

EXHIBIT

"A"

**CITY OF ROUND ROCK AGREEMENT
FOR PROFESSIONAL CONSULTING SERVICES
WITH
ARSENAL ADVERTISING, LLC**

THE STATE OF TEXAS	§	
	§	
CITY OF ROUND ROCK	§	KNOW ALL BY THESE PRESENTS:
	§	
COUNTY OF WILLIAMSON	§	

That this Agreement for consulting services, specifically for a new Convention and Visitors Bureau Marketing Plan and related services (referred to herein as the "Agreement"), is made and entered into on this the ____ day of the month of May, 2018, by and between the CITY OF ROUND ROCK, TEXAS, a home-rule municipality whose offices are located at 221 East Main Street, Round Rock, Texas 78664 (referred to herein as the "City"), and Arsenal Advertising, LLC, whose offices are located at 1201 West 6th Street, Suite C, Austin, Texas 78703 (referred to herein as the "Consultant").

RECITALS:

WHEREAS, City has determined that there is a need for the delineated services; and

WHEREAS, City desires to have Consultant provide a new Marketing Plan for the City's Convention and Visitors Bureau and other related services; and

WHEREAS, the City has issued a "Request for Qualifications" ("RFQ") for the provision of services, and City has selected Consultant to provide the requested services; and

WHEREAS, the City has an existing Agreement with Arsenal Advertising, LLC approved by Resolution No. R-2017-4838 on October 12, 2017 related to a different package of professional services than set forth herein, and this Agreement shall have no effect on the terms and conditions of the existing agreement; and

WHEREAS, the parties desire to enter into this Agreement to set forth in writing their respective rights, duties, and obligations;

NOW, THEREFORE, WITNESSETH:

That for and in consideration of the mutual promises contained herein and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties mutually agree as follows:

1.01 DEFINITIONS

A. **Agreement** means the binding legal contract between City and Consultant, whereby City is obligated to buy specified services and Consultant is obligated to sell same. The

Agreement includes the following: (a) City's RFQ designated RFQ No. 17-024 dated October 2017, attached hereto as Exhibit "A" and incorporated by reference herein; (b) Consultant's response to RFQ, attached hereto as Exhibit "B" and incorporated by reference herein; and (c) any exhibits, addenda, and/or amendments thereto. Any inconsistencies or conflicts in the contract documents shall be resolved by giving preference in the following order:

- (1) This Agreement;
- (2) Consultant's Response to RFQ;
- (3) City's RFQ, exhibits, and attachments.

B. **City** means the City of Round Rock, Williamson and Travis Counties, Texas.

C. **Force Majeure** means acts of God, strikes, lockouts, or other industrial disturbances, acts of the public enemy, orders of any kind from the government of the United States or the State of Texas or any civil or military authority, insurrections, riots, epidemics, landslides, lightning, earthquakes, fires, hurricanes, storms, floods, restraint of the government and the people, civil disturbances, explosions, or other causes not reasonably within the control of the party claiming such inability.

D. **Services** mean the services identified in the attached Scope of Services.

E. **Consultant** means Arsenal Advertising, LLC, or any successors, assigns, subsidiaries or affiliates.

2.01 EFFECTIVE DATE, DURATION, AND TERM

A. This Agreement shall be effective on the date it has been signed by both parties hereto and approved by the City Council, and it shall remain in full force and effect unless and until it expires by operation of the term stated herein, or until terminated or extended as provided herein.

B. The initial term of this Agreement shall be for one (1) year from the effective date hereof. Thereafter, this Agreement may be renewed for four (4) additional periods not to exceed twelve (12) months for each renewal, only upon the express written agreement of both parties.

C. City reserves the right to review the Consultant's performance at any time, and the City may elect to terminate this Agreement with or without cause or may elect to continue.

3.01 SCOPE OF WORK

For the purposes of this Agreement, Consultant has issued its Scope of Services. Such Scope of Services is set forth in Consultant's Response to the RFQ and is attached as Exhibit "B." This Agreement, including all exhibits, shall evidence the entire understanding and agreement between the parties and shall supersede any prior proposals, correspondence or discussions.

4.01 COSTS

A. Consultant shall be paid on the basis of actual hours worked in accordance with the page eleven (11) of Exhibit "B" ("Hourly Rate Schedule") attached hereto for the term of this Agreement. The fees for the initial one (1) year term of this Agreement shall not exceed **Two Hundred Thousand and No/100 Dollars (\$200,000.00)**.

B. The not-to-exceed fees for any additional renewal periods shall be calculated based upon the estimated hours required to complete the work for the renewal period and the Hourly Rate Schedule in Exhibit "B" and shall be included in the written agreement for each renewal period.

5.01 INVOICES

All invoices shall include, at a minimum, the following information:

- A. Name and address of Consultant;
- B. Invoice number;
- C. Description of services rendered; and
- D. Completion dates.

6.01 NON-APPROPRIATION AND FISCAL FUNDING

This Agreement is a commitment of City's current revenues only. It is understood and agreed that City shall have the right to terminate this Agreement at the end of any City fiscal year if the governing body of City does not appropriate funds sufficient to purchase the services as determined by City's budget for the fiscal year in question. City may effect such termination by giving Consultant a written notice of termination at the end of its then current fiscal year.

7.01 PROMPT PAYMENT POLICY

In accordance with Chapter 2251, V.T.C.A., Texas Government Code, any payment to be made by City to Consultant will be made within thirty (30) days of the date City receives goods under this Agreement, the date the performance of the services under this Agreement are completed, or the date City receives a correct invoice for the goods or services, whichever is later. Consultant may charge interest on an overdue payment at the "rate in effect" on September 1 of the fiscal year in which the payment becomes overdue, in accordance with V.T.C.A., Texas Government Code, Section 2251.025(b). This Prompt Payment Policy does not apply to payments made by City in the event:

- A. There is a bona fide dispute between City and Consultant, a contractor, subcontractor, or supplier about the goods delivered or the service performed that causes the payment to be late; or

- B. There is a bona fide dispute between Consultant and a subcontractor or between a subcontractor and its supplier about the goods delivered or the service performed that causes the payment to be late; or
- C. The terms of a federal contract, grant, regulation, or statute prevent City from making a timely payment with federal funds; or
- C. The invoice is not mailed to City in strict accordance with any instruction on the purchase order relating to the payment.

8.01 GRATUITIES AND BRIBES

City may, by written notice to Consultant, cancel this Agreement without incurring any liability to Consultant if it is determined by City that gratuities or bribes in the form of entertainment, gifts, or otherwise were offered or given by Consultant or its agents or representatives to any City officer, employee or elected representative with respect to the performance of this Agreement. In addition, Consultant may be subject to penalties stated in Title 8 of the Texas Penal Code.

9.01 TAXES

City is exempt from Federal Excise and State Sales Tax; therefore, tax shall not be included in Consultant's charges.

10.01 ORDERS PLACED WITH ALTERNATE CONSULTANTS

If Consultant cannot provide the Services as specified, City reserves the right and option to obtain the services from another supplier or suppliers.

11.01 INSURANCE

Consultant shall meet all requirements as stated in the attached Request for Quote (including all attachments and exhibits), its Response, and as set forth at: http://www.roundrocktexas.gov/wp-content/uploads/2014/12/corr_insurance_07.20112.pdf.

12.01 CITY'S REPRESENTATIVE

City hereby designates the following representative authorized to act in its behalf with regard to this Agreement:

Nancy Yawn, CVB Director
City of Round Rock
221 East Main Street
Round Rock, Texas 78664
512-218-7094

13.01 RIGHT TO ASSURANCE

Whenever either party to this Agreement, in good faith, has reason to question the other party's intent to perform hereunder, then demand may be made to the other party for written assurance of the intent to perform. In the event that no written assurance is given within the reasonable time specified when demand is made, then and in that event the demanding party may treat such failure as an anticipatory repudiation of this Agreement.

14.01 DEFAULT

If Consultant abandons or defaults under this Agreement and is a cause of City purchasing the specified goods and services elsewhere, Consultant agrees that it may be charged the difference in cost, if any, and that it will not be considered in the re-advertisement of the service and that it may not be considered in future bids for the same type of work unless the scope of work is significantly changed.

Consultant shall be declared in default of this Agreement if it does any of the following:

- A. Fails to fully, timely and faithfully perform any of its material obligations under this Agreement;
- B. Fails to provide adequate assurance of performance under the "Right to Assurance" section herein; or
- C. Becomes insolvent or seeks relief under the bankruptcy laws of the United States.

15.01 TERMINATION AND SUSPENSION

A. The City has the right to terminate this Agreement, in whole or in part, for convenience and without cause, at any time upon thirty (30) days' written notice to the Consultant.

B. In the event of any default by Consultant, City has the right to terminate this Agreement for cause, upon ten (10) days' written notice to Consultant.

C. Consultant has the right to terminate this Agreement only for cause, that being in the event of a material and substantial breach by City, upon one hundred and twenty (120) days' written notice to City or by mutual agreement to terminate evidenced in writing by and between the parties.

D. In the event City terminates under subsections (A) or (B) of this section, the following shall apply: Upon City's delivery of the referenced notice to Consultant, Consultant shall discontinue all Services in connection with the performance of this Agreement and shall proceed to cancel promptly all existing orders and contracts insofar as such orders and contracts

are chargeable to this Agreement. Within thirty (30) days after such notice of termination, Consultant shall submit a statement showing in detail the Services satisfactorily performed under this Agreement to the date of termination. City shall then pay Consultant that portion of the charges, if undisputed. The parties agree that Consultant is not entitled to compensation for Services it would have performed under the remaining term of the Agreement except as provided herein.

16.01 INDEMNIFICATION

Consultant shall defend (at the option of City), indemnify, and hold City, its successors, assigns, officers, employees and elected officials harmless from and against all suits, actions, legal proceedings, claims, demands, damages, costs, expenses, attorney's fees, and any and all other costs or fees arising out of, or incident to, concerning or resulting from the negligent or willful acts or omissions of Consultant, or Consultant's agents, employees or subcontractors, in the performance of Consultant's obligations under this Agreement, no matter how, or to whom, such loss may occur. Nothing herein shall be deemed to limit the rights of City or Consultant (including, but not limited to the right to seek contribution) against any third party who may be liable for an indemnified claim.

17.01 COMPLIANCE WITH LAWS, CHARTER AND ORDINANCES

A. Consultant, its agents, employees and subcontractors shall use best efforts to comply with all applicable federal and state laws, the Charter and Ordinances of the City of Round Rock, as amended, and with all applicable rules and regulations promulgated by local, state and national boards, bureaus and agencies.

B. In accordance with Chapter 2270, Texas Government Code, a governmental entity may not enter into a contract with a company for goods or services unless the contract contains written verification from company that it: (1) does not boycott Israel; and (2) will not boycott Israel during the term of this contract. The signatory executing this Agreement on behalf of Consultant verifies Consultant does not boycott Israel and will not boycott Israel during the term of this Agreement.

18.01 ASSIGNMENT AND DELEGATION

The parties each hereby bind themselves, their successors, assigns and legal representatives to each other with respect to the terms of this Agreement. Neither party shall assign, sublet or transfer any interest in this Agreement without prior written authorization of the other party.

19.01 NOTICES

All notices and other communications in connection with this Agreement shall be in writing and shall be considered given as follows:

1. When delivered personally to the recipient's address as stated in this Agreement;
or
2. Three (3) days after being deposited in the United States mail, with postage prepaid to the recipient's address as stated in this Agreement.

Notice to Consultant:

Arsenal Advertising, LLC
1201 West 6th Street, Suite C
Austin, TX 78703

Notice to City:

Laurie Hadley, City Manager
221 East Main Street
Round Rock, TX 78664

AND TO:

Stephan L. Sheets, City Attorney
309 East Main Street
Round Rock, TX 78664

Nothing contained herein shall be construed to restrict the transmission of routine communications between representatives of City and Consultant.

20.01 APPLICABLE LAW; ENFORCEMENT AND VENUE

This Agreement shall be enforceable in Round Rock, Texas, and if legal action is necessary by either party with respect to the enforcement of any or all of the terms or conditions herein, exclusive venue for same shall lie in Williamson County, Texas. This Agreement shall be governed by and construed in accordance with the laws and court decisions of the State of Texas.

21.01 EXCLUSIVE AGREEMENT

This document, and all appended documents, constitutes the entire Agreement between Consultant and City. This Agreement may only be amended or supplemented by mutual agreement of the parties hereto in writing, duly authorized by action of the City Manager or City Council.

22.01 DISPUTE RESOLUTION

City and Consultant hereby expressly agree that no claims or disputes between the parties arising out of or relating to this Agreement or a breach thereof shall be decided by any arbitration proceeding, including without limitation, any proceeding under the Federal Arbitration Act (9 USC Section 1-14) or any applicable state arbitration statute.

23.01 SEVERABILITY

The invalidity, illegality, or unenforceability of any provision of this Agreement or the occurrence of any event rendering any portion or provision of this Agreement void shall in no way affect the validity or enforceability of any other portion or provision of this Agreement. Any

void provision shall be deemed severed from this Agreement, and the balance of this Agreement shall be construed and enforced as if this Agreement did not contain the particular portion or provision held to be void. The parties further agree to amend this Agreement to replace any stricken provision with a valid provision that comes as close as possible to the intent of the stricken provision. The provisions of this section shall not prevent this entire Agreement from being void should a provision which is of the essence of this Agreement be determined to be void.

24.01 MISCELLANEOUS PROVISIONS

Standard of Care. Consultant represents that it employs trained, experienced and competent persons to perform all of the Services, responsibilities and duties specified herein and that such Services, responsibilities and duties shall be performed in a manner according to generally accepted industry practices.

Time is of the Essence. Consultant understands and agrees that time is of the essence and that any failure of Consultant to fulfill obligations for each portion of this Agreement within the agreed timeframes will constitute a material breach of this Agreement. Consultant shall be fully responsible for its delays or for failures to use best efforts in accordance with the terms of this Agreement. Where damage is caused to City due to Consultant's failure to perform in these circumstances, City may pursue any remedy available without waiver of any of City's additional legal rights or remedies.

Force Majeure. Neither City nor Consultant shall be deemed in violation of this Agreement if it is prevented from performing any of its obligations hereunder by reasons for which it is not responsible as defined herein. However, notice of such impediment or delay in performance must be timely given, and all reasonable efforts undertaken to mitigate its effects.

Multiple Counterparts. This Agreement may be executed in multiple counterparts, any one of which shall be considered an original of this document; and all of which, when taken together, shall constitute one and the same instrument.

[Signatures appear on the following page.]

IN WITNESS WHEREOF, City and Consultant have executed this Agreement on the dates indicated.

CITY OF ROUND ROCK, TEXAS

By: _____
Printed Name: _____
Title: _____
Date Signed: _____

ATTEST:

Sara L. White, City Clerk

FOR CITY, APPROVED AS TO FORM:

Stephan L. Sheets, City Attorney

ARSENAL ADVERTISING, LLC

By: Anne Marie Scharrer
Printed Name: Anne Marie Scharrer
Title: C.E.O.
Date Signed: _____



City of Round Rock, Texas
Purchasing Division
221 East Main Street
Round Rock, Texas 78664-5299
www.roundrocktexas.gov

REQUEST FOR QUALIFICATIONS

Marketing & Advertising Consulting Services
for
Round Rock Convention & Visitors Bureau

Solicitation - RFQ No. 17-024

October 2017
Exhibit "A"

City of Round Rock
Round Rock Convention & Visitors Bureau
Marketing & Advertising Consulting Services
RFQ No. 17-024
Class 918 / Item 76
October 2017

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City of Round Rock
Round Rock Convention & Visitors Bureau
Marketing & Advertising Consulting Services
RFQ No. 17-024
Class 918 / Item 76
October 2017

SECTION I GENERAL REQUIREMENTS

The City of Round Rock, Texas herein after "City", is soliciting Request for Qualifications to enter into an agreement with a qualified Individual, Firm, or Corporation, (Respondent), that possess the resources and expertise to provide Marketing and Advertising Consulting Services, herein referred to as "Services". Under this agreement, the City reserves the right to add supplemental marketing and advertising services throughout the term of this contract. All pricing structures and rates shall be negotiated and agreed in writing by both parties prior to execution.

1. **SCHEDULE OF EVENTS:** It is the City's intention to comply with the following solicitation timeline:

EVENT	DATE
RFQ Release Date	October 5, 2017
Deadline for Submission of Questions	October 12 @ 5:00 PM., CST
Deadline for City responses to questions	October 19 @ 5:00 PM, CST
Deadline for Submission of RFQ Responses	October 26 @ 3:00 PM., CST
Date of Short List Interviews	November 6 - 10, 2017

All questions regarding the solicitation shall be submitted in writing by October 12, 2017 @ 5:00 p.m., CST as noted above. A copy of all the questions submitted and the City's response to the questions shall be posted on the City's webpage in the form of an addendum at:

<https://www.roundrocktexas.gov/departments/purchasing/purchasing-active-solicitations/>

Questions shall be submitted to the City contact named herein. The City reserves the right to modify these dates. Any notice of date changes will be posted to the City's website, shown above.

2. **SUBMISSION:**

- 2.1. Respondents shall submit one (1) evident signed "Original" and four (4) copies of the qualifications including one (1) electronic copy in "CD" format, and required attachments. Pages should be numbered and contain an organized, paginated table of contents corresponding to the section and pages of the qualifications. The qualifications must address all requirements of this RFQ regarding the proposed Round Rock Convention & Visitors Bureau Marketing and Advertising Consulting Services.

- 2.2. Respondents to this RFQ are responsible for all costs of Qualifications preparation.
- 2.3. All qualifications shall be received and time stamped at the City of Round Rock–City Hall prior to October 26, 2017 @ 3:00 p.m., Central Standard Time (CST) as specified in the Schedule of Events. Late Qualifications will not be considered under any circumstance and will be returned unopened, if return address is provided.
- 2.4. Qualifications should be placed in a sealed, separate envelope/package and correctly identified with the solicitation title, "Round Rock Convention & Visitors Bureau – Marketing and Advertising Consulting Services", RFQ No. 17-024, submittal deadline/opening date and time and "DO NOT OPEN". If submitting multiple responses, each response should be placed in a separate envelope and correctly identified with the solicitation title, RFQ number, submittal deadline/opening date and time, and "DO NOT OPEN". It is the respondent's responsibility to appropriately mark and deliver the Qualifications to the City by the specified date and time. The City will not bear liability for any costs incurred in the preparation and submission of offers in response to this RFQ.
- 2.5. Receipt of all addenda (**Addendum Acknowledgment Form Attachment C**) to this RFQ should be acknowledged, signed and included in the qualifications.
- 2.6. Content: Qualifications submitted without this information may be rejected. The City reserves the right, in its sole judgment and discretion, to waive minor technicalities and errors in the best interest of the City. Attachments shall be returned with the RFQ response.
 - **Attachment A** - Reference Sheet
 - **Attachment B** - Qualifications Submittal Form and Execution of Qualifications Form
 - **Attachment C** - Addendum Acknowledgment Form
- 2.7. Qualifications Submittal Form and Execution of Qualifications (Attachment B): This form is to be completed and returned with the qualifications. It is to be signed by an "authorized agent" of your company.

NOTE: Failure to return attachments may result in disqualification of your RFQ response.

City of Round Rock
Round Rock Convention & Visitors Bureau
Marketing & Advertising Consulting Services
RFQ No. 17-024
Class 918 / Item 76
October 2017

- 2.8.** All inquiries for additional information or clarifications between the Respondent and the City shall be directed to:

Michael Schurwon, CPPB, CTPM
Purchaser
City of Round Rock
221 E. Main Street
Round Rock, Texas 78664
e-mail: mschurwon@roundrocktexas.gov

NOTE: Any and all questions shall be in writing and must be received by the deadline on October 12, 2017 @ 5:00 p.m., (CST). The City shall NOT be responsible for failure of electronic equipment or operator error.

- 2.9.** Upon issuance of this RFQ, besides written inquiries as described above, other employees and representatives of the City will not answer questions or otherwise discuss the contents of the RFQ with any potential respondent or their representatives. Failure to observe this restriction may result in disqualification of any subsequent response. This restriction does not preclude discussions between affected parties for the purpose of conducting business unrelated to this request for qualifications.

3. DELIVERY OF REQUIREMENTS:

- 3.1.** Signed and sealed qualification responses shall be submitted no later than October 26, 2017 @ 3:00 PM, (CST) to the City by one of the following methods:

U.S. Postal Service	Overnight/Express Mail	Hand Deliver
City of Round Rock City Hall – Reception Desk, 1 st Floor 221 East Main Street Round Rock, TX 78664- 5299 Attention: Michael Schurwon Purchaser Hours – 8:00 a.m. to 5:00 p.m. Monday - Friday	City of Round Rock City Hall – Reception Desk, 1 st Floor 221 East Main Street Round Rock, TX 78664- 5299 Attention: Michael Schurwon Purchaser Hours – 8:00 a.m. to 5:00 p.m. Monday - Friday	City of Round Rock City Hall – Reception Desk, 1 st Floor 221 East Main Street Round Rock, TX 78664- 5299 Attention: Michael Schurwon Purchaser Hours – 8:00 a.m. to 5:00 p.m. Monday - Friday

4. QUALIFICATIONS OPENING:

- 4.1. Qualifications will be opened at the City of Round Rock, City Hall, 221 East Main Street, Council Chambers, Round Rock, Texas 78664.
- 4.2. Qualifications will be received until the date and time established for receipt. Qualifications shall be opened in a manner that does not disclose the contents before an award. Only the names of the respondents who submitted qualifications will be made public.

PART II

TERMS AND CONDITIONS AND INSURANCE REQUIREMENTS

1. **DEFINITIONS, STANDARD TERMS AND CONDITIONS:** By submitting a response to this solicitation, the Respondent agrees that the City's Definitions, Standard Terms and Conditions, in effect at the time of release of the solicitation, shall govern unless specifically provided otherwise in a separate agreement or on the face of a purchase order. Said Definitions, Terms and Conditions are subject to change without notice. It is the sole responsibility of Respondent to stay apprised of changes. The City's Definitions, Standard Terms and Conditions can be viewed and downloaded from the City's website at: <https://www.roundrocktexas.gov/departments/purchasing/>
2. **AGREEMENT TERM:** The term of the Agreement shall be for twelve (12) months from the date of award. After the initial term, the agreement may be renewed for four (4) additional twelve (12) month periods, only upon express written agreement of both parties, and only provided that the Consultant has performed each and every contractual obligation in the agreement.

