

JOE RUSSELL, Chair
RANDALL BUCK, Vice Chair
DOMINGO RODRIGUEZ
JIRA SANSOM



MICHELLE HAMM
JAMES GLADWIN
BOBBY MATTHEWS

Venus Community Service Development Corporation & Budget Workshop

Monday, August 14, 2023, 6:00 PM

Venus Civic Center
210 South Walnut Street
Venus, Texas 76084

Page

1. Call to Order, Roll Call, Invocation, Pledge of Allegiance:

2. Public Comment Period:

Citizens may sign up before the meeting begins and will be allowed up to 3 minutes to address the Board.

3. Consent Agenda:

- 3.1. Approval of meeting minutes for the Venus Community Service Development Corporation on May 15, 2023. 4 - 6

[Special called Venus Community Service Development Corporation - May 15 2023 - Minutes - Pdf](#)

- 3.2. Ratifying the expenses for July 2023. 7 - 10

[JULY 23 REVENUE & EXPENSE REPORT - 7684.pdf](#)

I make a motion to approve/deny the consent agenda.

4. Discussion and Consideration items:

- 4.1. Discuss and consider City of Venus and Venus Community Service Development Corporation website and rebranding in an amount not to exceed \$150,000. 11 - 79

[1 - City of Venus Rebranding and Website Refresh - Crosswind PR.pdf](#)

[2a - REQ City of Venus Brand-Website SOW.pdf](#) [2b - REQ.pdf](#) [3 - Moroch VenusProposal 7.12.23 Final \(003\).pdf](#)

I make a motion to approve/deny a new City of Venus and Venus Community Service Development Corporation website and rebranding in an amount not to exceed \$_____.

- 4.2. Discuss and consider awarding a contract for the City of Venus and Venus Community Service Development Corporation website and rebranding. 80 - 148

[1 - City of Venus Rebranding and Website Refresh - Crosswind PR.pdf](#)

[2a - REQ City of Venus Brand-Website SOW.pdf](#) [2b - REQ.pdf](#) [3 - Moroch VenusProposal 7.12.23 Final \(003\).pdf](#)

I make a motion to approve/deny awarding contract to ____ for City of Venus and Venus Community Service Development Corporation website and rebranding.

- 4.3. Discuss and consider awarding a contract for the fence project at Shanna Park. 149 - 151

[4 - Estimate 314567 fence.pdf](#) [5 - Fence Quote.pdf](#)

I make a motion to approve/deny awarding contract to _____for the fence project at Shanna Park.

5. Executive Session:

IN ACCORDANCE WITH TEXAS GOVERNMENT CODE, SECTION 551.001, ET SEQ. THE VENUS COMMUNITY SERVICE DEVELOPMENT CORPORATION WILL RECESS INTO EXECUTIVE SESSION (CLOSED MEETING) TO DISCUSS THE FOLLOWING: 551.074 (Personnel Matters)

1. Discussion regarding the appointment, employment, evaluation, reassignment, duties, discipline, resignation or dismissal of a city officer or employee, unless such officer or employee request a public hearing, to wit: EDC, Director.

5.1. Recess into Executive Session:

5.2. Reconvene into Open Session:

Any action on above listed Executive Session.

6. Budget Workshop:

- 6.1. Conduct budget workshop for Fiscal Year 2023-2024.

7. Adjourn:

In accordance with Texas Government Code, Section 551.001, et seq. the Venus Community Development Corporation may recess into Executive Session (closed meeting) at any time during this meeting to discuss matters listed on the agenda or if any of the following matters should arise during the course of the meeting §551.071 Consultations with Attorney; §551.072 Deliberations regarding Real Property, §551.074 Personnel Matters, §551.076 Deliberations regarding Security Devices, §551.087 Deliberations regarding Economic Development Negotiations.

This is to certify that a copy of this Notice of Meeting was posted on the bulletin board of City Hall, 700 W Hwy 67, Venus TX, at a place readily accessible to the general public at all times, and to the City's website, **www.cityofvenus.org**, not less than 72 hours prior to the meeting.

Callie Green, TRMC

City Secretary

If you plan to attend the public meeting and have a disability requiring accommodation, please make your request at least 48 hours in advance of the meeting, if possible. This building is wheelchair accessible. To make arrangements call (972) 366-3348 and leave a message if it is after hours.

Removed: _____

Time: _____



Special called Venus Community Service Development Corporation - Minutes

Monday, May 15, 2023 at 6:00 PM

Venus Civic Center

1. Call to Order, Roll Call, Invocation, Pledge of Allegiance:

Vice Chair, Buck called the meeting to order at 6:01 pm, gave the Invocation and lead the Pledge of Allegiance.

Commissioners present: Randall Buck, Domingo Rodriguez, Jira Sansom, Michelle Hamm, James Gladwin, and Bobby Matthews.

Commissioners absent: Joe Russell.

Staff present: Tonya Roberts, Callie Green, Melissa Westen, City Attorney, Stacey Wyman, and Brandon Gazaway.

2. Public Comment Period:

No public comments.

3. Welcome New Members:

- 3.1 Michelle Hamm, James Gladwin, Bobby Matthews, and Domingo Rodriguez.

4. Consent Agenda:

- 4.1 Approval of meeting minutes for the Venus Community Service Development Corporation on December 1, 2022.
[SPECIAL CALLED: Venus Community Service Development Corporation - Dec 01 2022 - Minutes - Pdf](#)
- 4.2 Ratifying the expenses for April 2023.
[2023-05 VCSDC.pdf](#)

I make a motion to approve the consent agenda.

Moved by: Bobby Matthews

Seconded by: Jira Sansom

For: Unanimous. Motion carried 6-0-0.

5. Quarterly Report:

- 5.1 July 4th event, donated refrigerator for ball field concession stand, and finalized the rubber mulch at Shanna Park.

[JULY 1 FREEDOM FEST.pdf](#) 

Brandon Gazaway presented.

6. Discussion and Consideration items:

- 6.1 Discuss and consider expending up to \$10,000 to re-work the flower beds located at the entrances to the city as well as the main flower bed at Fielder Park.

[City of Venus Sign Beds Proposal.pdf](#)  [Venus East Entry Bed.pdf](#)  [Venus Fielder Park Bed.pdf](#)  [Venus West Entry Bed.pdf](#) 

I make a motion to approve expending up to \$10,000 to re-work the flower beds located at the entrances to the city as well as the main flower bed at Fielder Park.

Moved by: Michelle Hamm

Seconded by: Bobby Matthews

For: Unanimous. Motion carried 6-0-0.

7. Adjourn:

Vice Chair, Buck adjourned the meeting at 6:30 pm.

Chair

City Secretary

Draft

CITY OF VENUS
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: JULY 31ST, 2023

30 -VCSDC
FINANCIAL SUMMARY

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
<u>REVENUE SUMMARY</u>					
INTEREST	372,099.00	9,213.15	292,836.59	78.70	79,262.41
MISC. REV.	1,250.00	0.00	0.00	0.00	1,250.00
TRANSFERS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL REVENUES	373,349.00	9,213.15	292,836.59	78.44	80,512.41
	=====	=====	=====	=====	=====
<u>EXPENDITURE SUMMARY</u>					
NON-DEPARTMENTAL	<u>578,807.00</u>	<u>45,404.66</u>	<u>162,238.61</u>	<u>28.03</u>	<u>416,568.39</u>
TOTAL EXPENDITURES	578,807.00	45,404.66	162,238.61	28.03	416,568.39
	=====	=====	=====	=====	=====
REVENUES OVER/ (UNDER) EXPENDITURES	(205,458.00)	(36,191.51)	130,597.98		(336,055.98)

CITY OF VENUS
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: JULY 31ST, 2023

30 -VCSDC

REVENUES	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
<u>INTEREST</u>					
30-4-0000-0360 SRF/VCSDC INTEREST	200.00	0.00	2,242.02	1,121.01 (	2,042.02)
30-4-0000-0365 SALES TAX REVENUES	<u>371,899.00</u>	<u>9,213.15</u>	<u>290,594.57</u>	<u>78.14</u>	<u>81,304.43</u>
TOTAL INTEREST	372,099.00	9,213.15	292,836.59	78.70	79,262.41
<u>MISC. REV.</u>					
30-4-0000-0375 CLEANING FEES (PASS-THRO	1,250.00	0.00	0.00	0.00	1,250.00
30-4-0000-0378 AUDIT ADJUSTMENTS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL MISC. REV.	1,250.00	0.00	0.00	0.00	1,250.00
<u>TRANSFERS</u>					
30-4-0000-0390 SRF/VCSDC FUND BALANCE F	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL TRANSFERS	0.00	0.00	0.00	0.00	0.00
TOTAL REVENUES	373,349.00	9,213.15	292,836.59	78.44	80,512.41
	=====	=====	=====	=====	=====

CITY OF VENUS
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: JULY 31ST, 2023

30 -VCSDC

NON-DEPARTMENTAL

DEPARTMENTAL EXPENDITURES	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
<u>PERSONNEL</u>					
30-5-0000-0400 SALARIES & WAGES	0.00	0.00	0.00	0.00	0.00
30-5-0000-0401 SOCIAL SECURITY	0.00	0.00	0.00	0.00	0.00
30-5-0000-0402 UNEMPLOYMENT TAXES	0.00	0.00	0.00	0.00	0.00
30-5-0000-0403 MEDICARE	0.00	0.00	0.00	0.00	0.00
30-5-0000-0404 RETIREMENT (TMRS)	0.00	0.00	0.00	0.00	0.00
30-5-0000-0406 WORKERS COMP	0.00	0.00	0.00	0.00	0.00
30-5-0000-0408 CITY CONTR - EDC PERSONN	92,108.00	4,186.49	27,145.49	29.47	64,962.51
30-5-0000-0409 EMPLOYEE UNIFORMS	0.00	0.00	0.00	0.00	0.00
30-5-0000-0410 HEALTH INSURANCE	0.00	0.00	0.00	0.00	0.00
30-5-0000-0411 CITY CONTR-PARK PERSONNE	58,536.00	4,878.00	48,780.00	83.33	9,756.00
30-5-0000-0412 HRA	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL PERSONNEL	150,644.00	9,064.49	75,925.49	50.40	74,718.51
<u>TRAVEL & TRAINING</u>					
30-5-0000-0416 TRAINING	750.00	0.00	0.00	0.00	750.00
30-5-0000-0418 DUES & MEMBERSHIPS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL TRAVEL & TRAINING	750.00	0.00	0.00	0.00	750.00
<u>SUPPLIES</u>					
30-5-0000-0420 UNIFORMS	300.00	0.00	0.00	0.00	300.00
30-5-0000-0421 OFFICE SUPPLIES	5,000.00	0.00	181.61	3.63	4,818.39
30-5-0000-0425 VCSDC SPECIAL PROJECTS	0.00	0.00	0.00	0.00	0.00
30-5-0000-0426 GAS & OIL	1,750.00	360.97	977.61	55.86	772.39
30-5-0000-0429 DEPARTMENT SUPPLIES	1,500.00	326.95	1,173.93	78.26	326.07
30-5-0000-0430 CELL PHONE & MIFI	600.00	40.66	406.75	67.79	193.25
30-5-0000-0432 UTILITIES	8,295.00	729.83	9,299.31	112.11 (	1,004.31)
30-5-0000-0433 SMALL EQUIPMENT	0.00	0.00	0.00	0.00	0.00
30-5-0000-0438 LEGAL NOTICES	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL SUPPLIES	17,445.00	1,458.41	12,039.21	69.01	5,405.79
<u>MAINTENANCE & REPAIRS</u>					
30-5-0000-0442 BUILDINGR&M	5,000.00	86.66	1,495.19	29.90	3,504.81
30-5-0000-0443 MARKETING & PROMOTIONAL	0.00	0.00	0.00	0.00	0.00

CITY OF VENUS
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: JULY 31ST, 2023

30 -VCSDC

NON-DEPARTMENTAL

DEPARTMENTAL EXPENDITURES	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
30-5-0000-0466 CITY CONTR-ADMIN COSTS	11,168.00	511.92	8,887.32	79.58	2,280.68
30-5-0000-0467 VCSDC CAPITAL OUTLAY	0.00	0.00	0.00	0.00	0.00
30-5-0000-0469 LIABILITY & PROPERTY INS	<u>1,500.00</u>	<u>349.60</u>	<u>1,398.40</u>	<u>93.23</u>	<u>101.60</u>
TOTAL CONTRACTED SERVICES	18,418.00	861.52	12,985.72	70.51	5,432.28
<u>DEPARTMENTAL</u>					
30-5-0000-0471 VCSDC BOND INDEBTEDNESS	50,000.00	0.00	0.00	0.00	50,000.00
30-5-0000-0480 VCSDC CASH RESERVES	0.00	0.00	0.00	0.00	0.00
30-5-0000-0485 MARKETING & PROMOTIONAL	2,500.00	0.00	450.00	18.00	2,050.00
30-5-0000-0486 MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00
30-5-0000-0491 CITY CONTR-SPECIAL EVENT	40,000.00	19,303.03	21,891.46	54.73	18,108.54
30-5-0000-0492 CITY CONTR-LAND PURCHASE	0.00	0.00	769.07	0.00	(769.07)
30-5-0000-0493 MISCELLANEOUS	500.00	0.00	114.59	22.92	385.41
30-5-0000-0495 PARK GRANT EXPENDITURES	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL DEPARTMENTAL	93,000.00	19,303.03	23,225.12	24.97	69,774.88
<u>VEHICLE LEASE</u>					
30-5-0000-0560 VEHICLE LEASE PAYMENTS	10,800.00	611.33	5,053.66	46.79	5,746.34
30-5-0000-0561 VEHICLE MAKE READY	0.00	0.00	0.00	0.00	0.00
30-5-0000-0562 VEHICLE MAINT PLAN	<u>0.00</u>	<u>0.00</u>	<u>387.10</u>	<u>0.00</u>	(<u>387.10</u>)
TOTAL VEHICLE LEASE	10,800.00	611.33	5,440.76	50.38	5,359.24
<u>CAPITAL OUTLAY</u>					
30-5-0000-0660 SPECIAL PROJECTS	275,000.00	14,054.24	28,810.51	10.48	246,189.49
30-5-0000-0667 CAP OUT-AUDIO/VISUAL SYS	0.00	0.00	0.00	0.00	0.00
30-5-0000-0668 CAP OUT-KITCHEN REMODEL	0.00	0.00	0.00	0.00	0.00
30-5-0000-0669 FIELDER PARK SECURITY SY	0.00	0.00	0.00	0.00	0.00
30-5-0000-0670 CAP OUT-FIELDER PARK LIG	0.00	0.00	0.00	0.00	0.00
30-5-0000-0671 CAP OUT-SHANNA PARK LIGH	0.00	0.00	0.00	0.00	0.00
30-5-0000-0672 CAP OUT-FIELDER PARK ENT	0.00	0.00	0.00	0.00	0.00
30-5-0000-0673 CAP OUT-BASEBALL FIELD I	0.00	0.00	0.00	0.00	0.00
30-5-0000-0674 PARKS SHADE CANOPIES	0.00	0.00	0.00	0.00	0.00
30-5-0000-0675 AUDIO SYSTEM	0.00	0.00	0.00	0.00	0.00
30-5-0000-0676 LAND PURCHASE	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL CAPITAL OUTLAY	275,000.00	14,054.24	28,810.51	10.48	246,189.49



VENUS HAS A “TEXAS-SIZED” VISION



CROSSWIND HAS THE EXPERTISE, TEXAS ROOTS AND WE WEAR TEXAS BOOTS



CROSSWIND

PUBLIC RELATIONS MARKETING MEDIA CREATIVE

July 19, 2023

RE: Rebranding and Website Refresh

ATTN: The City of Venus

Thank you for the opportunity to present Crosswind as the ideal partner for the City of Venus' rebranding strategy, visual system development, and front-end website refresh. As a proud Texas-based company with deep roots in the heart of Lone Star State, we understand the unique needs and aspirations of small and big town Texas communities. We successfully help our clients tell the stories that matter in ways that engage their stakeholders and key target audiences. Our expertise in strategic communications, brand development, and digital marketing make us the perfect fit to achieve your goals.

While Crosswind is a full-service marketing, media, and public relations agency, we also take great pride in the trusted relationships we have cultivated over the years. Our extensive network and strong connections within the Texas legislative community is second-to-none. These longstanding ties enable us to navigate the intricate landscape of public opinion, government relations, and media engagement with finesse and effectiveness. Our institutional knowledge, but more importantly, the trust that we have gained over the years, is principal to our cause as we work to amplify the City of Venus' voice ensuring your rebranding efforts receive the attention they deserve and resonate with your target audience.

Crosswind at a glance

Texas Roots

At Crosswind, our history of success is rooted right here in Texas. Even with clients across five continents, we still enjoy doing business on a handshake and occasionally wearing boots to our meetings.

Crosswind was founded in 2008 and is headquartered in Austin, Texas. We also have offices in Dallas, Houston, Corpus Christi, Amarillo as well as Los Angeles and Washington D.C. Our firm has a deep understanding of the cultural nuances, regional preferences, and community dynamics that shape Texas towns. That is why we are perfectly positioned to create a brand strategy that will authentically reflect the essence of the City of Venus.

Our knowledge of the Lone Star State, combined with our expertise and experience is what makes us successful in telling our client's stories. This is why we are often the first call for global enterprises seeking to relocate and do business here in Texas.

Crosswind's mission, as our friend and great Texan Gary P. Nunn would say, is bringing "Texas to the country." That is why we are the ideal partner to help you bring the country, and the world, to the City of Venus.

In [an interview with the Houston Chronicle](#), Crosswind founder and CEO Thomas Graham said, “Texas is on the verge of being a cultural superpower.” This statement is backed by our [recent polling data](#) outlined in [Crosswind’s Branding Texas newsletter that is shared with more than 400 global media outlets on a monthly basis](#). We believe the City of Venus is a perfect example of what makes Texas great, and we have the skills and expertise to effectively share your story.

In working with us, you will be getting partners that understand Texas because we not only work here, we live here, and we have families here. We know how to communicate the Texas experience because we have lived it.

Extensive Experience

With over 15 years of experience, we are as diverse as the Texas landscape. Our track record speaks for itself, and we are confident in our ability to deliver outstanding results for the visionaries leading the City of Venus.

Strategic Communications

Our team is comprised of skilled professionals who excel in strategic communications. We have a proven methodology for conducting brand audits, stakeholder interviews, and competitive analyses to gain deep insights into your city’s unique attributes and target audience. With this knowledge, we have the ability to develop compelling messaging frameworks and visual systems that differentiates the City of Venus.

Digital Expertise

In today’s digital age, a strong online presence is paramount. We have a dedicated team of digital marketers and web developers who will ensure the user experiences are visually appealing, user-friendly, accessible, and optimized for search engines. Your new website will showcase the city’s attractions, services and community spirit, providing an engaging experience for both residents, visitors and potential new businesses.

Our team will work collaboratively with the City of Venus, ensuring your goals are met at every stage of the project. We appreciate the opportunity to be considered for this project and look forward to discussing our proposal in more detail. Thank you for considering Crosswind as your partner in this exciting journey and we can’t wait to see you and shake your hands!

Sincerely,



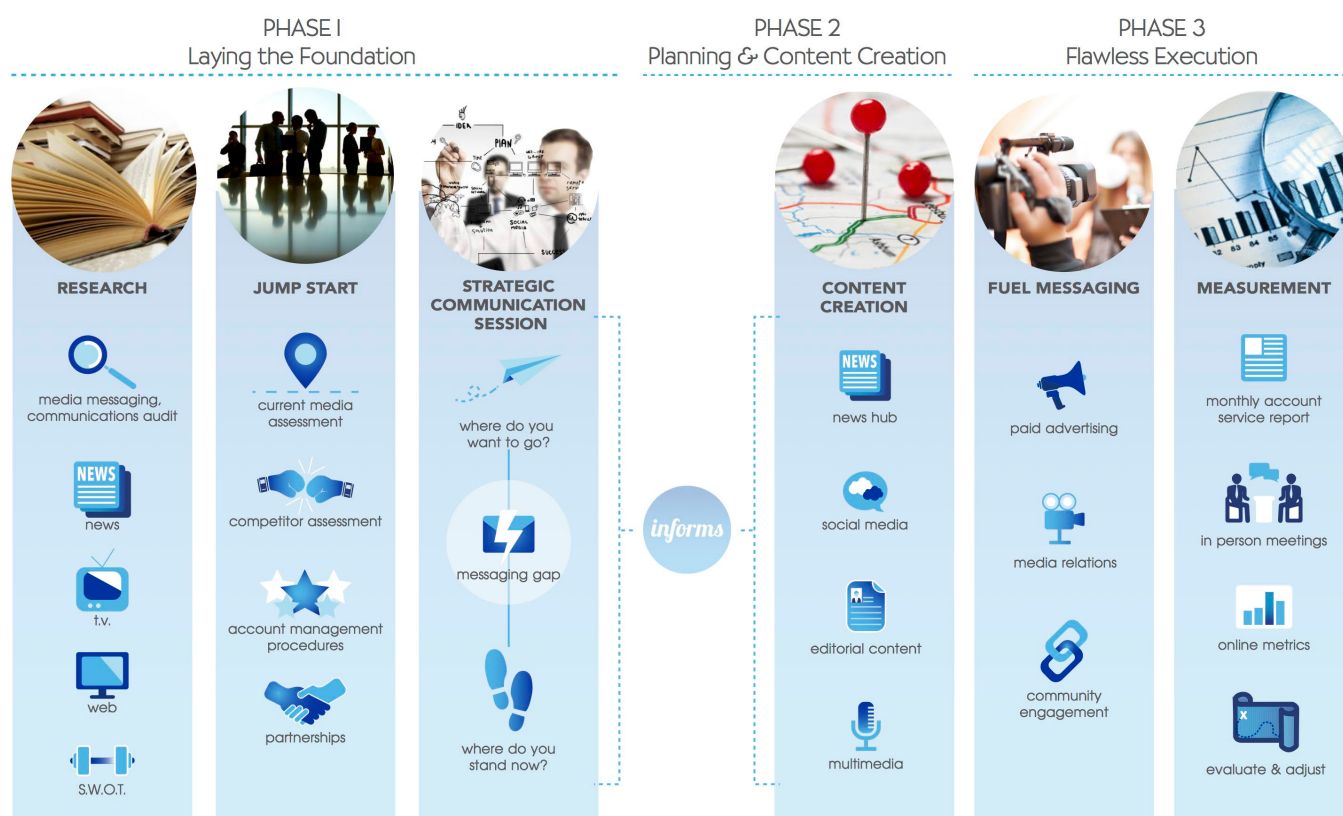
Eric Moore, V.P. of Brand Strategy

OBJECTIVES

Our objectives are simple. Capture the vision of Venus, plan and execute the City of Venus' story throughout the grand almanac of Texas!

HOW WE WORK

- We start by laying the proper foundation
- Next we execute a comprehensive media, messaging and communications audit
- We then define our goals with a jump-start meeting followed by strategic messaging and targeting sessions



SCOPE OF WORK PLAN

This scope of work outlines the rebranding and website refresh services Crosswind will provide for the agreed upon fee and services for the initial branding and website refresh. We will also be offering ongoing client account services for a monthly retainer for a minimum period of 6 months after the launch.

Our proposal includes a strategic approach, timeline, and key deliverables to ensure a successful rebranding of the City of Venus. This will start with the Crosswind and the City of Venus' team members conducting a jump start meeting to finalize goals and plans of action.

1. **Discovery Phase (2 weeks):** The discovery phase is crucial for the understanding of the City of Venus, its values, goal, and target audience. During this phase, we will conduct in-depth research and engage in collaborative workshops with key stakeholders to gather insights and define the brand's essence. The deliverables in this phase include:
 - a. *Brand Audit:* Evaluate the current brand assets, visual identity, website, and communication materials to identify strengths, weaknesses, and areas for improvement.
 - b. *Stakeholder Interviews:* Conduct interviews with key stakeholders, including city officials, community members, and local businesses, to gather their perspectives and understand the expectations for the rebranding.
 - c. *Competitive Analysis:* Analyze the branding strategies and visual identities of similar cities or municipalities to identify opportunities and differentiate the City of Venus.
 - d. *Target Audience Analysis:* Identify and define the primary target audience segments for the City of Venus, considering demographics, psychographics, and their needs and aspirations.
 - e. *Market Analysis:* Look for trends or other insights that will assist us in understanding the audience and the market.
 - f. *CMS Research:* As a government organization, we understand your need for having an accessible, user friendly website. With our experience in the field of government websites we will assist in finding you the most effective CMS for you and your users.
2. **Brand Strategy Development (4 weeks):** Based on the insights gathered during the discovery phase, we will develop a comprehensive brand

strategy for the City of Venus. This strategy will encompass brand positioning, messaging framework, and visual system guidelines. The deliverables in this phase include:

- a. *Brand Positioning*: Define the unique attributes, values, and personality traits that differentiate the City of Venus from its competitors and form the foundation of its brand identity. Review economic development plans to provide context.
- b. *Messaging Framework*: Craft a compelling brand story and key messages that effectively communicate the city's strengths, offerings, and community spirit to resonate with the target audience.
- c. *Visual System*: Create a visual identity system that includes a refreshed logo, color palette, typography guidelines, and supporting visual elements to visually represent the brand's essence and other creative assets.
- d. *Brand Guidelines*: Develop a comprehensive brand guideline document that outlines the brand strategy, positioning, messaging, and visual guidelines to ensure consistency across all communication channels.

3. Website Refresh (12-16 weeks): With the brand strategy and visual system in place, we will proceed to refresh the City of Venus' front-end website. This phase will involve implementing the new brand identity, enhancing the user experience, and optimizing the website for both desktop and mobile devices. Dependent upon the timing or receipt of reviews and approvals from the city, or any significant changes or revisions to the scope of work, this timeline may be flexible. The deliverables in this phase include:

- a. *Website Discovery Phase*: Much like the branding research, we will conduct an audit of the website, a comparative audit of similar websites, and utilize the information from that research to also assist in providing the recommendations for the updates and design changes.
- b. *Website Wireframes*: Develop wireframes to outline the website's structure, layout, and navigation, ensuring an intuitive and user-friendly experience.
- c. *Visual Design*: Apply the new brand identity to create visually appealing designs for the website, including homepage, subpages, and interactive elements.

- d. *Content Development*: Collaborate with the City of Venus’ team to review and update the website content, ensuring it aligns with the brand messaging and showcases the city’s unique offerings.
- e. *Development, Testing and Revisions*: Implement the visual design and content on the CMS preferred by the City of Venus, conduct thorough verification/testing, and ensure compatibility across various devices and browsers. Any revisions from the City of Venus should be shared with Crosswind during this phase.

4. Launch and Activation (2 weeks): Once the website refresh is completed, we will assist in launching the new brand and website. This phase will include internal and external communication efforts to create excitement and engagement. The deliverable in this phase include:

- a. *Internal Brand Launch*: Develop a communication plan to introduce the new brand to city employees, officials and stakeholders, including internal training sessions and brand guideline dissemination.
- b. *External Brand Activation*: Create a marketing and communication plan to announce the rebranding to the public, leveraging various channels such as social media, local news outlets, and community events.
- c. *Measurement and Evaluation*: Implement tracking mechanisms to measure the effectiveness of the rebranding efforts, including website analytics, social media engagement, and community feedback.
- d. *Training*: Should training be needed for navigating the new website, Crosswind will provide up to 3 hours of training to explain how to complete certain tasks and make edits to the website.

