



Dear Ms. Torres,

Thank you for the opportunity to bid on the North Central Texas Council of Governments (NCTCOG) TXShare program RFP # 2024-0002 for Audience Engagement and Marketing Strategy counseling services. I am delighted to present Eddy Alexander's full service marketing services proposal for your review and consideration.

The Dallas-Fort Worth metroplex and surrounding counties across Texas are experiencing a multi-billion dollar post-pandemic southern wealth migration with a influx of both businesses and transplants looking to call Texas home. The opportunities this presents for the region are enormous, and our team understands the efficiencies gained by unified approaches to procurement like TXShare. The TXShare program plays an important role in maintaining and preserving the North Central Texas community's entrepreneurial spirit and rich cultural history while simulatenously engaging a diverse audience to take a fresh look at opportunities in the region that will help spur investments in municipalities, counties, school districts, and beyond.

As our proposal will attest, our team of marketing professionals offers a unique combination of marketing capabilities having worked succesfully with cities, counties, schools, hospitality and tourism attractions, national transportation vendors, business improvement districts, and more. We understand the complex nature of successful marketing strategy work across an increasingly competitive national landscape.

Our team is ready, excited, and fully prepared to meet 100% of TX Share's audience engagement and marketing strategy requirements in both the public and private sectors. We are willing to serve a wide variety of clients with this contract and we are pleased to share that we can do it as an award-winning, nationally certified woman-owned small business (WBENC).

Thank you in advance for your consideration.

A handwritten signature in blue ink, appearing to read "J. Eddy", with a long horizontal flourish extending to the right.

Jennifer Eddy
President and CEO
Eddy Alexander

Eddy Alexander

GROWTH  STRATEGY

AN EDDY ALEXANDER PROPOSAL RESPONSE TO:

NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS RFP FOR
AUDIENCE ENGAGEMENT AND MARKETING STRATEGY
CONSULTING SERVICES TO THE NCTCOG TXSHARE PROGRAM

DUE DATE

DECEMBER 5, 2023

DUE TIME

2:00 P.M. CST

SIGNATORY: JENNIFER EDDY, PRESIDENT

AUTHORIZED SIGNATURE



SUBMITTING FIRM

EDDY ALEXANDER

611 S. JEFFERSON STREET SUITE G
ROANOKE, VIRGINIA 24011

540-404-8152

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TAB A:

Cover Sheet and Statement of Understanding

TXShare Your Public Sector Solutions Center

REQUEST FOR PROPOSALS

For

Audience Engagement and Marketing Strategy Consulting Services

RFP # 2024-002

Sealed proposals will be accepted until 2:00 PM CT, Tuesday, December 5, 2023 and then publicly opened and read aloud thereafter.

Eddy Communications DBA Eddy Alexander
Legal Name of Proposing Firm

Jennifer Eddy President + CEO
Contact Person Title

570-404-8152 J.Eddy@EddyAlexander.com
Telephone Number E-Mail Address

6115 Jefferson St Suite G Roanoke VA 24011
Street Address of Principal Place of Business City/State Zip

Same
Complete Mailing Address City/State Zip

Acknowledgment of Addenda: #1 _____ #2 _____ #3 _____ #4 _____ #5 _____

By signing below, you hereby certify that the information contained in this proposal and any attachments is true and correct, and may be viewed as an accurate representation of proposed services to be provided by this organization. You agree that failure to submit all requested information may result in rejection of your company's proposal as non-responsive. You certify that no employee, board member, or agent of the North Central Texas Council of Governments has assisted in the preparation of this proposal. You acknowledge that you have read and understand the requirements and provisions of this solicitation and that the organization will comply with the regulations and other applicable local, state, and federal regulations and directives in the implementation of this contract. And furthermore that I certify that I am legally authorized to sign this offer and to submit it to the North Central Texas Council of Governments, on behalf of said offeror by authority of its governing body.


Authorized Signature

RFP 2024-002

Statement of Understanding

For more than 50 years the North Central Council of Governments has been utilizing the TXshare program to deliver a diverse set of infrastructure and innovation initiatives that will continue to be influential in helping to fuel the region's dynamic growth and improve day-to-day life for Texans in the regions it serves.

North Central Texas has welcomed over 175 new corporate headquarters since 2010 as well as 20 plus new companies, including two Fortune 500 companies, in the last year alone. The nation is taking notice of all the wonderful things that the North Central Texas corridor has to offer, and identifying a knowledgeable partner that can help support a multitude of audience engagement and marketing strategy requests from municipalities, counties, school districts and beyond is critical. Eddy Alexander is committed to working with the NCTCOG and TXShare program to develop, strengthen and grow the initiatives that benefit the citizens of the North Central Texas most, while

continuing to raise its profile nationally as a premier destination to visit, work, and reside.

As the NCTCOG has outlined in its RFP for audience engagement and marketing strategy consulting services, leadership has clearly recognized the evolving landscape and wants to identify capable partners who can support businesses, cities, school districts, municipalities, local governments and alike with social media management, website optimization, media landscape research, external and internal audience awareness, and campaign strategy development.

As a dedicated partner, Eddy Alexander can support the TXShare program in all these key marketing and audience engagement areas that are outlined in the RFP.



Source: <https://attractionsofamerica.com>



TAB B:

Executive Summary

Eddy Alexander is a full-service marketing and growth strategy consulting firm with extensive experience supporting municipalities, counties, and schools nationwide with advertising, copywriting, branding, research and measurement, social media strategy, campaign development, media buying and consulting, marketing strategy, graphic design and motion graphics, website development/optimization, photography, videography and audio production.

Blending the best skillsets and offerings from both strategic consulting firms and traditional creative agencies, the Eddy Alexander team takes great pride in building marketing strategies that support each client's objectives and unique operational and contextual considerations.

Eddy Alexander is a forward thinking, data-driven agency. We place measurable results first and use unique but proven cross-disciplinary methodologies to help clients reach their goals.

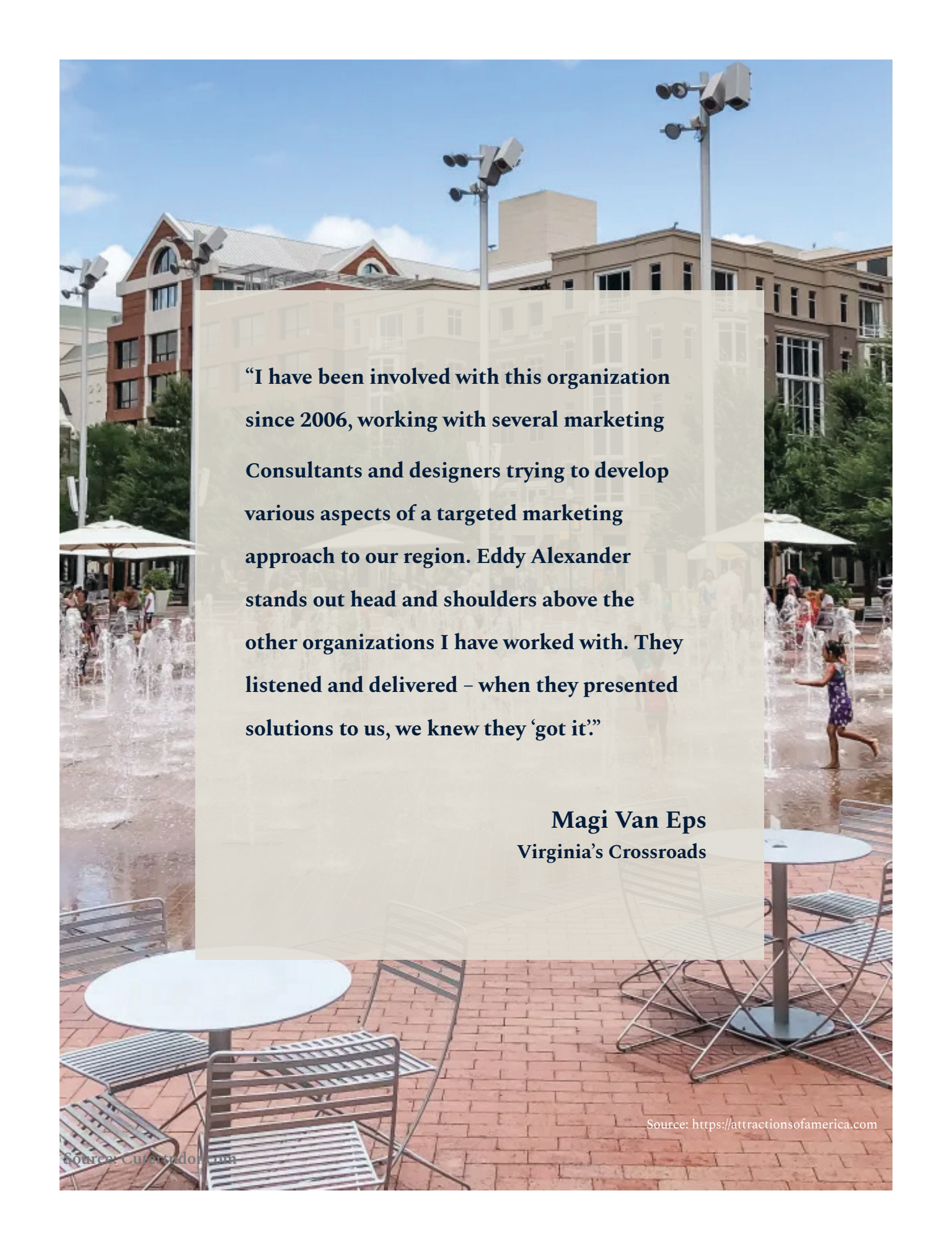
By using proven project management techniques, highly trained and professional staff, and our proprietary client-centric approach to campaign development, research, creative, and message design, Eddy Alexander

consistently achieves exceptional results that enhance project impact and increase message reach, resonance, and recall.

In response to this RFP, Eddy Alexander is offering the North Central Texas Council of Governments TXShare program its clients a comprehensive strategic marketing services that will meet 100% of its requirements directly through a proven, nationally certified woman-owned, small business partner (WBENC).

Eddy Alexander will offers TXShare clients an industry-tested project management approach, utilized by local, state, and national governments and organizations and Fortune 500 companies around the world, to develop and deliver proven audience engagement and marketing strategy consulting services that will drive measurable and meaningful community impact. We look forward to leveraging this relevant experience to support the North Central Texas Region and communities statewide.

Let's get started.



“I have been involved with this organization since 2006, working with several marketing Consultants and designers trying to develop various aspects of a targeted marketing approach to our region. Eddy Alexander stands out head and shoulders above the other organizations I have worked with. They listened and delivered – when they presented solutions to us, we knew they ‘got it.’”

Magi Van Eps
Virginia’s Crossroads

Source: <https://attractionsofamerica.com>

Approach

Eddy Alexander utilizes a proprietary, five-step client-centric methodology to provide consistent best-in-class return on your engagement and marketing efforts. This proven approach scales effectively and supports the complex needs specific to higher education institutions.

Five-Phased Approach

1

Discover

Our team gathers all needed details related to the project and its goals, targets, and specifications. All data elements, research, and historical content elements that may inform our efforts throughout the project are identified in the discover phase.

2

Synthesize

Step two involves outlining project priorities and milestones and formalizing “the plan” or specific direction of each project.

3

Create

New collateral, research instruments, multimedia, and messaging (whichever area of service for which we are contracted) are addressed inside the create phase. All new elements and designs are client-approved based on interactive and iterative feedback sessions.

4

Implement

Once we have gained client approval, we run complete quality assurance checks and move assets into market through brand activation.

5

Measure

Most agencies stop when their strategic creative elements are delivered. Eddy Alexander offers a fifth critical element of accountability to our process: measurement. As tactics are implemented, our team continuously watches performance metrics and offers optimizing tactics to achieve desired outcomes.

Experience

Eddy Alexander's team of marketing professionals have proven success supporting the complex requirements of communities nationwide. We think beyond the expected and leverage proven, award-winning marketing skills for client advantage. Eddy Alexander is prepared and excited to meet 100% of the services requested by TXShare through this RFP.

	Content Development								Market Research			Production			Creative Support			Public Relations			Media Strategy & Mg								
	Website	Research and Writing for E-newsletters			Social Media	Stakeholder communications		Accurate Market Segmentation	Creative/campaign evaluation	Economic Impact and ROI	Coordinating Location Scouting	Managing day-of shoot logistics	Securing Usage Rights	Final transfer of all contracted assets	Branding	Graphic Design Support	Marketing Support	Develop communication vehicles	Publication Development	News Releases	Pitches	Inquiry responses	Earned-media reporting	Cultivation of journalist/influencer relationships	Develop multi-channel, cross-device media strategy	Create Project Timelines	Research new opportunities	Business Development/Lead Development	Account Management Services
City of Eureka, CA	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Virginia's Crossroads Region	X					X	X	X	X			X	X	X	X	X	X	X		X			X						X
Virginia's New River Valley	X					X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X						X
Onward New River Valley	X					X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X						X
Amtrak							X	X	X								X								X	X	X	X	X
Botetourt County, VA - Economic Development	X				X	X	X	X	X	X		X	X	X		X	X	X	X	X	X	X	X	X	X	X	X		X
City of Brownsville, TX - Lit Communities (Broadband)	X				X	X	X	X				X	X			X	X	X		X	X	X	X		X	X	X	X	X
Danville and Pittsylvania County, VA						X	X	X	X	X		X			X	X	X					X	X	X		X	X	X	X
Eastern Shore Virginia Broadband Authority (ESVBA)	X				X	X	X	X		X		X	X	X		X	X			X	X	X	X	X	X		X		X
Floyd County, VA - Economic Development	X					X	X		X	X	X	X	X	X	X	X	X	X	X					X		X	X	X	X
Fortuna Business Improvement District, CA																	X												X
Oldham County, KY - Lit Communities (Broadband)	X				X	X	X	X				X	X			X	X	X		X	X	X	X		X	X	X	X	X
Roanoke Virginia Broadband Authority (RVBA)	X				X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Shenandoah National Park	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Virginia Tech					X					X	X	X	X	X	X	X	X			X	X		X		X	X			X
The Virginia Tourism Corporation - Virginia is of Lovers	X	X				X	X	X	X	X	X	X	X			X	X	X	X	X	X	X	X	X	X	X	X	X	X
Visit Virginia's Blue Ridge	X	X	X			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			X	X		
The Highlander Hotel at Radford - Ambridge Hospitality					X	X										X	X	X		X	X	X	X	X		X	X	X	X
Yosemite, Kings Canyon, Sequoia National Parks	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Across industry sectors, the proposed Eddy Alexander Team has successfully supported many of highly relevant projects, organizations, and industry groups.

CORPORATE	GOVERNMENT	TECHNOLOGY, RESEARCH, ECONOMIC DEV
		
		
		
		
		
		
		
		
		

**Top 50 Global Brand according to the Annual Interbrand Survey*

TAB C:

Key Personnel



JACQUELINE LE
Director of Client Success



JENNIFER EDDY
President & Chief Strategist
Main Contact for RFP Follow Up



SEAN EDDY
Chief Operations Officer



SARAH CLARK
Creative Lead



SHERRY WALLACE
Public Relations Manager



DAN SULLIVAN
Account Manager



TRAVIS YAGA
Research Coordinator



KAYLA CORDER
Marketing Manager



ALLA DANIEL
Marketing Coordinator



AMANDA KENNEY
Public Relations



CATHERINE FOX
Senior Advisor



BOB GILBERT
Marketing Strategist



NICOLA WAUGH
Marketing Content Manager



LAURA HEBERT
Executive Assistant



JOEY TRUMBLE
Operations Manager



MELINDA PETROFF
Finance

** Please note: This project is very likely to require many diverse and specialized skill sets. To make the best use of limited resources and to meet all potential client needs without unnecessary overhead, we will want to reserve the right to hire and subcontract freely so that we can bring the right resources to the table as efficiently and effectively as possible throughout each project. Our references will attest that this is one of the core strengths of our team: agility.*



JENNIFER EDDY

President and Chief Marketing Strategist
j.eddy@eddyalexander.com | 540.404.8152
<https://www.linkedin.com/in/jennifereddy/>

Jennifer Eddy is an international award-winning marketing strategist, Forbes contributor, and frequent industry speaker specializing in marketing, growth strategy and reputation management.

