

**EXHIBIT****"A"**

**CITY OF ROUND ROCK AGREEMENT  
FOR PROFESSIONAL CONSULTING SERVICES RELATED TO  
COMMUNICATION AND MARKETING SERVICES WITH  
ARSENAL ADVERTISING, LLC**

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

THIS AGREEMENT for professional consulting services related to the City of Round Rock's communication and marketing services (the "Agreement"), is made by and between the CITY OF ROUND ROCK, a Texas home-rule municipal corporation with offices located at 221 East Main Street, Round Rock, Texas 78664-5299 (the "City"), and ARSENAL ADVERTISING, LLC, located at 1201 West 6<sup>th</sup> Street, Suite C, Austin, Texas 78703 (the "Consultant").

**RECITALS:**

**WHEREAS**, consulting services pertaining to communication and marketing services for the City are desired by the City; and

**WHEREAS**, City desires to contract with Consultant for said communication and marketing services; and

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

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

**NOW, THEREFORE, WITNESSETH:**

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

**1.0 EFFECTIVE DATE, DURATION, AND TERM**

A. This Agreement shall be effective on the date this Agreement has been signed by each party hereto, and shall remain in full force and effect unless and until it expires by operation of the term indicated herein, or is terminated or extended as provided herein.

B. The term of this Agreement shall be for sixty (60) months from the effective date hereof.

C. City and the Consultant reserve the right to review the Agreement at any time, and may elect to terminate the Agreement with or without cause or may elect to continue.

## **2.0 SCOPE OF SERVICES**

For purposes of this Agreement, Consultant has issued its Scope of Services. Such Scope of Services is attached as Exhibit "A" and incorporated herein for all purposes. This Agreement, including all exhibits, shall evidence the entire understanding and agreement between the parties and shall supersede any prior proposals, correspondence or discussions.

Consultant shall satisfactorily provide all services described under the attached Scope of Services within the contract term specified in Section 1.0. Consultant's undertakings shall be limited to performing services for City and/or advising City concerning those matters on which Consultant has been specifically engaged. Consultant shall perform its services in accordance with this Agreement, in accordance with any appended exhibits, in accordance with due care, and in accordance with prevailing consulting industry standards for comparable services.

## **3.0 PAYMENT FOR SERVICES; SUPPLEMENTAL AGREEMENTS**

Payment for Reimbursable Expenses: There shall be no payment for reimbursable expenses in this Agreement.

Not-to-Exceed Total: In consideration for the professional services to be performed by Consultant, City agrees to pay Consultant a total sum not-to-exceed **Four Hundred Thirty-Three Thousand and No/100 Dollars (\$433,000.00) per year** for a total not-to-exceed amount of **Two Million One Hundred Sixty-Five Thousand and No/100 Dollars (\$2,165,000.00)** for the term of this Agreement. This amount represents the absolute limit of City's liability to Consultant hereunder unless same shall be changed by additional Supplemental Agreement, and City shall pay, strictly within the confines of the not-to-exceed sum recited herein, Consultant's professional fees for work done on behalf of City.

Supplemental Agreements: The terms of this Agreement may be modified by written Supplemental Agreement, duly authorized by City Council or City Manager action, if City determines that there has been a significant change in (1) the scope, complexity, or character of the services to be performed; or (2) the duration of the work. Any such Supplemental Agreement must be executed by both parties within the period specified as the term of this Agreement. Consultant shall not perform any work or incur any additional costs prior to the execution by both parties of such Supplemental Agreement. Consultant shall make no claim for extra work done or materials furnished unless and until there is full execution of any Supplemental Agreement, and City shall not be responsible for actions by Consultant nor for any costs incurred by Consultant relating to additional work not directly authorized by Supplemental Agreement.

#### **4.0 TERMS OF PAYMENT**

Invoices: To receive payment, Consultant shall prepare and submit a series of monthly detailed invoices to City for services rendered. Each invoice for professional services shall detail the services performed, along with documentation. All payments to Consultant shall be made on the basis of the invoices submitted by Consultant and approved by City.

