

**Carson City Culture & Tourism Authority
Agenda Report**

Date Submitted: 03/06/19

Agenda Date Requested: 03/11/19

Time Requested: 10 Minutes

To: Carson City Culture & Tourism Authority - Board of Directors

From: David Peterson, Executive Director

Subject Title: Discussion and possible action to select KPS3 and Computer Artistry as the most appropriate bidders as a result of CCCTA Request for Proposal (RFP) 1920-101 for Creative Content-Development & Public Relations-External Communications, and to direct staff to draft agreements with terms consistent with RFP No. 1920-101, and the proposals submitted by the selected bidders.

Staff Summary: An RFP was posted seeking firms to provide assistance in developing creative and coordinate content creation for CTA Marketing/Public Relations/Communications. Bidders had the option of submitting proposals for the entire project or just a part of the project. The CTA received five (5) proposals. The CTA's evaluation committee reviewed each proposer's background, experience and proposal as well as interviewed two firms. The committee recommends moving forward with KPS3 and Computer Artistry.

Type of Action Requested:

Resolution

Ordinance

Formal Action/Motion

Other (Specify) Presentation Only

Recommended Board Action:

I move to select KPS3 and Computer Artistry, as the most appropriate bidders as a result of Request for Proposal No. 1920-101 for Creative Content-Development & Public Relations-External Communications, and to direct staff to draft agreements with terms consistent with RFP No. 1920-101, and the proposals submitted by KPS3 and Computer Artistry.

Applicable Statute, Code, Policy, Rule or Regulation:

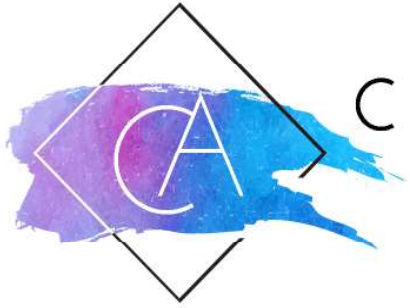
Fiscal Impact:

Explanation of Impact:

Funding Source:

Supporting Material: KPS3 & Computer Artistry Proposals for RFP CTA 1920-101

Prepared By: Chris Kipp, Operations Manager



COMPUTER ARTISTRY

graphic design

2602 Fawn Fescue Ct. Minden, NV 89423 tara@computerartnv.com www.computerartnv.com



CCCTA CREATIVE CONTENT/ DEVELOPMENT & PUBLIC RELATIONS/ EXTERNAL COMMUNICATIONS

CCCTA RFP 1920-101
MASTER COPY

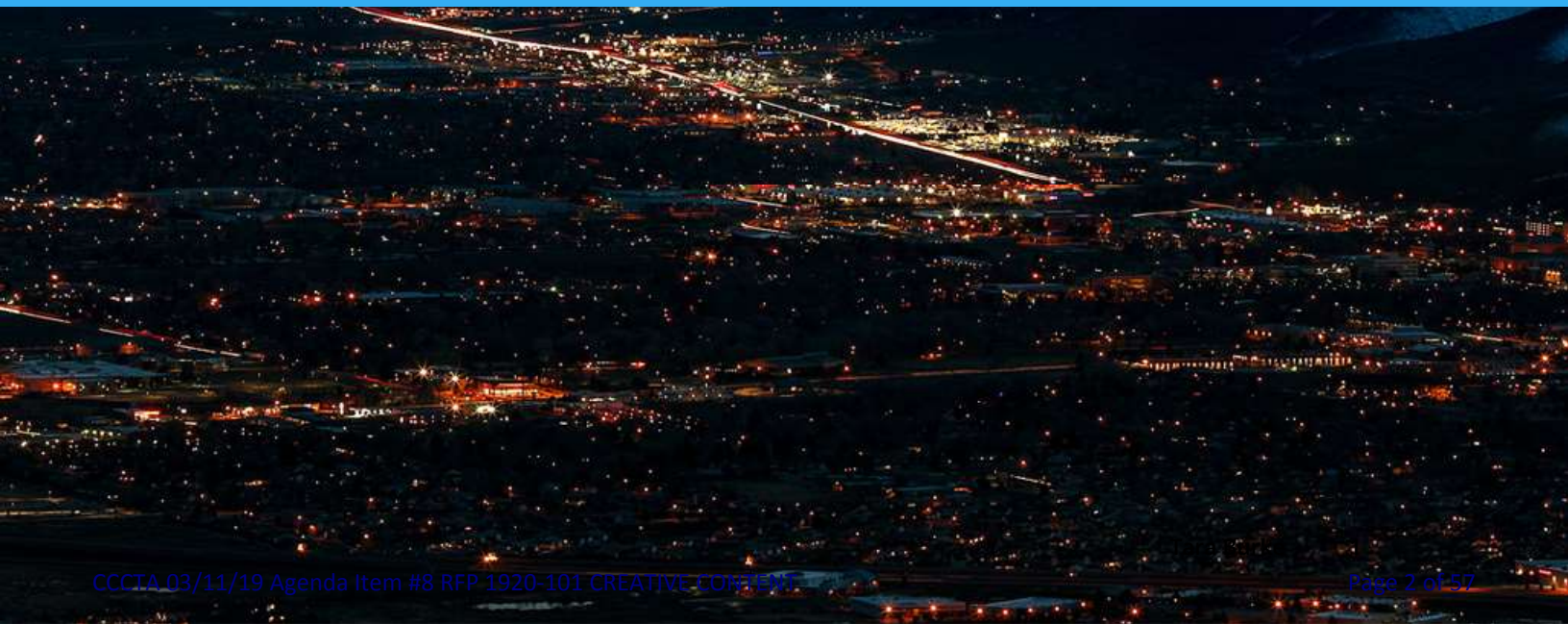


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QUESTIONNAIRE

1) General Information Regarding Your Firm

- a) Name of Firm: Tara Burke DBA: Computer Artistry Graphic Design
- b) Address of Firm: 2602 Fawn Fescue Ct., Minden NV 89423
- c) Phone Number: 775-443-8756
- d) Owner: Tara Burke
- e) Contact Person: Tara Burke
- f) Is the Firm a subsidiary of a larger agency or associated with another agency? No
- g) Nevada State Business License #NV20191108104
Carson City Business License #19-00025169

2) Insurance Information

- a) Insurance Carrier: Country Financial Insurance
- b) Coverage Summary: See Declarations Page
- c) Coverage Limits: See Declarations Page

3) Organizational Information

- a) Organizational Structure: Sole Proprietor
- b) Organizational Chart: Owner, Tara Burke
- c) Provide a list of all employees: Tara Burke



Billing Number: 0009844577

Policy Number: AM 9090307 07

COMMON POLICY DECLARATIONS

COUNTRY Mutual Insurance Company

1701 Towanda Ave., P.O. Box 2100, Bloomington Illinois 61702-2100

Item 1. Named Insured and Mailing Address

BURKE TARA N
2602 FAWN FESCUE CT
MINDEN NV 89423-8882

Agent Name and Address

LOGIURATO ANGELA
1177 N DIVISION ST
CARSON CITY NV 89703

Agent No. 04936

Agent Phone No.: (775) 884-4000

Item 2. Policy Period From: 04-08-2018 To: 04-08-2019

at 12:01 A.M., Standard Time at your mailing address shown above.

Item 3. Business Description: GRAPHIC DESIGN

Form of Business: INDIVIDUAL

Item 4. In return for the payment of the premium, and subject to all the terms of this policy, we agree with you to provide the insurance as stated in this policy.

	Premium
BUSINESSOWNERS	\$ 400.00
TAX OR SURCHARGE	
Total Policy Premium / Total Advance Premium	\$ 400.00
Standard Payment Plan Charges	\$ 8.00
Policy Grand Total	\$ 408.00
Payment Plan	Semi-Annual

If you wish to request a copy of your policy, contact your COUNTRY Financial representative or call our Customer Service Center at 1-888-211-2555.

Item 5. Forms and Endorsements

Form(s) and Endorsement(s) made a part of this policy at time of issue:

See Schedule of Forms and Endorsements

Countersigned:

Date: 03-04-18

By: 
Authorized Representative

TO REPORT A CLAIM ANY TIME DAY OR NIGHT, CALL 1-800-846-0100.

THIS COMMON POLICY DECLARATION AND THE SUPPLEMENTAL DECLARATION(S), TOGETHER WITH THE COMMON POLICY CONDITIONS, COVERAGE PART(S), COVERAGE FORM(S) AND FORMS AND ENDORSEMENTS, IF ANY, COMPLETE THE ABOVE NUMBERED POLICY.

AIL DS 03 08 07

Insured Copy



Billing Number: 0009844577
 Policy Number: AM 9090307 07

BUSINESSOWNERS POLICY DECLARATIONS
COUNTRY Mutual Insurance Company

Policy Period From: 04-08-2018 To: 04-08-2019 12:01 A.M. Standard Time

Named Insured: BURKE TARA N

Effective Date: 04-08-2018
 12:01 A.M., Standard Time

Agent Name: LOGIURATO ANGELA

Agent No.: 04936

DESCRIBED PREMISES: See Schedule of Locations

Coverage is applicable only if an 'X' is shown in the boxes below and / or a limit of insurance is shown.