Eddy has managed reseller channels, product and service campaigns, lead generation initiatives, and brand hierarchies for a long list of globally-recognized brands including 3M, Accenture, Adobe, Asus, Autodesk, BearingPoint, Deloitte, Genpact, Google, IronKey, Oracle, Quest Software, Red Hat, Johns Hopkins, Virginia Tech, and many more.

After serving as a marketing executive for a series of Big 4 global consulting and technology firms, Jennifer and her husband Sean established Eddy Alexander to marry their interests in business and community advancement.

Eddy holds a bachelor's degree from JMU School of Media Arts and Design and a Graduate Consulting Certificate from Yale School of Management. She is nationally certified in Reputation and Crisis Management through the Public Relations Society of America.

WORK EXPERIENCE

Eddy Alexander

CEO and Chief Strategist

2011-Present

Accenture

Global Connected Health Marketing Lead Marketing Manager Health and Public Service

2010-2011

Deloitte

Marketing Manager, Federal Consulting

2009-2010

Bearing Point

Marketing Manager, Federal Civilian

2007-2009

EDUCATION

James Madison University

B.S. in media arts and design

2000-2004

Yale University School of Management

Graduate Leadership Consulting Certificate

2009

RELEVANT CERTIFICATIONS

Reputation Management, PRSA

June 2017

Crisis Communication, PRSA

February 2009

Google Analytics, Google, Inc.

2011

Google Ads, Google, Inc.

2014

Google Fundamentals, Search, Display, Mobile, and Shopping, Google, Inc.

2016

US Small Business Administration Scale Up America Instructor

2016



JACKIE LE

Director of Client Success

<https://www.linkedin.com/in/jackiegracele/>

Jackie Le leads Eddy Alexander's content marketing, public relations, and digital advertising efforts, delivering targeted strategic campaigns, detailed reports, and campaign analysis with thorough conversion tracking and brand awareness statistics that guide clients from planning through optimization for the best return possible on their investments.

Le has worked with a diverse group of local, national, and international clients including 3M, Pixelworks, Genpact, Virginia Tech, and Johns Hopkins University.

Le also co-led the 2018 team awarded the prestigious Silver Anvil Award for Public Relations from the Public Relations Society of America.

WORK EXPERIENCE

Eddy Alexander

Director of Client Success

2011-Present

SAVVY Public Relations

Account Manager

2013-2016

Revenue Performance, Inc.

Account Executive Intern

2011

Central Florida Future

Sabine County Reporter; Staff/Freelance Reporter

2009-2010

EDUCATION

University of Central Florida

B.A. in Advertising and Public Relations

Minor in World Comparative Studies

2008-2011

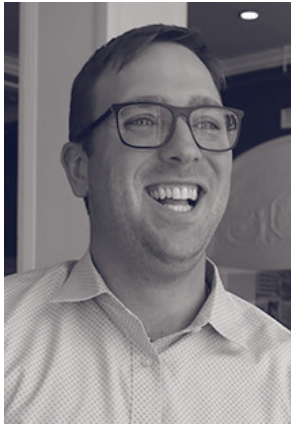
RELEVANT CERTIFICATIONS

Social Marketing Certification, Hootsuite

July 2017

Google Ads Fundamentals, Search, Display, Video, Mobile, Shopping

May 2016



DAN SULLIVAN

Account Manager

<https://www.linkedin.com/in/daniel-sullivan-6b22a912b/>

Daniel Sullivan is an accomplished and highly collaborative account manager who combines exceptional customer service with creative vision and business management expertise to partner with clients in achieving their strategic marketing and growth objectives. With more than 10 years of agency experience, Sullivan utilizes a structured project management approach that ensures high quality outcomes for clients around the country.

Sullivan has led and supported a variety of creative campaigns in both the federal and private-sector, and his team-oriented tactics and natural inclination for pragmatic problem solving has produced award-winning results for clients such as the Department of Veterans Affairs (VA), U.S. Customs and Border Protection, the U.S. Census Bureau, St. Jude Children's Hospital, and the National Football League.

Sullivan earned his bachelor's degree in broadcast journalism with a minor in sociology from Pennsylvania State University.

WORK EXPERIENCE

Eddy Alexander

Account Manager

September 2022- Present

Aptive Resources

Creative Strategist

September 2021 - September 2022

Reingold, Inc.

Creative Director

May 2011 - June 2022

EDUCATION

Penn State University

B.A. in Journalism

2006-2010



SHERRY WALLACE

Public Relations Manager

<https://www.linkedin.com/in/sherrywallace/>

Sherry Wallace is an award-winning public relations professional that brings ~20 years of public sector communications, higher education communications, and media management experience to Eddy Alexander. Wallace has worked extensively with regional, state, national, and international media outlets on a wide variety of topics including higher education, crisis communication, executive thought

leadership positioning, and more.

Wallace has served as the primary spokesperson for a variety of institutions as well as led the content marketing function for multiple organizations, including Radford University, the Springfield Branson National Airport, and the Roanoke Blacksburg Regional Airport. Her work crosses traditional and new media boundaries and includes print, broadcast, digital, social, earned, paid, and owned communications programs. Wallace's content has been picked up by the British Broadcasting Corporation (BBC), the Associated Press (AP), Forbes, Canada TV, CBS (Affiliate network), and many more recognized media outlets. She has also been recognized by the various industry associations that guide her practice including the Public Relations Society of America and Airport Council International North America (Excellence in Communication).

Wallace holds a bachelor's degree in political science from Hendrix College and a Master of Public Administration from Missouri State University. Wallace is certified in the National Incident Management System/Incident Command System (NIMS/ICS) and has had extensive family assistance training as part of her crisis communications expertise. She is also currently serving as the immediate past president of her local chapter of the Public Relations Society of America.

WORK EXPERIENCE

Eddy Alexander

Public Relations Manager

2021 - Present

Radford University

Director of Media Services

2013 - 2019

Roanoke Regional Airport Commission

Manager of Marketing & Air Service Development

2005 - 2013

Springfield Branson Regional Airport

Manager of Marketing & Air Service Development

2000 - 2005

EDUCATION

Missouri State University

MPA in Public Administration

Hendrix College

B.A. in Political Science



TRAVIS YAGA

Research Coordinator

<https://www.linkedin.com/in/travisyaga/>

Travis Yaga is a collaborative and innovative problem-solver with a wide skillset ranging from CRM and CXM management to graphic design. His ability to multi-task and prioritize assignments allows him to contribute to campaigns at numerous milestones along the timeline. From research to deliverables, he can provide expertise and deliver results throughout each project.

Yaga has worked for years in the mortgage industry balancing creativity with regulation and law. He earned a Bachelor's degree in Marketing and Economics from Susquehanna University and a Master's degree in Integrated Marketing Communications from York College of Pennsylvania.

WORK EXPERIENCE

Eddy Alexander

Senior Marketing Coordinator

July 2023- Present

Alcova Mortgage

Marketing Coordinator

November 2020 - July 2023

The YGS Group

Business Development Specialist

October 2019 - November 2020

EDUCATION

York College of Pennsylvania

M.A. in Integrated Marketing Communications

2019-2021

Susquehanna University

B.S. in Marketing Management

B.A. in Economics

2015-2019

TAB D:

Technical Proposal

As we kick off TXShares' engagement and marketing projects, we assign specific agency resources. Those resources are defined by each specific project and its scope, which specifies goals, audience, and budget. These elements serve as the foundation of our overall project plan, in which resources, timeline, and deliverables are shared and confirmed early to create smooth processes and expectations across each project life cycle.

The following page is a sampling of our firm roles, typically assigned to work. If selected by TXShare for audience engagement and marketing strategy consulting services, our team roles would be tailored on a project-by-project basis.

What to Expect with Eddy Alexander

Experience

We are an attentive partner that knows the complex and competitive markets in which you compete and have proven success with similar projects

Project Management

We pride ourselves on clear, transparent, client-focused project management, transparent reporting, and meaningful, measurable progress against KPIs

Message Amplification

We offer creative and innovative techniques that leverage cross disciplinary marketing techniques to reach new heights in message reach, resonance, and retention.

Strategic Focus

We merge the best practices of management and technology consulting with the creative capabilities of traditional advertising agencies to meet strategic objectives in both meaningful and measurable ways.

Eddy Alexander Project Roles	Responsibilities
Account Manager	Organize and manage project timeline
	Provide monthly reports and annual updates
	Prepare / review draft and final deliverables
	Facilitate key stakeholder feedback sessions
	Schedule and coordinate all resources to support the client and contract
	Submit all billing to client per project requirements and timeline
Senior Strategist	Map and plan target market strategy
	Identify KPIs for reporting
	Lead messaging and content development work
Creative Project Manager	Outline all creative asset needs and deliverables
	Design as needed for team support
	Guide graphic designers through client specifications
	Organize and present all creative output from Eddy Alexander
	Run quality control for creative assets developed, ensuring proper file size, type, and requirements met for all placements
Graphic Designer	Work with Creative Project Manager when requested
	Create materials that are scoped in project plan
Writer	Work with Senior Strategist and Creative Project Manager as scoped for content development
	Lead on content for scripts and ads as well as website content creation
Producer (Multimedia-Specific)	Define storyboard and concept for video, radio, or motion graphics
	Coordinate efforts of video production team
Quality Control Manager	Review in detail specs and design to ensure final product meets specifications on size, style, and final layout

Our Capabilities Include:

- Growth Strategy
 - Brand Positioning
 - Crisis Management
 - Digital Asset Management
 - Facilitation and Training
 - Go To Market
 - Government affairs
 - Lead generation
 - Media Management
 - New Product Strategy
 - Operational Efficiency
 - Sales Process Maturation
 - Strategic Planning
 - Campaign planning and management
 - Prospect management
 - Iteration building
 - Ad spend planning, purchasing, optimization, management, and reporting
- Market Research
 - Data mining
 - Data analysis and validation
 - Community Surveying
 - Polling
 - Focus group moderation
 - Sentiment analysis
 - Net promoter scoring
 - Online review mining
 - Industry benchmarking
 - Aided and unaided awareness
 - Social graphinc
 - Persona development
- Content Marketing
 - Case studies and testimonials
 - Whitepapers & research reports
 - Scriptwriting and presentations
 - Media Relations
 - Press releases and pitches
 - Infographics
 - Editorial calendars and syndication
 - Message development
 - RFP development and grant writing
 - E-books
 - Executive ghostwriting
 - Contributed articles
 - Blogging
- Social Storytelling
- Web design and development
- Affiliate and influencer marketing
- Email marketing
- Multi-media development (video, animation, audio, photography)
- Advertisement design
- Creative and Advertising
 - Advertising (Traditional Print, Digital, Out of Home, Video, Audio, Social, and more)
 - Branding
 - Podcasting
 - Video production
 - Photography
 - Graphic design
 - Animation
 - Gamification
 - Media planning
 - SEO/SEM
- Brand Experiences
 - A/V Support
 - Entertainment
 - Event Planning
 - Grand openings
 - On-site event staffing
 - Strategic retreats
 - Press conferences
 - Ribbon cuttings
 - Special events
 - Vendor management
- Performance Measurement
 - Traffic monitoring
 - Online reputation monitoring and management
 - Digital analytics
 - Promoter scoring
 - Power mapping
 - Media tracking
 - Industry benchmarking
 - ROI analysis and reporting
 - Engagement monitoring and analysis
 - Advanced conversion analysis
 - Share of voice
 - CPA vs. CPI

Eddy Alexander

Recent Awards

GLOBAL	INTERNATIONAL EXCELLENCE IN ECONOMIC DEVELOPMENT AWARD, BRONZE International Economic Development Council
NATIONAL	NATIONAL AWARD OF EXCELLENCE, PUBLIC AFFAIRS Public Relations Society of America
	THOTH AWARDS, BEST IN SHOW Public Relations Society of America (National Capital Region [NCC])
	1ST PLACE ISSUES MANAGEMENT, SILVER ANVIL Public Relations Society of America
REGIONAL	COMMUNICATIONS AWARD (SUPERIOR), PUBLICATION ADVERTISEMENT Southern Economic Development Council
	BEST IN CLASS, OVERALL ECONOMIC DEVELOPMENT BRANDING Southern Economic Development Council
	AWARD OF EXCELLENCE, ECONOMIC DEVELOPMENT WEBSITE Southern Economic Development Council
	THOTH AWARD, ISSUES MANAGEMENT Public Relations Society of America (NCC)
	THOTH AWARD, GOVERNMENT AFFAIRS Public Relations Society of America (NCC)
	THOTH AWARD, PODCAST/WEBCAST Public Relations Society of America (NCC)
	AWARD OF EXCELLENCE, CRISIS COMMUNICATION Public Relations Society of America (NCC)
	EXCELLENCE IN MARKETING AWARD (EMMA) American Marketing Association
LOCAL	ADDY, INTEGRATED ADVERTISING American Advertising Federation
	GOLD SUMMIT AWARD, ISSUES AND CRISIS MANAGEMENT Public Relations Society of America (Blue Ridge)

Audience Awareness and Insights

In order to support an organizations mission and ensure alignment across multiple departments, stakeholders, audiences, and platforms, clients partner with Eddy Alexander to audit existing resources, infrastructure, and processes to discover best-in-class optimization opportunities and recommendations.

Eddy Alexander leverages proven best practice techniques, primary and secondary research tactics, and a tool-agnostic approach to build strategic plans that empower clients to meet and exceed their goals and objectives. Eddy Alexander reviews the resource allocations, processes, workflows, tools, and software that departments utilize to identify optimization opportunities.

Eddy Alexander approaches audience identification with data-driven rigor. We consider qualitative assessment, SWOT/ SOAR analysis, quantitative dashboarding, journey mapping, surveying, focus group moderation, one-on-one interviews, sentiment and resource analysis, peer and aspirant reviews, competitor analysis, industry literature reviews, and more to ensure a thorough understanding of each clients situation prior to recommending changes. Our research plans explore diverse audience profiles, tactic reviews, channel assessments, big picture comparison and niche

considerations to address the specific needs of each organization or department we support as a client.