Thank you for the opportunity to allow us to support your efforts and to work with you as you seek to enhance the City of Venus brand. We look forward to working with you to capture the essence and unique experience of your historical city, to attract business and visitors, working to position the area as a vital component to the overall growth in the state of Texas.

BUDGET

Discovery Phase: brand audit, stakeholder interviews, competitive analysis, target audience analysis and market analysis, survey external audiences	Month 1	\$15,000
Brand strategy development: brand positioning, messaging, visual system/creative and brand guidelines	Month 1-2	\$45,000

Website refresh: discovery phase, wireframes, design, content, development, and testing	Month 2 - 5	\$65,000
Launch Activation: internal branch launch, external brand activation, website training (1 session + training guide), measurement and evaluation, SEO framework	Month 5 - 6	\$24,000
Post launch external survey	TBD	
TOTAL		\$149,000

Ongoing client account management (6 months)- includes: social media consultation, monitoring, ongoing analytics	\$5,000/month (begins at month 7)	
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EXPENSES

Expenses will be billed in the subsequent month in which the expense incurred. Crosswind invoices – including advances and other expenses owed – will be billed on the first day of each month for which service is provided, and invoices are due and payable upon receipt.

Expenses and third-party contracts

Any fees and expenses for incidental expenses which are not covered in the budget or monthly retainer fee indicated must be approved by the City of Venus or the appropriate representative prior to those fees or expenses being incurred by Crosswind, except for out-of-pocket expenses incurred in the normal course of executing the responsibilities outlined in the Scope of Work section. Out-of-pocket expenses may include fees incurred in service to this contract, such as mileage, parking, tolls, and messengers, printing, mailing, taxi, rideshare or any similar project-related expense not associated with Crosswind’s ordinary business operations. Incidental expenses requiring advance authorized representative approval may include such items travel costs, graphic design, mailing, media wire services, public surveys.

Additional Notes to Consider

As is the case with any project, it is important that we identify other services that are not specifically outlined in this scope of work or supporting proposed budget; ongoing search engine optimization (SEO), video production, photography, digital strategy/advertising social media, print advertising or OOH executions. This also includes any specific costs for subscriptions or email services. If in any event these additional services are requested or recommended, we strictly abide by our “know before you owe” policy and will present any relative costs for approval.

OTHER TEXAS ENTITIES WE'VE HELPED



SUMMARY

With your rebranding and website refresh we are excited that the City of Venus will be entering into a new phase of growth and advancement for the city and its neighboring communities.

Should you choose to engage our services, we are confident that our strategies and commitment to excellence, creative expertise, and client/community centric approach will enable us to truly elevate the City of Venus' identity across Texas and our nation.

Thank you and we look forward to discussing this opportunity with you in further detail.



Now, it's time to pull our boots up by the bootstraps and get to work.

CITY OF VENUS, TX

Statement of Work:
Brand & Website
Project

Introduction

Congratulations to all of you for driving the City of Venus, TX's economic development initiatives. This is a very exciting time to present our proposed partnership plan and we thank you for your consideration.

- We are a full-service agency with a foundation in search engine optimization, brand visibility, and reputation. Our team will be able to service discovery, design, development, and activation for this engagement in-house.
- We have exceptionally high retention rates for clients and employees, and boast a long history of work with emerging destinations and areas of economic development, such as South Carolina Department of Commerce, U.S. Chamber of Commerce, Cayman Islands, Tenerife, and many more.
- Our team of 100 marketing professionals is agile. City of Venus will have senior-level involvement throughout the engagement across strategy, design, and development. We have offices in Washington, DC, San Diego, and Las Vegas, along with remote employees across the United States including Texas.

We are strategic thinkers, world-class designers, and writers. We are skilled search engine optimizers, public relations professionals, analytical advertisers, and creative coders, developing everything from marketing campaigns to enterprise technology.

We believe a good idea can come from anyone, and that listening sharpens our ability to connect with audiences. As an agency, we put the user first and it shows in our finished products. We place heavy emphasis on discovery, ensuring that the City of Venus team will play a critical role in determining the City's new brand positioning and strategic identity direction. Our creative team is confident we will put forward design directions that match your audiences' needs, but we ensure recommendations and decisions are grounded in data and research.

In the following document, we provide our approach for the City of Venus' brand refresh and website project and have included additional company information in a supplementary capabilities deck. We look forward to your questions and feedback in the coming weeks.

Summary

City of Venus, TX (Client) is engaging (agency) to define a brand strategy, position, and visual system for the City of Venus, TX and activate it with a front-end website refresh. The anticipated launch date is seven (7) months from kickoff. This SOW is valid for 30 days from receipt.

Schedule A - Activities & Deliverables

Brand Strategy & Identity

Brand Strategy

Consultant will conduct the following discovery activities:

- Host a virtual engagement kickoff meeting
- Perform an audit of Client's economic development goals (past and future) to influence strategy, positioning, and application:
 - Economic development plan review
 - Review economic development plan and other resources that provide a context for the brand positioning
 - Market analysis
 - Analyze key trends and related secondary information that will support and aid an understanding of the market opportunity and audience needs
 - Competitor analysis / peer analysis
 - Analyze the positioning, messaging, web properties, and marketing activity of up to three (3) competitors; anticipated peer set to include:
 - City of Hurst, TX - <https://www.hursttx.gov>
 - City of Keller, TX - <https://www.cityofkeller.com>
 - Mansfield, TX - <https://www.mansfieldtexas.gov>
 - External survey research*
 - Assess the motivation, value proposition, and consideration set among a defined set of audiences members
 - *Survey size and regions to be determined, accurately scoped, priced, and approved during the engagement
 - Stakeholder interviews
 - Interview up to ten (10) key internal and external stakeholders to gain an understanding of market opportunities and audience needs
 - Audience personas
 - Develop up to four (4) distinct personas organized by goals, needs, behavioral drivers, and values
 - Conduct an in-person ideation session in Venus
 - Facilitate brainstorming on the objectives of the brand and its purpose
 - Gain insight on how you want the City of Venus to be perceived moving forward

- Prioritize key ideas and insights to construct the brand strategy

Consultant will leverage discovery findings to form the brand strategy:

- Brand positioning
 - Articulate what the brand stands for, how it is distinctive and why everyone should care about it
- Brand voice
 - Create the distinctive way the brand speaks to its key audiences and stakeholders; the voice provides criteria against which all communications will be measured
- Brand pillars
 - Define the traits that best evoke the brand; the pillars define the visual and emotional expressions of the brand that will be represented through various touchpoints (signage, typography, imagery, design, etc.)
- Brand story
 - Develop a concise, yet inspiring storyline that drives the messaging of the brand and acts as a rallying cry in its broadest context

Consultant will conduct one (1) brand strategy presentation to all relevant stakeholders.

Identity

With the selection and approval of the brand strategy, Consultant will:

- Develop brand identity guidelines based on the refined brand strategy
 - Brand identity
 - Refresh/tighten the logo, color palette, typography, etc.
 - Provide up to three (3) identity directions
 - Provide up to two (2) rounds of revisions to one (1) selected direction
 - Brand guidelines
 - Develop a style guide that clearly guides various users on correct usages and applications of the brand identity (e.g. sizes, typography, colors, etc.)
 - Provide brand guidelines document with up to two (2) rounds of revisions based on approved brand identity direction
- Design select traditional assets leveraging the brand guidelines, including:
 - Letterhead in Word or Google Doc
 - Business card template
 - Presentation template (up to six (6) page templates) in PowerPoint or Google Slides

Client will receive up to one (1) round of revision on supporting creative assets.

Website

To deliver a fresh face to the <https://www.cityofvenus.org/> website, Consultant will perform the following phases and deliverables:

Phase 1: Discovery

Leveraging competitive research, audience personas, and the brand strategy and identity, Consultant will create a functional requirements document that outlines all final needs and integrations of the website, with up to two (2) rounds of comprehensive revision.

Any functionality that links to third-party URLs (i.e. payments, permitting, etc.) will remain external to the new website for this scope of work.

Phase 2: Design

Consultant will design the website information architecture and user-experience based on the found research and functional requirements. Once approved by both parties, the functional requirements document will serve as the final list of functional requirements to which design and development decisions will be made. Any changes to the final functional requirements document after approval will impact the project timeline and cost.

- Sitemap
 - Inventory, evaluate, and organize current content, in alignment with business goals and an understanding of user needs
- User interface
 - Create up to two (2) style tiles that will be influenced by existing Client brand guidelines for the selection of one (1) design direction
 - Develop wireframe prototypes of various fidelity to identify any areas for improvement and collect feedback
 - Apply the approved style tile to key page templates
- UX prototype
 - Design mockups of pages for up to eight (8) templates, with up to two (2) rounds of revision
 - Design the full website for usability on all screens, taking a mobile-first approach
 - Optimize the approved mockups before the development build phase
- Content
 - Existing content will be prioritized by SEO value and audience research
 - Priority content will be migrated by Consultant to the new content management system
 - Select content may be archived using SEO best practices to retain existing search authority
 - All new content will be written by Client and input into Gather Content .All content editing will be the responsibility of the Client

- Any new imagery will be sourced and recommended by Consultant, with up to two consolidated rounds of revision

All deliverables in the design phase allow for up to two (2) rounds of revision. Once each deliverable is approved in writing, any changes after approval or delay in content from Client will impact the project timeline and cost.

Phase 3: Development

Consultant will develop the website for functional needs and requirements listed in the approved functional requirements document, including, but not limited to:

- Set up development, staging, and live environments in a secure hosting partner for site management by both Client and Consultant, as necessary
- Develop responsive front-end (for all screen sizes) and back-end
- Select open source content management system (CMS); Drupal or WordPress is anticipated based on the current CMS used, Drupal 7
- Migrate selected content and images from existing site (completed by Consultant)
- Integrate tools (based on approved tools outlined in functional requirements document)
 - Any functionality that links to third-party URLs (i.e. payments, permitting, etc.) will remain external to the new website for this scope of work
- Quality assurance testing including browser site testing and compatibility with Edge, Safari, Chrome, and default browsers for iOS and Android

Phase 4: Launch

Consultant will push the website into the live hosting environment and will:

- Verify technical search engine optimization best practices are implemented
 - Client is responsible for on-page optimization: Meta-data, on-page copy, etc.
 - Best practices guideline will be provided by Consultant in tandem with the SEO audit
- Verify WCAG 2.2 accessibility compliance leveraging the selected CMS compliance testing modules
 - Any accessibility and audit testing partner will be the responsibility of the Client (e.g. Accessibility Shield)
 - Accessibility and audit testing performed by a third party may impact the timeline
- Integrate Google Analytics 4 and Google Search Console
- Provide one (1) training on maintaining the website at an advanced level for Client staff with clear instructions for creating content based on the style tile; Consultant will provide a user guide at the completion of the training

All cyber-security protocols and software needs are the sole responsibility of Client.

Process and Approval Notes:

- Once the functional requirements document has been approved, requested additions or removal of functionality will impact the project timeline and cost
- Once the wireframes have been approved and the development of the website is in progress, even the smallest adjustments to the approved wireframes will impact the project timeline and cost
- Once design is approved, any changes or additions will impact the project timeline and cost

Software Environment and Release Management

Our hosting environment is a multi-dev environment, meaning that we have a development environment, testing environment, and production environment. If one of these updates requires client approval, we will demonstrate the update through the staging environment, and once approved, push to production. Managed hosting and cyber-security is not included in this statement of work, but may be added as an ongoing monthly retainer at the launch of the website.

Schedule B - Fees and Payments

Fees

Consultant will invoice Client on the following schedule. Invoices are typically delivered by the 15th of each month.

Discovery	\$10,000
External survey research*	TBD
Brand strategy	\$42,000
Brand identity	\$25,000
Website design	\$20,000
Website development	\$45,000
Website SEO best practices, testing & launch	\$8,000
Total	\$150,000

*If external survey research is included in this scope, Consultant will leverage a third-party firm. Budget will be based on the size and scope of the survey.

Schedule

Project will be billed on the following schedule:

July 2023	Kickoff; Discovery	\$30,000
August 2023	Discovery; Brand strategy	\$20,000
September 2023	Brand strategy	\$20,000
October 2023	Website design	\$20,000
November 2023	Website development	\$20,000
December 2023	Website development	\$20,000
January 2024	Website testing; Launch	\$20,000
Total		\$150,000

A delay in launch resulting from Client review or approval delays will be charged at a rate of \$5,000/month to hold resources and project management for the engagement. If required, this delay fee will begin in February 2024.

Expenses

All expenses, such as third-party technology licenses, stock imagery, transportation, and other miscellaneous expenses will be approved by the Client in advance and billed at net.

Assumptions

The Statement of Work and budget are based on the following assumptions. Should additional work or services be requested, a Change Order will be provided.

- Other services such as digital strategy, ongoing search engine optimization (SEO), digital advertising, photography, video production, social media management, print advertising, and direct mail are not included in this scope of work and budget.
- All work will be paused if payment is not received within 30 days after the invoice due date. Work will begin immediately upon receipt of payment on outstanding invoices.
- Costs/subscriptions to third-party tools such as investor relations tools, email services, etc. are not included in the website development cost. All recommended solutions/tools will be presented to and approved by the client before purchase or implementation.
- In the event that the circumstances upon which this agreement has been entered into change due to desired changes to the scope of the project, both parties agree to negotiate in good faith the appropriate additional services and fees required.

REQ

City of Venus, TX

Table of Contents

3	About Us
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About Us

About REQ

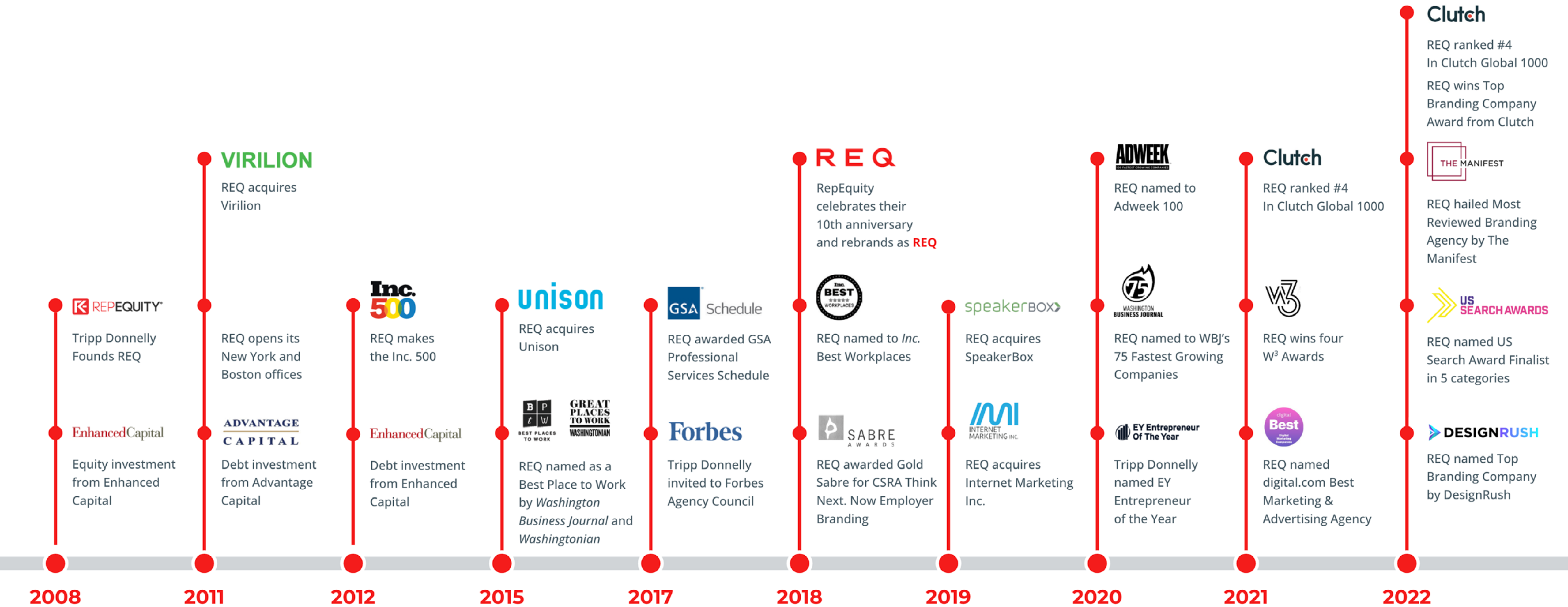
As a leading digital marketing company, REQ outpaces changes in today’s rapidly evolving media landscape bringing brand, reputation, advocacy, and business results to new heights.

We serve global brands and leaders in technology, health care, finance, government, real estate, entertainment, hospitality, and retail, and have been named to the Adweek 100, Inc. 500, and Deloitte Fast 500 lists as one of the fastest growing companies in America.

Founded in Washington, DC in 2008, REQ has expanded with offices and employees in San Diego and Las Vegas.



REQ Evolution

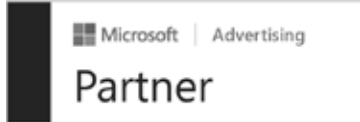


Clients & Awards

Featured Clients



Featured Awards



Accreditations

REQ is a Premier Google Partner with specializations in Search, Mobile, and Display advertising.

The Premier distinction is reserved for less than 3% of all Google partners worldwide and represents an ongoing relationship with Google’s leadership and representatives. Agencies with the Premier Google Partner accreditation have Google’s endorsement that they have the expertise and staff to generate results for large clients with demanding needs. In addition, the accreditation recognizes agencies with extensive Google product knowledge, strong client base, and proven record of success on behalf of those clients.

The Premier Google Partner status is invaluable in both organic and paid search, as we and, therefore, our clients have direct access to the Google team. We are able to provide in-person training and case studies for our clients alongside our Google representatives, host events with Google, and learn and test new tactics and Google offerings before mass adoption.

REQ is a Meta Business Partner with Preferred Status.

As a Preferred Partner, we have been vetted by Meta for our excellent service and technical skill. We have been granted access to Meta’s API to reach global audiences and create expanded advertising solutions that fuel growth.

Meta provides REQ with exclusive Partner tools, including agency analytics reports, advertiser spend optimization, and events and trainings to stay up-to-date on the latest advancements in social advertising. We also are given priority resolution by Meta’s Customer Support, such as technical support, solutions engineering consultations, and creative consultations.

Capabilities

Capabilities

Research & Planning

- Quantitative Research
- Qualitative Research
- Media Planning
- Marketing Roadmap

Email / CRM

- CRM Management
- Database Integration
- List Segmentation
- Campaign Reporting

CRO

- Usability Analysis & Testing
- A | B Split Testing
- Multivariate Testing
- Test Evaluation & Reporting
- Continual Optimization

Data & Analytics

- Multi-Attribution Technology
- Digital Analytics
- Goal Identification & Filtering
- Tag Management
- Custom Reporting

Branding

- Brand Strategy
- Corporate Identity
- Naming

Web Design & Development

- UX & UI
- Front End
- Back End
- Hosting
- Management & Updates

Marketing

- Online Marketing
- Inbound Marketing
- Content Creation
- Campaign Creation
- Marketing Automation
- Marketing Technologies

Social

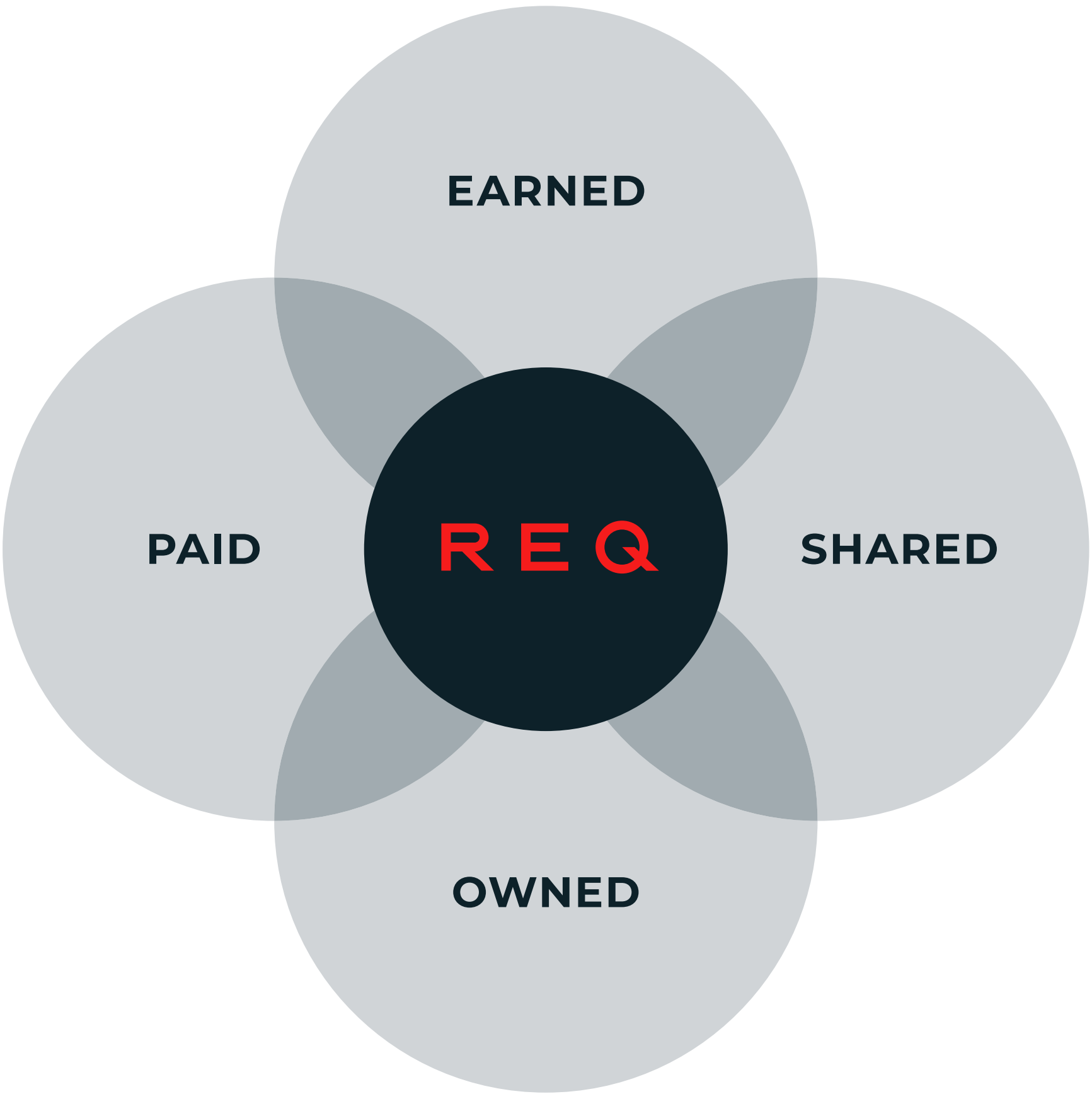
- Social Strategy
- Content Development
- Content Management
- Promotional Strategy

Paid Media

- Search
- Social
- Display
- OOH
- Content Marketing
- Management & Optimization

Earned Media

- Public Relations
- Media Relations
- Search Engine Optimization
- Content Development
- Online Reputation Management



Program Lifecycle: From Concept to Activation



Experience

South Carolina Department of Commerce

Services

- Website design & development (WordPress)
- Content strategy & development
- Creative services

Results

- AED was featured in multiple Washigton Post cover stories
- REQ secured a monthly column on Entrepreneur.com featuring AED leadership
- The “Think Arlington” Campaign was named a finalist for the Stevie’s “Marketing Campaign of the Year”

GOAL

Revamp the South Carolina Department of Commerce’s (DoC) content strategy to help attract leading international businesses to the state.

OUR APPROACH

Following a website redesign, the South Carolina Department of Commerce (DoC) worked with REQ again for recommendations on updating their website’s architecture to match their initiatives shifting to attracting large, international businesses with major presences in the United States to operate in the state.

With the goal of attracting the right eyes to the DoC’s digital properties, REQ needed to intuitively reorganize information for the site’s multiple audiences and better position the DoC as an authority in helping businesses thrive in South Carolina.

After conducting a wide landscape analysis of commerce departments across North America, we revamped the DoC’s content strategy and user experience. We put forth a set of recommendations accompanied by an actionable outline to illustrate proposed navigational elements and site structure updates.

