

September 23, 2021

Item No. 7.15.

Belmont Icehouse Marketing and Advertising Agreement

Sponsor: Natalie Ruiz, Director of Economic Development

Reviewed By CBC: City Council

Agenda Caption: Presentation, discussion, and possible action regarding an agreement between the City of College Station and Belmont Icehouse, LLC for marketing and advertising services in the amount of \$400,000.

Relationship to Strategic Goals:

- Good Governance
- Diverse & Growing Economy

Recommendation(s): Staff recommends Council approve the agreement.

Summary: In June/July 2021, staff solicited proposals for marketing and advertising services through RFP #21-053 with five respondents. Following review, staff recommend awarding a contract to Belmont Icehouse for a not-to-exceed amount of \$400,000 regarding the City's tourism-related marketing and advertising services.

The initial term of this contract is for one year with the option to renew for two additional one-year terms, for a total of three years.

Budget & Financial Summary: Funds are budgeted and available in the Tourism budget through Hotel Occupancy Tax revenues.

Attachments:

1. 21300675 Belmont Icehouse



CONTRACT & AGREEMENT ROUTING FORM

CITY OF COLLEGE STATION
Home of Texas A&M University®

CONTRACT#: 21300675 PROJECT#: _____ BID/RFP/RFQ#: 21-053

Project Name / Contract Description: Marketing & Advertising Services for COCS

Name of Contractor: Belmont Icehouse

CONTRACT TOTAL VALUE: \$ 400,000.00 Grant Funded Yes No
If yes, what is the grant number:

Debarment Check Yes No N/A Davis Bacon Wages Used Yes No N/A
Section 3 Plan Incl. Yes No N/A Buy America Required Yes No N/A
Transparency Report Yes No N/A

NEW CONTRACT RENEWAL # _____ CHANGE ORDER # _____ OTHER _____

BUDGETARY AND FINANCIAL INFORMATION (Include number of bids solicited, number of bids received, funding source, budget vs. actual cost, summary tabulation)
Org 31210171 Object 5541

CRC Approval Date*: N/A *(if required)** Council Approval Date*: 09/23/2021 Agenda Item No*: _____

--Section to be completed by Risk, Purchasing or City Secretary's Office Only--

Insurance Certificates: RU Performance Bond: N/A Payment Bond: N/A Info Tech: N/A

SIGNATURES RECOMMENDING APPROVAL

<u>Natalie Ruiz</u> DEPARTMENT DIRECTOR/ADMINISTERING CONTRACT	<u>9/2/2021</u> DATE
<u>[Signature]</u> LEGAL DEPARTMENT	<u>9/3/2021</u> DATE
<u>[Signature]</u> ASST CITY MGR – CFO	<u>9/3/2021</u> DATE

APPROVED & EXECUTED

_____ CITY MANAGER	_____ DATE
<u>N/A</u> MAYOR (if applicable)	_____ DATE
<u>N/A</u> CITY SECRETARY (if applicable)	_____ DATE

Original(s) sent to CSO on _____ Scanned into Laserfiche on _____ Original(s) sent to Fiscal on _____

**CITY OF COLLEGE STATION
GENERAL SERVICE CONTRACT**

This General Service Contract is by and between the **City of College Station**, a Texas Home-Rule Municipal Corporation (the “City”) and Belmont Icehouse (the “Contractor”), for the following work:
Marketing and Advertising Services for the City of College Station
as described in the Scope of Services attached as **Exhibit “A”**.

**ARTICLE I
PAYMENT AND TERM**

1.01 Consideration. In consideration for the services performed in the Scope of Services and Contractor’s Completion of work in conformity with this Contract, the City shall pay the Contractor an amount not to exceed Four Hundred Thousand **+** and 00 /100 Dollars (\$ 400,000.00).

1.02 Payment Application. Within **seven (7)** calendar days of completion of the services the Contractor will submit its payment application to the City.

1.03 City’s Payment and Approval. The City will pay Contractor as shown in **Exhibit “B”** Payment Schedule, for the services performed no later than **thirty (30)** calendar days from the date of the City’s receipt of the payment application and the City’s approval of the services.

1.04 Time is of the Essence. The Contractor must complete all the services described in the Scope of Services by the following dates:
_____.

OR

1.04 Term. The initial term of the Contract is for one (1) year with the option to renew for two (2) additional one (1) year terms for a total of three (3) years. Any renewal must be in writing and executed by the parties.

1.05 Executed Contract. The “Notice to Proceed” will not be given nor shall any work commence until this Contract is fully executed and all exhibits and other attachments are completely executed and attached to the Contract.

**ARTICLE II
CHANGE ORDERS**

2.01 Changes will not be made, nor will invoices for changes, alterations, modifications, deviations, or extra work or services be recognized or paid, except upon the prior written order from authorized personnel of the City. The Contractor will not execute change orders on behalf of the City

or otherwise alter the financial scope of the services except in the event of a duly authorized change order approved by the City as provided in this Contract.

- (a) **City Manager Approval.** When the original Contract amount plus all change orders is \$100,000 or less, the City Manager or his designee may approve the written change order provided the change order does not increase the total amount set forth in the Contract to more than \$100,000. For such contracts, when a change order results in a total contract amount that exceeds \$100,000, the City Council of the City must approve such change order prior to commencement of the services or work; and
- (b) **City Council Approval.** When the original contract amount plus all change orders is greater than \$100,000, the City Manager or his designee may approve the written change order provided the change order does not exceed \$50,000. For such contracts, when a change order exceeds \$50,000, the City Council of the City must approve such change order prior to commencement of the services or work. The sum of all change orders may not exceed 25% of the original contract amount.
- (c) **Increase in Scope.** Any request by the Contractor for an increase in the Scope of Services and an increase in the amount listed in Article I of this Contract shall be made and approved by the City prior to the Contractor providing such services or the right to payment for such additional services shall be waived.
- (d) **Dispute.** If there is a dispute between the Contractor and the City respecting any service provided or to be provided hereunder by the Contractor, including a dispute as to whether such service is additional to the Scope of Services included in this Contract, the Contractor agrees to continue providing on a timely basis all services to be provided by the Contractor hereunder, including any service as to which there is a dispute.

ARTICLE III INDEPENDENT CONTRACTOR AND SUBCONTRACTORS

3.01 Independent Contractor. It is understood and agreed by the parties that the Contractor is an independent contractor retained for the services described in the Scope of Services. The Contractor shall be solely responsible for and have control over the means, methods, techniques and procedures, and for coordination of all portions of the work or services. Unless otherwise provided in the Contract, the Contractor shall provide and pay for labor, materials, equipment, tools, utilities, transportation, and other facilities and services necessary for proper execution and completion of the work or services. In addition, at the appropriate times, the Contractor shall arrange and bear cost of tests, inspections, and approvals of portions of the work or services required by the Contract or by laws, statutes, ordinances, codes, rules and regulations, or lawful orders of public authorities. The City will not control the manner or the means of the Contractor's performance, but shall be entitled to a work product as in the Scope of Services. The City will not be responsible for reporting or paying employment taxes or other similar levies that

may be required by the United States Internal Revenue Service or other State or Federal agencies. This Contract does not create a joint venture.

3.02 Subcontractor. The term “subcontractor” shall mean and include only those hired by and having a direct contact with Contractor for performance of work or services on the Project. The City shall have no responsibility to any subcontractor employed by a Contractor for performance of work or services on the Project, and all subcontractors shall look exclusively to the Contractor for any payments due. The Contractor shall be fully responsible to the City for the acts and omissions of its subcontractors. Nothing contained herein shall create any contractual or employment relations between any subcontractor and the City.

ARTICLE IV INSURANCE

4.01 The Contractor shall procure and maintain, at its sole cost and expense for the duration of this Contract, insurance against claims for injuries to persons or damages to property that may arise from or in connection with the performance of the services performed by the Contractor, its officers, agents, volunteers, and employees.

4.02 The Contractor’s insurance shall list the City of College Station, its officers, agents, volunteers, and employees as additional insureds. More specifically, the following shall be required. Certificates of insurance evidencing the required insurance policies are attached in **Exhibit “C”**.

During the term of this Agreement Contractor’s insurance policies shall meet the minimum requirements of this section.

4.03 Types. Contractor shall have the following types of insurance:

- (a) Commercial General Liability;
- (b) Business Automobile Liability; and
- (c) Workers' Compensation/Employer’s Liability.

4.04 General Requirements Applicable to All Policies. The following General requirements applicable to all policies shall apply:

- (a) Certificates of Insurance shall be prepared and executed by the insurance company or its authorized agent.
- (b) Certificates of Insurance and endorsements shall be furnished on the most current State of Texas Department of Insurance-approved forms to the City’s Representative at the time of execution of this Agreement; shall be attached to this Agreement as **Exhibit C**; and shall be approved by the City before work begins.
- (c) Contractor shall be responsible for all deductibles on any policies obtained in compliance with this Agreement. Deductibles shall be listed on the Certificate of Insurance and are acceptable on a per-occurrence basis only.

- (d) The City will accept only licensed Insurance Carriers authorized to do business in the State of Texas.
- (e) The City will not accept “claims made” policies.
- (f) Coverage shall not be suspended, canceled, non-renewed or reduced in limits of liability before thirty (30) days written notice has been given to the City.

4.05 Commercial General Liability. The following Commercial General Liability requirements shall apply:

- (a) General Liability insurance shall be written by a carrier rated “A:VIII” or better under the current A. M. Best Key Rating Guide.
- (b) Policies shall contain an endorsement listing the City as Additional Insured and further providing “primary and non-contributory” language with regard to self-insurance or any insurance the City may have or obtain.
- (c) Limits of liability must be equal to or greater than \$1,000,000 per occurrence for bodily injury and property damage, with an annual aggregate limit of \$2,000,000.00. Limits shall be endorsed to be per project.
- (d) No coverage shall be excluded from the standard policy without notification of individual exclusions being submitted for the City’s review and acceptance.
- (e) The coverage shall not exclude the following: premises/operations with separate aggregate; independent contracts; products/completed operations; contractual liability (insuring the indemnity provided herein) Host Liquor Liability, and Personal & Advertising Liability.

4.06 Business Automobile Liability. The following Business Automobile Liability requirements shall apply:

- (a) Business Automobile Liability insurance shall be written by a carrier rated “A:VIII” or better under the current A. M. Best Key Rating Guide.
- (b) Policies shall contain an endorsement listing the City as Additional Insured and further providing “primary and non-contributory” language with regard to self-insurance or any insurance the City may have or obtain.
- (c) Combined Single Limit of Liability not less than \$1,000,000 per occurrence for bodily injury and property damage.
- (d) The Business Auto Policy must show Symbol 1 in the Covered Autos Portion of the liability section in Item 2 of the declarations page.
- (e) The coverage shall include any autos, owned autos, leased or rented autos, non-owned autos, and hired autos.

4.07 Workers’ Compensation/Employer’s Liability Insurance. The following Workers’ Compensation Insurance shall include the following terms:

- (a) Employer's Liability minimum limits of liability not less than \$1,000,000 for each accident/each disease/each employee are required;
- (b) "Texas Waiver of Our Right to Recover From Others Endorsement, WC 42 03 04" shall be included in this policy; and
- (c) TEXAS must appear in Item 3A of the Workers' Compensation coverage or Item 3C must contain the following: "All States except those named in Item 3A and the States of NV, ND, OH, WA, WV, and WY".

ARTICLE V INDEMNIFICATION AND RELEASE

5.01 Indemnification. The Contractor shall indemnify, hold harmless, and defend the City, its Council members, officials, officers, agents, volunteers, and employees from and against any and all claims, losses, damages, causes of action, suits, and liability of every kind, including all expenses of litigation, court costs, and attorneys' fees, for injury to or death of any person or for damage to any property arising out of or in connection with the work or services done by the Contractor under this Contract. Such indemnity shall apply regardless of whether the claims, losses, damages, causes of action, suits, or liability arise in whole or in part from the negligence of the City, any other party indemnified hereunder, the Contractor, or any third party. There shall be no additional indemnification other than as set forth in this section. All other provisions regarding the same subject matter shall be declared void and of no effect.

5.02 Release. The Contractor assumes full responsibility for the work to be performed hereunder and hereby releases, relinquishes, and discharges the City, its Council members, officials, officers, agents, volunteers, and employees from all claims, demands, and causes of action of every kind and character, including the cost of defense thereof, for any injury to or death of any person and any loss of or damage to any property that is caused by, alleged to be caused by, arising out of, or in connection with the Contractor's work to be performed hereunder. This release shall apply regardless of whether said claims, demands, and causes of action are covered in whole or in part by insurance and regardless of whether such injury, death, loss, or damage was caused in whole or in part by the negligence of the City, any other party released hereunder, the Contractor, or any third party. There shall be no additional release or hold harmless provision other than as set forth in this section. All other provisions regarding the same subject matter shall be declared void and of no effect.

ARTICLE VI GENERAL TERMS

6.01 Performance. Contractor, its employees, associates, or subcontractors shall perform all the work or services described in the Scope of Services in a good, workmanlike, and professional manner and in accordance with this Contract, and all applicable laws, codes, and regulations. Contractor shall be fully qualified and competent to perform the work or services. Contractor shall undertake and complete the work or services in a timely manner.

6.02 Termination. The City may terminate the Project and this Contract, at any time, for convenience. In the event of such termination the City will notify the Contractor in writing and the Contractor shall cease work immediately. Contractor shall be compensated for the work or services performed. Should the City terminate this Contract for convenience, the City shall pay Contractor for the work or services performed and expenses incurred before the date of termination.

6.03 Venue. This Contract has been made under and shall be governed by the laws of the State of Texas. The parties agree that performance and all matters related thereto shall be in Brazos County, Texas.