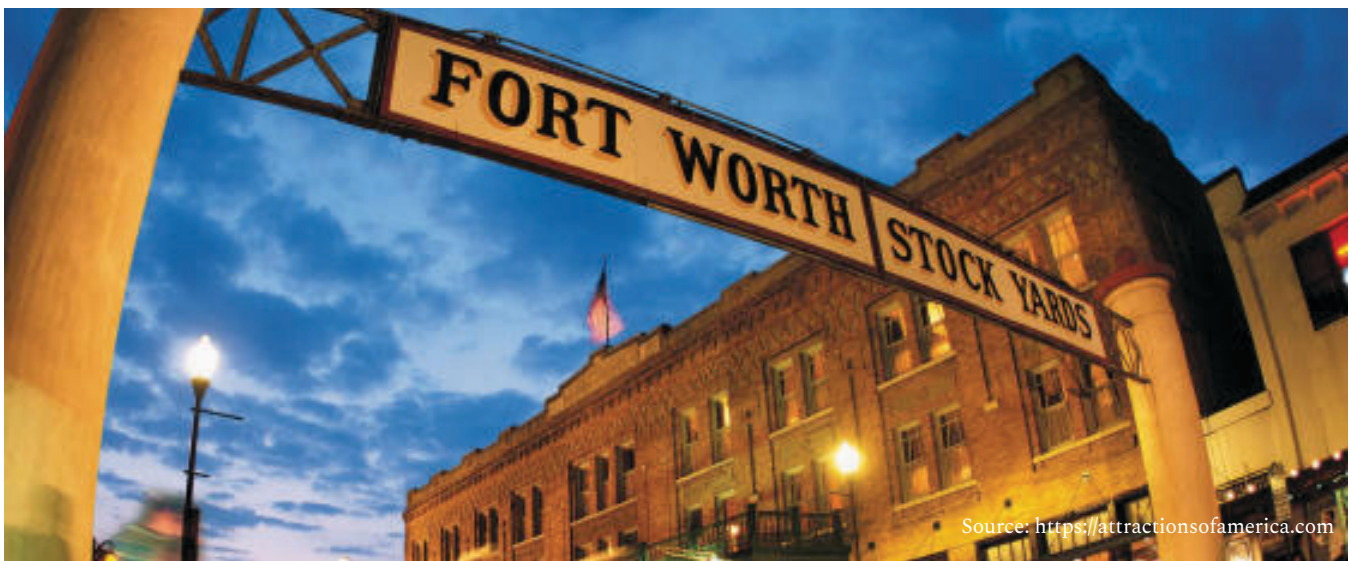
RESEARCH CONSIDERATIONS

The research strategists at Eddy Alexander work to identify and leverage existing TXShare and NCTCOG resources in order to work efficiently and effectively toward each specific client objective. We consider multiple layers of stakeholders at every level of a project's execution in order to identify any gaps that may exist and procure the resources necessary to address them.

We engage directly with target audiences using best in class communications, public relations, and social engagement techniques. Research questions are crafted based on a gap analysis of existing resource materials and reviewed by multiple research designers to ensure relevant information is gathered from each audience profile. Each question is carefully considered for its potential value and influence in each individual effort.

SECONDARY RESEARCH AND LITERATURE REVIEW

We understand that TXShare clients will have specific and strategic questions they need to have answered. We strive to clearly address all client concerns in order to



Source: <https://attractionsofamerica.com>

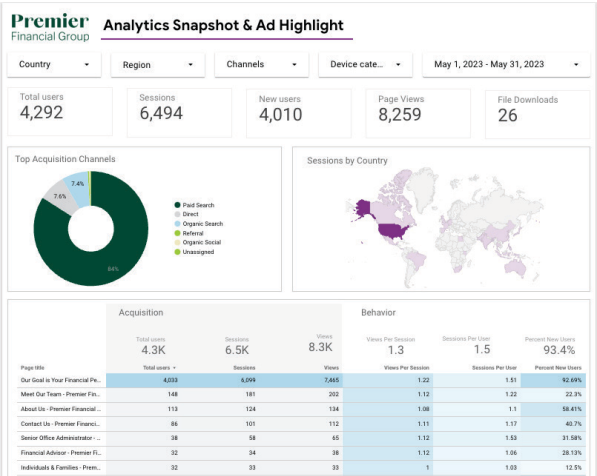
provide actionable insights. In addition, while primary research is an excellent tool for specific audience and topic research, there is a world of information available to support your data requirements based on programs like TXShare all across the country. Where relevant, Eddy Alexander may recommend as part of its research plan, to conduct a secondary research literature review.

PRESENTATION OF RESEARCH RESULTS

In addition to written reports that include data informed recommendations provided in the Measure Phase, Eddy Alexander offers optional KPI dashboards that may be leveraged to measure initial impact of changes and long term success.

Working with TXShare designated clients, Eddy Alexander’s cross-disciplined team of media strategists work backwards to build a robust program that fits both objectives and budget. We conduct peer and aspirant tracking and performance benchmarking to leverage

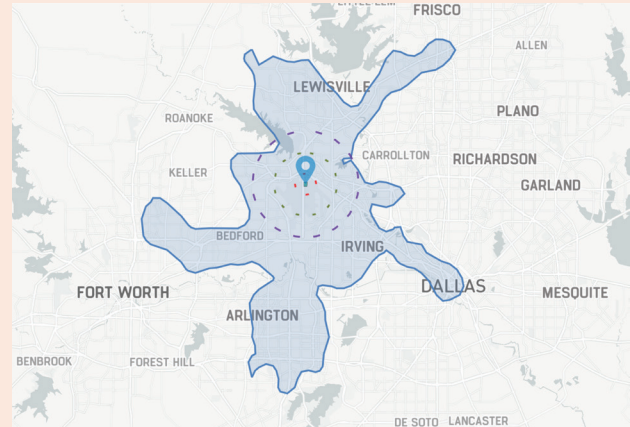
existing best practices for achieving KPIs. We review past campaigns and audience metrics, when relevant, to determine on a prokect by project basis which legacy efforts are worth continuing and which allocations should be rerouted in an effort to stay competitive while optimizing engagement and performance.



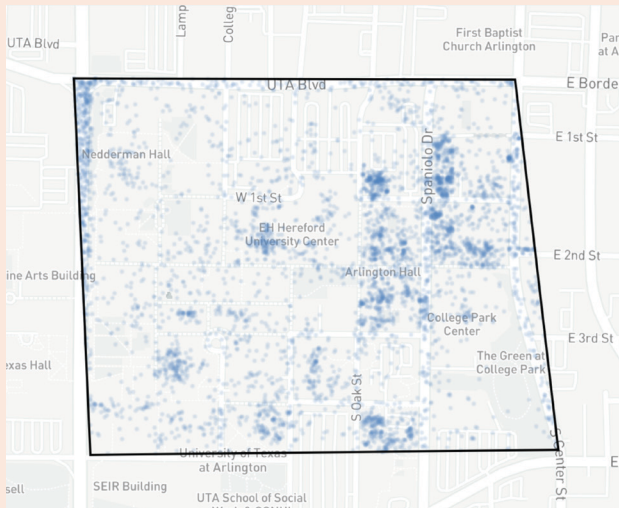
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Data-Driven Strategy

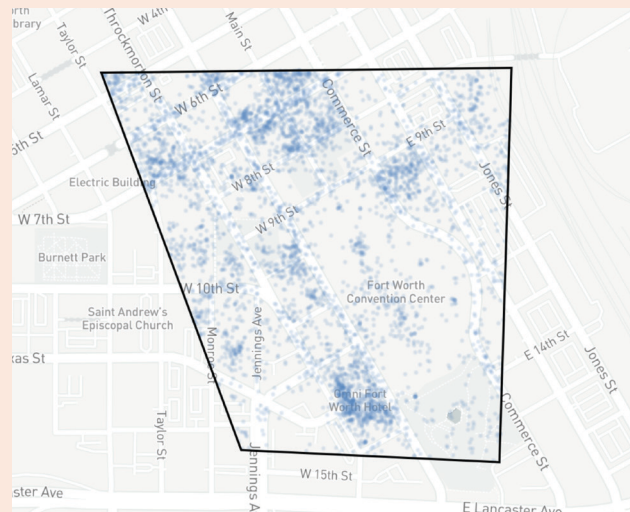
Eddy Alexander uses a variety of data-driven techniques to develop marketing and PR plans that drive measurable impact for clients. One of the unique techniques that we often deploy is the use of aggregated cell phone data to identify and target strategic feeder markets, travel patterns, market segmentation, and visitation trends. We use this information to make more sophisticated media-buying decisions, to optimize campaign performance, and to plan information distribution points in and around the community. This information can also be used to attract earned media attention from both traditional media and influencers. In the screenshots below we've highlighted the types of detailed information we can pull and leverage. Additionally, we have the ability to collect device IDs as they enter an area or visit a website and then use these lists to micro-target and clone very specific audiences via digital advertising building brand awareness and increasing conversions.



Mobile trade area for Dalls Fort Worth International Airport (DFW): A Mobile Trade Area is the geographic area from which a specific asset generates most of its visitors. By overlaying the MTA for a community's most popular tourist destinations, we can help identify the strategic feeder markets that offer the best opportunity For increasing length of stay with cross promotional advertising.



Visitation traffic heat map for University of Texas at Arlington: Visitation heat maps are useful for determining where your visitors are traveling from to help inform targeting.



30-minute visitor pathing for Fort Worth Convention Center: Heat maps are useful for determining the best placement of out of home advertising.

Communications Planning and Messaging

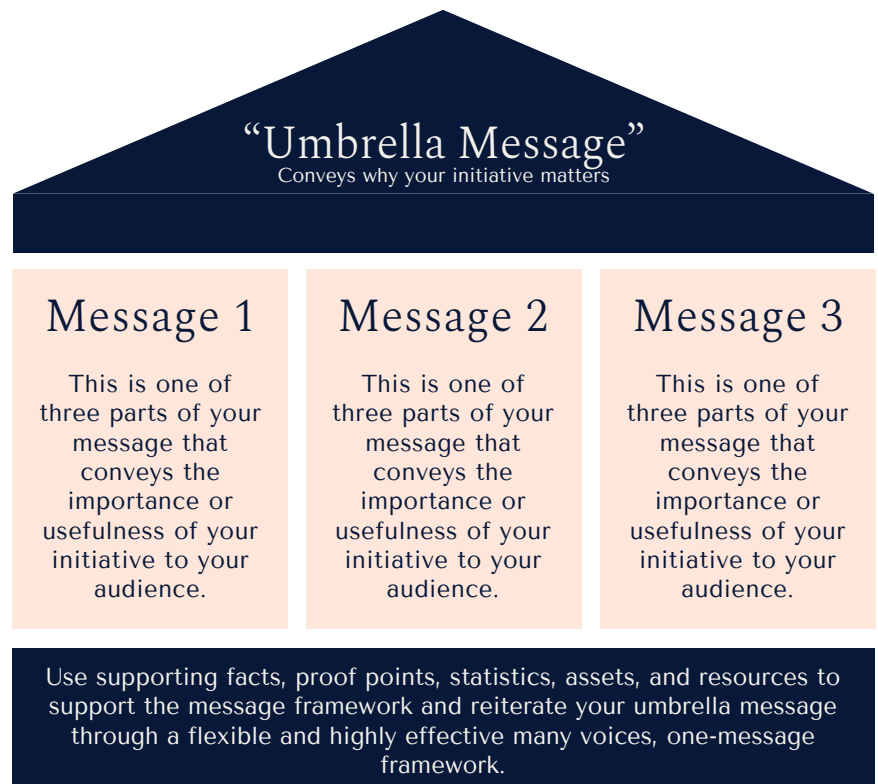
Eddy Alexander's team of professional writers, copy editors, and public relations professionals develop strategic messaging that can be easily re-purposed across multiple formats, syndicated through both earned and paid media channels, and tagged with metadata that helps both humans and search engines select and prefer our clients offering over their competition's.

Many of our editorial team members started their careers as either professional journalists and/or editors, and they know how to quickly digest and categorize new information, determine the best format for relaying the content, and then leverage a brand-approved tone and voice to deliver a high-quality final product. Our editorial team is adept at writing for a wide variety of venues and audience types. They care deeply about the subjects that matter to our clients and dig deep to untangle facts, translate industry jargon, and simplify complex messages for broader digestibility.

Regardless of format, written communications must be timely, memorable, effective, and on-brand. We understand that a key piece of effective storytelling is defining and directing messaging. Eddy Alexander uses the proven "Message House" Methodology (see figure) for clarity and prioritization of content. The Message House is used in 70 countries and is trusted by Fortune 100 companies including Accenture,

Alcatel-Lucent, Coca-Cola, Heineken, HP, Intel, Nestle, Phillips, Reuters, and Universal Pictures. This Message House approach to storytelling enables a "one message through multiple voices" information hierarchy that is easily and consistently leveraged across platforms. This simple-to-follow technique will help TXShare clients embrace their campaign messaging as a point of unity and an actionable resource to help amplify their advertising, audience engagement, design, and public relations impact.

Our team leverages AP style (with an Oxford comma) as our default and can also adjust workflows to accommodate any client-specific style preference as required.



EDDY ALEXANDER CAN PROVIDE THE FOLLOWING REQUESTED WRITING SERVICES:

ARTICLES • ESSAYS • TECHNICAL REPORTS • PROPOSALS • STORYTELLING • EMAIL
COPYWRITING • SOCIAL MEDIA • AD COPY • NEWSLETTERS • PRESENTATIONS
WEBSITES & LANDING PAGES • VIDEO AND RADIO SCRIPTS

Outreach Planning and Integrated Campaigns

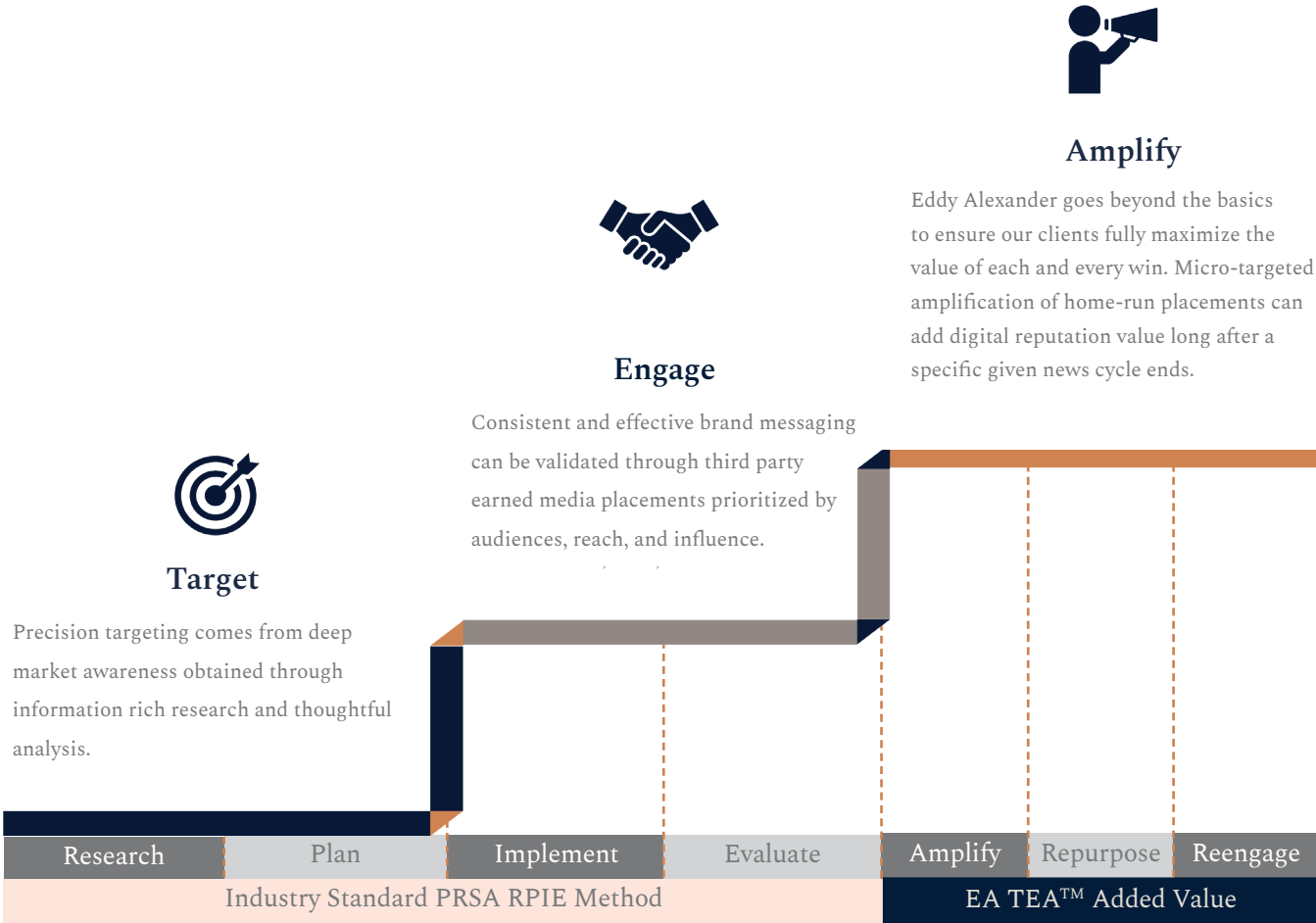
Eddy Alexander provides turnkey strategy solutions that support clients through every stage of their marketing efforts. From early stage project scoping, goal identification, and KPI setting to tactic selection, scheduling, and benchmarking, Eddy Alexander utilizes an iterative project management approach based on Global Project Management Institute (PMI) best practices to guarantee every stage of your marketing plan meets or exceeds the quality work that your organization expects and your brand demands.

