

**AGREEMENT**  
**For**  
**PROFESSIONAL SERVICES**  
**Between**  
**THE CITY OF COLUMBIA, MISSOURI**  
**And**  
**WOODRUFF COMMUNICATIONS, INC.**  
**For**  
**PROFESSIONAL MARKETING SERVICES**

THIS AGREEMENT (hereinafter "Agreement") by and between the City of Columbia, Missouri, a municipal corporation (hereinafter called "City"), and **WOODRUFF COMMUNICATIONS, INC.**, a **corporation** organized in the State of **Missouri**, and with authority to transact business within the State of Missouri, (hereinafter called "Consultant"), is entered into on the date of the last signatory noted below ("Effective Date"). City and Consultant are each individually referred to herein as a "Party" and collectively as the "Parties."

WITNESSETH:

WHEREAS, City desires to engage the Consultant to render certain professional services as outlined in the Scope of Work in Exhibit A; and

WHEREAS, Consultant represents and warrants that Consultant is equipped, competent, and able to provide all of the professional services necessary or appropriate in accordance with this Agreement.

NOW, THEREFORE, the Parties hereto, for good and sufficient consideration, the receipt of which is hereby acknowledged, intending to be legally bound, do hereby agree as follows.

1. **Services.** City agrees to engage the services of the Consultant and the Consultant agrees to perform the professional services outlined in Exhibit A. City may add to the Consultant services or delete therefrom activities of a similar nature, provided that the total cost of such work does not exceed the total cost allowance as specified herein. Consultant shall undertake such changed activities or prepare written reports only upon the direction of the City. All such directives and changes shall be in written form and prepared and approved by the City Manager and shall be accepted and countersigned by the Consultant.

2. **Subcontracts.** Consultant represents that Consultant will secure at Consultant's own expense, all personnel required to perform the services called for under this Agreement by Consultant. None of the work or services covered by this Agreement shall be subcontracted or assigned without the written approval of City.

3. **Term.** The "Term" of this Agreement shall commence on the Effective Date, and shall continue until the date that is five (5) years following the Effective Date.

4. **Payment.** Total payment for Scope of Work and all other expenses and costs to City under this Agreement and described herein and in Exhibit A shall not exceed two hundred sixty thousand dollars (\$260,00.00) per year. Said amount shall constitute complete compensation for all services and payment of expenses to be rendered under this Agreement. Payment shall be made as set forth in Exhibit A. It is expressly understood that in no event will the total amount to be paid to Consultant under the terms of this Agreement or any amendment thereto exceed the sum set forth in this paragraph unless otherwise agreed to in writing between the parties in advance of the provision of such services.

5. **Termination.** City shall have the right at any time by written notice to Consultant to terminate and cancel this Agreement, without cause, for the convenience of City. In such event, Consultant shall immediately stop work and City shall not be liable to Consultant except for payment for actual work performed prior to such notice in an amount proportionate to the completed contract price and for the actual costs of preparations made by Consultant for the performance of the cancelled portions of the contract, including a reasonable allowance of profit applicable to the actual work performed. Anticipatory profits and consequential damages shall not be recoverable by Consultant. Should City terminate this Agreement, Consultant shall refund any advance payment made and amount due to the City within thirty (30) days of the termination date.

6. **Notices.** Any notice, demand, request, or communication required or authorized by the Agreement shall be delivered either by hand, facsimile, overnight courier or mailed by certified mail, return receipt requested, with postage prepaid, to:

**If to CITY:**

**City of Columbia Convention and  
Visitors Bureau**  
ATTN: **Amy Schneider**  
P.O. Box 6015  
Columbia, MO 65205-6015

**If to CONSULTANT:**

**WOODRUFF COMMUNICATIONS, INC.**  
ATTN: **Terry Woodruff**  
**501 Fay Street, Suite 110**  
**Columbia, Missouri 65201**

The designation and titles of the person to be notified or the address of such person may be changed at any time by written notice. Any such notice, demand, request, or communication shall be deemed delivered on receipt if delivered by hand and on deposit by the sending party if delivered by courier or U.S. mail.