If the Agreement is terminated, for any reason, the Consultant shall turn over all records to the City within fifteen (15) working days after completion of duties contained in the Agreement.
3. **INSURANCE:** The Respondent shall meet or exceed all insurance requirements set forth in Standard Insurance Requirements. The City's Standard Insurance Requirements document can be viewed and downloaded from the City's website at: <https://www.roundrocktexas.gov/departments/purchasing/>

- 4. ADDITIONAL PROVISIONS:** Prices based on negotiations with the successful vendor and terms will not be divulged until after award. The City considers all information, documentation, and other related submission materials to be confidential and/or proprietary before an award.
- 4.1.** Telephone, e-mail, and facsimile qualifications are not accepted in response to this RFQ.
- 4.2.** Responses cannot be altered or amended after opening.
- 4.3.** No response can be withdrawn after opening without written approval from the City for an acceptable reason.
- 4.4.** The City will not be bound by any oral statement or offer made contrary to the written specifications.
- 4.5.** All submitted qualifications responses shall become the property of the City after the RFQ submittal deadline/opening date.
- 4.6.** Responses submitted shall constitute an offer for a period of ninety (90) days or until selection is made by the City.

SECTION III STATEMENT OF WORK

1. INTRODUCTION AND BACKGROUND

Round Rock, Texas, is a growing city in the Hill Country of Central Texas. With a population of over 100,000, this dynamic city is located just 15 miles north of the State Capital of Austin. Round Rock is the 31st largest City in Texas, according to the 2010 U.S. Census Bureau data. Major employers include Dell, TECO-Westinghouse, Dresser and Emerson. It has an award-winning park system, school district and is the one of the safest cities with a population of at least 100,000 population in the United States.

Round Rock promotes itself as the Sports Capital of Texas, the premier destination for youth, amateur and recreational sports. A variety of world-class parks, ball fields and the Round Rock Sports Center host a wide variety of tournaments and events year-round.

For the past thirteen years, the Round Rock CVB has been successful in promoting the community to visitors, attracting sporting events, conventions and other special events to positively impact the local economy. Every day, the CVB assists residents, visitors and the general public with any questions or information about the city.

Round Rock continues to build on its sports leadership position by staying true to the brand and building first-class sports facilities with the ideal infrastructure for any event including quality hotels, unique entertainment, fine dining and a wide range of shopping experiences.

Round Rock has invested significantly in the infrastructure needed to support a myriad of events. The city has invested millions of dollars in sports facilities, bolstered by an economic base that includes the headquarters of Dell and Emerson. Recently, \$14.9 million dollars was invested in the new Round Rock Sports Center, which adds a premier indoor showcase facility to already world-class outdoor venues that originally earned Round Rock its Sports Capital of Texas reputation. And in 2017, the city opened a 75-acre multi-purpose field complex.

As the Sports Capital of Texas continues to develop and grow, and the addition of an Embassy Suites and conference center and Kalahari Resorts, the RRCVB is seeking the assistance of a professional marketing/advertising company that has experience in sports, conventions and destination marketing categories. The services needed for this campaign include branding, messaging, creative development, print, interactive, multimedia ad production, media planning and buying, social media management, SEO and SEM strategies and implementation, account servicing and general account management.

2. PROJECT BUDGET

The anticipated FY 2017/18 budget for this project is \$200,000. Estimated annual amount for each subsequent renewal period is \$200,000 however future budgets are dependent on approval by City Council, are subject to change and may be more or less than the original budgeted amount.

3. PROJECT OVERVIEW AND SCOPE

The objective of this project is to merge the brand into sports, meetings, and conventions, and general tourism.

The successful organization must embrace a collaborative approach to strategic development, have a proven brand philosophy/process, and demonstrate success in the following:

- Conducting a thorough assessment of the destination offerings, amenities and strategies.
- Creating a brand marketing strategy with specific implementation strategies.

The primary objectives of this destination brand initiative are:

- 3.1.** Work with the Round Rock Convention & Visitors Bureau (RRCVB) and key stakeholders to refine and develop the brand and brand promise that anchors the RRCVB in delivering cohesive messaging and visuals to better market us as a destination for sports events, meetings/conventions, groups and leisure travelers.
- 3.2.** Create a strategy for effectively communicating our brand to our target markets, stakeholders and visitors (through identity, image and marketing, etc.).

NOTE: The primary deliverables of this effort will be a marketing strategy and implementation plan to build and support the Sports Capital of Texas brand and integrate meetings, conventions, and general tourism.

SECTION IV
RESPONSE PARTICIPATION INSTRUCTIONS AND EVALUATION FACTORS

1. RESPONSE PARTICIPATION INSTRUCTIONS

Responses to this RFQ should be provided in the following numbered format as listed below.

The submittal must address your qualifications and previous work on destination branding initiatives. Proposals should be prepared by providing concise information. Emphasis should be placed on completeness and clarity of content.

- 1.1. Prefacing the response, the Respondent shall provide an Executive Summary of three (3) pages or less, which gives in brief, concise terms, a summation of the proposal. The response itself shall be organized in the following format and informational sequence:
 - A. **Business Organization:** State full name and address of your organization and identify parent company if you are a subsidiary. Specify the branch office or other subordinate element which will perform, or assist in performing, work herein. Indicate whether you operate as a partnership, corporation, or individual. Include the State in which incorporated or licensed to operate.
 - B. **Authorized Negotiator:** Include name, address, and telephone number of person in your organization authorized to negotiate Contract terms and render binding decisions on Contract matters.
 - C. **Corporate References:** Provide three references, for similar projects completed within the past five (5) years. Include the company name, telephone number, type name, and email address of the contact person. List and describe the services provided to each client. Refer to Attachment A – Reference Sheet. Additional pages may be used to describe services provided to each reference.

Please answer and include in the response the following topics and provide the requested information in your response.

- 1.2. Share your point of view of our current challenges, opportunities and perceptions.
- 1.3. Demonstrate how your agency is distinctive from other agencies or experts in this field.
- 1.4. Detail your approach to developing a one-year marketing implementation plan.
- 1.5. The Round Rock Convention & Visitors Bureau believes in quality balanced with efficiency. Describe how your process and methodology produce project success sooner than your competitors.

- 1.6. Biographies: Provide biographies of the individuals from the firm who will be working on the project, including areas of responsibility. Clearly designate the project manager for this project and responsibilities of other team members.
 - 1.7. Case Studies (Current): Provide three detailed case studies of your current work on destination/regional branding assignments.
 - 1.8. Case Studies (Previous): Provide three detailed case studies of your previous work on sports destination branding assignments.
2. **EVALUATION CRITERIA, SELECTION AND AWARD PROCESS:** Responses should be submitted in the most favorable terms. The City will use the following procedure to select a vendor from the Respondent(s) to this RFQ.
- 2.1. **EVALUATION CRITERIA:** The intent of the City is to award to one Respondent in accordance with the evaluation criteria as follows:

Total: 100%

 - Tourism Experience – 20%
 - Destination Branding Experience – 20%
 - Personnel Qualifications – 20%
 - Approach to Work – 20%
 - Case Studies – 20%
 - 2.2. Select the most highly qualified respondent based on the evaluation criteria applied to RFQ responses, then optional shortlist interviews and presentations may be held.

NOTE: Short-listed respondents may be invited for a presentation and interview to address questions posed by the Round Rock Convention & Visitors Bureau Director and to clarify their responses through exhibition and discussions.
 - 2.3. Attempt to negotiate an annual contract for the required marketing consulting services with the most qualified respondent based on a fair and reasonable price schedule in accordance with professional fees not to exceed any maximum provided by law.
 - 2.3.1. If negotiations are successful, make a formal award
 - 2.3.2. If negotiations are not successful, formally end negotiations.
 - 2.4. Select the next most highly qualified respondent and attempt to negotiate a contract and proposed fee schedule with that respondent.
 - 2.5. The City shall continue this process until a vendor is selected for an award.

City of Round Rock
Round Rock Convention & Visitors Bureau
Marketing & Advertising Consulting Services
RFQ No. 17-024
Class 918 / Item 76
October 2017

**ATTACHMENT A
REFERENCE SHEET**

NOTE: RESPONDENTS SHALL COMPLETE AND RETURN THIS ATTACHMENT WITH THEIR QUALIFICATIONS. FAILURE TO DO SO MAY RESULT IN DISQUALIFICATION OF THE QUALIFICATIONS.

Respondent (Company): _____

Name (Typed / printed): _____

Telephone number: _____

E-mail Address: _____

Provide the name, address, telephone number and E-mail address of at least three (3) references from firms of comparable size that have utilized similar service. Include description, contact names, position, company name, e-mail address and telephone number for each reference listed. Any negative responses received may be grounds for disqualification of Respondent's request for qualifications response. City of Round Rock references are not applicable. References may be checked prior to contract award.

Description of Services:

Name of Contact:

Title of Contact:

Company Name:

E-Mail Address:

Telephone #:

Fax #:

City of Round Rock
Round Rock Convention & Visitors Bureau
Marketing & Advertising Consulting Services
RFQ No. 17-024
Class 918 / Item 76
October 2017

**ATTACHMENT A
REFERENCE SHEET
(Continued)**

NOTE: RESPONDENTS SHALL COMPLETE AND RETURN THIS ATTACHMENT WITH THEIR QUALIFICATIONS. FAILURE TO DO SO MAY RESULT IN DISQUALIFICATION OF THE QUALIFICATIONS.

Respondent (Company): _____

Name (Typed / printed): _____

Telephone number: _____

E-mail Address: _____

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Description of Services:

Name of Contact:

Title of Contact:

Company Name:

E-Mail Address:

Telephone #:

Fax #:

City of Round Rock
Round Rock Convention & Visitors Bureau
Marketing & Advertising Consulting Services
RFQ No. 17-024
Class 918 / Item 76
October 2017

**ATTACHMENT A
REFERENCE SHEET
(Continued)**

NOTE: RESPONDENTS SHALL COMPLETE AND RETURN THIS ATTACHMENT WITH THEIR QUALIFICATIONS. FAILURE TO DO SO MAY RESULT IN DISQUALIFICATION OF THE QUALIFICATIONS.

Respondent (Company): _____

Name (Typed / printed): _____

Telephone number: _____

E-mail Address: _____

Provide the name, address, telephone number and E-mail address of at least three (3) references from firms of comparable size that have utilized similar service. Include description, contact names, position, company name, e-mail address and telephone number for each reference listed. Any negative responses received may be grounds for disqualification of Respondent's request for qualifications. City of Round Rock references are not applicable. References may be checked prior to contract award.

Description of Services:

Name of Contact:

Title of Contact:

Company Name:

E-Mail Address:

Telephone #:

Fax #:

City of Round Rock
Round Rock Convention & Visitors Bureau
Marketing & Advertising Consulting Services
RFQ No. 17-024
Class 918 / Item 76
October 2017

ATTACHMENT B

QUALIFICATIONS SUBMITTAL FORM AND EXECUTION OF QUALIFICATIONS

NOTE: RESPONDENTS SHALL COMPLETE AND RETURN THIS ATTACHMENT WITH THEIR QUALIFICATIONS. FAILURE TO DO SO MAY RESULT IN DISQUALIFICATION OF THE QUALIFICATIONS.

By signature hereon, the Respondent certifies that:

All statements and information prepared and submitted in the response to this RFQ are current, complete and accurate.

He/she has not given, offered to give, nor intends to give at any time hereafter, any economic opportunity, future employment, gift, loan gratuity, special discount, trip, favor, or service to a City employee in connection with the submitted response. Failure to sign the Execution of Qualifications or signing it with a false statement shall void the submitted offer or any resulting contracts.

Respondent represents and warrants that the individual signing this Execution of Qualifications is authorized to sign this document on behalf of the Respondent and to bind the Respondent under any contract resulting from this request for qualifications.

RESPONDENT (COMPANY): _____

SIGNATURE (IN INK): _____

NAME (TYPED/PRINTED): _____

TITLE: _____ **DATE:** _____

STREET: _____

CITY/STATE/ZIP: _____

TELEPHONE AND FAX/COMMILE NO.: _____

E-MAIL ADDRESS: _____

City of Round Rock
Round Rock Convention & Visitors Bureau
Marketing & Advertising Consulting Services
RFQ No. 17-024
Class 918 / Item 76
October 2017

ATTACHMENT B

(Continued)

QUALIFICATIONS SUBMITTAL FORM AND EXECUTION OF QUALIFICATIONS

NOTE: RESPONDENTS SHALL COMPLETE AND RETURN THIS ATTACHMENT WITH THEIR QUALIFICATIONS. FAILURE TO DO SO MAY RESULT IN DISQUALIFICATION OF THE QUALIFICATIONS.

FEDERAL TAX IDENTIFICATION NUMBER (FIN): _____

By submitting a response to this solicitation, the Respondent agrees that the City's standard Definitions, Terms and Conditions, in effect at the time of release of the solicitation, shall govern unless specifically provided otherwise in a separate agreement or on the face of a purchase order. Said Definitions, Terms and Conditions are subject to change without notice. It is the sole responsibility of respondents to stay apprised of changes. In addition to the above General Terms and Conditions listed in Section IV, the City's Definitions, Terms and Conditions shall be enforced and part of the contract and can be obtained from the City's website at:

<https://www.roundrocktexas.gov/departments/purchasing/purchasing-active-solicitations/>

City of Round Rock
Round Rock Convention & Visitors Bureau
Marketing & Advertising Consulting Services
RFQ No. 17-024
Class 918 / Item 76
October 2017

ATTACHMENT C

ADDENDUM ACKNOWLEDGMENT FORM

NOTE: IF ADDENDUMS HAVE BEEN ISSUED, RESPONDENTS SHALL COMPLETE AND RETURN THIS ATTACHMENT WITH THEIR QUALIFICATIONS. FAILURE TO DO SO MAY RESULT IN DISQUALIFICATION OF THE QUALIFICATIONS.

ADDENDA ACKNOWLEDGMENT: The undersigned acknowledges the receipt of the following Addenda:

Addendum #: _____ **Dated:** _____

Addendum #: _____ **Dated:** _____

Addendum #: _____ **Dated:** _____

Addendum #: _____ **Dated:** _____

Addendum #: _____ **Dated:** _____

Respondent (Company): _____

Signature (in ink): _____

Name
(Typed/printed): _____

Title: _____ **Date:** _____

ORIGINAL

Arsenal

CITY OF ROUND ROCK / ROUND ROCK CONVENTION & VISITORS BUREAU
REVISED SCOPE OF WORK AND PRICE SCHEDULE

Arsenal Advertising
1201 W. 6th St. Suite C
Austin, TX 78703
512.320.9090
www.MightyArsenal.com

Contact: Anne Marie Scharrer
annemarie@MightyArsenal.com

RFQ No. 17-024


Anne Marie Scharrer

Exhibit "B"



Scope of Services

Thank you for the opportunity to work with the City of Round Rock Sports Management and Tourism. In our work with the Round Rock CVB for the last several years, we've been itching to enter the leisure tourism market. For years, we've recognized the growth and opportunities coming to the City of Round Rock, and we are ready to hit the ground running in this new direction. Again, we are so excited for the opportunity to partner with the city as they journey into meeting, convention and general leisure tourism.

Our past work with the Sports Capital of Texas has laid a strong foundation for the city to stand on. Continued updates to the Visitors Guide, the creation of complementary brands for new facilities and their responsive websites, and various print and digital campaigns targeted at sports events planners are just a few elements that form the base for the Sports Capital of Texas. As the brand merges sports, meetings, convention and leisure tourism, our job in the coming year will be to make sure our success story on paper is the same story that is happening in residents' and visitors' minds. We will show them that Round Rock is a viable contender standing on its own two legs as a formidable foe in destination tourism.

In anticipation of the upcoming year, we will continue to tell the overall story of the Sports Capital of Texas, while building the general tourism and meeting space offerings.

As your full-service advertising agency, our professional services would focus on five key areas of communications support:

1. Exploration and Research to Enter the New Market
2. Print and Digital Marketing to build the meeting and leisure travel awareness
3. Social Media and Website Optimization
4. Major Update to the Round Rock Visitors Guide
5. Public Relations to Promote New Offerings

Specifics of each area are subject to change after goal setting and exploration with client.

Exhibit "B"



1. Exploration and Research to Enter the New Market

The following is a proposed estimation. This timeline should be understood with an assumption of flexibility; it is subject to change based on budget limits, time constraints and mandatory deliverables to be decided upon by RRCVB.

Our process is first and foremost guided by collaboration between Arsenal and Round Rock to jointly develop marketing objectives, communications and advertising strategies. The first step in the Arsenal process always involves exploration and research. An emphasis on collaboration is pivotal at this point, because knowing the goals of all key stakeholders in Round Rock for this transition will lead the direction and ensure all expectations are met.

A. What does the timeline for the next 12 months look like?

- MONTH 1:** Kickoff meeting, initiate primary and secondary research
- MONTH 2:** Continue primary research with focus groups and stakeholder interviews
- MONTH 3:** Conclude primary and secondary research
- MONTH 4:** Synthesize findings/produce Initial recommendations and present to core RRCVB team
- MONTH 5:** Develop creative brief and messaging platform
- MONTH 6:** Finalize messaging platform, create branding variations and tagline
- MONTH 7:** Present final report, logo variations and tagline
- MONTH 8:** Create brand standards, start website refresh process, media plan, social media strategy
- MONTH 9:** Present ad campaign comps, continue website refresh
- MONTH 10:** Create ad campaign and implement media plan and social media strategy
- MONTHS 11-12:** Launch ad campaign and launch website refresh

Exhibit "B"



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12 MONTH TIMELINE

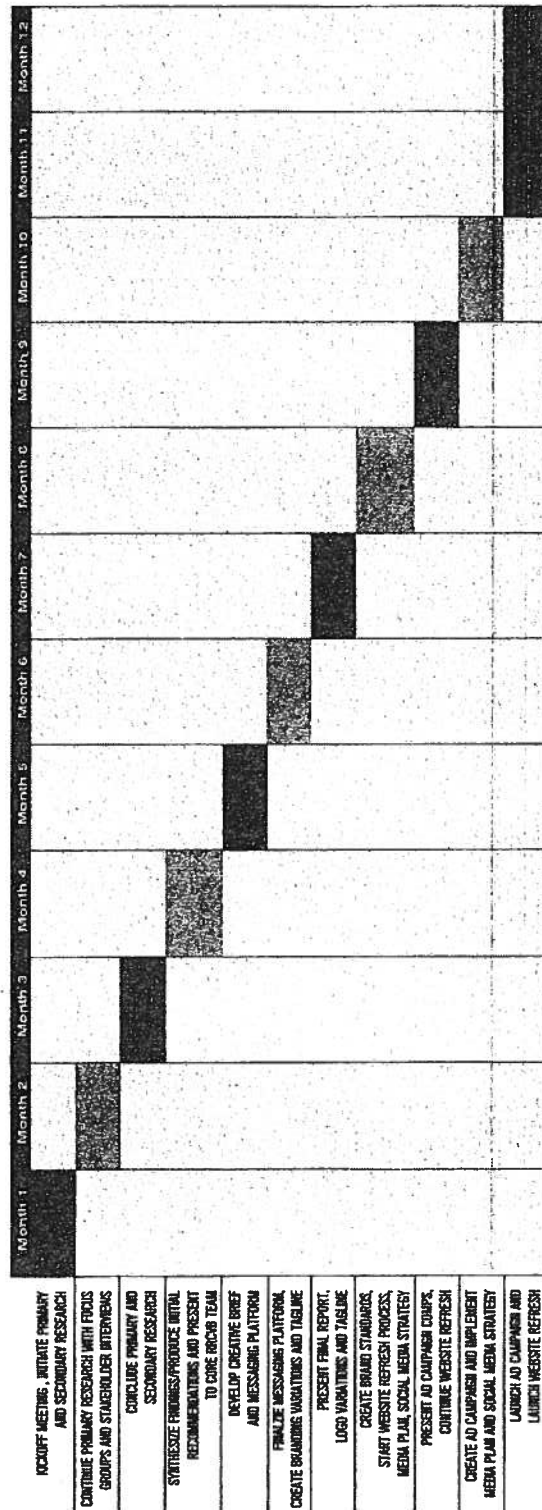


Exhibit "B"

CITY OF ROUND ROCK / ROUND ROCK CVB REVISED SCOPE OF WORK AND PRICE SCHEDULE



Q1 Leading Off

Day 1 Arsenal will collaborate with the core team at the RRCVB to review timelines, objectives, roles and responsibilities and define key performance indicators. Soon after we will discuss audience segmentation for primary research, identify key stakeholders, determine in-depth interview subjects, plan focus groups, and create survey questions. Following this kick off, Arsenal will begin to conduct all primary and secondary research that pertains to Round Rock leisure and meeting tourism. This research might include all or some of the following: observations, focus groups, surveys/questionnaires and personal interviews of stakeholders, financials and other statistics provided by the RRCVB and City of Round Rock, travel statistics from the State of Texas, competitor research of other CVBs and general tourism campaigns, market trends as they pertain to travel, social media profiles and mentions for stakeholder businesses, and more.

Q1 Goals:

- Complete all primary and secondary research

Q2 In Full Swing

Upon completion of primary and secondary research, Arsenal will consolidate the data to create our initial recommendations for a general tourism brand position that works in harmony with current SCOT marketing efforts and present to the core RRCVB team. During this phase, we emphasize collaborative input from the RRCVB, working closely to ensure mutually aligned visions. From the data and our other market assessment tools, including SWOT analysis, we will produce a creative brief to guide the upcoming branding and tagline executions. From the brief we finalize our messaging platform, create branding variations (logo, colors and font) and produce tagline options for consideration by the RRCVB.

Q2 Goals:

- Consolidate research findings and formulate brand position
- Develop creative brief and create messaging platform
- Develop creative options for logo and tagline

Q3 Almost Home

In Q3 Arsenal will present our final report consisting of primary and secondary research results, as well as our logo variations and chosen taglines to the RRCVB. When all parties are in agreement over a chosen brand look, we will move forward with developing cohesive brand standards for all marketing materials, at which point Arsenal will then begin refreshing the SCOT website. Soon after we will establish print and digital media deliverables with a media plan and begin building out a social media content calendar. The Arsenal team will then begin development of an integrated ad campaign that consists of digital and print advertising, as well as continue to refresh the SCOT website.