Should additional backup material be requested by City, Consultant shall comply promptly. In this regard, should City determine it necessary, Consultant shall make all records and books relating to this Agreement available to City for inspection and auditing purposes.

If City has any dispute with work performed, then City shall notify Consultant within thirty (30) days after receipt of invoice. In the event of any dispute regarding the work performed, then and in that event, Consultant shall either (a) satisfactorily re-perform the disputed services or (b) provide City with an appropriate credit.

Payment of Invoices: City reserves the right to correct any error that may be discovered in any invoice that may have been paid to Consultant and to adjust same to meet the requirements of this Agreement. Following approval of invoices, City shall endeavor to pay Consultant promptly, but no later than the time period required under the Texas Prompt Payment Act described in Section 8.0 herein. Under no circumstances shall Consultant be entitled to receive interest on payments which are late because of a good faith dispute between Consultant and City or because of amounts which City has a right to withhold under this Agreement or state law. City shall be responsible for any sales, gross receipts or similar taxes applicable to the services, but not for taxes based upon Consultant's net income.

#### **5.0 REQUIRED REPORTS**

Consultant agrees to provide City with any necessary detailed final written reports, together with all information gathered and materials developed during the course of the project. Additionally, Consultant agrees to provide City with any necessary oral presentations of such detailed final written reports, at City's designation and at no additional cost to City.

#### **6.0 LIMITATION TO SCOPE OF WORK**

Consultant and City agree that the scope of services to be performed is generally enumerated in Exhibit "A." Notwithstanding anything herein to the contrary, the parties agree that City retains absolute discretion and authority for all funding decisions, such decisions to be based solely on criteria accepted by City which may be influenced by but not be dependent on Consultant's work.

#### **7.0 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.

## **8.0 PROMPT PAYMENT POLICY**

In accordance with Chapter 2251, V.T.C.A., Texas Government Code, 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:

- (1) 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
- (2) 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;
- (3) The terms of a federal contract, grant, regulation, or statute prevent City from making a timely payment with federal funds; or
- (4) The invoice is not mailed to City in strict accordance with any instruction on the purchase order relating to the payment.

## **9.0 TERMINATION**

This Agreement may be terminated for any of the following conditions:

- (1) By City for reasons of its own, with or without cause, and not subject to the mutual consent of any other party, such termination notice to be given in writing to the other party not less than thirty (30) days prior to termination.
- (2) By mutual agreement and consent of the parties, such agreement to be in writing.
- (3) By either party for failure by the other party to perform the services set forth herein in a satisfactory manner, such termination notice to be given in writing to the other party.
- (4) By either party for failure by the other party to fulfill its obligations herein.
- (5) By satisfactory completion of all services and obligations described herein.

Should City terminate this Agreement as herein provided, no fees other than fees due and payable at the time of termination shall thereafter be paid to Consultant. City shall pay Consultant for all uncontested services performed to date of notice of termination.

If either party defaults in performance of this Agreement or if City terminates this Agreement for default on the part of the other party, then City shall give consideration to the actual costs incurred by Consultant in performing the work to the date of default. The cost of the work that is useable to City, the cost to City of employing another firm to complete the useable work, and other factors will affect the value to City of the work performed at the time of default.

The termination of this Agreement and payment of an amount in settlement as set forth above shall extinguish all rights, duties, and obligations of City and the terminated party to fulfill contractual obligations. Termination under this section shall not relieve the terminated party of any obligations or liabilities which occurred prior to cancellation.

## **10.0 INDEPENDENT CONTRACTOR STATUS**

Consultant is an independent contractor, and is not City's employee. Consultant's employees or subcontractors are not City's employees. This Agreement does not create a partnership, employer-employee, or joint venture relationship. No party has authority to enter into contracts as agent for the other party. Consultant and City agree to the following rights consistent with an independent contractor relationship:

- (1) Consultant has the right to perform services for others during the term hereof.
- (2) Consultant has the sole right to control and direct the means, manner and method by which services required by this Agreement will be performed.
- (3) Consultant has the right to hire assistants as subcontractors, or to use employees to provide the services required by this Agreement.
- (4) Consultant or its employees or subcontractors shall perform services required hereunder, and City shall not hire, supervise, or pay assistants to help Consultant.
- (5) Neither Consultant nor its employees or subcontractors shall receive training from City in skills necessary to perform services required by this Agreement.
- (6) City shall not require Consultant or its employees or subcontractors to devote full time to performing the services required by this Agreement.
- (7) Neither Consultant nor its employees or subcontractors are eligible to participate in any employee pension, health, vacation pay, sick pay, or other fringe benefit plan of City.