7. **Compliance with Laws.** Consultant shall comply with all applicable federal, state and local laws, ordinances, rules and regulations.

8. **Governing Law and Venue.** This Agreement shall be governed, interpreted, and enforced in accordance with the laws of the State of Missouri and/or the laws of the United States, as applicable. The venue for all litigation arising out of, or relating to this Agreement, shall be in Boone County, Missouri, or the United States Western District of Missouri. The Parties hereto irrevocably agree to submit to the exclusive jurisdiction of such courts in the State of Missouri. The Parties agree to waive any defense of forum non conveniens.

9. **Employment of Unauthorized Aliens Prohibited.** Consultant agrees to comply with Missouri Revised Statute Section 285.530 in that Consultant shall not knowingly employ, hire for employment, or continue to employ an unauthorized alien to perform work within the state of Missouri. As a condition for the award of this Agreement the Consultant shall, by sworn affidavit and provision of documentation, affirm its enrollment and participation in a federal work authorization program with respect to the employees working in connection with the contracted services. Consultant shall also sign an affidavit affirming that it does not knowingly employ any person who is an unauthorized alien in connection with the contracted services. Consultant shall require any subcontractor to affirmatively state in its contract with Consultant that the subcontractor shall not knowingly employ, hire for employment or continue to employ an unauthorized alien to perform work within the state of Missouri. Consultant shall also require any subcontractor to provide Consultant with a sworn affidavit under the penalty of perjury attesting to the fact that the subcontractor's employees are lawfully present in the United States.

10. **No Third-Party Beneficiary.** No provision of the Agreement is intended to nor shall it in any way inure to the benefit of any person, so as to constitute any such person a third-party beneficiary under the Agreement.

11. **No Assignment.** This Agreement shall inure to the benefit of and be binding upon the Parties and their respective successors and permitted assigns. Neither Party shall assign this Agreement or any of its rights or obligations hereunder without the prior written consent of the other Party.

12. **No Waiver of Immunities.** In no event shall the language of this Agreement constitute or be construed as a waiver or limitation for either party's rights or defenses with regard to each party's applicable sovereign, governmental, or official immunities and protections as provided by federal and state constitutions or laws.

13. **HOLD HARMLESS AGREEMENT:** To the fullest extent not prohibited by law, Consultant shall indemnify and hold harmless the City of Columbia, its directors, officers, agents, and employees from and against all claims, damages, losses, and expenses (including but not limited to attorney's fees) for bodily injury and/or property damage arising by reason of any act or failure to act, negligent or otherwise, of Consultant, of any subcontractor (meaning anyone, including but not limited to consultants having a contract with Consultant or a subcontractor for part of the services), of anyone directly or indirectly employed by Consultant or by any

subcontractor, or of anyone for whose acts the Consultant or its subcontractor may be liable, in connection with providing these services. This provision does not, however, require Consultant to indemnify, hold harmless, or defend the City of Columbia from the City of Columbia's own negligence.

14. **Professional Oversight Indemnification.** Consultant understands and agrees that City has contracted with Consultant based upon Consultant's representations that Consultant is a skilled professional and fully able to provide the services set out in this Agreement. In addition to any other indemnification set out in this Agreement, Consultant agrees to defend, indemnify and hold and save harmless City from any and all claims, settlements, and judgments whatsoever arising out of City's alleged negligence in hiring or failing to properly supervise Consultant.

15. **Audit.** Consultant shall maintain financial records according to generally accepted accounting standards. City has the right, at its sole expense and during normal working hours, to examine the records of Consultant to the extent reasonably necessary to verify the accuracy of any statement, charge or computation made pursuant to this Agreement.