Q3 Goals:

- Present research results to city council
- Create logo, tagline and universal brand standards
- Update website with new brand look and feel
- Create media plan and build out social media content calendar
- Create integrated ad campaign and present initial comps

Exhibit "B"



Q4 Mission Accomplished

During Q4, Arsenal will wrap up the year by implementing all of the work we have done previously. We will launch our approved brand campaign that utilizes a fresh brand position with insights gained from the primary and secondary research conducted at the beginning of the year. We will continue to build out our media plan for digital and print, and develop a content strategy to be implemented through a pre-planned editorial calendar for all of RRCVB platforms. *Time permitting, we will finalize an evolved visitors guide that reflects and incorporates our new take on leisure and meeting tourism.*

Q4 Goals:

- Create and launch finalized ad campaign
- Continue to implement media plan and social media strategy

B. What is the process for identifying stakeholders?

Stakeholders are defined as "any group or individual who can affect or is affected by the achievement of the organization's objectives." For the Round Rock Convention Visitors Bureau, they can thus fall into several categories: local government bodies, visiting tourists, permanent residents, and commercial players in the Round Rock tourism ecosystem including but not limited to: restaurants, hotels, convention centers, sports facilities, outdoor attractions, and indoor entertainment options.

A successful CVB is largely determined by successful stakeholders, and identifying who they are is not a black-and-white, beginning-and-end procedure; simply put, not all stakeholders are created equal. Some stakeholders may be stronger, or more influential, than others based on power (control of assets and economic pull), closeness and compatibility of relationship with the CVB (facilitating collaboration and involvement with organization), or centrality to other stakeholders (creating interrelations and possibilities of collaboration among stakeholders). We will determine key stakeholders based on a combined perspective of all three of these influencer metrics.

C. What is the suggested timeline (days, weeks and months) for interviewing stakeholders and collecting data?

Total time for primary/secondary research: 9 - 12 weeks

The bulk of our primary and secondary research would take place during the first nine weeks of Q1, with a three-week buffer period (Weeks 10 - 12) to conduct further research on any stakeholder segments that remain disproportionately represented. The specific dates for interviews/primary research methods would be established when key stakeholders have been identified with the collaboration of the RRCVB.

The primary and secondary research we conduct may include some or all of the following: observations, in-depth interviews, focus groups, surveys/questionnaires, travel statistics, competitor research, social media profiles and mentions, case studies, and more.

Exhibit "B"



D. What are the steps and timeline for completing secondary research.

Secondary data will be collected alongside the primary research initiatives; the two methods of data collection will conclude simultaneously at 9-12 weeks.

Secondary research involves collection of data that already exists. In order to provide a robust vision of our stakeholders and chart a successful path forward, Arsenal will examine secondary research that, when supplemented with psychographic data from primary research, will produce a dynamic view of the role tourism plays in Round Rock. This research will serve us well for the next year, and beyond, in our evolving view of stakeholders and their relationships with the CVB. It will help us recognize opportunities for joint-marketing efforts among different entities, as well as assist in highlighting strategic target points for Round Rock leisure and meeting tourism.

To collect this data, Arsenal will dive into online resources and request publicly available financials and economic statistics from the City of Round Rock, as well as travel statistics from the State of Texas. We will do competitor research on other CVBs and their respective general tourism campaigns, analyzing market trends and best practices for leisure and tourism marketing, and review case studies of pertinent challenges. We will scour social media profiles and mentions for the latest news from stakeholder businesses; we will also consider hiring a private research firm depending upon budget. This thorough data collection will ultimately lead to a more strategic brand position.

E. What is the proposed communication plan: how often will Arsenal staff meet with corr staff and provide updates?

Arsenal proposes a once-per-week scheduled check-in where we will discuss our timeline, KPI's and progress toward meeting yearly deliverables. In addition to this check-in, we are available daily by phone for any urgent needs/questions that may arise. Furthermore, we often find ourselves in downtown Round Rock for business, so you won't be surprised if we pop in to say 'hi!'

F. Deliverable: Marketing Report summarizing stakeholder interviews, secondary research and brand positioning - Proposed Date of Completion.

To be determined, once official timeline is in place.

G. Deliverable: Presentation of marketing research results to City Executives and Council. Date(s) and time(s) to be agreed upon by Arsenal and City.

To be determined, once official timeline is in place.

Exhibit "B"



2. Print and Online Marketing for the Sports Capital of Texas

Round Rock is growing beyond sports, and that growth means their print and digital presence must expand to new audiences with fresh tactics. Our creative executions in both media will highlight the energy and excitement of Round Rock while paying homage to the Sports Capital of Texas foundation built over the last several years.

Print materials may include, but are not limited to:

- Best of Round Rock Brochure
 - *Compile and highlight all the best places in Round Rock*
- Visitor Guide Refresh
 - *Evolve Visitor Guide to include meeting spaces and general market offerings*
- Print Campaign
 - *A pre-launch campaign promoting the new offerings*
- Utility Flyers
 - *Affordable way to keep the community involved and up-to-date*

Online Marketing materials may include, but are not limited to:

- Web Banners
 - *Complementary banners with print campaign on publication sites and retargeted web campaigns*
- E-Newsletter
 - *Capture emails from website and send out email newsletters to stay top-of-mind for meeting planners and visitors*
- Short Videos
 - *To be used for pre-roll ads, social media, cinema video, etc.*
- Device ID
 - *Geo-target around competitors and event shows*

Exhibit "B"



Our media buy will target meeting planners and general market leisure travelers to be determined during the exploration phase. As we have in the past, we will continue to negotiate for the very best ad placements with all of our trade media.

3. Social Media and Website Optimization

As Round Rock moves to general tourism, an increased portion of the target market will get their information online and from social media. To give Round Rock every competitive advantage, social media and other digital media will remain a priority of the marketing mix and we will keep it fresh and engaging.

Social Media

Moving beyond sports events and tournaments, the content for the Sports Capital social channels will expand to entice meeting planners and general tourism efforts. The targeting strategies will also expand to hyper target additional audiences (meeting planners, families, etc).

The elements of this scope of work related to social media may include, but are not limited to:

- Specialized content
 - *including recurring post series, emphasizing community stories, marketing campaign continuations onto all social channels, and user-generated content.*
- Daily content
 - *including holiday, seasonal, and general postings, capitalize on hashtags and trending moments, and community interaction plus engagement.*
- Targeting
 - *including adding and expanding in order to grow our audience to more specialized interests.*
- Social promotions
 - *and contests which will provide innovative consumer engagement opportunities.*

Website

Evolve the SportsCapitalofTexas.com website with fresh, engaging content (including photography, videos, narrative, and more), and evolve from solely sports-oriented messaging to communication for the new target audiences.

Deliverables for the website portion of this scope may include, but are not limited to:

- Shifting the focus to include general tourism and meeting planners
- Capturing emails for e-newsletter
- Integrating various tools for general tourism, such as Expedia and/or hotel integrations

Videos

As discussed in our previous proposal, video is the king of online content and shows no signs of slowing. For both the website and social media, our scope includes conceiving and creating new digital content to highlight Round Rock's new expanded offerings.

The scope also includes staying on top of trends and social media changes — Facebook, Instagram and Twitter constantly update their algorithms for promoting content, and we are diligent in staying in-tune with those platforms. Social videos will give Round Rock every advantage possible when promoting their venues and general offerings.

Videos and video production will be dependent on budget allocation.

Exhibit "B"



4. Major Update to the Round Rock Visitors Guide

The Visitors Guide is one of the most highly used marketing tools for tourism and is one of the most popular in the state. It's time for a general refresh of the guide to include a new emphasis on meeting and convention spaces, as well as new language for the general tourism market. The update will include both a print and online version.

5. Public Relations to Promote New Meeting Spaces

With the onboarding of Kalahari Resorts and Conventions, public relations efforts around this new space will be a component in marketing the city to meeting and convention planners. Arsenal/Round Rock CVB will work in conjunction with Kalahari to make sure the efforts are complementary.

Exhibit "B"



2018 - 2023 Hourly Rate Schedule

The below is our 2018 - 2019 Hourly Rate Schedule. In our work with CVB's, we know that city's operate on smaller budgets, so we are offering our non-profit rate of \$150 to the City of Round Rock Sports Management and Tourism.

Account Service – Senior Account Service	\$150
Account Service – Account Service	\$150
Account Service – Administrative	\$150
Account Service – Media Planning	\$150
Account Service – Media Buying*	\$150
Account Service – Strategy	\$150
Creative Service – Creative Direction	\$150
Creative Service – Content Strategy/Copywriting	\$150
Creative Service – Senior Art Direction	\$150
Creative Service – Art Direction/Design	\$150
Social Media Service- Strategy	\$150
Social Media Service- Development and Management	\$150

*For this particular scope, we will waive our standard agency commission of 15% of the gross paid media budget.

*Due to increasing costs of doing business, Arsenal anticipates a modest increase of 2% per year in 2020-2023.

Exhibit "B"



**CITY OF ROUND ROCK / ROUND ROCK CONVENTION
& VISITORS BUREAU MARKETING & ADVERTISING
CONSULTING SERVICES**

Arsenal Advertising
1201 W. 6th St. Suite C Austin, TX 78703
512.320.9090 www.MightyArsenal.com

Contact: Anne Marie Scharrer
annemarie@MightyArsenal.com

RFQ No. 17-024

Exhibit "B"

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Exhibit "B"

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Exhibit "B"



Thank you for the opportunity to propose our services. We would be honored to work with the Round Rock Convention & Visitors Bureau (RRCVB). Our response to the RFQ includes an executive summary, answers to the requested questions, our team, samples of our work, references and attachments.

1.1 EXECUTIVE SUMMARY

The City of Round Rock has always been dynamic and innovative; it's this progressive spirit that has pushed their reputation beyond "that city where Dell is." A forward-looking city council noticed great potential in their optimal Central location, and a star was born.

Early marketing naturally revolved around sports, as Old Settlers Park was one of the largest amateur sports facilities in Texas (and one of the largest in America). Money was invested in other sporting ventures to bolster this image of a recreationally-oriented community. The "Sports Capital of Texas" was beginning to take off.

Over time, Round Rock has exploded in growth to become one of the fastest-growing cities in the United States. More and more companies want to open locations here. The sports facilities are larger and more modern than ever. The shopping, dining, recreation, outdoors and leisure destinations are aplenty. And most recently, Kalahari Resorts announced plans to open a \$350M resort facility complete with overnight accommodations, an indoor/outdoor waterpark, meeting spaces and business convention capabilities.

Faced with such growth and offerings beyond sports, the city finds itself at a crossroads: How does our marketing of the "Sports Capital of Texas" merge to tell a larger story of Round Rock as a premier destination for meetings, conventions and family-friendly general tourism?

This is an exciting time for the Round Rock Convention & Visitors Bureau (RRCVB). The city is poised for continued growth and diversification like they have not seen before. There are a number of considerations, opportunities and challenges that must be balanced in order to reap the rewards of prosperity.

Arsenal is prepared to guide RRCVB toward comprehensive general tourism success. We have the team members and collaborative work processes to produce winning results. We have expertise in the destination marketing category, winning awards for Round Rock, Bastrop County and recognition for other local tourism work around the state. We have experience working with numerous Texas cities and hoteliers. And we have the past experience with RRCVB necessary to create a future game plan that truly works.

Here's to Round Rock. Here's to a new phase of growth and prosperity from expanded tourism. Here's to the Sports Capital of Texas.

A. BUSINESS ORGANIZATION

Arsenal Advertising, LLC
1201 W. 6th St Suite C

Austin, TX 78703 B.

AUTHORIZED

NEGOTIATOR

Exhibit "B"



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Anne Marie Scharrer

1201 W. 6th St Suite C
Austin, TX 78703 512-320-9090
annemarie@mightyarsenal.com

C. CORPORATE REFERENCES (SEE ATTACHMENT A AT END OF PROPOSAL)

Description of Services: Brand Strategy, Identity Design (logo, tagline, colors, fonts, etc.), Market Research, Media Planning and Buying, Social Media, Print and Digital Assets, Print and Digital Advertising, SEO/SEM, Website Design, Copywriting, Photography, Videography
Name of Contact: Adena Lewis

Title of Contact: Bastrop County Director of Tourism and Economic Development

Company Name: Bastrop County Tourism

E-Mail Address: adena.lewis@co.bastrop.tx.us

Telephone Number: 512-581-4011

Fax Number: 512-581-7178

Description of Services: Brand Strategy, Identity Design (logo, tagline, colors, fonts, etc.), Market Research, Print and Digital Assets, Print and Digital Advertising, Copywriting, Signage, Videography, Out-of-Home Advertising

Name of Contact: Ryan Roach

Title of Contact: President

Company Name: Mineral Wells Area Chamber of Commerce & Visitors Bureau

E-Mail Address: ryan@mineralwellstx.com

Telephone Number: 940-325-2557

Fax Number: 940-328-0850

Description of Services: Brand Strategy, Identity Design (logo, tagline, colors, fonts, etc.), Market Research, Media Planning and Buying, Radio Advertising, Print and Digital Assets, Print and Digital Advertising, SEO/SEM, Social Media, Copywriting, Photography

Name of Contact: Veronica Brown

Title of Contact: Associate Director of Communications

Company Name: Lone Star Circle of Care

E-Mail Address: vbrown@lscctx.org

Telephone Number: 512-686-0207 ext. 10120

Fax Number: 512-869-8502

1.2 CHALLENGES

As Round Rock joins the big leagues, competing not just for sports tourism but business, convention and general leisure tourism, it is more important than ever to move with cunning strategy. Why?

- Competition is fierce. Several Texas communities are currently outspending Round Rock in the development of new sports fields and facilities. Other cities have opened \$10M+ sports



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accommodations. A few

- similar-sized cities have even started to make Imitator claims (Frisco as "Sports City U.S.A., Waco attempting the "Sports Capital of Texas" claim).
- Specialization is key. It is important for Round Rock to own the "Sports Capital of Texas" while also promoting offers of business/convention/leisure tourism. We need to maintain the brand promise as a champion in sports tourism. We need to say it loud, say it proud, and then follow it up with "and look what else we have for you" messaging.
 - Our star needs to shine bright. Merging into sports/business/convention/leisure tourism, Round Rock will have to distinguish itself from the bigger, more established cultural draw of Austin. We will have to emphasize our unique offerings so that we are not simply viewed as a "bedroom community" to Austin.
 - Expanding into general market tourism will increase the number of competitor cities with similar offerings.

We believe that Round Rock has all the right pieces in place. The lineup is deep - going beyond world-class sports facilities, there are several 'only in Round Rock' destinations that are economic drivers attracting visitors from all over the state. And Round Rock continues to grow. The playing field is perfectly set to step up to the plate and knock general tourism out of the park. We are ready to smash the imitator attempts of other cities by boldly staking our claim to "Sports Capital of Texas," and then deliver an array of other reasons for visitors to come to Round Rock. Faced with a lineup of tourism heavy-hitters, it will be difficult if not impossible for other cities to compete on the same scale. **OPPORTUNITIES**

Round Rock has a history of bold moves that have reaped rewards. Starting with the development of Old Settlers Park, the Dell Diamond and Round Rock Express, and more recently the additions of the Round Rock Sports Center and Round Rock Multipurpose Complex, the City has put money into the sports segment and reaped economic rewards: IKEA named Round Rock their new home; the Round Rock Premium Outlets followed suit; Bass Pro Shops joined the huddle; and more and more businesses started calling Round Rock "home," leading to more economic growth from jobs, retail revenue, visitors (and possible future residents), better infrastructure, real estate agents, site locators, and so on. Most recently, \$350M Kalahari Resorts chose Round Rock over competing cities to be the site of their new project. This promises to be a game-changer for the city's economy, tourism, the diversification of visiting clientele, and the image of Round Rock as a major city with a draw all on its own.

This is the perfect time to stand up and shout what Round Rock has to offer: waterpark adventures, fantastic shopping, a charming downtown, IKEA, outdoor adventures in Brushy Creek and Old Settlers Park, a close proximity to Austin, delicious restaurants, world-class sporting facilities, meeting and convention spaces, and new infrastructure that provides a full familytourism experience for everyone from the kids to grandma.

PERCEPTIONS

On paper, Round Rock is a success story that has earned its right to an international reputation. Round Rock is a strong competitor and one of the fastest-growing cities in the United States. Thanks to an innovative and forward-thinking city government, Round Rock is a safe community (one of the safest in the U.S.) that serves as an ideal destination; visitors can shop, eat, and play, while residents can do the same and raise happy, healthy families. As the brand merges sports, business, convention and leisure tourism, our job in the coming year will be to make sure our success story on paper is the same story that is happening in residents' and visitors' minds. We will show them that Round Rock is a viable contender standing on its own two legs as a formidable foe in destination tourism.

Current perceptions of Round Rock include the following:

Exhibit B



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- Round Rock is a

"Bedroom Community" to Austin. Many people still view Round Rock as a commuter city for families who work in Austin.

- Positive national rankings: Round Rock is one of the safest cities in the U.S., one of the best places to raise a family.
- Round Rock is a leader in sports tourism and used as an international case study. Tournament directors and planners have positive perceptions. However, the public does not know what is available within the facilities, largely because they are not all open for public play.
- There is not a lot of top-of-mind awareness among locals that Round Rock is the "Sports Capital of Texas." This lack of awareness can quickly change by following a set of recommendations and calling out our claim with consistency. Consistency and ubiquity will be key components of our strategic plan for Round Rock.
- Visitors view Round Rock's central location and convenience to major Texas metropolitan areas as a plus. 90% of the state's population lives within a 2.5 hour drive.

1.3 OUR AGENCY

Arsenal has previously served as the agency of record for the Round Rock Convention and Visitors Bureau (the Sports Capital of Texas), and our work includes branding, advertising, public relations and digital media. Because of our strategic approach and creative focus, our marketing for Round Rock has been recognized for numerous travel and tourism awards. These include Best Sports Ad Campaign by the Texas Association of Convention and Visitors Bureaus and back-to-back Campaign of the Year Awards (2014 and 2015) by the National Association of Sports Commissions.

Our quality work product comes from a leadership team that is seasoned and savvy. After more than a combined 30 years of working for traditional ad agencies, our two co-founders have learned this: People today are numb from too many products, too many ads, too many press releases and too many marketers competing for their time, attention and hard-earned money. That's why our goal is to develop meaningful, values-based brand messages and deliver them on the audience's terms. Whether that means traditional advertising, special events, online, direct marketing, or even reimagining the way the brand experience is delivered – everything we do is designed with the target audience in mind. Our core competencies include:

- Branding
- Market Research and Strategy
- Advertising
- Media Planning and Buying
- Print Marketing
- Interactive Marketing
- Multimedia Production
- Digital Marketing
- Social Media Marketing
- Web Design
- SEO and SEM Strategies and Implementation
- Account Servicing and Management

Fore! (4) Reasons Arsenal Is A Cut Above The Rest

4. We Know Round Rock

- Arsenal is uniquely qualified to understand Round Rock because we have been creating Sports Tourism and Marketing Campaigns for the City for many years. We are intimately connected to the city, its clientele and its offerings. We have a thorough understanding of where we've come from and where we are now; from here, we can best determine where to go and how to get there. We would like to emphasize that we will not be treating this future tourism as

Exhibit B



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"business as usual."

Rather, we see it as an exciting launch point that represents everything we have been working toward with Round Rock. It is a chance to reinforce our claim as the

Sports Capital of Texas and to launch into a new arena of tourism marketing that will take an exciting turn away from just sports. We will make our general tourism attractions into all-stars and remind people why Round Rock is such a viable community full of promise.

3. We Know Destination Marketing

- We're no rookies when it comes to destination and hospitality marketing. As a marketing partner to the tourism/lodging industry, we have a proven track record with many clients throughout the state including Bastrop County, Lubbock Texas, Taylor Texas and the LBJ Library and Museum. Our work for Bastrop County Tourism has received accolades and recognition from hoteliers, city officials, citizens and visitors alike. Because of our fresh approach, Bastrop County selected Arsenal in 2013 as their agency of record in a partnership that continues today including branding, advertising, social media and digital media.

2. We're Nimble and Mighty

- Do you love bureaucracy and layers of red tape in an agency? Do you love sending a message and waiting as it slowly trickles down the chain of command, crosses over to another department, receives an answer and gradually rises back up to the top brass? No? Neither do we. With all of Arsenal's client relationships, there are zero boundaries between us and our partners; clients are in direct contact with our most senior employees at all times. Brainstorming sessions are aplenty, red tape is scarce, and decisions will be quickly implemented. Our status as an independent agency working out of one office allows us to move quickly and decisively for our clients. We may be small, but the work we produce is mighty.

1. We're All Family Here

- And we care about you. 90% of our clients are based in the Austin area, and we've maintained more than half of our clients for over five years. Part of the culture of our agency is treating every one of our clients like they are family. Established by a brother and sister team, we take care of our clients like we take care of each other. We've been known to go (literally) the extra mile for our partners and go above and beyond our scope of work for clients and projects that we truly believe in. In addition to branding and standing for good, we also choose to work with good people because a partnership with Arsenal is more than just a business affair; it's a family affair.

1.4 OUR ONE-YEAR PLAN

Arsenal is no stranger to Round Rock or the RRCVB. Even though we have collaborated together to produce exceptional work in the past, we will treat this new phase like a brand new client. So please allow us to re-introduce our philosophy to working with a client and our approach to producing winning results.

Our process is first and foremost guided by collaboration between Arsenal and our client to jointly develop marketing, communications and advertising strategies. We collaborate with our clients as much as possible in order to create campaigns that best meet their business objectives. In the beginning phases of a new project, we will coordinate a brainstorming session that allows us to create a strategy together. During this session, we can help guide a client's idea down a path that is strategically and creatively sound, or actively guide the conversation with ideas of our own, so that the end result is always one that both parties are happy with. We encourage informal calls from clients to provide ideas or to check in on projects at any time. This focus on partnership is key to fostering a healthy agency-client relationship.

Exhibit "B"



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"That sounds wonderful! But

isn't it your job to come up with the idea?"

While we emphasize collaboration, we are always ready to take the reins and guide a project to completion on our own. We have proven internal processes in place to ensure success; when Arsenal sets out to solve a problem, we employ a 5-step procedure called DNARB to help us uncover the best solutions. DNARB is knowing the BRAND backwards and forward, and the following outlines the system in more detail:

- **Discovery** - The first step involves exploration. We fully immerse ourselves in any new client - traveling to its place of business, consuming its product or service, talking to patrons, talking to people who work there - getting a robust depiction of who our client is and what space it occupies in people's minds and hearts. We supplement this first-person research with second-hand information: news reports, articles, social media mentions, anything we can scour off the Internet, and any data or information provided directly by the client. We thoroughly educate ourselves on the demographic and psychographic data relevant to our target market(s) (or create this if necessary). This stage also involves deepdiving into past and present competitor research. Discovery is arguably the most important stage of DNARB; a house can only be as strong as its foundation.
- **Narrow** - The next step is fine-tuning and boiling everything down to its simplest and most digestible form. This is when you define the brand for exactly what it is. Honest, short, and straight to the point.
- **Assessment** - The third step is putting everything out on the table. We look at every aspect closely to see what works and what doesn't. It's here that we present the solutions that will hit our target market.
- **Reach** - Here, we take our finalized creative solutions and plan for their send off to the most relevant marketing channels. We decide on where our creative will most effectively hit our target market.
- **Blast Off** - All Systems Go! We hit the launch button and send our creative executions out into the world. Based on the campaign results, we make adjustments to ensure that our message is hitting the right people at the right time.
"Whoa. How did you come up with a system like DNARB?"