## **11.0 NON-SOLICITATION**

All parties hereto agree that they shall not directly or indirectly solicit for employment, employ, or otherwise retain staff of the other during the term of this Agreement.

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## **12.0 CONFIDENTIALITY; AND MATERIALS OWNERSHIP**

Any and all programs, data, or other materials furnished by City for use by Consultant in connection with services to be performed under this Agreement, and any and all data and information gathered by Consultant, shall be held in confidence by Consultant as set forth hereunder. All parties agree to hold all confidential information in the strictest confidence and not make any use thereof other than for the performance of this Agreement. Notwithstanding the foregoing, the parties recognize and understand that City is subject to the Texas Public Information Act and its duties run in accordance therewith.

Any and all materials created and developed by Consultant in connection with services performed under this Agreement, including all trademark and copyright rights, shall be the sole property of City at the expiration of this Agreement.

## **13.0 WARRANTIES**

Consultant warrants that all services performed hereunder shall be performed consistent with generally prevailing professional or industry standards, and shall be performed in a professional and workmanlike manner. Consultant shall re-perform any work not in compliance with this warranty.

## **14.0 INDEMNIFICATION**

Consultant agrees to hold harmless, exempt, and indemnify City, its officers, agents, directors, servants, representatives and employees, from and against any and all suits, actions, legal proceedings, demands, costs, expenses, losses, damages, fines, penalties, liabilities and claims of any character, type, or description, including but not limited to any and all expenses of litigation, court costs, attorneys' fees and all other costs and fees incident to any work done as a result hereof.

To the extent allowable by law, City agrees to hold harmless, exempt, and indemnify Consultant, its officers, agents, directors, servants, representatives and employees, from and against any and all suits, actions, legal proceedings, demands, costs, expenses, losses, damages, fines, penalties, liabilities and claims of any character, type, or description, including but not limited to any and all expenses of litigation, court costs, attorneys fees and all other costs and fees incident to any work done as a result hereof.

In no event shall either party be liable to the other for special or consequential damages, statutory or otherwise.

## **15.0 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 may assign any rights or delegate any duties hereunder without the other's prior written approval.

## **16.0 LOCAL, STATE AND FEDERAL TAXES**

Consultant shall pay all income taxes, and FICA (Social Security and Medicare taxes) incurred while performing services under this Agreement. City will not do the following:

- (1) Withhold FICA from Consultant's payments or make FICA payments on its behalf;
- (2) Make state and/or federal unemployment compensation contributions on Consultant's behalf; or
- (3) Withhold state or federal income tax from any of Consultant's payments.

If requested, City shall provide Consultant with a certificate from the Texas State Comptroller indicating that City is a non-profit corporation and not subject to State of Texas Sales and Use Tax.

## **17.0 COMPLIANCE WITH LAWS, CHARTER AND ORDINANCES**

Consultant, its consultants, agents, employees and subcontractors shall comply with all applicable federal and state laws, the Charter and Ordinances of the City of Round Rock, as amended, and all applicable rules and regulations promulgated by local, state and national boards, bureaus and agencies. Consultant shall further obtain all permits, licenses, trademarks, copyrights, and the like required in the performance of the services contracted for herein, and same shall belong solely to City at the expiration of the term of this Agreement.

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

## **18.0 FINANCIAL INTEREST PROHIBITED**

Consultant covenants and represents that Consultant, its officers, employees, agents, consultants and subcontractors will have no financial interest, direct or indirect, in the purchase or sale of any product, materials or equipment that will be recommended or required hereunder.