6.04 Amendment. This Contract may only be amended by written instrument approved and executed by the parties.

6.05 Taxes. The City is exempt from payment of state and local sales and use taxes on labor and materials incorporated into the project. If necessary, it is the Contractor's responsibility to obtain a sales tax permit, resale certificate, and exemption certificate that shall enable the Contractor to buy any materials to be incorporated into the project and then resell the aforementioned materials to the City without paying the tax on the materials at the time of purchase.

6.06 Compliance with Laws. The Contractor will comply with all applicable federal, state, and local statutes, regulations, ordinances, and other laws, including but not limited to the Immigration Reform and Control Act (IRCA). The Contractor may not knowingly obtain the labor or services of an undocumented worker. The Contractor, not the City, must verify eligibility for employment as required by IRCA.

6.07 Waiver of Terms. No waiver or deferral by either party of any term or condition of this Contract shall be deemed or construed to be a waiver or deferral of any other term or condition or subsequent waiver or deferral of the same term or condition.

6.08 Assignment. This Contract and the rights and obligations contained herein may not be assigned by the Contractor without the prior written approval of City.

6.09 Invalidity. If any provision of this Agreement shall be held to be invalid, illegal or unenforceable by a court or other tribunal of competent jurisdiction, the validity, legality, and enforceability of the remaining provisions shall not in any way be affected or impaired thereby. The parties shall use their best efforts to replace the respective provision or provisions of this Agreement with legal terms and conditions approximating the original intent of the parties.

6.10 Prioritization. Contractor and City agree that City is a political subdivision of the State of Texas and is thus subject to certain laws. Because of this there may be documents or portions thereof added by Contractor to this Agreement as exhibits that conflict with such laws, or that conflict with the terms and conditions herein excluding the additions by Contractor. In either case, the applicable law or the applicable provision of this Agreement excluding such conflicting addition by Contractor shall prevail. The parties understand this section comprises part of this Agreement without necessity of additional consideration.

6.11 Entire Agreement. This Contract represents the entire and integrated agreement between the City and Contractor and supersedes all prior negotiations, representations, or agreements, either written or oral. This Contract may only be amended by written instrument approved and executed by the parties.

6.12 Agree to Terms. The parties state that they have read the terms and conditions of this Contract and agree to the terms and conditions contained in this Contract.

6.13 Effective Date. This Contract goes into effect when duly approved by all the parties hereto.

6.14 Notice. Any official notice under this Contract will be sent to the following addresses:

CITY OF COLLEGE STATION

BELMONT ICEHOUSE

Attn: Kindra Fry

Attn: Tim Hudson

PO BOX 9960

3116 Commerce Street, Suite D

1101 Texas Ave

Dallas, TX 75226

College Station, TX 77842

tim@belmonticehouse.com

kfry @cstx.gov

6.15 Severability. In the event any one or more of the provisions contained in this Contract shall for any reason be held to be invalid, illegal, or unenforceable in any respect, such invalidity, illegality, or unenforceability shall not affect the other provisions, and in lieu of each provision that is invalid, illegal or unenforceable, there shall be added a new provision to this Contract as similar in terms to such invalid, illegal, or unenforceable provision as may be possible and yet be valid, legal and enforceable, by means of good faith negotiation by the Parties to this Contract or by reform by a court of competent jurisdiction.

6.16 Duplicate Originals. The parties may execute this Contract in duplicate originals, each of equal dignity.

6.17 Exhibits. All exhibits to this Contract are incorporated and made part of this Agreement for all purposes.

6.18 Verification No Boycott Israel. To the extent this Contract is considered a contract for goods or services subject to § 2270.002 Texas Government Code, Contractor verifies that it i) does not boycott Israel; and ii) will not boycott Israel during the term of this Contract.

List of Exhibits

- A. Scope of Services
- B. Payment Schedule
- C. Certificates of Insurance

CITY OF COLLEGE STATION

By: Tim Hudson

Printed Name: Tim Hudson

Title: President

9/2/2021

By: _____

City Manager

Date: _____

APPROVED:

M. Powell
City Attorney

Date: 9/3/2021

J. Carter
Assistant City Manager/CFO

Date: 9/3/2021

EXHIBIT A
SCOPE OF SERVICES

The terms and conditions of this Contract shall take precedence and control over any term or provision of the Scope of Services that in any way conflicts with, differs from, or attempts to alter the terms of this Contract.

Scope of Work as within RFP#21-053 Specifications



COLLEGE STATION

Marketing & Advertising Services
Request for proposal
No. 21-053

Due: July 12, 2021 @ 2:00pm CST



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TAB A – COVER LETTER AND EXECUTIVE SUMMARY

COVER LETTER

July 9, 2021

Visit College Station
614 Holleman Dr E
Suite 1100
College Station, TX 77840
Attn: Kindra Fry, Senior Director, Sports, Events & Tourism

RE: RFP#21-053 Marketing & Advertising for the City of College Station, TX

Dear Ms. Fry,

Having already worked with your team on initiatives such the initial Brand Architecture and Visit College Station logo development, Belmont is pleased to submit this RFP for marketing and advertising services for the City of College Station.

The City is entering into an exciting time as it grows into a premier destination for residents, visitors, meeting planners and sport enthusiasts across the region. This provides our own team with incredible opportunities to develop something special.

Based in the Deep Ellum neighborhood of Dallas, Belmont Icehouse is a privately-owned, independent creative marketing agency with a 16-year history leading similar efforts for clients in a diverse range of industries, including tourism and destination marketing.

With a portfolio that includes campaigns and projects promoting Austin, Las Colinas, Southlake, the Dallas Opera and Texas Tourism, we know a thing or two about tourism and events in the Lone Star State. And perhaps most important, we bleed maroon, as we have worked with Texas A&M University for almost the entirety of our existence as an agency.

We are excited to continue to work alongside the City of College Station, and we look forward to creating success with your team. Please don't hesitate to reach out to me directly with any questions.

Thank you,

Tim Hudson

President and General Manager
Belmont Icehouse
972.755.3204
tim@belmonticehouse.com

EXECUTIVE SUMMARY

ABOUT BELMONT

Belmont Icehouse is an award-winning branding and marketing agency founded in 2005 and headquartered in Dallas. Embarking on our 16th year in business, we have 11 employees, with one located in Austin. We serve a diverse roster of clients across the Lone Star State in various industries such as public health, higher education, tourism, public transit and others.

As a boutique shop, we emphasize collaboration with our clients and each other. We offer a highly responsive account team and develop great work that is rooted in sound strategy, creative excellence and consistent messaging.



WHY BELMONT

First, we want to thank you for your consideration of Belmont Icehouse in your search for your marketing agency partner. Secondly, we wanted to elaborate on the Belmont Difference. A lot of agencies say they're different from the rest. That's where our similarities end.

THE BELMONT DIFFERENCE

WE KEEP IT PERSONAL

Our business is personal. Brands stick with us. Employees stick with us. Vendors stick with us. In fact, our average employee tenure at Belmont is nearly seven years, so you won't find yourself getting passed from person to person here. Why? Because we stick with them. Our team is your team in everything we do.

Our philosophy is that we're in this together. It's not just the client's business and/or marketing challenges. It's OURS. We want our clients to feel like they have a trusted partner in Belmont, and we'll do anything to help them (us) achieve the desired goals. After all, you've invested a lot in your brand. When we serve as your marketing partner, we reciprocate by being emotionally invested in its success. Our team invests in learning your business-to-business to make an impact. We take that investment seriously.

WE'RE RIGHT-SIZED

We're not a big agency. We're a smart agency. We have the tenacity of a startup with the enterprise-level expertise and a wealth of experience — on average, every Belmonster has 16 years of marketing experience.

We're right-sized by choice. Since we take on a limited number of new clients annually, each client partner is treated as if it were our only client. And we pride ourselves in the fact that we give executive-level attention to all our clients. When you see Tim, Sara, Geoff and Dixie in a pitch, it's not the last time you'll see them.

We have 11 people employed across two offices (Dallas and Austin). Five people work in creative capacities, and our finance director works in a general administrative capacity.



OUR OFFICES

Belmont Icehouse (Corporate)

3116 Commerce Street, Suite D
Dallas, Texas 75226

Belmont Icehouse (Remote)

Austin, Texas

STAFFING

The breakout for Belmont is as follows:

- 1 executive creative director, president and general manager
- 2 creative directors/writers
- 2 art directors
- 1 production manager
- 2 account service members
- 1 brand strategist
- 1 media strategist
- 1 finance director

PHILOSOPHY, MISSION AND MAGIC

We abide by the age-old tenets of creativity, consistency and culture — in an often new and shiny world.

We are on a mission to help brands play an authentically truthful, meaningful role in people's lives and are obsessively focused on creating breakthrough ideas that will move them. And we believe that a "Truth Well Told" (to borrow a golden phrase from our days at McCann) is the only way to set creativity free and create that movement.

When we move people to embrace, advocate and believe in our brand, we move the market in favor of our strategic objectives. To do this, we begin and end with the truth.

BRAGGING RIGHTS

Belmont is honored to have received multiple awards for our creative and strategic work:

- AAF ADDY Award Winner (2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020)
- National LGBT Media Association AdPOP Award (2019)
- Telly Awards (2012, 2014)
- US Travel Association Mercury Awards (2014, 2015) and Odyssey Awards (2013, 2014, 2015)
- International Festivals & Events Associations Awards (2018, 2019)

SERVICES

We can do lots of things in-house because we have the skills and people to get those things done efficiently and to a high standard. We have the financial stability and capability to fulfill any campaign or marketing request. If there is something that we do not directly handle, we bring in trusted expert partners, while still being the main point-of-contact for all initiatives.



WE KNOW TOURISM

At Belmont, we have a unique understanding of destination and event marketing through vast experience with related campaigns and brands. Throughout our history we have always had at least one tourism client on our roster at any given time.

- As the Town of Addison’s agency of record for five years, we played an integral role in promoting, not just the town itself, but also the exciting events that make Addison a popular destination throughout the year.
- Our integrated brand campaign created as agency of record for the Austin Convention and Visitors Bureau helped not only showcase but also strengthen the city’s claim as “The Live Music Capital of the World.”
- Closer to home, we worked with our friends at The Dallas Opera to develop strategically-sound paid media campaigns over the course of two years and redesigned their overall website with a style that’s distinctly Dallas.
- For Las Colinas Association, we crafted a new brand positioning to shift perceptions about the area being just a place for big business. We redesigned their website and ran a post-COVID campaign to entice people to come out to the area.

Belmont also has a comprehensive understanding and history of marketing and advertising within our community. Our client roster is focused on local and regional clients, many of whom market extensively within North Texas.

By partnering with Belmont, the Visit College Station will be working with a client-focused team that offers insights from an array of industries that deeply understands the DFW market.

Below are tourism entities with which we currently work or previously have worked in Belmont's 16-year history. The services we have provided these clients are similar in scope to what the Visit College Station is seeking in its agency search.



Town of Addison

For five years, Belmont served as Addison’s agency of record responsible for development of the Town’s brand identity, creative and media strategy, print, digital and broadcast materials. We also handled ongoing account management and media optimizations for the town’s four major annual events.



Allen Convention and Visitors Bureau

Belmont worked for two years as the agency of record for tourism and meetings/convention promotion of the city, including a three-year strategic plan, creative campaign development and media planning. We also crafted their blog posts and developed writing templates that were easily adaptable.



Austin Convention and Visitors Bureau

Belmont served three years as the agency of record for tourism and meetings/convention promotion of the city, including brand strategy development, campaign and media planning, creative execution and social media management. We also conducted multi-year experiential tours, research studies, logo development and event specific marketing pieces to support economic development and meeting sales. Belmont also conceptualized themes and support materials for Annual Meetings and travel stats. (An in-depth case history is provided in this response.)



City of Ennis

Over the past five years, Belmont has partnered with the City of Ennis to provide creative development for the Ennis Farmers Market, the Ennis Bluebonnet Trails Festival and development of promotional items for Ennis to sell in its Visitor Center.



Las Colinas Association

Belmont currently serves as the agency of record for the Las Colinas Association. We are responsible for development of the city's new brand identity and creative which launched summer 2019. We also developed a media strategy which included print, digital and video tactics. Additional redesigns were implemented in a welcome book, bi-monthly newsletter and across other branded elements.



Lower Colorado River Authority (LCRA)

LCRA assigned Belmont the task of creating a completely new brand identity and a coordinated marketing plan to promote its park system to a targeted area of central and southeast Texas. This included research, strategy development, logo creation, creative campaign conception and execution, on-site park signage, media planning and general production.



McKinney CVB

Belmont was hired on a project basis to help Historic Downtown McKinney promote holiday shopping. We developed an overall campaign look and feel, which extended across media to entice local shoppers to venture into the downtown square.



Meeting Planners International (MPI)

Belmont works with MPI on a project basis to develop creative campaign composition and production, as well as one-off creative needs to support its tradeshow. Our creative development has included print, digital, collateral and several writing assignments.



Radisson - Austin Downtown

For two years, Belmont provided agency of record services to the Radisson Austin Downtown Hotel. Upon award of the assignment, we strategized a unique brand identity for the just-renovated, iconic property. We then moved forward with tactical campaign

planning. This included strategy development, creative concepting and execution, media planning and general production.

Visit Southlake



Belmont served as Southlake's agency of record and was responsible for development of the city's brand identity, research, creative and media strategy, print, digital, web, broadcast, collateral and promotional/tradeshows materials.

City of Sugar Land



Belmont was hired on a project basis to develop a comprehensive brand plan that included market research and brand identity development. This resulted in logo evolution, color palette recommendation and complete brand guidelines, which the city then utilized to develop a strategic marketing plan to promote its destination offerings.

Texas Tourism



Through an inter-agency alliance, Belmont provided strategic and account direction for the state's comprehensive rebranding and campaign outreach efforts. Belmont provided all print and promotional production for the state agency and created materials for more than 250 annual publication insertions. We also provided promotional leadership for Texas on Tour, a six-plus month experiential road show that travels throughout North America.