DNARB is a system that is guided by many time-honored tenets of marketing. By utilizing DNARB, we are leveraging many of the golden principles in marketing and advertising that include:

- Developing a Brand Position based on the 4 P's: Product, Price, Place, Promotion
- Conducting SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) in order to further develop a picture of the marketing landscape we inhabit
- Producing a Creative Brief that will isolate a key USP (Unique Selling Proposition) to guide any new campaign:
 - What are we marketing?
 - Who are we marketing to?
 - What do they currently think?
 - What do we want them to think?
 - What is the SMIT (Single Most Important Thing) we can tell them?
 - Why should they believe it?
 - What are the mandatories that must be included?
- Facilitating the 4 stages of creativity: Preparation, Incubation, Illumination, Verification- And more!

Exhibit "B"



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1.5 QUALITY

BALANCED WITH EFFICIENCY

A successful team is one that effectively balances project needs with quality, budget and timeliness. Maintaining consistency from project to project is a valuable skill.

At Arsenal, we have several key attributes in place that will ensure our efficiency:

- Our past experience in destination marketing will be a great advantage moving forward. We have spent several years learning the industry and its major considerations, challenges and economic drivers. There will be no sense of 'learning to swim' here.
- Our size as a small and energized office, combined with our collaborative and familial nature, adds to our efficiency in communicating and finding solutions quickly.
- And finally, our past experience working with Round Rock will be a major asset in the future as we have a vast library of knowledge to pull from. We have studied all components that comprise the city's industry; over the years, we have helped bring success to the City that has resulted in tens of millions of dollars in economic activity.

We are proud to have contributed to a better quality of life for the people of Round Rock, and we look forward to rocketing the City forward into the next echelon of growth as a premier travel destination.

Exhibit "B"



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1.6 BIOGRAPHIES**

Our most senior partners will work directly on this project. Anne Marie Scharrer will supervise the project. Anne Marie Scharrer and Jonathan Smith will be involved in all facets of research and recommendations. Jonathan Smith leads our creative team and will oversee creative deliverables and recommendations.

Anne Marie Scharrer, Director of Client Services and Media Planning

Anne Marie will be the project manager and client liaison for all assignments for the RRCVB. She brings more than 22 years of marketing, advertising and media experience to Arsenal, helping organizations connect with their stakeholders through their missions and messaging. Anne Marie has worked as a Senior Account Manager with KAMX-Austin, KHPT-Houston, and Texas Monthly magazine handling top-tier accounts and achieving million-dollar billing statuses. Her client roster previously included Simon Malls, McDonald's, T-Mobile, AT&T, H-E-B, and Brinker International. At Arsenal, Anne Marie works day-to-day with clients like the Central Texas Regional Mobility Authority (CTRMA), Round Rock Convention and Visitors Bureau, Bastrop County and Lone Star Circle of Care.

Anne Marie's past experience in media buying and sales have given her a rich understanding of the media landscape, leading to the creation of entirely new vehicles for clients that break through the clutter and deliver results. Anne Marie's network of clients and media reps across Texas is a testament to her ability to successfully manage relationships and accounts. These lasting relationships are the result of years of constantly building and maintaining close connections with clients. Her efforts have increased sales and awareness for clients in industries such as retail, healthcare, real estate, automotive, food, hotel, and travel. Anne Marie graduated from the University of Texas at Austin with a B.S. in advertising. She volunteers for Mobile Loaves and Fishes in Austin, Texas.

Jonathan Smith, Creative Director

Jonathan Smith is an award-winning designer and creative director with more than 18 years of strategic branding experience. After earning a B.S. in Advertising from the University of Texas at Austin, he honed his conceptual and design skills at Kirschenbaum Bond & Partners in New York, Levenson & Hill in Dallas, and McGarrah Jesse in Austin.

Jonathan is known for original thinking, sharp strategy and targeted visual communications that deliver clear results for clients, such as Super Target, Frost Bank, Taco Cabana Restaurants, Siemens Technologies and 7-Eleven. His shelf is filled with industry acclaim from Communications Arts, National Addys and Obie Awards.

Today, he inspires and manages the arsenal of talent that delivers results for our clients. Highly motivated and passionate, his strength lies in his ability to balance traditional creative ideas with his knowledge of interactive media and consumer behavior online.

April Barthold, Account Coordinator

April brings extensive experience in social media marketing, editing and writing, market research and client services. Her writing experience includes messaging platforms, technical analyses, market reports, website and product copy, and both culture- and industry-based blog posts. While at Arsenal, she has worked with clients like Caritas of Austin and the Mineral Wells Convention and Visitors Bureau on their brand audits, research, messaging strategy, copywriting and more. She brings a highly-motivated and fresh approach to her work at Arsenal. April earned her B.S. in Advertising from The University of Texas at Austin.

Exhibit "B"



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Stephen Bache,

Copywriter

Stephen is an award-winning writer with 10 years of experience working on both the East and West Coasts. He began his career earning a Bachelor of Science in Advertising from the University of Texas, then working in agencies that ranged from small creative boutiques to 1,000 employee international behemoths. Stephen's work has been awarded by a number of organizations including the CLIOs and National ADDYs. He brings a broad range of experience that includes digital and traditional writing on clients including Hyundai, Nokia, Sonic Drive-In, and Wild Turkey.

Oscar Davila, Digital Specialist

With over 5 years of digital management experience, Oscar's background is in developing the social media presence, content marketing efforts, website optimization, and marketing awareness for startups, real estate, medical, tech, online training product companies and non-profits. His role at Arsenal is develop content strategies for optimizing paid search campaigns, find areas of growth, and improve the customer digital experience. He has served on the board of Social Media Club Austin as a member and president. He is a graduate of Texas State University receiving his B.A. in Political Science and Spanish. In his free time, Oscar serves as a Big Brother with Big Brothers Big Sisters organization.

Aaron Warner, Web Developer

Aaron is a formally trained graphic designer and a self-taught front-end developer. With over 8 years of experience working with small to medium sized agencies, Aaron has built a diverse portfolio consisting of print collateral, web and mobile site design, logos, and promotional retail design for nationally recognized brands.

Aaron focuses his interests on developing intuitive and engaging user experiences across multiple platforms using the latest web technologies. He is a graduate of East Tennessee State University with a Bachelor of Science degree in Digital Media, and a minor concentration in Visualization. When away from his computer, Aaron seeks inspiration by getting lost with his camera in worldclass cities as well as exploring natural landscapes.

Lucy Gajardo, Designer

Lucy earned her B.A. in Graphic Design from St. Edward's University and brings four years of experience to Arsenal. She has previously interned at Austin Monthly, Thinkery and Wholefoods Market Global where she honed her skills and her keen eye for design. Lucy loves to freehand draw her concepts if the opportunity arises, and she is known for her expert command of Adobe programs like Illustrator, After Effects, InDesign and Photoshop.

Amy Sansbury, Exclusive Public Relations Freelance for Arsenal Advertising

Founded in September 2009 by Amy Stansbury, Stansbury Public Relations provides marketing communications and media relations consulting services to small to medium-sized businesses, nonprofit organizations and economic development corporations. Amy has experience working at two high-tech PR firms, an advertising agency, two global technology corporations and a startup news organization during the span of her 20-year career. She gained real-world newsroom experience working as the editor of a local newspaper, Community Impact Newspaper, from 2007-2009. Amy's greatest strengths are in messaging and media relations. She works with editors and reporters on a daily basis and knows what they want in a news story, how they work, when their deadlines are, and the best way to secure positive news coverage.

Amy was born in Austin, Texas, and has lived in Round Rock. She earned a bachelor of science degree in Journalism from the University of North Texas, where she also played college soccer. She



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now lives in Pflugerville

where she is raising her three daughters who are active in many school and church activities, sports and art programs.

1.7 CASE STUDIES (CURRENT DESTINATION MARKETING)

CASE STUDY: BASTROP COUNTY TOURISM

Under the leadership of the new Tourism Coordinator, Adena Lewis, Bastrop County crafted a new mission, vision and strategic plan. A key part of the strategic plan called for branding the organization to ensure that all cities within the county had representation and that the brand truly reflected the county. Our assignment was to guide Bastrop County in the launch of the Bastrop County tourism program. The County selected logo and tag line was going to be used in the promotion and marketing of Bastrop County as a tourism destination. The tourism program is completely funded by the County Hotel Occupancy Tax (HOT Tax) collected from guests staying in one of the 47 Bastrop County lodging properties. We knew our work was going to be scrutinized by hoteliers and other city officials, as they all have passionate views of the county and the cities in which they live.

We conducted focus groups with the County-appointed Tourism Advisory Group (TAG) and members of the court, several interviews, email surveys and pored over all the existing cities' brand materials. What we found was that we needed to create a brand and clear message that conveyed nature, history, recreation, and the friendly people of Bastrop County. We developed a visual representation for articulating the brand and created graphic standards for the organization.

Our work also included designing a website, ad campaign, and a Visitor's Guide. We also assisted with the rollout strategy for the new branding and established an engaging social media presence.

RESULTS

- All target deadlines were met
- Logo and new tagline were widely adopted and embraced by community and hoteliers
- Hoteliers had a 33% increase the first year that the Bastrop County ad campaign was launched• Increased Facebook following by 20% and spread awareness of Bastrop County attractions online
- Web traffic and time spent per visit on the new website greatly increased
- Received accolades and recognition from local Advertising award shows

SERVICES PROVIDED

Branding, Print Advertising, Digital Media, Website, Paid Media Planning and Buying



BASTROP COUNTY BRAND

Arsenal designed and branded Bastrop County. The logo is a direct reference to the MKT railway line that splits Bastrop County. "Bastrop" is set in a signpainter brush script that features a lowercase t that is an illustration of a pine tree, the lower case t in "County" has a river that runs through representing the lakes and rivers that flow through the county. The logo also features an outline of the shape of Texas, so that

the geographical reference to Texas is made without having to say it in the logo.

Exhibit "B"



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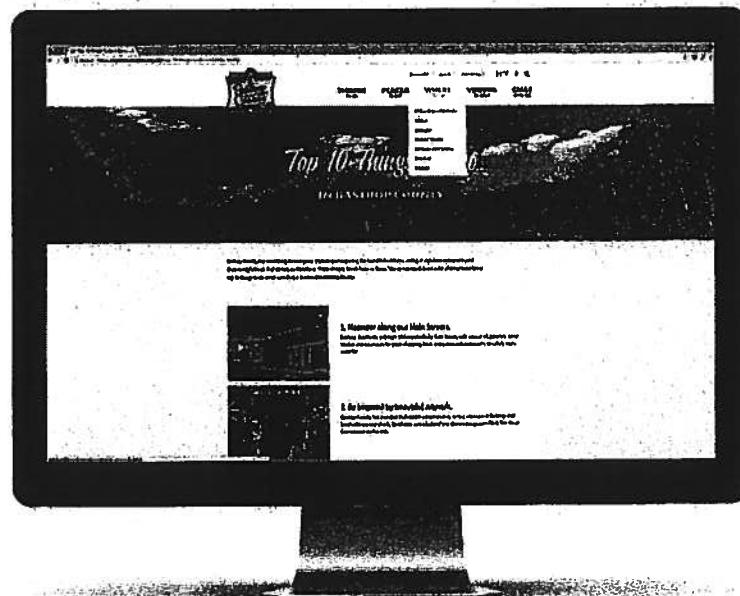
BASTROP COUNTY TOURISM - PRINT ADS

The Bastrop tourism ads were 3/4 ads featured in Texas Monthly, Texas Co-op Power, and Texas Highways Magazines. They all featured multiple activities, executed in a fun creative way rather than a collage format that many tourism destinations use throughout their marketing. This concept won Campaign of the Year this year at TACVB amongst all cities in Texas.

Exhibit "B"



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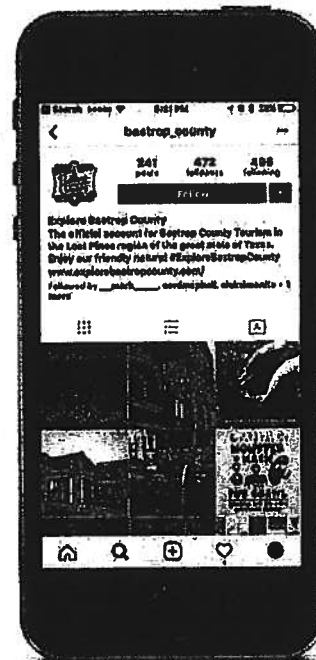
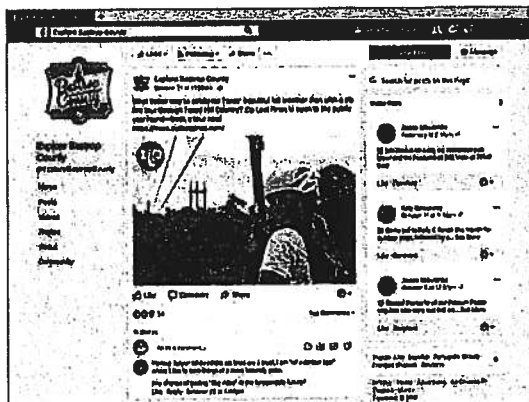
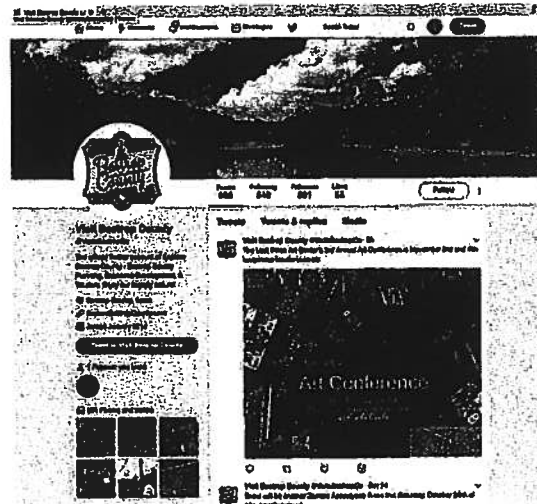
BASTROP COUNTY TOURISM - WEBSITE - www.ExploreBastropCounty.com

The new website features large, bold, original photography and video that was taken in Bastrop County and showcases all of the offerings that any tourist might need on their trip. The website was built on a CMS system that is highly expandable and easily modified. Responsive website system is ideal for all screens and an updated UI/UX design allows for more efficient navigation.

Exhibit "B"



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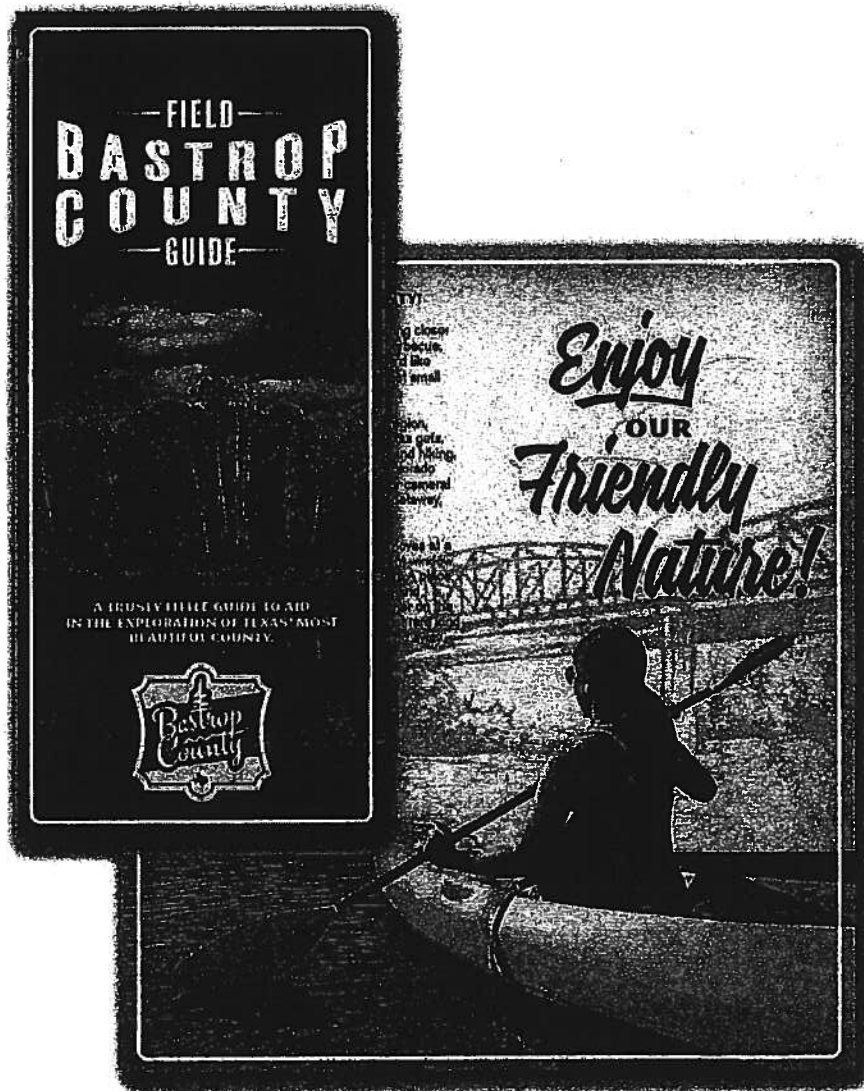
BASTROP COUNTY TOURISM - SOCIAL MEDIA

Bastrop County was faced with a sluggish online social media presence and wanted to increase their engagement with fans as well as create access to their drive market audiences in Houston, Dallas, Austin and San Antonio. Regularly updated social media gave Bastrop County a means to inform their audience about current events and attractions. Facebook engagements increased 20% year over year and ultimately led to a more vibrant, modern image for the County.

Exhibit "B"



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BASTROP COUNTY TOURISM - VISITORS GUIDE

The Bastrop County Visitors Guide is the #1 printed marketing tool for the County and given out at every major event attended by promoters. The guide features large, beautiful photography that takes the viewer on a visual journey without leaving the comfort of their living room.

Exhibit "B"



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BASTROP COUNTY TOURISM - TRAVEL CENTER FACT SHEET

This is a one-page data sheet that was created to catch the attention of the employees at the travel centers across the state and encourage them to highlight Bastrop County as a stop for any tourist. The one sheet complements the current look and feel of the Bastrop County brand and the cover picture mirrors the website homepage.

CASE STUDY: TAYLOR, TEXAS TOURISM

Taylor, Texas once claimed to be "The Zest of Texas." Due to the absence of citrus, spicy food or anything particularly "zesty," the city called upon us to reinvent their home with a brand that reflected their many other (not-so-zesty) offerings. We were brought in to reposition the city in a positive light that would entice city officials, residents, and tourists to visit the city.

Exhibit "B"



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From award-winning

barbecue eateries and unique local shopping, to a slew of friendly locals waiting to meet your acquaintance, the city was ready to welcome visitors with open arms. In fact, the city is tailor-made for a variety of activities and travelers, a trait that inspired the creation of their new tagline. In addition, a large part of our strategy was to bring together all entities of the city under one brand, so working closely with the City of Taylor, the Chamber of Commerce, the Independent School District and the Economic Development Corporation was vital to the process. **RESULTS**

- Established all social media accounts and grew a community to over 3,000 that continues to grow daily
- Increased unique web visitors by 35% and drastically increased the time visited per page
- Town has embraced the slogan of Taylor Made Texas. Even the local beer company has adopted

the mantra. **SERVICES PROVIDED**

Brand Strategy, Identity Design, Tagline, Market Research, Print, Social Media
Media Planning and Buying, Web Design, Photography, Copywriting



TAYLOR, TEXAS BRAND

We created a unified brand identity system for the City of Taylor and its other entities. We built custom typography along with a bold green color representative of Taylor's students and educational system. The logo features swishes that are reminiscent of a lasso. This is a subtle nod to Taylor's rich historic rodeo and farming past.

Exhibit "B"



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Taylor Texas Tagline



City of Taylor



Taylor Economic Development Corporation



Taylor Chamber Of Commerce & Visitors Center



Taylor Independent School District



Taylor Independent School District

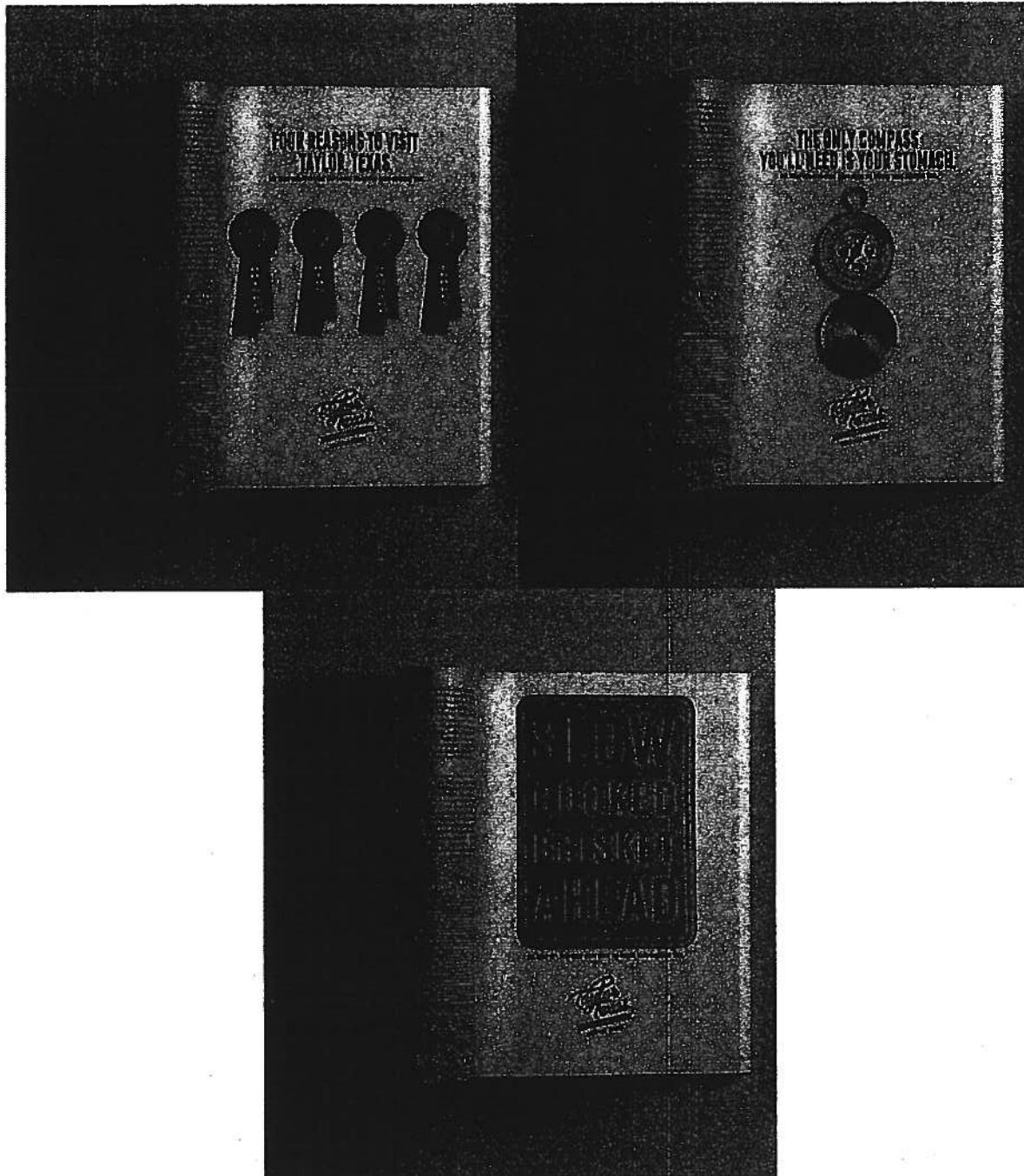
TAYLOR, TEXAS TOURISM - UNIFIED BRAND

Part of the strategic plan for the City of Taylor was to have a unified look and feel among all of their individual city entities. We created a custom logo for each individual property that gives them one voice and a consistent brand message across the city.