POLICY COVERAGES: Limits of Insurance

Loc. No.	Bldg. No.	Coverage	Blanket #, If applicable	Limits of Insurance
		Building		
		Actual Cash Value - Building Option		
		Automatic Increase - Building Limit	%	
001	001	Business Personal Property		\$ 10,000

MORTGAGE HOLDER NAME AND ADDRESS: See Schedule of Mortgagees

DEDUCTIBLES:

Property Ded: \$ 1,000	Optional Coverage Ded: \$ 500
Property Damage Liab Ded:	Earthquake: %

OPTIONAL COVERAGES: Limits of Insurance

Employee Dishonesty	Per occurrence
Outdoor Signs	Per occurrence
Burglary and Robbery (Named Perils only)	Inside the Premises Outside the Premises
Money and Securities	Inside the Premises Outside the Premises
Coverage Extensions - Optional Higher Limits Accounts Receivable Valuable Papers and Records	
Additional Coverages - Optional Higher Limits Forgery and Alteration Business Income From Dependent Properties Business Income - Extended Number of Days for Ordinary Payroll Expenses Extended Business Income - Extended Number of Days	Extended No. of Days Extended No. of Days
Other (specify) - See Businessowners Optional Coverages Schedule	

THESE DECLARATIONS ARE PART OF THE POLICY DECLARATIONS CONTAINING THE NAME OF THE INSURED AND THE POLICY PERIOD.

ABP DS 02 01 10

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LIABILITY AND MEDICAL PAYMENTS

Except For Damage To Premises Rented To You, each paid claim for the following liability coverages reduces the amount of insurance we provide during the applicable annual period. Please refer to Paragraph D.4 of the Businessowners Liability Coverage Form or Section II-Liability in the Businessowners Coverage Form and any attached endorsements.

	Limits of Insurance	
Liability and Medical Expenses / General Aggregate	\$ 2,000,000 /	\$ 4,000,000
Medical Expenses	\$ 5,000	Per person
Products / Completed Operations / Aggregate	\$ 4,000,000	
Damage To Premises Rented To You	\$ 50,000	Any one fire or explosion
Tenants Liability		
Damage To Premises Rented To You (In Excess of \$50,000)		
Self-storage Facilities		
Customer Goods Legal Liability		Per occurrence
Sale and Disposal Liability		
Motels		
Liability For Guests' Property (Subject to Base Property Deductible)		Per guest
		Per occurrence
Liability For Guests' Property in Safe Deposit Boxes		Per occurrence

ANNUAL PREMIUM AUDITS
 Policy Subject to Premium Audit: YES Liability Exposure Base: (Sales or Payroll)
 Subcontracted Work: (Cost)

FORMS AND ENDORSEMENTS See Schedule of Forms and Endorsements

BLANKET INSURANCE:

Blanket #	Type of Property	Limit of Insurance

Minimum Premium: \$400.00

Total BOP Premium / Total BOP Advance Premium \$400.00

ABP DS 02 01 10

Insured Copy



Policy Number

AM 9090307 07

SCHEDULE OF FORMS AND ENDORSEMENTS

COUNTRY Mutual Insurance Company

Named Insured BURKE TARA N

Effective Date: 04-08-18
12:01 A.M., Standard Time

Agent Name LOGIURATO ANGELA

Agent No. 04936

COMMON POLICY FORMS AND ENDORSEMENTS

FORM-SCHED	01-97	SCHEDULE OF FORMS AND ENDORSEMENTS
AIL DS 03	08-07	COMMON RENEWAL POLICY DECLARATION
LOC-SCHED	01-97	SCHEDULE OF LOCATIONS
AIL 10 09	09-14	MUTUAL POLICY CONDITIONS
AIL 10 11	05-14	PUNITIVE DAMAGES EXCL
AIL 10 19	07-17	POLLUTION AMENDATORY ENDT
AIL 10 37	06-06	NO ACTION AGAINST RELATED ENTITIES
AIL 10 67	08-11	NOTICE OF CANCEL TO CERTIFICATE HOLDERS

BUSINESSOWNERS FORMS AND ENDORSEMENTS

ABP DS 02	01-10	BUSINESSOWNERS POLICY DECLARATIONS
ABP 10 33	05-14	PROFESSIONAL OFFICES - GOLD SERIES END'T
ABP 10 62	06-12	PREMIUM AUDIT ENDORSEMENT
ABP 10 66	05-14	AMENDMENT - PAVED SURFACES
ABP 10 74	09-15	LIMITED HIRED AUTO & NON-OWNED AUTO LIAB
ABP 10 79	07-16	EXCL - UNMANNED AIRCRAFT - BUS LIAB COV
ABP 10 84	07-17	LEAD LIABILITY EXCLUSION
ABP 10 85	07-17	ASBESTOS EXCLUSION
AIL 10 06	07-09	CHANGES IN POLICY - TWO OR MORE POLICIES
AIL 10 12	05-14	EQUIPMENT BREAKDOWN
AIL 10 26	08-13	ADDITIONAL INSURED - MULTIPLE INTERESTS
BP 00 03	07-13	BUSINESSOWNERS COVERAGE FORM
BP 01 88	05-10	NEVADA CHANGES
BP 04 17	01-10	EMPLOYMENT - RELATED PRACTICES EXCLUSION
BP 04 39	07-02	ABUSE OR MOLESTATION EXCLUSION
BP 04 46	07-13	ORDINANCE OR LAW COVERAGE
BP 04 50	07-13	ADDL INSD-OWNERS LESSEES OR CONTRACTORS
BP 04 54	01-06	NEWLY ACQUIRED ORGANIZATION
BP 04 56	07-13	UTILITY SERVICES - DIRECT DAMAGE
BP 04 57	07-13	UTILITY SERVICES - TIME ELEMENT
BP 04 83	01-10	REMOVAL OF INS-TO-VALUE PROVISION
BP 05 15	01-15	DISCLOSURE PURSUANT/TERROR INS ACT
BP 05 23	01-15	CAP/LOSSES FROM CERTIFIED ACTS OF TERROR
BP 05 47	07-13	COMPUTER FRAUD AND FUNDS TRANSFER FRAUD
BP 05 77	01-06	FUNGI OR BACTERIA EXCLUSION (LIABILITY)
BP 05 98	07-13	AMENDMENT OF INSURED CONTRACT DEFINITION
BP 14 01	01-10	IDENTITY FRAUD EXPENSE COVERAGE
BP 14 78	07-13	EXCL OF LOSS DUE TO BY-PRODS RENTAL PROP
BP 14 86	07-13	COMMUNICABLE DISEASE
BP 15 04	05-14	EXCL-DISCL OF CONFI INFO & DATA-REL LIAB

FORM-SCHED (01/97)

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| WHO IS TARA BURKE

A graduate of the Reynold's School of Journalism with a Bachelor of Arts degree from the University of Nevada, Reno, I have been a working graphic designer for over 21 years with clients from coast to coast and Canada. I have won numerous design awards and have built a reputation for producing high-quality work, at a lightning fast pace, for a reasonable rate.

Computer Artistry Graphic Design works with hundreds of private, public and governmental agencies including, but not limited to: the Carson City Culture & Tourism Authority (CTA), Nevada State Railroad Museum, Carson Valley Arts Council, Travel Nevada, Carson City Sheriff's Office, Douglas County Sheriff's Office, Nevada Day, Nevada Momentum, Adams Hub, Carson City Library, Western Nevada College, Washoe Tribe, the City of Carson City Office of Business Development/BRIC, many local theater companies and hundreds of other businesses in Carson City and the Carson Valley since 2006.

Customer satisfaction is the most important part of my job. The attention to detail and time I devote to each and every one of my clients is second to none. I constantly complete my work ahead of schedule and under budget.



BARBARA K. CEGAVSKE

Secretary of State

KIMBERLEY PERONDI

*Deputy Secretary
for Commercial Recordings*

STATE OF NEVADA



OFFICE OF THE
SECRETARY OF STATE

Commercial Recording Division

*202 N. Carson Street
Carson City, NV 89701-4069
Telephone (775) 684-5708
Fax (775) 684-7138*

NOTICE OF EXEMPTION
NEVADA STATE BUSINESS LICENSE

Sole Proprietor

You have filed a notice citing a statutory exemption "003" pursuant to Nevada Revised Statutes and therefore are not required to maintain a Nevada State Business License.

If your exemption changes or your business is no longer exempt, you must file an amendment reflecting your current business status.

Nevada Business Identification: NV20191108104

Name: Tara Burke

Expiration Date: 2/29/2020

Exemption Code: 003 A home-based business whose net earnings are not more than 66 2/3 percent of the Nevada average annual wage

Associated Business Names:

Computer Artistry Graphic Design

Issued this 8th day of February, 2019.

Please Post in a Conspicuous Location



Carson City Business License Division

108 E. Proctor Street
Carson City, Nevada 89701
(775) 887-2105 – Hearing Impaired: 711
buslic@carson.org

COMPUTER ARTISTRY
2682 FAWN RESCUE CT

MINDEN NV 89423

RE: Business License

Thank you for choosing to operate your business in Carson City. Below is your Business License.

Please post this license in a conspicuous place or have available for inspection. Please provide any changes to the business information to the Business License Division. Licenses are not transferable.

If you have any questions concerning your business license, contact the Business License Division at buslic@carson.org or at (775) 887-2105.