16. **Nondiscrimination.** During the performance of this Agreement, Consultant shall not discriminate against any employee, applicant for employment or recipient of services because of race, color, religion, sex, sexual orientation, gender identity, age, disability, or national origin. Consultant shall comply with all provisions of laws, rules and regulations governing the regulation of Equal Employment Opportunity including Title VI of the Civil Rights Act of 1964 and Chapter 12 of the City of Columbia's Code of Ordinances.

17. **General Independent Contractor.** This Agreement does not create an employee/employer relationship between the Parties. It is the Parties' intention that the Consultant will be an independent contractor and not the City's employee for all purposes.

18. **Nature of City's Obligations.** All obligations of the City under this Agreement, which require the expenditure of funds, are conditional upon the availability of funds budgeted and appropriated for that purpose.

19. **Insurance.** Consultant shall maintain, on a primary basis and at its sole expense, at all times during the life of this Agreement the following insurance coverages, limits, including endorsements described herein. The requirements contained herein, as well as the City's review or acceptance of insurance maintained by Consultant is not intended to, and shall not in any manner limit or qualify the liabilities or obligations assumed by Consultant under this Agreement. Coverage to be provided as follows by a carrier with A.M. Best minimum rating of A- VIII.

a. **Workers' Compensation & Employers Liability.** Consultant shall maintain Workers' Compensation in accordance with Missouri Revised Statutes or provide

evidence of monopolistic state coverage. Employers Liability with the following limits: \$500,000 for each accident, \$500,000 for each disease for each employee, and \$500,000 disease policy limit.

b. Commercial General Liability. Consultant shall maintain Commercial General Liability at a limit of \$2,000,000 Each Occurrence, \$3,000,000 Annual Aggregate. Coverage shall not contain any endorsement(s) excluding nor limiting Product/Completed Operations, Contractual Liability or Cross Liability.

c. Business Auto Liability. Consultant shall maintain Business Automobile Liability at a limit of \$~~2~~<sup>5</sup>1,000,000 Each Occurrence. Coverage shall include liability for Owned, Non-Owned & Hired automobiles. In the event Consultant does not own automobiles, Consultant agrees to maintain coverage for Hired & Non-Owned Auto Liability, which may be satisfied by way of endorsement to the Commercial General Liability policy or separate Business Auto Liability policy.

d. Consultant may satisfy the liability limits required for Commercial General Liability or Business Auto Liability under an Umbrella or Excess Liability policy. There is no minimum per occurrence limit of liability under the Umbrella or Excess Liability; however, the Annual Aggregate limit shall not be less than the highest "Each Occurrence" limit for either Commercial General Liability or Business Auto Liability. Consultant agrees to endorse City as an Additional Insured on the Umbrella or Excess Liability, unless the Certificate of Insurance state the Umbrella or Excess Liability provides coverage on a "Follow-Form" basis.

e. The City of Columbia, its elected officials and employees are to be Additional Insured with respect to the Project to which these insurance requirements pertain. A certificate of insurance evidencing all coverage required is to be provided at least ten (10) days prior to the Effective Date of the Agreement between the Consultant and City. Consultant is required to maintain coverages as stated and required to notify City of a Carrier Change or cancellation within two (2) business days. City reserves the right to request a copy of the policy

f. The Parties hereto understand and agree that City is relying on, and does not waive or intend to waive by any provision of this Agreement, any monetary limitations or any other rights, immunities, and protections provided by the State of Missouri, as from time to time amended, or otherwise available to City, or its elected officials or employees.

g. Failure to maintain the required insurance in force may be cause for termination of this Agreement. In the event Consultant fails to maintain and keep in force the required insurance or to obtain coverage from its subcontractors, City shall have the right to cancel and terminate this Agreement without notice.

h. The insurance required by the provisions of this article is required in the public interest and City does not assume any liability for acts of Consultant and/or Consultant's employees and/or Consultant's subcontractors in the performance of this Agreement.

20. **Public Records Act.** City is subject to the Missouri Sunshine Law. The Parties agree that this Agreement shall be interpreted in accordance with the provisions of the Missouri Sunshine Law as amended and Consultant agrees to maintain the confidentiality of information which is not subject to public disclosure under the Sunshine Law.