Exhibit "B"



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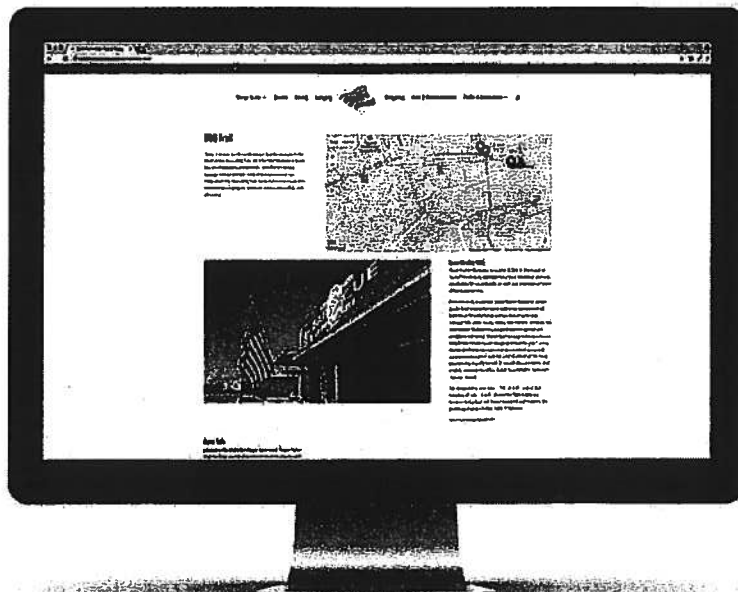
TAYLOR, TEXAS TOURISM - PRINT ADS

The Taylor, Texas tourism ads were full-page ads featured in Texas Monthly. They all highlighted one of the most attractive reasons to visit Taylor Texas – mouthwatering barbecue. Taylor has three of the top barbecue restaurants in the state and each has a much-deserved spot on the Barbecue Trail of Texas.

Exhibit "B"



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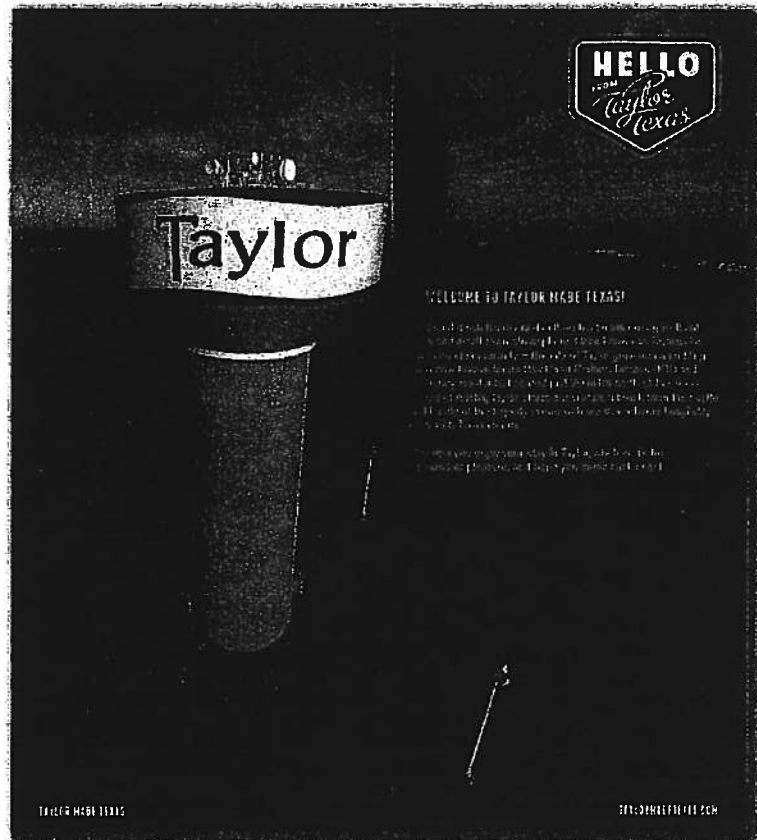
TAYLOR, TEXAS TOURISM - WEBSITE - www.TaylorMadeTexas.com

The responsive website for the City of Taylor has made a significant impact on getting more visitors to the town. We recently updated the design and continue to keep it fresh with custom photography, an up-to-date calendar of events, and more.

Exhibit "B"



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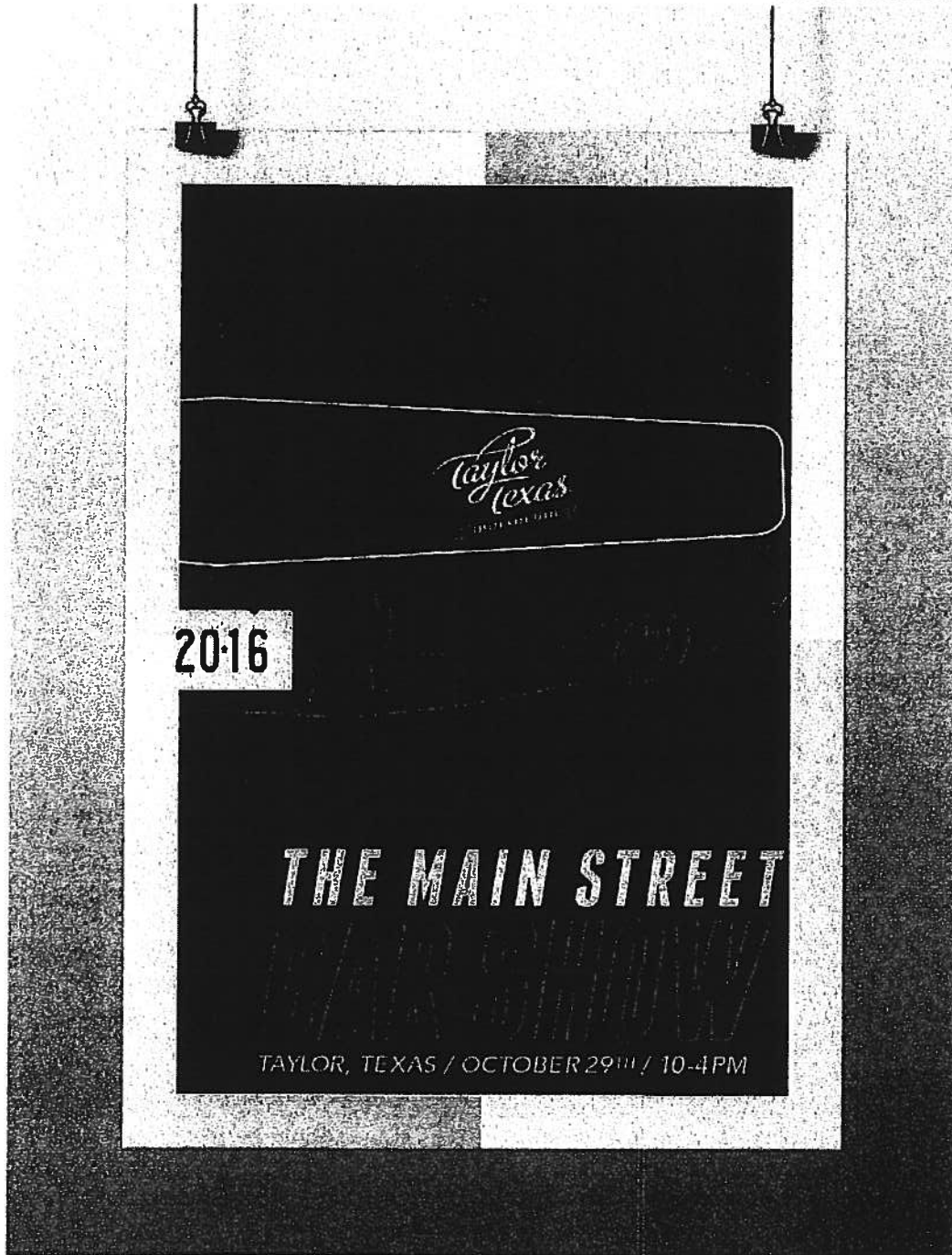
TAYLOR, TEXAS TOURISM - VISITORS GUIDE

The Taylor, Texas Visitors Guide is an especially important tool for the city due to the absence of a proper destination marketing organization to educate visitors on Taylor attractions. The Taylor, Texas Visitors Guide features all original photography from world-renowned photographer Brent Humphreys. The content centers around the fun attractions in Taylor, Texas and the welcoming residents that can make any visitor feel at home.

Exhibit "B"



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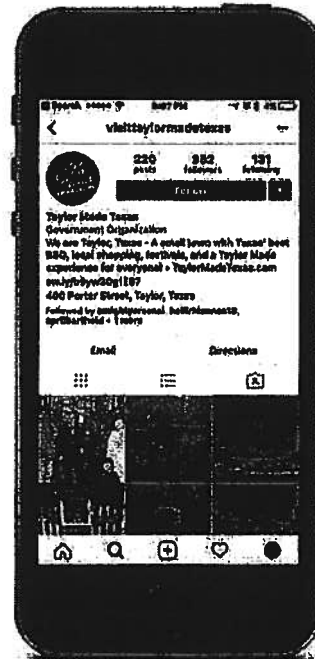
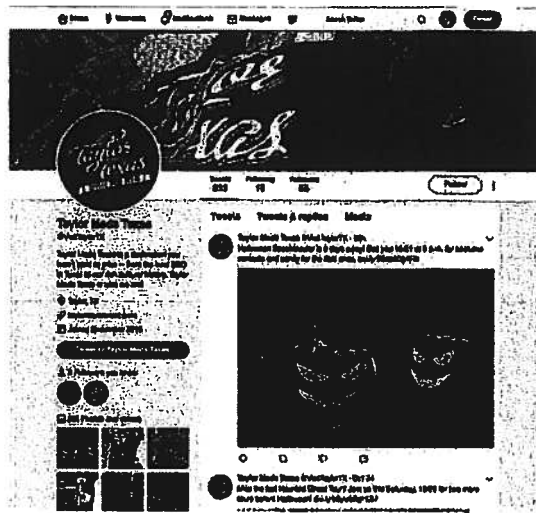
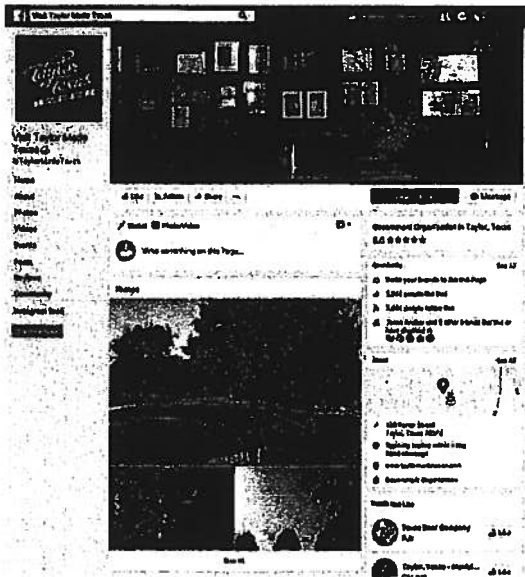
TAYLOR, TEXAS TOURISM - MAIN STREET CAR SHOW

The city is constantly buzzing with new events and reasons to visit. We have created a variety of assets to showcase various events, programs or offerings such as the Main Street Car Show. Media formats most often used include flyers, posters and social media support.

Exhibit "B"



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TAYLOR, TEXAS TOURISM - SOCIAL MEDIA

On top of building an engaged and informed online community, we created and released a series of social media videos that highlight the town's offerings. From "Taylor Made Barbecue" to a town that is Taylor Made for the best education, the purpose of these videos was to not only attract tourists, but also inform people of the education and business opportunities in the town. They have been wildly successful with over 100,000 views on some videos.

CASE STUDY: MINERAL WELLS TOURISM

In the 1920s, Mineral Wells was booming with international tourism. The city's claim to fame was rooted in its abundance of legendary "crazy water" – water with high mineral content said to have

Exhibit B



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Baker Hotel, a looming 14-story skyscraper resort in the center of town, opened in 1929, bringing with it A-list crowds from all walks of life searching for the mineral-abundant healing water. The town felt like the center of the universe. In 1972, The Baker Hotel closed its doors and other industries that kept the town afloat began to disappear as well. Mineral Wells suddenly felt abandoned, the deteriorating Baker Hotel still standing at the town's center as a reminder of its past life. Arsenal was approached to re-brand the town and remind tourists of its other great offerings, moving away from their "Home of the Crazy" claim to encompass the history and charm of this small town.

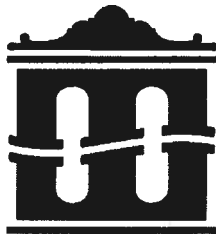
The challenge for Mineral Wells was two-fold; first, they had to break away from the "Crazy Water" association in favor of a newer brand. Arsenal chose to implement a new tagline, "Texas Runs Deep," to give a nod to the deep water wells and also the rich Texas history that flows through the town. Then came the second challenge; Mineral Wells needed to differentiate themselves from other small towns with rich history claims in Texas. With water sports, a deeply rooted history, and a plethora of outdoor adventures, Mineral Wells is a triple threat for audiences looking for a winning small-town Texas trip. Our strategy was to move completely away from the "Crazy," instead focusing on the historic roots of the town amid modern day attractions (with an eye toward a thriving future).

RESULTS

- Campaign is currently being created
- Overwhelmingly positive reaction to new branding from city council and local press

SERVICES PROVIDED

Refreshed logo, Tagline, Messaging Platform, Print and Digital Ads, Print and Digital Assets, Signage, Out-of-Home



MINERAL WELLS
WHERE TEXAS RUNS DEEP.

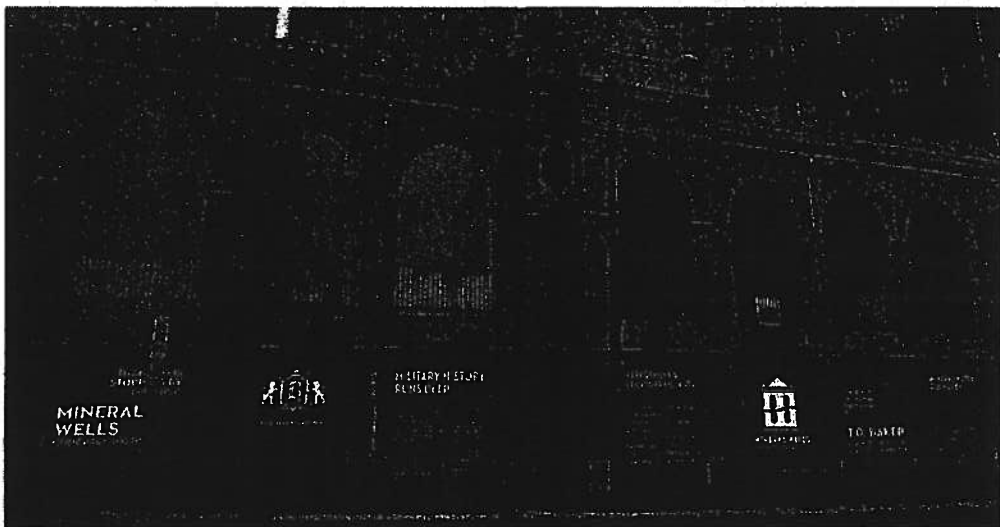
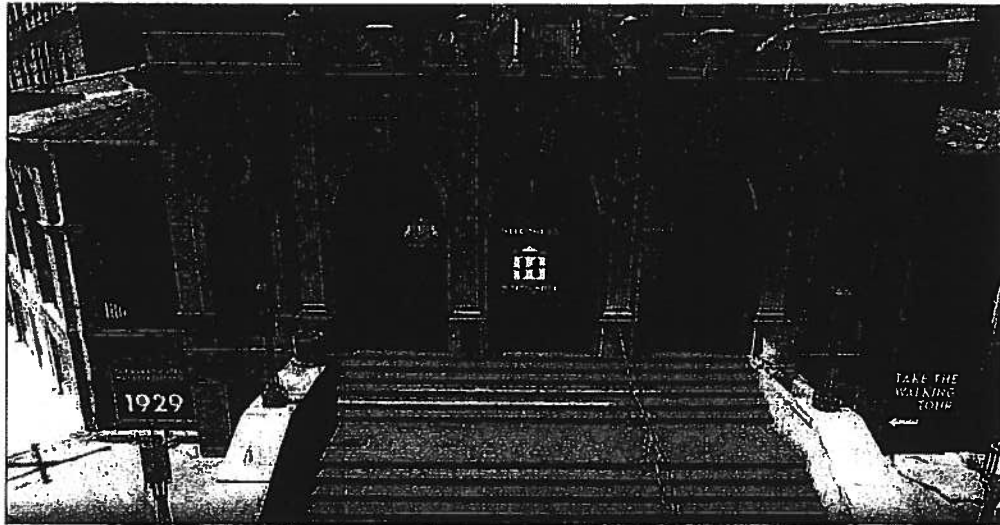
MINERAL WELLS BRAND

Arsenal recently designed and rebranded the City of Mineral Wells, Texas. The logo pays homage to the largest landmark in the area: the historic "Baker Hotel." The "M" and the "W" are the foundation and cornerstones of this brand. The logo reflects the heritage of a town built on water with bold blue colors. Also, the fluidity of the mark helps to remind visitors and locals what the town is so historically famous for and built on and around.

Exhibit "B"



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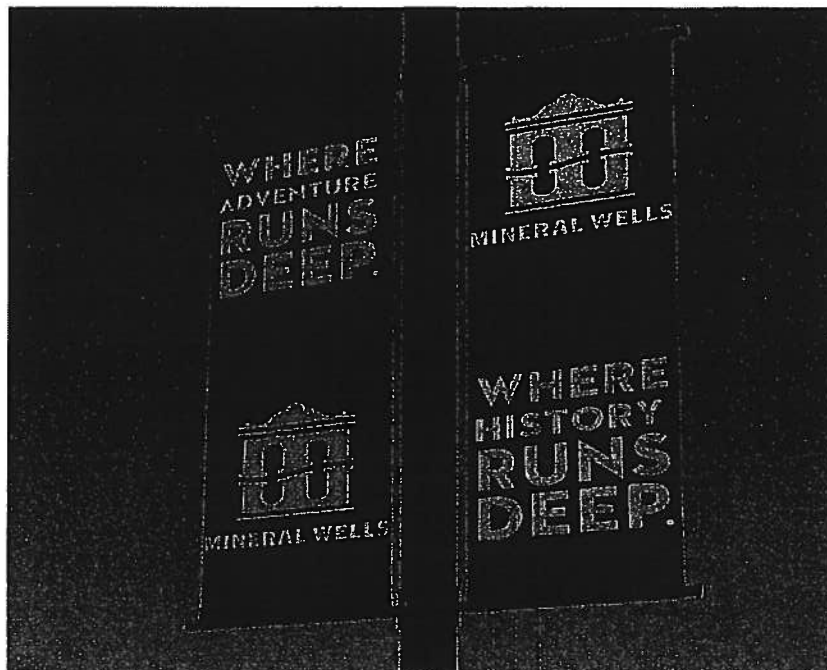
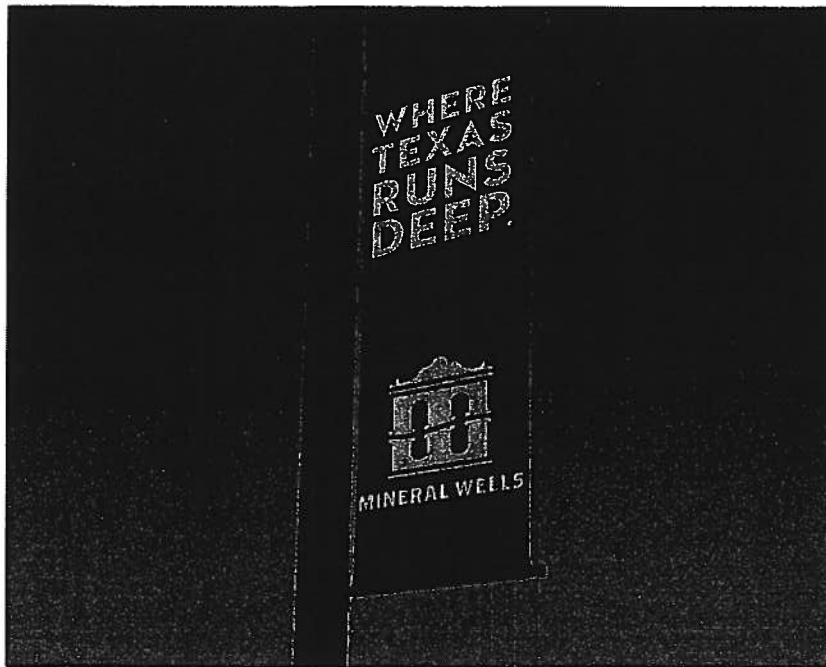
MINERAL WELLS, TEXAS - BAKER HOTEL SELF-GUIDED WALKING TOUR

The Baker Hotel can be seen from miles away in any direction and was once a thriving resort hotel. Today the dilapidated Baker is a reminder of what the city once was. We are currently in the process of building and producing a self-guided walking tour that uses outdoor signage to take visitors on a trip down memory lane. The end product will turn this eyesore into an exciting visitor attraction.

