



RESOLUTION NO. 20160927-17

**A CONTRACT WITH DVLS 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, DVLS 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 Scott Norton, Executive Director/CEO of TexAmericas Center shall be and he is hereby authorized to enter into a professional service contract with DVLS Public Relations and Advertising to provide marketing services for TexAmericas Center on terms substantially the same as attached hereto.

PASSED AND APPROVED THIS 27th day of September, 2016.


Denis Washington, Chairman of the Board

ATTEST:


Melford Pierce, Secretary

Attached: FY17 Proposal

**FY 2017 Marketing Communications Plan
October 2016 – September 2017**

Tactics	Description	Budget
Account Management Fee <i>Daily activities/functions necessary to support all client-approved communications tactics (does not include travel)</i>	➤ Billed hourly per month for 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, client calls and agency consultation. Client to pay actual time accrued. Hourly Billing Rates (for those likely to work on TAC tasks): <ul style="list-style-type: none"> - Partner, Digital Services: \$295 - Senior VP, Account Services/Advertising: \$250 - Developer, Digital Services: \$145-\$165 - Account Executive, Account Services: \$160 	Billed Hourly
Advertising Media Placements	➤ Local print, national print and online advertising media placements ➤ Will be quoted as needed	As Needed
Advertising Creative Services	➤ Create or resize print and online ads as needed ➤ Will be quoted as needed	As Needed
Additional Projects	➤ Estimates will be generated and presented to TexAmericas Center for approval prior to work commencing	As Needed
Travel Expenses	➤ To cover a visit to TexAmericas Center property during this fiscal year, if needed	As Needed
Total		\$TBD

This agreement covers the time period from October 1, 2016 through September 30, 2017. 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 Seigenthaler:
Ronald Roberts
 Title: CEO
 Date: 9/20/16

Accepted for TexAmericas Center:
[Signature]
 Title: Executive Director/CEO
 Date: 9/20/16

DVL Seigenthaler
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