

SiteSelection.com

Impressions: 31,914 unique monthly visitors with 164,658 average page impressions

Area Development Magazine

Circulation: 43,263 subscribers, 6x per year

Audience

Titles:

- 50% CEOs, Partners, Chairmen, Presidents, Owners
- 20.3% CFOs, Treasurers, Controllers & Other Financial Officers and Managers
- 18.9% VPs, Corporate Secretaries, other Non-Financial Corp Officers

Industries:

- 63.8% Manufacturing
- 13.2% Transportation, Distributors & Warehouses
- 18.8% Business Services
- 1.5% Real Estate Services

Number of Facilities Currently Owned:

- One: 37%
- Two: 15%
- Three: 8%

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- Four: 3%
- Five or more: 37%

Primary Role in Company's Location Decisions:

- Information gathering: 13%
- Preliminary recommendation: 36%
- Final decision: 45%

Geography:

- Texas – 2,321 subscribers
- Louisiana – 411 subscribers
- Oklahoma – 387 subscribers
- Arkansas – 334 subscribers
- West South Central total: 3,453 subscribers (9.1%)

Content: Expert analysis and thought leadership pertinent to the key factors, issues, process and criteria that affect a successful decision between business and place

FacilityLocations.com

Content: Online listing site affiliated with Area Development Magazine

Texas Real Estate Business

Circulation: 12,200 subscribers, monthly

Audience: developers/owners, investors, brokers, tenant reps, capital sources, financial institutions, retailers, EDCs, corporate real estate executives

Content: News and information regarding the development/redevelopment, leasing, sales, and finance of office, industrial, retail, multifamily, student housing, mixed use and hospitality properties throughout Texas

Rebusinessonline.com

Impressions: 6,300 per month (Texas section only)

TexasRealEstateBusiness

e-Newsletter with 9,300 subscribers

Open rate: 21-24%

Industry Week

Circulation: 244,242 unique monthly browsers with 511,372 average page impressions

Audience:

Titles:

- 50.3% CEO, COO, CFO, CIO, EVP & GM
- 28.6% VPS & Directors of Operations, IT, Production & Plant Managers
- 18.3% VPs & Directors of Engineering, R&D, IT, Purchasing & Sourcing

Industries:

- Primary metal mfg.
- Fabricated metal mfg.



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- Machinery mfg.
- Medical equipment & supplies mfg.
- Computer & electronic mfg.
- Electrical equipment & component mfg.
- Transportation equipment mfg.
- Furniture & related product mfg.
- Other miscellaneous mfg.

Content: Leadership, global economy, operations, finance, workforce, innovation, supply chain, technology, expansion management, resources

e-Newsletter: Expansion Management Site Location News provides business executives with news and information related to facility management, expansions, relocation of companies, economic development, environmental sustainability initiatives, and workforce trends

DallasBusinessJournal.com

Traffic: 312,484 unique hits per month

Audience:

- 59% Male, 41% Female
- Average Age: 50
- 83% College Graduate +
- 69% Management
- 80% Influence Purchasing Decisions
- Average Household Income: \$169,000
- 68% Household Income > \$100,000
- 60% Company Size < 100
- 80% Company Size < 500

Content: Commercial real estate industry news and commercial real estate listings through LoopNet

LoopNet.com

Traffic: 5,000,000 monthly visitors

- 76% Tenants & Investors
- 16% Brokers
- 8% Service Providers & Others

Daily Stats:

- 1,100,000 listings viewed
- 365,000 searches
- 4,200 new registrations
- 1,000 app downloads
- 149,000 visitors from Google

Content: LoopNet is the largest and most heavily trafficked commercial real estate marketplace online



public relations & advertising

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This agreement covers the time period from October 1, 2014 through September 30, 2015. Billing will be directed to Eric Voyles, Executive Vice President/Chief Development Officer of TexAmericas Center, at the end of each monthly period.

Accepted for DVL Public Relations and Advertising:

 Trin Fultz

Title: *Sr. V.P.*

Date: *9/8/14*

Accepted for TexAmericas Center:

 John Bost

Title: *Executive Director/CEO*

Date: *9/23/14*

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