Exhibit "B"



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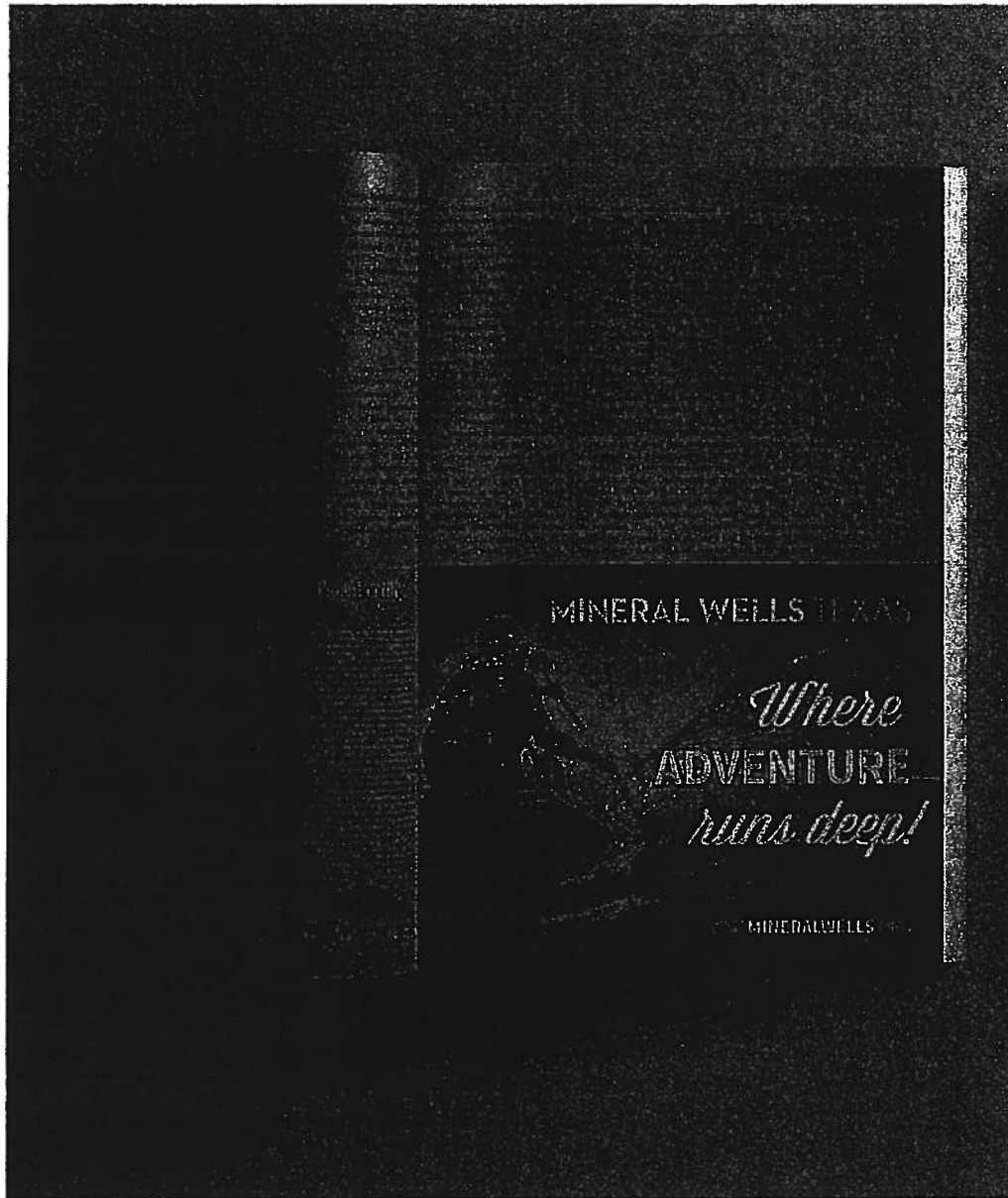
MINERAL WELLS, TEXAS - MAIN STREET BANNERS

We are creating a series of street banners featuring the new Texas Runs Deep tagline to be featured along Main Street in Mineral Wells.

Exhibit "B"



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MINERAL WELLS, TEXAS - PRINT ADS

Print ad ran in Texas Monthly to promote the outdoor attractions found within the City. We are currently working on a campaign for 2018 that will showcase the outdoor adventures, deeply rooted history and Southern hospitality that can be found in Mineral Wells.

1.8 CASE STUDIES (PREVIOUS SPORTS DESTINATION BRANDING)

CASE STUDY: RRCVB SPORTS CAPITAL OF TEXAS CAMPAIGN 2012-2013

The City of Round Rock was on the verge of building its long-awaited \$12 million indoor sports center that was completed in December 2013. To help and the RRCVB team created an awareness campaign

Exhibit "B"



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to announce the coming of

their new sports center. Arsenal was tasked with creating two campaigns: one for the announcement that a new big box indoor sports facility was going to be built in Round Rock, and a second campaign, launching towards the end of the year, that would highlight the progress of the facility. The campaigns targeted sports event planners and sports decision-makers nationally who have the ability to bring indoor sports tournaments to Round Rock. This was an entirely new target market for Round Rock. The advertising campaigns consisted of eight print ads. The beginning campaign consisted of a double-page introduction/teaser ad, and three follow-up gatefold ads that encouraged readers to interact with the ads by folding open the page to reveal a featured indoor sport. The follow-up campaign featured Round Rock athletes as construction workers and won national recognition. Each ad used original photography to showcase new indoor sports that Round Rock will now be able to host with their new state-of-the-art facility.

We also designed a complementary website, a groundbreaking laser-etched plaque, and web banners. The Sports Center brought new challenges for Round Rock, from the logistics of building the facility to the actual branding of the sports center. Arsenal was tasked with the Round Rock Sports Center identity and branding of the new indoor facility.

The double-page and gatefold advertisements were displayed in issues of Sports Destination Management, Sports Travel, and Sports Events, starting with the launch ad in the July issue. We were able to integrate the campaign with web banners and within the design of the new website. Those factors helped to increase brand awareness among 16,000 sports event planners.

With the implementation of the 2013 website, we increased our visitors and page views by improving our interaction with our audience and target market. We also encouraged viewers to download the visitor's guide (to cut down on printing and mailing costs). The purpose of the website was to clearly communicate to the community, visitors, and event planners that we're a host city that loves sports. Our goal was to make a clear, concise website that was highly informative to our audience.

There were several objectives for our online strategy: Give a new look to the website incorporating imagery used in our print campaign, make social media easier to locate, have an area for current events and news, be able to translate the entire website to Spanish with one click, easy to locate events section, easy to download visitor's guide, and a live feed video that shows the new indoor sports center being constructed. The website redesign enhanced visitor's ability to get information about where to play, shop, eat and stay in Round Rock by providing interactive guides, high impact visuals and an events calendar.

RESULTS

- Increased awareness of the new indoor sports center among sports event planners and sports decision-makers nationally
- Reinforced the Sports Capital of Texas brand
- Reinforced the variety of indoor sports that can now be hosted in Round Rock
- Increased indoor facility bookings
- Won Campaign of the Year Award for the ad campaign from the NASC
- Received RFP requests, phone and email inquiries before the facility opened
- Pre-Booked several events and tournaments starting in 2014 for the new sports center
- Increased brand awareness amongst 18,000 sports event planners
- Largest ad presence in magazines with premium positioning
- Enhanced user-generated social media websites such as Flickr and YouTube for increased interaction with our audience
- Cut down printing and mailing costs significantly with the downloadable visitors guide.
- Increased Twitter and Facebook fans with growth remaining steady and continuous since the website launch
- 45% of our Twitter followers are media outlets and this has opened up new lines of communication between the media and the Round Rock CVB



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• The Sports Capital of

Texas website enjoyed positive media coverage in the Austin Business Journal SERVICES

PROVIDED

Branding, Print Advertising, Digital Media, Website, Paid Media Planning and Buying, Public Relations

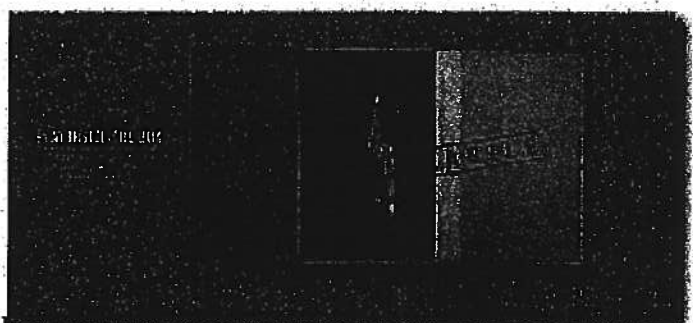
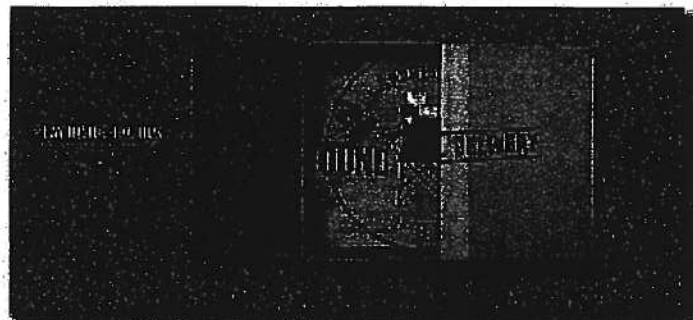
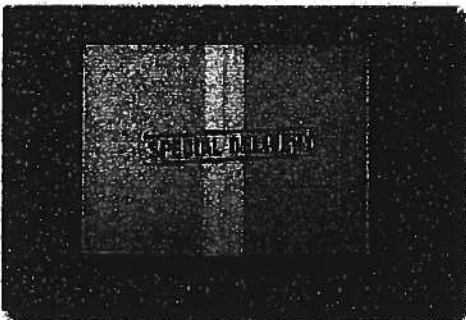


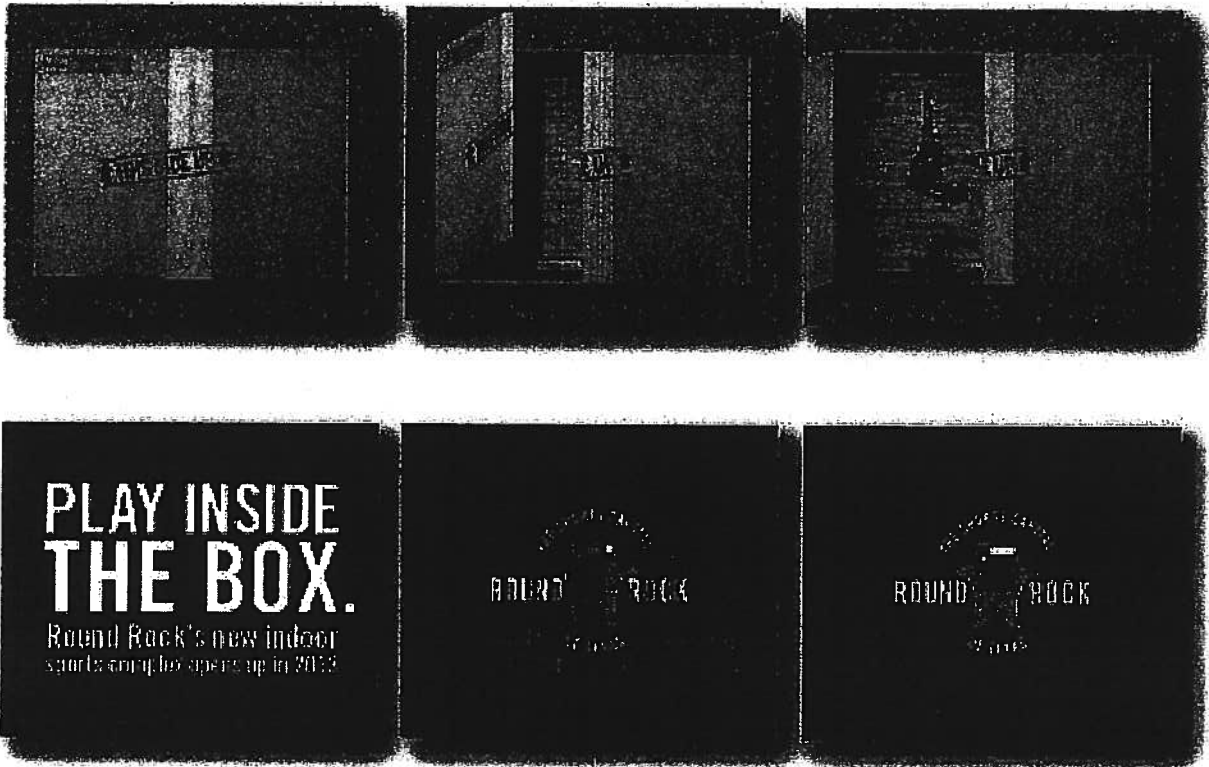
Exhibit "B"



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ROUND ROCK CVB -

PRINT CAMPAIGN

These interactive ads revealed a surprise when the reader opened the page. The interaction made you open a page as if you were opening a box. These ads were designed before the ground-breaking of the actual indoor sports facility to inform our target audience of what was to come in the near future.



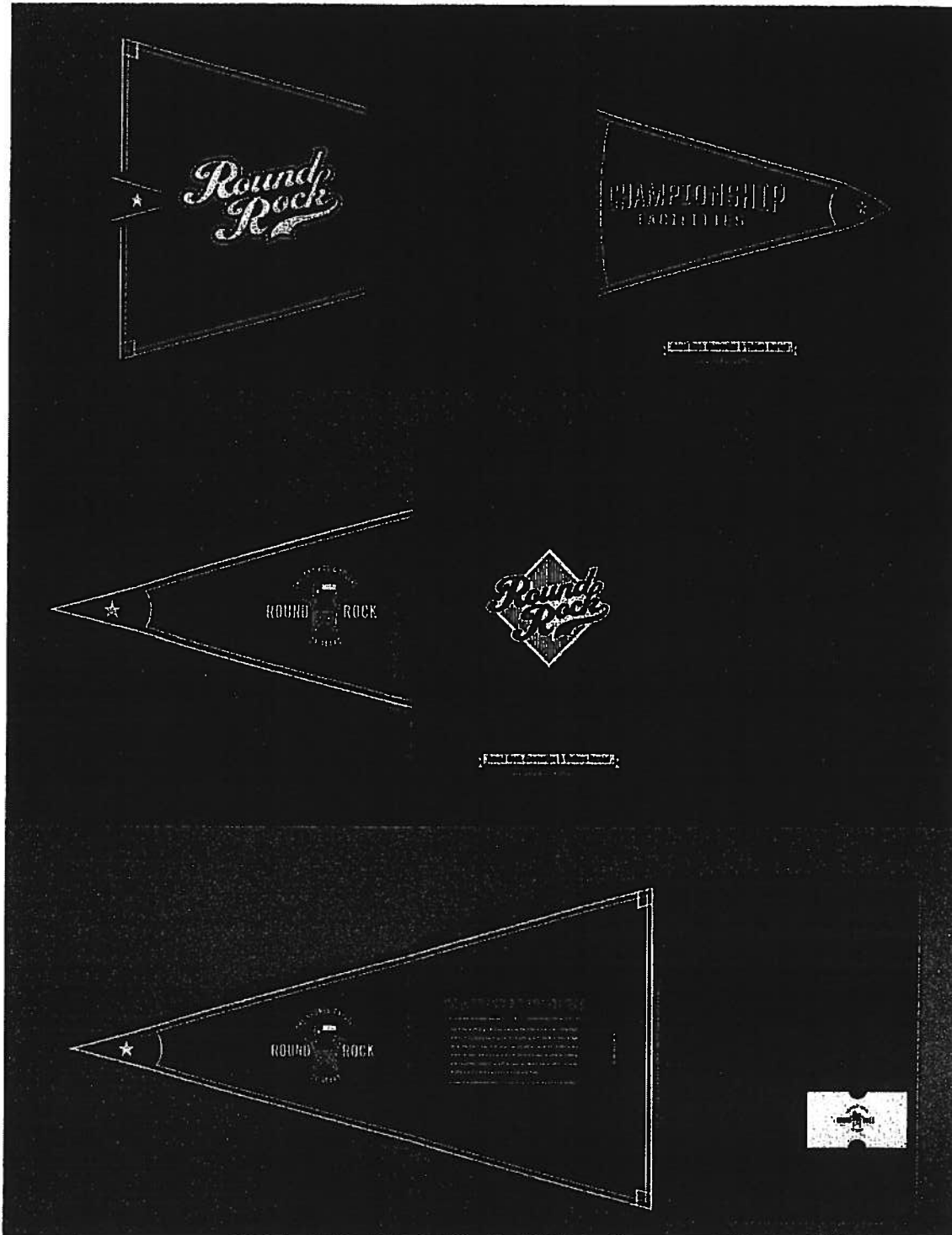
ROUND ROCK CVB - WEB BANNERS

We designed the web banners to match the print campaign and website, so that the entire brand message would be synergistic and tell one unified branding story.

Exhibit "B"



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ROUND ROCK CVB - PRESENTATION FOLDER

From opened to fully-closed, this folder screams sports. We were tasked with designing a folder that no one would throw away. This goal was accomplished by designing a unique folder like nothing that had been developed before. The folder completely unfolds and reveals a sports pennant. The folder was printed on thick paper and was fully "flocked" to give it a velvety sports pennant feeling.

Exhibit "B"



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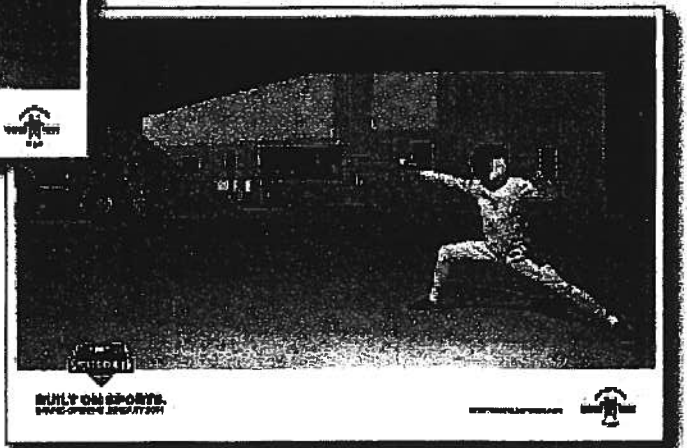
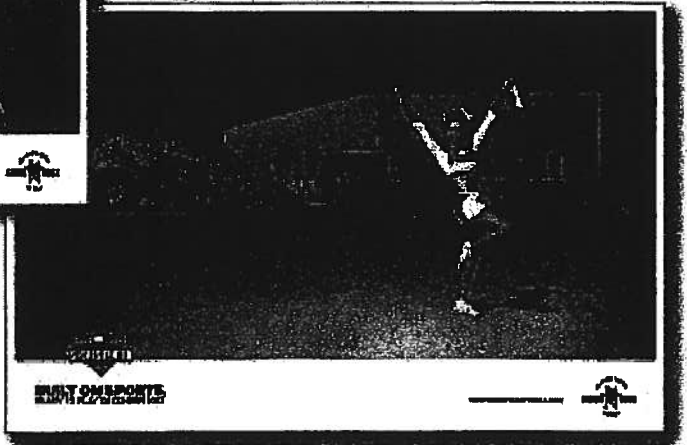
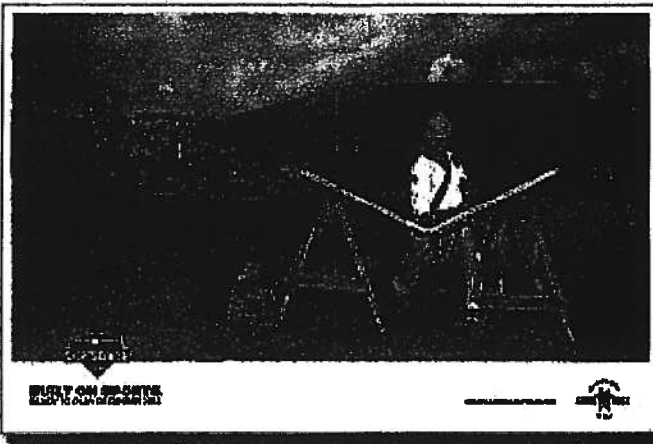
ROUND ROCK CVB - GROUNDBREAKING PLAQUE

To kick off the groundbreaking ceremony for the Round Rock Sports Center, we developed a unique giveaway: a bronze laser etched plaque of the official architectural rendering of the sports center. They turned out great and were in high demand.

Exhibit "B"



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ROUND ROCK CVB - PRINT CAMPAIGN

How do you show a sports center when it hasn't been built yet? By using different indoor sports characters as construction workers, we made a construction site relevant and beautiful to Round Rock's future. So instead of making the unfinished building and the rough-looking construction site the focal point of the ads, we focused on the sports that will one day be showcased within the facility. These ads also won the Campaign of the Year Award from the NASC.

Exhibit "B"



SPORTS CAPITAL OF TEXAS CAMPAIGN 2014

In our 2014 season, Arsenal and RRCVB created an awareness campaign to accomplish two key goals: first, to encourage sports and events planners to bring indoor sports to Round Rock to utilize their new Indoor Sports Center; second, to reinforce Round Rock's brand as the Sports Capital of Texas for amateur, youth, and recreational sports. The campaign targeted national sports event planners and sports decision-makers who have the ability to bring indoor sports tournaments to Round Rock. The advertising campaign consisted of three double-page full-color print ads. Each ad used custom photography mixed with handcrafted typography. These helped to showcase the new indoor sports that Round Rock CVB will now be able to host with their new state-of-the-art facility.

To make the advertising campaign more visually appealing, we used double-page spreads in all of the publications. The advertising campaign consisted of three print ads: all double-page full color magazine ads. In coordination with Austin-based photographer Scott Van Osdol, we shot custom photography based on the "Play Inside" concept. The actual ads were shot in-studio and we created the custom typography in post-production.

The double-page ads were published in issues of Sports Destination Management, Sports Travel, and Sports Events, with each publication having about 16,000 in circulation. From each publication we were able to generate approximately 48,000 impressions per month from our placed ad buys as well as online impressions from web banners associated with the publications.

With the addition of the new ads, we also updated the website to match the print campaign. We used Parallax in the design for ease of navigation. The site was also made responsive to work across desktops, laptops, and mobile devices. We also integrated and injected new SEO and SEM into the site.