Combining the best practices solutions of management consulting with the traditional creative agency model, Eddy Alexander develops custom methods that help clients improve reach, recall, and ROI. In developing new marketing strategies for TXShare clients, we will use our proprietary integrated marketing approach, the TEA™ methodology, to craft targeted, strategic messages and drive those messages into the market in

iterative and compounding ways. This helps clients drive measurable progress towards communication objectives.

We provide and create content to meet client needs, and as experienced marketing strategists, we are positioned to deploy techniques that will aid our clients marketing endeavors in both the public, private and non-profit sectors.

Eddy Alexander was founded on a clear stated belief that data-driven decision making, professional skills function, and measurable outcomes should be prioritized over spin, stunts, and non-measurable initiatives.



Media and Reputation Management

Packaging and positioning stories with local, national, and trade media can be an important component required to advance a client's goals. Our team routinely secures placements in top-tier global, trade and regional publications, including The New York Times, The Guardian, The Japan Times, LA Times, POLITICO, Smithsonian Magazine, and many more. Made up of grammar sticklers, and passionate storytellers, our team understands how the media assesses newsworthiness and what makes a great story. We work on behalf of our clients to set up 1:1 meet and greets with key journalists to provide them with an in-depth understanding of each client's organization, vision, and point of view for future coverage. And we leverage our years of experience and relationships with influential media to secure impactful stories. Then we syndicate them for maximum exposure and benefit using our proprietary, award-winning TEA™ public relations method to drive traffic, earn brand recognition, and reap continuous value from each new placement via social media propagation, partner syndication, and web-based SEO attention.

To develop and distribute messages for a multitude of clients, Eddy Alexander manages government marketing campaigns for distribution at the local, regional, state, and national levels by effectively:

1. Defining leadership objectives where needed and identifying allies with organized reach and strategic influence
2. Determining primary and secondary audience targets
3. Applying strategic messaging and communications planning, prioritizing content, and unifying themes while aligning desired action to target objectives
4. Testing new concepts and creative to ensure target audience reception, digestibility, memorability, and impact
5. Developing proactive communications strategies with detailed schedules to ensure the steady and

strategic release of media updates, social media coverage, executive briefings, and community updates

6. Syndicating content to repurpose proven materials across multiple channels for maximum effect and enhanced ROI leveraging internal and external allies as appropriate
7. Monitoring coverage, readership, and engagement to quantify investment and optimize performance
8. Adjusting plans to take advantage of key learnings and responding to emerging threats and opportunities

Coverage Tracking and Media Monitoring

At Eddy Alexander, we measure the results of our robust communications plans via coverage reports and sentiment analysis, lead data tracking, and benchmark as appropriate. Leveraging the latest advancements in audience targeting, digital clip books, content syndication, media outlet mapping, and performance dashboarding, we build communications strategies that optimize the impact of each effort and investment.

Media Training

Eddy Alexander's overall approach to media relations training begins with extensive discovery and analysis to help the client set goals and identify opportunities, evaluate what has been done so far in this area, what skills and resources exist in the organization, and what training, coaching, education, and services can fill the gaps. Eddy Alexander's expert team can provide extensive training on a wide range of public and media relations items such as what makes a story newsworthy and packaging it for the right audience, developing talking points, writing press releases, run mock interviews and press conferences to practice and review, full scale training exercises that involve multiple stakeholders, assist with thought leadership content and distribution, practice presentation skills, and more.

Risk Management and Mitigation

In an ideal world North Texas will never need to manage a reputational challenge or a crisis response. However, preparedness is necessary. Having an integrated marketing services team who is professionally trained and nationally certified in reputation management and crisis communications will help:

- Quickly prepare all staff and professionals for undesirable and/or unexpected events
- Manage public response and expectations
- Contain potential reputational damage
- Protect the regional brand and reputation

Eddy Alexander can offer all TXShare clients a partner in public relations, crisis communications, and issues management. Our team can clearly, accurately, and ethically communicate client messages to the media and public, no matter what the issue or final format.

Our experience inside and outside of government and technology is especially useful here.

We work with public safety officials, industry partners, stakeholders, sponsors, and directly with the media to craft consistent communications that deliver the client's message in a timely and impactful manner. We are accustomed to working with business executives, in-house communications teams, government officials, emergency response and management agencies, and more in both medium and high stress circumstances.

Jennifer Eddy, Chief Strategist, is one of just a handful of nationally certified PRSA Reputation Management and Crisis Communications professionals. She is a frequent national industry speaker and international guest university lecturer on the topic of selecting and integrating marketing tactics from an ever-increasing and ever-more complex set of options.



Source: <https://dfwrealestatereview.com/>

Graphic Design and Motion Graphics

At Eddy Alexander, we know great marketing is a balance of science and art, and our approach to graphic design leverages both best practices in management consulting and industry-specific techniques more akin to a traditional creative agency. We partner with our clients to support comprehensive marketing efforts. Our agency is accustomed to providing creative direction for our clients prior to formal design service build outs. We start by listening, our client, to understand their goals, the messages you need to disseminate, and any design parameters or constraints they need to manage. We will ask questions, make suggestions, and look beyond the visual elements needed to ensure TXShare clients get the best return on their marketing investments.

With these guideposts in mind, our experienced team of design professionals considers media, brand, audience, and best-in-class design requirements prior to offering creative direction. As client projects require, the Eddy Alexander team of marketing strategists will provide end-to-end marketing campaign planning, logistics, and

support beyond just graphic design requirements. This approach custom delivers creative design specifically to support your greater strategic objectives.

DESIGN AND PRODUCTION

By applying our creative experience and production expertise to each unique project, we strategically apply client’s brand approved visual elements in striking and memorable ways. Whether your stakeholders are trying to reach school officials, legislators, or the community at large, we are prepared to offer professional advice and design support to help streamline the process and drive the measurable conversions you need.

Eddy Alexander’s design and creative team conceptualizes, designs, and oversees the production of a wide array of brand-compliant collateral for print and digital distribution, including but not limited to:

- Flyers and brochures
 - Advertisements
 - Templates
 - Email
 - Periodicals
 - Promotional items
 - Postcards
- Posters
 - Website and social graphics
 - Indoor and outdoor signage
 - Trade show booths and displays
- Digital whitepapers
 - E-books
 - Presentations
 - Business cards
 - Billboards
 - Vehicle Wraps
 - Interactive surveys
- 360-degree tours
 - Book covers
 - Illustrations
 - Animations
 - Infographics
 - Digital media kits
 - And more



ADVERTISEMENT DEVELOPMENT

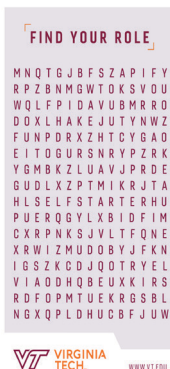
Our talented design professionals have experience developing ads for large national and international campaigns as well as for smaller, more localized initiatives. Regardless of campaign size, we understand what is needed to ensure a print, digital, out-of-home, or broadcast campaign meets its target objectives, how it must fit seamlessly into the client's brand hierarchy and positioning strategy, and how to leverage research and analytics to set realistic expectations and measure performance.

Our goals are never to create advertisements for the sake of art or mere aesthetics. Our design team executes each advertisement with ease, craft, and critical thinking to guarantee the right message reaches the right audience at the right time.

Our advertising approach employs high level creative concepts and deep understanding of the target audience profile. We use these inputs to deliver concepts that generate “cause for pause,” prolonged interest, and measurable engagement from each target.

We leverage best practices in performance benchmarking and measurement analytics to ensure that our client's investments create the desired effect and allocate appropriate attention and resources to effectively manage campaign progress accordingly.

Our designers leverage professional software (Adobe Creative Suite), proper licensing, and the highest design production standards to ensure all advertisements are produced for optimum impact, and our files are delivered production-ready to each TXShare client.



EXAMPLE PROJECT MANAGEMENT APPROACH

To generate advertising and marketing projects, Eddy Alexander understands the importance of feedback. Below is a summary of how our content and creative development phase works with you, our client, involved, supporting and guiding our efforts with continuous feedback. We strive to offer a comprehensive and effective turn-key program with the customization and agility required to meet your project's unique objectives and deadlines.

1 CONCEPTING

After researching current best practices, trends, and effective strategies in design, our design team considers and creates first drafts of concepts according to client's mission, communications objectives, and brand guidelines. Sketches, thumbnails, and storyboards are created at this stage.

2 CONTENT CREATION

Our design team takes the drafted concepts and executes more formal drafts in Adobe InDesign, Illustrator, or Photoshop as dictated by the project parameters.

3 REVIEW

The created graphic, illustration, or copy is evaluated for content, clarity, execution, and portrayal of the desired message by the full design team, marketing specialists, and client to ensure a holistic critique of the design and that all project specifications are met.

4 REVISIONS

The design team applies the necessary revisions to design as needed.

5 SECONDARY REVIEW

Secondary review involves the design team and the Chief Strategist who looks for high level execution and strict adherence to client's brand standards and each client's intended use to confirm full alignment.

6 SECONDARY REVISIONS

Revisions are executed and polished by our Creative Director before being approved by the Chief Strategist and sent to client for final reviews.

7 CLIENT REVIEW

The design is sent to the client for final review; any necessary revisions are made, and the design is completed.

8 PRODUCTION PREP

Final files are prepped for production and handed over to either the client or the production vendor for final output and campaign preparation.

Video and Audio Production

With consumption trends being what they are, we understand that clients may require extensive support in multimedia production. Our experienced team is capable of producing high-quality professional content suitable for a wide variety of applications and use-cases. We offer services covering still photography, motion graphics, multimedia animation, full PSA production, recapture and editing existing media, sound mixing, script, and editorial writing, and audio production. Then, we bring these raw materials together in formats ready for your audiences' consumption.

Good multimedia design doesn't conflict; rather, it

accounts for and supports strategic content and engages people in a memorable fashion. Our production team works seamlessly with our creative professionals and in-house production studio to ensure that the final product yields beautiful visual messages that support each client's end goals. Our team can also write scripts, source talent, and manage waivers and insurance requirements for you as our client. We want the work of video and photo production to be as painless as possible, and we understand multimedia production can be a complex matrix of sourcing students, faculty, models, materials, and locations. We stand ready to guide each client to a successfully managed workflow.



Following the creation of advertising concepts at Virginia Tech, our team realized they required immediate asset assistance and quickly built out a new photo library to support the brand vision and to take concepts from reality into print and digital executions. Our team organized a comprehensive campus-wide photo shoot, hired models, managed release requirements, and also provided tagging, library set-up, and image editing.

VIDEOGRAPHY AND PHOTOGRAPHY

Good multimedia begins with a documented production plan of desired shots to meet design needs.

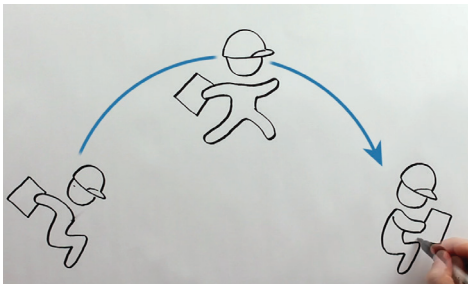
In addition to shots outlined in the production planning phase, we will develop a B-roll shot list to provide additional visual information and added value that may be useful for clients long-term project success. These assets may be leveraged in final videos and future projects alike. As with all of our creative efforts, any shots, along with all multimedia assets produced for you, will be provided with an irrevocable worldwide license.

As some of these assets may have been previously captured, Eddy Alexander will consider available assets before production to best utilize the time allotted for new content creation. Based on the schedule and availability, the Eddy Alexander team will travel to specified locations equipped with interview questions, video outlines, scripts, shot lists, and releases.

We have a formula that works and will leverage it to capture visual elements that feel consistent with your previous work product while communicating a deeper and more targeted story unique to each TXShare client and their respective target audiences.

For video work, our editors leverage top-of-the-line industry programs such as Final Cut Pro, Adobe Premiere, Adobe After Effects, or a combination thereof to craft professional quality videos. Attention to detail guarantees smooth transitions, no dropped frames, and perfectly matched audio, imagery, and score. As we are always looking for opportunities to maximize each dollar invested, videos will be formatted so that they can easily be broken down into individual videos as needed for media B-roll footage, television ads, social media marketing, display ads, and more.

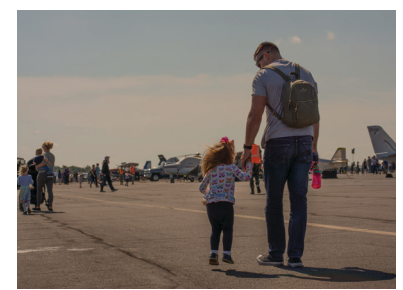
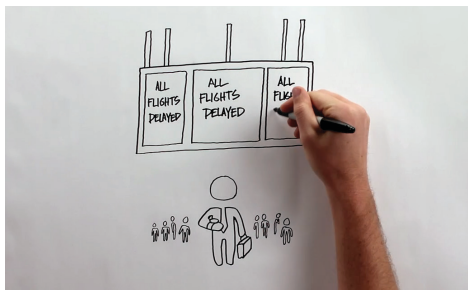
Genpact



American Bar Association



Leesburg, VA



[See Sample Videos at:](#)

<https://eddyalexander.com/videos/>

Website Optimization

We understand web design and creation is about more than pretty pages. Our web development team offers comprehensive services including web design, graphic design, content creation, analytic tracking, advanced digital advertising campaign support, multimedia production services (app design, video, podcasting, 3-D tours, etc.), UI/UX strategy, A/B testing, editorial services, coding services, and search engine optimization. These services are delivered by professionals with deep technical capabilities rooted in proven application of HTML, CSS, PHP, SQL, C#, Objective-C, Python, IOS, Ruby/ Rails, LINQ, and jQuery languages and techniques. We pay special attention to transitions, scrolling, and other visual effects when designing to ensure each final product is professional, modern, and 508 compliant.

Our digital team understands that sometimes a temporary website or stand-alone landing page is needed and that at times these types of websites/webpages should not live within a client's primary domain URL hierarchy. From domain purchasing to

special site retirement, our team will manage the full lifecycle of these ad hoc website initiatives to account for their impact on our client's larger digital ecosystem. And, we'll work diligently to ensure strict adherence to security and quality standards.

Additionally, because custom coding websites can be time-intensive even for the most experienced developers, a multitude of pre-coded templates, widgets and plug-ins are available as low-cost, quality-assured alternatives. Eddy Alexander has built websites for clients using a wide variety of WordPress, Drupal, and Custom design CMS.

We're a seasoned team of digital and web experts who will analyze and apply data to ensure our clients website investments are embraced by their target audiences and drive the specific actions each stakeholder seeks.

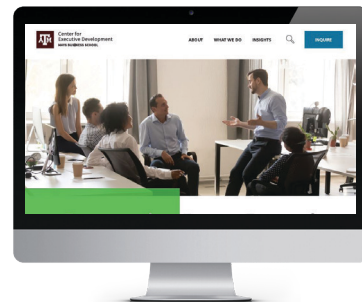
Work Examples



See www.jhucochlearcenter.org



See www.vacrossroads.com



See <https://www.tamuxec.com/>

Digital Marketing and Advertising

Marketing should do more than simply please the eye. It must reach the right audience at the right time, create a “cause for pause,” and provide immediate solutions to real organizational problems.