Texas Travel Industry Association (TTIA)



Belmont was tasked with creating a theme and executing a look and feel for TTIA's 25th anniversary Unity Dinner conference. This included conceptual development and production of all on-site signage, collateral and presentation videos. The efforts were focused on garnering awareness of the tourism industry to DMO employees, state legislators and local politicians.

Travel and Tourism Research Association (TTRA)



Belmont was hired on a project basis to develop a comprehensive brand plan which included market research, brand identity development and creative campaign composition and production. Our creative development included logo design, print, digital, collateral, social and website design.

Visit Big Bend



The Brewster County Co-operative group tasked Belmont with a complete rebrand of the organization. Incorporating our strategic process, we developed a new brand identity and guidelines for them, which in turn led us down the path of creating a new logo and graphic identity for the Visit Big Bend brand. Once logo development was complete, we designed and worked with a third-party developer to implement a new website, complete with a booking resource and map functionality.

VisitDFW (formerly Dallas/Fort Worth Area Tourism Council)



For four years, Belmont served as VisitDFW's agency of record for integrated marketing planning, creative and digital development, ongoing account management and media planning and buying. This included management of the VisitDFW advertising budget and working on co-operative partner program development. We also assisted the Council in relaunching its brand through design and development of a new online experience.

STAFF QUALIFICATIONS

Belmont doesn't specialize in any particular industry or client vertical. We enjoy a diverse client roster, and our team offers multidiscipline, cross-category experience and original thinking designed to stand apart in often-crowded media channels. We do this to keep our creative fresh and our ideas unique.

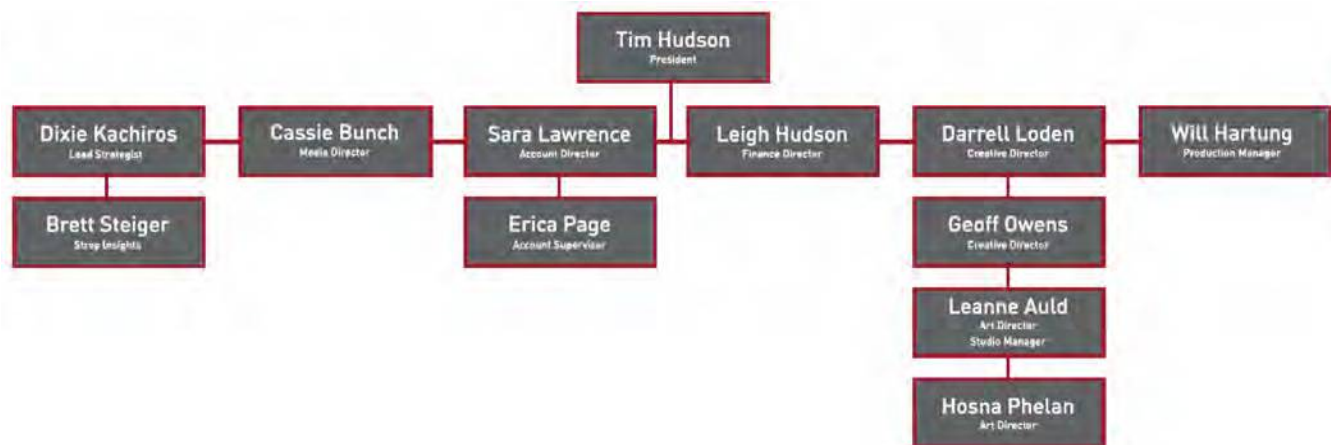
Known for our strategic thinking and creative design work, Belmont prides itself on providing top-level creative and account service to our clients. We manage expectations, deliver on objectives and ensure that our clients are always "in the know." We believe our clients should remain updated on project status, performance and optimizations at each step of our process. In the past 36 months, we have had experience crafting campaigns and creative pieces for clients such as:

- Texas A&M University
- Addison
- Dallas Area Rapid Transit
- Tarrant County Public Health
- Texas A&M RELLIS
- Dallas County Health and Human Services
- Meeting Professionals International
- The Dallas Opera
- McKinney
- Las Colinas Association
- Visit Ennis
- Central Health of Travis County
- Tarleton University
- Glasshouse
- Italian Trade Agency
- Love That Door
- Dallas Area Rapid Transit
- Texas Health Resources Foundation

YOUR TEAM

Our team of Belmonsters (as we proudly refer to ourselves) is listed on the following pages.

Sara Lawrence will serve as your main point of contact. Everyone will at some point touch the Visit College Station business. We ensure that each of our Belmont team members are in the loop with every project, and that allows for Belmont to take responsibility for every project and deliverable.





TIM HUDSON

PRESIDENT

Tim is a 30-year advertising industry veteran who has helped create award-winning campaigns for a variety of clients. His work has been featured in Print Magazine. An art director by trade, Tim still does a fair amount of design work when he is not making breakfast taco runs for the office.

CLIENT EXPERIENCE







HE'S A MAV



PROFESSIONAL EXPERIENCE

Belmont Icehouse, Dallas, TX2004 - Present
President

- Manage day-to-day operations of agency.
- Oversee all aspects of creative development and production.
- SMU Top 100 fastest growing businesses in 2012.
- ADDY, PRINT, DSVC and Telly award winner.

Krause Advertising.....2001 - 2004
Vice President, Creative Director

McCann-Erickson Southwest1997 - 2001
Vice President, Associate Creative Director

Artboy Creative.....1994 - 1997
Freelance Designer/Art Director

JCPenney Corporation1991 - 1994
Senior Designer



SARA LAWRENCE

ACCOUNT DIRECTOR

Sara offers more than 15 years of experience in the advertising and marketing industry and is an innovative leader with strong problem-solving skills. A controlled hoarder by nature, she believes that the smallest details are the most important ones.

CLIENT EXPERIENCE







SHE'S A PONY



PROFESSIONAL EXPERIENCE

Belmont Icehouse, Dallas, TX2011 - Present
Account Director

- Oversee integrated planning efforts across account, media, creative and production.
- Maintain timelines, project deliverables, and budget/revenue for clients.
- Lead internal meetings to ensure clear direction.

Motion Media Solutions2010 - 2011
Account Manager

Dallas Mavericks2010 - 2010
Freelance Consultant

Calise Partners2007 - 2010
Account Supervisor

Tribal DDB Dallas2005 - 2007
Account Executive



ERICA PAGE

ACCOUNT SUPERVISOR

Erica is a talented communicator with exceptional project management skills and a keen understanding of quality client service. Formerly with iconic Austin-based advertising agency GSD&M, Erica has overseen projects for international brands from inception to completion. Shaquille O'Neal once asked for her hand in marriage, but she politely declined.

CLIENT EXPERIENCE



SHE'S
A LION



PROFESSIONAL EXPERIENCE

Belmont Icehouse, Austin, TX2013 - Present
Account Supervisor

- Manage daily communication with client and internal team for multiple accounts.
- Ensure projects are completed within scope and on time.
- Collaborate with creative team from concept through production.

GSD&M2008 - 2013
Project Manager

Carter Plantation Golf Resort2003 - 2008
Sales Manager

Business Report2002 - 2003
Account Supervisor



GEOFF OWENS

CREATIVE DIRECTOR & WRITER

Geoff is an award-winning creative director and copywriter with experience crafting communications for brands both regional and international. He was formerly an ACD at Tribal DDB/Red Urban and taught copywriting at SMU. He is from Roswell, New Mexico but is 70% confident he is not of extraterrestrial origin.

CLIENT EXPERIENCE



HE'S
A HOYA



PROFESSIONAL EXPERIENCE

Belmont Icehouse, Dallas, TX2011 - Present
Creative Director & Writer

- Provide creative leadership on agency projects.
- Work with internal leadership on new business partnerships.
- Write copy for agency deliverables across digital, print, broadcast, and other platforms.

Tribal DDB/Red Urban.....2005 - 2011
Associate Creative Director/Senior Copywriter

Southern Methodist University.....2007 - 2008
Adjunct Lecturer in Advertising

Krause Advertising.....2003 - 2005
Senior Copywriter

McCann-Erickson Southwest2000 - 2001
Senior Copywriter



DARRELL LODEN

CREATIVE DIRECTOR & WRITER

CLIENT EXPERIENCE







HE'S A BOBCAT



PROFESSIONAL EXPERIENCE

Belmont Icehouse, Dallas, TX2019 - Present
Creative Director & Writer

- Provide creative leadership and develop strategic ideas.
- Work with internal leadership on new business partnerships.
- Write copy for digital, print, broadcast and other creative executions.

AdvoCare International	2016 - 2019
Lead Creative Writer	
Ansira	2013 - 2015
Associate Creative Director	
Tribal DDB	2002 - 2012
Creative Director	
Temerlin McClain	1998 - 2001
Copywriter	



CASSIE BUNCH

MEDIA DIRECTOR

CLIENT EXPERIENCE







SHE'S A LION



PROFESSIONAL EXPERIENCE

Belmont Icehouse, Dallas, TX2019 - Present
Media Director

- Collaborate on innovative multi-channel strategies based on clients' business goals
- Manage accounts throughout the media strategy, tactical planning and execution process.
- Research and negotiate aggressive media rates.

TM Advertising	2016 - 2019
Associate Media Director	
The Point Group	2011 - 2016
Media Director	
Wheeler Advertising	2005 - 2011
Media Supervisor	



LEIGH HUDSON

FINANCE DIRECTOR

Leigh is a Certified Public Accountant (CPA) with over 30 years accounting and finance experience ranging from public accounting to New York's financial district. Her responsibilities include managing day-to-day business operations of the company and asking her husband Tim to include more cats in his layouts.

CLIENT EXPERIENCE



SHE'S A HORNED FROG

PROFESSIONAL EXPERIENCE

Belmont Icehouse, Dallas, TX2005 - Present
Finance Director

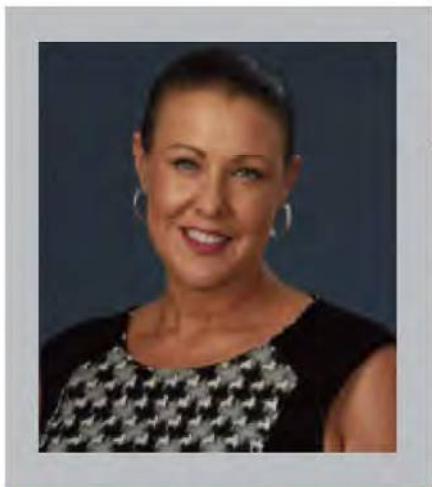
- Manage all daily accounting, administrative and human resources functions.
- Oversee client and vendor invoicing and payments.
- Financial forecasting and business strategy development.

Leigh Hudson, CPA1998 - 2005
Owner

Spectrum Concepts Consulting1995 - 1998
Controller

INFOMART1987 - 1993
Director, Finance

Arthur Andersen & Co.1985 - 1987
Auditor



DIXIE KACHROS

LEAD STRATEGIST

Dixie is a savvy strategist who unearths the Salient Truth about brands. Having just re-branded Jesuit College Preparatory (an institution filled with future Aggies) and recently teaching marketing at SMU, she has a deep passion for education. Coupled with a name like Dixie, she is 99.56% certain it's her destiny to work on the iconic Texas A&M brand.

CLIENT EXPERIENCE



SHE'S A RED RAIDER

PROFESSIONAL EXPERIENCE

Belmont Icehouse, Dallas, TX2020 - Present
Lead Strategist

- Develop innovative, brand-building and disruptive marketing strategies.
- Collaborate to elevate strategy function across departments.
- Uncover best-in-class consumer insights and analytics.

TM Advertising2013 - 2019
Senior Strategist

Splash Media2012 - 2013
Director

Ansira2010 - 2012
Director, Client Service & Strategic Planning

The Marketing Arm2005 - 2010
Manager & Director, Strategic Planning



LEANNE AULD

ART DIRECTOR & STUDIO MANAGER

Leanne is an award-winning designer, illustrator and production artist with an eye for detail and full understanding of the design process. She often draws artistic inspiration from her extensive collection of classic Hollywood films.

CLIENT EXPERIENCE







PROFESSIONAL EXPERIENCE



<p>Belmont Icehouse, Dallas, TX2015 - Present Art Director & Studio Manager</p> <ul style="list-style-type: none"> • Concept and produce high-impact creative in a variety of media. • Manage all studio output and processes, ensuring deliverables are built to spec. • Successfully execute clients' communication needs. 	<p>MEplusYOU2013 - 2015 Junior Conceptual Designer</p> <p>Texas A&M University-Commerce2011 - 2012 Graphic Designer</p>
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HOSNA PHELAN

ART DIRECTOR

An art director and graphic designer, Hosna produces exceptional creative from conceptual ideation through final production. As the only Belmonster to have been born in the British Commonwealth, she is the only person on staff who can accurately describe a scone.

CLIENT EXPERIENCE







PROFESSIONAL EXPERIENCE



<p>Belmont Icehouse, Dallas, TX2019 - Present Art Director</p> <ul style="list-style-type: none"> • Concept and produce creative layouts, designs and logos for a variety of media. • Collaborate with media and account teams to execute clients' communication needs. 	<p>Eisenberg And Associates2017 - 2019 Art Director</p> <p>Fossil2016 - 2017 Print Designer</p> <p>Zielinski Design Associates2014 - 2016 Graphic Designer</p>
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WILL HARTUNG

PRODUCTION MANAGER

CLIENT EXPERIENCE







HE'S
A RED
RAIDER



PROFESSIONAL EXPERIENCE

Belmont Icehouse, Dallas, TX2015 - Present
Production Manager

- Oversee all elements of production, including quotes, purchase orders, press checks and management of vendors.
- Collaborate with creative teams to ideate high-impact swag, activations and 3D elements.