## **19.0 DESIGNATION OF CITY REPRESENTATIVE**

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

Chad McKenzie  
Sports Management and Tourism Director  
221 East Main Street  
Round Rock, Texas 78664  
Telephone: (512) 218-5488  
Email: [cmckenzie@roundrocktexas.gov](mailto:cmckenzie@roundrocktexas.gov)

## **20.0 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 recipient's address as stated herein; 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 6<sup>th</sup> Street, Suite C  
Austin, TX 78703

### Notice to City:

City of Round Rock  
City Manager  
221 East Main Street  
Round Rock, TX 78664

### AND TO:

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

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



## **21.0 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 Texas.

## **22.0 EXCLUSIVE AGREEMENT**

The terms and conditions of this Agreement, including any appended exhibits, constitute the entire agreement between the parties and supersede all previous communications, representations, and agreements, either written or oral, with respect to the subject matter hereof. No modifications of this Agreement will be binding on any of the parties unless acknowledged in writing by the duly authorized governing body or representative for each party.

## **23.0 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.

## **24.0 ATTORNEYS FEES**

In the event that any lawsuit is brought by one party against any of the other parties in connection with this Agreement, the prevailing party shall be entitled to seek to recover its reasonable costs and reasonable attorney fees.

## **25.0 FORCE MAJEURE**

Notwithstanding any other provisions of this Agreement to the contrary, no failure, delay or default in performance of any obligation hereunder shall constitute an event of default or a breach of this Agreement, only to the extent that such failure to perform, delay or default arises out of causes beyond control and without the fault or negligence of the party otherwise chargeable with failure, delay or default; including but not limited to acts of God, acts of public enemy, civil war, insurrection, riots, fires, floods, explosion, theft, earthquakes, natural disasters or other casualties, strikes or other labor troubles, which in any way restrict the performance under this Agreement by the parties.

Consultant shall not be deemed to be in default of its obligations to City if its failure to perform or its substantial delay in performance is due to City's failure to timely provide requested information, data, documentation, or other material necessary for Consultant to perform its obligations hereunder.

## **26.0 SEVERABILITY**

The invalidity, illegality, or unenforceability of any provision of this Agreement or the occurrence of any event rendering any portion of 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 of 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 Article shall not prevent this entire Agreement from being void should a provision which is of the essence of this Agreement be determined void.

## **27.0 STANDARD OF CARE**

Consultant represents that it is specially trained, experienced and competent to perform all of the services, responsibilities and duties specified herein and that such services, responsibilities and duties shall be performed, whether by Consultant or designated subconsultants, in a manner according to generally accepted business attraction practices.

## **28.0 GENERAL AND MISCELLANEOUS**

The section numbers and headings contained herein are provided for convenience only and shall have no substantive effect on construction of this Agreement.

The failure of a party to exercise any right hereunder shall not operate as a waiver of said party's right to exercise such right or any other right in the future.

City agrees to provide Consultant with one (1) fully executed original of this Agreement.

This Agreement may be executed in multiple counterparts, which taken together shall be considered as one original.

[Signatures on the following page.]

IN WITNESS WHEREOF, the parties have executed this Agreement on the dates hereafter indicated.

**City of Round Rock, Texas**

By: \_\_\_\_\_  
Printed Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date Signed: \_\_\_\_\_

**For City, Attest:**

By: \_\_\_\_\_  
Sara L. White, City Clerk

**For City, Approved as to Form:**

By: \_\_\_\_\_  
Stephan L. Sheets, City Attorney

**Arsenal Advertising, LLC**

By: Anne Marie Scharrer  
Printed Name: Anne Marie Scharrer  
Title: C.E.O.  
Date Signed: 9/20/19

# EXHIBIT "A"

## Scope of Services

### Statement of Work

#### I. Point of Contact / Destinated Representative

- a) **City of Round Rock**  
Round Rock Sports Management and Tourism Department  
231 E Main Street #150  
Round Rock, TX 78664  
ATTN: Chad McKenzie  
Director, Sports Management & Tourism  
Phone: (512) 218-5488  
Email: cmckenzie@roundrocktexas.gov
- b) **Arsenal Advertising, LLC**  
1201 West 6<sup>th</sup> Street  
Austin, Texas 78703  
ATTN: Anne Marie Scharrer  
Phone: (512) 320-9090  
Email: AnnMarie@MightyArsenal.com