21. **Contract Documents.** This Agreement includes the following exhibits, which are incorporated herein by reference:

<u>Exhibit</u>	<u>Description</u>
A	Scope of Work and Pricing

In the event of a conflict between the terms of an exhibit and the terms of this Agreement, the terms of this Agreement control.

22. **Entire Agreement.** This Agreement contains the entire agreement of the parties. No modification, amendment, or waiver of any of the provisions of this agreement shall be effective unless in writing specifically referring hereto, and signed by both parties.

[SIGNATURES ON FOLLOWING PAGE]

IN WITNESS WHEREOF, the parties hereto have set their hands and seals on the day and year herein stated.

**CITY OF COLUMBIA, MISSOURI**

By: \_\_\_\_\_  
Mike Matthes, City Manager

Date: \_\_\_\_\_

ATTEST:


By: \_\_\_\_\_  
Sheela Amin, City Clerk

APPROVED AS TO FORM:

By: \_\_\_\_\_  
Nancy Thompson, City Counselor

(Seal)

**WOODRUFF COMMUNICATIONS, INC.**

By:  \_\_\_\_\_  
Name: Shelley D. Thompson  
Title: COO  
Date: 6-8-16

ATTEST:

By: \_\_\_\_\_  
Secretary or Witness

Name: \_\_\_\_\_



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
06/08/2016

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.

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.

PRODUCER: The Insurance Group, 200 East Southampton Drive, Columbia, MO 65203. CONTACT NAME: Jessica Coleman, PHONE: 573-875-4800, FAX: 573-875-4514, E-MAIL: jcoleman@theinsurancegrp.com. INSURED: Woodruff Communications, Inc. dba Woodruff Sweitzer, 501 Fay Street, Columbia, MO 65201. INSURER A: Travelers, INSURER B: Travelers Indemnity Co of Amer, NAIC #: 25666.

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.

Table with columns: INSR LTR, TYPE OF INSURANCE, ADDL SUBR INSD WVD, POLICY NUMBER, POLICY EFF (MM/DD/YYYY), POLICY EXP (MM/DD/YYYY), LIMITS. Includes rows for Commercial General Liability, Automobile Liability, Umbrella Liability, and Workers Compensation.

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
The City of Columbia is an Additional Insured on General Liability when required in written contract.

CERTIFICATE HOLDER: COLUM-2, City Of Columbia, P. O. Box 6015, Columbia, MO 65205. 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: Jessica Coleman



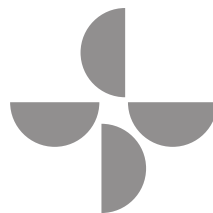
FIVE-YEAR  
AGREEMENT RENEWAL  
FY2017 – FY2021



Woodruff Sweitzer

Thank you for the opportunity to once again partner with the Columbia Convention & Visitors Bureau (CCVB).

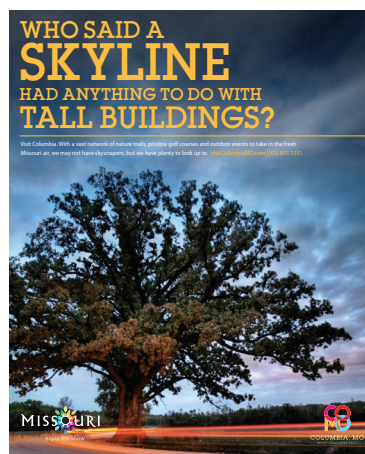
Woodruff Sweitzer (WS) values the working relationship we've formed with CCVB over the years and have thoroughly enjoyed being part of Columbia's branding and marketing efforts.