Publicis–Publicis Hawkeye2013 - 2015
Senior Print Project Manager

The Point Group2006 - 2013
Production Manager / Studio Manager

Firehouse2005 - 2006
Production Manager / Studio Manager

TM Advertising2000 - 2005
Production Manager

OUR PARTNER

As an agency focused on strategy, brand development, creative and implementation, Belmont recognizes that the right people need to be assigned to each client and project.

We have forged partnerships with experts in every discipline, from research to photography, broadcast production and digital development. We work closely with them to ensure your campaign is brought to life on time and within budget.

We're also very open to considering subcontractors with whom you have previous relationships. At the end of the day, we want to use the talent and resources that will help us deliver a high-quality, memorable and successful campaign.

Below is a little bit about Strop Insights (the partner we will use for research).

STROP INSIGHTS

Role: Research: quantitative and qualitative, methodology

Website: <https://www.stropinsights.com>

Owners: Steven Risky

Address: 2292 Vantage Street, Suite 100, Dallas, Texas 75207

Phone: 757-581-4602

SAMPLES OF WORK

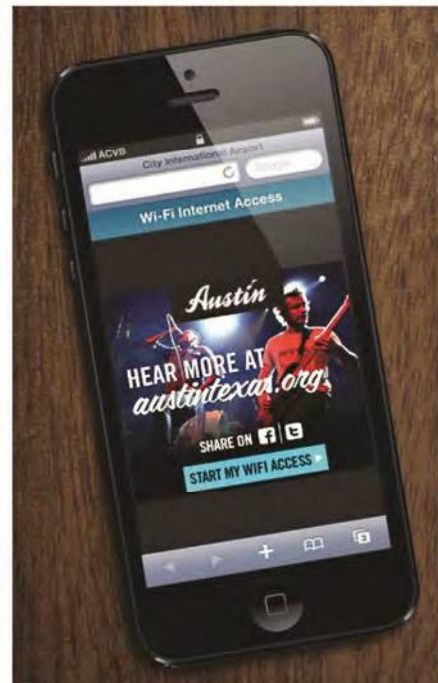
At Belmont, we believe strong creative is rooted in smart strategy. Each of the samples we've provided demonstrates the power of creative thinking powered by insights and data.

Our portfolio includes both event and DMO marketing as well clients outside tourism. These examples demonstrate our diversified background, which we believe is critical for the success of all our clients.

If the City Of College Station would like to see additional samples, we are happy to provide them.



Austin



AUSTIN CVB

Situation

After several years of multiple campaigns with a variety of messaging strategies, the Austin brand was lacking focus and consistency across its marketing efforts.

Solution

Through custom and syndicated research, we found that Austin's reputation as a music-focused destination was its primary asset. Yet it wasn't getting full credit for the breadth of activities offered. Additionally, competitors like Nashville and Memphis were stealing away buzz for their live music scenes.

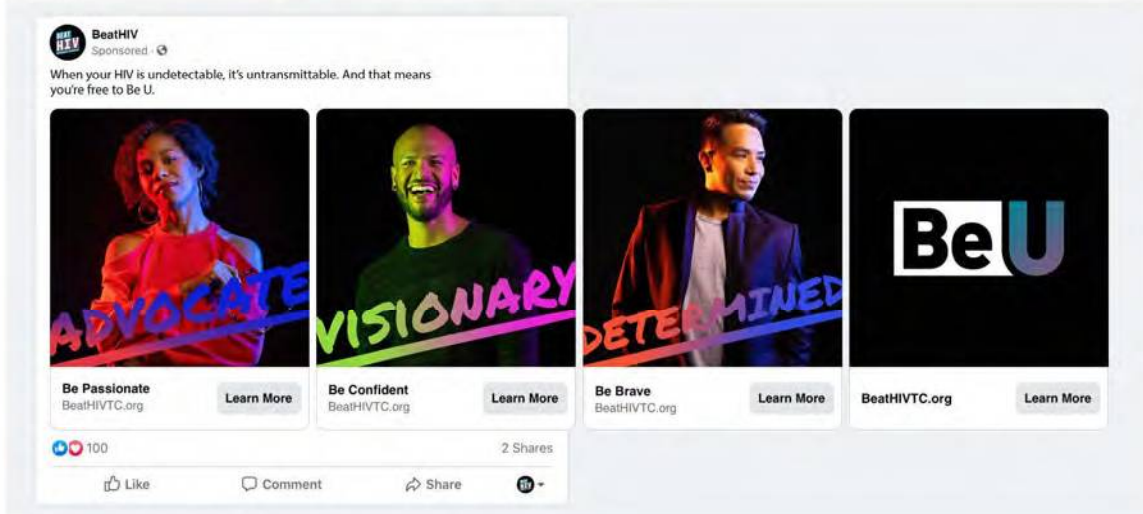
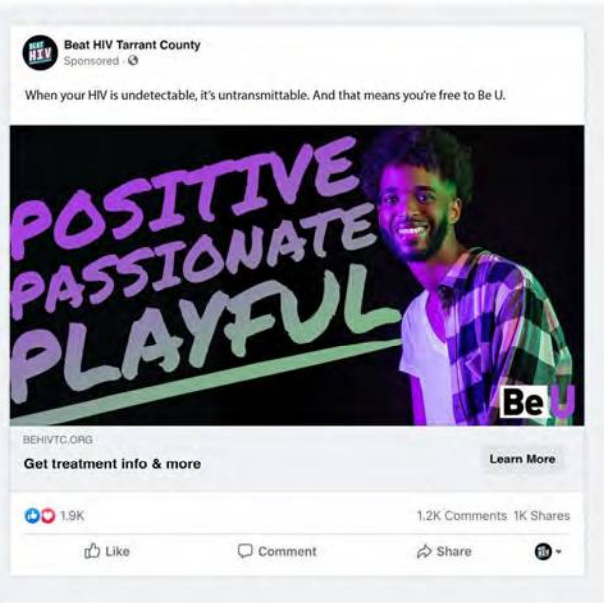
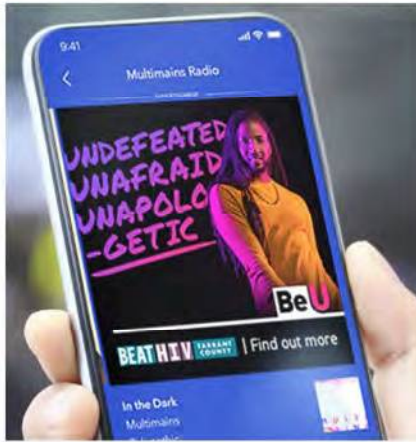
We recommended that the city fully embrace its position as the "Live Music Capital of the World" and use musical language to inform potential visitors about its diverse offerings. This approach set the Austin travel and tourism product apart from competitors that were all vying for the same attention. Our approach encompassed efforts that tackled communications targeted at potential leisure and business audiences as well as local residents, city council members and state legislators.

From the national campaign to the design of AustinTexas.org, the Austin Airstream and various micro-campaigns (Los Angeles, F1, Austin X Games and holiday), we strived to maintain consistency.

Results

The campaign targeted leisure and business travelers across print, digital, mobile, outdoor, experiential and collateral media. Delivered through regional, spot, national and international media, the results were impressive:

- AustinTexas.org visitors increased **19.7%** in 2013 and **10%** in both 2014 and 2015.
- Twitter and Facebook followers **doubled** each year from 2013 through 2015.
- Hotel revenues increased annually from **\$670MM** to **\$984MM**.
- Annual average hotel occupancy increased from **69%** to a record **77%**.
- Visitor spending increased annually from **\$5.1B** to **\$6.3B**.
- Our increased focus on mobile resulted in a staggering **147% increase** in mobile sessions and a **282% increase** in tablet sessions from 2012 to 2015.
- Austin Airstream experiential road trips generated more than **120 million impressions** through four national tours, including more than **5,000** entries to three custom (partner-sourced) sweepstakes.



TARRANT COUNTY: BEAT HIV/BE U CAMPAIGN

Situation

The Tarrant County HIV Administrative Agency connects HIV-positive people with resources like healthcare and housing. An unusually high incidence of people living with HIV in Tarrant County makes the group more meaningful than ever before.

Lacking a compelling brand identity as well as a cohesive marketing message and strategy meant little to no awareness. Plus, the very official sounding name and government agency logo weren't doing any favors to get the attention of the 15- to 25-year-old Black & Latinx MSMs who are newly diagnosed with HIV in Tarrant County.

Support and funding through a national initiative, "Ending the Epidemic," provided a perfect platform from where we could start. But what was truly needed was a local approach dedicated to eliminating HIV right here in Tarrant County.

Solution

Working with Tarrant County HIV Administrative Agency, we set out create not just a campaign, but also a new initiative that was edgy, fresh and inclusive.

Our new initiative, Beat HIV, boldly defined the impact we hoped to make with an empowering message that prompts action towards awareness, prevention and treatment. A robust, visually arresting website was launched offering a source of guidance, information and answers.

At the same time, a comprehensive, integrated marketing campaign kicked off. The campaign message, "Be U," focused on treatment and achieving undetectable HIV status, while celebrating individuals and the idea of not fitting into someone else's standards.

The campaign truly came to life over the course of a two-day photoshoot that was coordinated by Belmont Icehouse with our partners. The breathtaking imagery featured actual Tarrant County residents who are HIV positive, infusing credibility, authenticity and relatability to both the initiative and the campaign.

Results

Our brand campaign launched in spring 2021 along with the Beat HIV Website. Media tactics included English and Spanish versions of OTT video, paid social, digital banner ads, digital audio and non-traditional OOH. The campaign is currently active, and results will be forthcoming.



**TASTE
ADDISON**



TASTE ADDISON

Situation

The original foodie festival in the Dallas area, Taste Addison attracts huge crowds over the course of three days with its mix of great food, music from national touring acts, cooking demonstrations and family fun.

But since its founding more than three decades ago, the number of food-focused events across DFW has exploded. Today, competitors such as Savor, Taste of Dallas, the Tastemaker Awards, the Plano Food + Wine Festival, Tacolandia and countless others compete for the attention of foodies and families alike throughout the year.

Solution

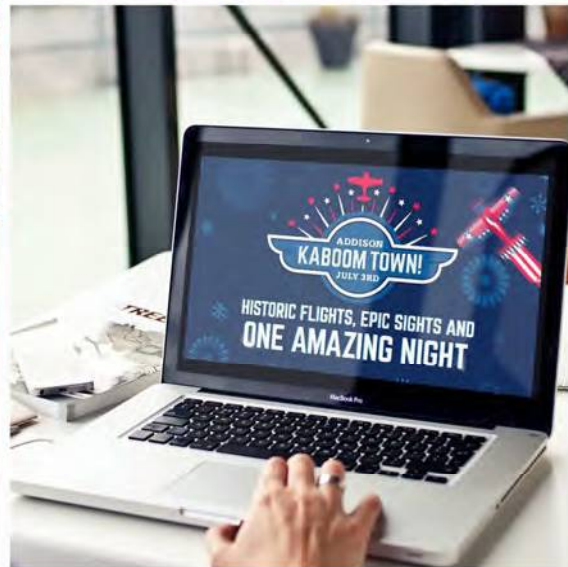
For the 2019 event, Belmont sought to restore Taste Addison to its rightful place atop the event food chain. Through a combination of highly efficient social placements, radio reads, digital banners, video, print advertising and OOH, Belmont reminded North Texans that Taste Addison was the true, original “Foodie Favorite Since 1993.”

Results

Overall, the campaign was well-received and delivered impressive results, with more than **10 million impressions** and almost **34,000 clicks** to Taste Addison landing pages. Through real time optimizing, we achieved significantly higher totals than what was contracted – more than **3.5x impressions**, a **34% increase in clicks** and **3.5x more video view** completes.

Video was included for the first time for the 2019 Taste Addison media buy to great success. YouTube’s video completion rate of **54%** for Addison’s ads was double the site’s average.

Banner ad click-through rates reached an astonishing **0.61%** level, almost 6x the industry average (0.14% for desktop). The campaign delivered an exceptional **\$1.18 cost per click**. Paid search drove the most efficient clicks to the website, at just **\$0.54 per click**.



ADDISON KABOOM TOWN!

Situation

For more than 30 years, Addison Kaboom Town! has been the premier Independence Day celebration in the DFW Metroplex. Held on July 3rd each year, the party attracts local residents as well as visitors from around the world for an evening of spectacular fireworks, music, food, carnival games, aircraft flyovers and family fun.

As one of the most acclaimed fireworks shows in the nation, Addison Kaboom Town! enjoys exceptional awareness. But as more municipalities develop their own competing celebrations, Addison remains committed to keeping Kaboom Town! top of mind and introducing the event to new audiences.

Solution

Given that Kaboom Town! does not suffer from an awareness problem (as the park fills to capacity every year), the overall media budget is substantially lower than other Addison events.

For 2018, a modest digital media plan was developed to attract those who may not be as familiar with the event. Through behavioral and retargeting tactics, the media campaign exposed our audiences to messaging in places where it was most likely to make an impact.

Results

In the two weeks leading up to the event, more than **525,000 impressions** were delivered. The digital campaign delivered a total of **5,193 clicks**, an increase of 12% from 2017. By optimizing the media plan to dial-up spending with the historically strongest media performer, we achieved an impressive **65% increase** in click rate.

And, most important, the event continued its long streak of reaching capacity attendance, with hundreds of thousands of people watching in and around the park.



ADDISON OKTOBERFEST

Situation

Addison Oktoberfest is one of the most authentic celebrations of its kind in the United States, attracting lovers of bier, schnitzel and dachshunds since the first ceremonial keg was tapped more than three decades ago. Today, the event offers fun for “die familie” across a four-day weekend.