Our team of talented digital strategists use best-in-class solutions such as Google Ads Network and Analytics, Facebook and Instagram Ads Manager, El Toro, GumGum, Uber Mobile Ads, OTT and streaming networks, and more to layer contextual, behavioral, demographic, geographic, remarketing, list-based, and IP microtargeting techniques. This sophisticated and award-winning approach to digital advertising delivers campaigns that meet brand standards, comply with accessibility requirements, integrate with overarching communications efforts, and create measurable engagement from highly targeted audience profiles.

By leveraging best practices in performance benchmarking and measurement analytics, we allocate appropriate resources to effectively manage campaign optimization, ensuring your marketing investments drive awareness, engage audiences, prequalify targets, and increase conversions over time. As we optimize campaigns, we will provide reports for the digital ads that can be shared with client leadership teams.

SEARCH AND DISPLAY CAMPAIGNS

As a Google badge certified agency, Eddy Alexander leverages Google’s display and search networks to kick off most digital marketing efforts for its unparalleled reach and market share. In a single ad platform, advertisers can access up to 90% of the internet’s daily

web traffic and 87% of global search traffic.

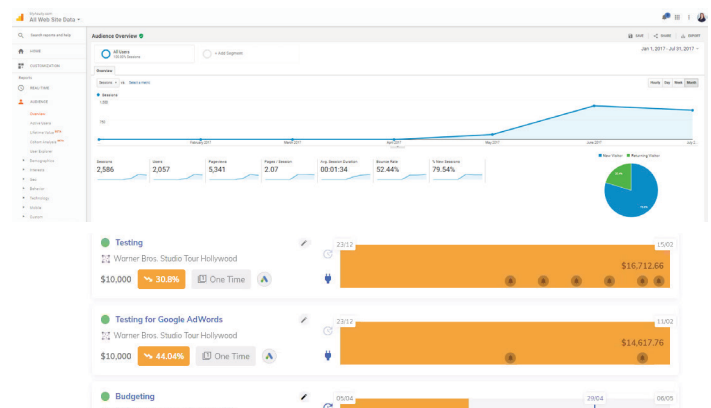
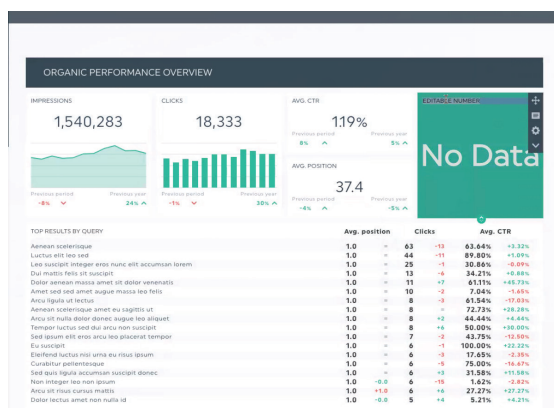
However, additional ad platforms including OTTs, mobile device, IP targeting, GumGum and more can provide unique advantages such as contextual targeting that delivers banner ads that only appear over images of a given clients brand and its direct competitors in articles across the web.

SOCIAL AND OTT CAMPAIGNS

In addition to traditional search and display techniques, social media platforms offer unique opportunities to engage with audiences based on the content viewers express interest in every day. Facebook, Instagram, Twitter, LinkedIn, Snapchat, YouTube, Pandora, Spotify, and more each offer unique advertising formats including highly engaging video. Eddy Alexander’s digital strategists will guide your selection and recommend platforms that are best used to reach your target audience and goals.

IP AND DIGITAL REMARKETING

While digital advertising initially reaches relevant audiences based on geographic, demographic, behavioral, and contextual targets, we take this a step further by pre-qualifying audiences that express enough initial interest to visit your website, live event, or meeting. By running ads to audiences that have already expressed above average interest, clients can amplify the resonance, recall, and reach of promotional messaging and brand awareness efforts.



We engage directly with targeted publications, broadcast, OTA, CTV, and out-of-home distributors to negotiate best ROI solutions for each campaign objective on behalf of our clients. This swift approach to distribution can provide increased ROI and ensure your messages get in front of the clients desired audience with improved accuracy, timeliness, and impact.

Additionally, by integrating best-in-class digital solutions such as El Toro, GumGum, UberMedia, Google advertising, and social advertising for tight segmentation and micro-targeting, we can optimize client campaigns to drive awareness, increase conversions, and re-engage prequalified targets.

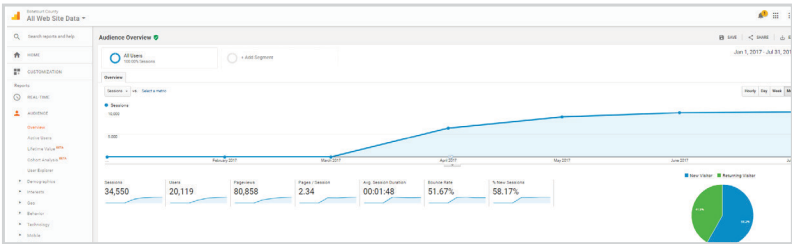
GOOGLE ANALYTICS INTEGRATION

For your campaign to be successful, it must first be measurable, so we start by implementing measurement techniques. The most pragmatic solution for data

collection and analysis is Google Analytics. This free tool is trusted by many of the world’s most successful brands and will allow clients to reallocate traditional research funds and software subscriptions to mission-focused promotional activities.

Google Analytics provides digital website visitor data (based on web traffic trends) that is highly reliable, updated through near real-time reports, and can easily be segmented to better understand target behavior. The data collected can provide insight into audience interest areas, demographics, attraction rates, geographic sources, product affinity, and in-market interests.

This solution offers several relevant, real-time data points from which we can confidently direct brand and marketing decisions, while at the same time allow us to spend resources efficiently driving measurable traffic to your website to build affinity and drive conversions.



			Month 1				Month 2				Month 3			
TYPE	REACH	BUDGET	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 1	WEEK 2	WEEK 3	WEEK 4
SOCIAL MEDIA														
Facebook	80k													
Instagram	200k													
Twitter	120k													
VIDEO														
YouTube	5k													
Cable network	10k													
RADIO														
Local	5k													
State	7k													
National	12k													
NEWS														
Earned - Online	150k													
Earned - Print	50k													
SEM														
Google	200k													
DIGITAL														
Local	75k													
National	500k													
Google Display Network	150k													
OUT-OF-HOME														
Billboards - local	25k													
Billboards - national	15k													

INBOUND MARKETING AND SEO

With defined audience profiles in place, new content can also be created to be directly relevant to target each audience profile at their phase in the buying decision. Blogs, videos, webinars, and other owned media are tangible tools for engaging new audiences for opportunity consideration. To establish starting metrics and to set each program up for digital marketing success, Eddy Alexander uses a proprietary method for organic search and content optimization. This industry leading method assesses clients “SEO health” to help us create and prioritize our strategy for improved website search rankings.

Our proprietary SEO methodology leverages our “CIRTA” framework. CIRTA is an acronym that represents the crucial segments of online search visibility and user interaction. Our audits, technical recommendations, and data dashboards are each built around one or more of the following CIRTA elements:

- **Crawling:** An engine’s ability to navigate its way through your site
- **Indexing:** The likelihood that, once found, those pages will merit inclusion in a site’s index of pages (if we want them to)
- **Ranking:** A page’s ability, once indexed, to appear in search results for desired search queries
- **Traffic:** Users seeing your URL on a search results page and clicking on it
- **Action:** Users performing the activities you want them to perform after they have reached your site

CHECKLIST FOR SEM RETARGETING SUCCESS:



- ▶ Understand education space, government relations and digital advertising
- ▶ Optimize based on analytics and activity trend monitoring
- ▶ Provide alternative keyword lists to supplement search result positioning
- ▶ Engage a partner that is Google certified, ensuring capability, efficiency, and application success



Source: <https://attractionsofamerica.com>

Social Media Strategy

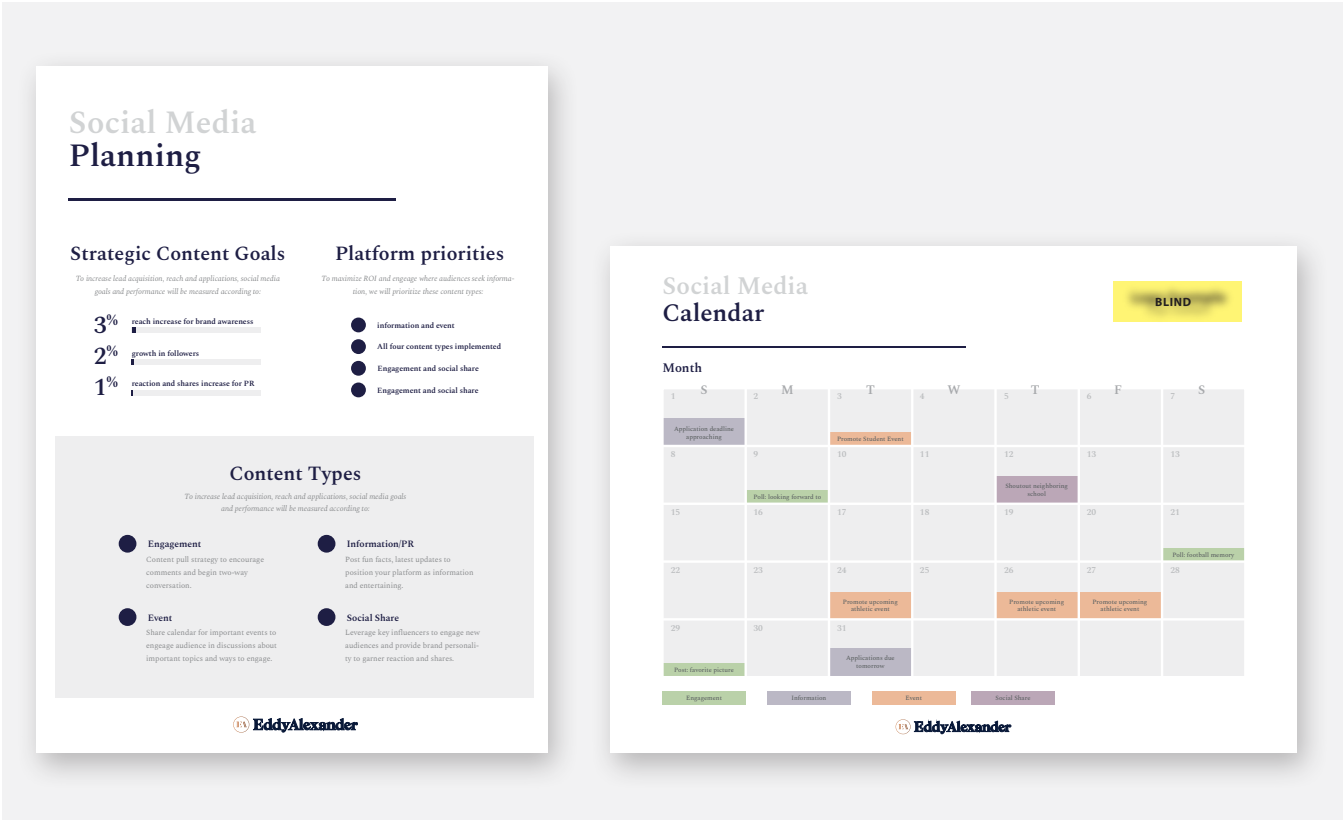
Delivering messages in creative and innovative ways is essential, and social media is a perfect forum for agile, integrated communications. The first step in optimizing a social media program for clients is identifying clear goals. Whether you seek to promote a program’s accomplishments, enact social change, build community, or amplify brand awareness, we can help guide you strategically through the process. Once audiences and strategic goals are clearly identified, we can also help you find the intersection of opportunity between the messages your target audience wants to hear (and will find noteworthy), and the messages TXShare clients want to strategically communicate.

After building a detailed social media plan and content calendar that maps out a social media posting schedule, Eddy Alexander can help deliver cost-effective advertising programs that provide clear business value and deliver continuous return on investment. We

can partner with any type of client in a multitude of verticals to leverage pre-existing and new relationships to surge investor support, earn media attention, and cross promote content with greater digital credibility where needed. Our team is well-versed and experienced in using Facebook, X, Instagram, LinkedIn, Snapchat, TikTok, and other popular social platforms, and we can help leverage the unique audience traits of each to engage target audiences as you seek to promote news coverage, own your own storyline, publish custom content, feature mission-advancing activity, and cross-promote anchor messages.



Social Media Documents

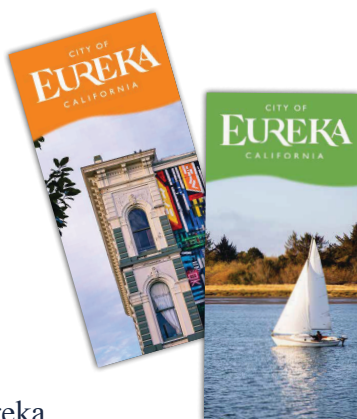


Overview

Eddy Alexander was awarded a multi-year contract to become the agency of record for the City of Eureka with a focus on tourism marketing. The City of Eureka was looking for a partner to help build civic pride and more directly promote Eureka's tourism industry. Eddy Alexander conducted stakeholder interviews, researched market trends, and hosting focus groups before developing a comprehensive program that involved earned and paid media, destination development, multimedia production, and digital asset management. The campaign leverages print, digital, and broadcast media co-op marketing, a strategic sponsorships and events, and extensive travel media and influencer outreach and engagement. The City has reported a 130% increase in Transient Occupancy Tax (TOT) revenue and a 220% increase in local net promoter score from Eddy Alexander's efforts over the last three years.