**Woodruff Sweitzer**

## BACKGROUND

Woodruff Sweitzer and the CCVB began collaborating in 2012 to rebrand Columbia. Qualitative and quantitative research was conducted to gauge current perceptions of Columbia influencers (newspaper, magazine or online travel writers, journalists, editors, and travel bloggers) and consumers. WS then facilitated a brand discovery session with participants from various City of Columbia departments, the Missouri Division of Tourism and the hotel, restaurant, shopping and entertainment industries. With research results and information gathered through the brand discovery session, a brand dashboard was developed which ultimately served as the foundation for all marketing and communications efforts moving forward. A new logo and tagline were developed in January 2013, with the first creative campaign to use the new brand launching that spring.



After a successful two-year run, this campaign was refreshed in October 2015 with digital and print ads, online videos and billboards. Moving forward, the next creative concept, "Meet CoMo," is on deck and slated to launch October 2018.

Woodruff Sweitzer loves creating bold and engaging creative campaigns, but we also like to think strategically, and we look forward to assisting the CCVB with efforts in the sports and conventions/meetings markets as well the community/industry partner relations arena. With opportunities like a new Sports Field House for youth sports and an expanding CCVB staff, we're eager to explore new ways to show leisure and functional travelers alike what Columbia has to offer; educate Columbians about the economic impact tourism has on the community and inspire them to "own" the brand.

## PROPOSAL

The following proposal includes tactical recommendations for each fiscal year during the five-year contract, along with the appropriate not-to-exceed budget for services and tactical execution. Dollar amounts indicated by each tactical category are estimates for planning purposes only and are not representative of final estimates or actual costs. Formal estimates will be provided once tactics have been specifically defined.



# OBJECTIVES, AUDIENCES & STRATEGIES



Woodruff Sweitzer

## OBJECTIVES

Raise awareness of Columbia as a destination for leisure, sports, conventions/meetings and group travelers that offers a variety of unexpected and positive experiences for visitors.

Increase overnight stays from leisure, sports, group and convention/meeting travelers: "Put heads in beds."

Educate the community about the economic impact of tourism in Columbia in unexpected ways.

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## AUDIENCES

### INTERNAL

Columbia residents who are engaged with the community and often serve as ambassadors. This includes industry partners who work in hotel, restaurant, shopping and entertainment businesses and organizations.

### EXTERNAL

Missouri leisure and functional travelers, who are open to new experiences, seek out active, youthful environments and relish the discovery of an unexpected adventure.

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## STRATEGY

### INTERNAL

Use your brand to inspire Columbians and remind them why they love living here. Help them own it by providing them with "ammunition" to convince others that Columbia is a place worth taking the time to discover for the first time, or explore beyond what they've already seen and experienced. Educate this audience about the economic impact tourism has on their community and give them ways to contribute.

### EXTERNAL

Promote Columbia as a destination to the four main tourism markets (leisure, sports, conventions/meetings and group) and invite them to visit Columbia in compelling and unexpected ways.



# FY2017-FY2021 PROPOSALS



Woodruff Sweitzer

# FY2017

JULY 1, 2016 – JUNE 30, 2017

NTE BUDGET: \$105,000

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## TACTICS & TACTICAL CATEGORIES

**CONVENTION & MEETINGS CREATIVE CAMPAIGN ..... \$50,000**

Tactics include digital and print ads

**SPORTS PLANNER COMMUNICATIONS PLAN AND MATERIALS..... \$15,000**

Pre- and post-conference engagement with specifically targeted attendees of the National Association of Sports Commissions conference. Conference takes place in April 2017.

**NONTRADITIONAL TACTIC..... \$30,000**

Expand the current creative campaign, "Hero + Typography" with a nontraditional tactic. Examples of this tactic include an interactive airport display, hashtag promotion or digital radio ads/CoMo playlists promotion.

**COLUMBIA, MO VISITOR AND AREA GUIDE COVER DESIGN ..... \$2,000**

Update the visitor guide cover to complement the current creative campaign.