Like its major sister events, Taste Addison and Addison Kaboom Town!, Addison Oktoberfest is a hugely popular celebration that nevertheless faces an ever-growing contingent of competing local events throughout the year. As the agency of record for Addison’s events, Belmont was charged with helping Addison Oktoberfest maintain its position as the uber-event of the fall season by connecting it with old and new fans across the region.

Solution

In 2018, Belmont launched a new look for Addison Oktoberfest that melded iconic Texan and German elements into a fun, contemporary design language. Because Belmont’s media plan included a heavy mix of digital and social placements, the creative was designed from the start to translate well across different devices and viewing environments.

To expand awareness and build on the reach of digital media, digital billboards were introduced in 2018. Units were placed in prime locations on major interstates and highways within Dallas. Acknowledging ever-evolving digital consumption trends, Instagram was added for first time, helping to engage desirable younger audiences who love a good Oktoberfest party.

Results

Building upon learning from our previous Oktoberfest media buys, we optimized the 2018 media plan to dial up our presence across the strongest platforms while removing those that had underperformed previously.

In 2018, the plan delivered more than **3.7 million impressions** and more than **35,000 clicks** to the website over four weeks. The digital media’s overall click-thru rate increased **55%** from 2017 due to realigning focus on our strongest partners, Google and Facebook.

BROCHURES



PRINT ADVERTISING



POSTERS



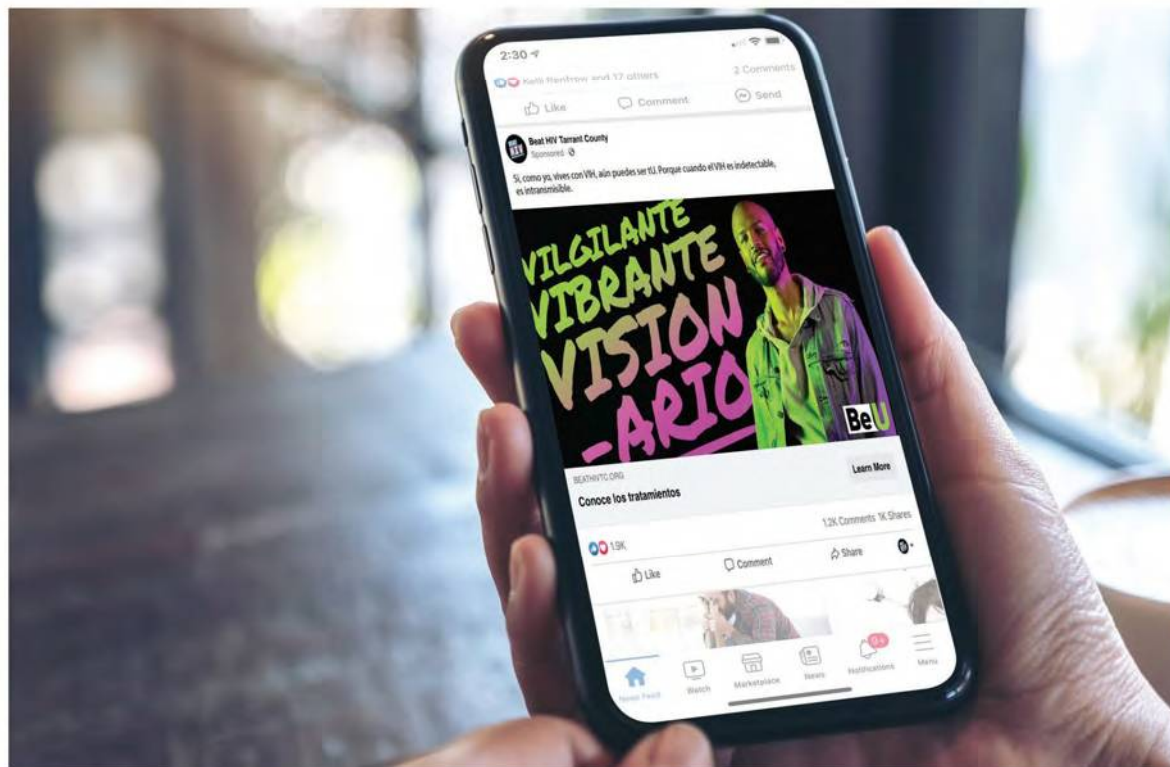
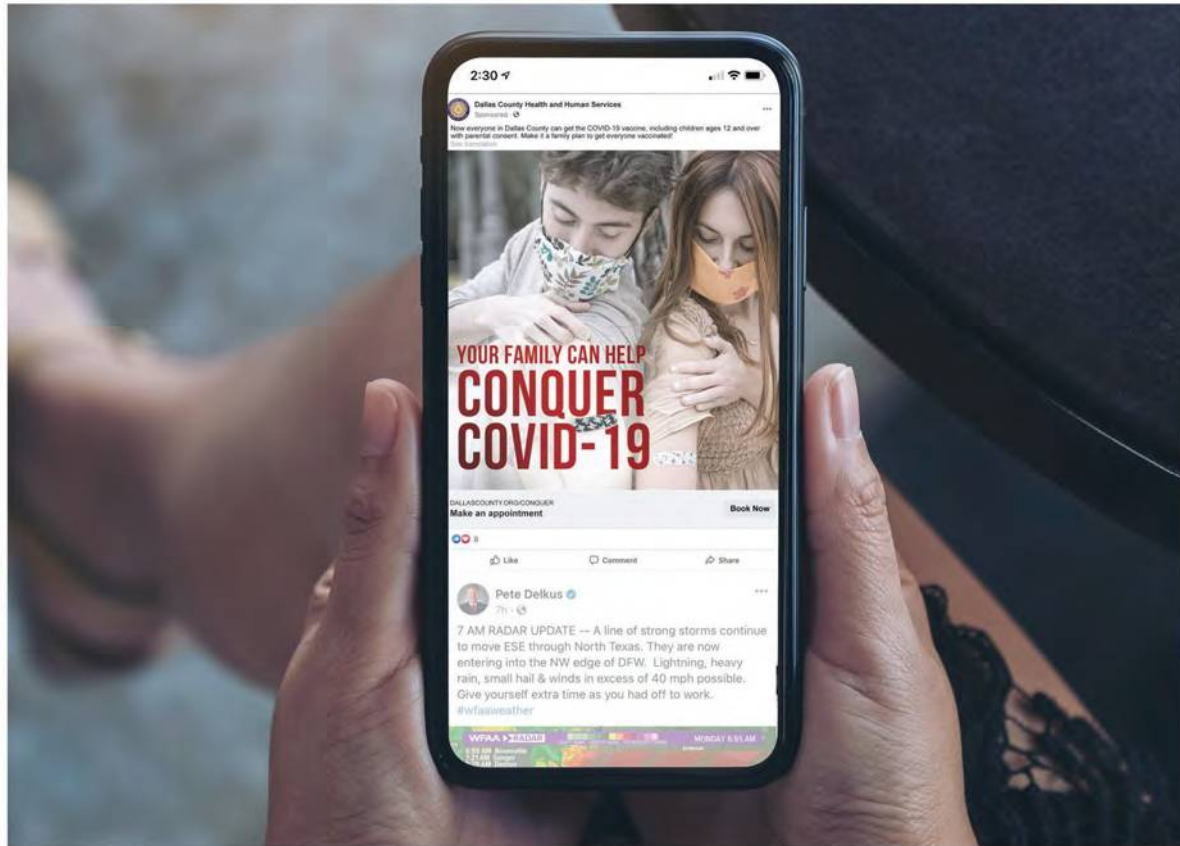
NATIONAL EVENTS



EVENTS & ACTIVATIONS



DIGITAL / SOCIAL MEDIA



Las Colinas
Sponsored

Post-work happy hour. Mid-week lunch meeting. Weekend wind down. We're open for all of it in Las Colinas.

Open for cocktails with colleagues
Know where to go now

[Learn More](#)

Open for lunch beyond the brown bag
Know what's good now

[Learn More](#)

Open for lounging around
Know what's hot now

[Learn More](#)

Las Colinas is ready when you are
Be in the know

[Learn More](#)

100 likes 2 Shares

Like Comment Share

Las Colinas
Sponsored

A weekend getaway. A night out. A day at the pool. We're open for all of it in Las Colinas.

Open for a round of drinks
Know where to go now

[Learn More](#)

Open for something appetizing
Know what's good now

[Learn More](#)

Open for some fun in the sun
Know what's hot now

[Learn More](#)

Las Colinas is ready when you are
Be in the know

[Learn More](#)

100 likes 2 Shares

Like Comment Share

Historic Downtown McKinney
Sponsored

As one of the oldest thriving historic districts in Texas, McKinney is home to more than 120 unique boutiques and shops.

Art and Antiques
DOWNTOWNMCKINNEY.COM

Home, Kitchen & Garden
DOWNTOWNMCKINNEY.COM

Specialty Gifts
DOWNTOWNMCKINNEY.COM

Spa and Beauty
DOWNTOWNMCKINNEY.COM

Shop the Magic of McKinney
DOWNTOWNMCKINNEY.COM

100 likes 2 Shares

Like Comment Share

VIDEO

Below please find the link to review a few of Belmont's video projects.

<https://vimeo.com/showcase/8545965>

TAB B – RATES AND EXPENSES

CERTIFICATION OF PROPOSAL

Please see following pages for certification, signature and information.

PROPOSAL FORM

Please see following pages for form.

PRICE PROPOSAL

Belmont has created effective marketing and communications plans for clients at various investment levels. Second only to creating effective marketing and communications for the City of College Station, our priority is establishing an arrangement that allows us to work together seamlessly and efficiently.

That’s why we are recommending a retainer agreement which would cover all agency labor hours needed to complete the different phases as outlined in this proposal. It is an ideal fee structure for clients who consider Belmont to be their external marketing and communications department because it allows for more continuous strategic collaboration and eliminates the need for estimating each project individually.

In the tables below, we have organized the recommended budget allocations based on *Agency Fee* and *Reimbursable Expenses*. All of the agency fees cover the time to accomplish the outlined scope of work provided in the RFP, though all video production and photography will be considered part of the production costs and will be estimated and approved separately from the retainer. Note Belmont’s blended hourly rate of \$135 has been applied for our labor hours. The following tasks are included as part of the agency fee:

Strategic leadership	Creative direction
Account and project management	Art direction
Status meetings and reporting	Copy writing
Paid media planning and implementation Campaign	Quality assurance
Campaign monitoring and optimizations	Budget management and monthly invoicing

YEAR ONE AGENCY FEE

AGENCY FEE ESTIMATED BY ROLE	EST. HOURS	RATE	INVESTMENT
Executive Creative Director	40	\$135.00	\$5,400.00
Account Director (primary contact)	300	\$135.00	\$40,500.00
Account Supervisor	94	\$135.00	\$12,690.00
Senior Strategist	80	\$135.00	\$10,800.00
Media Director	175	\$135.00	\$23,625.00
Finance Director	25	\$135.00	\$3,375.00
Creative Director / Copy Writer	160	\$135.00	\$21,600.00
Art Director / Graphic Design	300	\$135.00	\$40,500.00
Production Manager	40	\$135.00	\$5,400.00
TOTAL	1214		\$163,890.00

REIMBURSABLE EXPENSES

Paid Media	\$150,000.00
Research (pre- campaign baseline)	\$30,000.00
Creative Services Production (Video/Radio/HTML/Print Mechanicals /Etc.)*	\$50,000.00
Travel*	\$6,110.00
TOTAL	\$236,110.00

**All creative services production and travel will be estimated and approved by client*

TOTAL INVESTMENT	\$400,000.00
-------------------------	---------------------

Please note all travel will be estimated based on the current Texas Travel rates and will be approved by client prior to booking. Any remaining travel costs at the end of the fiscal can be shifted into paid media, as approved by the client.

<https://fmx.cpa.texas.gov/fmx/travel/texttravel/rates/current.php>

PROPOSAL FORM

Date: July 8, 2021

PROPOSAL FROM: Belmont Icehouse

PROPOSAL TO: City of College Station
1101 Texas Ave.
College Station, TX 77842

The Undersigned proposes to furnish all labor, services, materials, tools and necessary equipment for the testing, maintenance and/or replacement of substation equipment, and to perform the work required at the location set out by the Plans and Specifications, in strict accordance with the Contract Documents.

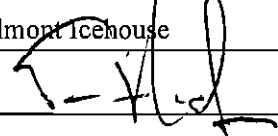
Please type or write legibly in blue or black ink. A unit price is required for all proposal items. If there are discrepancies between unit prices and totals, the unit price will prevail. Please initial all corrections and do not round totals.

In submitting this Proposal, it is understood that this Proposal may not be altered or withdrawn for ninety (90) days, and that the Owner has reserved the right to reject any and all Proposals.