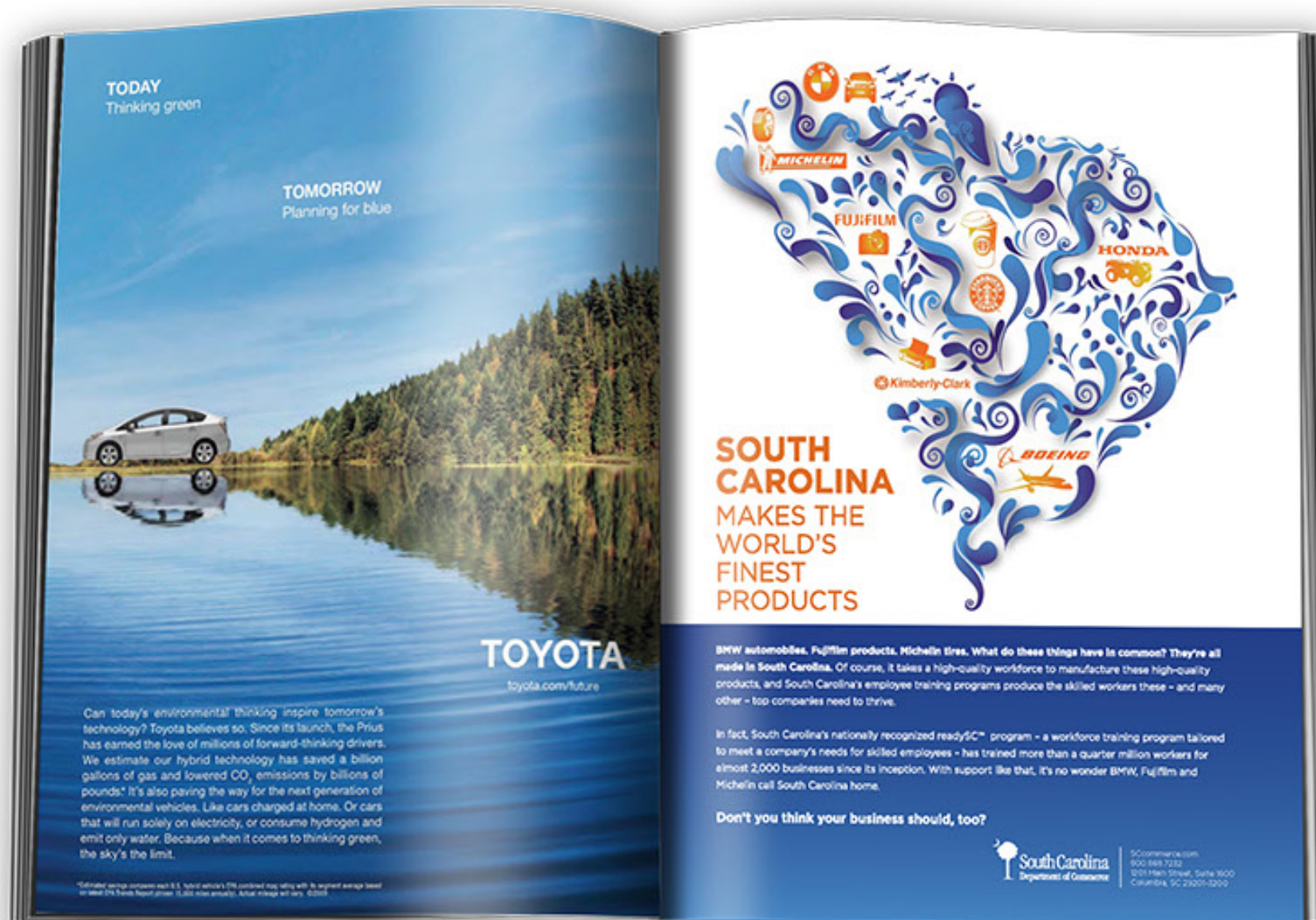
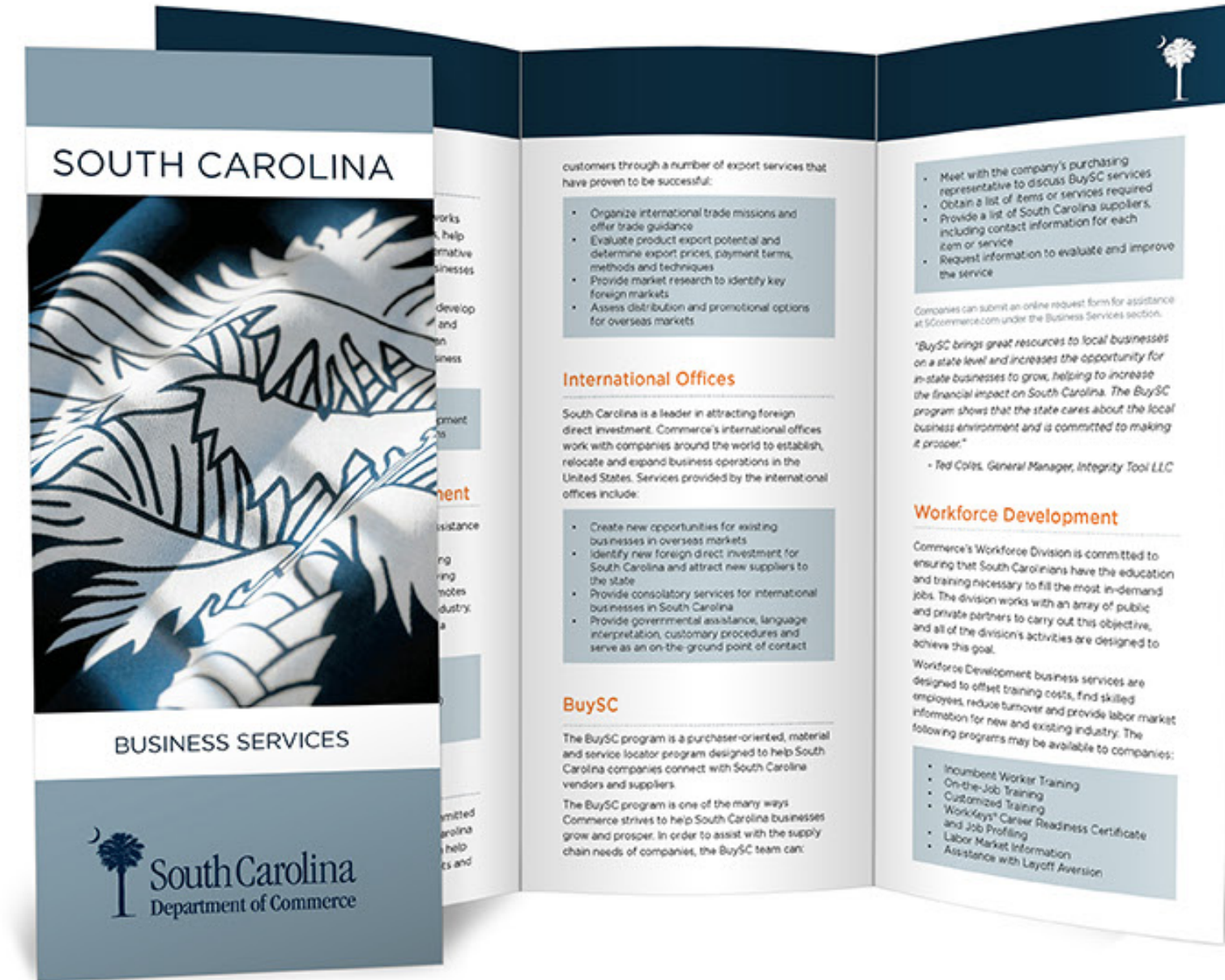
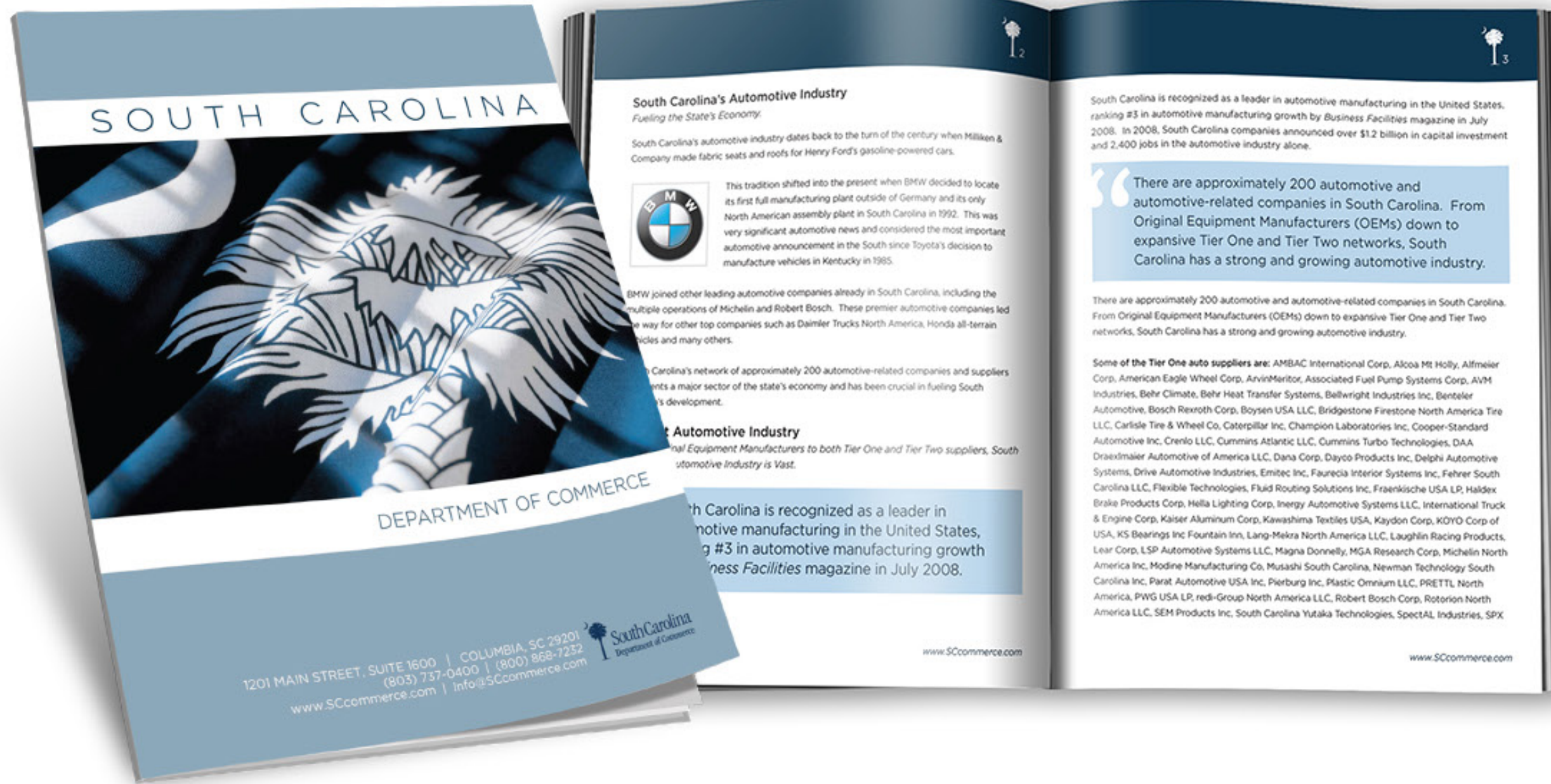
REQ then provided a full content outline and supported the DoC by writing and revising content where needed. Soon after, we applied the strategy to both on- and offline materials in addition to the website, such as brochures, infographics, and print advertisements.



South Carolina

Department of Commerce





Washington DC Economic Partnership (WDCEP)

Services

- Media relations
- Event support

Results

- Relationships were cultivated with key national outlets such as Mashable, TechCrunch, MSNBC, Fast Company, and Forbes

GOAL

Position Washington, DC as a city that has much more than the federal government.

OUR APPROACH

The Washington DC Economic Partnership (WDCEP) engaged REQ to lead the media strategy for the District’s Mayor Vince Gray’s attendance at South By Southwest (SXSW) Interactive. REQ’s public relations team led the effort and attended SXSW to guide the WDCEP team through various media engagement opportunities.

The goal was to elevate awareness of the District as a preeminent location for technology startups, highlight the city’s startups and infrastructure, and begin to build national-level tech and business media relationships. REQ also supported WDCEP’s brand marketing efforts, including implementing their brand strategy and go-to-market plan.

Output from our efforts include new visibility and productive relationship for the city with Mashable, TechCrunch, MSNBC, Fast Company, Forbes, and PandoDaily, among other nationallybased media outlets. They requested that the REQ team return with them again the following year as they launched the city’s startup-tech visibility campaign “Digital DC.”

Arlington Economic Development (AED)

Services

- Campaign strategy & development
- Media relations

Results

- AED was featured in multiple Washigton Post cover stories
- REQ secured a monthly column on Entrepreneur.com featuring AED leadership
- The “Think Arlington” Campaign was named a finalist for the Stevie’s “Marketing Campaign of the Year”

GOAL

Attract entrepreneurs to Arlington County as an ideal city for business.

OUR APPROACH

REQ worked with Arlington Economic Development (AED) for four years to attract entrepreneurs to the county and introduce target audiences near and far to Arlington’s offerings.

We helped create the “Think Arlington” campaign which used the slogan “Brainpower: Arlington’s Alternative Energy” to highlight the area’s talented, highly-skilled workforce and position it as a premier site in the recruitment of expanding high-tech, research, and policy-related organizations.

We maintained regular communication with business, travel, local, national, and international publications while providing AED executives and local business owners as resources to journalists in need of commentary.

By cementing close working-relationships with key reporters, we achieved coverage in a wide range of print and broadcast outlets, including multiple cover stories in the Washington Post. Wilson and Clarendon Boulevards were named as two of 10 Great Streets during our tenure. Ongoing editorial opportunities for early-stage businesses were also secured, such as a monthly column in Entreprenuer.com featuring an AED executive as a small business expert. The “Think Arlington” campaign was named a finalist for Marketing Campaign of the Year at the Stevie Awards.

Tenerife

Services

- Brand strategy & development
- Creative services
- Search engine optimization (SEO)
- Search engine marketing (SEM)
- Website design & development (Custom)
- Print advertising

Results

- North American traveler volume increased 37%, year-over-year
- Trip Advisor search volume saw the largest growth of all worldwide destinations

GOAL

Create a value proposition to draw American visitors to Tenerife and away from closer destinations, such as Mexico and the Caribbean.

OUR APPROACH

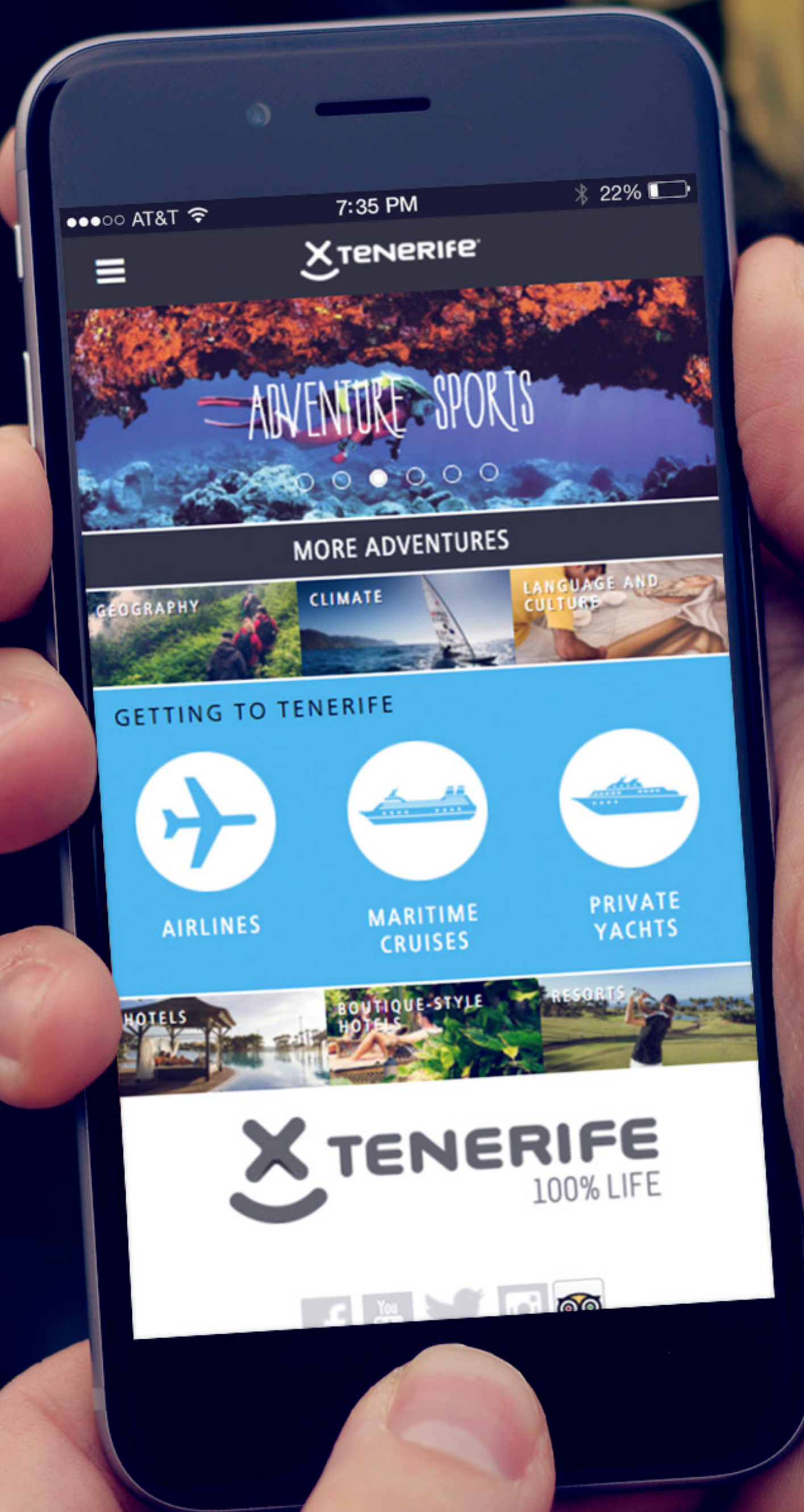
The Tourism Board of Tenerife in the Canary Islands engaged REQ to launch an integrated public awareness campaign to educate US travelers on the destination. In addition, we helped establish the official North American office of representation for the Canary Islands tourism bureau to serve travel agents and consumers.

REQ conceptualized the “Adventure On Tenerife” campaign to position the island as a luxury alternative to other tropical destinations. We then brought “Adventure on Tenerife” to life with a multi-faceted campaign including outreach to tour operators and cruise lines to add itineraries on the Canary Islands to their product portfolio, creating and managing a media plan for North America, conducting weekly webinars for travel agents, and coordinating familiarization (FAM) trips for qualified agents.

In addition, REQ designed and built a responsive website targeting North American travelers to educate them on the highlights of this island destination. The campaign website was honored with Horizon and Magellan Awards. The overarching campaign earned the Trip Advisor Travelers Choice Award.

At the conclusion of the campaign, Tenerife achieved record level 37% year-over-year growth in traveler volume from North America. We created an initial database of thousands of US consumers who are interested in traveling to Tenerife and the Canary Islands. According to Trip Advisor, search volume experienced the largest increase of all worldwide destinations.





ADVENTURE 329
CELEBRATE TRADITION

Thousands of adventures await on the island of Tenerife.

X TENERIFE
adventure on

The Canary Islands
NATURE OF LIFE

adventureontenerife.com
1-800-693-1815

ADVENTURE 246
GET COSMIC

Thousands of adventures await on the island of Tenerife.

X TENERIFE
adventure on

The Canary Islands
NATURE OF LIFE

adventureontenerife.com
1-800-693-1815

ADVENTURE 17
CHANGE PERSPECTIVE

Thousands of adventures await on the island of Tenerife.

X TENERIFE
adventure on

The Canary Islands
NATURE OF LIFE

adventureontenerife.com
1-800-693-1815

ADVENTURE 138
TREK BACK IN TIME

Thousands of adventures await on the island of Tenerife.

X TENERIFE
adventure on

The Canary Islands
NATURE OF LIFE

adventureontenerife.com
1-800-693-1815

Dog Tag Inc.

Services

- Brand strategy & identity
- Website design & development (Shopify)
- Creative services
- Ongoing website hosting & maintenance

Results

- Dog Tag has expanded into Chicago in addition to its Washington, DC location

GOAL

Refine the Dog Tag brand to better reflect its mission of preparing veterans, spouses, and caregivers for civilian life.

OUR APPROACH

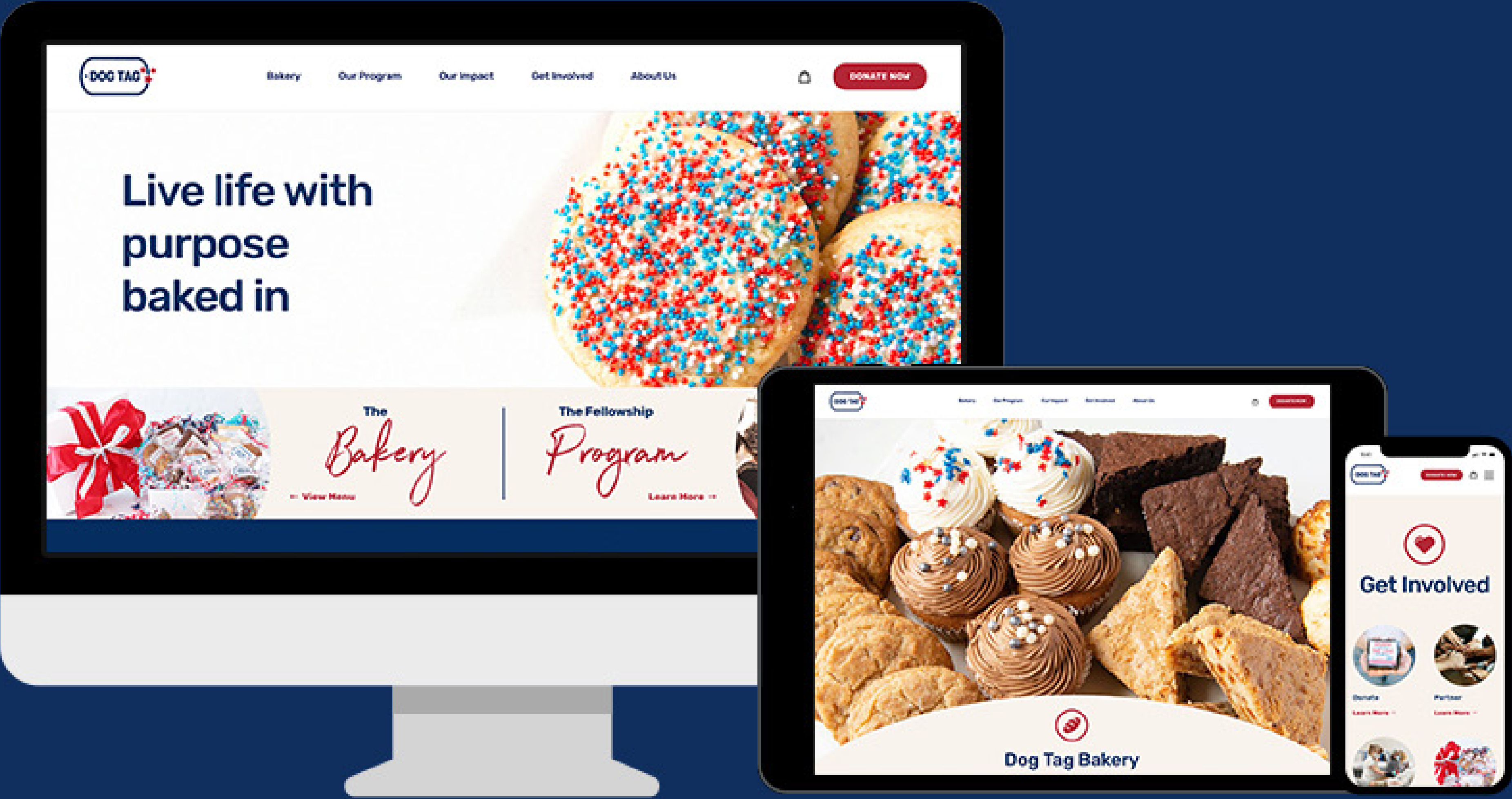
Dog Tag, known to most through its bakery in the Georgetown neighborhood of Washington, DC, is a fellowship program that equips veterans, military spouses, and caregivers with the tools and education to build resilience, find renewed purpose, and forge community beyond the military. REQ began working with Dog Tag to refine the brand with the goal of placing a larger emphasis on the life-changing Fellowship Program and the positive impact it has had for over 150 veterans, military spouses, and caregivers transitioning into civilian life.

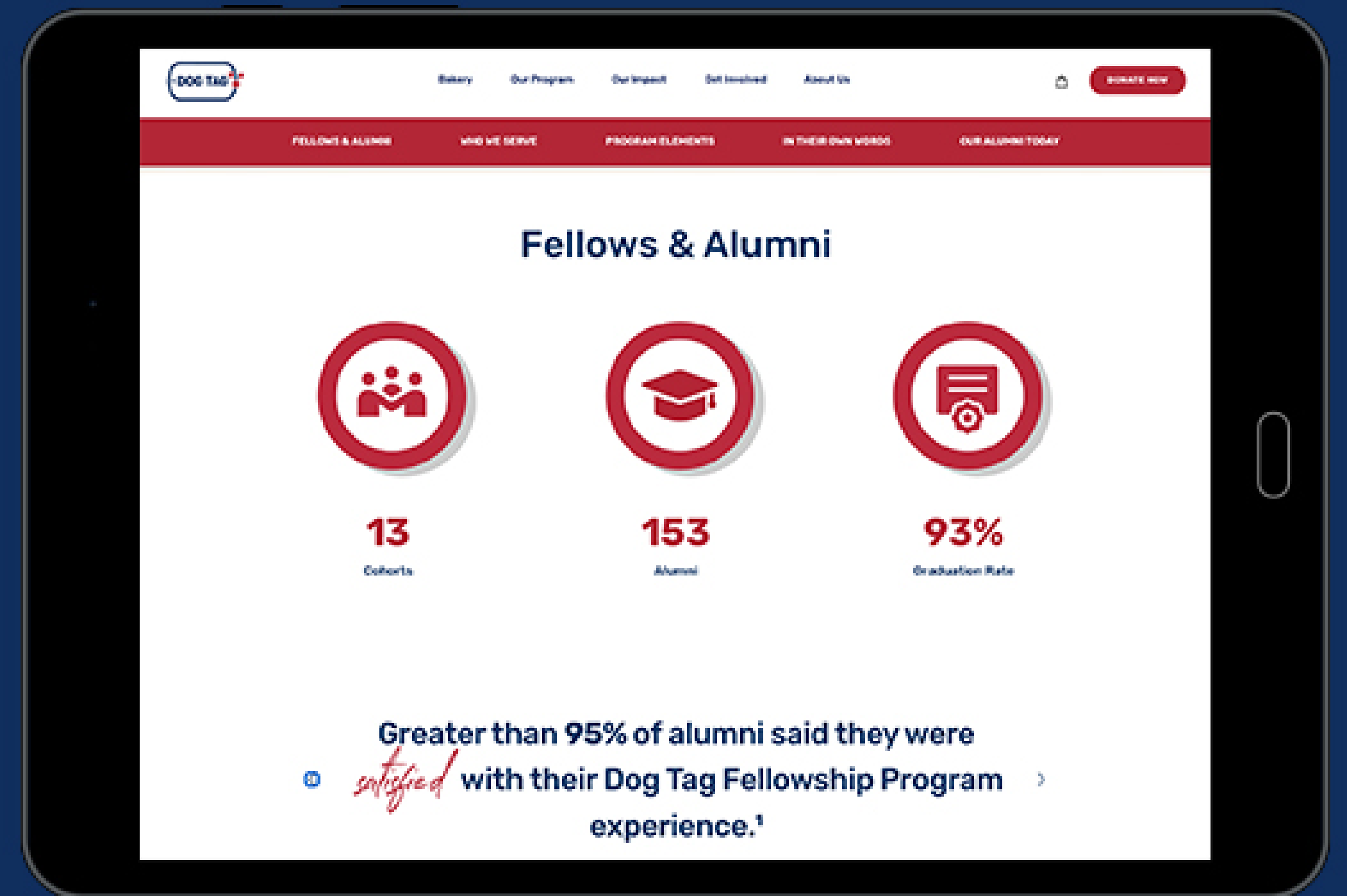
We identified differentiators for Dog Tag, both as a local bakery and veteran service organization, and built out audience personas including prospective, current, and alumni fellows, corporate sponsors, and everyday customers. Highlighting the organization’s mission and products, we positioned Dog Tag to have “purpose baked in.” Our team refined the brand identity, including the logo, imagery style, fonts, color palette, and other visual elements.

We then worked with Dog Tag to revamp their online presence, beginning with the website. Because of ecommerce functionality requirements for the outward-facing bakery, we built the website in Shopify. However, we placed increased emphasis on the Fellowship Program behind the bakery, with significant call-outs and imagery to highlight Dog Tag’s impact, as well as prominently displaying ways to get involved with the organization.