Carson City Business License Division

108 E. Proctor Street
Carson City, Nevada 89701
(775) 887-2105 – Hearing Impaired: 711
buslic@carson.org

COMPUTER ARTISTRY
2682 FAWN RESCUE CT

MINDEN NV 89423

License Number: 19-00025169
License Expiration Date: December 31, 2019
Date Issued: February 05, 2019

Business Location: O OF T, MINDEN
Nature of Business: INDEPENDENT GRAPHIC DESIGN

RESUME

Tara Burke

2602 Fawn Fescue Ct., Minden NV 89423
775.443.8756 tara@computerartnv.com

PROFESSIONAL EXPERIENCE

2006-Present Computer Artistry Graphic Design Carson City, NV

Owner/Graphic Designer

- Responsible for managing hundreds of clients from all over the United States and Canada
- Creator/Designer for all marketing and graphic design projects
- Creator/Designer for all website design projects and implementation
- Photo editing and manipulation
- Complies monthly reports and maintains payables and receivables in QuickBooks
- Expert use of all Adobe programs including: Photoshop, Illustrator and InDesign

2008-Present Wild Horse Productions Carson City, NV

Marketing Manager/Lighting Director

- Responsible for managing all program marketing pieces (posters, programs, tickets, website)
- Creator/Designer for www.wildhorsetheater.com website
- Lighting design and Projections for all theater production.

2015-Present Western Nevada Musical Theatre Company @WNC Carson City, NV

Assistant Producer/Admin III

- Responsible for managing all program marketing pieces (posters, programs, tickets, website)
- Creator/Designer for www.wnmtc.com website
- Light operator, prop creation, backdrop editing for all theater production
- Administrative duties including ticket sales, managing donations, managing the box office, gift shop, concessions, volunteers and work study students
- Responsible for all duties included in the WNMTC costume and backdrop rental business

2002-2007 National Distributors, Inc/Anheuser-Busch South Portland, ME

Marketing Director/Graphic Designer

- Responsible for graphic design and signage in all accounts
- Designed, built and maintained company website www.natdistributors.com
- Develop monthly and quarterly incentive programs for all sales teams
- Run weekly, monthly, quarterly sales and account numbers
- Compile monthly pricing guides for Beer, Wine and Non-Alc sales divisions

2000-2002 OurMaine.com/ Guilds Hollowell & Associates Falmouth, ME

Executive Producer, Community Features/Graphic Designer

- Create content, develop and implement OurMusic and OurSchools
- Responsible for story content, graphics, photographs and advertising for OurMaine.com
- Graphic designer in charge of artwork for numerous hosted websites
- Regularly maintained and updated OurMaine.com, LearningEffects.com, and CnsHome.com

EDUCATION

1994-1998 University of Nevada, Reno Reno, NV

Reynolds School of Journalism

- B.A., Advertising and Marketing, Business Minor

REFERENCES

Karen Abowd
Café @ Adeles/co-owner
1112 N Carson St
Carson City , NV 89701

February 6, 2019

David Peterson
Executive Director
Carson City Culture & Tourism Authority
716 N Carson St
Carson City, NV 89701

Dear David Peterson,

I am writing this letter of recommendation on behalf of Tara Burke of Computer Art NV. As a business co-owner of Café @ Adele's, my husband and I have repeatedly engaged Tara's services for multiple projects with stellar and expedient results. I am also president of a non-profit, The Greenhouse Project, and our organization has contracted with Tara and Computer Art NV for the last 11 years. She has worked with us always in an efficient fashion with creative results to meet every deadline. In every task given Tara in my business and volunteer capacities she has exceeded expectations. I simply would not use anyone else but Tara Burke.

In my six years serving on the CCCTA as a board member, the services of Computer Art NV were regularly utilized again because of Tara's accelerated pace of delivering positive and creative end results. If you have any questions please feel free to contact me at 775-232-8626.

Sincerely,



Karen Abowd
Café @ Adele's/co-owner

REFERENCES

STEVE SISOLAK Governor
PETER BARTON Administrator
DANIEL THIELEN Director, Nevada State Railroad Museum, Carson City

NEVADA MUSEUMS & HISTORY



David Peterson, Executive Director
Carson City Culture and Tourism Authority
201 N Carson Street, Carson City, NV 89701

Dave,

I highly recommend Tara Burke of Computer Artistry for your work at the Culture and Tourism Authority. We were introduced to her when she was working through the Tourism Authority to provide in-kind support to our Friends organization. She had great ideas, was extremely responsive to our requests and the work was top-notch.

As you are familiar, we have fairly limited exhibits resources. We have tremendous minds in house, but graphic art, design and layout are not in our skill sets. Funds are also limited. We needed help and asked her to submit some proposals for our 150th Anniversary of the transcontinental exhibit. We were delighted with her ideas.

Since then, Tara has helped us develop our layout, addressed multiple large changes and even more small changes. All the while she has provided content with a smile and with patience as we deliberated about each period and comma. She delivered on time and without error. Most importantly, Tara never exceeded our budget. It is a delight to work with her and I intend to continue the relationship.

From our point of view, Tara is our go-to for graphic design. She fits the mentality of our museum, and understands what we are looking for right away. We look forward to the days we get to collaborate. We place a high value on spending Nevada funds on Nevada vendors. We feel that the product that Computer Artistry provides is what we could have gotten out of the firms in Seattle, San Francisco or back East. We are so happy that we get them here in Carson Valley.

Again, I highly recommend that you use Tara as part of your team. We are grateful to your office for connecting us. Please contact me with your questions.



Daniel Thielen
Director, Nevada State Railroad Museum

REFERENCES

Tammy Westergard, MLS

1787 Maison Way, Carson City, NV 89703
tammywestergard@yahoo.com
775-230-4964

February 12, 2019

Carson City Culture and Tourism Authority
ATTN: Chris Kipp, CTA Operations Manager
716 N. Carson Street
Carson City, Nevada 89701

RE: Tara Burke / Computer Art NV / Letter of Reference
Request for Proposal_2019_CCCTA RFP 1920-102

I am honored to write as a professional reference for Mrs. Burke's answer to the Carson City Culture and Tourism Authority 2019 Web/Digital Development & E-Marketing/Customer Relationship Management (CRM) request for proposal. For more than fifteen years I have had the great pleasure working with Tara initially as the Deputy Director of the Carson City Office of Business Development, later as the Deputy Director and Interim Director of the Carson City Library. In my current role as Nevada's Deputy State Librarian, while I have not worked directly with Tara, I'm keenly aware of her great work throughout the community. It is easy for me to see Tara's work and the positive impact of its thoughtful communications and online presence.

While the online landscape has changed now, in the early 2000's Tara participated with vigor in developing the Carson City Office of Business Development's website and was a linchpin in customizing content to create an effective user experience at a time when the office was advancing critical initiatives related to redevelopment projects. In fact, Tara was among an elite group of staff recognized for excellence within the Carson City Office of Business Development for her contributions. Specifically, she took responsibility for solving complex problems related to dramatically improving the Office of Business Development's online environment -- in a way that constructively combined service, design, beauty, technology and software. The value of her example in accomplishing goals is most noteworthy. Tara is a modern learner - a complex, energetic artistic and tech-savvy individual.

She has worked diligently on behalf of Carson City's healthiest and most loved community development projects, like the Downtown Carson City Farmer's Market and the Arlington Square Ice Rink - all with focus on what matters: quality messaging and collateral delivered on time. Tara's work will make an excellent addition to the Carson City Culture and Tourism Authority - it already has. Even though she would be a contract employee, Tara understands, respects and welcomes the trust of public service and consistently steps up to get the job done. Please don't hesitate to contact me with further questions about my experience with Tara or her candidacy.

Sincerely,


Tammy Westergard

QUESTIONNAIRE

CONTINUED

4) Technical Knowledge

a) *What knowledge does your firm possess of tourism attractions in the Carson City area?*

Having been a resident of Carson City and Carson Valley for 12 years, I have had the privilege of experiencing many Carson City tourism attractions and events first-hand. From theater productions, museums, art galleries, diverse restaurants, seasonal and annual special events, to the V&T Railroad and Carson City's outstanding trail system, I have immersed myself in the culture of Carson City and all the attractions it has to offer for locals and tourists alike. Personally, my family and I frequently have family and friends from out of town come to Carson City to visit. Carson City offers a range of activities for visitors of all ages, and it's easy to accommodate all of these visitors in Carson City.

b) *What knowledge does your firm possess regarding the principles and practices of content creation for marketing, branding, advertising, public relations, and/or social media?*

I believe the number one best practice in creating content and graphic design pieces is connecting with the specific need of the target audience. Marketing, branding and advertising should not be aggressively pushing a product, location or business. No one wants to be "sold" constantly. I prefer to sell subtly by using striking and relevant photos (hero image) and graphic elements whenever possible. When using photos, stock art or other graphics elements, (if I have not created them myself), it is imperative that I only use pieces I have been given permission to use. I take copyright laws very seriously and will only use other people's intellectual property with their permission.

Another practice of content creating is including a call-to-action on design pieces. Including a website, "download our app" and/or "register today" are examples of common calls-to-action.

QUESTIONNAIRE

Another strategy to engage audiences is the use of relevant hashtags. For example, the Ride Carson City campaign uses their brand hashtag, #ridecarsoncity, on all of their marketing pieces. This encourages the audience to interact with the campaign on their favorite social media platforms providing a wider spread of the campaign.

Always including the branding of my clients is equality important. This can include logos, corporate colors and fonts. Branding inspires loyalty in a customer. It's telling the customer that they can trust you and what they can count on from you.

I do my best to add value to the lives of my client's target audiences by building brand loyalty, providing education, answering questions, engaging them and inspiring them to take action. More simply, it's about identifying the audience and creating content for them specifically.

c) What knowledge does your firm possess regarding content creation for marketing, branding, advertising, public relations with both public and governmental agencies?