#### II. Scope of Services

Arsenal will assist the City by providing communication expertise and support. Arsenal's performance of the Services may include:

- a) collecting, assessing, developing, creating or disseminating information or materials related to current or prospective business matters;
- b) gathering information pertinent to the preparation of communications materials such as interviewing representatives of the City on matters relevant to the scope of service;
- c) identifying, evaluating or recommending strategies to assist Client in effectively communicating with internal and external audiences in order to help meet its business goals;
- d) developing and implementing communications and promotional activities compatible with strategies approved by Client and its consulting team;
- e) developing materials to support communications or marketing activities including (i) marketing support materials such as websites, Internet communication, advertising, logos, marks, direct mail, brochures, promotions, or event communications and (ii) public relations support materials such as media releases, background materials, reports, illustrative or photographic representations;
- f) assisting Client in matters dealing with the media such as monitoring, evaluating and advising Client concerning message development, placement strategies, competitive analysis, impact of media coverage on public attitudes and Client's standing within specific audiences;
- g) producing activity reports and attend meetings as directed by Client; and
- h) conducting such other activities related to communications as Client directs and within agreed terms for time and resource allotments.

## EXHIBIT "A"

### Scope of Services

#### III. Compensation

- a) The City agrees to pay Arsenal according to the Schedule of Project Work Fee Payments set forth below. Any work performed by Arsenal for Client that is beyond the scope of the Services described in the Schedule of Project Work Fee Payments will be estimated for the City's approval and billed according to the Hourly Rate Schedule set forth below. A cost proposal (or project estimate) with a fifteen percent contingency will be prepared for the City's approval and Arsenal will not begin work on any additional projects until City has approved the estimate in writing.
- b) The City agrees to pay Arsenal according to the Hourly Rate Schedule set forth below. The City understands that Arsenal may, at its sole discretion, change its Hourly Rate Schedule at the beginning of each calendar year. Arsenal will notify City in advance of any annual rate changes.

##### 2019/2020 Hourly Rate Schedule

Account Service – Agency Principal	\$150
Account Service – Senior Account Service	\$150
Account Service – Account Service	\$150
Account Service – Administrative	\$150
Account Service – Media Planning/Buying	\$150
Account Service – Social Media Management	\$150
Creative Service – Creative Direction	\$150
Creative Service – Content Strategy/Copywriting	\$150
Creative Service – Senior Art Direction	\$150
Creative Service – Art Direction/Design	\$150
Creative Service – Web Developer/Programming	\$150

In addition to our hourly rates, we do anticipate hard costs for completing assignments.

#### c) Schedule of Project Work Fee Payments

We understand that cities operate within certain budget constraints, so we are offering the Round Rock Sports Management and Tourism Department our non-profit hourly rate of a \$150 per hour. This rate will not increase more than 3% annually. Our total maximum not to exceed budget for the tasks identified below is **four hundred thirty-three thousand (\$433,000) dollars annually for total estimated 5-year contract amount not to exceed two million one hundred sixty-five thousand (\$2,165,000)**. Additional services and tasks may be assigned to Arsenal after the first year. Future services and tasks will be approved by the City in advance, are dependent on future budget availability and will paid for on a time and materials basis.

#### IV. Professional Services

Arsenal is a full-service advertising agency, our professional services starting October 1, 2019 will focus on five key areas of communications support:

1. Print Advertising to Build the Go Round Rock Brand
2. Digital & Website Marketing
3. Social Media Optimization
4. Update the Round Rock Visitors Guide with New Offerings
5. Public Relations to Promote New Tournaments and Events
6. Management and Reporting

## EXHIBIT "A"

### Scope of Services

#### **1. Print Advertising for Go Round Rock**

As we continue spreading the word about Round Rock's emergence into the meeting, leisure, and bleisure markets, we will promote Round Rock as a well-rounded destination for meetings by highlighting all of the city's unique amenities. These print ads will reach new audiences in the meeting, leisure, and bleisure markets. The language in these ads will convey a competitive spirit, so as to keep in line with our Sports Capital of Texas roots. Our media buy will target meeting planners and business professionals.