We continue to support Dog Tag with ongoing website and creative support. Our team also provides marketing training and seminars for each Dog Tag fellow cohort.







eBay Main Street

Services

- Digital strategy
- Marketing automation and database marketing
- Website design & development (Drupal)
- Creative services
- Search engine marketing (SEM)
- Social media management
- Online advocacy platform integration (Momentum)

Results

- Main Street has grown to more than 1.1 million U.S. members since launch
- More than 1 million letters were sent to Members of Congress within one week
- More than 4.4 million unique visitors have accessed the Main Street website

GOAL

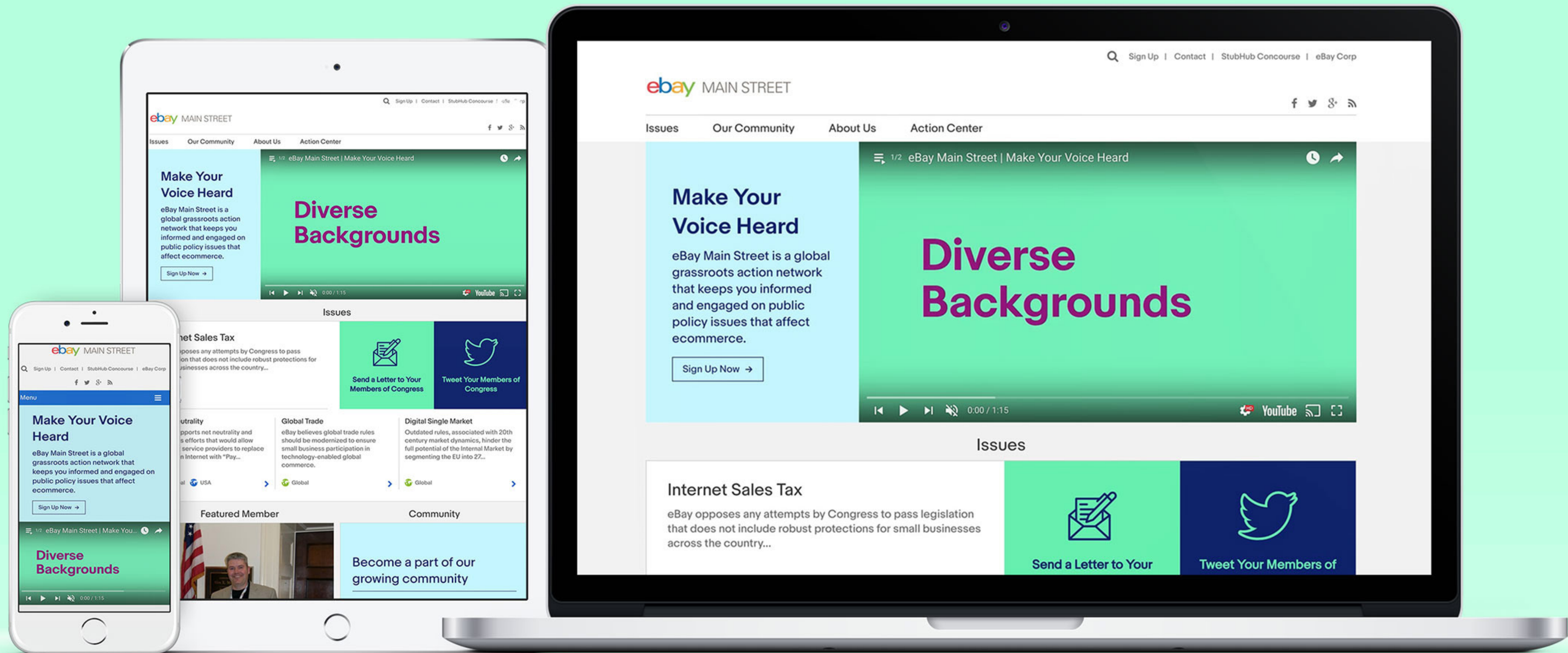
Develop a global grassroots community of eBay sellers and equip and empower them to understand government policy issues, make their voices heard, and enact change.

OUR APPROACH

Since 2004, REQ has partnered with eBay to develop and grow “Main Street,” a global grassroots community of small business and ecommerce advocates. Working to ensure their voices are heard by governments around the world, REQ designed and developed the Main Street website—a central hub for all of eBay’s global initiatives—and manages Main Street’s vibrant social networks. Beginning with zero members, eBay Main Street has grown to over 1,100,000 members.

Built in Drupal, eBay Main Street’s website naturally draws visitors to an enhanced “issues” section, educating them on complex topics such as net neutrality, Internet sales tax, and global trade. Visitors are not only empowered to speak intelligently on these matters, but are activated as supporters to sign a petition, tweet a policymaker, or send a letter to their elected official. eBay Main Street holds the record for most letters sent to a government—over 1 million—in one week.

In addition to digital advocacy strategy, REQ provides content and video services, and manages Main Street’s ever-growing membership database. We have strategized, built, and implemented eBay Main Street’s email marketing initiatives to consistently engage advocates and promote critical thinking about issues integral to eBay’s core business while avoiding fatigue with a precise cadence of communication.



ebay[™] MAIN STREET

Make Your Voice Heard

eBay Main Street is a global grassroots action network that keeps you informed and engaged on public policy issues that affect ecommerce.

[Sign Up Now →](#)

1/2 eBay Main Street | Make Your Voice Heard

Small businesses fuel our economy.

0:24 / 1:15

YouTube

Issues

Internet Sales Tax

eBay opposes any attempts by Congress to pass legislation that does not include robust protections for small businesses across the country...

USA



Send a Letter to Your Members of Congress



Tweet Your Members of Congress



Services

- Brand strategy
- Website design & development (Contentful)
- Content strategy & development
- Email marketing, automation & tool integration (Iterable)
- Advocacy action tool integration
- Video
- Integrated advertising campaign
- Search engine optimization (SEO)

Results

- 25 million views from 21 video ads
- Let’s Talk Autonomous Driving earned Horizon Interactive and W3 Gold Awards for its website and video series



GOAL

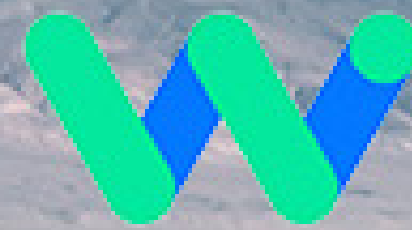
Recruit, educate, activate, and nurture a community of autonomous driving advocates.

OUR APPROACH

Waymo, the self-driving car subsidiary of Alphabet, partners with REQ to educate the U.S. population about the benefits of autonomous vehicle (AV) technology. With 40,000 annual road deaths in America and millions of people unable to drive because of age or disability, the status quo is unacceptable. However, half of the general public have some level of worry about self-driving cars and less than half want to ride in one. While awareness of self-driving cars is high, attitudes are mixed.

REQ created the Waymo policy brand and associated online assets as an extension of the “Let’s Talk Autonomous Driving” campaign. We launched this public education and advocacy program to ensure a positive acceptance of AV in Phoenix—Waymo’s first major test market—which serves as the model for future AV communities across the nation. This campaign was then implemented to solidify and enhance Waymo’s position in the industry and with policymakers as AV technology is increasingly featured in the news, successfully inserting a candid conversation about AV’s benefits, progress, and fears into the media landscape.

In addition, we recruit, educate, activate, and nurture a community of advocates aligned with Waymo’s policy priorities, ranging from individuals to impartial, authoritative partners such as Mothers Against Drunk Driving (MADD) and AAA, lending credibility to policy efforts. This brand is amplified through the custom Let’s Talk Autonomous Driving website, featuring emotional video stories with the organization’s partners. These partnerships were also promoted through an integrated advertising campaign on Google Search, Google Display, and social. We leveraged the video stories to create 21 video ads, which received over 25 million views. Supplementary digital ads targeted for a single state received over 49 million impressions. In one year, we grew the Let’s Talk Autonomous Driving email subscriber base from 0 to 22,000 people, with the majority of subscribers in key regions.



WAYMO

Let's Talk
Autonomous
Driving

Stories

News

About Autonomous Driving

Events

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Partners

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Featured

Your Top Questions About Autonomous Vehicles and the Future, Answered

How will autonomous driving technology shape how we live and move? What are the potential future benefits? We've compiled the answers to the top questions you have about what the future holds for autonomous vehicles and technology.



LATEST NEWS



Let's Talk
Autonomous
Driving

Stories

News

About Autonomous Driving

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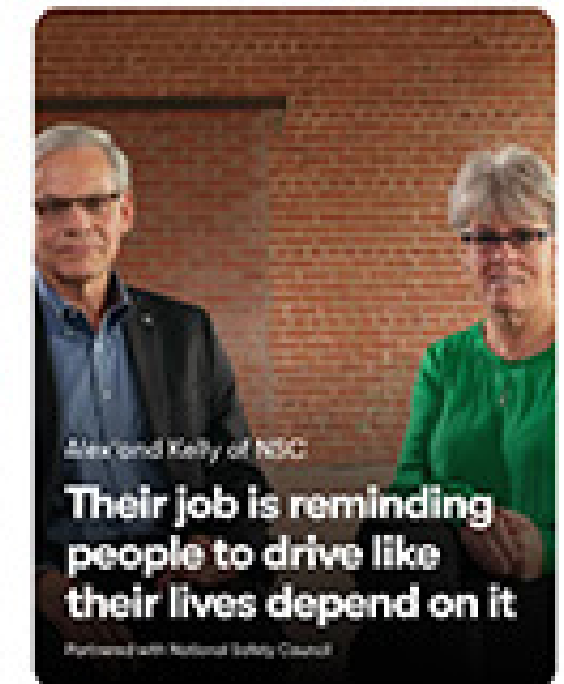
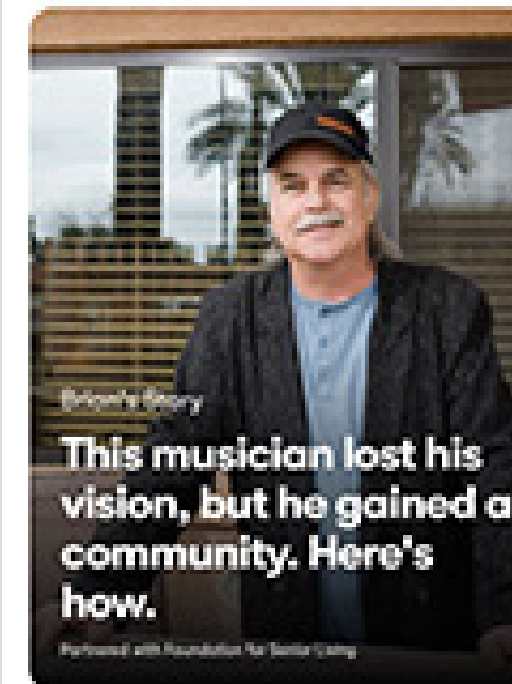
Partners

Subscribe



Stories

Explore diverse perspectives on autonomous driving.



LATEST STORIES



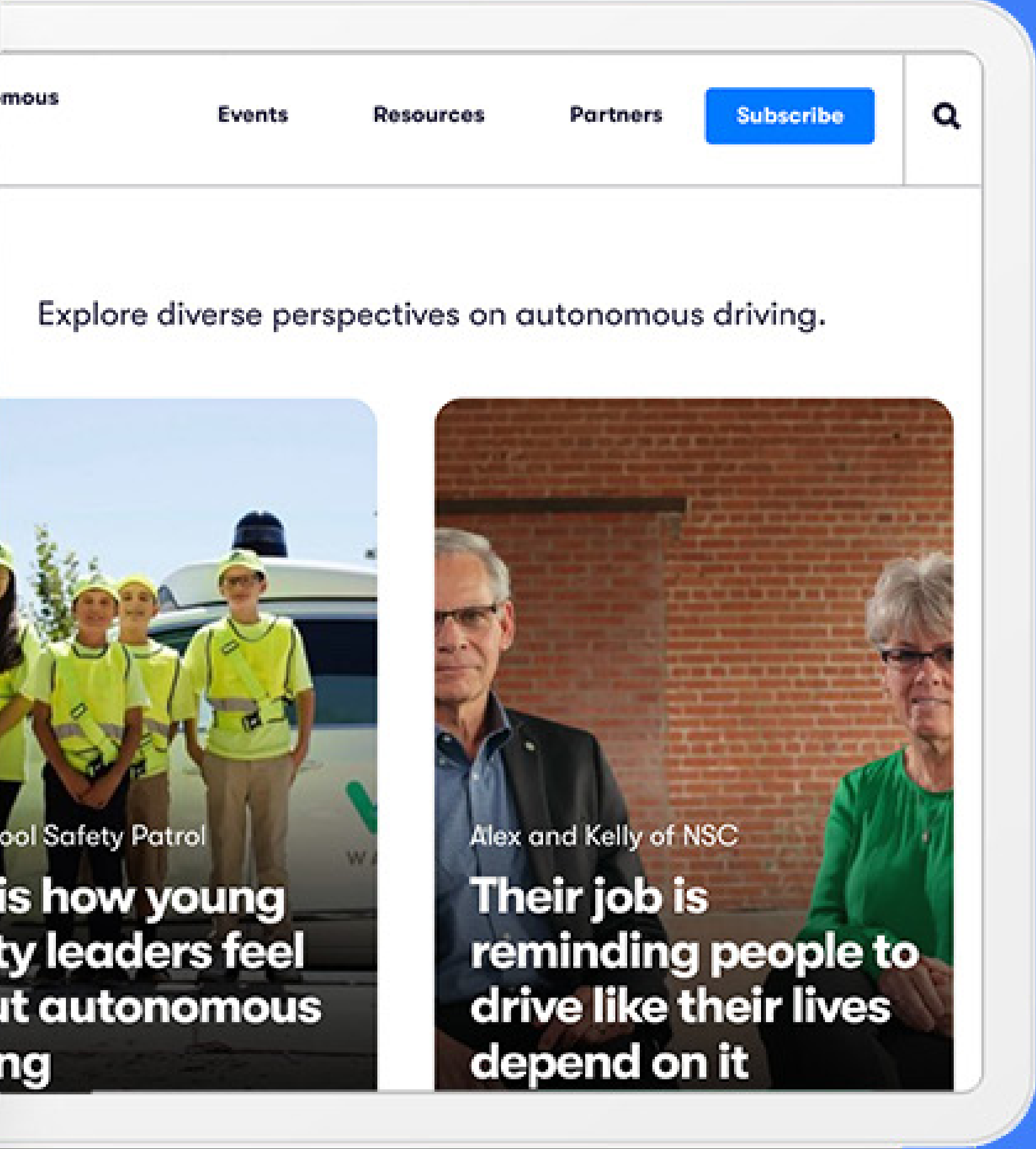
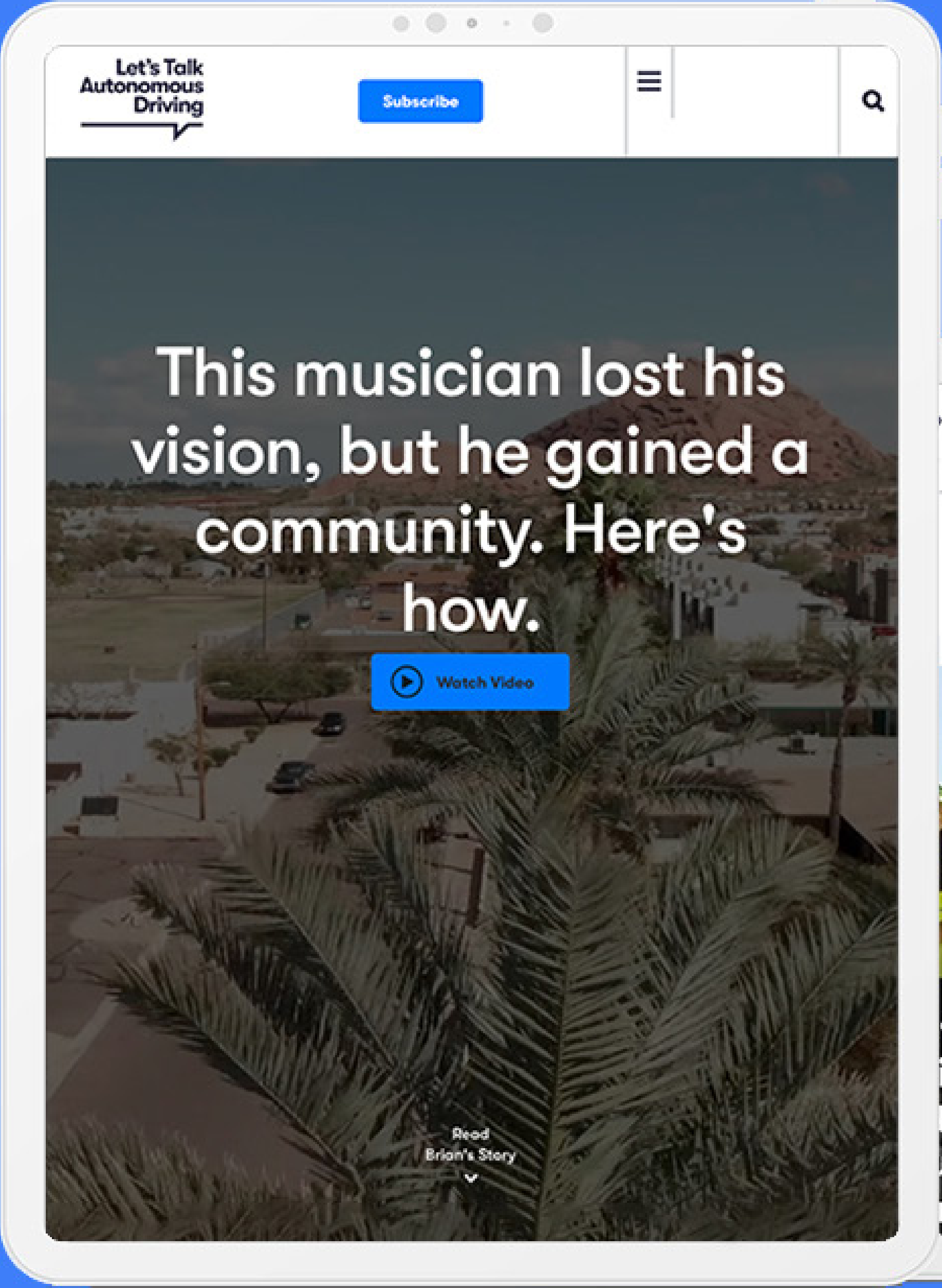
Technology as a possible solution for road safety

Barbara says fully self-driving cars like Waymo could enhance road safety by eliminating human error. Fully self-driving technology performs all the tasks of driving, but without being distracted. Waymo's self-driving technology "sees" and stops for stoplights and stop signs and is constantly aware of road users and what they might do next.

Barbara remembers the first two times she rode in a Waymo.

"I was really excited because I was like, 'This is it. This is something that I've looked forward to all this time.'" Barbara recalls. "If the man who killed my son happened to be in a self-driving car, Michael would still be here today because the car would have stopped at that red light and it would see the humans at the intersection."





What makes it difficult to get around San Francisco?

*Respondents could select multiple answers

4%

ing

63%

Unreliable public transportation

63%

Dangerous drivers

57%

Stressful co

52%

Too much t



Time spent in congestion increased **1.5** times faster than population growth since **2000** in the Bay Area.

— Vital Signs

[Learn More](#)



We heard what really matters to you when it comes to autonomous driving.

See what San Francisco had to say.

*Survey was conducted in Q4 2020

[See the Results](#)



Own What's Next.

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CITY OF VENUS, TX

RE-BRANDING AND WEBSITE REDESIGN PROJECT PROPOSAL

7.12.23

On behalf of everyone at Moroch, thank you for considering us as a marketing partner.

We know you are looking for a best-in-class agency to help the City of Venus rebrand in a positive manner. There is great opportunity for the city to attract investments, facilitate economic development, encourage the arrival of new companies and industries, spur real estate development, draw in talented individuals, engage the community, and distinguish Venus in a competitive market.

The following is our proposal to get the Venus brand moving. We look forward to your feedback and potential opportunity to help you pave the way to sustainable growth and ensure long-term success.

A handwritten signature in black ink, appearing to read 'Matt Powell'.

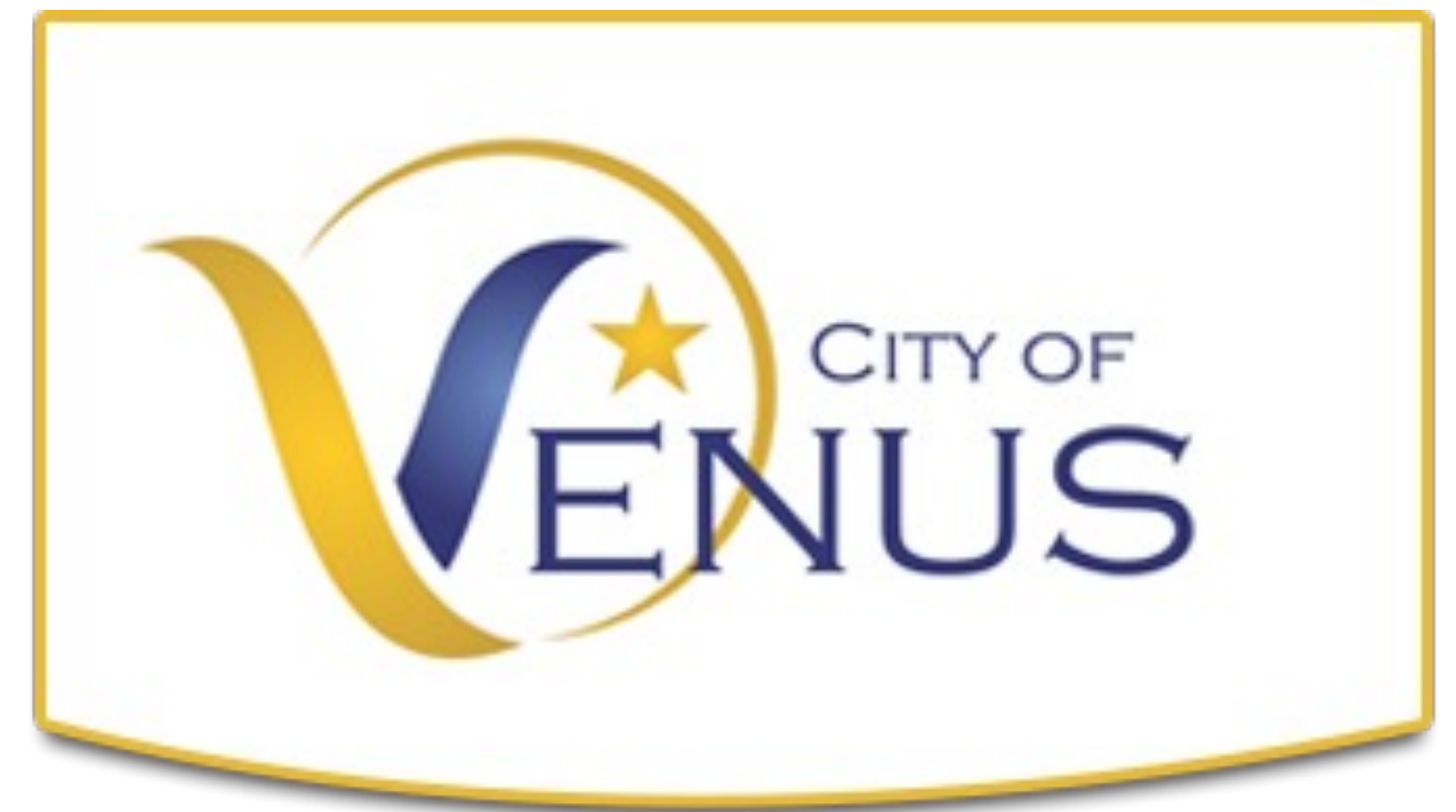
Matt Powell, CEO

WHAT WE HEARD FROM YOU

The primary objective of this initiative is to re-brand the City of Venus in a way that promotes economic development, engages the community, and distinguishes Venus among competitors – to ensure the city’s sustainable growth and long-term success.

Key pillars of the re-brand and our proposal include:

- Well articulated brand identity
- Development of a brand book
- Website redesign/rebuild



BRAND IDENTITY

BRAND IDENTITY

Moroch's first recommended step in a re-brand is to hold a Brand Truth Workshop (BTW). The primary purpose of the collaborative, one-day workshop is to uncover “why” a brand exists. Every brand knows “what” they do and “how” they do it, but many do not have a clear way to articulate why the brand exists. That simplicity allows the brand to communicate clearly, consistently, and in a manner that resonates with customers in a memorable way.

An outline of the workshop process and outputs follows on the next few slides.



BRAND TRUTH WORKSHOP

Collaboration is central to our process.

Our Brand Truth Workshop is designed to bring the organization's key decision makers together to collaborate and align on the brand architecture and to simplify the articulation of the brand's story.

Everything about the brand will be guided by the outputs of the Brand Truth Workshop. Inability to achieve alignment is a key reason many brands fail to clearly communicate their value and create lasting relationships with customers.

We believe it's the most crucial part of the journey.



BRAND TRUTH WORKSHOP: PROCESS



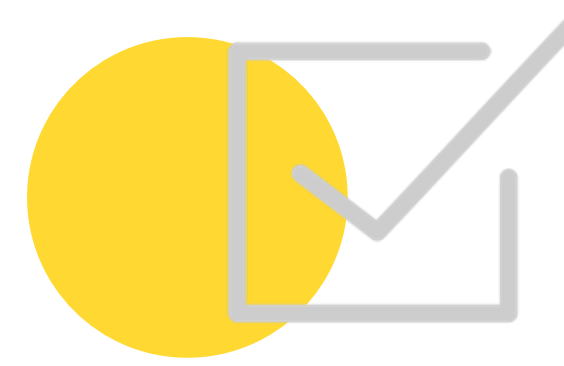
Brand Audit

- Primary Research
- Secondary Research
- Key Stakeholder Interviews



The Workshop

- The Brand Truth
- Single Distinguishing Characteristic
- The Customer
- The Brand Persona
- The Club



Workshop Outputs

- Brand Narrative (workshop synopsis)
- Brand Manifesto (written)
- Strategic Brief

BRAND TRUTH WORKSHOP: BRAINSTORM TOPICS

The day is typically a six- to eight-hour electronic-free day, where the Moroch team will walk key brand stakeholders through a series of brainstorms that also include examples from other brands.



Brand Truth

Why the brand exists
(emotional, rather than
functional, purpose)



Differentiating Characteristic

The ONE thing
the brand does better than
anyone else in the
category; aspirational in
nature



Customer Psychographic

Psychographic description of
the target customer



Brand Persona

The three primary human
personality traits of
the brand which serve to
guide the tone of external
marketing efforts



The Club

Affiliation strategy;
what it says to be
affiliated with the brand

WORKSHOP OUTPUTS

Following the workshop, we will provide the outputs listed below. The outputs are intended for internal purposes only and provide guidance for the brand moving forward.



Narrative

A detailed document that unpacks and gives context to where we landed for the five categories explored during the workshop.



Manifesto

A one- to two-page written document that helps bring the outputs of the workshop to life in a more emotional way.



Brand Strategic Brief

A document that articulates the brand architecture and serves as a guide for future creative efforts, whether they are led by our agency or another group. Includes differentiators and organizational positioning.