My content creation (graphic design) always aligns with the voice, mission and brand set by all my clients whether they are public or government agencies. Starting in 2006, I have created high-quality, experiential, entertaining and tourism-driven graphic design for the City of Carson City and the CTA (formerly the Carson City Visitors Bureau) and its Board of Directors. My goal is to deliver valuable information and to build a bond with the target audience with content that resonates with them, strikes a place in their heart, and compels them to visit Carson City. My design goes one step further, not only does it generate awareness, but it is consistently used as a true sales tool that drives consumers trip-planning and purchase decisions in Carson City.

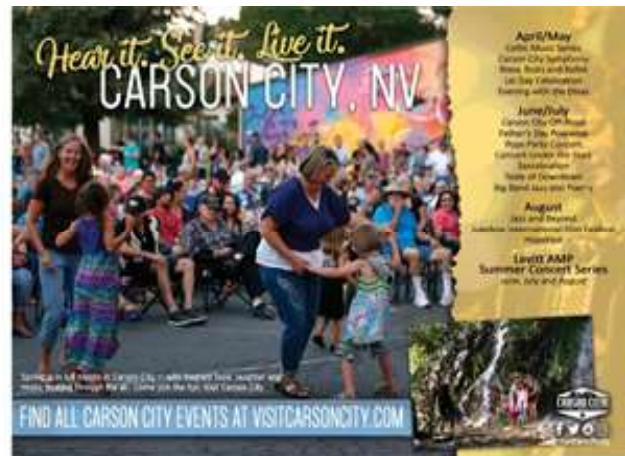
I understand the value of developing innovated graphic design and creative content that aligns with the multi-generational CTA strategy. This includes but it not limited to millennials, baby boomers, Gen X legacy audiences, and everyone in between. Knowing which target market a publication is geared to is imperative information when creating an advertisement or other content. Carson City has so many facets and I know that different activities appeal to different demographics. My designs can have slight variations, such as color, fonts, or photo choices, depending on the target marketing

QUESTIONNAIRE

while still being mindful not to alienate other audiences. For example, the following advertisements I created for the CTA have a few similarities, however the target audiences are very different. The Nevada Magazine ad is created for an active older audience who enjoy our scenic locations, the culture and history of Carson City as well as the events in our downtown quarter. The Tahoe Weekly ad targets an audience who are younger and who come to Carson City for our local events.



CTA Ad for Nevada Magazine, created January 2019



CTA Ad for Tahoe Weekly, Music Festival edition, created January 2019

Producing valuable content (marketing, branding and advertising) to a specific targeted audience breaks through the noise and clutter with the goal to drive consumers to take action. My design work has been used to appeal to an international audience as well. I have had the privilege of editing pieces I had previously created to accommodate translations to Chinese, French, Korean and German languages.

Marketing, branding and advertising for public and governmental agencies carries a certain level of gravity. Gaining the trust of the audience is critical. It's important to be accurate and factual in the messaging. It's vital that my graphic design is a catalyst that drives visitors to Carson City to increase heads in beds and participation in year-round events throughout our city.

5) **Technical Abilities**

a) What abilities does your firm possess to be able to plan, organize, and direct the content creation for marketing, branding, advertising, public relations of the CTA to enable it to carry out its goals and objectives?

Planning and organizing the creation of graphic design marketing pieces, branding and advertising is my top priority in order to deliver content within specific deadlines and well within budget constraints. I have a proven ability to support the continued development of Carson City as a tourism hub for visitors to stay overnight, taking advantage of the areas central highway location and price value. I will continue to build the Carson City brand and value proposition in an effort to increase awareness and interest in visiting the destination.

Meetings with CTA staff, prompt communication via phone, email or in person, and providing daily or weekly status updates, are all part of my planning and organization. I use planning and scheduling software and apps to manage my workflow and alert me of project deadlines.

b) What abilities does your firm possess to be able to perform responsible administrative work in a high-profile position dealing with topics under intense public and media scrutiny and respond appropriately as situations change?

Computer Artistry Graphic Design has been a part of developing thousands of marketing pieces for hundreds of clients across the country. I handle all communication, meetings with clients, payables and receivables. Clients cover the spectrum of businesses, from public and governmental agencies to private mom-and-pop shops, to political campaigns. The confidentiality and trust that each client instills in my company is of the utmost importance and priority to me. Being a sole proprietor means that my client's confidential information stays with me and me alone.

I am fully aware of the value of swift communication with my clients. All types of communication are vital to the success of my design work including meetings, phone calls, emails and text messages. The ability to listen, interpret the needs of my clients and respond accordingly are all equality important. At times, my customers will completely change the direction of a project, and I will respond quickly to their needs without resistance. In addition to communication, the ability to

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work autonomously and show initiative in a project is essential to my workflow and to the success of my client's projects.

c) *What abilities does your firm possess to be able to plan, schedule, and organize all aspects of content creation for marketing, branding, advertising, public relations?*

Planning, scheduling and organizing is essential for my company and my clients. I am 100 percent aware of my schedule and organize my workflow according to deadlines. I have never missed a deadline or exceeded a budget, and I am consistent in completing my projects ahead of schedule. It's a signature of my work to produce high-quality pieces at a lightning fast pace so my clients can have their finished pieces in hand in the soonest possible timeframe — and to keep them at or below budget.

BusinessWeek Online
Top 10 Hot
Real Estate Markets
Los Angeles, California
Santa Fe, New Mexico
Carson City, Nevada
New York City, New York
Kingston, New York

We're a little city with big ART.
We're a little city with big CULTURE.
We're a little city with big OPPORTUNITIES.

We're calling for public/private partners, so walk with us. Take advantage of early opportunity. It won't last but a little while.

There's just something about Carson City- there's a spirit of growth in the air, a feeling that something big is happening...It is. The experts are noticing...

BusinessWeek .com
Feb. 2007 *Bohemia Today, High Rent Tomorrow*
Ranks Carson City #3 in the top 10 hot real estate markets.

TheWWDList
Mar. 2007 *Retail on the Rise*
Women's Wear Daily List ranks Carson City #4 in top 10 emerging retail markets.

live. work. shop. play.
775-887-2101 www.carsoncitycondev.com

Full page ad for Urban Land Magazine to promote Carson City as an “A-List Opportunity” for developers.

Client: Carson City Office of Business Development August 2007

STATEMENT OF PROJECT UNDERSTANDING

The Carson City Culture & Tourism Authority requires assistance in creating high-quality, experiential, entertaining, tourism-driven content for marketing, branding and advertising. Successful support of this request comes from a skilled graphic designer with initiative, creativity and an understanding of communication, advertising and marketing best principles and practices. An adept contributor with strong project management skills is necessary to support the CTA. Services I can provide include: Graphic design for marketing pieces such as, but not limited to

- Brochures
- Rack Cards
- Postcards
- Business Cards
- Signage
- Flyers/Poster
- Banners
- Presentations
- Logo Designs
- Invitations
- Table Tents
- Website & Social Media Graphics
- Website editing within (but not limited to) WordPress and Wix platforms
- Photo editing and manipulation

This creative work will strike the heart of a variety of target audience while compelling them to visit Carson City.

PROJECT APPROACH

As my company has proved in my six years working with the CTA, the CTA is the top priority in my workflow. Project approach includes working closely with the CTA to ensure smooth project flow from initial meetings with CTA staff and special event coordinators to development and finalization of graphic design pieces within the given deadline and budget. I am available 24/7 to the CTA and work may extend to nights and weekends depending on deadlines. Successful project approach comes from being a highly skilled graphic designer with initiative, creativity and an understanding of communication, advertising, branding and marketing principles. I am an adept contributor with strong project management skills and have proven this time after time in my work with the Carson City Culture & Tourism Authority.



The outside panels of the 4-fold Visitors Guide brochure that is currently in development.

Client: CTA
February 2019

KEY PERSONNEL INFORMATION

a) As owner and graphic designer for Computer Artistry Graphic Design I am sole proprietor for this contract. My resume is attached in this document.

b) I, Tara Burke, am graduate of the University of Reno's Reynolds School of Journalism with a Bachelor of Arts degree. I have worked as a graphic designer for over 21 years, 12 of those years have been with my business, Computer Artistry Graphic Design. Before creating my business, I worked as a Marketing Director and graphic design for Anheuser-Busch and Executive Producer and graphic design/web designer for OurMaine.com.

My client base spans the country and includes private, public and government agencies including but not limited to: the Carson City Culture & Tourism Authority, Nevada State Railroad Museum, Carson Valley Arts Council, Travel Nevada, Carson City Sheriff's Office, Douglas County Sheriff's Office, Nevada Day, Nevada Momentum, Adams Hub, Carson City Library, Western Nevada College, Washoe Tribe, the City of Carson City Office of Business Development/BRIC, many local theater companies and hundreds of other businesses.

My specialities include comprehensive graphic design for marketing, advertising, social media and websites, also, photo editing and manipulation, website editing and updating within WordPress, Wix and other platforms.

As a graphic designer in a digital world I am always learning and expanding my knowledge base in order to keep up with current trends and the ever changing ways audiences consume media and content. I use the very latest Adobe software and subscribe to many industry magazines, websites, blogs and social media pages in order to stay current and well-informed of the rapidly changing face of advertising.