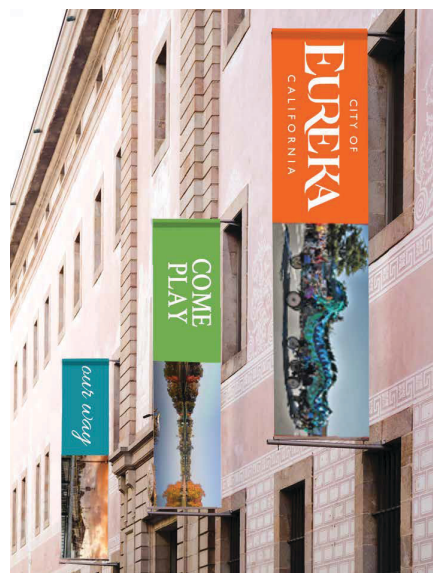
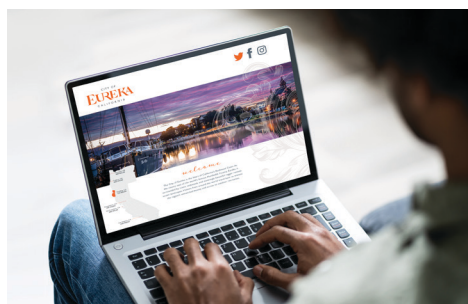
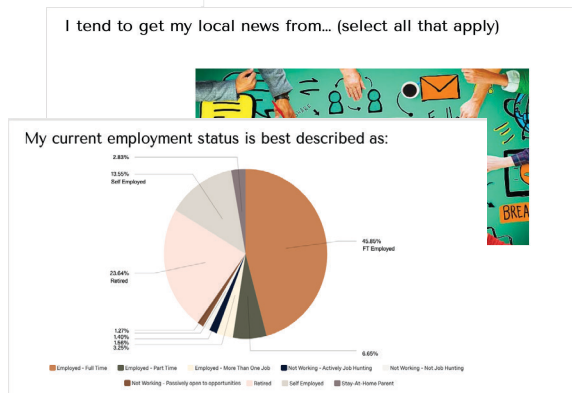
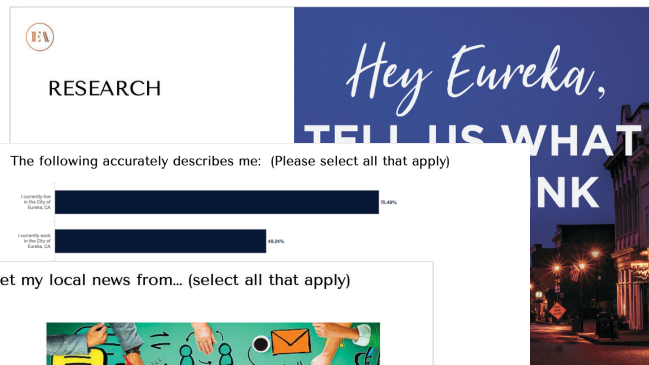
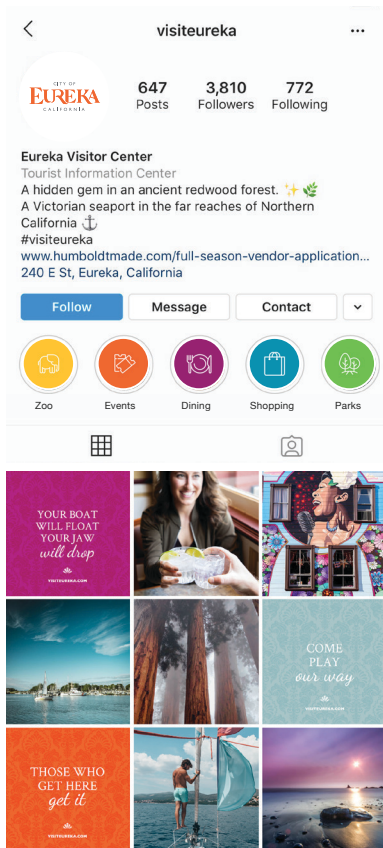
Services

- Brand and visual identity development
- Market research
- Marketing plan development
- Website design
- Media planning / buying
- Crisis communication strategy
- Promotional item coordination
- Brand compliance
- Multi-stakeholder collaboration
- Public relations



About The City of Eureka

Eureka California is the largest city on California's famed Northern Coast but it is not a typical urban mecca. Tucked up against the famous Humboldt Bay, the diverse community is home to approximately 50,000 residents. Local citizens cherish both the city's multi-layered history and the natural treasures that surround them.



Overview

Danville and Pittsylvania County, VA called on Eddy Alexander for help building a new tourism brand and program from the ground up, including a Tourism Master Plan. They sought out Eddy Alexander's reputation for building brands and strategic marketing plans that inspire communities, impact economic growth, and attract visitors and new residents alike. With the recent announcement of a \$650M Caesars Resort investment and several other large new projects, the region faced a moment of significant economic growth. The Eddy Alexander team worked closely with the Danville Economic Development and Tourism Department to create and rename the tourism region "SoSi", backed by significant community research including surveys, focus groups, interviews, and more. To roll out the new brand and establish the tourism region, Eddy Alexander also developed a comprehensive, data-backed Tourism Master Plan that will be the road map for the region over the next five years.

Services

- Market research and summary
- Multi-stakeholder alignment
- Community feedback sessions
- Marketing plan development
- Tourism master plan development
- Brand and visual identity development
- Messaging strategy
- Surveys development and implementation
- Focus groups and interviews
- Campaign design
- Public relations



"Everyone keeps telling us we picked the perfect partner for this project and I just keep saying, "I know!" Truly, We couldn't have done any of this without the Eddy Alexander Team. Its been incredible."

Lisa Meriwether, Danville Economic Development and Tourism





DANVILLE **VA**
PITTSYLVANIA CO.

Visit
Sosi

SO DELIGHTFUL. SEE FOR YOURSELF.

For generations, the people of Danville and Pittsylvania County, VA, have made things, have grown things, and welcomed newcomers with warm enthusiasm. If you visit, they'll share unique adventures and down-home delights, the best ways to savor a night out in the city or an easy way to roll off-the-beaten path.

www.VisitSoSi.com

VIRGINIA IS FOR **LOVERS**



Visit
Sosi

Visit
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DANVILLE **VA**
PITTSYLVANIA CO.



BRAND POSITIONING



DANVILLE **VA**
PITTSYLVANIA CO.

Visit
Sosi

SEE WHAT MAKES US SO GREAT

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www.placeholder.com



BRAND GUIDELINES



Visit
Sosi
DANVILLE **VA**
PITTSYLVANIA CO.

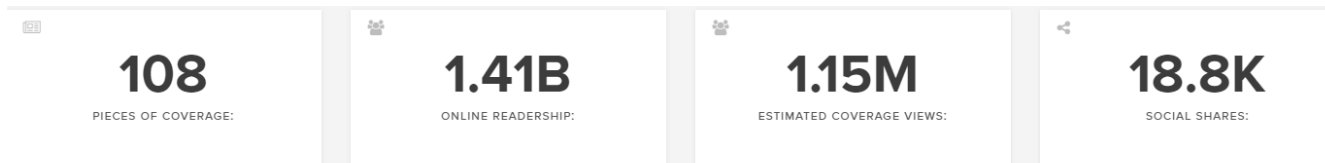
Overview

Eddy Alexander provided strategic messaging and campaign management support for the 2017 statewide legislative battle related to municipal broadband services in Virginia. Working closely with the client's government affairs partner, Eddy Alexander developed the strategy, messaging, content, and events that led to a governors speech announcing he would veto of the opposing party's proposed bill weeks before it ever reached his desk.

In just six weeks' time, Eddy Alexander was able to earn 1 billion media views through more than 100 pieces of state, local, trade, national, and international media coverage. This coverage was then shared on social media nearly 20,000 more times. One story in Ars Technica even spent several days on the front page of Reddit, "the front page of the internet." In June of 2018, the Eddy Alexander team was honored with a first place national PRSA trophy for this industry-leading earned media issues and crisis management effort.

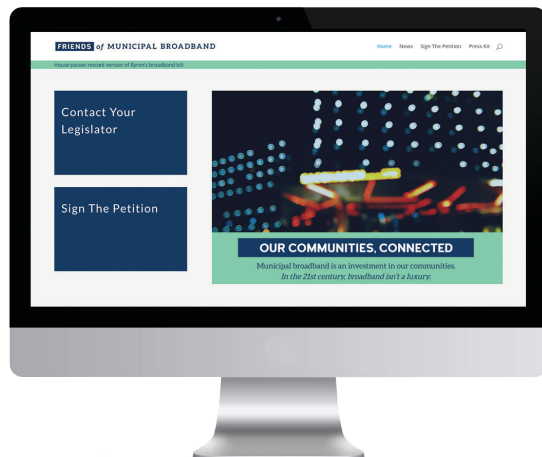
Services

- Issues management
- Crisis communications
- Logo and brand development
- Message management
- Consensus building
- Stakeholder negotiation
- Media planning
- Digital advertising
- Website development
- Collateral creation
- Social media management



In support of an existing client, Eddy Alexander brought multiple municipal broadband network leaders together to form the Friends of Municipal Broadband (FOMB) consortium. Together, the FOMB rallied against proposed legislation that would cripple the ability of municipal broadband providers to operate in the Commonwealth.

FRIENDS of MUNICIPAL BROADBAND



“

In the twenty years that our firm has been involved in battles such as [the fight against hb2108] across the United States, I have never seen a more impressive local campaign of opposition, nor one that used state-of-the-art tools of the Internet as effectively to generate widespread interest in the issues and support for the opposition.”

Jim Baller, Baller Stokes & Lide, PC
Washington, D.C.

VIRGINIA'S WAR ON BROADBAND

Put a Stop to Corporate Cronyism and Defeat VCTA's HB 2108 – A Massive Giveaway to the Cable Industry

WHAT ARE THE FACTS?

- The Virginia Cable and Telecommunications Association has convinced Delegate Kathy Byron (R - Lynchburg) to submit House Bill 2108 which is now pending before General Assembly.
- House Bill 2108, or "Virginia Broadband Deployment Act," would establish insurmountable barriers on local governments' ability to build and manage broadband networks for their own communities. It effectively kills all Virginia community broadband investment initiatives. **The bill even establishes the process whereby localities write checks to the cable companies as a subsidy or straight cash payments to them in exchange for the cable companies building networks in their localities.** This effort by the VCTA is corporate cronyism. It has no place in Virginia or the 21st Century.
- In an attempt to maintain the base level of infrastructure required to attract and retain jobs, keep our education system competitive on a national scale, and protect private property values, many localities across the state have taken advantage of the Virginia Wireless Services Act of 2003, which was passed unanimously by the General Assembly.
- Forward thinking regions such as Virginia's Eastern Shore, the Rockbridge Area, The Roanoke Valley, and Danville have all responsibly implemented innovative and customized new solutions to help bridge the digital divide to meet the rapidly growing broadband needs of their individual communities.
- Byron's bill overrides broadband deployment that has successfully stood for nearly 15 years and adds restrictive bureaucratic processes. HB 2108 limits localities' ability to respond to tangible economic threats and mandates unnecessary and costly state authorization and oversight.
- The bill puts private sector cable companies in charge of Virginia's destiny and removes any state or local ability to meet the priorities and demands of Virginia's citizens.

WHY THE FRENZY?

- The argument boils down to a rigid, unyielding free market ideology vs. economic pragmatism and the lessons learned from the cable industry's broken promises. Those in favor of economic growth believe municipal broadband authorities provide a solution to an ongoing broadband problem that is driving away businesses, jobs, and younger citizens at large.
- The Byron VCTA bill does not entice or require cable companies to install one inch of new broadband anywhere in the Commonwealth.
- In order to compete in a global marketplace, Virginia's business, government and education communities know that broadband is a necessity, not a luxury. Much like electricity, roads, water, and sewage service - affordable access to fast, efficient, and secure internet and data transport services is required to attract and retain businesses and jobs. **For the last 20 years, private sector Internet Service Providers (ISPs) have failed to keep up with demand.**
- Municipal broadband authorities are not acting as competitors to the private sector but are stepping in to service specific, unmet community needs. These are investments that do not make sense to private companies driven by profits, shareholders and quarterly reports, but are essential to keeping the vulnerable areas of the Commonwealth from falling further behind in a global economy increasingly dependent on internet connectivity.
- HB2108 victimizes Virginia's most vulnerable communities and limits the Commonwealth's ability to compete on the national stage. It cuts off access to more than \$250 million in federal grants set aside specifically for rural broadband initiatives and, by blocking all public funding, HB 2108 hands over our collective economic future to private cable and telecommunication companies.

Overview

Eddy Alexander was called upon to bring together the Roanoke-Blacksburg Technology Council, the Valleys Innovation Council, and the Regional Accelerator & Mentoring Program cohesively under one brand. The organization's new name, Verge, was chosen after a six-month process that involved numerous stakeholder interviews, presentations, and feedback sessions. Once the final logo was decided, the Eddy Alexander team created collateral items such as branding guidelines, a powerpoint template, sample press releases, as well as written copy, design, and development of a website to showcase their values and goals in one unified platform.

Services

- Brand and visual identity development
- Market research and summary
- Multi-stakeholder alignment
- Copywriting
- Website design / development

[ABOUT](#)[AFFILIATES](#) ▾[GET INVOLVED](#)

**EMPOWERING
REGIONAL INNOVATION**

About Verge

Verge is a collaborative strategic alliance established to grow the region's innovation economy, technology and life sciences sectors, and the supporting professional communities. It aligns the strengths and programming efforts of the Roanoke-Blacksburg Technology Council (RBTC), the Regional Accelerator and Mentoring Program (RAMP), and Valleys Innovation Council (VIC). Verge serves GO Virginia Region 2 and works to form collaborations with government, business, academia, and other organizations to advance the region and grow a thriving innovation economy.





GET INVOLVED SAY HELLO!

Verge welcomes and encourages individuals, government, business, and academic memberships and partnerships. To learn more about upcoming events and activities and get involved, complete the form below.

FIRST NAME

LAST NAME

ORGANIZATION

TITLE

EMAIL ADDRESS

PHONE

MESSAGE

SUBMIT

2021

VERGE
BRAND GUIDELINES

SOLE REPRATE

Verge is a collaborative strategic alliance established to grow the region's innovation economy, technology and life sciences sectors, and the supporting professional communities. To align the strengths and professional efforts of the Northern Neck Regional Technology Council (NNRTC), the Regional Academic and Professional Program (RAP), and the Regional Innovation Council (RIC), Verge serves the Regional Market 2 and beyond, with government, business, academia, and other organizations to advance the region and grow a thriving innovation economy. To learn more about membership, events, and how to get involved, visit [vergeatl.org](#).

LOGO

The Verge logo is available in multiple formats. The primary logo is the vertical version and should be used as often as possible in all graphics and communications. However, the horizontal version, horizontal and flag, can be used as space constraints require. The vertical and horizontal versions can be used with or without the tagline. The flag version should only be used with the tagline. The logo is available in full color, monochrome, and black and white. Full color use with the preferred colors and should be used whenever possible. The monochrome should be used as a secondary element. When using the logo in print, use the primary logo type for the most impact. In print, logos should never be combined. Resizing the logo must always be in a vector format (EPS, SVG, etc.) and color should never be adjusted and no specific effects should ever be applied to the design. This will protect the integrity and recognizability of your primary brand.

TYPOGRAPHY

Workflows, font transmission value, clear time, a brand can be recognized by font style, size, especially when font style patterns are highly consistent and currently. These fonts are well suited and should not be substituted.

PALATINO LINOTYPE

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VERDANA

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Texas A&M Center for Executive Development

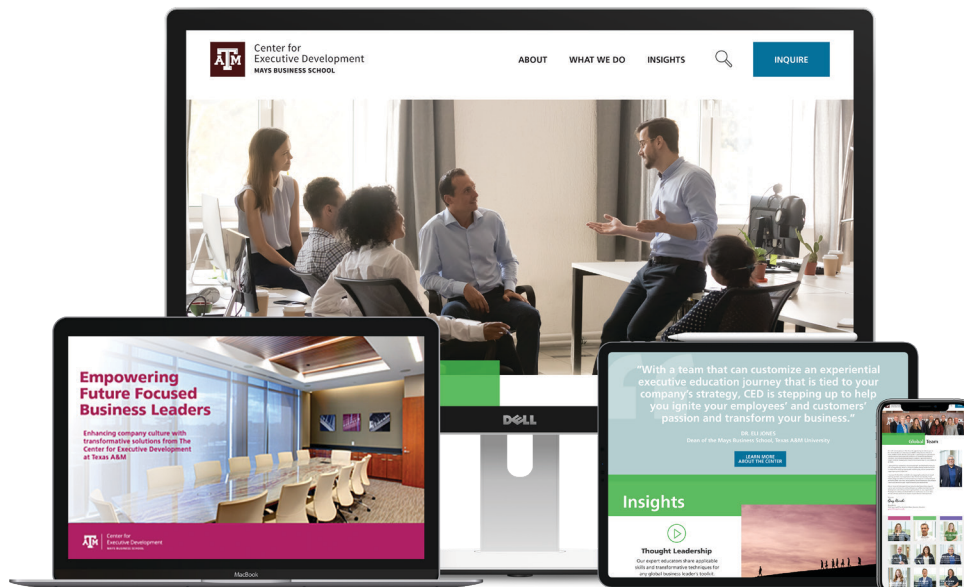


Overview

In order to compete for a broader set of business clients across more diversified industries, the Center for Executive Development at Texas A&M Mays Business School partnered with Eddy Alexander to develop a new more commercially competitive brand identity system from 2019 to 2021. The new website page views increased 70% from the old site in the previous year, pages per session increased 70% over launch, average session duration increased by 1:20 and bounce rate decreased by over 10%, average page load time decreased from 6.34 seconds to 2.23 seconds, and the client saw an increase in service page views in the week following website launch.