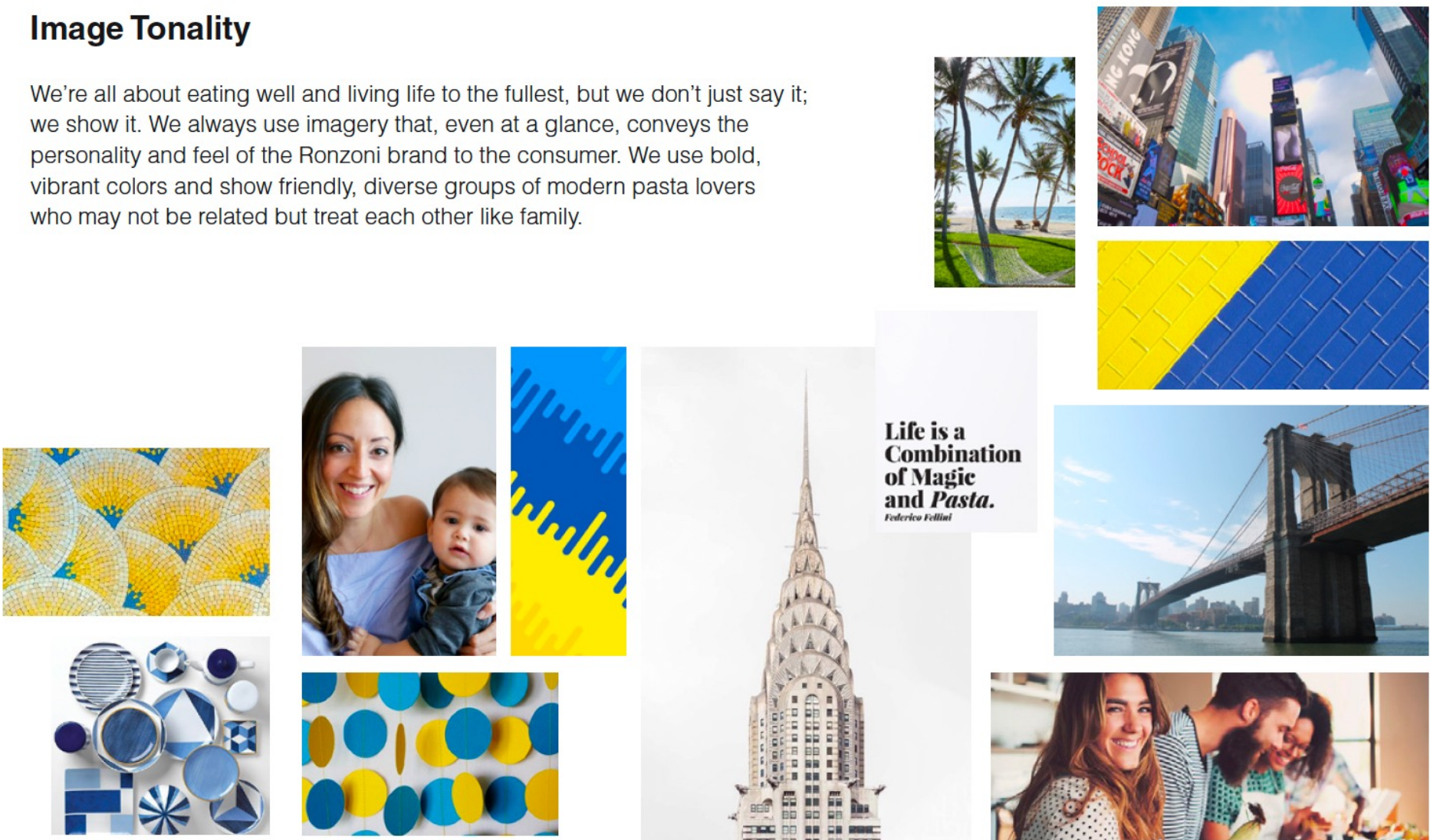
BRAND BOOK

BRAND BOOK

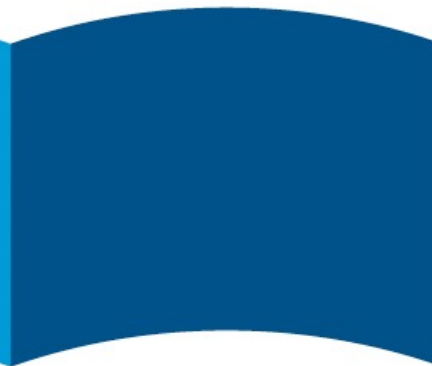
Following the Brand Truth Workshop, the Moroch creative team will “translate” the brand identity into a written and visual brand guide. The guide helps protect the integrity of the brand by ensuring aesthetic and tonal consistency across all branded properties, including the website and other marketing materials. The guide includes proper ways to use the logo and its variations, brand fonts, primary and secondary brand colors, brand tone of voice, and recommended image style. We’ll also provide 3-5 creative examples that reflect how the branding, images, fonts, etc. can be applied to City of Venus materials.

Image Tonicity

We're all about eating well and living life to the fullest, but we don't just say it; we show it. We always use imagery that, even at a glance, conveys the personality and feel of the Ronzoni brand to the consumer. We use bold, vibrant colors and show friendly, diverse groups of modern pasta lovers who may not be related but treat each other like family.



PRIMARY COLORS

			
PANTONE 2925 C R 0 G 154 B 222 009ADE	PANTONE 2945 C R 0 G 74 B 152 004A98	PANTONE YELLOW 012 C R 255 G 214 B 0 FFD600	PANTONE 7408 C R 247 G 190 B 0 F7BE00

WEBSITE REDESIGN

WEBSITE REDESIGN

The website redesign will be broken out into three phases: discovery, content and design, and site development.

1. **Discovery phase** will help the team gather insights on needs (informational, audience, technical, etc.) and key performance indicators for the new site. Discovery includes the following steps:
 - Review any relevant documentation and strategic plans from the City that might impact the site direction.
 - Conduct up to 6 stakeholder interviews or 1 work session with key clients to gather needs, technical requirements, KPIs.
 - Audit current website content to document what information is available, how it is organized, and what might be missing or improved upon.
 - Develop of a brief to guide the content and design phases.
 - Develop functional requirements documentation for client approval.
 - Conduct SEO audit and provide recommendations to be implemented during site development.

WEBSITE REDESIGN

2. Content and design phase includes the following steps:

- Develop a site map and wireframes for key pages on the site to gain alignment on overall structural direction for the site.
- Visually design the look and feel of the site, including 2 key page templates and main components to gain alignment on visual direction for the site.
- Re-organize and edit site content based on new site map and apply tone and voice from brand guidelines.

3. Site development phase includes the following steps:

- Develop responsive site in WordPress based upon the approved site map, wireframes, and designs.
- Populate content in new site.
- Test site to ensure launch readiness.
- Ensure key actions on site are tagged for GA.
- Deploy new site.

INVESTMENT & ASSUMPTIONS

TOTAL INVESTMENT

Brand Identity		\$36,593.00
	Includes brand discovery, brand truth workshop, and workshop outputs	
Brand Book		\$16,641.00
	Includes written/visual brand guidance including logo usage, fonts, color pallet, tone of voice, image style	
Website Redesign		\$95,520.00
	Includes discovery interviews, content audit, brief, information architecture, design, and build	
TOTAL:		\$148,754.00
Note: all estimates include hours for brand and project management to ensure plans run on time and on budget.		

ASSUMPTIONS

- Does not include any primary research, including focus groups or website UX testing
- Assumes client will provide existing site copy in a content document (Word or similar file format) and any images/visual assets that will be re-used on the new site. Site content will be reorganized and edited for tone/voice, but no new content creation is included
- Does not include any photo or video shoots or video production costs
- Assume 3 rounds of client review for all Moroch deliverables
- Hard costs related to any third-party integrations into the website are not included
- Client is responsible for hosting new website; hosting costs not included

THANK YOU!



VENUS HAS A “TEXAS-SIZED” VISION



CROSSWIND HAS THE EXPERTISE, TEXAS ROOTS AND WE WEAR TEXAS BOOTS



CROSSWIND

PUBLIC RELATIONS MARKETING MEDIA CREATIVE

July 19, 2023

RE: Rebranding and Website Refresh

ATTN: The City of Venus

Thank you for the opportunity to present Crosswind as the ideal partner for the City of Venus' rebranding strategy, visual system development, and front-end website refresh. As a proud Texas-based company with deep roots in the heart of Lone Star State, we understand the unique needs and aspirations of small and big town Texas communities. We successfully help our clients tell the stories that matter in ways that engage their stakeholders and key target audiences. Our expertise in strategic communications, brand development, and digital marketing make us the perfect fit to achieve your goals.

While Crosswind is a full-service marketing, media, and public relations agency, we also take great pride in the trusted relationships we have cultivated over the years. Our extensive network and strong connections within the Texas legislative community is second-to-none. These longstanding ties enable us to navigate the intricate landscape of public opinion, government relations, and media engagement with finesse and effectiveness. Our institutional knowledge, but more importantly, the trust that we have gained over the years, is principal to our cause as we work to amplify the City of Venus' voice ensuring your rebranding efforts receive the attention they deserve and resonate with your target audience.

Crosswind at a glance

Texas Roots

At Crosswind, our history of success is rooted right here in Texas. Even with clients across five continents, we still enjoy doing business on a handshake and occasionally wearing boots to our meetings.

Crosswind was founded in 2008 and is headquartered in Austin, Texas. We also have offices in Dallas, Houston, Corpus Christi, Amarillo as well as Los Angeles and Washington D.C. Our firm has a deep understanding of the cultural nuances, regional preferences, and community dynamics that shape Texas towns. That is why we are perfectly positioned to create a brand strategy that will authentically reflect the essence of the City of Venus.

Our knowledge of the Lone Star State, combined with our expertise and experience is what makes us successful in telling our client's stories. This is why we are often the first call for global enterprises seeking to relocate and do business here in Texas.

Crosswind's mission, as our friend and great Texan Gary P. Nunn would say, is bringing "Texas to the country." That is why we are the ideal partner to help you bring the country, and the world, to the City of Venus.

In [an interview with the Houston Chronicle](#), Crosswind founder and CEO Thomas Graham said, “Texas is on the verge of being a cultural superpower.” This statement is backed by our [recent polling data](#) outlined in [Crosswind’s Branding Texas newsletter that is shared with more than 400 global media outlets on a monthly basis](#). We believe the City of Venus is a perfect example of what makes Texas great, and we have the skills and expertise to effectively share your story.

In working with us, you will be getting partners that understand Texas because we not only work here, we live here, and we have families here. We know how to communicate the Texas experience because we have lived it.

Extensive Experience

With over 15 years of experience, we are as diverse as the Texas landscape. Our track record speaks for itself, and we are confident in our ability to deliver outstanding results for the visionaries leading the City of Venus.

Strategic Communications

Our team is comprised of skilled professionals who excel in strategic communications. We have a proven methodology for conducting brand audits, stakeholder interviews, and competitive analyses to gain deep insights into your city’s unique attributes and target audience. With this knowledge, we have the ability to develop compelling messaging frameworks and visual systems that differentiates the City of Venus.

Digital Expertise

In today’s digital age, a strong online presence is paramount. We have a dedicated team of digital marketers and web developers who will ensure the user experiences are visually appealing, user-friendly, accessible, and optimized for search engines. Your new website will showcase the city’s attractions, services and community spirit, providing an engaging experience for both residents, visitors and potential new businesses.

Our team will work collaboratively with the City of Venus, ensuring your goals are met at every stage of the project. We appreciate the opportunity to be considered for this project and look forward to discussing our proposal in more detail. Thank you for considering Crosswind as your partner in this exciting journey and we can’t wait to see you and shake your hands!

Sincerely,



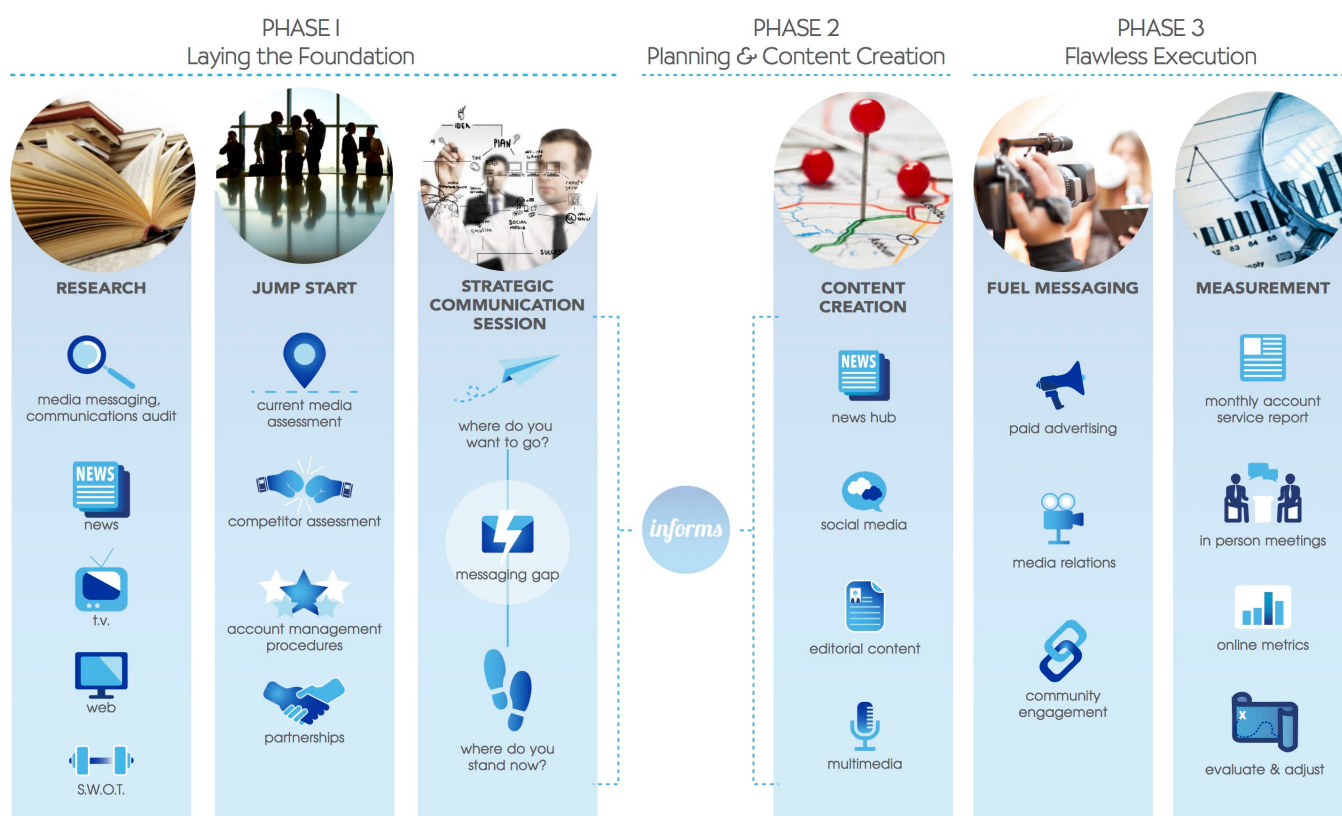
Eric Moore, V.P. of Brand Strategy

OBJECTIVES

Our objectives are simple. Capture the vision of Venus, plan and execute the City of Venus' story throughout the grand almanac of Texas!

HOW WE WORK

- We start by laying the proper foundation
- Next we execute a comprehensive media, messaging and communications audit
- We then define our goals with a jump-start meeting followed by strategic messaging and targeting sessions



SCOPE OF WORK PLAN

This scope of work outlines the rebranding and website refresh services Crosswind will provide for the agreed upon fee and services for the initial branding and website refresh. We will also be offering ongoing client account services for a monthly retainer for a minimum period of 6 months after the launch.

Our proposal includes a strategic approach, timeline, and key deliverables to ensure a successful rebranding of the City of Venus. This will start with the Crosswind and the City of Venus' team members conducting a jump start meeting to finalize goals and plans of action.

- 1. Discovery Phase (2 weeks):** The discovery phase is crucial for the understanding of the City of Venus, its values, goal, and target audience. During this phase, we will conduct in-depth research and engage in collaborative workshops with key stakeholders to gather insights and define the brand's essence. The deliverables in this phase include:
 - a. *Brand Audit:* Evaluate the current brand assets, visual identity, website, and communication materials to identify strengths, weaknesses, and areas for improvement.
 - b. *Stakeholder Interviews:* Conduct interviews with key stakeholders, including city officials, community members, and local businesses, to gather their perspectives and understand the expectations for the rebranding.
 - c. *Competitive Analysis:* Analyze the branding strategies and visual identities of similar cities or municipalities to identify opportunities and differentiate the City of Venus.
 - d. *Target Audience Analysis:* Identify and define the primary target audience segments for the City of Venus, considering demographics, psychographics, and their needs and aspirations.
 - e. *Market Analysis:* Look for trends or other insights that will assist us in understanding the audience and the market.
 - f. *CMS Research:* As a government organization, we understand your need for having an accessible, user friendly website. With our experience in the field of government websites we will assist in finding you the most effective CMS for you and your users.
- 2. Brand Strategy Development (4 weeks):** Based on the insights gathered during the discovery phase, we will develop a comprehensive brand

strategy for the City of Venus. This strategy will encompass brand positioning, messaging framework, and visual system guidelines. The deliverables in this phase include:

- a. *Brand Positioning*: Define the unique attributes, values, and personality traits that differentiate the City of Venus from its competitors and form the foundation of its brand identity. Review economic development plans to provide context.
- b. *Messaging Framework*: Craft a compelling brand story and key messages that effectively communicate the city's strengths, offerings, and community spirit to resonate with the target audience.
- c. *Visual System*: Create a visual identity system that includes a refreshed logo, color palette, typography guidelines, and supporting visual elements to visually represent the brand's essence and other creative assets.
- d. *Brand Guidelines*: Develop a comprehensive brand guideline document that outlines the brand strategy, positioning, messaging, and visual guidelines to ensure consistency across all communication channels.

3. Website Refresh (12-16 weeks): With the brand strategy and visual system in place, we will proceed to refresh the City of Venus' front-end website. This phase will involve implementing the new brand identity, enhancing the user experience, and optimizing the website for both desktop and mobile devices. Dependent upon the timing or receipt of reviews and approvals from the city, or any significant changes or revisions to the scope of work, this timeline may be flexible. The deliverables in this phase include:

- a. *Website Discovery Phase*: Much like the branding research, we will conduct an audit of the website, a comparative audit of similar websites, and utilize the information from that research to also assist in providing the recommendations for the updates and design changes.
- b. *Website Wireframes*: Develop wireframes to outline the website's structure, layout, and navigation, ensuring an intuitive and user-friendly experience.
- c. *Visual Design*: Apply the new brand identity to create visually appealing designs for the website, including homepage, subpages, and interactive elements.

- d. *Content Development*: Collaborate with the City of Venus' team to review and update the website content, ensuring it aligns with the brand messaging and showcases the city's unique offerings.
- e. *Development, Testing and Revisions*: Implement the visual design and content on the CMS preferred by the City of Venus, conduct thorough verification/testing, and ensure compatibility across various devices and browsers. Any revisions from the City of Venus should be shared with Crosswind during this phase.

4. Launch and Activation (2 weeks): Once the website refresh is completed, we will assist in launching the new brand and website. This phase will include internal and external communication efforts to create excitement and engagement. The deliverable in this phase include:

- a. *Internal Brand Launch*: Develop a communication plan to introduce the new brand to city employees, officials and stakeholders, including internal training sessions and brand guideline dissemination.
- b. *External Brand Activation*: Create a marketing and communication plan to announce the rebranding to the public, leveraging various channels such as social media, local news outlets, and community events.
- c. *Measurement and Evaluation*: Implement tracking mechanisms to measure the effectiveness of the rebranding efforts, including website analytics, social media engagement, and community feedback.
- d. *Training*: Should training be needed for navigating the new website, Crosswind will provide up to 3 hours of training to explain how to complete certain tasks and make edits to the website.

Thank you for the opportunity to allow us to support your efforts and to work with you as you seek to enhance the City of Venus brand. We look forward to working with you to capture the essence and unique experience of your historical city, to attract business and visitors, working to position the area as a vital component to the overall growth in the state of Texas.

BUDGET

Discovery Phase: brand audit, stakeholder interviews, competitive analysis, target audience analysis and market analysis, survey external audiences	Month 1	\$15,000
Brand strategy development: brand positioning, messaging, visual system/creative and brand guidelines	Month 1-2	\$45,000

Website refresh: discovery phase, wireframes, design, content, development, and testing	Month 2 - 5	\$65,000
Launch Activation: internal branch launch, external brand activation, website training (1 session + training guide), measurement and evaluation, SEO framework	Month 5 - 6	\$24,000
Post launch external survey	TBD	
TOTAL		\$149,000

Ongoing client account management (6 months)- includes: social media consultation, monitoring, ongoing analytics	\$5,000/month (begins at month 7)
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EXPENSES

Expenses will be billed in the subsequent month in which the expense incurred. Crosswind invoices – including advances and other expenses owed – will be billed on the first day of each month for which service is provided, and invoices are due and payable upon receipt.

Expenses and third-party contracts

Any fees and expenses for incidental expenses which are not covered in the budget or monthly retainer fee indicated must be approved by the City of Venus or the appropriate representative prior to those fees or expenses being incurred by Crosswind, except for out-of-pocket expenses incurred in the normal course of executing the responsibilities outlined in the Scope of Work section. Out-of-pocket expenses may include fees incurred in service to this contract, such as mileage, parking, tolls, and messengers, printing, mailing, taxi, rideshare or any similar project-related expense not associated with Crosswind’s ordinary business operations. Incidental expenses requiring advance authorized representative approval may include such items travel costs, graphic design, mailing, media wire services, public surveys.

Additional Notes to Consider

As is the case with any project, it is important that we identify other services that are not specifically outlined in this scope of work or supporting proposed budget; ongoing search engine optimization (SEO), video production, photography, digital strategy/advertising social media, print advertising or OOH executions. This also includes any specific costs for subscriptions or email services. If in any event these additional services are requested or recommended, we strictly abide by our “know before you owe” policy and will present any relative costs for approval.

OTHER TEXAS ENTITIES WE'VE HELPED



SUMMARY

With your rebranding and website refresh we are excited that the City of Venus will be entering into a new phase of growth and advancement for the city and its neighboring communities.

Should you choose to engage our services, we are confident that our strategies and commitment to excellence, creative expertise, and client/community centric approach will enable us to truly elevate the City of Venus' identity across Texas and our nation.

Thank you and we look forward to discussing this opportunity with you in further detail.



Now, it's time to pull our boots up by the bootstraps and get to work.

CITY OF VENUS, TX

Statement of Work:
Brand & Website
Project

Introduction

Congratulations to all of you for driving the City of Venus, TX's economic development initiatives. This is a very exciting time to present our proposed partnership plan and we thank you for your consideration.

- We are a full-service agency with a foundation in search engine optimization, brand visibility, and reputation. Our team will be able to service discovery, design, development, and activation for this engagement in-house.
- We have exceptionally high retention rates for clients and employees, and boast a long history of work with emerging destinations and areas of economic development, such as South Carolina Department of Commerce, U.S. Chamber of Commerce, Cayman Islands, Tenerife, and many more.
- Our team of 100 marketing professionals is agile. City of Venus will have senior-level involvement throughout the engagement across strategy, design, and development. We have offices in Washington, DC, San Diego, and Las Vegas, along with remote employees across the United States including Texas.

We are strategic thinkers, world-class designers, and writers. We are skilled search engine optimizers, public relations professionals, analytical advertisers, and creative coders, developing everything from marketing campaigns to enterprise technology.

We believe a good idea can come from anyone, and that listening sharpens our ability to connect with audiences. As an agency, we put the user first and it shows in our finished products. We place heavy emphasis on discovery, ensuring that the City of Venus team will play a critical role in determining the City's new brand positioning and strategic identity direction. Our creative team is confident we will put forward design directions that match your audiences' needs, but we ensure recommendations and decisions are grounded in data and research.

In the following document, we provide our approach for the City of Venus' brand refresh and website project and have included additional company information in a supplementary capabilities deck. We look forward to your questions and feedback in the coming weeks.

Summary

City of Venus, TX (Client) is engaging (agency) to define a brand strategy, position, and visual system for the City of Venus, TX and activate it with a front-end website refresh. The anticipated launch date is seven (7) months from kickoff. This SOW is valid for 30 days from receipt.

Schedule A - Activities & Deliverables

Brand Strategy & Identity

Brand Strategy

Consultant will conduct the following discovery activities:

- Host a virtual engagement kickoff meeting
- Perform an audit of Client's economic development goals (past and future) to influence strategy, positioning, and application:
 - Economic development plan review
 - Review economic development plan and other resources that provide a context for the brand positioning
 - Market analysis
 - Analyze key trends and related secondary information that will support and aid an understanding of the market opportunity and audience needs
 - Competitor analysis / peer analysis
 - Analyze the positioning, messaging, web properties, and marketing activity of up to three (3) competitors; anticipated peer set to include:
 - City of Hurst, TX - <https://www.hursttx.gov>
 - City of Keller, TX - <https://www.cityofkeller.com>
 - Mansfield, TX - <https://www.mansfieldtexas.gov>
 - External survey research*
 - Assess the motivation, value proposition, and consideration set among a defined set of audiences members
 - *Survey size and regions to be determined, accurately scoped, priced, and approved during the engagement
 - Stakeholder interviews
 - Interview up to ten (10) key internal and external stakeholders to gain an understanding of market opportunities and audience needs
 - Audience personas
 - Develop up to four (4) distinct personas organized by goals, needs, behavioral drivers, and values
 - Conduct an in-person ideation session in Venus
 - Facilitate brainstorming on the objectives of the brand and its purpose
 - Gain insight on how you want the City of Venus to be perceived moving forward

- Prioritize key ideas and insights to construct the brand strategy

Consultant will leverage discovery findings to form the brand strategy:

- Brand positioning
 - Articulate what the brand stands for, how it is distinctive and why everyone should care about it
- Brand voice
 - Create the distinctive way the brand speaks to its key audiences and stakeholders; the voice provides criteria against which all communications will be measured
- Brand pillars
 - Define the traits that best evoke the brand; the pillars define the visual and emotional expressions of the brand that will be represented through various touchpoints (signage, typography, imagery, design, etc.)
- Brand story
 - Develop a concise, yet inspiring storyline that drives the messaging of the brand and acts as a rallying cry in its broadest context

Consultant will conduct one (1) brand strategy presentation to all relevant stakeholders.

Identity

With the selection and approval of the brand strategy, Consultant will:

- Develop brand identity guidelines based on the refined brand strategy
 - Brand identity
 - Refresh/tighten the logo, color palette, typography, etc.
 - Provide up to three (3) identity directions
 - Provide up to two (2) rounds of revisions to one (1) selected direction
 - Brand guidelines
 - Develop a style guide that clearly guides various users on correct usages and applications of the brand identity (e.g. sizes, typography, colors, etc.)
 - Provide brand guidelines document with up to two (2) rounds of revisions based on approved brand identity direction
- Design select traditional assets leveraging the brand guidelines, including:
 - Letterhead in Word or Google Doc
 - Business card template
 - Presentation template (up to six (6) page templates) in PowerPoint or Google Slides

Client will receive up to one (1) round of revision on supporting creative assets.

Website

To deliver a fresh face to the <https://www.cityofvenus.org/> website, Consultant will perform the following phases and deliverables:

Phase 1: Discovery

Leveraging competitive research, audience personas, and the brand strategy and identity, Consultant will create a functional requirements document that outlines all final needs and integrations of the website, with up to two (2) rounds of comprehensive revision.

Any functionality that links to third-party URLs (i.e. payments, permitting, etc.) will remain external to the new website for this scope of work.

Phase 2: Design

Consultant will design the website information architecture and user-experience based on the found research and functional requirements. Once approved by both parties, the functional requirements document will serve as the final list of functional requirements to which design and development decisions will be made. Any changes to the final functional requirements document after approval will impact the project timeline and cost.

- Sitemap
 - Inventory, evaluate, and organize current content, in alignment with business goals and an understanding of user needs
- User interface
 - Create up to two (2) style tiles that will be influenced by existing Client brand guidelines for the selection of one (1) design direction
 - Develop wireframe prototypes of various fidelity to identify any areas for improvement and collect feedback
 - Apply the approved style tile to key page templates
- UX prototype
 - Design mockups of pages for up to eight (8) templates, with up to two (2) rounds of revision
 - Design the full website for usability on all screens, taking a mobile-first approach
 - Optimize the approved mockups before the development build phase
- Content
 - Existing content will be prioritized by SEO value and audience research
 - Priority content will be migrated by Consultant to the new content management system
 - Select content may be archived using SEO best practices to retain existing search authority
 - All new content will be written by Client and input into Gather Content .All content editing will be the responsibility of the Client

- Any new imagery will be sourced and recommended by Consultant, with up to two consolidated rounds of revision

All deliverables in the design phase allow for up to two (2) rounds of revision. Once each deliverable is approved in writing, any changes after approval or delay in content from Client will impact the project timeline and cost.