The overall campaign was very cohesive and used the same concept and messaging throughout all of the print & digital ads, social media, and website to reinforce and to educate sports and event planners that Round Rock has an ability to host a variety of indoor sports. This supported our brand message by directly targeting our key market of national sports event-planners and sports decision-makers who are the key decision makers to bring indoor sports tournaments to Round Rock, Texas. Those factors helped to increase our brand recognition and helped to keep the Round Rock "Sports Capital of Texas" moniker at the top of minds amongst our target market. This campaign was also directly responsible for several pre-booked events and helped create and build brand awareness for the City of Round Rock.

We brought creativity to this new campaign by showing how type could be used in an interesting way to emphasize the unique motions that are used during sports. We had the motion of the different indoor sports characters of the campaign create the movement of the type. The campaign was designed to accomplish 2 key goals: First, to encourage sports and event planners to bring indoor sports to Round Rock to utilize their new Indoor Sports Center. Second, to reinforce Round Rock's brand as the "Sports Capital of Texas" for amateur, youth, and recreational sports.

RESULTS

- Increased brand awareness among 18,000 sports event planners, including many from the AAU (Amateur Athletic Union).
- Increased national awareness of the new indoor sports center, while encouraging sports and event planners to bring indoor sports to Round Rock.
- Reinforced Round Rock's brand as the Sports Capital of Texas for amateur, youth, and recreational sports..

Exhibit B



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- Increased Round Rock's

overall credibility as the Sports Capital of Texas.

- Demonstrated that a variety of indoor sports could now be hosted in Round Rock.
- Integrated campaign into other mediums.
- Increased ad presence in magazines and online.
- Continued to receive RFP requests, phone and email inquiries.
- Integration of the campaign through print, social media, web banners and website.
- Largest ad presence in magazines with premium positioning.

SERVICES PROVIDED

Branding, Print Advertising, Digital Media, Website, Paid Media Planning and Buying, Public Relations

Exhibit "B"



Exhibit "B"



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ROUND ROCK CVB

DOUBLE PAGE ADS - PRINT CAMPAIGN

Round Rock's 2014 print campaign featured indoor sports in celebration of the new indoor sports facility. We used actual athletes in the sports to highlight our "Play Inside" theme. We featured custom photography made from the sport being performed.

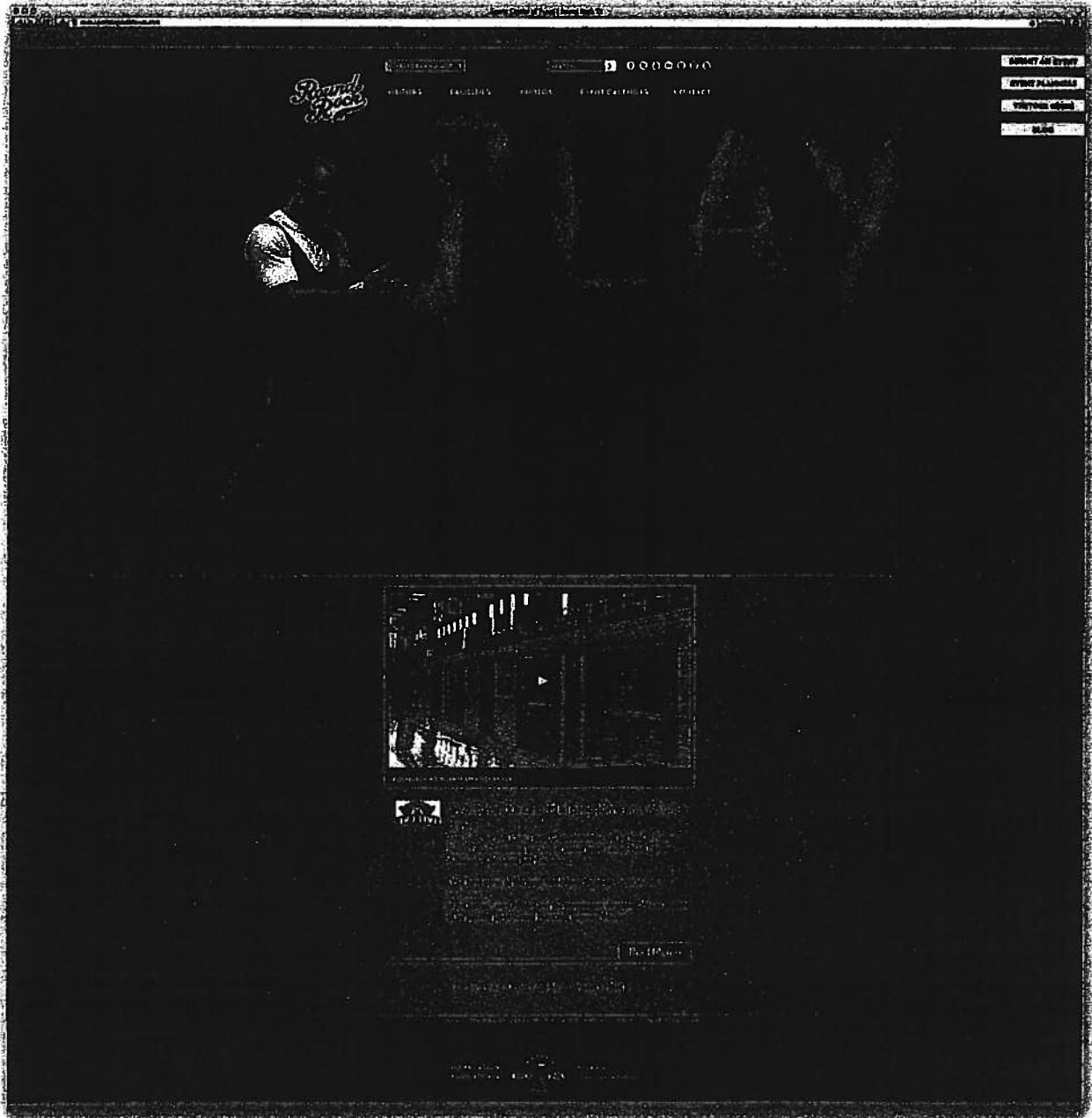


Exhibit "B"



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ROUND ROCK CVB

WEBSITE - www.SportsCapitalofTexas.com

With the addition of the new ads, we also updated the website to match the print campaign. We used parallax in the design for ease of navigation. Full screen images, clean design, and revised navigation were included in this update. The site was also made responsive to work across desktops, laptops, and mobile devices. We also implemented SEO and SEM strategies to help improve the website's performance.

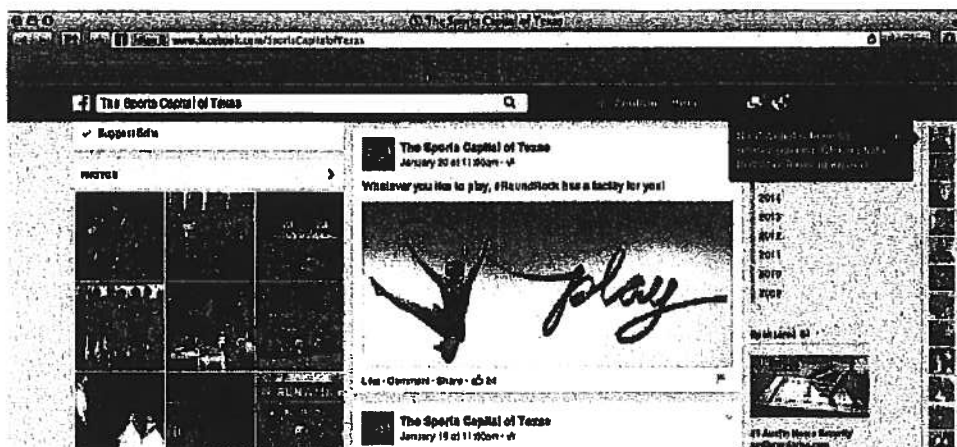


Exhibit "B"



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SOCIAL MEDIA

This year, we have focused on strategically moving RRCVB's social media forward and continuing to build upon the brand. We have also integrated our advertising campaigns within our social media to increase frequency and reach. Social media opens a line of communication between the Round Rock CVB and visitors to share content about the dining, lodging, sports facilities and upcoming events/tournaments. It also allows for a new avenue to drive traffic to the website.



Exhibit "B"



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SPORTS CENTER - PHOTOGRAPHY

All new branding materials needed to be designed and built for the new Round Rock Sports Center, this all starts with great photography. We hired one of the best architectural photographers in the world, Mark Knight, to give us a beautiful view of the exterior and interior of the new facility.

A



LOGO

This is the official logo to be used for all branded applications. It features the sports center building above the name, with an open-indoor court below.

B



"BUILDING" LOGO

This version logo is geared towards event-based applications to showcase the facility over the sport aspect. Apply to all non-sports related event marketing materials, collateral, etc.

C



"COURT" LOGO

This logo is an alternative for all sports-based applications. Can be applied to all sports-related materials such as sports apparel, printed rulebooks, etc.

D



"NAME" LOGO

Use this simple logotype for horizontal placement when needed for tight spaces such as online web banners. Other uses include non-graphic collateral such as: Invoice forms, faxes, RFP requests, documents and more.

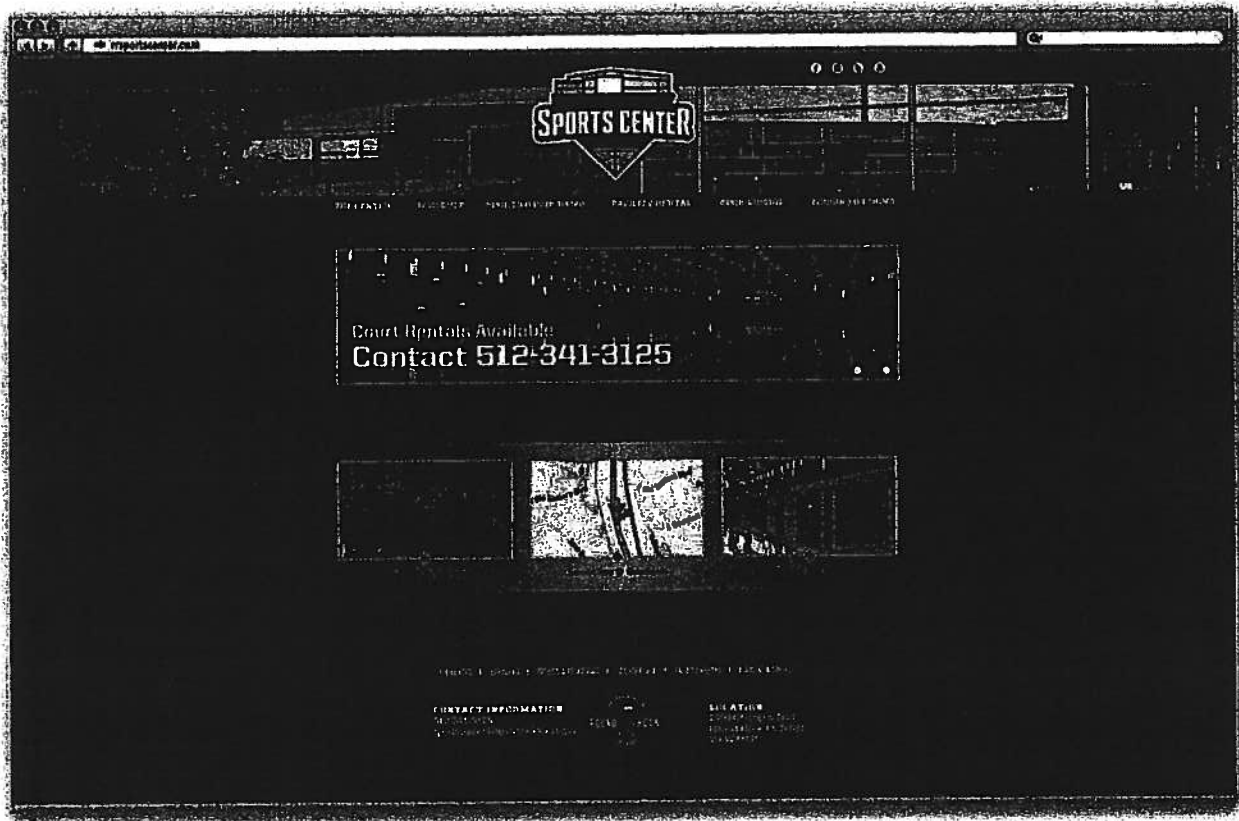
ROUND ROCK SPORTS CENTER - IDENTITY SYSTEM

The branding system that was designed for the Round Rock Sports Center was designed to be used and adapt to any application. From printing the logo on a wall to a ball, the logo is very versatile and can take a different form depending on the application that it is being used in.

Exhibit "B"



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ROUND ROCK SPORTS CENTER - WEBSITE - www.RRSPORTSCENTER.com

With the addition of the new indoor sports facility, we launched a new website featuring the new architectural photography. The site has a custom event calendar that can be easily updated. We also built a moving scoreboard that highlights the most recent events, the scoreboard is also a nod to the RRCVB's site. The site was also made responsive to work across desktops, laptops, and mobile devices.

Exhibit "B"



SPORTS CAPITAL OF TEXAS CAMPAIGN 2017

In our 2017 season, the brand new Round Rock Multipurpose Complex opening was the talk of the town in Round Rock. This high-profile world-class tournament facility needed an introduction campaign to inform residents and visitors of its capabilities. Arsenal partnered with the RRCVB to release a teaser and grand opening campaign that was created to integrate with a wide variety of media. It existed in print, online as digital banners, and within promoted social media advertisements to create the look and feel of a cohesive campaign.

Alongside the teaser and opening campaign, we collaborated with world-renowned photographer Mark Knight to produce a beautiful brochure that highlighted all features of the Complex with custom photography. In addition, we created a new responsive website for the RRMPC that was designed for easy editing and expansion, optimum UI/UX, SEO and SEM, and versatility across all devices.

Catering toward an increasingly digital-minded audience, we amped up our social media channels to engage our online community and inform them of local sporting events. The numbers we received in fan engagement showed off-the-charts improvement over previous years.

Complementing our heavy sports marketing was a project designed to target tournament planners and promoters to show them what Round Rock has to offer outside of sports facilities. The Round Rock Overview Brochure was created to give visitors a broad look at a wide variety of city attractions that appeal to all ages and personalities. In a similar vein, we created an Overview video scored with a custom soundtrack and videography that highlighted local Round Rock attractions. And finally, to round out the year's digital media production, we created a 360-degree drone aerial tour to contextualize the city of Round Rock and the proximity of its sports facilities to shopping, dining and lodging destinations.

RESULTS

- Evolved the brand to be more up-to-date with digital media and video
- Over 53,000 users visited the website over 65,000 times and viewed over 119,000 pages
- Growth of Facebook fan base by 20% with total engagements of over 31,000
- Saw great success with video on social media – over 175,000 total views this year
- Secured more than two dozen press articles in print and TV media about the launch of RRMPC, FC Barcelona, and Quidditch Cup
- Increased national awareness of the new Round Rock Multipurpose Complex, while encouraging sports and event planners to bring outdoor field sports to Round Rock
- Reinforced Round Rock's brand as the Sports Capital of Texas for amateur, youth, and recreational sports
- Demonstrated that a variety of outdoor field sports could now be hosted in Round Rock
- Integration of the campaign through print, social media, web banners and website
- Increased brand awareness amongst 18,000 sports event planners.

SERVICES PROVIDED

Branding, Print Advertising, Digital Media, Website, Paid Media Planning and Buying, Public Relations

Exhibit "B"



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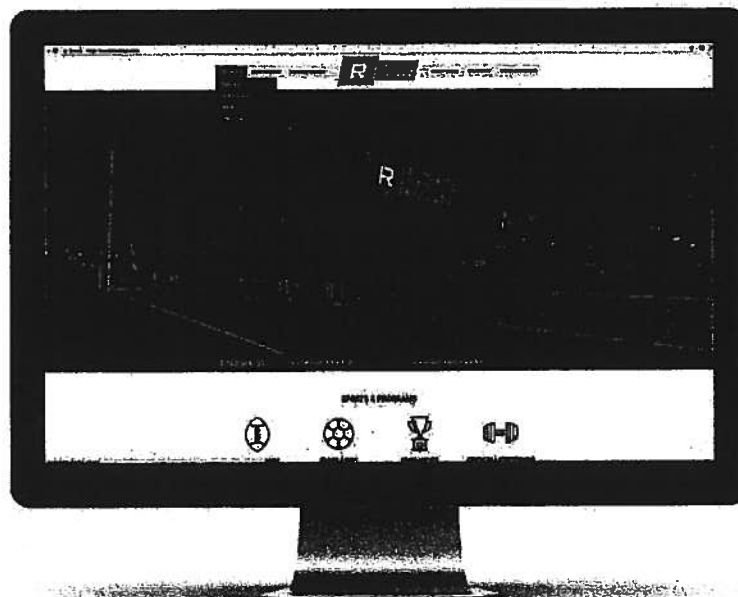
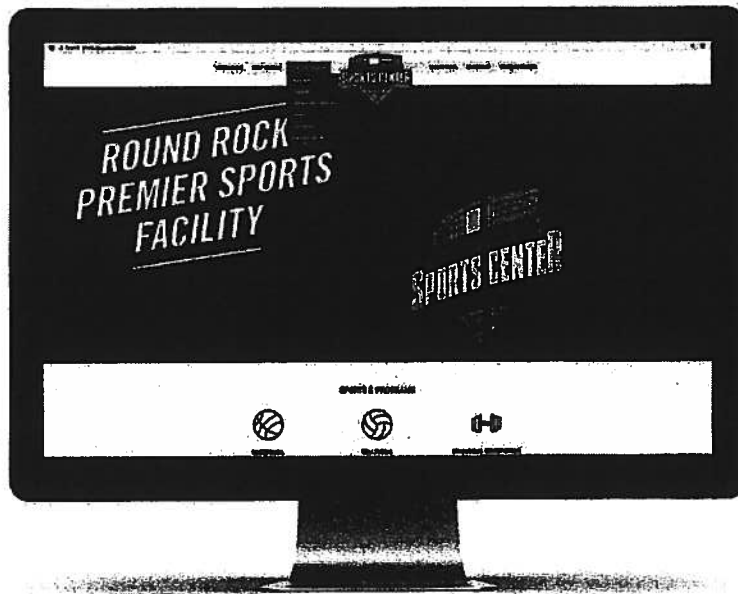
ROUND ROCK CVB DOUBLE PAGE ADS - PRINT CAMPAIGN

Round Rock's 2017 teaser and grand opening campaign for the Round Rock Multipurpose Complex featured amateur sports enthusiasts with faces of surprise – conveying the anticipation visitors had for the new complex. The campaign rolled out onto multiple media including print, digital banners, and promoted social media.

Exhibit "B"



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ROUND ROCK CVB - RR SPORTS CENTER WEBSITE & ROUND ROCK MPC WEBSITE

We created new responsive websites for the Round Rock Multipurpose Complex and Round Rock Sports Center. Both sites are built on the same content management system as the Sports Capital of Texas that allows for simple updates, easy SEO/SEM optimization, UI/UX navigation and versatility across all screens.

Exhibit "B"



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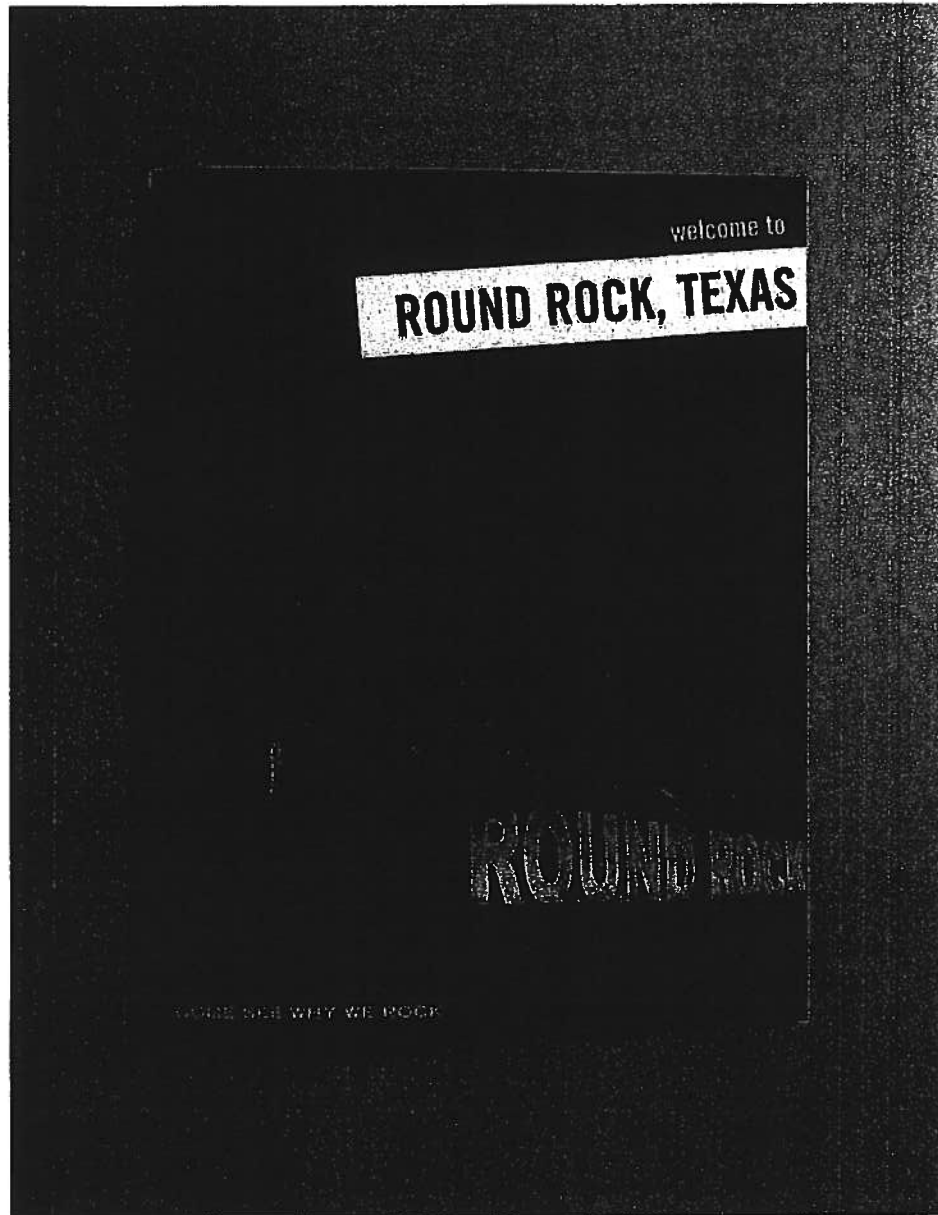
ROUND ROCK CVB - SOCIAL MEDIA

We maintained social media channels and worked to integrate our promotional campaigns for the grand opening of the Round Rock Multipurpose Complex. We were able to reach and target a new audience in this manner. We also experienced a vast increase in engagement with our custom digital media videos and assets.