**PLANNING MEETINGS, CLIENT SERVICES AND AD ADJUSTMENTS/RESIZES ..... \$8,000**



# FY2018

JULY 1, 2017 – JUNE 30, 2018

NTE BUDGET: \$260,000

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## TACTICS & TACTICAL CATEGORIES

**NEW CAMPAIGN DEVELOPMENT .....\$250,000**

Tactics include video, print, digital, billboard and web page

For use in FY2019–FY2020 media campaign; ads launch July 1, 2018

**CONCEPT : “MEET CoMo”**

### INSIGHT

Columbia has a lot of cool things to do. That’s why it attracts a lot of cool people. Who better to convince others to visit or stay in Columbia than those who have done it themselves?

### IDEA

Introduce Columbia by introducing the kind of people who live here. Show the city through their eyes.

**COLUMBIA, MO VISITOR AND AREA GUIDE COVER DESIGN ..... \$2,000**

Update the visitor guide cover to complement the current creative campaign.

**PLANNING MEETINGS, CLIENT SERVICES AND AD ADJUSTMENTS/RESIZES ..... \$8,000**





# FY2019

JULY 1, 2018 – JUNE 30, 2019

NTE BUDGET: \$260,000

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## TACTICS & TACTICAL CATEGORIES

**TRADITIONAL CAMPAIGN TACTICS UPDATES OR ADDITIONS .....\$120,000**

“Meet CoMo” additional tactics could include print, video, digital, radio or billboard

**NONTRADITIONAL TACTIC ..... \$40,000**

Expand the “Meet CoMo” creative with a nontraditional tactic. Examples of this type of tactic include an interactive airport display, hashtag promotion or digital radio ads/CoMo playlists promotion.

**SPORTS AND/OR CONVENTIONS & MEETINGS SALES/MARKETING TOOLS .....\$18,000**

**DESTINATION VIDEO ..... \$60,000**

Develop a 2- to 2.5-minute video for use by CCVB staff at tradeshow and events, on visitcolumbia.com, CCVB social media channels and other websites that gives viewers an idea of the unexpected experiences Columbia has to offer.

**COMMUNITY AND INDUSTRY PARTNER RELATIONS .....\$14,000**

Promotions, materials and/or tools designed to educate internal audiences about the economic impact of tourism and help them engage in the brand.

**PLANNING MEETINGS, CLIENT SERVICES AND AD ADJUSTMENTS/RESIZES ..... \$8,000**



# FY2020

JULY 1, 2019 – JUNE 30, 2020

NTE BUDGET: \$260,000

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## TACTICS & TACTICAL CATEGORIES

NEW CAMPAIGN DEVELOPMENT .....\$250,000

Tactics include video, print, digital, billboard

For use in FY2021–FY2022 media campaign; ads launch July 1, 2020

COLUMBIA, MO VISITOR AND AREA GUIDE COVER DESIGN ..... \$2,000

Update the visitor guide cover to complement the current creative campaign.

PLANNING MEETINGS, CLIENT SERVICES AND AD ADJUSTMENTS/RESIZES ..... \$8,000



# FY2021

JULY 1, 2020 – JUNE 30, 2021

NTE BUDGET: \$260,000

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## TACTICS & TACTICAL CATEGORIES

**TRADITIONAL CAMPAIGN TACTICS UPDATES OR ADDITIONS .....\$120,000**

Additional tactics to match the current creative campaign could include print, video, digital, radio or billboard.

**NONTRADITIONAL TACTIC ..... \$40,000**

Expand the current creative campaign with a nontraditional tactic. Examples of this type of tactic include an interactive airport display, hashtag promotion or digital radio ads/CoMo playlists promotion.

**SPORTS AND/OR CONVENTIONS & MEETINGS SALES/MARKETING TOOLS .....\$18,000**

**DESTINATION VIDEO .....\$60,000**

Develop a 2- to 2.5-minute video for use by CCVB staff at tradeshow and events, on visitcolumbia.com, CCVB social media channels and other websites that gives viewers an idea of the unexpected experiences Columbia has to offer.