Phase 3: Development

Consultant will develop the website for functional needs and requirements listed in the approved functional requirements document, including, but not limited to:

- Set up development, staging, and live environments in a secure hosting partner for site management by both Client and Consultant, as necessary
- Develop responsive front-end (for all screen sizes) and back-end
- Select open source content management system (CMS); Drupal or WordPress is anticipated based on the current CMS used, Drupal 7
- Migrate selected content and images from existing site (completed by Consultant)
- Integrate tools (based on approved tools outlined in functional requirements document)
 - Any functionality that links to third-party URLs (i.e. payments, permitting, etc.) will remain external to the new website for this scope of work
- Quality assurance testing including browser site testing and compatibility with Edge, Safari, Chrome, and default browsers for iOS and Android

Phase 4: Launch

Consultant will push the website into the live hosting environment and will:

- Verify technical search engine optimization best practices are implemented
 - Client is responsible for on-page optimization: Meta-data, on-page copy, etc.
 - Best practices guideline will be provided by Consultant in tandem with the SEO audit
- Verify WCAG 2.2 accessibility compliance leveraging the selected CMS compliance testing modules
 - Any accessibility and audit testing partner will be the responsibility of the Client (e.g. Accessibility Shield)
 - Accessibility and audit testing performed by a third party may impact the timeline
- Integrate Google Analytics 4 and Google Search Console
- Provide one (1) training on maintaining the website at an advanced level for Client staff with clear instructions for creating content based on the style tile; Consultant will provide a user guide at the completion of the training

All cyber-security protocols and software needs are the sole responsibility of Client.

Process and Approval Notes:

- Once the functional requirements document has been approved, requested additions or removal of functionality will impact the project timeline and cost
- Once the wireframes have been approved and the development of the website is in progress, even the smallest adjustments to the approved wireframes will impact the project timeline and cost
- Once design is approved, any changes or additions will impact the project timeline and cost

Software Environment and Release Management

Our hosting environment is a multi-dev environment, meaning that we have a development environment, testing environment, and production environment. If one of these updates requires client approval, we will demonstrate the update through the staging environment, and once approved, push to production. Managed hosting and cyber-security is not included in this statement of work, but may be added as an ongoing monthly retainer at the launch of the website.

Schedule B - Fees and Payments

Fees

Consultant will invoice Client on the following schedule. Invoices are typically delivered by the 15th of each month.

Discovery	\$10,000
External survey research*	TBD
Brand strategy	\$42,000
Brand identity	\$25,000
Website design	\$20,000
Website development	\$45,000
Website SEO best practices, testing & launch	\$8,000
Total	\$150,000

*If external survey research is included in this scope, Consultant will leverage a third-party firm. Budget will be based on the size and scope of the survey.

Schedule

Project will be billed on the following schedule:

July 2023	Kickoff; Discovery	\$30,000
August 2023	Discovery; Brand strategy	\$20,000
September 2023	Brand strategy	\$20,000
October 2023	Website design	\$20,000
November 2023	Website development	\$20,000
December 2023	Website development	\$20,000
January 2024	Website testing; Launch	\$20,000
Total		\$150,000

A delay in launch resulting from Client review or approval delays will be charged at a rate of \$5,000/month to hold resources and project management for the engagement. If required, this delay fee will begin in February 2024.

Expenses

All expenses, such as third-party technology licenses, stock imagery, transportation, and other miscellaneous expenses will be approved by the Client in advance and billed at net.

Assumptions

The Statement of Work and budget are based on the following assumptions. Should additional work or services be requested, a Change Order will be provided.

- Other services such as digital strategy, ongoing search engine optimization (SEO), digital advertising, photography, video production, social media management, print advertising, and direct mail are not included in this scope of work and budget.
- All work will be paused if payment is not received within 30 days after the invoice due date. Work will begin immediately upon receipt of payment on outstanding invoices.
- Costs/subscriptions to third-party tools such as investor relations tools, email services, etc. are not included in the website development cost. All recommended solutions/tools will be presented to and approved by the client before purchase or implementation.
- In the event that the circumstances upon which this agreement has been entered into change due to desired changes to the scope of the project, both parties agree to negotiate in good faith the appropriate additional services and fees required.

REQ

City of Venus, TX

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8	Capabilities
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About Us

About REQ

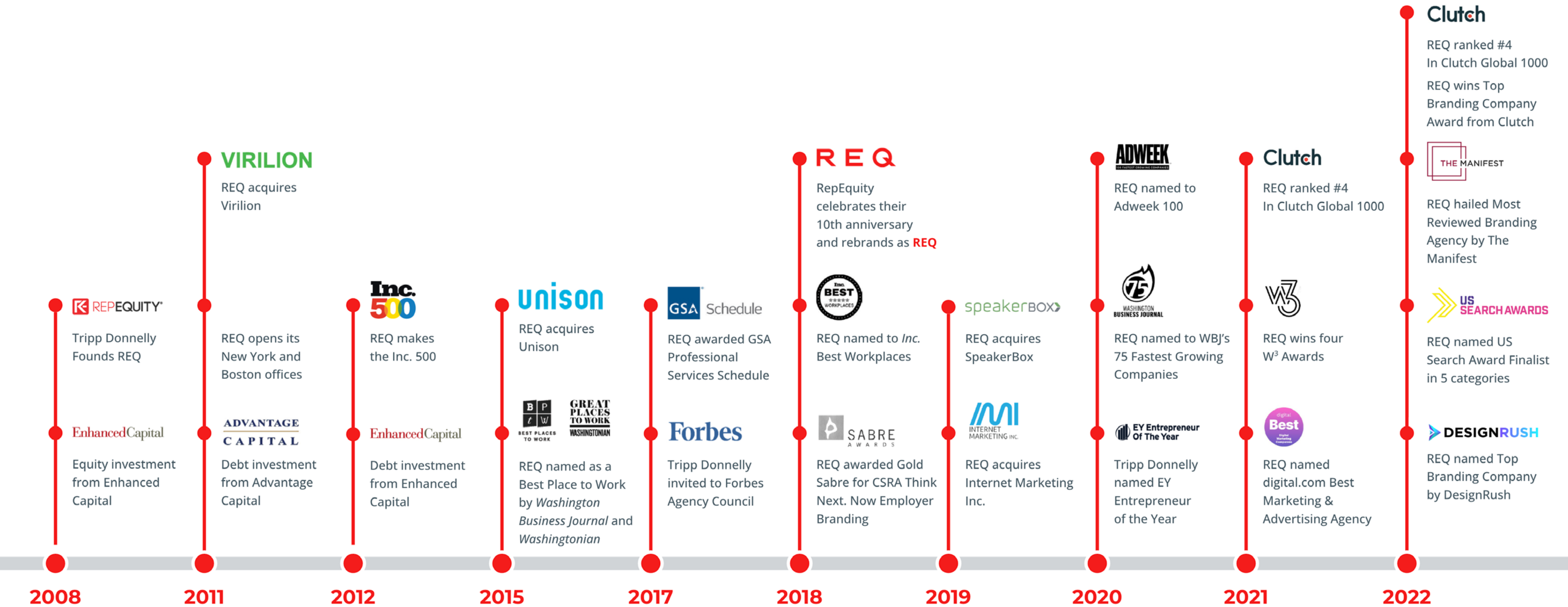
As a leading digital marketing company, REQ outpaces changes in today’s rapidly evolving media landscape bringing brand, reputation, advocacy, and business results to new heights.

We serve global brands and leaders in technology, health care, finance, government, real estate, entertainment, hospitality, and retail, and have been named to the Adweek 100, Inc. 500, and Deloitte Fast 500 lists as one of the fastest growing companies in America.

Founded in Washington, DC in 2008, REQ has expanded with offices and employees in San Diego and Las Vegas.



REQ Evolution

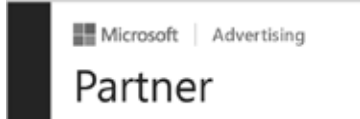


Clients & Awards

Featured Clients



Featured Awards



Accreditations

REQ is a Premier Google Partner with specializations in Search, Mobile, and Display advertising.

The Premier distinction is reserved for less than 3% of all Google partners worldwide and represents an ongoing relationship with Google’s leadership and representatives. Agencies with the Premier Google Partner accreditation have Google’s endorsement that they have the expertise and staff to generate results for large clients with demanding needs. In addition, the accreditation recognizes agencies with extensive Google product knowledge, strong client base, and proven record of success on behalf of those clients.

The Premier Google Partner status is invaluable in both organic and paid search, as we and, therefore, our clients have direct access to the Google team. We are able to provide in-person training and case studies for our clients alongside our Google representatives, host events with Google, and learn and test new tactics and Google offerings before mass adoption.

REQ is a Meta Business Partner with Preferred Status.

As a Preferred Partner, we have been vetted by Meta for our excellent service and technical skill. We have been granted access to Meta’s API to reach global audiences and create expanded advertising solutions that fuel growth.

Meta provides REQ with exclusive Partner tools, including agency analytics reports, advertiser spend optimization, and events and trainings to stay up-to-date on the latest advancements in social advertising. We also are given priority resolution by Meta’s Customer Support, such as technical support, solutions engineering consultations, and creative consultations.

Capabilities

Capabilities

Research & Planning

- Quantitative Research
- Qualitative Research
- Media Planning
- Marketing Roadmap

Email / CRM

- CRM Management
- Database Integration
- List Segmentation
- Campaign Reporting

CRO

- Usability Analysis & Testing
- A | B Split Testing
- Multivariate Testing
- Test Evaluation & Reporting
- Continual Optimization

Data & Analytics

- Multi-Attribution Technology
- Digital Analytics
- Goal Identification & Filtering
- Tag Management
- Custom Reporting

Branding

- Brand Strategy
- Corporate Identity
- Naming

Web Design & Development

- UX & UI
- Front End
- Back End
- Hosting
- Management & Updates

Marketing

- Online Marketing
- Inbound Marketing
- Content Creation
- Campaign Creation
- Marketing Automation
- Marketing Technologies

Social

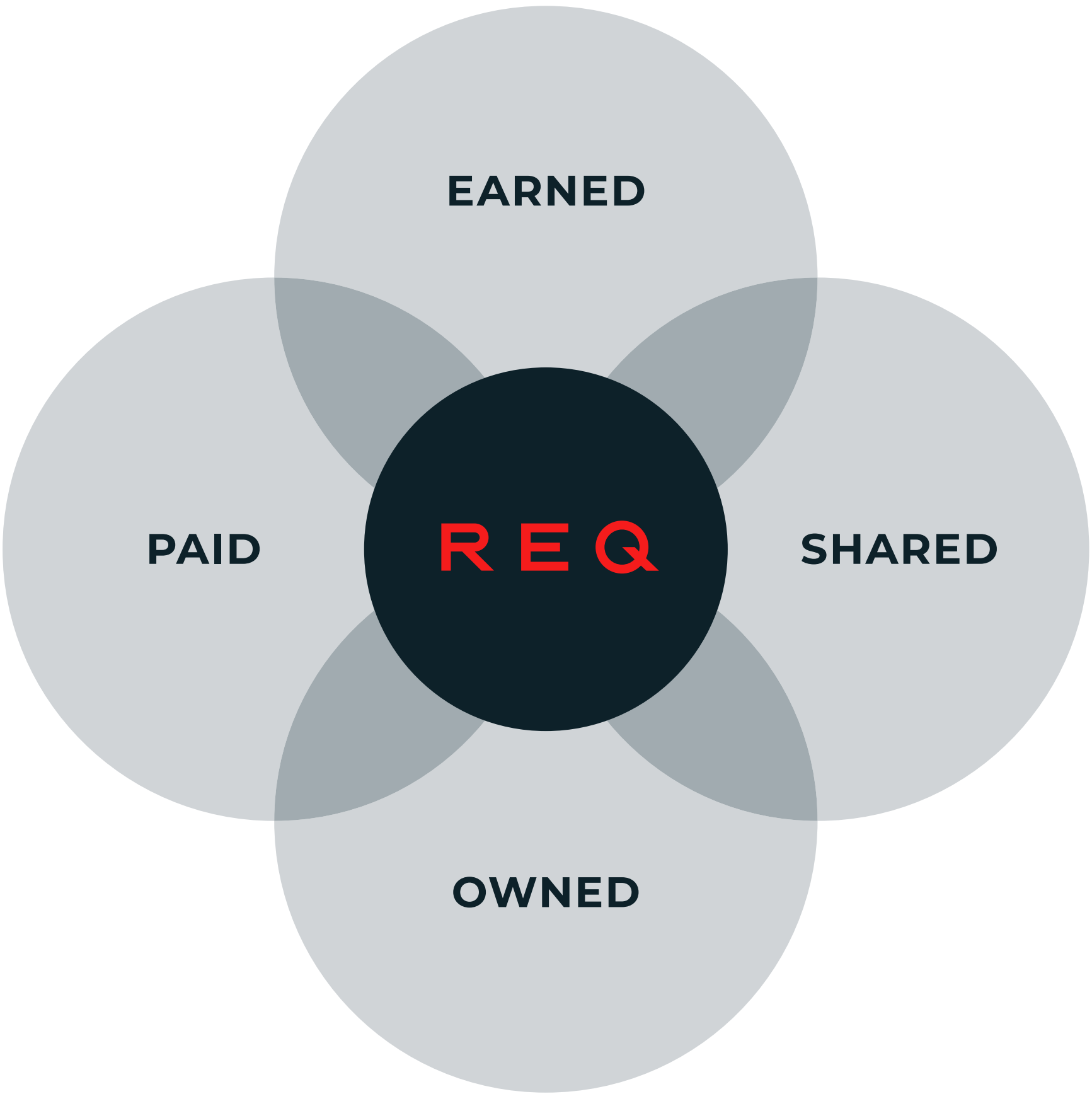
- Social Strategy
- Content Development
- Content Management
- Promotional Strategy

Paid Media

- Search
- Social
- Display
- OOH
- Content Marketing
- Management & Optimization

Earned Media

- Public Relations
- Media Relations
- Search Engine Optimization
- Content Development
- Online Reputation Management



Program Lifecycle: From Concept to Activation



Experience

South Carolina Department of Commerce

Services

- Website design & development (WordPress)
- Content strategy & development
- Creative services

Results

- AED was featured in multiple Washigton Post cover stories
- REQ secured a monthly column on Entrepreneur.com featuring AED leadership
- The “Think Arlington” Campaign was named a finalist for the Stevie’s “Marketing Campaign of the Year”

GOAL

Revamp the South Carolina Department of Commerce’s (DoC) content strategy to help attract leading international businesses to the state.

OUR APPROACH

Following a website redesign, the South Carolina Department of Commerce (DoC) worked with REQ again for recommendations on updating their website’s architecture to match their initiatives shifting to attracting large, international businesses with major presences in the United States to operate in the state.

With the goal of attracting the right eyes to the DoC’s digital properties, REQ needed to intuitively reorganize information for the site’s multiple audiences and better position the DoC as an authority in helping businesses thrive in South Carolina.

After conducting a wide landscape analysis of commerce departments across North America, we revamped the DoC’s content strategy and user experience. We put forth a set of recommendations accompanied by an actionable outline to illustrate proposed navigational elements and site structure updates.

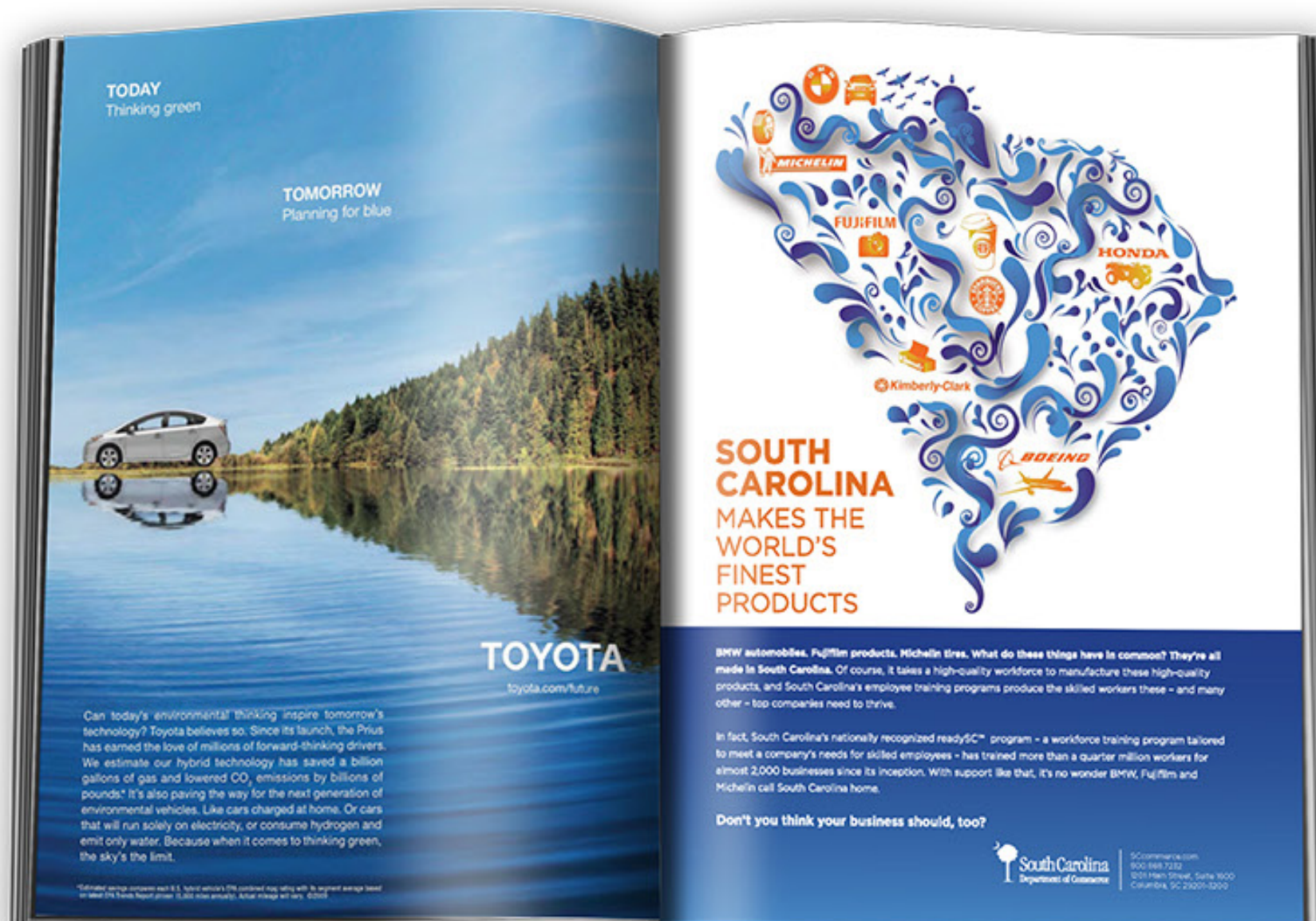
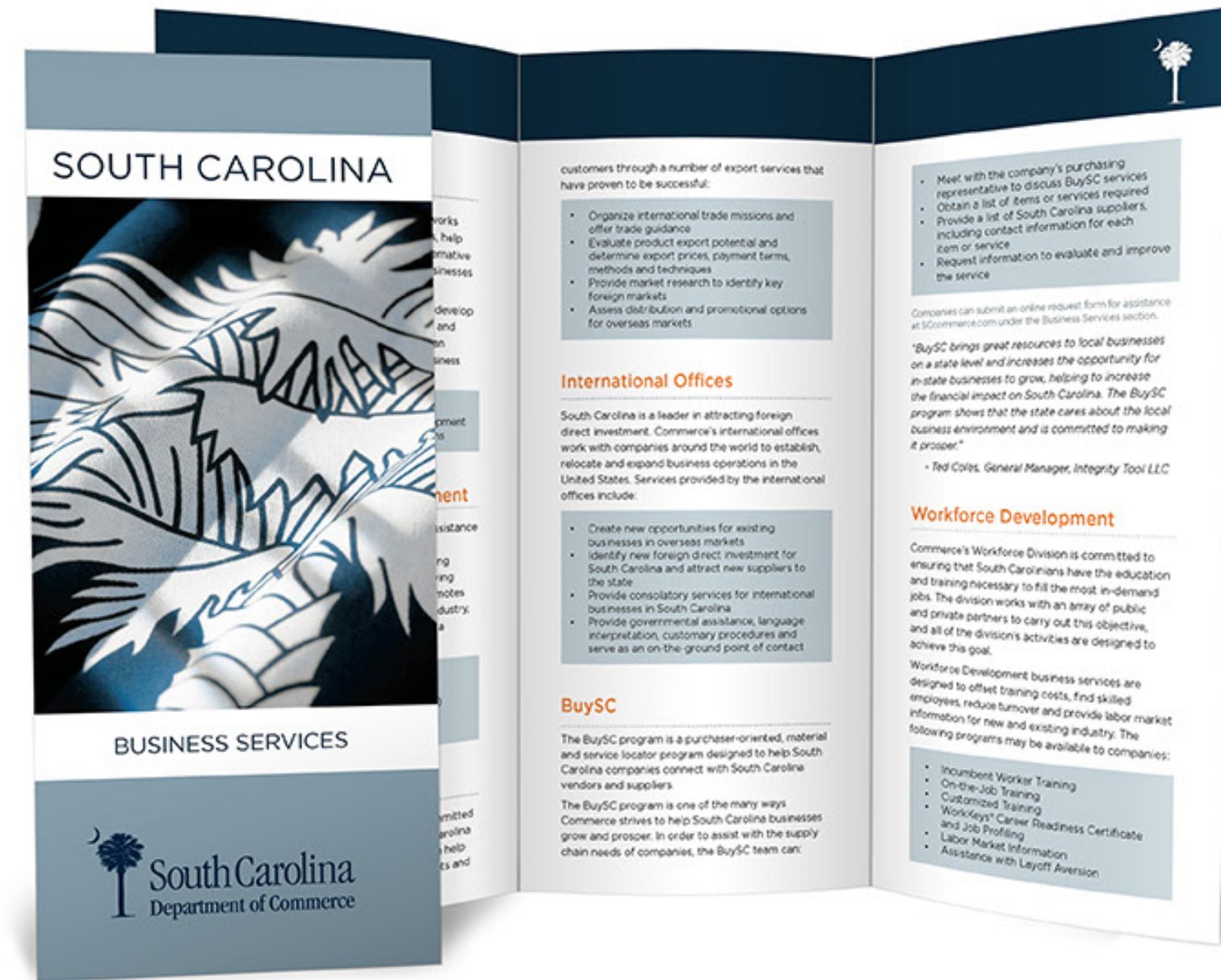
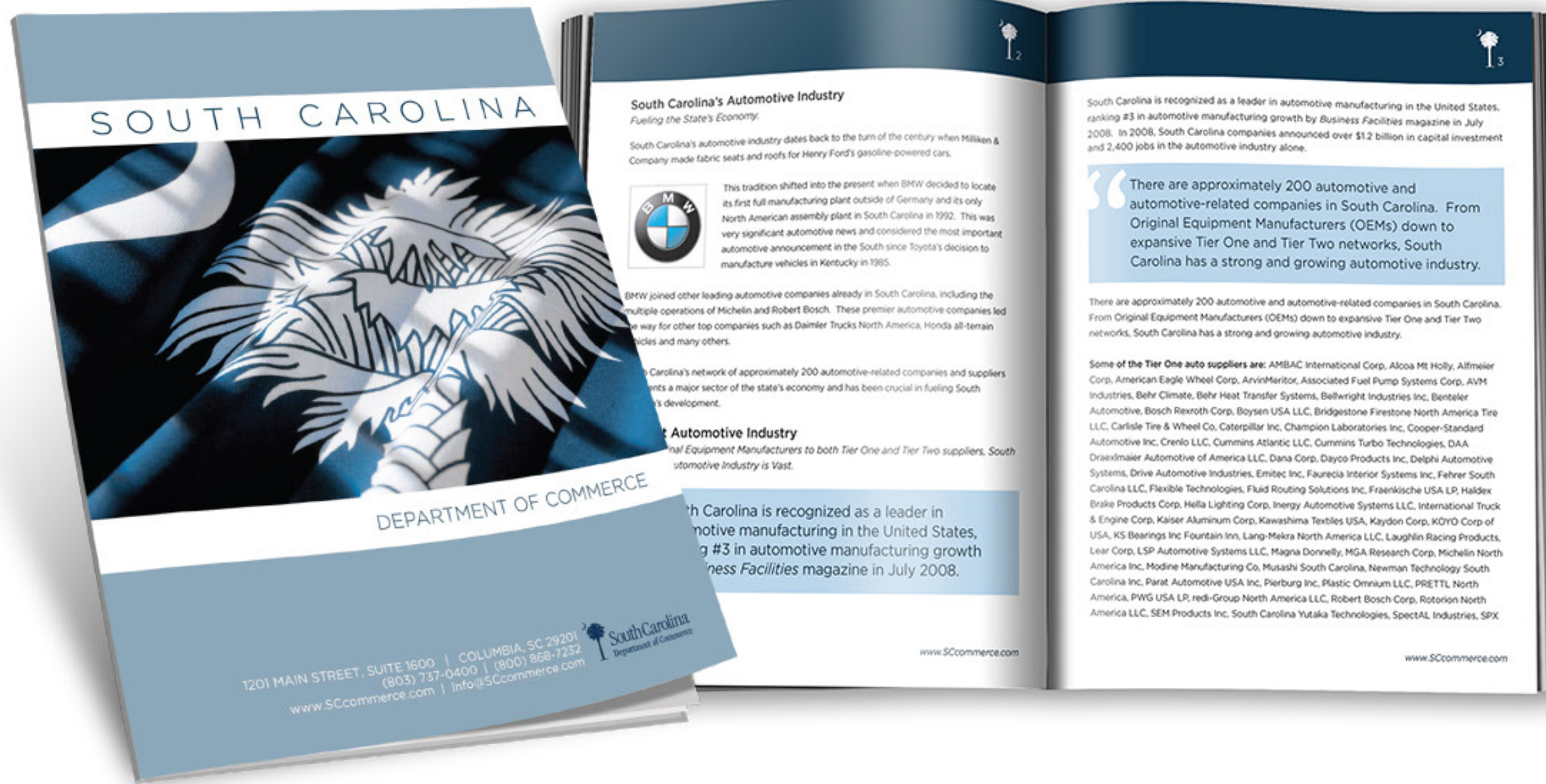
REQ then provided a full content outline and supported the DoC by writing and revising content where needed. Soon after, we applied the strategy to both on- and offline materials in addition to the website, such as brochures, infographics, and print advertisements.



South Carolina

Department of Commerce





Washington DC Economic Partnership (WDCEP)

Services

- Media relations
- Event support

Results

- Relationships were cultivated with key national outlets such as Mashable, TechCrunch, MSNBC, Fast Company, and Forbes

GOAL

Position Washington, DC as a city that has much more than the federal government.

OUR APPROACH

The Washington DC Economic Partnership (WDCEP) engaged REQ to lead the media strategy for the District’s Mayor Vince Gray’s attendance at South By Southwest (SXSW) Interactive. REQ’s public relations team led the effort and attended SXSW to guide the WDCEP team through various media engagement opportunities.

The goal was to elevate awareness of the District as a preeminent location for technology startups, highlight the city’s startups and infrastructure, and begin to build national-level tech and business media relationships. REQ also supported WDCEP’s brand marketing efforts, including implementing their brand strategy and go-to-market plan.

Output from our efforts include new visibility and productive relationship for the city with Mashable, TechCrunch, MSNBC, Fast Company, Forbes, and PandoDaily, among other nationallybased media outlets. They requested that the REQ team return with them again the following year as they launched the city’s startup-tech visibility campaign “Digital DC.”