The Undersigned certifies that this Proposal is made in good faith, without collusion or connection with any other person, persons, partnership, company, firm, association, or corporation offering Proposals on this work, for the following sum or prices to wit:

Grand Total Proposal of: (\$ \$400,000.00)
As Supported By RFP#21-053 PRICING SHEET

AGENCY NAME: Belmont Icehouse

AGENCY SIGNATURE: 

TITLE: President

RFP#21-053 MARKETING AND ADVERTISING

SERVICES AND MEDIA DIVISIONS

PROJECT FOCUS

LEISURE		
Account Management		
Digital Management		
Holiday Promotion		
Seasonal Promotion		
LEISURE TOTAL	\$ 256,028.50 -	65% of budget towards Leisure
MEETINGS		
Account Management		
Digital Management		
Creative Support		
Geofencing Display		
MEETINGS TOTAL	\$ 78,778.00 -	25% of budget towards Meetings
SPORTS		
Account Management		
Digital Management		
Creative Support		
Geofencing Display		
SPORTS TOTAL	\$ 59,083.50 -	15% of budget towards Sports
Optional		
SEM/ SEO	***	
Account Management		<i>Rolled into above costs, will evaluate best tactics for implementation</i>
Leisure SEO		
Sports SEO		
Leisure SEM		
Meetings SEM		
Sports SEM		
SEM/SEO TOTAL	\$ -	
MEETINGS (Optional)		
Storytelling w/ Presentation Layer		<i>Part of agency fee and paid media, rolled into above costs</i>
Native Content Distribution		
LinkedIn Sponsored Posts		
MEETINGS TOTAL	\$ -	
SPORTS		
Storytelling w/ Presentation Layer		<i>Part of agency fee and paid media, rolled into above costs</i>
Native Content Distribution		
LinkedIn InMail		
LinkedIn Sponsored Posts		
SPORTS TOTAL	\$ -	
Travel (not to exceed)	\$6,110.00	
GRAND TOTAL MARKETING/ ADVERTISING SERVICES	\$ 400,000.00 -	

*** SEM: Search Engine Optimization

*** SEO: Serach Engine Marketing

TAB C – METHODOLOGY

SITUATION

The City of College Station's tourism efforts will no longer be tied with Bryan, Texas. The two entities have gone their separate ways and the City of College Station has established its own tourism department aimed at promoting the City as a unique travel destination for tourism, meeting planners and sports teams.

The City of College Station is uniquely positioned within a triangle of three large metropolitan areas, making it a prime destination for a quick getaway or a place where companies and sports groups can easily convene.

It's time the City of College Station partners with an agency to introduce "The heart of Aggieland" to individuals and groups outside the region. We want to creatively and credibly bring this to fruition and let our audiences know that Visit College Station is a significant player in the travel and tourism space.

The right partner will be a tourism-savvy agency that truly knows the heart and soul of College Station and what makes you bleed maroon (without overtly tying the City to Texas A&M University). Informed by your marketing team and research we have slated, the right agency will develop and implement a powerful campaign that positions the City of College Station as a top-of-mind destination and generates awareness of the destination and your offerings.

OUR APPROACH

We believe that good marketing is built on three pillars: strategy, creativity and consistency. That approach has generated tremendous levels of success for every client that we manage, and this is what we envision for the City of College Station.

We understand the position the City of College Station would like to take regionally and nationally and its importance in establishing a brand that can grow and become instantaneously recognizable. Our goals include:

- Developing awareness of the newly branded Visit College Station
- Creating media strategies and tactics for our audiences as defined in the RFP
- Developing compelling creative to reach tourism, meetings and sports audiences
- Increasing website visitation and RFP submissions, as well as other KPIs outlined with the Client
- Establishing metrics and tracking success

Belmont prides itself on providing top-level service to our clients. We manage expectations, deliver on objectives and ensure that our clients are always "in the know." We believe our clients should remain updated on project status, performance and optimizations at each step of our process.

What we don't believe in is layers. While day-to-day communications normally occur with your Account contact, we provide direct and immediate client access to the creative, media, production and planning teams. As we are all working towards the same goal, we believe everyone should be communicating directly whenever, and as often as necessary.

Strategic Direction

While many players within our industry spend time trademarking their brand and strategy development processes, we prefer to spend our time working. Belmont doesn't have a fancy name for our approach, but we do have results that confirm its effectiveness.

Every step in the Belmont strategic approach is calculated. We don't make assumptions and we don't operate solely on hunches. Instead, we make informed decisions through secondary research and, if necessary, our own primary research.

This development process between agency, client and any necessary vendor partners, ensures that everyone involved is working to achieve a unified goal. Just as the City of College will always have the first word in defining the strategic direction, you will direct us on what the initiative must accomplish. We then collaborate with you to create a plan that will achieve success.

Organized Process

Belmont is a process-oriented agency. We don't skip steps. We don't skimp on quality assurance. And while we may move fast, we never rush. This dedication to process has its roots in our boutique approach. Our process remains very simple and focused. And, being good communicators, we ensure that all project constituents have immediate knowledge of the assignment and its status. We build in multiple client checkpoints throughout every assignment, from briefing to production to post-launch recap.

We are happiest when we get to take the following steps in the following order. This doesn't always happen. But knowing the path we're supposed to take keeps everyone from getting off course. This strong structure and strict adherence to process ensures that each responsible party – from account management to creatives to production team to client – has a hand in the final product.

The following outlines our general brand and campaign development process, which has been implemented across many of our success stories. This process is designed to deliver sound strategic insights, encourage creative solutions and ensure a high level of consistency across all executions.

1. **Project Briefing:** Q&A session covering the project's scope, specifications, objectives and budget. Should include the real decision-makers so that everyone fully understands project scope and goals.
2. **Estimate:** Based on the agency time and resources the project will require. Might include rough production estimate costs; final production estimate depends on final concept.
3. **Campaign Brief and Schedule:** Distills the project's communications needs, creative strategy and media strategy and outlines the project timeline from kickoff through delivery.
4. **Research:** Methodology development and baseline research to understand insights and strategies to inform concept development for our audiences.
5. **Concept Development:** Creative teams conceive ideas to answer the assignment's unique challenge. In this phase we develop a campaign look and feel. This is showcased in a variety of environments to reflect how a campaign can live across different media like print, digital and OOH.
6. **Media Plan Development:** Working together with our creatives, our media teams develop an outreach campaign that will deliver our message effectively to our target. (See below for our full media process.)
7. **Concept Presentation and Selection:** The best on-strategy creative ideas are presented to the client to review and select. Alongside the creative, we present the media outreach campaign strategy so the client can envision where creative will appear. We like to do this in person (or over Zoom), with all decision-makers involved.

8. **Execution:** The selected concept is fully developed and provided for client review and feedback, with revision cycles as needed. If requested revisions change the project’s scope or specifications, we provide a revised estimate or schedule. The approved media strategy is also translated into the full media plan.
9. **Production/Buying:** Approved execution is prepared and released to any outside production vendors, like photographers, digital developers, etc. Media from the approved plan is secured.
10. **Measurement:** Evaluation of assignment success versus specified objectives and optimization, if necessary.

Within all our phases, we expect the City of College Station key contacts and any other key decision makers to actively participate and provide insight, feedback and thoughts. Belmont does not work in a vacuum, and we want the City of College Station to be involved every step of the way!

Collaborating with You

Below is an outline of what Belmont will be responsible for, as well as the elements we would foresee your input and what information we would ask that you provide us.

<u>Belmont</u>	<u>Belmont/City of College Station</u>	<u>City of College Station</u>
• Kickoff Planning	• Client Input Brief	• Historical Information
• Research	• Kickoff Workshop	• Current Marketing Plan
• Campaign Development	• Status Meetings/Progress reports	• Website Implementation
• Paid Media	• Media Dashboard Review	• Hotel insights
		• Group/visitor data

In addition, here is an example status report for ongoing progress checks and our media dashboard which updates real-time once our paid media campaign is running.

Last Updated: [insert date]

JOB #	JOB NAME	OWNER	DUE DATE	STATUS	NEXT STEPS
ACCOUNT MANAGEMENT					
	Account management				
PROJECT SPECIFICS					
	Client print			Initial native files released 7.13 Additional native files released 7.24 Dashboard sent on 7.20 Weekly update document shell sent 7.25	
	Client Media			Discuss Lookalike targeting 7.27 during meeting - Cassie will be available Discuss additional budget in August All funds need to be spent before the end of the fiscal year	Social: Facebook and Instagram Audio: Spotify and Podcast advertising Video: OTT and Facebook Print: 13 publications (see plan)
	Client Facebook/Instagram Ads		COMPLETE	Released - English and Spanish ALL ADS LIVE	
	Client Audio Ads		Mid-July	English and Spanish approved English versions with client for review 7.24 - need approval, then will lay in music. Awaiting updated Spanish versions - will send 7.27 Companion banners released to creative team 7.24	Client approval and release - ASAP
	Client Video		Mid-July	Working on revisions to client 7.27	Client review 7.28 Client approval 7.29
	Client Landing page		COMPLETE	Complete - Released	
	Client homepage Callouts		COMPLETE	Releasing Ask DART 7.10	
	Client divisional posters for internal use		COMPLETE	Complete - Released	
OPEN DISCUSSIONS					

Our Media Process

Belmont Icehouse will tailor a paid media approach to achieve the primary objectives and overall success metrics (awareness, consideration, perception, etc.) – connecting with the key audience(s) and driving visitation to the City of College Station website or specified pages.

Strategic Media Approach

We will identify media channels and tactics that deliver against communication objectives that range from increasing awareness and familiarity, to driving consideration and conversion. Media objectives fall directly out of the business and marketing objectives. Essentially, defining the who, what, when, where, and how much questions.



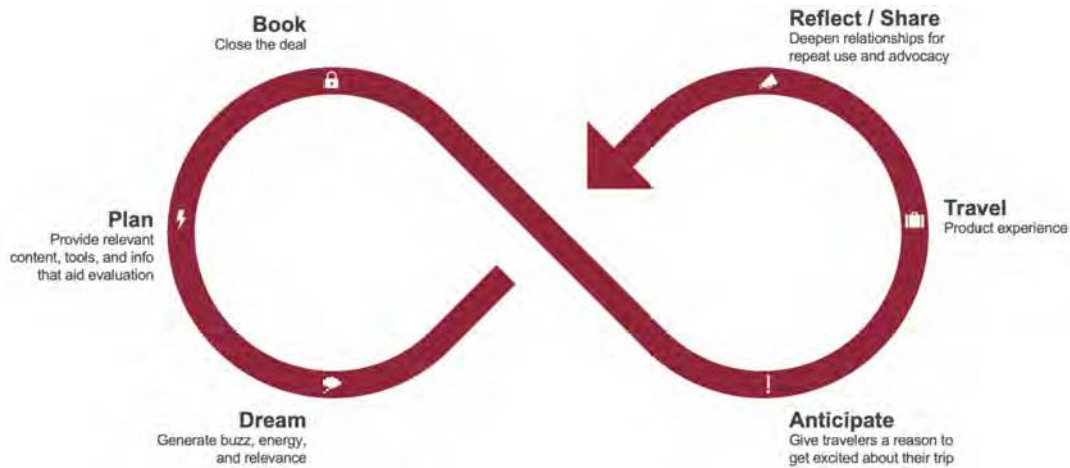
To develop brand-relevant, strategically sound and innovative plans, we start by bringing our consumer segments to life through a visualization consumer dashboard to better understand demographic, psychographic, behavioral attributes, media usage habits, and brand affinities. These visuals allow us to evaluate commonalities and distinctly unique behavior to each. During this phase, the following approach is taken to allow us to build a consumer-centric media strategy:

- Staying abreast and ahead of the latest trends and market research
- Leverage segmentation lifestyle results and core penetration study
- Overlay syndicated research tools, such as MRI and Scarborough to help identify attributes
- Macro trend data accessed through tools like eMarketer, IAB and other industry trade resources, allow us to build a consumer-centric media strategy
- Campaign performance analytics provide a reference of past performance of tactics planned to comparable objectives, establish the foundation for media tactic and partner selection and provide benchmarks for planning and goal setting
- Website and social analytics are utilized for insights that drive targeting strategies and segmentation, dayparting and online platform allocation strategies

Our full-funnel strategy identifies unique goals and behavior desired of the target audience and involves messaging architecture to align with each. In a traditional funnel approach, the goal is to increase awareness at the highest level of the funnel and push potential users down the funnel to drive conversion.



Additionally, it is critical for the creative and media strategy to be in lockstep to create relevant intersections that drive meaningful interactions between the consumer and the programs offered. Understanding the customer journey in how they research and benefit from program offerings is essential to how we build a messaging and media strategy that match message to mindset.



How much is enough? To answer that question, we apply a scientific modeling exercise that evaluates and scores business, marketing, creative, and media variables – which identifies and yields effective communication goals (reach and frequency). This is what becomes the North Star for developing the media strategy.

The Communication Goal Modeling tool is an evolution of numerous industry studies that have taken an in-depth look at how advertising affects consumers... How many times it takes to see an image and retain the information and how many people you need to speak to in order to achieve your communication goals. This theory originated through memory research conducted by Herman Ebbinghaus that identified the curve of forgetfulness and the repetition necessary to make an impression on the human brain.

Once effective reach and frequency goals have been determined, we evaluate the local market media landscape and target audience media usage behavior against business and marketing objectives, weighing the pros and cons of each channel with consideration of the consumer journey.

Understanding that not all impressions are created equally, a media channel mix is determined after evaluating and weighting channels that will effectively accomplish business and marketing goals. This analysis considers business, marketing, creative, and media factors. Specifically for media, these factors include:



Tactical Media Plan Development

Once the media strategy is agreed upon, we take the following steps to develop the tactical plan:

STEP 1: Employ syndicated research, such as Simmons, MRI, and Scarborough, and historical performance to identify the appropriate offline and online publishers.