PROJECT EXPERIENCE

SAMPLES OF MY WORK



Half page ad for Adventure Magazine to promote the 2019 Carson City Off-Road
Client: CTA

Half page ad for to promote trail running in Nevada. Part of the #runcarsoncity campaign.

Client: CTA





Event poster for the 2018 Capital City Brewfest. Auxiliary pieces included tickets, Facebook graphics, reader board graphics and web banner for CarsonNow.com.

I have created the marketing pieces for the Capital City Brewfest since 2013.

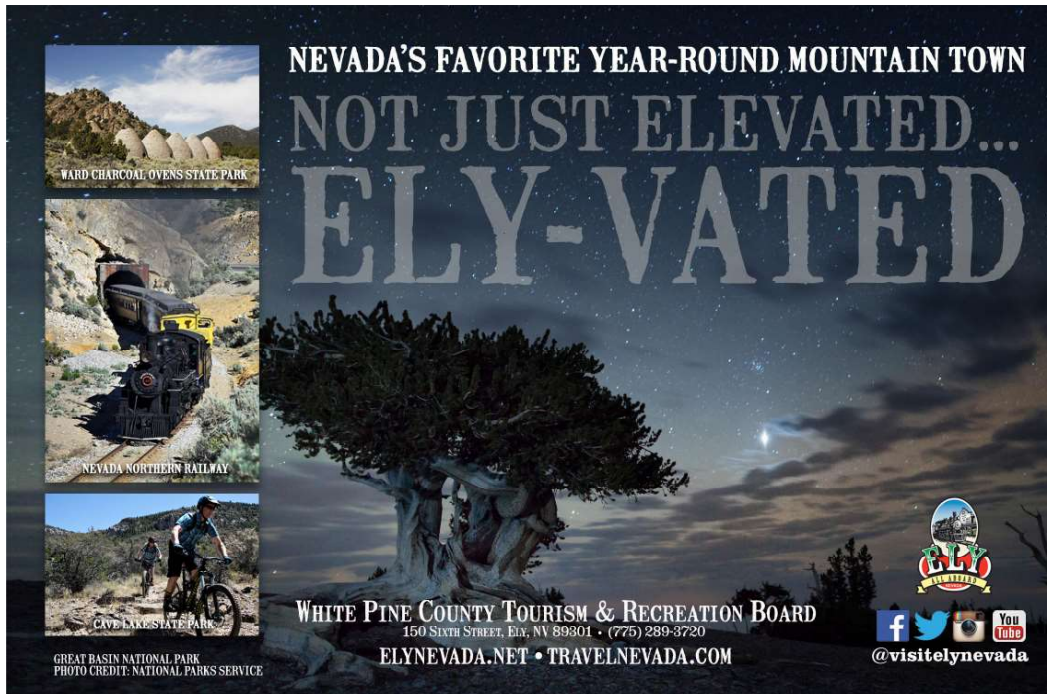
Client: CTA



Rack card/table tent for Ride Carson City campaign, 2018.

Client: CTA

PROJECT EXPERIENCE

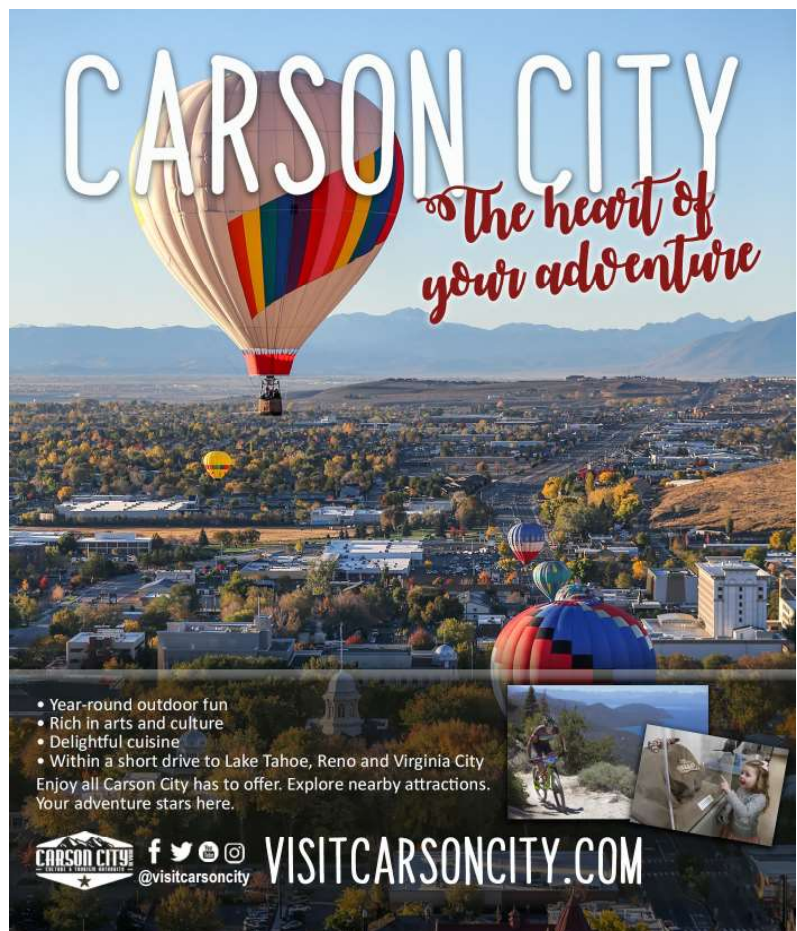


Half page ad for White Pine County Tourism & Recreation Board.

Client: White Pine County Tourism & Recreation Board
October, 2018

Quarter page ad for the CTA Visitors Guide Magazine.

Client: CTA



PROJECT EXPERIENCE



Event poster for the 2018 Nevada Day Powwow. Auxiliary pieces included save the date cards and event program.

I have created the marketing pieces for the Nevada Day Powwow and the Father's Day Powwow since 2015.

Client: CTA

Save the date postcard for the 2019 Carson City Fair. Auxiliary pieces include event posters, fair prospectus, sponsorship booklet, website edits and updates, and social media graphics.

I have created marketing pieces for the fair since 2015.

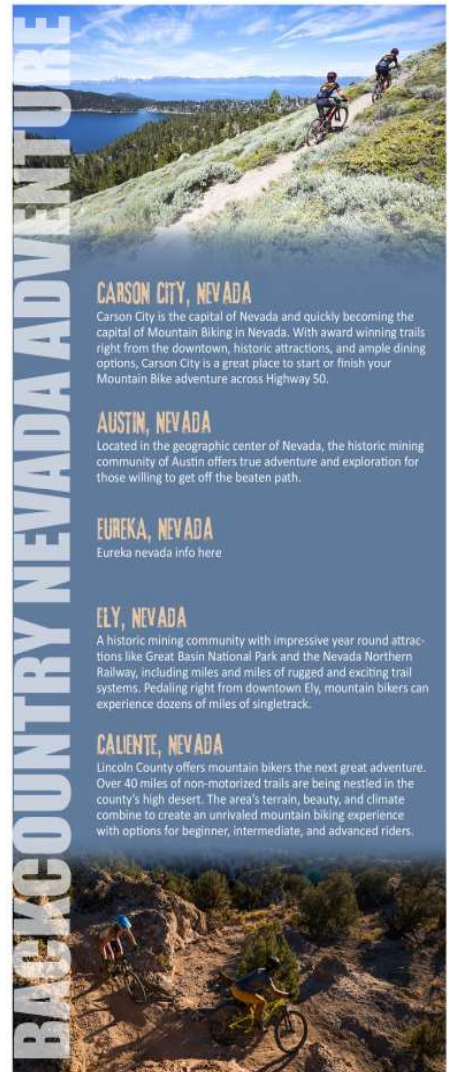
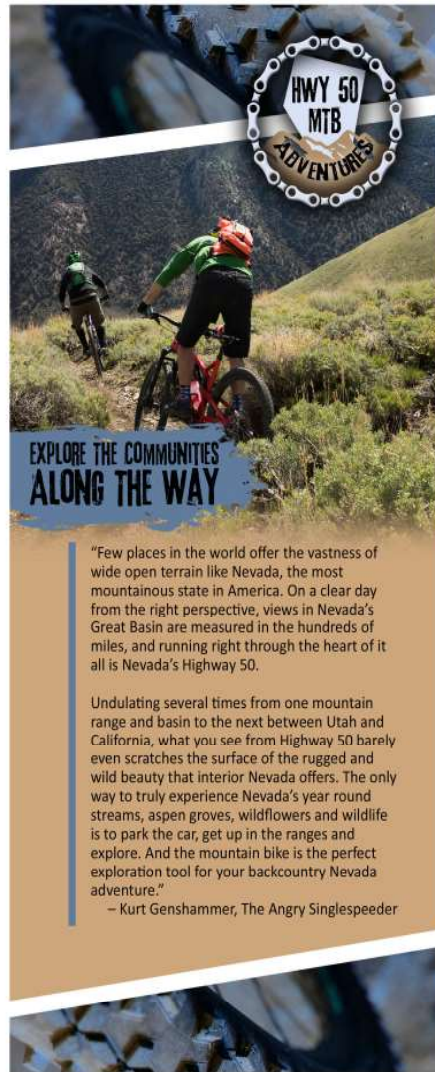
Client: CTA



PROJECT EXPERIENCE

Rack card for White Pine County Tourism & Recreation promoting mountain biking locations between Carson City and Ely.

Client: White Pine County Tourism & Recreation Board
June, 2018



Half page ad promoting outdoor activities in Carson City and surrounding areas.