Arlington Economic Development (AED)

Services

- Campaign strategy & development
- Media relations

Results

- AED was featured in multiple Washigton Post cover stories
- REQ secured a monthly column on Entrepreneur.com featuring AED leadership
- The “Think Arlington” Campaign was named a finalist for the Stevie’s “Marketing Campaign of the Year”

GOAL

Attract entrepreneurs to Arlington County as an ideal city for business.

OUR APPROACH

REQ worked with Arlington Economic Development (AED) for four years to attract entrepreneurs to the county and introduce target audiences near and far to Arlington’s offerings.

We helped create the “Think Arlington” campaign which used the slogan “Brainpower: Arlington’s Alternative Energy” to highlight the area’s talented, highly-skilled workforce and position it as a premier site in the recruitment of expanding high-tech, research, and policy-related organizations.

We maintained regular communication with business, travel, local, national, and international publications while providing AED executives and local business owners as resources to journalists in need of commentary.

By cementing close working-relationships with key reporters, we achieved coverage in a wide range of print and broadcast outlets, including multiple cover stories in the Washington Post. Wilson and Clarendon Boulevards were named as two of 10 Great Streets during our tenure. Ongoing editorial opportunities for early-stage businesses were also secured, such as a monthly column in Entreprenuer.com featuring an AED executive as a small business expert. The “Think Arlington” campaign was named a finalist for Marketing Campaign of the Year at the Stevie Awards.

Tenerife

Services

- Brand strategy & development
- Creative services
- Search engine optimization (SEO)
- Search engine marketing (SEM)
- Website design & development (Custom)
- Print advertising

Results

- North American traveler volume increased 37%, year-over-year
- Trip Advisor search volume saw the largest growth of all worldwide destinations

GOAL

Create a value proposition to draw American visitors to Tenerife and away from closer destinations, such as Mexico and the Caribbean.

OUR APPROACH

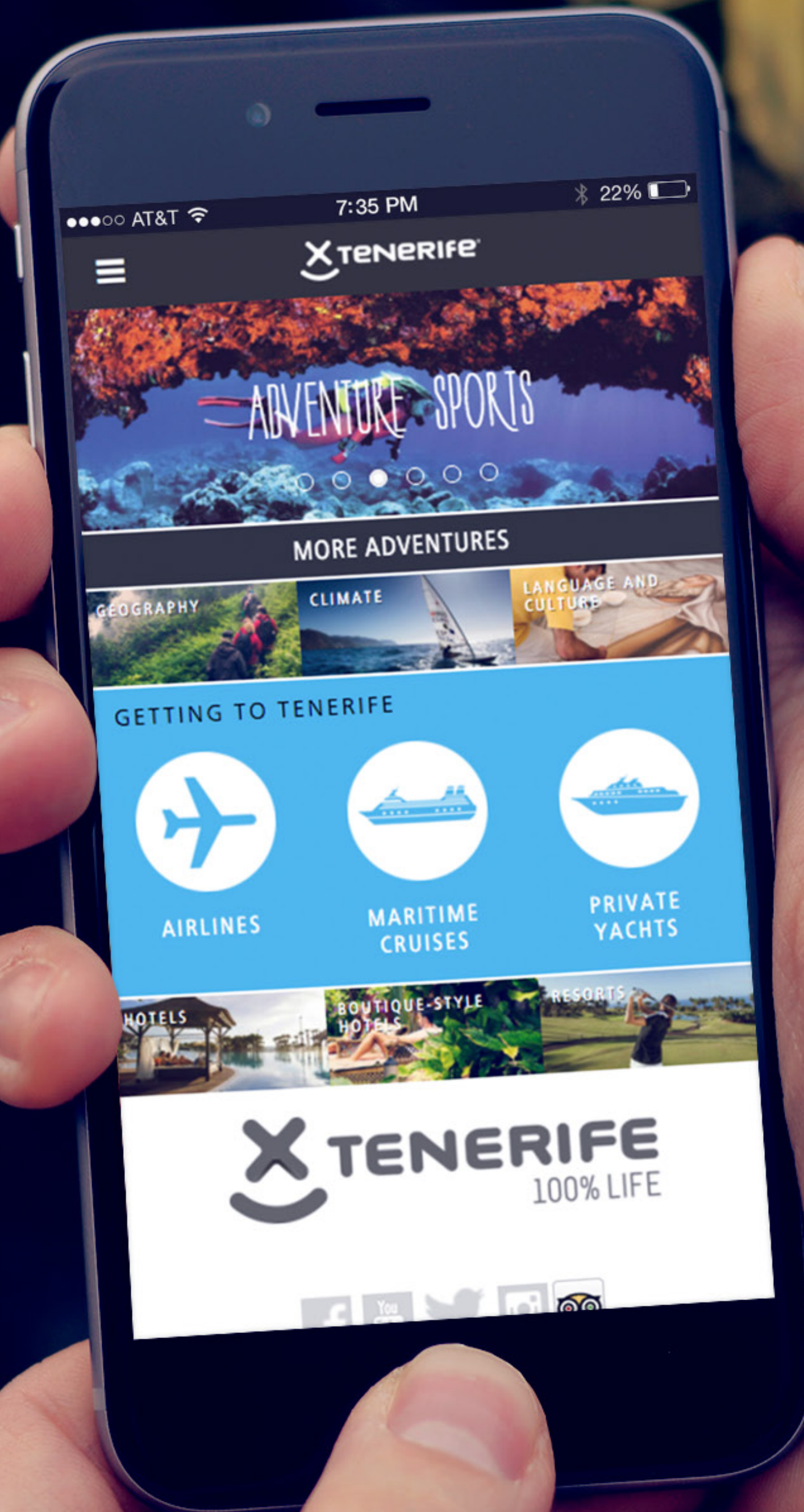
The Tourism Board of Tenerife in the Canary Islands engaged REQ to launch an integrated public awareness campaign to educate US travelers on the destination. In addition, we helped establish the official North American office of representation for the Canary Islands tourism bureau to serve travel agents and consumers.

REQ conceptualized the “Adventure On Tenerife” campaign to position the island as a luxury alternative to other tropical destinations. We then brought “Adventure on Tenerife” to life with a multi-faceted campaign including outreach to tour operators and cruise lines to add itineraries on the Canary Islands to their product portfolio, creating and managing a media plan for North America, conducting weekly webinars for travel agents, and coordinating familiarization (FAM) trips for qualified agents.

In addition, REQ designed and built a responsive website targeting North American travelers to educate them on the highlights of this island destination. The campaign website was honored with Horizon and Magellan Awards. The overarching campaign earned the Trip Advisor Travelers Choice Award.

At the conclusion of the campaign, Tenerife achieved record level 37% year-over-year growth in traveler volume from North America. We created an initial database of thousands of US consumers who are interested in traveling to Tenerife and the Canary Islands. According to Trip Advisor, search volume experienced the largest increase of all worldwide destinations.





ADVENTURE 329
CELEBRATE TRADITION

Thousands of adventures await on the island of Tenerife.

X TENERIFE
adventure on

The Canary Islands
NATURE OF LIFE

adventureontenerife.com
1-800-693-1815

ADVENTURE 246
GET COSMIC

Thousands of adventures await on the island of Tenerife.

X TENERIFE
adventure on

The Canary Islands
NATURE OF LIFE

adventureontenerife.com
1-800-693-1815

ADVENTURE 17
CHANGE PERSPECTIVE

Thousands of adventures await on the island of Tenerife.

X TENERIFE
adventure on

The Canary Islands
NATURE OF LIFE

adventureontenerife.com
1-800-693-1815

ADVENTURE 138
TREK BACK IN TIME

Thousands of adventures await on the island of Tenerife.

X TENERIFE
adventure on

The Canary Islands
NATURE OF LIFE

adventureontenerife.com
1-800-693-1815

Dog Tag Inc.

Services

- Brand strategy & identity
- Website design & development (Shopify)
- Creative services
- Ongoing website hosting & maintenance

Results

- Dog Tag has expanded into Chicago in addition to its Washington, DC location

GOAL

Refine the Dog Tag brand to better reflect its mission of preparing veterans, spouses, and caregivers for civilian life.

OUR APPROACH

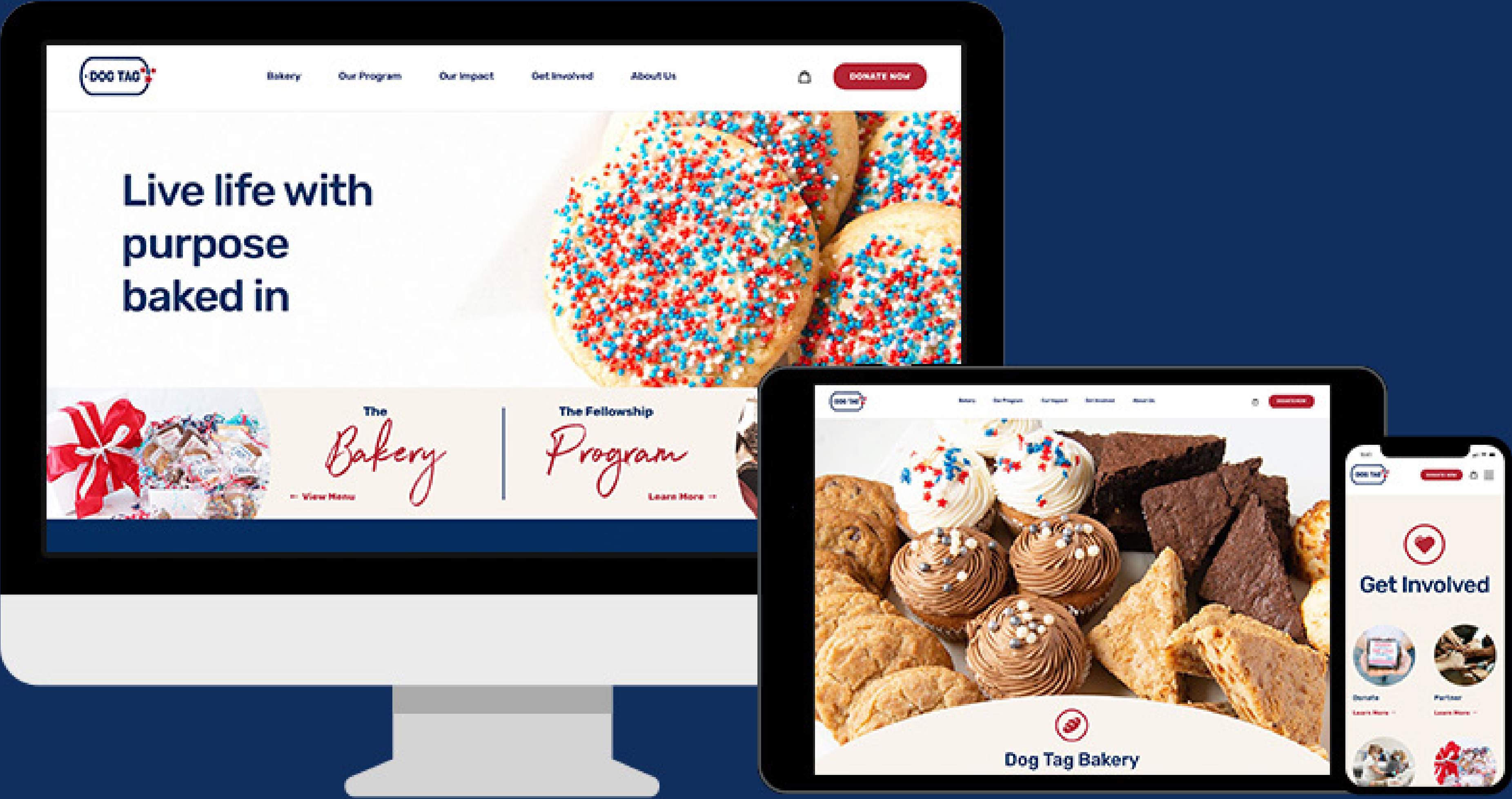
Dog Tag, known to most through its bakery in the Georgetown neighborhood of Washington, DC, is a fellowship program that equips veterans, military spouses, and caregivers with the tools and education to build resilience, find renewed purpose, and forge community beyond the military. REQ began working with Dog Tag to refine the brand with the goal of placing a larger emphasis on the life-changing Fellowship Program and the positive impact it has had for over 150 veterans, military spouses, and caregivers transitioning into civilian life.

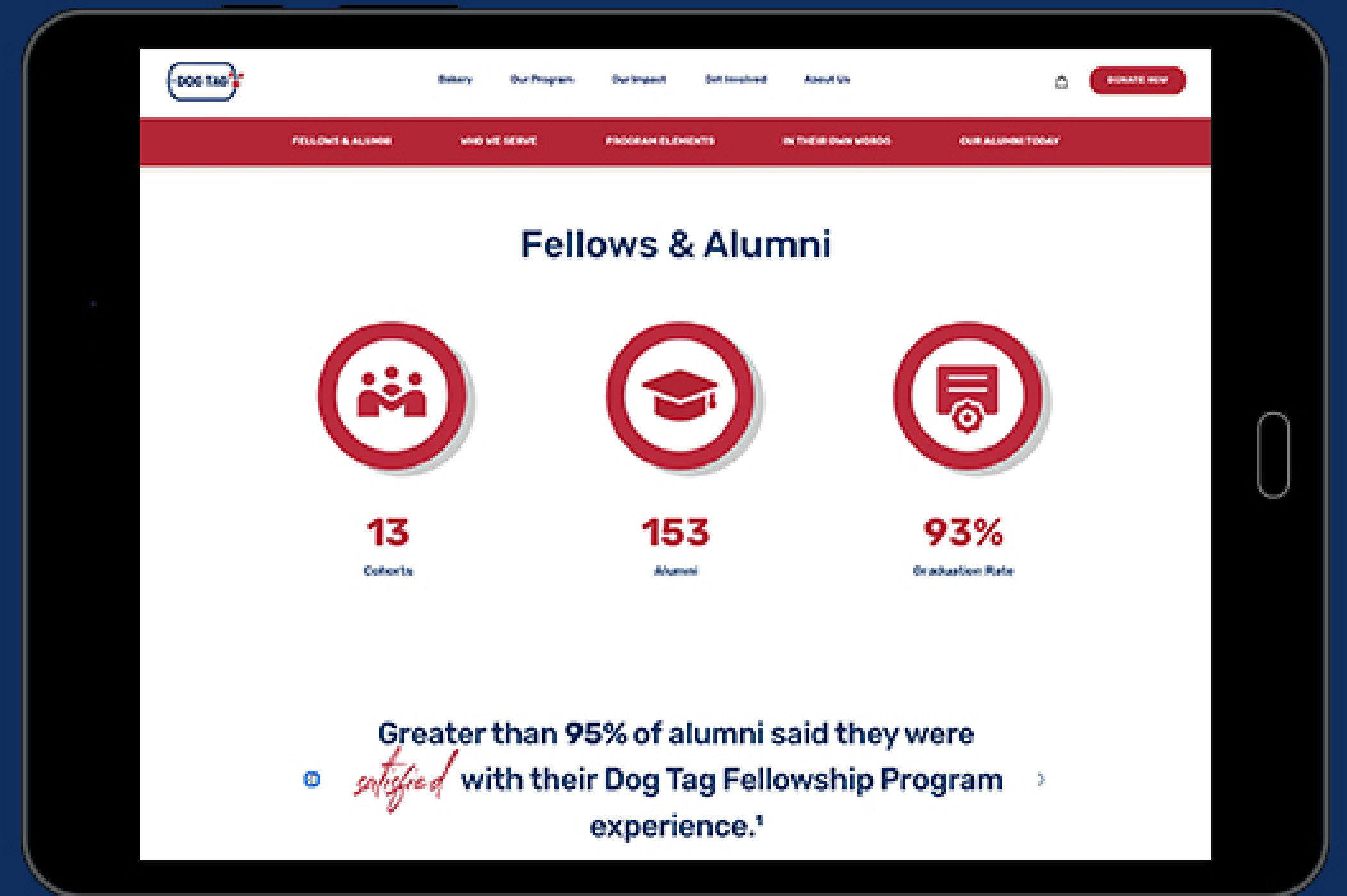
We identified differentiators for Dog Tag, both as a local bakery and veteran service organization, and built out audience personas including prospective, current, and alumni fellows, corporate sponsors, and everyday customers. Highlighting the organization’s mission and products, we positioned Dog Tag to have “purpose baked in.” Our team refined the brand identity, including the logo, imagery style, fonts, color palette, and other visual elements.

We then worked with Dog Tag to revamp their online presence, beginning with the website. Because of ecommerce functionality requirements for the outward-facing bakery, we built the website in Shopify. However, we placed increased emphasis on the Fellowship Program behind the bakery, with significant call-outs and imagery to highlight Dog Tag’s impact, as well as prominently displaying ways to get involved with the organization.

We continue to support Dog Tag with ongoing website and creative support. Our team also provides marketing training and seminars for each Dog Tag fellow cohort.







eBay Main Street

Services

- Digital strategy
- Marketing automation and database marketing
- Website design & development (Drupal)
- Creative services
- Search engine marketing (SEM)
- Social media management
- Online advocacy platform integration (Momentum)

Results

- Main Street has grown to more than 1.1 million U.S. members since launch
- More than 1 million letters were sent to Members of Congress within one week
- More than 4.4 million unique visitors have accessed the Main Street website



GOAL

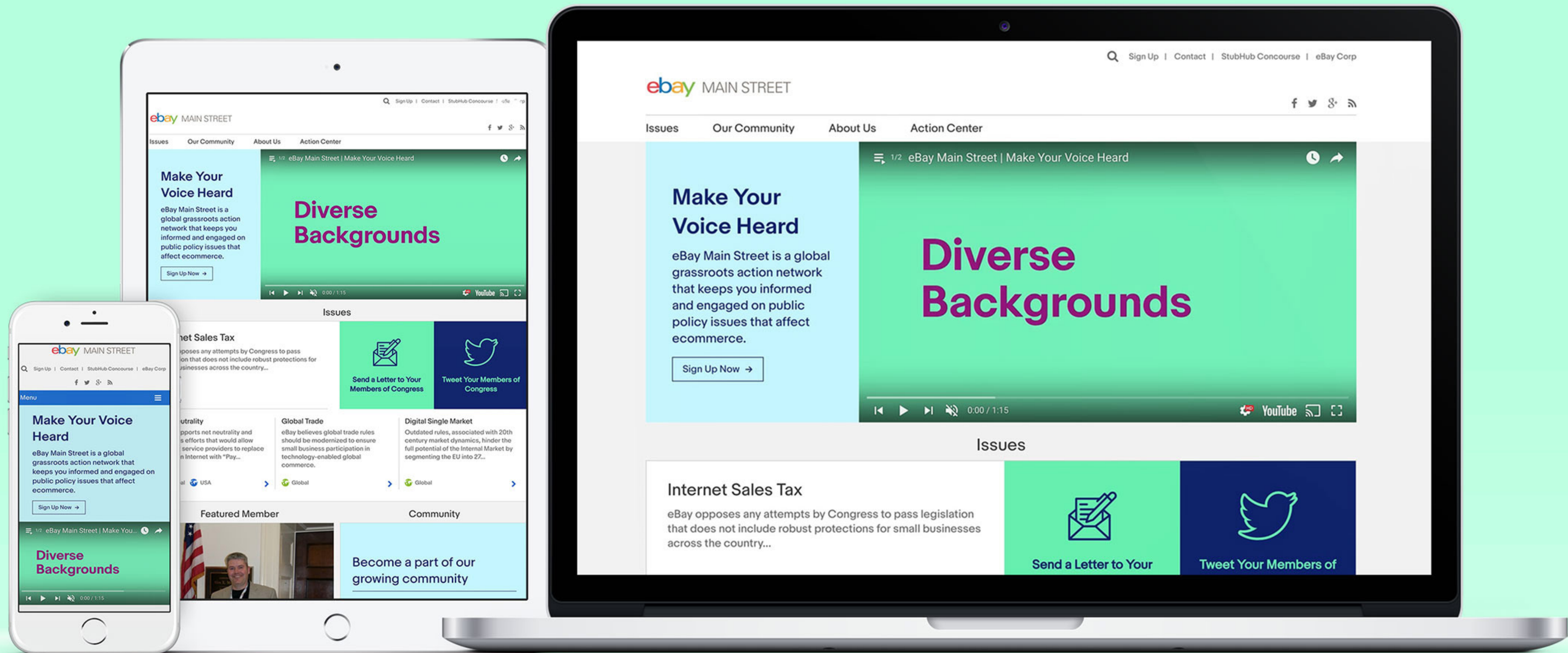
Develop a global grassroots community of eBay sellers and equip and empower them to understand government policy issues, make their voices heard, and enact change.

OUR APPROACH

Since 2004, REQ has partnered with eBay to develop and grow “Main Street,” a global grassroots community of small business and ecommerce advocates. Working to ensure their voices are heard by governments around the world, REQ designed and developed the Main Street website—a central hub for all of eBay’s global initiatives—and manages Main Street’s vibrant social networks. Beginning with zero members, eBay Main Street has grown to over 1,100,000 members.

Built in Drupal, eBay Main Street’s website naturally draws visitors to an enhanced “issues” section, educating them on complex topics such as net neutrality, Internet sales tax, and global trade. Visitors are not only empowered to speak intelligently on these matters, but are activated as supporters to sign a petition, tweet a policymaker, or send a letter to their elected official. eBay Main Street holds the record for most letters sent to a government—over 1 million—in one week.

In addition to digital advocacy strategy, REQ provides content and video services, and manages Main Street’s ever-growing membership database. We have strategized, built, and implemented eBay Main Street’s email marketing initiatives to consistently engage advocates and promote critical thinking about issues integral to eBay’s core business while avoiding fatigue with a precise cadence of communication.



ebay[™] MAIN STREET

Make Your Voice Heard

eBay Main Street is a global grassroots action network that keeps you informed and engaged on public policy issues that affect ecommerce.

[Sign Up Now →](#)

1/2 eBay Main Street | Make Your Voice Heard

Small businesses fuel our economy.

0:24 / 1:15

YouTube

Issues

Internet Sales Tax

eBay opposes any attempts by Congress to pass legislation that does not include robust protections for small businesses across the country...

USA



Send a Letter to Your Members of Congress



Tweet Your Members of Congress



Services

- Brand strategy
- Website design & development (Contentful)
- Content strategy & development
- Email marketing, automation & tool integration (Iterable)
- Advocacy action tool integration
- Video
- Integrated advertising campaign
- Search engine optimization (SEO)

Results

- 25 million views from 21 video ads
- Let’s Talk Autonomous Driving earned Horizon Interactive and W3 Gold Awards for its website and video series



GOAL

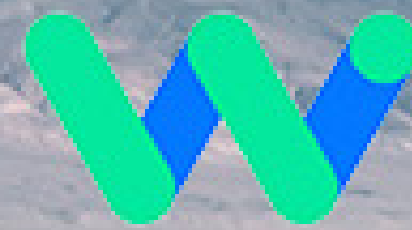
Recruit, educate, activate, and nurture a community of autonomous driving advocates.

OUR APPROACH

Waymo, the self-driving car subsidiary of Alphabet, partners with REQ to educate the U.S. population about the benefits of autonomous vehicle (AV) technology. With 40,000 annual road deaths in America and millions of people unable to drive because of age or disability, the status quo is unacceptable. However, half of the general public have some level of worry about self-driving cars and less than half want to ride in one. While awareness of self-driving cars is high, attitudes are mixed.

REQ created the Waymo policy brand and associated online assets as an extension of the “Let’s Talk Autonomous Driving” campaign. We launched this public education and advocacy program to ensure a positive acceptance of AV in Phoenix—Waymo’s first major test market—which serves as the model for future AV communities across the nation. This campaign was then implemented to solidify and enhance Waymo’s position in the industry and with policymakers as AV technology is increasingly featured in the news, successfully inserting a candid conversation about AV’s benefits, progress, and fears into the media landscape.

In addition, we recruit, educate, activate, and nurture a community of advocates aligned with Waymo’s policy priorities, ranging from individuals to impartial, authoritative partners such as Mothers Against Drunk Driving (MADD) and AAA, lending credibility to policy efforts. This brand is amplified through the custom Let’s Talk Autonomous Driving website, featuring emotional video stories with the organization’s partners. These partnerships were also promoted through an integrated advertising campaign on Google Search, Google Display, and social. We leveraged the video stories to create 21 video ads, which received over 25 million views. Supplementary digital ads targeted for a single state received over 49 million impressions. In one year, we grew the Let’s Talk Autonomous Driving email subscriber base from 0 to 22,000 people, with the majority of subscribers in key regions.



WAYMO

Let's Talk
Autonomous
Driving

Stories

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About Autonomous Driving

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Featured

Your Top Questions About Autonomous Vehicles and the Future, Answered

How will autonomous driving technology shape how we live and move? What are the potential future benefits? We've compiled the answers to the top questions you have about what the future holds for autonomous vehicles and technology.



LATEST NEWS



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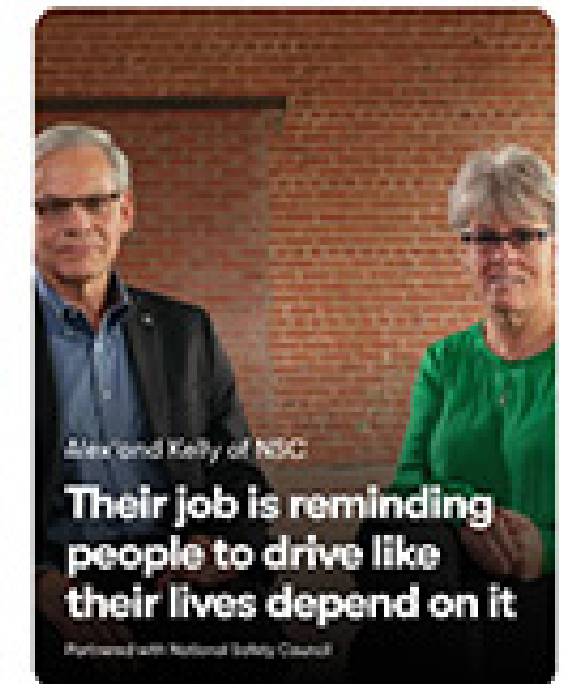
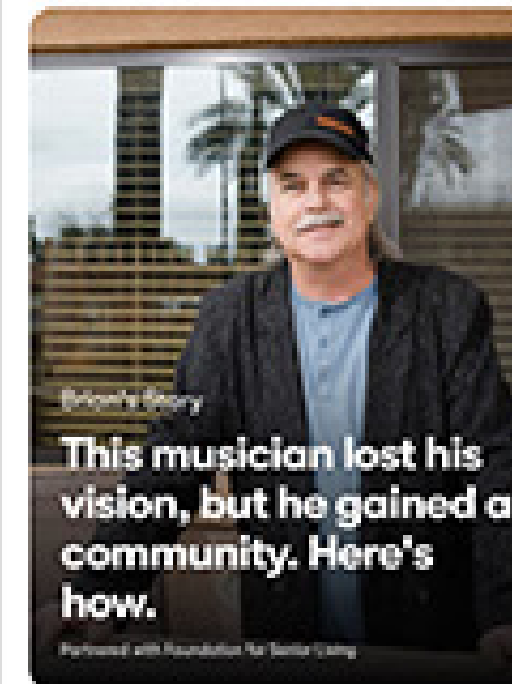
Partners

Subscribe



Stories

Explore diverse perspectives on autonomous driving.