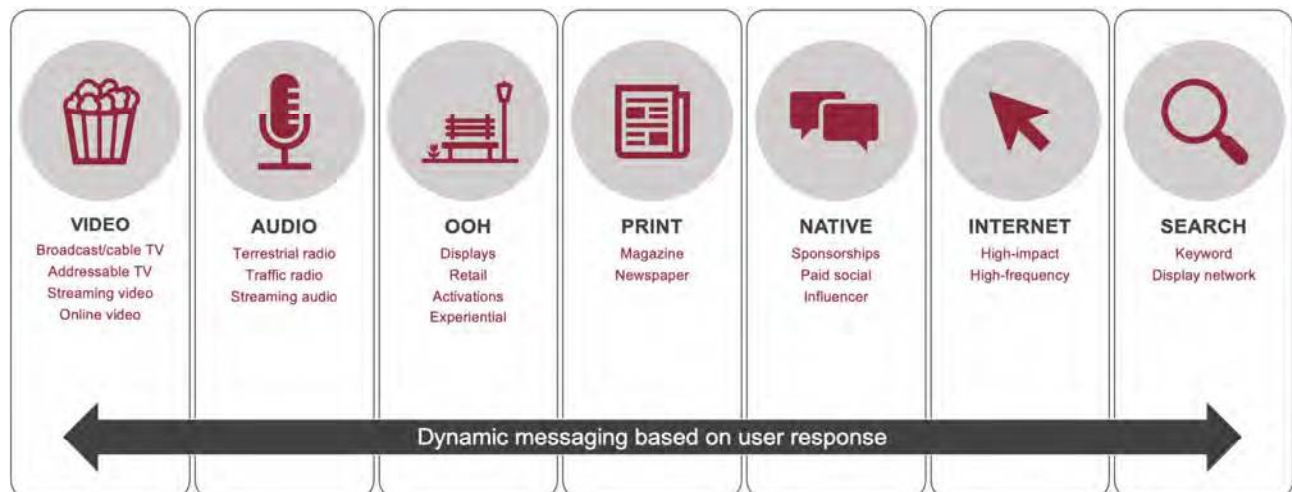
STEP 2: Issue RFPs to our media partners detailing the approved objectives, targets, timing and budget.

STEP 3: Evaluate all proposals and select which tactics/partners to recommend based on the following criteria:

- Advanced targeting capabilities
- Content alignment
- Creative and innovative ad types
- Premium offerings
- Added value

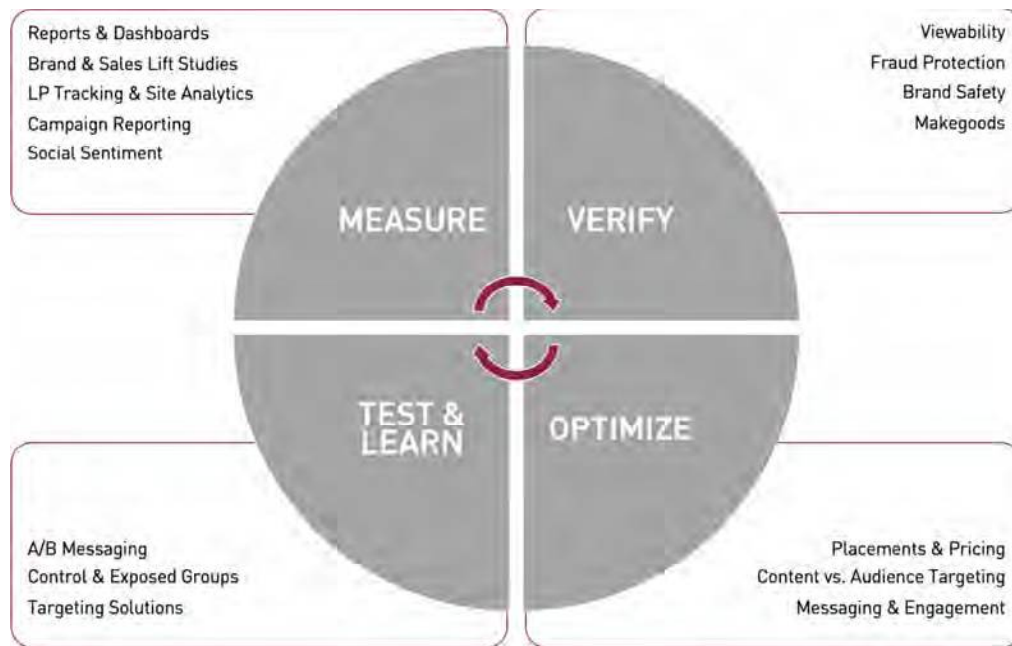
Using consumer behavioral and media consumption data, we build an omni-channel, surround-sound road map for messaging that effectively and efficiently deploys media dollars to move consumers from awareness to exploration to consideration to conversion.

Throwing the “offline vs. online” mindset out the window, the media world has evolved and traditional and digital have merged. Belmont focuses on the experience the target audience is in while consuming information.



Paid Media Measurement

We love good creative. But we also love good data, because it can help us learn what works, what doesn't and what we can do better next time.



To simplify ROI measurement of individual tactics and inform on-the-fly optimization, we will implement a strategy for marketing campaign performance tracking. We will assess the recommended media mix and work closely with your team to establish measurement goals and KPIs to ensure we are maximizing our reach and ensuring that all target audiences are receiving the right message.

There is no such thing as “set it and forget it” – launching a campaign is step one in the process of continued measurement and reporting. We build digestible and actionable data outputs that showcase KPIs and offer insights into how the campaign is performing that lead to real-time optimizations designed to maximize the results of a campaign. Campaigns are tracked daily, and reporting schedules are determined on the front end of a campaign, depending upon campaign KPIs.

Mid and post campaign analytics utilizing our ad serving tool provide the basis of information to review a campaign in its entirety, evaluate successes and failures, and identify the kinds of messages and media placements that resonate with consumers. Finally, post-campaign analytics allow Belmont to validate that contracted media has been delivered prior to issuing payment to vendors.

Belmont monitors campaigns daily and provides a reporting dashboard reflecting real-time performance. The dashboard is customized to the most important KPIs for the client and the campaign. Reports include key metrics such as the following:

- Impressions
- Clicks
- Post-click activity
- Post-impression activity
- Daypart analysis
- Geographic analysis

- Reach and frequency
- Conversion tracking
- Rich media metrics

In addition to media performance tracking and metrics, “beyond the click” data and attribution is key to identifying success and determining if business and communication objectives were achieved. This strategy will involve placing tracking pixels (floodlights) on necessary pages on the site, creating specific action goals, and placing conversion pixels on confirmation pages related to key actions. These include:

- Page views
- Button clicks
- Visitor Planning Guide requests
- Social engagement
- Trip planning

Some of the tools we use to track, optimize, and report performance of strategies and tactics include:



PROJECTED TIMELINE

Please see next page.

- Account management is ongoing.
- Our partner Strop will work with Belmont during the research portion to establish the overall methodology, fielding and results of the research.
- Creative and Media will be involved at all points within the project.

YEAR ONE	August				September				October				November				December				January				February				March				April				May				June				July											
	2	9	16	23	30	6	13	20	27	4	11	18	25	5	12	19	26	2	9	16	23	30	3	10	17	24	31	7	14	21	28	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25				
AVATAR B.V.CITY																																																								
ACCOUNT MANAGEMENT																																																								
PROJECT BRIEFING/SCOPING																																																								
CAMPAIGN BRIEF AND SCHEDULE																																																								
RESEARCH																																																								
CONCEPT DEVELOPMENT																																																								
MEDIA PLAN DEVELOPMENT																																																								
CONCEPT PRESENTATION AND SELECTION																																																								
CAMPAIGN EXECUTION																																																								
CAMPAIGN PRODUCTION																																																								
CAMPAIGN LINE																																																								
MEASUREMENT																																																								



TAB D – AGENCY QUALIFICAIONS & REFERENCES

Please see following page.

AGENCY'S EXPERIENCE & QUALIFICATIONS

Agency's Name: Belmont Icehouse

General Firm Information

1. Type of Firm (corporation, partnership, sole proprietorship, joint venture)
2. Year Firm Established – Number of years has your firm been in continuous business under its present business name 16 years
3. Other Firm Names – Indicate all other names by which your organization has been known and the length of time known by each name. NA
4. Parent Company – If applicable, state name, address, former name if applicable, tax identification number NA
5. Participating Division or Branch Offices – State division or branch offices that will participate in the development of the proposal, in its evaluation process, and/or in the conduct of any services provided (office name, and address). NA
6. Specify:
 - a. Large Business (100 or more employees)
 - b. Small Business (fewer than 100 employees)
 - c. Other _____
7. Submit list of corporate officers, partnerships, or owners of organization - Attached
8. Attach your Project Organization Chart - Attached
9. Submittal – Submittal is for (parent company, subsidiary, division, branch office)

Experience

- a) Normally performs 80 - 100 % of work with own employees.
 - b) Proposing to perform 93 % of work for this project with own employees.
 - c) List Sub Contractors used Strop Insights - leveraging for research only
-

(Provide additional attachments as needed)

List of Projects

(Similar Projects in Size and Scope Completed in Last Five Years)

Project	Municipality / Client	Primary Project Contacts and Phone Number	\$ Amount	Type	Date
Addison Special Events	Town of Addison	Mary Rosenbleeth, 972-450-7032	\$345,000	Comprehensive Campaign	2019
Addison Tourism	Town of Addison	Mary Rosenbleeth 972-450-7032	\$200,000	Comprehensive Campaign	2019
Beat HIV	Tarrant County	Elaine Johnson, CPPB, 817-212-7549	\$350,000	Comprehensive Campaign	2021
COVID Campaign	Tarrant County	Elaine Johnson, CPPB, 817-212-7549	\$150,000	Comprehensive Campaign	2020
Central Health Brand Campaign	Central Health	Ted Burton, 512-978-8154	\$650,000	Comprehensive Campaign	Ongoing
Conquer COVID Vaccination Campaign	Dallas County	Dr. Phillip Huang 214-819-2014	\$500,000	Comprehensive Campaign	2021
Brand Campaign	Dallas Area Rapid Transit	Nevin, Grinnell 214-749-2504	\$400,000	Comprehensive Campaign	2018
Ask DART	Dallas Area Rapid Transit	Nevin, Grinnell 214-749-2504	\$350,000	Comprehensive Campaign	2020
Brand Development	Tarleton University	Cecilia Jacobs 254-968-1620	\$160,000	Brand development	2019
Website/Media Buying	Dallas Opera	Carrie Ellen Adamian, no longer there	\$200,000	Website development and media buying	2019

AGENCY KEY PERSONNEL

Resumes of key personnel shall also be included. Professional affiliations, memberships, and certifications for each of the key personnel must be included and will be used to evaluate the proposed team and personnel.

Lead	Years' Experience	Projects
Sara Lawrence	16	Austin CVB, DART, Addison, MPI
Cassie Bunch	16	Dallas Opera, Tarrant County, Community Coffee
Tim Hudson	30	Austin CVB, Texas, Addison, MPI
Geoff Owens	21	Austin CVB, DART, Addison

Assistant Lead	Years' Experience	Projects
Erica Page	19	Tarrant County, Austin CVB, LCRA
Dixie Kachiros	20	Alcon, Community Coffee, American Airlines

Staff Assigned	Years' Experience	Projects
Leanne Auld	10	Texas A&M, DART, Addison
Hosna Phelen	7	Tarrant County, DART, Ennis CVB
Darrell Loden	23	Pepsi, Texas A&M, American Airlines
Will Hartung	21	Texas A&M, McDonald's, Verizon

All other personnel	Years' Experience	Projects
Leigh Hudson	36	Texas, DART, Tarrant County, LCA

AGENCY REFERENCES

Name three (3) projects of similar work: provide Company name and its representative's name and contact info for each. References must be provided for projects of similar size and scope as the proposed contract. A Minimum of three (3) References are required for submission.

<p>1. DALLAS AREA RAPID TRANSIT (DART)</p> <hr/> <p>Nevin Grinnell, Vice President, Chief Marketing Officer</p> <hr/> <p>1401 Pacific Avenue, Dallas, Texas 75202</p> <hr/> <p>Email: ngrinnell@dart.org</p> <hr/> <p>Phone: 214.749.2504</p>	<p>Advertising • Branding • Collateral •</p> <hr/> <p>Digital Development • Environmental</p> <hr/> <p>Graphics • Internal Communications •</p> <hr/> <p>Media Planning & Buying • Research</p> <hr/>
<p>2. TOWN OF ADDISON (Tourism and Special Events)</p> <hr/> <p>Mary Rosenbleeth, Director of Public Communications</p> <hr/> <p>5300 Belt Line Road, Dallas, Texas 75254</p> <hr/> <p>Email: mrosenbleeth@addisontx.gov</p> <hr/> <p>Phone: 972.450.7032</p>	<p>Advertising • Strategy • Branding •</p> <hr/> <p>Collateral • Event Materials • Digital</p> <hr/> <p>Development • Environmental Graphics</p> <hr/> <p>Media Planning & Buying</p> <hr/>
<p>3. TEXAS A&M UNIVERSITY</p> <hr/> <p>Kim Miller, Executive Director, Division of Marketing & Communications</p> <hr/> <p>1372 TAMU, College Station, Texas 77843-1372</p> <hr/> <p>Email: kim-miller@tamu.edu</p> <p>Phone: 979.845.4646</p>	<p>Advertising • Branding • Collateral •</p> <hr/> <p>Digital Development • Media Planning</p> <hr/> <p>& Buying</p> <hr/>
<p>4. LAS COLINAS ASSOCIATION</p> <hr/> <p>Jennifer Austin, Managing Director</p> <hr/> <p>Address: 3838 Teleport Blvd. Irving, TX 75039</p> <hr/> <p>Email: jaustin@lascalinas.org</p> <p>Phone: 972.541.2345</p>	<p>Advertising • Branding • Collateral •</p> <hr/> <p>Event Materials • Digital Development •</p> <hr/> <p>Environmental Graphics •</p> <hr/> <p>Media Planning & Buying</p> <hr/>
<p>5. CENTRAL HEALTH</p> <hr/> <p>Ted Burton, Vice President of Communications</p> <hr/> <p>1111 East Cesar Chavez St., Austin, TX 78702</p> <hr/> <p>Email: ted.burton@centralhealth.net</p> <hr/> <p>Phone: 512.978.8215</p>	<p>Advertising • Branding • Collateral •</p> <hr/> <p>Digital Development • Environmental</p> <hr/> <p>Graphics • Media Planning & Buying</p> <hr/> <p>Research</p> <hr/>

AGENCY'S CURRENT WORK SCHEDULE/RECORD

I. Current Work Schedule

- a. List major marketing projects your organization has in-progress using the format below:

Name & Location of Project	Contract \$	% Complete	Projected Completion Date	Owner Contact And Phone
Tarrant County	approx. \$810,000	50%	Ongoing	Elaine Johnson, CPPB, 817-212-7549
Texas A&M University	Project Based	Ongoing	Ongoing	Kim Miller, 979-845-4646
Central Health	\$650,000	50%	Ongoing	Ted Burton, 512-978-8154
Glasshouse	\$150,000	50%	Ongoing	Jake King, 214-797-3626
Las Colinas Association	\$125,000	50%	December 2021	Jennifer Austin, 972-541-2345

- b. Total number and dollar amount of contracts currently in progress:

Number 12 \$ 2MM

- c. Largest single contract amounts currently in progress:

Project Name: Tarrant County

Projected Completion Date: Ongoing contract

Dollar Amount \$ \$810,000

II. Past Record

- a. List major marketing projects of our organization has completed in the last 5 years that have similar work to the work to be completed in this project, with completion dates and references.