We will also continue to maintain our foothold in sports and our Sports Capital of Texas reputation by highlighting our sports facilities and experiences in print. As we have in the past, we will continue to negotiate for the very best ad placements with all of our trade media.

#### **2. Digital & Website Marketing**

Similar to print advertising, digital advertising efforts will also focus on reaching new audiences in the meeting, leisure, and markets as well as staying top-of-mind with sports planners.

To increase brand recognition among these audiences, we will initiate a refreshed digital marketing campaign utilizing dedicated targeting banners, content and landing pages to convey Round Rock's sports, meeting, leisure, and bleisure offerings. The campaigns will mirror the redesigned look of the Go Round Rock brand.

As part of our digital efforts for sports, we will also build upon our video library with tournament event planner testimonials. These testimonials highlight the national events and the experiences planners have with the amazing staff and beautiful facilities in Round Rock.

Finally, with a new content strategy (including photography, videos, narrative and more) and a redesigned look, we will continue to evolve the GoRoundRock.com website to showcase our well-rounded offerings across sports, meetings, leisure, and bleisure, and we will be closely tracking analytics to monitor traffic and engagement across all platforms.

#### **3. Social Media Optimization**

Social media will remain a priority of our marketing mix as we promote the broad diversity of Round Rock's tourism offerings across all markets and encourage a local following.

With the brand's shift from "sports-focused" to "sports plus" in Spring 2019, the Go Round Rock social accounts are starting to expand content and imagery to showcase venues, experiences, announcements and more across all tourism markets. In our efforts to increase engagement, build awareness of Round Rock's new meeting / bleisure offerings, and drive traffic to the GoRoundRock.com website, we will utilize updated photography, videos, and fresh language in our posts. We will continue to utilize contests and promotional marketing strategies due to their effectiveness in creating higher audience engagement across all platforms. To reinforce our sports roots across social media accounts, posts for non-sports content will playfully use sports metaphors when possible.

## EXHIBIT "A"

### Scope of Services

#### **4. Update the Round Rock Visitors Guide with New Offerings**

As the Kalahari Resorts & Conventions development is completed, we anticipate other new businesses will make the move to Round Rock. This is why it will be imperative to update the visitor guide with information on these new offerings. A Visitors Guide is one of the most highly used marketing tools for tourism, and Round Rock's Visitor Guide is the most popular in the state. An updated guide will give visitors a fresh look at what Round Rock has to offer, showing all of the area's new growth. The guide will be available both in print and digital formats.

#### **5. Public Relations to Promote New Tournaments and Events**

Round Rock has benefitted from recent news coverage on national tournaments that were held in the city, progress on the Kalahari Resorts & Conventions development, plans for other new development in the city, and news of the rebrand to Go Round Rock. As the competition becomes fierce for tournaments, Public Relations efforts have become a crucial component in marketing these events, and rights holders have come to expect a PR plan with the award of their tournament. Our PR team will continue to provide top-notch service and strategy for these events on behalf of the Round Rock Sports Commission & Tourism Department.

#### **6. Management and Reporting**

Detailed monthly reporting will be provided to Round Rock and monthly meetings via in person or conference call are welcomed to allow for collaboration and ongoing improvements.

**WORK MADE FOR HIRE AGREEMENT WITH**  
**ARSENAL ADVERTISING, LLC**

This Agreement is made on the \_\_\_\_\_ day of the month of \_\_\_\_\_, 2019, by and between **ARSENAL ADVERTISING, LLC**, and any of its authors and/or artists (hereinafter referred to as "Author/Artist," and if there is more than one author/artist affiliated with the entity, then the entity and all of them collectively) and the **CITY OF ROUND ROCK, TEXAS** (hereinafter referred to as the "City").

This Agreement is made simultaneous to an agreement entitled "City of Round Rock Agreement for Professional Consulting Services Related to Communication and Marketing Services with Arsenal Advertising, LLC," and encompasses the subject matter contracted for thereunder.