Client: CTA
November 2018



Yup'ik dancers from Sitka, Alaska perform at the Governor's Mansion during the American Indian Achievement Awards banquet in November. Photos by R&K Gann/Nevada Meritpress

Dancing To the songs of their ancestors

by Teri Vance

Although all of the students are Yup'ik — a group of Eskimo people of western and southwestern Alaska — when they come together to sing and dance in their traditional ways at Mount Edgecumbe High School in Sitka, they have differences to overcome.

"We all come from different parts of Alaska, and we all have different songs from our villages," explained Tatiana Korthuis, 16. "We all teach each other our different songs. We learn from each other."

And they approach it without judgement.

"We try not to put each other down because most of the time we do things differently," said Leann Francis, 17. The group of eight dancers traveled to Carson City during their Christmas break to perform for the American Indian Achievement Awards at the Governor's Mansion on Nov. 18.

While they were here, they also performed at other venues, including the Nevada Department of Education.

"People have been very interested in learning about our culture," Francis said. "People may not know very much about our culture because we live so far from the rest of the states.

We sing and dance to tell stories. Our songs have stories behind them, and they were made by our ancestors."

Wearing traditional headdresses made from wolf fur and seal skin and dance fans of woven grass and reindeer tufts, the students shared the songs and dances handed down through generations.

"Traditionally, we dance to brighten up people's moods," said Ariana Pankam, 17. "To entertain them."

Dancing and singing is also part of their regular lives in their villages, which range in size from about 4,000 people to 50, spread out over hundreds of miles on the tundra.

Villages traditionally come together for a potlatch, a ceremony of giving, which the dancers described as a blend of a powwow and baptism.

The potlatch is a celebration of a person and a welcoming of that person into the tribe.

"For example, if you caught a seal, you stand on the skin of the seal and dance," Korthuis said. "After you dance, you give that skin away to an elder or someone who helped you." It is traditional to give gifts to everyone who attends the ceremony and prepare a large feast.

"During the summer, you catch a lot of fish and gather a lot of berries," Pankam said.

The students bring their different heritages to Mount Edgecumbe High School, a former Indian boarding school from 1947-1984 that has since become a public school, drawing students from across the state.

"Ninety percent of our students go on to college and we have an average graduation rate of 100 percent," said Rachel Moreno, cultural activities coordinator at the high school. "I learn more about history from working with them than any place I've ever been."

We sing and dance to tell stories. Our songs have stories behind them, and they were made by our ancestors.

Leann Francis, 17

Sherry Rupert, executive director of the Nevada Indian Commission, arranged for the group's performance. She teared up watching them dance.

"It's emotional because you're connecting with their culture," Rupert said. "It's like their ancestors are speaking to you through the songs."



Double spread in the Nevada Appeal for the Great Basin Native Artist campaign in 2017. Ten editorial pieces were created to feature different artists.
Client: CTA

THANK YOU!

Carson City Culture and Tourism Authority

Proposal for Creative Content/Development & Public Relations/External Communications

RFP CTA 1920-101



500 Ryland St., #300
Reno, NV 89502

Company Information

kps3.com
p: 775.686.7439
f: 775.334.4313

Personal Contact

Andy Walden
andy.walden@kps3.com
c: 775.624.7316

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Hello.

I have lived in Nevada for 20 years. I attended UNR, bought my first home and raised my two children here. I take tremendous pride in our community, and I'm excited that KPS3 has the opportunity to partner together to highlight Carson City's one-of-a-kind beauty.

KPS3 is Nevada born and bred. We were founded in Reno 27 years ago, and our roots here run deep. From the majesty of the Sierras to the serenity of Washoe Lake, we're proud to call this state our home. At KPS3, we know that Nevada's rich history of culture, exploration and prosperity are worth sharing.

Our offices are located just 30 minutes from Carson City, and we often make the scenic drive to visit our Carson City-based clients—Nevada State Parks, Nevada Department of Conservation and Natural Resources, Nevada Rural Housing Authority, Pets of the Homeless, the Nevada Department of Health and Human Services and others.

KPS3 has been driving people and businesses to destinations since our inception, and we bring the experience of creating and evolving hundreds of brands, websites, mobile apps and other digital products on the West Coast and across the United States.

We've worked with all types and sizes of tourism and economic development organizations. Our team is a perfect match for Carson City, with both the public relations and creative content expertise to execute all elements outlined in your RFP without compromise. We have the curiosity and passion to push the Carson City Culture and Tourism Authority into new and exciting territory.

Thank you for your time, and please know that KPS3 would be honored to help you expand on what you have accomplished thus far and help you evolve your brand to accomplish even more.



Rob Gaetke
President and CEO

Travel and Tourism Experience



For the past three, we've worked with the Santa Maria Valley, along California's Central Coast. KPS3 developed a comprehensive marketing, digital and communications plan that has increased the visibility of Santa Maria Valley in our key markets resulting in more heads in beds. From the brand to the web, from the photography to content, and from the board presentation to the monthly reports—we work closely to represent and grow the destination together.



For almost 16 years, KPS3 has supported the Reno-Tahoe Airport Authority with assistance in market research, air service marketing, website development, digital marketing and reporting.



KPS3 was one of the founders of Red Rock Rendezvous, a national rock climbing festival outside of Las Vegas, more than 13 years ago. KPS3 is still the marketing and promotions firm for the festival. Working with outdoor industry clients, we developed the initial brand positioning, and we handle marketing and public relations yearly. It has grown to become the largest climbing festival in the nation.



KPS3 developed the Nevada State Parks website three years ago, and we continue to update, adapt and grow the website today.



KPS3 developed Diamond Peak's award-winning site as part of our contract with the Incline Village General Improvement District, promoting the ski resort and the community.



KPS3 built and managed VisitRenoTahoe.com from 2014-2017, developed the first Reno-Tahoe mobile application and designed their first blogging strategy, which is still in use today.



From 2014-2017, KPS3 was the agency of record for the development component of Kirkwood Mountain Realty, which integrates the marketing of the resort to California drive markets.

Statement of Project Understanding

Just like we're rooted in northern Nevada, we're rooted in communications.

Strategic communications is not just the "new thing." It's what we've been doing for the past 27 years. Since KPS3's inception, we've told stories for diverse clients across the country, spanning hospitality, tourism, small business and the outdoors. Our digital-first mindset makes us different than other agencies. We help organizations act on data to connect brand-centric messaging with quantifiable insights, driving bottom line results.

Strategic Communications: the triple threat of public relations, content and social media

Our communications services and programs are designed to successfully build relationships that establish rapport and communicate strategically with a variety of audiences. Using our experience and understanding of strategic and creative communication, we excel in developing communications plans, campaigns, events, tools and programs that reach, touch and engage people. At the core of it all: stellar storytelling.

Specific KPS3 strategic communications services include:

- Strategy
- Creative campaign development
- Media relations and communications
- Publicity and publicity events
- Content marketing
- Social media marketing
- Community relations and outreach
- Special event management, concept and support
- Visual storytelling development
- Video communications development
- Customer relations and communications
- Stakeholder relations and communications
- Employee relations and communications
- Media training and coaching
- Executive communications, coaching and speech writing
- Crisis communication and management

Travel is Life

KPS3 has a wide range of experience within the travel and hospitality industry. We have worked to develop effective programs for convention and visitors bureaus, hotel resorts and casinos, ski resorts and cities or regions.

KPS3 is the agency of record for Santa Maria Valley (SMV), California. SMV's goal is to discover and promote hidden gems in the region to increase tourism and visitation. Notable media successes include the Travel Channel, the Los Angeles Times, Matador Network, the Outbound Collective, Wine Enthusiast, Modern Hiker, Good Morning San Diego and HuffPost. We consistently work with many travel and lifestyle influencers, while managing SMV's social and content presence.

We've worked with Roundabout Catering and Roundabout Grill for the past three years, helping build their business to \$8MM in revenue. We have established Chef Colin Smith as a renowned local chef and have partnered with Travel Nevada and the Reno-Sparks Convention and Visitors Authority on familiarization (FAM) visits. National media placements include Men's Health, 7x7, Brides.com and USA Today 10Best. Chef Colin has appeared on Beat Bobby Flay, and Roundabout is regularly highlighted in local media.

Our team has a deep history of experience in the travel and tourism space, not just at KPS3, but throughout previous organizations. We bring this level of knowledge to the way we think and approach work to garner results.

You've asked specifically our knowledge, skills and abilities in performing the specifications of the RFP. We have broken this down as follows:

Creative/Brand Evolution

Clever for the sake of being clever. Edgy for the sake of being edgy. We do none of that. What we produce is only justified by research and sound analytics. It's smart, action-oriented creative that passes the test of focus groups, committees and cognitive studies—and delivers results.

Media Relations

Media relations is an art that PR practitioners consider one of the most challenging—and most rewarding—in the communications field. We can't help but to have a deep affection for this aspect of travel PR.

We have forged relationships with media, influencers and bloggers through client involvement, the PRSA Travel & Tourism circle, state tourism authorities and through large conferences. Our media relations success comes from creative, smart pitch angles, understanding what reporters and their audiences want, and digging deep to unveil the real nugget in a story. It's why travel, food and wine, outdoors and general interest media love working with us.

Measurement and Tracking:

We use Cision to monitor and track media. For some clients, we do an in-depth report of website analytics in the planning stage to determine success metrics. In our content distribution, we use UTM links to specifically track referrals back to the website whenever possible. For influencer research and outreach, we use GroupHigh, an influencer database.