Name & Location of Project	Contract \$	Date Completed	Owner Contact and Phone
Dallas County	\$500,000	May 2021	Dr. Phillip Huang, 214-819-2014
Dallas Area Rapid Transit	\$3,900,000	March 2021	Nevin, Grinnell, 214-749-2504
Addison (Events and Tourism)	\$545,000	September 2019	Mary Rosenbleeth, 972-450-7032
Dallas Opera	\$200,000	October 2019	Carrie Ellen Adamian, no longer there
Tarleton University	\$160,000	December 2019	Cecilia Jacobs, 254-968-1620

- b. Volume of work completed over last 5 years:

2020 \$ \$2,890,066
 2019 \$ \$3,605,854
 2018 \$ \$3,117,431
 2017 \$ \$2,343,016
 2016 \$ \$2,687,394

Attach scope descriptions for each project listed above, how the work is similar to this project and the challenges that were dealt with during construction.

AGENCY LITIGATION, CLAIMS, REPUTATION & COMPLIANCE

I. Please answer the following questions

a. Has your firm (under current name or a previous name) and/or parent company ever defaulted, been declared to be in default, or failed to complete any work awarded?

yes
 no

If yes, stipulate where and why: _____

b. Has your firm (under current name or a previous name) and/or parent company ever paid (or had withheld from payment) liquidated damages for failure to complete a contract on time?

yes
 no

If yes, stipulate where and why: _____

c. Has your firm (under current name or a previous name) and/or parent company ever been charged with or paid a fine for non-compliance of State and/or Federal statutes or regulations?

yes
 no

If yes, stipulate where and why: _____

II. List pending claims and/or litigation against the firm (under current name or a previous name) and/or parent company ever and/or the holding company at time of submitting Proposal. Provide all relevant claim information such as project name, project owner, summary explanation, etc.

NA



TAB E – CERTIFICATION

STATEMENT TO SIGN CITY'S AGREEMENT

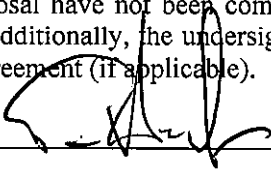
Belmont Icehouse willing agrees to sign the City of College Station Standard Form of Agreement.

ADDENDA

Please see attached signed addendum 1.

CERTIFICATION

I certify that this proposal has not been prepared in collusion with any other firm, and that the contents of this proposal have not been communicated to any other firm prior to the official opening of this proposal. Additionally, the undersigned affirms that the firm is willing to sign the enclosed Standard Form of Agreement (if applicable).

Signed By:  Title: President

Typed Name: Tim Hudson Company Name: Belmont Icehouse

Phone No.: 972-755-3200 Fax No.: 972-755-3201

Email: tim@belmonticehouse.com

Bid Address: 3116 Commerce Street, Suite D, Dallas, TX 75226
P.O. Box or Street City State Zip

Order Address: 3116 Commerce Street, Suite D, Dallas, TX 75226
P.O. Box or Street City State Zip

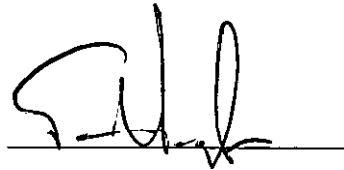
Remit Address: 3116 Commerce Street, Suite D, Dallas, TX 75226
P.O. Box or Street City State Zip

Federal Tax ID No.: 82-0554084

DUNS No.: 60-861-0163

Date: 7.8.2021

Receipt of Addenda

I hereby acknowledge receipt of the following Addenda: 

END OF RFP #21-053

*****DO NOT MODIFY THIS FORM*****

EXHIBIT A

STANDARD FORM OF AGREEMENT CONTRACT

BELMONT ACKNOWLEDGES THIS CONTRACT AND WILL WORK WITH THE CITY TO SIGN UPON CONTRACT AWARD.



1101 Texas Ave * College Station, TX 77840 * (979) 764-3555
www.cstx.gov

ADDENDUM # 1
RFP#21-053

Date: June 30, 2021
To: All Interested Parties
From: Robyn Forsyth, Buyer
Re: RFP#21-053 Marketing & Advertising Services for ‘Visit College Station’

Supplier: The Eagle

Question: For the forms in TAB D (pages 23 and 26): Can we provide top 5-10 projects, 5-10 current work schedule, and 5-10 past record?

Answer:

Tab D ‘List of Projects’: The form requests listing of ‘Projects of Similar Size and Scope’ within the last 5 years, with spacing for up to 10 projects. You can provide the top 5-10 projects, as long as they are within the last 5 years. Remember the More detail, the better for evaluation purposes

Tab D ‘Agency’s Current Work Schedule/ Record’:

Item 1A and 2A are a duplicate of page 23, for information. However, the information is just broken down differently for evaluation purposes (current & past). Please complete these sections to the best of your ability. The more detail for evaluation, the better. Note: If you need to add additional pages simply add a comment at the bottom (see next page).

Supplier: The Eagle

Question: Can you clarify the order/tab organization of information and all forms?

Answer: Please see “REVISED FORMAT REQUIREMENTS” for this RFP#21-053 Marketing & Advertising Services. These have been corrected to be in line with the - Format Requirement originally provided in the Request for Proposal.

RFP#21-053 Addendum #1 (cont'd)

PREVIOUS QUESTIONS AND ANSWERS:

1) Supplier: Barkley

Question: Can you please share the estimated annual budget is for the scope of work listed in the RFP. If possible, please share what the budgeted amount is for creative, media and agency fees?

Answer: The estimated annual budget for the scope of work is around \$400,000; depending on the responses to the RFP. We currently do not have these funds divided by creative, media or agency fees.

2) Supplier: Barkley

Question: What is the total annual budget for Visit College Station?

Answer: Currently the overall annual budget is \$1.2 Million for operations and \$1.1 Million for HOT Stimulus/HOT Grant.

3) Supplier: Barkley

Question: Will the selected agency also support the economic development department? If so, is there an estimated budget for economic development work?

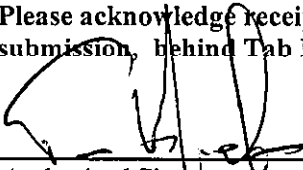
Answer: The selected agency will not support economic development; it will only focus on the tourism piece.

4) Supplier: Barkley

Question: Do you expect a web redesign or refresh to be part of the scope of work?

Answer: We will be doing a website redesign next year. We are working on that RFP now and trying to get it ready. At this time, the answer is no, we do not expect a website refresh to be part of this scope of work, but they can certainly submit a proposal when the website RFP is released.

Please acknowledge receipt of this *Addendum No.1* with your electronic proposal submission, behind Tab E.



Authorized Signature

7/7/21

Date

Belmont Icehouse

Company Name

End of RFP No. 21-053, Addendum No. 1

**EXHIBIT B
PAYMENT SCHEDULE**

The Contractor must submit *monthly* invoices to the City, accompanied by an explanation of charges, fees, services, and expenses. The City will pay such invoices in compliance with the Texas Prompt Payment Act.

-OR-

Payment is a fixed fee in the amount listed in Article I of this Contract. This amount shall be payable by the City pursuant to the schedule listed below and upon completion of the services and written acceptance by the City. The City will pay such invoices in compliance with the Texas Prompt Payment Act.

Schedule of Payment for each phase:

Monthly payments as written within the specifications.

All Travel Expenses shall be supported with itemized expenditures and supporting receipts, or payment will be delayed until such documentation can be provided. The annual amount for Travel Expenses shall not to exceed Six Thousand Dollars (\$6,000).

EXHIBIT C
CERTIFICATES OF INSURANCE

Contract No. 21300675
General Service Contract
Form 05-01-19



THE HARTFORD
BUSINESS SERVICE CENTER
3600 WISEMAN BLVD
SAN ANTONIO TX 78251

September 1, 2021

City of College Station
1101 Texas Avenue
College Station TX 77840

Account Information:

Policy Holder Details :	Belmont Icehouse, LLC
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Contact Us

Business Service Center

Business Hours: Monday - Friday
(7AM - 7PM Central Standard Time)

Phone: (866) 467-8730

Fax: (888) 443-6112

Email: agency.services@thehartford.com

Website: <https://business.thehartford.com>

Enclosed please find a Certificate Of Insurance for the above referenced Policyholder. Please contact us if you have any questions or concerns.

Sincerely,

Your Hartford Service Team



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
09/01/2021

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER ROACH HOWARD SMITH & BARTON/PHS 46464128 The Hartford Business Service Center 3600 Wiseman Blvd San Antonio, TX 78251	CONTACT NAME: PHONE (866) 467-8730 (A/C, No, Ext):		FAX (888) 443-6112 (A/C, No):
	E-MAIL ADDRESS:		
INSURED Belmont Icehouse, LLC 3116 COMMERCE ST STE D DALLAS TX 75226-1615	INSURER A : Hartford Lloyd's Insurance Company		38253
	INSURER B : Twin City Fire Insurance Company		29459
	INSURER C :		
	INSURER D :		
	INSURER E :		
	INSURER F :		

COVERAGES**CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/Y YYYY)	LIMITS	
A	<input type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> General Liability			46 SBA RK2770	06/01/2021	06/01/2022	EACH OCCURRENCE	\$1,000,000
			DAMAGE TO RENTED PREMISES (Ea occurrence)				\$1,000,000	
			MED EXP (Any one person)				\$10,000	
			PERSONAL & ADV INJURY				\$1,000,000	
	GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input checked="" type="checkbox"/> LOC OTHER:						GENERAL AGGREGATE	\$2,000,000
							PRODUCTS - COMP/OP AGG	\$2,000,000
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident)	
							BODILY INJURY (Per person)	
							BODILY INJURY (Per accident)	
							PROPERTY DAMAGE (Per accident)	
	<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB						EACH OCCURRENCE	
							AGGREGATE	
	<input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$							
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below			46 WBC AN20DS	09/02/2021	09/02/2022	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER	
							E.L. EACH ACCIDENT	\$1,000,000
							E.L. DISEASE - EA EMPLOYEE	\$1,000,000
							E.L. DISEASE - POLICY LIMIT	\$1,000,000
A	EMPLOYMENT PRACTICES LIABILITY			46 SBA RK2770	06/01/2021	06/01/2022	Each Claim Limit	\$5,000
							Aggregate Limit	\$5,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Those usual to the Insured's Operations. Blanket Waiver of Subrogation applies per Texas Waiver of our Right to Recover from Others Endorsement WC420304 attached to this policy.

CERTIFICATE HOLDER

City of College Station
 1101 Texas Avenue
 College Station TX 77840

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

© 1988-2015 ACORD CORPORATION. All rights reserved.

Contract No. _____

Name of Project:

STATEMENT AFFIRMING NO BUSINESS AUTOS

I, the undersigned, the sole owner, shareholder, principal or partner doing business

Belmont Icehouse herein verify
Belmont Icehouse does not have Business Autos, nor does it conduct business in any way that would require it to have Business Autos when performing for the City of College Station under the above-referenced contract.

I understand if Belmont Icehouse purchases, rents, or otherwise uses Business Autos or does anything to change its obligations under state law with respect to carrying Business Auto liability insurance when performing for the City, it will promptly do so and notify the City of same.

Belmont Icehouse assumes full responsibility for its obligations, if any, under applicable law relating to business auto liability

Name of Business: Belmont Icehouse

Telephone No. 972-755-3200

Address: 3114 Commerce Street, STE. D

City: Dallas State: TX Zip Code: 75226

Signature of Owner: 

Date: 8/25/21

RETURN SIGNED FORM TO

OR

FAX TO

FACE OF THIS DOCUMENT HAS A SECURITY FEATURE

TEXAS LIABILITY INSURANCE CARD

INSURANCE COMPANY LIBERTY COUNTY MUTUAL INS. CO. 1-800-332-3226

POLICY NUMBER Y8814763 **EFFECTIVE DATE** APR. 30 2021 **EXPIRATION DATE** APR. 30 2022

VEHICLE MAKE/MODEL	YEAR	VEHICLE IDENTIFICATION #
TOYOTA 4RUNNER SR5/SR5	2018	JTEBU5JR2J5483109
LEXUS NX 300H	2016	JTJBJRBZ4G2050286

AGENT (877) 250-9003
SELECTQUOTE AUTO & HOME INS.
SERVICES, LLC
6800 W 115TH ST STE 2511
OVERLAND PARK KS 66211-2205

NAME AND ADDRESS OF INSURED
HUDSON, TIMOTHY
7143 CORNELIA LN
DALLAS, TX 75214-3226

This policy provides at least the minimum amounts of liability insurance required by the Texas Motor Vehicle Safety Responsibility Act for the specified vehicle and named insureds and may provide coverage for other persons and other vehicles as provided by the insurance policy.

PLEASE READ IMPORTANT INFORMATION ON REVERSE

CN-4200/TXEP 2/18