LATEST STORIES



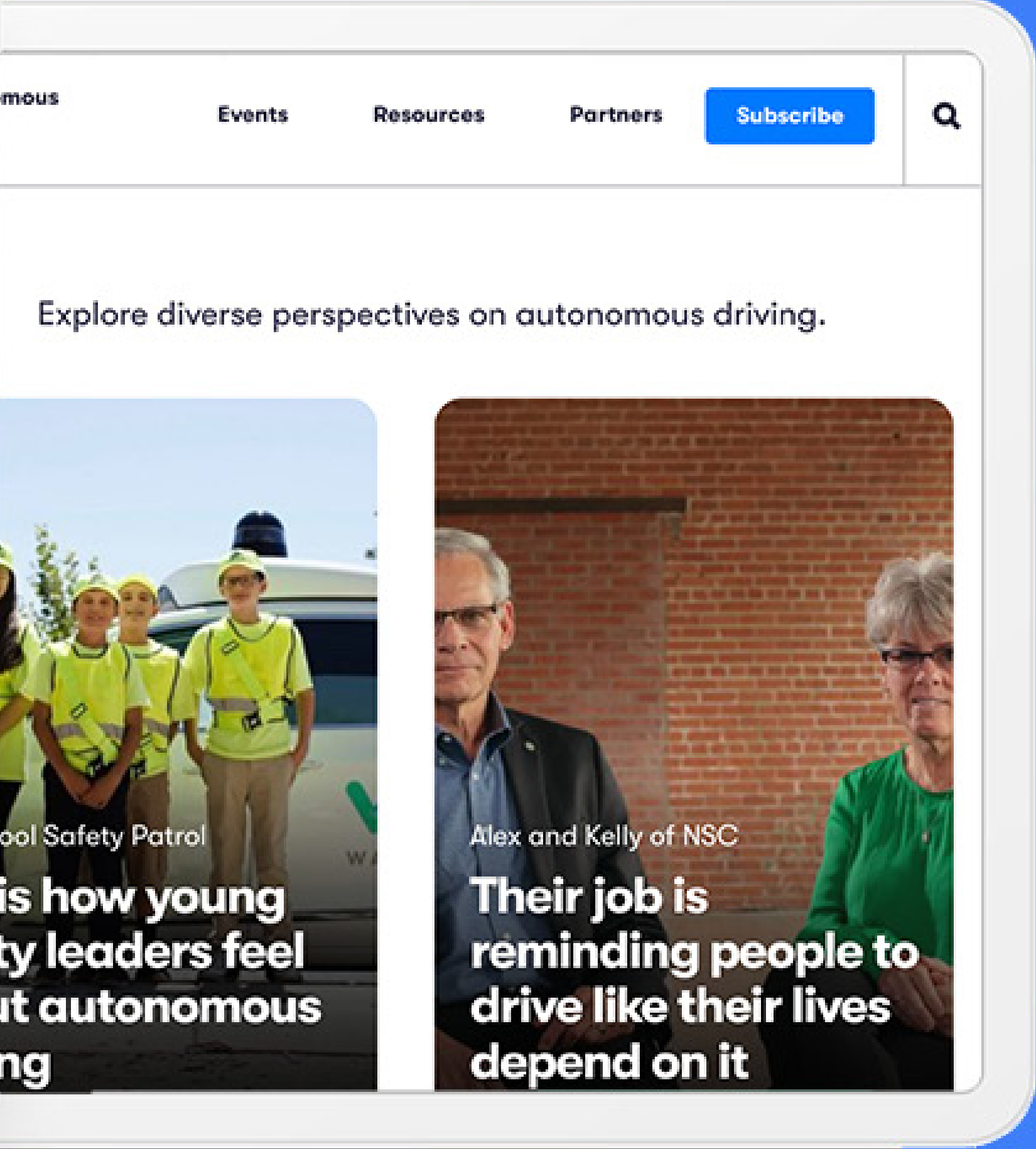
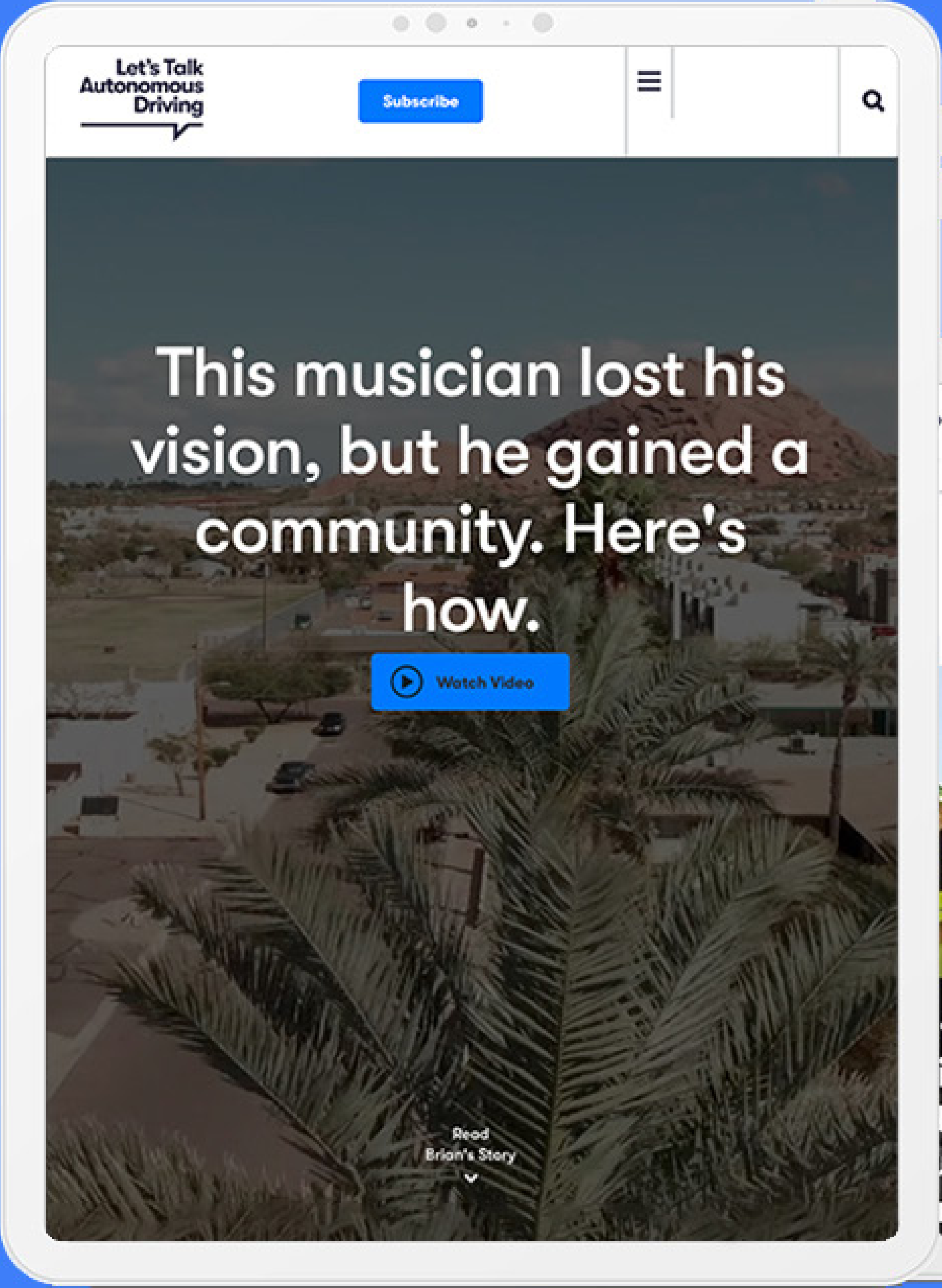
Technology as a possible solution for road safety

Barbara says fully self-driving cars like Waymo could enhance road safety by eliminating human error. Fully self-driving technology performs all the tasks of driving, but without being distracted. Waymo's self-driving technology "sees" and stops for stoplights and stop signs and is constantly aware of road users and what they might do next.

Barbara remembers the first two times she rode in a Waymo.

"I was really excited because I was like, 'This is it. This is something that I've looked forward to all this time.'" Barbara recalls. "If the man who killed my son happened to be in a self-driving car, Michael would still be here today because the car would have stopped at that red light and it would see the humans at the intersection."





What makes it difficult to get around San Francisco?

*Respondents could select multiple answers

4%

ing

63%

Unreliable public transportation

63%

Dangerous drivers

57%

Stressful co

52%

Too much t



Time spent in congestion increased **1.5** times faster than population growth since **2000** in the Bay Area.

— Vital Signs

[Learn More](#)

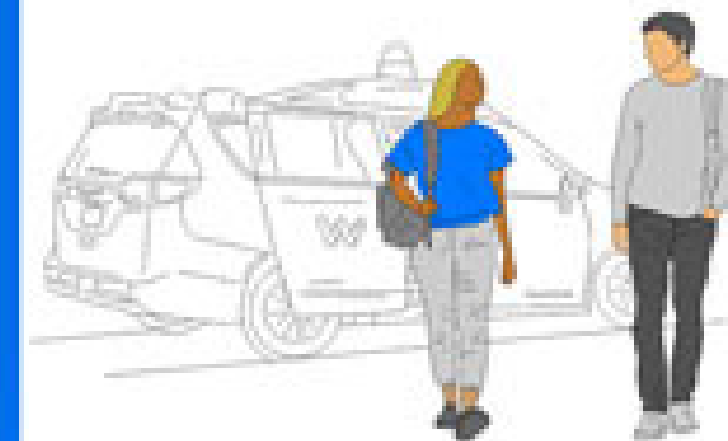


We heard what really matters to you when it comes to autonomous driving.

See what San Francisco had to say.

*Survey was conducted in Q4 2020

[See the Results](#)



Own What's Next.

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CITY OF VENUS, TX

RE-BRANDING AND WEBSITE REDESIGN PROJECT PROPOSAL

7.12.23

On behalf of everyone at Moroch, thank you for considering us as a marketing partner.

We know you are looking for a best-in-class agency to help the City of Venus rebrand in a positive manner. There is great opportunity for the city to attract investments, facilitate economic development, encourage the arrival of new companies and industries, spur real estate development, draw in talented individuals, engage the community, and distinguish Venus in a competitive market.

The following is our proposal to get the Venus brand moving. We look forward to your feedback and potential opportunity to help you pave the way to sustainable growth and ensure long-term success.

A handwritten signature in black ink, appearing to read "Matt Powell".

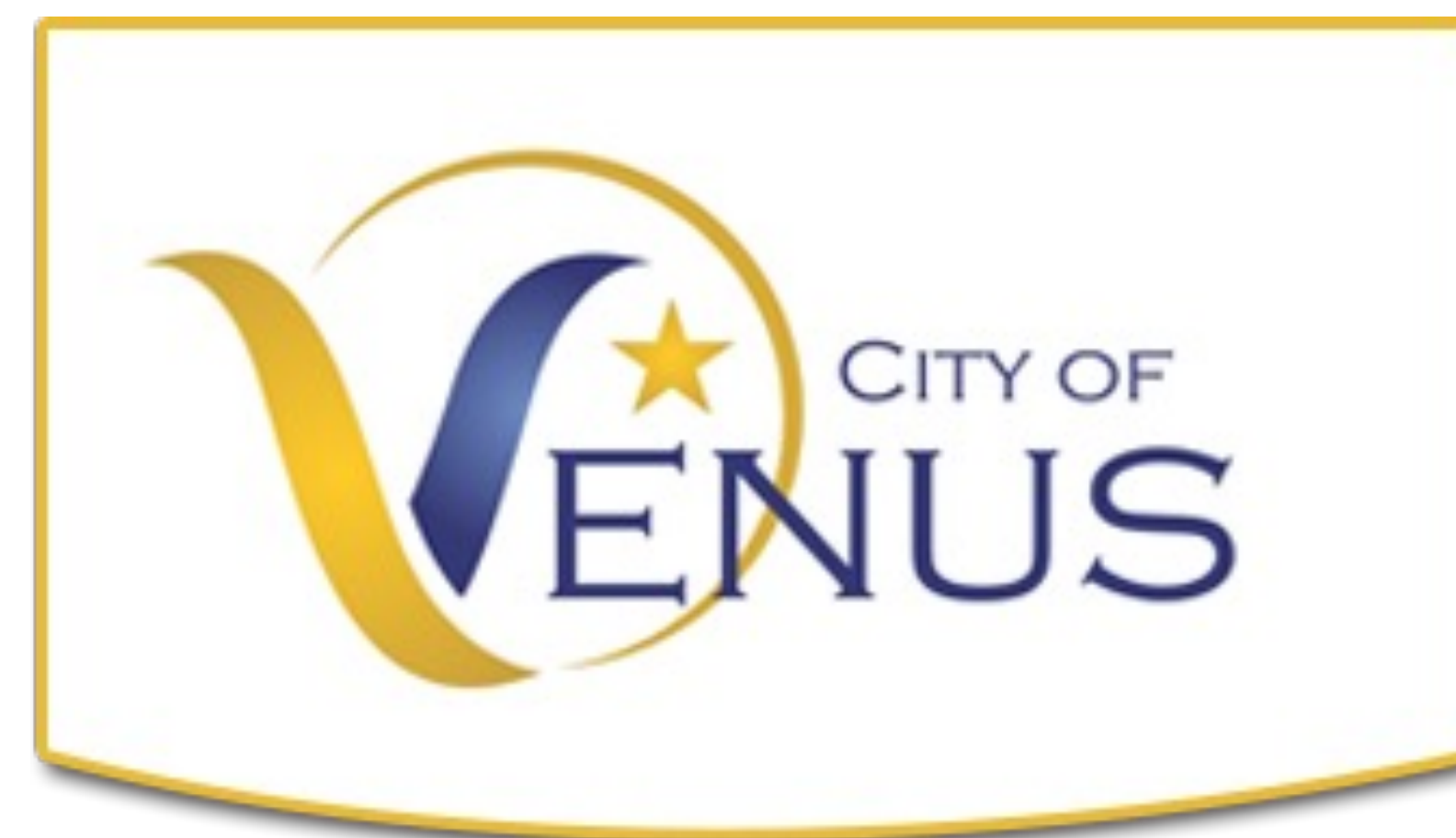
Matt Powell, CEO

WHAT WE HEARD FROM YOU

The primary objective of this initiative is to re-brand the City of Venus in a way that promotes economic development, engages the community, and distinguishes Venus among competitors – to ensure the city's sustainable growth and long-term success.

Key pillars of the re-brand and our proposal include:

- Well articulated brand identity
- Development of a brand book
- Website redesign/rebuild





BRAND IDENTITY

BRAND IDENTITY

Moroch's first recommended step in a re-brand is to hold a Brand Truth Workshop (BTW). The primary purpose of the collaborative, one-day workshop is to uncover “why” a brand exists. Every brand knows “what” they do and “how” they do it, but many do not have a clear way to articulate why the brand exists. That simplicity allows the brand to communicate clearly, consistently, and in a manner that resonates with customers in a memorable way.

An outline of the workshop process and outputs follows on the next few slides.



BRAND TRUTH WORKSHOP

Collaboration is central to our process.

Our Brand Truth Workshop is designed to bring the organization's key decision makers together to collaborate and align on the brand architecture and to simplify the articulation of the brand's story.

Everything about the brand will be guided by the outputs of the Brand Truth Workshop. Inability to achieve alignment is a key reason many brands fail to clearly communicate their value and create lasting relationships with customers.

We believe it's the most crucial part of the journey.



BRAND TRUTH WORKSHOP: PROCESS



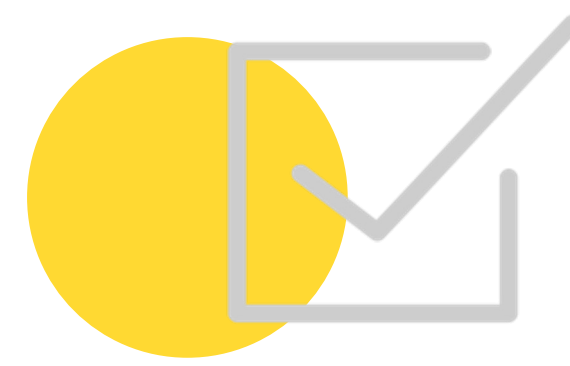
Brand Audit

- Primary Research
- Secondary Research
- Key Stakeholder Interviews



The Workshop

- The Brand Truth
- Single Distinguishing Characteristic
- The Customer
- The Brand Persona
- The Club



Workshop Outputs

- Brand Narrative (workshop synopsis)
- Brand Manifesto (written)
- Strategic Brief

BRAND TRUTH WORKSHOP: BRAINSTORM TOPICS

The day is typically a six- to eight-hour electronic-free day, where the Moroch team will walk key brand stakeholders through a series of brainstorms that also include examples from other brands.



Brand Truth

Why the brand exists
(emotional, rather than
functional, purpose)



Differentiating Characteristic

The ONE thing
the brand does better than
anyone else in the
category; aspirational in
nature



Customer Psychographic

Psychographic description of
the target customer



Brand Persona

The three primary human
personality traits of
the brand which serve to
guide the tone of external
marketing efforts



The Club

Affiliation strategy;
what it says to be
affiliated with the brand

WORKSHOP OUTPUTS

Following the workshop, we will provide the outputs listed below. The outputs are intended for internal purposes only and provide guidance for the brand moving forward.



Narrative

A detailed document that unpacks and gives context to where we landed for the five categories explored during the workshop.



Manifesto

A one- to two-page written document that helps bring the outputs of the workshop to life in a more emotional way.



Brand Strategic Brief

A document that articulates the brand architecture and serves as a guide for future creative efforts, whether they are led by our agency or another group. Includes differentiators and organizational positioning.

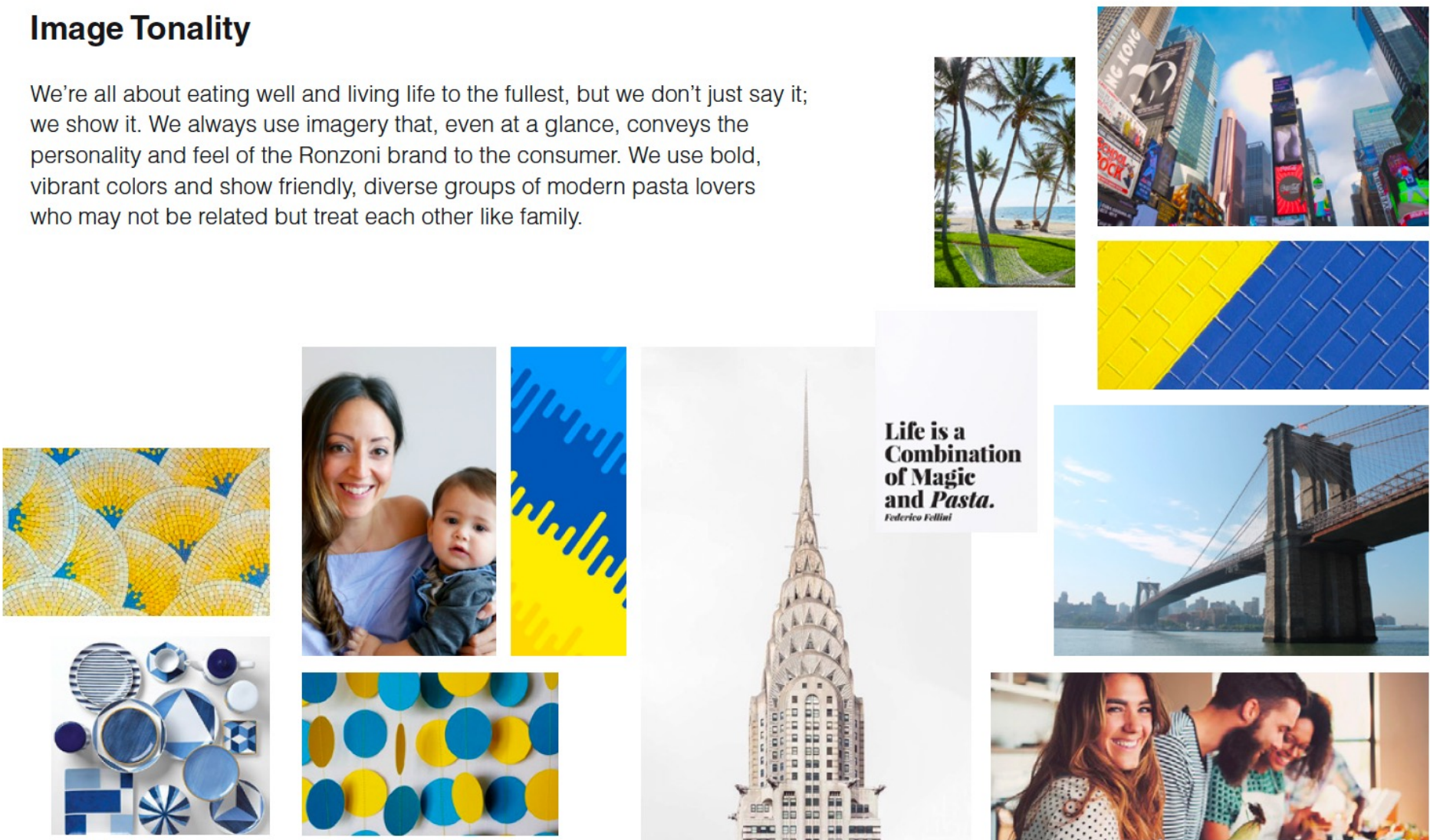
BRAND BOOK

BRAND BOOK

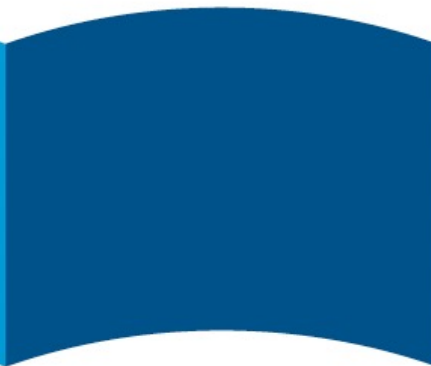
Following the Brand Truth Workshop, the Moroch creative team will “translate” the brand identity into a written and visual brand guide. The guide helps protect the integrity of the brand by ensuring aesthetic and tonal consistency across all branded properties, including the website and other marketing materials. The guide includes proper ways to use the logo and its variations, brand fonts, primary and secondary brand colors, brand tone of voice, and recommended image style. We’ll also provide 3-5 creative examples that reflect how the branding, images, fonts, etc. can be applied to City of Venus materials.

Image Tonicity

We're all about eating well and living life to the fullest, but we don't just say it; we show it. We always use imagery that, even at a glance, conveys the personality and feel of the Ronzoni brand to the consumer. We use bold, vibrant colors and show friendly, diverse groups of modern pasta lovers who may not be related but treat each other like family.



PRIMARY COLORS

			
PANTONE 2925 C R 0 G 154 B 222 009ADE	PANTONE 2945 C R 0 G 74 B 152 004A98	PANTONE YELLOW 012 C R 255 G 214 B 0 FFD600	PANTONE 7408 C R 247 G 190 B 0 F7BE00

WEBSITE REDESIGN

WEBSITE REDESIGN

The website redesign will be broken out into three phases: discovery, content and design, and site development.

1. **Discovery phase** will help the team gather insights on needs (informational, audience, technical, etc.) and key performance indicators for the new site. Discovery includes the following steps:
 - Review any relevant documentation and strategic plans from the City that might impact the site direction.
 - Conduct up to 6 stakeholder interviews or 1 work session with key clients to gather needs, technical requirements, KPIs.
 - Audit current website content to document what information is available, how it is organized, and what might be missing or improved upon.
 - Develop of a brief to guide the content and design phases.
 - Develop functional requirements documentation for client approval.
 - Conduct SEO audit and provide recommendations to be implemented during site development.

WEBSITE REDESIGN

2. Content and design phase includes the following steps:

- Develop a site map and wireframes for key pages on the site to gain alignment on overall structural direction for the site.
- Visually design the look and feel of the site, including 2 key page templates and main components to gain alignment on visual direction for the site.
- Re-organize and edit site content based on new site map and apply tone and voice from brand guidelines.

3. Site development phase includes the following steps:

- Develop responsive site in WordPress based upon the approved site map, wireframes, and designs.
- Populate content in new site.
- Test site to ensure launch readiness.
- Ensure key actions on site are tagged for GA.
- Deploy new site.

INVESTMENT & ASSUMPTIONS

TOTAL INVESTMENT

Brand Identity		\$36,593.00
	Includes brand discovery, brand truth workshop, and workshop outputs	
Brand Book		\$16,641.00
	Includes written/visual brand guidance including logo usage, fonts, color pallet, tone of voice, image style	
Website Redesign		\$95,520.00
	Includes discovery interviews, content audit, brief, information architecture, design, and build	
TOTAL:		\$148,754.00
Note: all estimates include hours for brand and project management to ensure plans run on time and on budget.		

ASSUMPTIONS

- Does not include any primary research, including focus groups or website UX testing
- Assumes client will provide existing site copy in a content document (Word or similar file format) and any images/visual assets that will be re-used on the new site. Site content will be reorganized and edited for tone/voice, but no new content creation is included
- Does not include any photo or video shoots or video production costs
- Assume 3 rounds of client review for all Moroch deliverables
- Hard costs related to any third-party integrations into the website are not included
- Client is responsible for hosting new website; hosting costs not included

THANK YOU!

Summit Hardscape Services, LLC
450 S Denton Tap Rd Unit 1217
Coppell, TX 75019
+1 2149088683
invoicing@apexfenceandiron.com

Estimate 314567



ADDRESS	DATE	TOTAL	
City of Venus	05/17/2023	\$24,627.10	

ACTIVITY	QTY	RATE	AMOUNT
4' Commercial Iron Provide and install 470LF of 4' Commercial Iron. The Iron panels will be welded on 2"x2" posts set 2' in the ground using 3,000+PSI concrete. All members of the fence will be powder coated black for longevity.	470	45.43	21,352.10
4' Iron Pedestrian Gate Provide and install one (1) pedestrian gate. The gate comes standard with self closing hinges and a gravity latch.	1	1,280.00	1,280.00
Gate to match existing fence detail			
Manual swing gate Provide and install one(1) 12' dual swing gate to match the fence. The gates will be set on 4"x4" 1/4" wall posts. The posts will be set a minimum of 3' in the ground using 3,000+PSI concrete.	1	1,995.00	1,995.00

Thank you for the opportunity to earn your business.	SUBTOTAL	24,627.10
	TAX	0.00
	TOTAL	\$24,627.10

- A \$15.00/hole rock charge will be applied if applicable.
- All deposits are NON REFUNDABLE.
- All estimates are valid for 14 days from receipt.
- Estimates are based on full scope of work presented in request for quotation and individual line items may change if scope of work is reduced or altered.
- All pricing does NOT include core drilling
- All Items Listed as "Custom" will be billed at time of completion of material fabrication and will be due upon normal terms. This will be regardless of installation date.
- Materials ordered and held for more than 30 days will be

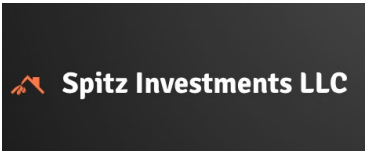
THANK YOU.

subject to storage fees.

Accepted By

Accepted Date

Andrew Simmons , Owner
817-374-0212
Phone (817) 374-0212



INVOICE NO. 10001	DATE 08/07/2023
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BILL TO	SHIP TO	INSTRUCTIONS
City of Venus		Payment Due Upon Completion

DESCRIPTION	TOTAL
Installation of Iron Fence including painting as illustrated in pictures	\$24,685.00



SUBTOTAL	\$24,685.00
SALES TAX	0
SHIPPING & HANDLING	0
TOTAL DUE BY DATE 12/30/22	\$24,685.00

Thank you for your business!