Services

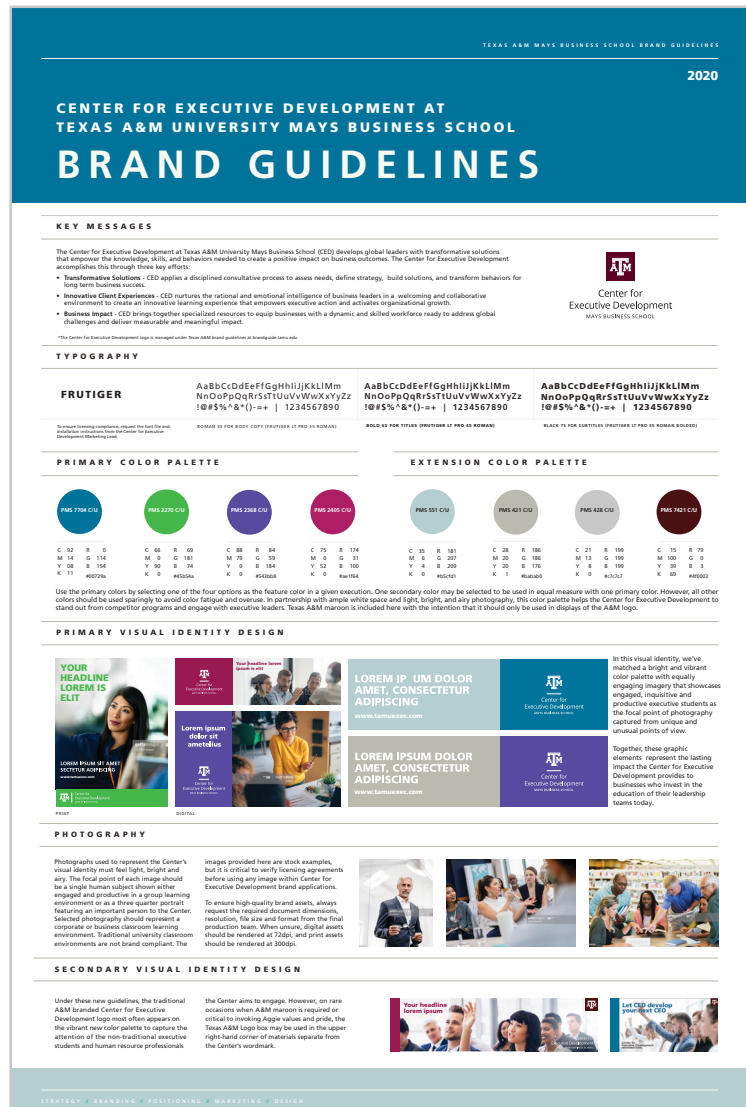
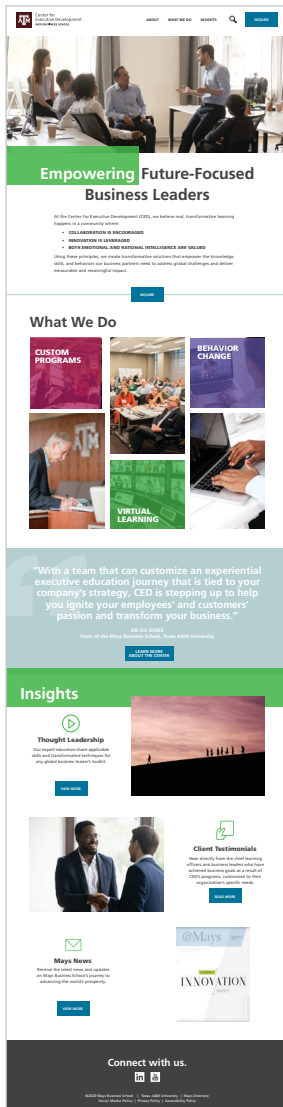
- Copywriting
- Brand research and measurement
- Market research and analysis
- Identity system development
- Strategic messaging and positioning
- Website design & development
- Branded template development
- Stakeholder management
- Search engine optimization



See <https://www.tamuxec.com/>

About the Texas A&M

The Center for Executive Development at Texas A&M serves organizations and individuals in multiple capacities, including custom programs for organizations and open enrollment programs for individuals. The CED is committed to developing leaders that serve with excellence, not simply education.



“Eddy Alexander is a true partner to Mays Business School at Texas A&M. Their leadership has offered professional and collaborative services to enhance the brand of the Center for Executive Development while integrating a multitude of priorities from our matrixed organization. It is a joy to work with the individuals that represent Eddy Alexander.”

Blake Parrish,
Director of Marketing, Texas A&M Mays Business School
Texas A&M Center for Executive Development

TAB E:

References

Virginia Tech and University of Florida

Melanie Schramm

EVP of Marketing, Carnegie Mellon

614-309-5932

Melanie.j.schramm@gmail.com

Scale Up America, US Small Business Administration

Shaun Winn

Director, Supply Chain Visions

703-380-7292

Shawn.winn@gmail.com

Government Finance Officers Association

Chris Morrill

Executive Director

(312) 917-6102

CMorrill@GFOA.org



Source: <https://www.dallasobserver.com>

TAB F: Proposal Pricing

Our standard rate card is attached for TXShare’s reference. Should you need crisis communications or additional capacity support, additional services are available at the rates provided below. Please note that formal pricing on projects is all subject to an in-take project call in which our clients are asked to detail scope requirements and deadline expectations. Costs for services will be invoiced according to contract terms and a signed corresponding statement of work.

ROLE	UNIT	RATE
Senior Strategist	Hourly	\$250.00
Strategist	Hourly	\$220.00
Campaign Manager	Hourly	\$150.00
Chief Strategist/Crisis Communications	Hourly	\$350.00
Art Direction	Hourly	\$150.00
Graphic Designer	Hourly	\$125.00
Technical Writer	Hourly	\$150.00
Copy Writer / Editor	Hourly	\$125.00
Editorial Specialist	Hourly	\$135.00
Production Lead	Hourly	\$150.00
Production Assistant	Hourly	\$122.00
Multimedia Producer	Hourly	\$112.00
IT Developer	Hourly	\$200.00
UX/UI Developer	Hourly	\$145.00
Administrative Project Support	Hourly	\$68.00
Travel Costs	Per Diem	50% of Bill Rate for Travel Time
Additional expenses	Unit	Pass Through + 15%

Payment term is Net 30, and may be made by mailed check, ACH, or credit card. Credit card transaction fees will be passed through to the client (up to 4%).

**All pricing is subject to an automatic annual increase of 3%

*** Hoursare are billed in 15 minute increments

TAB G:

Required Attachments

ATTACHMENT I: INSTRUCTIONS FOR PROPOSALS COMPLIANCE AND SUBMITTAL

Compliance with the Solicitation

Submissions must be in strict compliance with this solicitation. Failure to comply with all provisions of the solicitation may result in disqualification.

Acknowledgment of Insurance Requirements

By signing its submission, Offeror acknowledges that it has read and understands the insurance requirements for the submission. Offeror also understands that the evidence of required insurance may be requested to be submitted within ten (10) working days following notification of its offer being accepted; otherwise, NCTCOG may rescind its acceptance of the Offeror's proposals. The insurance requirements are outlined in Section 6.04.

Name of Organization/Contractor(s):

Eddy Alexander

Signature of Authorized Representative:



Date: 11/30/23

**ATTACHMENT II:
CERTIFICATIONS OF OFFEROR**

Name of Organization/Contractor(s):

Eddy Alexander

Signature of Authorized Representative:



Date: 11/30/23

**ATTACHMENT III:
CERTIFICATION REGARDING DEBARMENT, SUSPENSION AND OTHER RESPONSIBILITY MATTERS**

This certification is required by the Federal Regulations Implementing Executive Order 12549, Debarment and Suspension, 45 CFR Part 93, Government-wide Debarment and Suspension, for the Department of Agriculture (7 CFR Part 3017), Department of Labor (29 CFR Part 98), Department of Education (34 CFR Parts 85, 668, 682), Department of Health and Human Services (45 CFR Part 76).

The undersigned certifies, to the best of his or her knowledge and belief, that both it and its principals:

1. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any federal department or agency;
2. Have not within a three-year period preceding this contract been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or Local) transaction or contract under a public transaction, violation of federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification, or destruction of records, making false Proposals, or receiving stolen property;
3. Are not presently indicated for or otherwise criminally or civilly charged by a government entity with commission of any of the offense enumerated in Paragraph (2) of this certification; and,
4. Have not within a three-year period preceding this contract had one or more public transactions terminated for cause or default.

Where the prospective recipient of federal assistance funds is unable to certify to any of the qualifications in this certification, such prospective recipient shall attach an explanation to this certification form.

Name of Organization/Contractor(s):

Eddy Alexander

Signature of Authorized Representative:



Date: 11/30/23

**LOBBYING CERTIFICATION
FOR CONTRACTS, GRANTS, LOANS, AND COOPERATIVE AGREEMENTS**

The undersigned certifies, to the best of his or her knowledge or belief, that:

1. No federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an officer or employee of a Member of Congress in connection with the awarding of any federal contract, the making of any federal loan, the entering into of any cooperative Contract, and the extension, continuation, renewal, amendment, or modification of any federal contract, grant, loan, or cooperative contract; and
2. If any funds other than federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this federal contract, grant, loan, and or cooperative contract, the undersigned shall complete and submit Standard Form – LLL, “Disclosure Form to Report Lobbying”, in accordance with the instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-awards at all tiers and that all sub-recipients shall certify accordingly.

Name of Organization/Contractor(s):

Eddy Alexander

Signature of Authorized Representative:



Date: 11/30/23

**ATTACHMENT V:
DRUG-FREE WORKPLACE CERTIFICATION**

The Eddy Alexander (company name) will provide a Drug Free Work Place in compliance with the Drug Free Work Place Act of 1988. The unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited on the premises of the Eddy Alexander (company name) or any of its facilities. Any employee who violates this prohibition will be subject to disciplinary action up to and including termination. All employees, as a condition of employment, will comply with this policy.

CERTIFICATION REGARDING DRUG-FREE WORKPLACE

This certification is required by the Federal Regulations Implementing Sections 5151-5160 of the Drug-Free Workplace Act, 41 U.S.C. 701, for the Department of Agriculture (7 CFR Part 3017), Department of Labor (29 CFR Part 98), Department of Education (34 CFR Parts 85, 668 and 682), Department of Health and Human Services (45 CFR Part 76).

The undersigned subcontractor certifies it will provide a drug-free workplace by:

Publishing a policy Proposal notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the workplace and specifying the consequences of any such action by an employee;

Establishing an ongoing drug-free awareness program to inform employees of the dangers of drug abuse in the workplace, the subcontractor's policy of maintaining a drug-free workplace, the availability of counseling, rehabilitation and employee assistance programs, and the penalties that may be imposed on employees for drug violations in the workplace;

Providing each employee with a copy of the subcontractor's policy Proposal;

Notifying the employees in the subcontractor's policy Proposal that as a condition of employment under this subcontract, employees shall abide by the terms of the policy Proposal and notifying the subcontractor in writing within five days after any conviction for a violation by the employee of a criminal drug abuse statute in the workplace;

Notifying the Board within ten (10) days of the subcontractor's receipt of a notice of a conviction of any employee; and,

Taking appropriate personnel action against an employee convicted of violating a criminal drug statute or requires such employee to participate in a drug abuse assistance or rehabilitation program.

Name of Organization/Contractor(s):

Eddy Alexander

Signature of Authorized Representative:

[Signature]

Date: 11/30/23

**ATTACHMENT VI:
CERTIFICATION REGARDING DISCLOSURE OF CONFLICT OF INTEREST**

The undersigned certifies that, to the best of his or her knowledge or belief, that:

“No employee of the contractor, no member of the contractor’s governing board or body, and no person who exercises any functions or responsibilities in the review or approval of the undertaking or carrying out of this contract shall participate in any decision relating to this contract which affects his/her personal pecuniary interest.

Executives and employees of contractor shall be particularly aware of the varying degrees of influence that can be exerted by personal friends and associates and, in administering the contract, shall exercise due diligence to avoid situations which give rise to an assertion that favorable treatment is being granted to friends and associates. When it is in the public interest for the contractor to conduct business with a friend or associate of an executive or employee of the contractor, an elected official in the area or a member of the North Central Texas Council of Governments, a permanent record of the transaction shall be retained.

Any executive or employee of the contractor, an elected official in the area or a member of the NCTCOG, shall not solicit or accept money or any other consideration from a third person, for the performance of an act reimbursed in whole or part by contractor or Department. Supplies, tools, materials, equipment or services purchased with contract funds shall be used solely for purposes allowed under this contract. No member of the NCTCOG shall cast a vote on the provision of services by that member (or any organization which that member represents) or vote on any matter which would provide a direct or indirect financial benefit to the member or any business or organization which the member directly represents”.

No officer, employee or paid consultant of the contractor is a member of the NCTCOG.

No officer, manager or paid consultant of the contractor is married to a member of the NCTCOG.

No member of NCTCOG directly owns, controls or has interest in the contractor.

The contractor has disclosed any interest, fact, or circumstance that does or may present a potential conflict of interest.

No member of the NCTCOG receives compensation from the contractor for lobbying activities as defined in Chapter 305 of the Texas Government Code.

Should the contractor fail to abide by the foregoing covenants and affirmations regarding conflict of interest, the contractor shall not be entitled to the recovery of any costs or expenses incurred in relation to the contract and shall immediately refund to the North Central Texas Council of Governments any fees or expenses that may have been paid under this contract and shall further be liable for any other costs incurred or damages sustained by the NCTCOG as it relates to this contract.

Name of Organization/Contractor(s):

Eddy Alexander

Signature of Authorized Representative:

[Signature]

Date:

11/30/23

CONFLICT OF INTEREST QUESTIONNAIRE

For vendor doing business with local governmental entity

FORM CIQ

This questionnaire reflects changes made to the law by H.B. 23, 84th Leg., Regular Session.

This questionnaire is being filed in accordance with Chapter 176, Local Government Code, by a vendor who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the vendor meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the vendor becomes aware of facts that require the statement to be filed. See Section 176.006(a-1), Local Government Code.

A vendor commits an offense if the vendor knowingly violates Section 176.006, Local Government Code. An offense under this section is a misdemeanor.

OFFICE USE ONLY

Date Received

1 Name of vendor who has a business relationship with local governmental entity.

2 ☐ Check this box if you are filing an update to a previously filed questionnaire. (The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date on which you became aware that the originally filed questionnaire was incomplete or inaccurate.)

3 Name of local government officer about whom the information is being disclosed.

Name of Officer

4 Describe each employment or other business relationship with the local government officer, or a family member of the officer, as described by Section 176.003(a)(2)(A). Also describe any family relationship with the local government officer. Complete subparts A and B for each employment or business relationship described. Attach additional pages to this Form CIQ as necessary.

A. Is the local government officer or a family member of the officer receiving or likely to receive taxable income, other than investment income, from the vendor?

☐ Yes ☐ No

B. Is the vendor receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer or a family member of the officer AND the taxable income is not received from the local governmental entity?

☐ Yes ☐ No

5 Describe each employment or business relationship that the vendor named in Section 1 maintains with a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership interest of one percent or more.

6 ☐ Check this box if the vendor has given the local government officer or a family member of the officer one or more gifts as described in Section 176.003(a)(2)(B), excluding gifts described in Section 176.003(a-1).

7 
Signature of vendor doing business with the governmental entity

11/30/23
Date

**ATTACHMENT VII:
CERTIFICATION OF FAIR BUSINESS PRACTICES**

That the submitter has not been found guilty of unfair business practices in a judicial or state agency administrative proceeding during the preceding year. The submitter further affirms that no officer of the submitter has served as an officer of any company found guilty of unfair business practices in a judicial or state agency administrative during the preceding year.