Exhibit "B"



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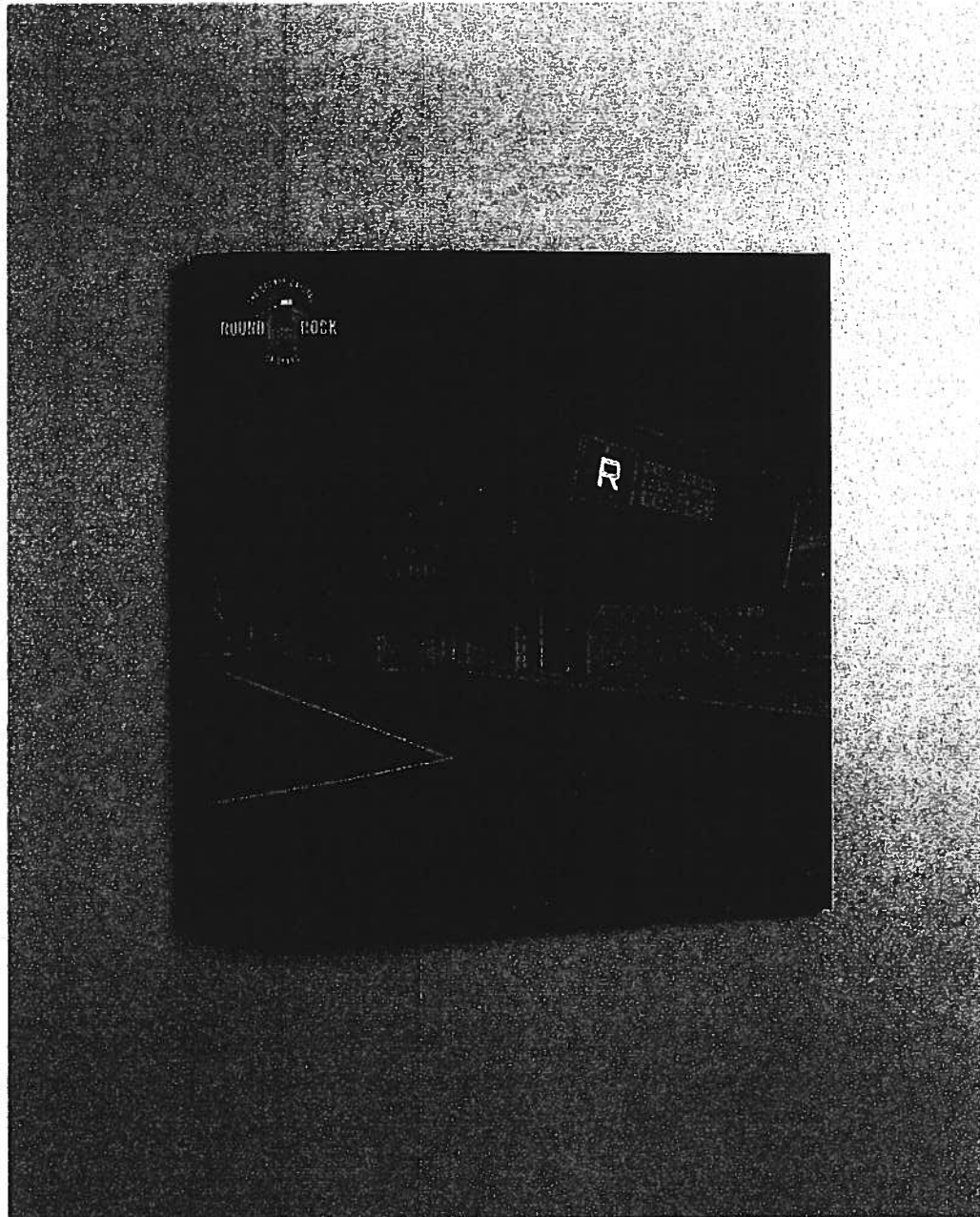
ROUND ROCK CVB - OVERVIEW BROCHURE

The Overview Brochure features big, bold photography and will be given to sports planners and destination planners; they provide Round Rock the opportunity to showcase popular attractions outside of the worldclass sports facilities.

Exhibit "B"



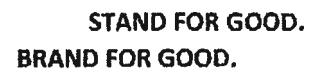
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ROUND ROCK CVB - ROUND ROCK MPC BROCHURE

Featuring beautiful custom photography and highlighting all capabilities of the Round Rock Multipurpose Complex, the brochure captures the field layout and amenities of the RRMPC.

Exhibit "B"

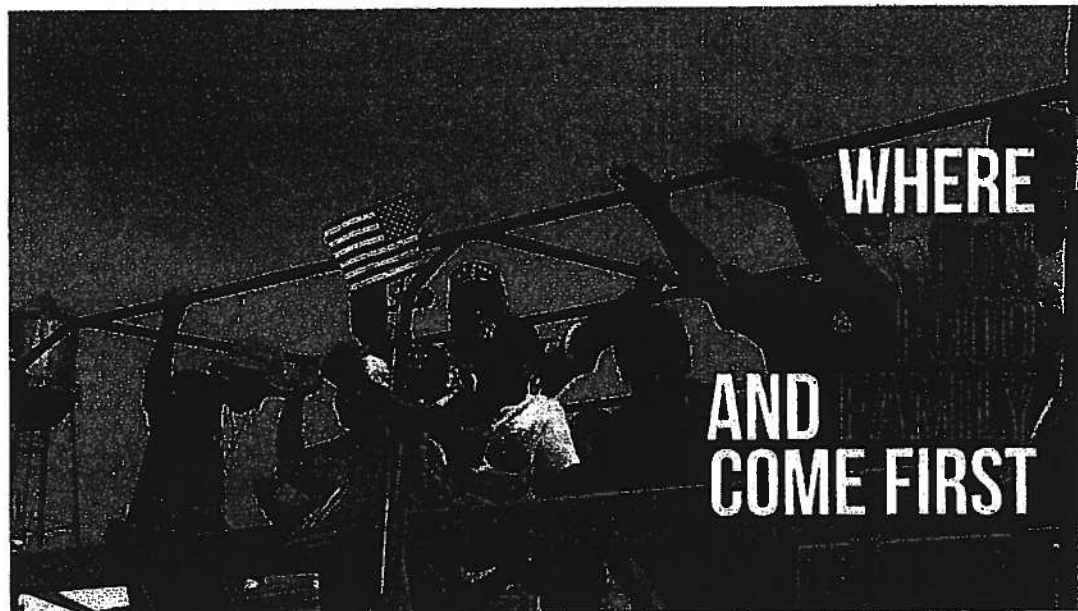
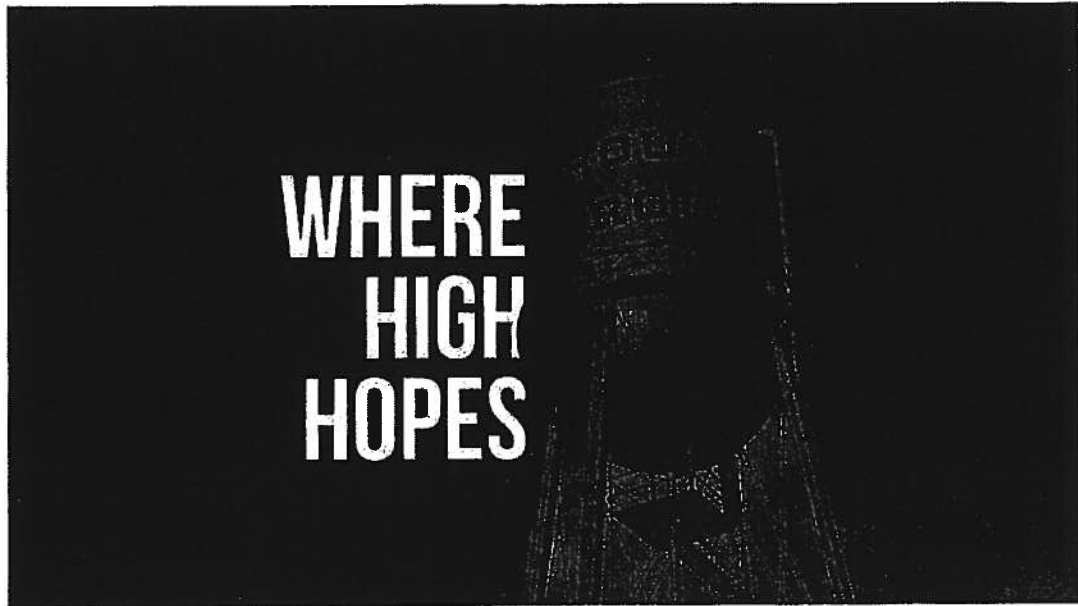


We were able to target a wide range of sports planners with a custom E-Blast containing information about the newly-opened Round Rock Multipurpose Complex. This email message complemented our print and digital campaign with Sports Destination Management.

Exhibit "B"



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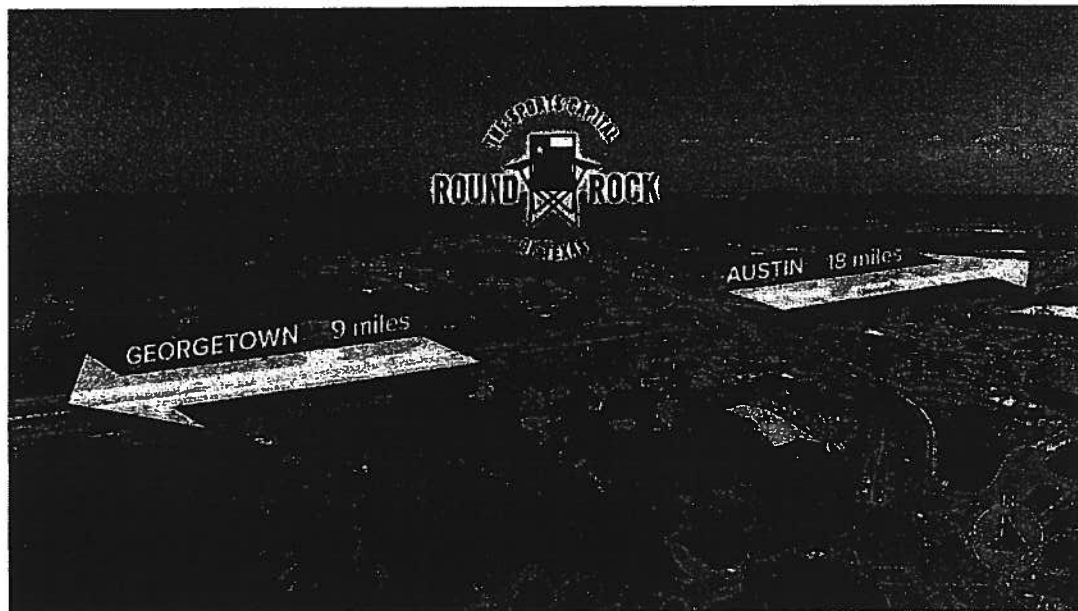
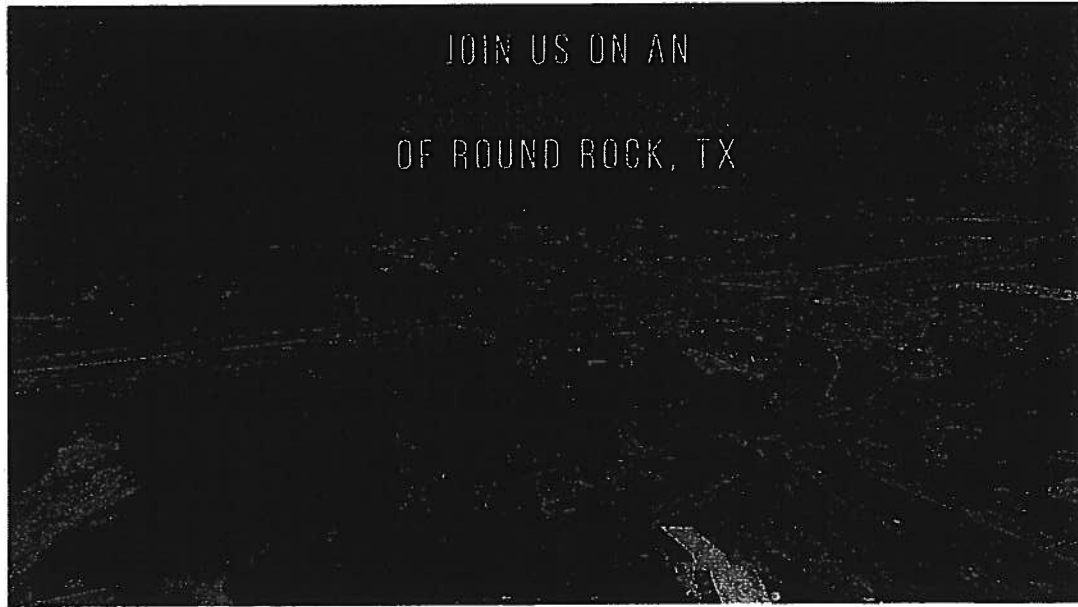
ROUND ROCK CVB - OVERVIEW VIDEO

This year, we produced a video that featured custom footage from all over Round Rock. A lively soundtrack and vibrant images creates a captivating depiction of Round Rock and all that it offers.

Exhibit "B"



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ROUND ROCK CVB - ROUND ROCK AERIAL TOUR VIDEO

We utilized new technology to create a 360-degree, drone photography virtual tour of Round Rock. The video tour shows our popular sports facilities in proximity to all of the other shopping, dining and lodging options found within the City. This video will live on the website and we believe at this time it is the first of its kind within the destination marketing category.

Exhibit "B"



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(ATTACHMENTS A, B, & C)

Exhibit "B"

City of Round Rock
Round Rock Convention & Visitors Bureau
Marketing & Advertising Consulting Services
RFQ No. 17-024
Class 918 / Item 76
October 2017

**ATTACHMENT A
REFERENCE SHEET**

NOTE: RESPONDENTS SHALL COMPLETE AND RETURN THIS ATTACHMENT WITH THEIR QUALIFICATIONS. FAILURE TO DO SO MAY RESULT IN DISQUALIFICATION OF THE QUALIFICATIONS.

Respondent (Company): _____ Arsenal Advertising, LLC

Name (Typed / printed): _____ Anne Marie Scharrer

Telephone number: _____ 512-320-9090

E-mail Address: _____ annemarie@mightyarsenal.com

Provide the name, address, telephone number and E-mail address of at least three (3) references from firms of comparable size that have utilized similar service. Include description, contact names, position, company name, e-mail address and telephone number for each reference listed. Any negative responses received may be grounds for disqualification of Respondent's request for qualifications response. City of Round Rock references are not applicable. References may be checked prior to contract award.

Brand Strategy, Identity Design (logo, tagline, colors, fonts, etc.), Market Research,
Description of Services: Media Planning and Buying, Social Media, Print and Digital Assets, Print and Digital Advertising, SEO/SEM, Website Design, Copywriting, Photography, Videography

Name of Contact:

Adena Lewis

Title of Contact:

Bastrop County Director of Tourism and Economic Development

Company Name:

Bastrop County Tourism

Exhibit "B"

City of Round Rock
Round Rock Convention & Visitors Bureau
Marketing & Advertising Consulting Services
RFQ No. 17-024
Class 918 / Item 76
October 2017

E-Mail Address: adena.lewis@co.bastrop.tx.us

Telephone #: 512-581-4011

Fax #: 512-581-7178

**ATTACHMENT A
REFERENCE SHEET
(Continued)**

NOTE: RESPONDENTS SHALL COMPLETE AND RETURN THIS ATTACHMENT WITH THEIR QUALIFICATIONS. FAILURE TO DO SO MAY RESULT IN DISQUALIFICATION OF THE QUALIFICATIONS.

Respondent (Company): Arsenal Advertising, LLC

Name (Typed / printed): Anne Marie Scharrer

Telephone number: 512-320-9090

E-mail Address: annemarie@mightyarsenal.com

Provide the name, address, telephone number and E-mail address of at least three (3) references from firms of comparable size that have utilized similar service. Include description, contact names, position, company name, e-mail address and telephone number for each reference listed. Any negative responses received may be grounds for disqualification of Respondent's request for qualifications response. City of Round Rock references are not applicable. References may be checked prior to contract award.

Brand Strategy, Identity Design (logo, tagline, colors, fonts, etc.), Market Research,

Exhibit "B"

City of Round Rock
Round Rock Convention & Visitors Bureau
Marketing & Advertising Consulting Services
RFQ No. 17-024
Class 918 / Item 76
October 2017

Description of Services: Print and Digital Assets, Print and Digital Advertising, Copywriting, Signage,
Videography, Out-of-Home Advertising

Name of Contact:

Ryan Roach

Title of Contact:

President

Company Name:

Mineral Wells Area Chamber of Commerce & Visitors Bureau

E-Mail Address: ryan@mineralwellstx.com

Telephone #: 940-325-2557 (o)
817-228-5626 (c)

Fax #:

940-328-0850

**ATTACHMENT A
REFERENCE SHEET
(Continued)**

**NOTE: RESPONDENTS SHALL COMPLETE AND RETURN THIS ATTACHMENT WITH THEIR
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Respondent (Company): _____ Arsenal Advertising, LLC

Name (Typed / printed): _____ Anne Marie Scharrer

Exhibit "B"

City of Round Rock
Round Rock Convention & Visitors Bureau
Marketing & Advertising Consulting Services
RFQ No. 17-024
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October 2017

Telephone number: _____ 512-320-9090

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Provide the name, address, telephone number and E-mail address of at least three (3) references from firms of comparable size that have utilized similar service. Include description, contact names, position, company name, e-mail address and telephone number for each reference listed. Any negative responses received may be grounds for disqualification of Respondent's request for qualifications. City of Round Rock references are not applicable. References may be checked prior to contract award.

Brand Strategy, Identity Design (logo, tagline, colors, fonts, etc.), Market Research,

Description of Services: Media Planning and Buying, Radio Advertising, Print and Digital Advertising, Print and Digital Assets, Social Media, SEO/SEM, Copywriting, Photography

Name of Contact:

Veronica Brown

Title of Contact:

Associate Director of Communications

Company Name:

Lone Star Circle of Care

E-Mail Address:

vbrown@lscctx.org

Telephone #:

512-686-0207 ext. 10120

Fax #:

Exhibit "B"

City of Round Rock
Round Rock Convention & Visitors Bureau
Marketing & Advertising Consulting Services
RFQ No. 17-024
Class 918 / Item 76
October 2017

512-869-8502

Exhibit "B"

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City of Round Rock
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ATTACHMENT B

QUALIFICATIONS SUBMITTAL FORM AND EXECUTION OF QUALIFICATIONS

NOTE: RESPONDENTS SHALL COMPLETE AND RETURN THIS ATTACHMENT WITH THEIR QUALIFICATIONS. FAILURE TO DO SO MAY RESULT IN DISQUALIFICATION OF THE QUALIFICATIONS.

By signature hereon, the Respondent certifies that:

All statements and information prepared and submitted in the response to this RFQ are current, complete and accurate.

He/she has not given, offered to give, nor intends to give at any time hereafter, any economic opportunity, future employment, gift, loan gratuity, special discount, trip, favor, or service to a City employee in connection with the submitted response. Failure to sign the Execution of Qualifications or signing it with a false statement shall void the submitted offer or any resulting contracts.

Respondent represents and warrants that the individual signing this Execution of Qualifications is authorized to sign this document on behalf of the Respondent and to bind the Respondent under any contract resulting from this request for qualifications.

RESPONDENT (COMPANY): Arsenal Advertising, LLC

SIGNATURE (IN INK): Anne Marie Scharrer

NAME (TYPED/PRINTED): Anne Marie Scharrer

TITLE: CEO **DATE:** 10/25/17

STREET: 1201 W. 6th Street, Suite C

CITY/STATE/ZIP: Austin, Texas 78703

TELEPHONE AND FAX/SCMILE NO.: 512-320-9090 (o)
512-330-4496 (f)

E-MAIL ADDRESS: annemarie@mightyarsenal.com

City of Round Rock
Round Rock Convention & Visitors Bureau
Marketing & Advertising Consulting Services
RFQ No. 17-024
Class 918 / Item 76
October 2017

ATTACHMENT B

(Continued)

QUALIFICATIONS SUBMITTAL FORM AND EXECUTION OF QUALIFICATIONS

NOTE: RESPONDENTS SHALL COMPLETE AND RETURN THIS ATTACHMENT WITH THEIR QUALIFICATIONS. FAILURE TO DO SO MAY RESULT IN DISQUALIFICATION OF THE QUALIFICATIONS.

FEDERAL TAX IDENTIFICATION NUMBER (FIN): 46-5359427

By submitting a response to this solicitation, the Respondent agrees that the City's standard Definitions, Terms and Conditions, in effect at the time of release of the solicitation, shall govern unless specifically provided otherwise in a separate agreement or on the face of a purchase order. Said Definitions, Terms and Conditions are subject to change without notice. It is the sole responsibility of respondents to stay apprised of changes. In addition to the above General Terms and Conditions listed in Section IV, the City's Definitions, Terms and Conditions shall be enforced and part of the contract and can be obtained from the City's website at:

<https://www.roundrocktexas.gov/departments/purchasing/purchasing-active-solicitations/>

City of Round Rock
Round Rock Convention & Visitors Bureau
Marketing & Advertising Consulting Services
RFQ No. 17-024
Class 918 / Item 76
October 2017

ATTACHMENT C

ADDENDUM ACKNOWLEDGMENT FORM

NOTE: IF ADDENDUMS HAVE BEEN ISSUED, RESPONDENTS SHALL COMPLETE AND RETURN THIS ATTACHMENT WITH THEIR QUALIFICATIONS. FAILURE TO DO SO MAY RESULT IN DISQUALIFICATION OF THE QUALIFICATIONS.

ADDENDA ACKNOWLEDGMENT: The undersigned acknowledges the receipt of the following Addenda:

Addendum #: 1 Dated: 10/18/17

Addendum #: _____ Dated: _____

Addendum #: _____ Dated: _____

Addendum #: _____ Dated: _____

Addendum #: _____ Dated: _____

Respondent (Company): Arsenal Advertising, LLC

Signature (In Ink): Anne Marie Scharrer

Name
(Typed/printed): Anne Marie Scharrer

Title: CEO Date: 10/25/17