**AUTHOR/ARTIST AND CITY HEREBY AGREE THAT:**

**1. Title and Copyright Assignment**

(a) Author/Artist and City intend this to be a contract for services and each considers the products and results of the services to be rendered by Author/Artist hereunder (the "Work") to be a work made for hire. Author/Artist acknowledges and agrees that the Work (and all rights therein, including, without limitation, copyright) belongs to and shall be the sole and exclusive property of City.

(b) If for any reason the Work would not be considered a work made for hire under applicable law, Author/Artist does hereby sell, assign, and transfer to City, its successors and assigns, the entire right, title and interest in and to the copyright in the Work and any registrations and copyright applications relating thereto and any renewals and extensions thereof, and in and to all works based upon, derived from, or incorporating the Work, and in and to all income, royalties, damages, claims and payments now or hereafter due or payable with respect thereto, and in and to all causes of action, either in law or in equity for past, present, or future infringement based on the copyrights, and in and to all rights corresponding to the foregoing throughout the world.

(c) If the Work is one to which the provisions of 17 U.S.C.106A apply, Author/Artist hereby waives and appoints City to assert on Author/Artist's behalf the Author/Artist's moral rights or any equivalent rights regarding the form or extent of any alteration to the Work (including, without limitation, removal or destruction) or the making of any derivative works based on the Work, including, without limitation, drawings or other visual reproductions of the Work, in any medium, excepting photographs, for City's purposes.

(d) Author/Artist agrees to execute all papers and to perform such other proper acts as City may deem necessary to secure for City or its designee the rights herein assigned.



## **2. Delivery of the Work**

(a) Author/Artist will deliver to City on or before any contractually-obligated date the completed Work (with all illustrations, charts, graphs, graphics, and other material, including supplements, handouts, reference lists, indexes, etc., in the medium mutually agreed upon for the Work) in form and content satisfactory to City.

(b) If Author/Artist fails to deliver the Work on time, City will have the right to terminate this agreement and the referenced simultaneous agreement and to recover from Author/Artist any sums advanced in connection with the Work. Upon such termination, Author/Artist may not have the Work published or used in any form elsewhere until such advances have been repaid.

## **3. Quoted Material**

With the exception of short excerpts from others' works, which constitute fair use, the Work will contain no material from other copyrighted works without a written consent of the copyright holder. Author/Artist will obtain such consents at his/her/its own expense after consultation with City and will file them with City at the time the Work is delivered. Any obligations associated with permissions will be the responsibility of Author/Artist.

## **4. Author/Artist's Warranty**

Author/Artist warrants that he/she/it is the sole owner of the Work and has full power and authority to make this agreement; that the Work does not infringe any copyright, violate any property rights, or contain any scandalous, libelous, or unlawful matter. Author/Artist will defend, indemnify, and hold harmless City and/or its licensees against all claims, suits, costs, damages, and expenses that City and/or its licensees may sustain by reason of any scandalous, libelous, or unlawful matter contained or alleged to be contained in the Work or any infringement or violation by the Work of any copyright or property right; and until such claim or suit has been settled or withdrawn, City may withhold any sums due Author/Artist under the referenced simultaneous agreement.

## **5. Consideration**

In consideration for delivery of the Work in accordance with the provisions of the referenced simultaneous agreement, City shall pay Author/Artist as indicated therein.

## **6. Revisions**

Author/Artist shall, at the request of City, revise the Work at one-year intervals during the term of the referenced simultaneous agreement.

**IN WITNESS WHEREOF**, the parties have duly executed this agreement as of the date indicated below.

**ARSENAL ADVERTISING, LLC**

By: Anne Marie Scharver  
Printed Name: Anne Marie Scharver  
Title: C.E.O.  
Date: 9/20/19

**CITY OF ROUND ROCK, TEXAS**

By: \_\_\_\_\_  
Printed Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_

FOR CITY, ATTEST:

By: \_\_\_\_\_  
Sara L. White, City Clerk

FOR CITY, APPROVED AS TO FORM:

By: \_\_\_\_\_  
Stephan L. Sheets, City Attorney