Content Strategy and Writing

We believe in authentic, curated content based on the key values of a brand. As content creators, we put our journalism hats on and approach content that relates to and engages our audiences. Everything we touch is researched internally or by way of in-depth interviews with subject-matter experts. We believe quality content leads to SEO success. At our offices, there are constant and ongoing discussions about optimization and performance. We are a digitally-integrated culture.

We believe that good content should be distributed across owned, earned and paid channels. Content that lives in multiple channels boosts reach and engagement. That is why the triple threat of PR, social media and content is the basis of our strategic communications philosophy.

Social Media Marketing and Integration

Social media is an effective referral channel and is necessary to engage our audiences and keep them up-to-date. We view communications through an integrated lens. As such an important voice between brand and visitor, we take our social media calendars, photo and video assets, and hashtags seriously. But, we also have a heck of a lot of fun with it.

We connect with and follow travel media and writers, inviting them on FAM trips, during which their trip is documented and shared across multiple social platforms. This enables us to share and repost while fostering stronger relationships. Based on roles and responsibilities, we will collaborate with the marketing manager to ensure consistency in voice across PR, content and social media.

Measurement and Tracking:

We use Falcon for social media distribution and measurement. Falcon allows us to schedule and publish content on various platforms. The tool allows us to measure and track social media analytics and “listen” to what others are saying about the brand.

Photo and Video

Good photo and video help further define the brand. At KPS3, we concept, produce and art direct many photo and video shoots for our clients. We’ve worked with just about everyone in the area.

Visitor Guides

For Santa Maria Valley, their 35-page [Visitor Guide](#) was our labor of love. It showcases editorial content, Instagrammable moments, events, locations and a comprehensive list of hotels. This Visitor Guide content was also used to create a press kit for media.

Project Approach

Stage 1 | Discovery // Timeline: 4 to 6 weeks

Although not specified in the RFP, we believe a sound communications program starts with research and planning. We approach our work using the process of RPIE—research, planning, implementation and evaluation. We embrace this approach to ensure we understand what success looks like for your team and ours.

- **Research and analytics**

To begin, we will review all available research, including:

- » Internal interviews to better understand your organization’s goals and objectives. We want to understand CTA’s current performance and its vision for the next few years.
- » We’ll review your website and social analytics to gain a deeper understanding of how your audience interacts with you. This will give us insight into what content is resonating with your target markets.
- » We’ll do a competitive analysis to understand the competition, including any gaps and opportunities available and how we can differentiate our approach.
- » We’ll look at brand and audience research to better understand our target market and the guidelines of your brand. We’d review elements brand, like voice and tone, to guide future strategies.

- **Immersion trips**

An authentic experience cannot be described, written about or told without talking to the locals, eating in the restaurants and exploring like a visitor. Our best content comes from doing these things and translating them into powerful, original stories.

This step is the precursor to the development of the strategic communications program for CTA. We anticipate taking two or three trips during this time.

- **Informal content analysis and information review**

KPS3 would conduct a content analysis to scan the current environment and track past media coverage for CTA. We’ll evaluate the contents of the main messages delivered through various media channels, like social and web. We would also review media and stakeholder databases to provide recommendations.

We would review your existing, prior pertinent research (relating to target markets, entertainment trends, etc.), relevant data and other related information. If you have any existing research on consumer and target perceptions and attitudes, or data on key metrics, we would obtain and analyze it as part of our process.

We’ll also inventory your current assets (photos, video, etc.) to get a better understanding of what currently exists, which we may leverage in the future.

Discovery Deliverable:

- Discovery report
This will provide the strategic insights provided from the findings from above. This will align our assumptions, audience and direction before we build out the communications plan.

Stage 2 | Strategic Planning // Timeline: 3-5 weeks

We will create a thorough communications plan based on discovery insights. This plan will guide our focus and actions to most effectively tell the CTA story. This plan will outline the target audiences, strategy, specific activities, who is responsible for each tactic, estimated hard costs associated with tactics and suggested metrics for success measurement.

KPS3 would research media outlets and reporters covering relevant topics for PR pitch planning. We would also assess the types of assets we will need—including video, photo, subject matter experts and spokespeople—to assist with the content strategy.

Strategic Planning Deliverable:

- Communications plan
The plan will provide a tactical, monthly framework for our content and PR strategy. We will identify major milestones to plan against and a detailed plan of what our team will accomplish over the following six months. After six months we plan to adapt and optimize the plan for better performance.
- Creative Approach
Based on research and the approved communications plan, KPS3 will provide the next iteration of the "Your Nevada Experience Starts Here" campaign.

Stage 3 | Ongoing Work

- **Implementation**
This is where we kick into action and begin the implementation prescribed by the plan. Activities include: media relations, FAM recommendations, content development, social media strategy (including recommendations on what social media handles should be the primary focus) and collaboration with the marketing manager, development of photo and video assets and the Visitor Guide. Regular status meetings with you will keep us all up-to-date and allow you to provide us with new information or environmental situation updates.

Major milestone tactics include, but are not limited to:

- » Proactive media pitching
- » Immersion visits to Carson City's hidden gems
- » Media target list creation
- » Subject-matter expert identification
- » Media request management, and spokesperson(s) coordination
- » Facilitating recommendations for FAM visits
- » Partner opportunities with Travel Nevada
- » Content and blog calendar creation implementation
- » Social media calendar creation
- » Management of photo and video shoots
- » Photo and video asset optimization
- » Annual visitor guide creation and management

▪ **Monitoring and Measurement**

Measurement is critical, as it allows us to evaluate the success of our tactics and adjust as we go. We will track and fine-tuned communications elements until our key performance indicators (KPIs) meet and exceed expected outcomes. We primarily use Cision to track our PR outputs and monitor media. We will provide a monthly report of activities. We will also provide analysis of how our content and PR is performing from a website and social lens.

▪ **Ongoing Evaluation and Optimization**

Based on information gained from ongoing reports, we'll continue to optimize our strategic plan with insights about our audience habits. This will help highlight the impact we're making and what we can do to make a larger footprint. We anticipate making refinements to the communications plan quarterly to ensure our PR and content are performing consistent with expectations.

Ongoing Deliverables:

We will provide these deliverables based on the plan:

- Monthly reporting
- Content plan and assets
- Social media calendars and posts
- Photo and video assets
- Annual visitor guide

Key Personnel Information

Organizational Chart

Tourism Assigned Carson Team Members		Other KPS3 Team Members	
Rob Gaedtke President and CEO	Andy Walden VP of Client Strategy	Stephanie Kruse Board Chair	Kevin Jones COO and Creative Director
Chrisie Yabu Director of National PR	Jancy Ulch Public Relations Coordinator	Ayse Caglar VP of Client Strategy	Bob Whitefield VP of Growth Marketing
Rachel Curran Account Director	Jaclyn March Account Director	Ira Gostin VP of Client Engagement	Tammy Abe Office Manager
Kyle Brice Account Director	Julia Jones Director of Digital Media	Megan Duggan Account Manager	Danielle Longley Account Director
Jonathan Rutheiser Technical Director	Jenna Hubert Creative Director	Matthew Forsythe Project Manager	Sierra Davies Digital Strategist
Vy Tat Designer	Kenyon Haliwell Developer	Fong Menante Media Planner	Alax Vong Designer
Gillian Griffith Copywriter		Ashley Chisam Designer	Andy Muth Developer

Red border indicates involvement in your project(s).

Backups for individual roles span cross-team. For instance, if more design was needed, designers from one team would flex in for the other team.

While we do have an agency of 27 that can assist as needed with your account, these are the core members of KPS3's team responsible for the strategy, implementation and measurement of your campaigns.



Rob Gaedtke PRESIDENT & CEO

Rob manages the day-to-day operations of the agency. With more than 15 years of digital and traditional marketing experience, his in-depth knowledge and understanding of emerging technologies amplifies the strategic marketing and communication services KPS3 offers. Rob previously led the travel division at a national digital agency and has extensive travel, tourism, and economic development experience.

Favorite Carson City memory:

I have cycled from Reno to Carson on my road bike about 30 times, and there is nothing better than cruising down Combs Canyon Road, staring into the city.

kps3.com/rob-gaedtke | [in linkedin.com/in/robgaedtke](https://www.linkedin.com/in/robgaedtke)



Andy Walden VP, CLIENT STRATEGY

Andy's role is to ensure our approach and strategy and deliver on the results. He'll work closely with the team to ensure we not only deliver, but exceed Carson City Culture & Tourism Authority's expectations for performance. Andy also has an extensive background in travel and tourism: he worked closely with destinations such as Tahiti Tourisme, Yosemite, Santa Monica and Royal Caribbean to build their digital presence across web, paid, search, email and other digital channels.

Favorite Carson City memory:

Comma Coffee is one of the best unique locations in Nevada. I love the history and personality of the local shop, and I've spent many hours in between meetings working there and enjoying the coffee, pastries and listening to locals.

kps3.com/andy-walden | [in linkedin.com/in/visitandy](https://www.linkedin.com/in/visitandy)



Chrisie Yabu, APR SENIOR DIRECTOR, PUBLIC RELATIONS

Chrisie has a multitude of experience in travel, hospitality and tourism. Her previous role was at Monarch Casino & Resort, Inc. as the corporate executive director of marketing, working on all facets of marketing strategy, advertising, publicity, digital, social media and acquisition for Atlantis Casino Resort Spa and leading the advertising efforts for Monarch Casino Black Hawk. She has also worked with clients like Bushnell Performance Optics, Crystal Cruises, Switzerland Tourism and Carson Valley Visitors Authority in her 22-year career. She is the communications lead on Visit Santa Maria Valley and Roundabout. Chrisie graduated magna cum laude with a B.A. from the University of Southern California's Annenberg School for Communication and Journalism.