**COMMUNITY AND INDUSTRY PARTNER RELATIONS .....\$14,000**

Promotions, materials and/or tools designed to educate internal audiences about the economic impact of tourism and help them engage in the brand.

**PLANNING MEETINGS, CLIENT SERVICES AND AD ADJUSTMENTS/RESIZES ..... \$8,000**



# FY2017-FY2021 BUDGET



Woodruff Sweitzer

## FY2017-FY2021 BUDGET

FISCAL YEAR	NTE BUDGET
2017	\$105,000
2018	\$260,000
2019	\$260,000
2020	\$260,000
2021	\$260,000
TOTAL	\$1,145,000



# WOODRUFF SWEITZER RATE CARD



Woodruff Sweitzer

The Woodruff Sweitzer rate card is provided below as a resource should any requests for work outside the proposed projects come about during the contract period.

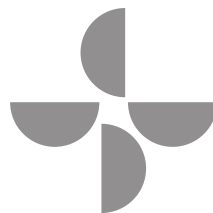
## WS RATES

<b>Description</b>	<b>\$ per hour</b>
Account Coordination	\$ 100.00
Art Direction	\$ 125.00
Account Executive	\$ 110.00
Account Management	\$ 125.00
Agency Principal	\$ 200.00
Account Supervision	\$ 150.00
Audio Production Supervision	\$ 125.00
Chief Creative Officer	\$ 200.00
Creative Direction	\$ 175.00
Clerical	\$ 50.00
Concepting	\$ 150.00
Consulting	\$ 175.00
Copywriting	\$ 125.00
Content Marketing Director	\$ 175.00
Content Marketing Distribution Manager	\$ 125.00
Content Marketing Jr. Account Executive	\$ 100.00
Content Marketing Coordinator	\$ 100.00
Content Marketing Visual Editor/Library Manager	\$ 125.00
Content Marketing Design	\$ 110.00
Content Marketing Research & Analytics	\$ 125.00
Content Marketing Writing/Editor	\$ 125.00
Content Marketing Strategy	\$ 175.00
Community Manager	\$ 110.00
Director of Public Relations	\$ 175.00
Design	\$ 125.00
Desktop Production	\$ 110.00
Digital Strategy	\$ 175.00
Group Manager	\$ 175.00
Interactive Programming	\$ 135.00
Interactive Acct Coordination	\$ 100.00
Interactive Acct Management	\$ 125.00
Interactive Acct Supervision	\$ 150.00
Interactive Creative Direction	\$ 175.00
Interactive Copywriting	\$ 125.00
Interactive Project Mgt	\$ 125.00
Interactive Design	\$ 125.00
Issues Mgt Acct Management	\$ 145.00
Issues Mgt Acct Supervision	\$ 170.00
Issues Mgt Group Manager	\$ 200.00
Issues Mgt Public Relations Acct Exec	\$ 125.00
Issues Mgt Public Relations Acct Mgt	\$ 145.00
Issues Mgt Public Relations Director	\$ 200.00
Issues Mgt Public Relations Supervisor	\$ 170.00
Photo Direction	\$ 125.00
Public Relations - Strategy	\$ 175.00
Public Relations - Crisis	\$ 200.00
Public Relations Acct Coordination	\$ 100.00
Public Relations - Copy	\$ 125.00
Public Relations Acct Executive	\$ 110.00
Proof	\$ 100.00
Public Relations Management	\$ 125.00
Public Relations - Media Relations	\$ 175.00
Production Mgt / Traffic	\$ 110.00
Printing Supervision	\$ 110.00
Public Relations Supervision	\$ 150.00
Research	\$ 125.00
Strategy	\$ 175.00
Travel	\$ 60.00
Video Production Supervision	\$ 125.00



We look forward to many more years of working together.  
Helping tell the world about the unique and unexpected  
place we call home is more than a job to us:  
It's a labor of love.

Again, thank you for the opportunity.



**Woodruff Sweitzer**