Name of Organization/Contractor(s):

Eddy Alexander

Signature of Authorized Representative:

Eddy Alexander

Date: 11/30/23

**ATTACHMENT VIII:
CERTIFICATION OF GOOD STANDING
TEXAS CORPORATE FRANCHISE TAX CERTIFICATION**

Pursuant to Article 2.45, Texas Business Corporation Act, state agencies may not contract with for profit corporations that are delinquent in making state franchise tax payments. The following certification that the corporation entering into this offer is current in its franchise taxes must be signed by the individual authorized on Form 2031, Corporate Board of Directors Resolution, to sign the contract for the corporation.

The undersigned authorized representative of the corporation making the offer herein certified that the following indicated Proposal is true and correct and that the undersigned understands that making a false Proposal is a material breach of contract and is grounds for contract cancellation.

Indicate the certification that applies to your corporation:

X

The Corporation is a for-profit corporation and certifies that it is not delinquent in its franchise tax payments to the State of Texas.

The Corporation is a non-profit corporation or is otherwise not subject to payment of franchise taxes to the State of Texas.

Type of Business (if not corporation):

☐ Sole Proprietor

☐ Partnership

☐ Other

Pursuant to Article 2.45, Texas Business Corporation Act, the North Central Texas Council of Governments reserves the right to request information regarding state franchise tax payments.

Jennifer Eddy President + CEO
(Printed/Typed Name and Title of Authorized Representative)

[Signature]
Signature

Date: 11/30/23

**ATTACHMENT IX:
HISTORICALLY UNDERUTILIZED BUSINESSES, MINORITY OR WOMEN-OWNED OR
DISADVANTAGED BUSINESS ENTERPRISES**

Historically Underutilized Businesses (HUBs), minority or women-owned or disadvantaged businesses enterprises (M/W/DBE) are encouraged to participate in the solicitation process. Representatives from HUB companies should identify themselves and submit a copy of their certification.

NCTCOG recognizes the certifications of both the State of Texas Program and the North Central Texas Regional Certification Agency. Companies seeking information concerning HUB certification are urged to contact:

State of Texas HUB Program
Texas Comptroller of Public Accounts
Lyndon B. Johnson State Office Building
111 East 17th Street
Austin, Texas 78774
(512) 463-6958
<http://www.window.state.tx.us/procurement/prog/hub/>

Local businesses seeking M/W/DBE certification should contact:

North Central Texas Regional Certification Agency
624 Six Flags Drive, Suite 100
Arlington, TX 76011
(817) 640-0606
<http://www.nctrca.org/certification.html>

Submitter must include a copy of its minority certification documentation as part of this solicitation.
If your company is already certified, attach a copy of your certification to this form and return with your proposal.

Indicate all that apply:

☐ Minority-Owned Business Enterprise
☒ Women-Owned Business Enterprise
☐ Disadvantaged Business Enterprise

ATTEST TO Attachments of Certification:


Authorized Signature

Jennifer Eddy
Typed Name

11/30/23
Date

Subscribed and sworn to before me this 30th day of November (month), 2023 in

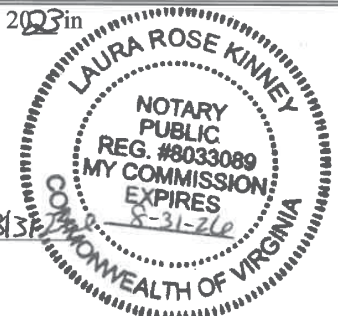
Roanoke (city), Roanoke (county), VA (state).

Laura Rose Kinney

SEAL

Notary Public in and for Roanoke (County),
State of VA

Commission expires: 8/31/26





WOMEN'S BUSINESS ENTERPRISE
NATIONAL COUNCIL

JOIN FORCES. SUCCEED TOGETHER.

hereby grants

National Women's Business Enterprise Certification

to

EDDY COMMUNICATIONS CORP DBA Eddy Alexander

who has successfully met WBENC's standards as a Women's Business Enterprise (WBE).

This certification affirms the business is woman-owned, operated and controlled and is valid through the date herein.

Certification Granted: December 17, 2018

Expiration Date: December 17, 2023

WBENC National Certification Number: WBE1802511

WBENC National WBE Certification was processed and validated by Women's Business Enterprise Council Greater DMV, a WBENC Regional Partner Organization.

Sandra Eberhard, President & CEO Women's Business Enterprise Council Greater DMV

WBENC GREATER DMV
WOMEN'S BUSINESS ENTERPRISE CENTER
JOIN FORCES. SUCCEED TOGETHER.

NAICS: 541613, 541430, 541490, 541618, 541810, 541820, 541830, 541840, 541850, 541860, 541870, 541890

UNSPSC: 43231514, 60105409, 80111602, 80111704, 80140000, 80141500, 80141501, 80141505, 80141506, 80141507, 80141509, 80141510, 80141511, 80141512, 80141513, 80141514, 80141600, 80141601, 80141602, 80141603, 80141604, 80141605, 80141606, 80141607, 80141612, 80141614, 80141618, 80141630, 80151505, 80171600, 80171603, 82101800, 86101717



ATTACHMENT X

NCTCOG FEDERAL AND STATE OF TEXAS REQUIRED PROCUREMENT PROVISIONS

The following provisions are mandated by Federal and/or State of Texas law. Failure to certify to the following will result in disqualification of consideration for contract. Entities or agencies that are not able to comply with the following will be ineligible for consideration of contract award.

**PROHIBITED TELECOMMUNICATIONS AND VIDEO SURVEILLANCE SERVICES OR EQUIPMENT
CERTIFICATION**

This Contract is subject to the Public Law 115-232, Section 889, and 2 Code of Federal Regulations (CFR) Part 200, including §200.216 and §200.471, for prohibition on certain telecommunications and video surveillance or equipment. Public Law 115-232, Section 889, identifies that restricted telecommunications and video surveillance equipment or services (e.g., phones, internet, video surveillance, cloud servers) include the following:

- A) Telecommunications equipment that is produced by Huawei Technologies Company or ZTE Corporation (or any subsidiary or affiliates of such entities).
 - B) Video surveillance and telecommunications equipment produced by Hytera Communications Corporations, Hangzhou Hikvision Digital Technology Company, or Dahua Technology Company (or any subsidiary or affiliates of such entities).
 - C) Telecommunications or video surveillance services used by such entities or using such equipment.
 - D) Telecommunications or video surveillance equipment or services produced or provided by an entity that the Secretary of Defense, Director of the National Intelligence, or the Director of the Federal Bureau of Investigation reasonably believes to be an entity owned or controlled by the government of a covered foreign country.
- The entity identified below, through its authorized representative, hereby certifies that no funds under this Contract will be obligated or expended to procure or obtain telecommunication or video surveillance services or equipment or systems that use covered telecommunications equipment or services as a substantial or essential component of any system, or as a critical technology as part of any system prohibited by 2 CFR §200.216 and §200.471, or applicable provisions in Public Law 115-232 Section 889.

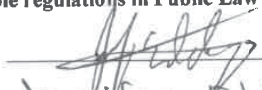
☒ The Contractor or Subrecipient hereby certifies that it does comply with the requirements of 2 CFR §200.216 and §200.471, or applicable regulations in Public Law 115-232 Section 889.

SIGNATURE OF AUTHORIZED PERSON:

NAME OF AUTHORIZED PERSON:

NAME OF COMPANY:

DATE:


Jennifer Eddy
Eddy Alexander
11/30/23

-OR-

☐ The Contractor or Subrecipient hereby certifies that it cannot comply with the requirements of 2 CFR §200.216 and §200.471, or applicable regulations in Public Law 115-232 Section 889.

SIGNATURE OF AUTHORIZED PERSON:

NAME OF AUTHORIZED PERSON:

NAME OF COMPANY:

DATE:

DISCRIMINATION AGAINST FIREARMS ENTITIES OR FIREARMS TRADE ASSOCIATIONS

This contract is subject to the Texas Local Government Code chapter 2274, Subtitle F, Title 10, prohibiting contracts with companies who discriminate against firearm and ammunition industries.

TLGC chapter 2274, Subtitle F, Title 10, identifies that "discrimination against a firearm entity or firearm trade association" includes the following:

- A) means, with respect to the entity or association, to:
- I. refuse to engage in the trade of any goods or services with the entity or association based solely on its status as a firearm entity or firearm trade association; and
 - II. refrain from continuing an existing business relationship with the entity or association based solely on its status as a firearm entity or firearm trade association; or
 - III. terminate an existing business relationship with the entity or association based solely on its status as a firearm entity or firearm trade association.

B) An exception to this provision excludes the following:

- I. contracts with a sole-source provider; or
 - II. the government entity does not receive bids from companies who can provide written verification.
- The entity identified below, through its authorized representative, hereby certifies that they have no practice, policy, guidance, or directive that discriminates against a firearm entity or firearm trade association; and that they will not discriminate during the term of the contract against a firearm entity or firearm trade association as prohibited by Chapter 2274, Subtitle F, Title 10 of the Texas Local Government Code.


☒ The Contractor or Subrecipient hereby certifies that it does comply with the requirements of Chapter 2274, Subtitle F, Title 10.

SIGNATURE OF AUTHORIZED
PERSON:

NAME OF AUTHORIZED PERSON:

NAME OF COMPANY:

DATE:


Jennifer Eddy
Eddy Alexander
11/30/23

-OR-

☐ The Contractor or Subrecipient hereby certifies that it cannot comply with the requirements of Chapter 2274, Subtitle F, Title 10.

SIGNATURE OF AUTHORIZED
PERSON:

NAME OF AUTHORIZED PERSON:

NAME OF COMPANY:

DATE:

BOYCOTTING OF CERTAIN ENERGY COMPANIES

This contract is subject to the Texas Local Government Code chapter 809, Subtitle A, Title 8, prohibiting contracts with companies who boycott certain energy companies.

TLGC chapter Code chapter 809, Subtitle A, Title 8, identifies that "boycott energy company" means, without an ordinary business purpose, refusing to deal with, terminating business activities with, or otherwise taking any action that is intended to penalize, inflict economic harm on, or limit commercial relations with a company because the company:

- I. engages in the exploration, production, utilization, transportation, sale, or manufacturing of fossil fuel-based energy and does not commit or pledge to meet environmental standards beyond applicable federal and state law; and
- II. does business with a company described by paragraph (I).

The entity identified below, through its authorized representative, hereby certifies that they do not boycott energy companies, and that they will not boycott energy companies during the term of the contract as prohibited by Chapter 809, Subtitle A, Title 8 of the Texas Local Government Code.


☒ The Contractor or Subrecipient hereby certifies that it does comply with the requirements of Chapter 809, Subtitle A, Title 8.

SIGNATURE OF AUTHORIZED PERSON:

NAME OF AUTHORIZED PERSON:

NAME OF COMPANY:

DATE:



Jennifer Eddy
Eddy Alexander
11/30/23

-OR-

☐ The Contractor or Subrecipient hereby certifies that it cannot comply with the requirements of Chapter 809, Subtitle A, Title 8.

SIGNATURE OF AUTHORIZED PERSON:

NAME OF AUTHORIZED PERSON:




NAME OF COMPANY:

DATE:

EXHIBIT B Proposed Pricing

Pricing Format Request Example		Procurement No.:	2024-002
Respondent Name:	Eddy Alexander		
Notes:	1. This pricing sheet is an EXAMPLE of how pricing should be submitted for RFP 2024-002. 2. Please provide hourly rates for all staff that would be involved in Audience Engagement and Marketing Strategy Consulting Services. 3. Use as many lines as needed. 4. Detail any additional information necessary. 5. Proposers are encouraged to offer optional features and supplemental functions or services to be offered as a catalog option. Please provide any additional options with 'list less' or 'cost plus' percentages for pricing.		
Audience Engagement and Marketing Strategy Consulting Services - TXShare Cooperative Purchasing Program			
Item	Description	Offered Price	
1	Position Title Senior Strategist	\$ 250.00 per hour rate	
2	Position Title Strategist	\$ 220.00 per hour rate	
3	Position Title Graphic Designer	\$ 125.00 per hour rate	
4	Position Title Technical Writer	\$ 150.00 per hour rate	
5	Position Title Production Lead	\$ 150.00 per hour rate	
6	Other, Miscellaneous, Etc. Chief Strategist / Crisis Communications	Specify Rate (Hourly, Daily, Weekly) \$350.00	
7	Other, Miscellaneous, Etc.	Specify Rate (Hourly, Daily, Weekly)	
Contractor shall provide additional related services at catalog price less:			%

EXHIBIT C

RFP 2024-002	Texas Service Area Designation or Identification						
Proposer Name:	Eddy Alexander						
Notes:	<p>Indicate in the appropriate box whether you are proposing to service the entire State of Texas</p> <table border="1"> <tr> <td>Will service the entire State of Texas</td> <td>Will not service the entire State of Texas</td> </tr> <tr> <td></td> <td></td> </tr> </table>			Will service the entire State of Texas	Will not service the entire State of Texas		
Will service the entire State of Texas	Will not service the entire State of Texas						
							
<p>If you are not proposing to service the entire State of Texas, designate on the form below the regions that you are proposing to provide goods and/or services to. By designating a region or regions, you are certifying that you are willing and able to provide the proposed goods and services.</p>							
Item	Region	Metropolitan Statistical Areas	Designated Service Area				
1.	North Central Texas	16 counties in the Dallas-Fort Worth Metropolitan area					
2.	High Plains	Amarillo Lubbock					
3.	Northwest	Abilene Wichita Falls					
4.	Upper East	Longview Texarkana, TX-AR Metro Area Tyler					
5.	Southeast	Beaumont-Port Arthur					
6.	Gulf Coast	Houston-The Woodlands-Sugar Land					
7.	Central Texas	College Station-Bryan Killeen-Temple Waco					
8.	Capital Texas	Austin-Round Rock					
9.	Alamo	San Antonio-New Braunfels Victoria					
10.	South Texas	Brownsville-Harlingen Corpus Christi Laredo McAllen-Edinburg-Mission					
11.	West Texas	Midland Odessa San Angelo					
12.	Upper Rio Grande	El Paso					

RFP 2024-002	Nationwide Service Area Designation or Identification Form										
Proposer Name:	Eddy Alexander										
Notes:	<p>Indicate in the appropriate box whether you are proposing to provide service to all Fifty (50) States.</p> <table border="1"> <tr> <td>Will service all Fifty (50) States</td> <td><input checked="" type="checkbox"/></td> <td>Will not service Fifty (50) States</td> <td><input type="checkbox"/></td> </tr> <tr> <td colspan="2"></td> <td colspan="2"></td> </tr> </table> <p>If you are not proposing to service to all Fifty (50) States, then designate on the form below the States that you will provide service to. By designating a State or States, you are certifying that you are willing and able to provide the proposed goods and services in those States.</p> <p>If you are only proposing to service a specific region, metropolitan statistical area (MSA), or city in a State, then indicate as such in the appropriate column box.</p>			Will service all Fifty (50) States	<input checked="" type="checkbox"/>	Will not service Fifty (50) States	<input type="checkbox"/>				
Will service all Fifty (50) States	<input checked="" type="checkbox"/>	Will not service Fifty (50) States	<input type="checkbox"/>								
Item	State	Region/MSA/City	Designated as a Service Area								
1.	Alabama										
2.	Alaska										
3.	Arizona										
4.	Arkansas										
5.	California										
6.	Colorado										
7.	Connecticut										
8.	Delaware										
9.	Florida										
10.	Georgia										
11.	Hawaii										
12.	Idaho										
13.	Illinois										
14.	Indiana										
15.	Iowa										
16.	Kansas										
17.	Kentucky										
18.	Louisiana										
19.	Maine										
20.	Maryland										
21.	Massachusetts										

RFP 2024-002

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EDDYALEXANDER.COM

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