Favorite Carson City memory:

Launching Thick Slice Pizza with local members of the media and influencers. We ate so much pizza that night and had a blast working with the owner on his business venture!

kps3.com/chrisie-yabu | [in linkedin.com/in/chrisie-yabu](https://www.linkedin.com/in/chrisie-yabu)



Jenna Hubert CREATIVE DIRECTOR

For the past eight years, Jenna supervised the majority of creative work coming out of KPS3's travel vertical. With an eye for quality, her talents have brought many award winning experiences, from the Nevada State Parks to Roundabout Catering.

Jenna remains an active member of AIGA and served on its board in 2011-2012. She is also a co-founder of Reno Wired, an annual 24-hour event where some of Reno's best designers, writers and developers come together to rebrand a nonprofit from logo to launch.

Favorite Carson City memory:

Having a beer at the Union. The atmosphere is perfect, the food is delicious and the beer is well, great.

kps3.com/jenna-hubert | [in linkedin.com/in/jenna-hubert-a9486721](https://www.linkedin.com/in/jenna-hubert-a9486721)



Jancy Ulch PUBLIC RELATIONS COORDINATOR

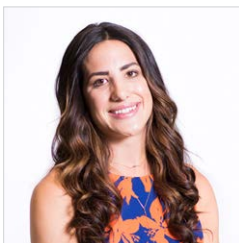
Jancy will assist with content curation and public relations and help with the coordination of social media efforts. She'll work with the team to ensure the Carson City Culture & Tourism Authority has a compelling presence on social media that is consistent with our brand's voice and tone.

Since joining our team, Jancy has spearheaded social media efforts for Santa Maria Valley, helping to grow Santa Maria Valley's Instagram following by 45 percent in six months.

Favorite Carson City memory:

My favorite Carson City memories all center around visiting my mom at work! She worked for the State Health Division, and I loved making the gorgeous drive.

kps3.com/jancy-ulch | [in linkedin.com/in/jancyulch](https://www.linkedin.com/in/jancyulch)



Gillian Griffith COPYWRITER

With over seven years of copywriting experience under her belt, Gillian helps ensure our clients words are wicked-smart, endlessly engaging, and always on brand. Her extensive experience in the travel and tourism arena includes campaign conceptualization and award-winning copywriting for Santa Maria Valley, website copywriting for Edgewood Tahoe, collateral copywriting for Montréux Golf & Country Club, and ongoing brand voice development and website copywriting for nine Station Casinos properties across the Las Vegas Valley.

Favorite Carson City memory:

If you ask me, there's no view more stunning than the one you're treated to from high up on Mount Rose highway overlooking the Carson Valley. Every time I see it, I'm reminded why I love the Silver State—and its quirky-cool capital—so much.

kps3.com/gillian-griffith | [in linkedin.com/in/gilliagriffith](https://www.linkedin.com/in/gilliagriffith)



Julia Jones DIRECTOR OF DIGITAL MEDIA

Julia works with the team to ensure that we have the data—whether survey data, competitive research or digital analytics—to move forward with decisions and strategy. Julia oversees all large-scale digital campaigns for the team. She is an expert in sales funnels, conversions and digital tracking for multi-faceted campaigns. She will oversee all tracking efforts for the campaign. She currently leads the digital media and search strategy for Visit Santa Maria Valley.

Favorite Carson City memory:

Spending countless school breaks at the Children’s Museum (and stopping at the Chocolate Nugget on the way there to fuel up).

kps3.com/julia-kruper | [in linkedin.com/in/juliakruper](https://www.linkedin.com/in/juliakruper)



Vy Tat DESIGNER

Vy studied AAS graphic communications at Truckee Meadows Community College from 2010-2013 while she simultaneously working on campus as a computer lab assistant. She then accepted a position with Renown Health in the web-marketing department before making the transition to the Arch of Reno Wedding Chapel, where she captured newlyweds’ magical moments as a wedding photographer. In 2013, Vy made the move to Sportif USA as a web and graphic designer, where she designed and managed the front-end for three consumer sites and built email campaigns, website ads, and social media ads on behalf of the company.

Favorite Carson City memory:

I love the drive through the Washoe Valley. And I love looking at the western art along the freeway outside of the city.

kps3.com/vy-tat | [in linkedin.com/in/vy-tat](https://www.linkedin.com/in/vy-tat)



Additional Members PHOTOGRAPHERS AND VIDEOGRAPHERS

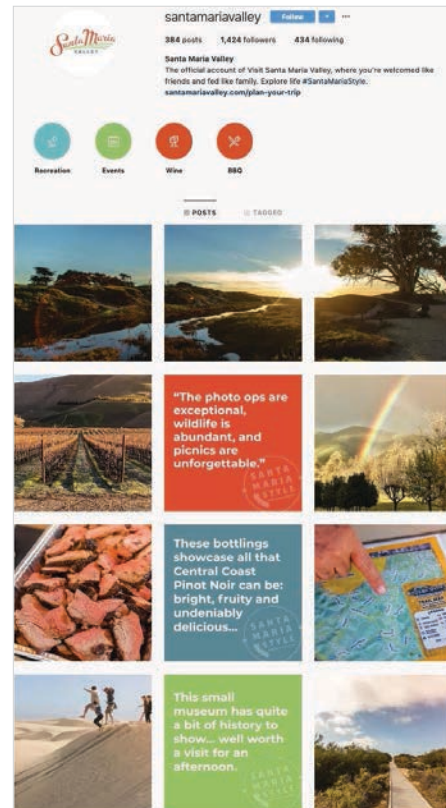
KPS3 typically hires local photographers and videographers to document the destination. As we go through our discovery process, we will consider the brand/the needs/the budget to find the perfect fit to meet the needs of CTA.

Project Experience

SANTA MARIA VALLEY

Santa Maria Valley is an agricultural town filled with generations of hard-working families, not manufactured to be a common tourist attraction. Yet somehow this area, halfway between L.A. and San Francisco, had a lot to offer travelers. An exceptional, yet understated wine country, a signature-style of barbecue and a rich, genuine culture.

KPS3 is the agency of record for Santa Maria Valley. Our goal is to welcome more people to Santa Maria Valley and position the region as a contender in California tourism. For three years, we've built their brand, designed and developed their website, and have continually grown their presence via PR, social, content, search, paid and other channels.

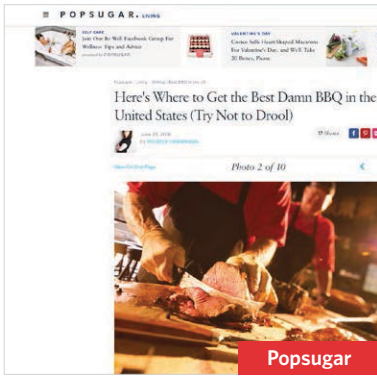


Results:

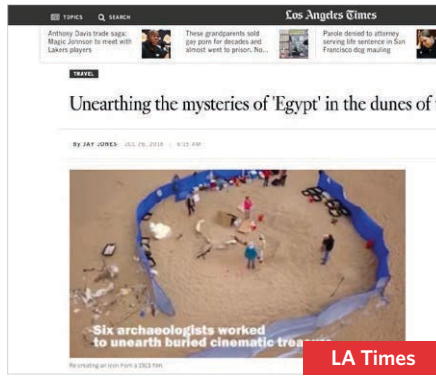
- The website's overall conversion rate is strong at 21% (monthly performance as of January 2019)
- 15,195 average monthly website visitors in 2018
- SEO efforts are building sustainability—on average, half of monthly web traffic is the result of an organic visits
- Over 18,000 newsletter subscribers
- Media Relations Value: \$2.2 million worth of coverage since January 2017
- PR engagement has generated features in over 115 regional and national publications
- Social channels are taking off:
Instagram: 1,425 followers and counting
Facebook: 6,130 followers
Twitter: 1,325 followers
Pinterest: 39k monthly viewers

Budget:

We operate off a monthly budget for Santa Maria Valley of 50-60 hours per month for public relations, blog content and social media.



Popsugar



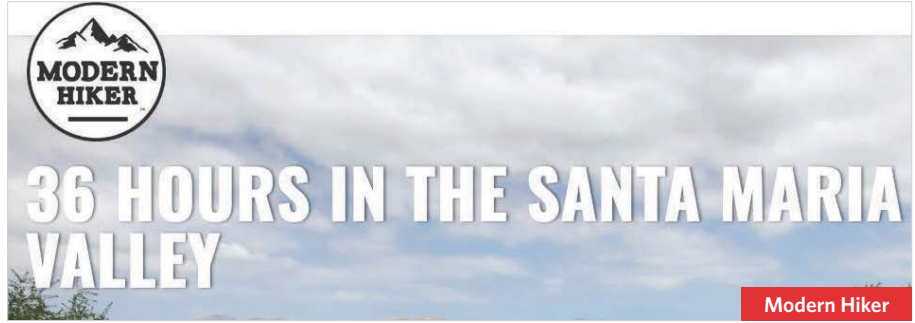
LA Times



Visit CA



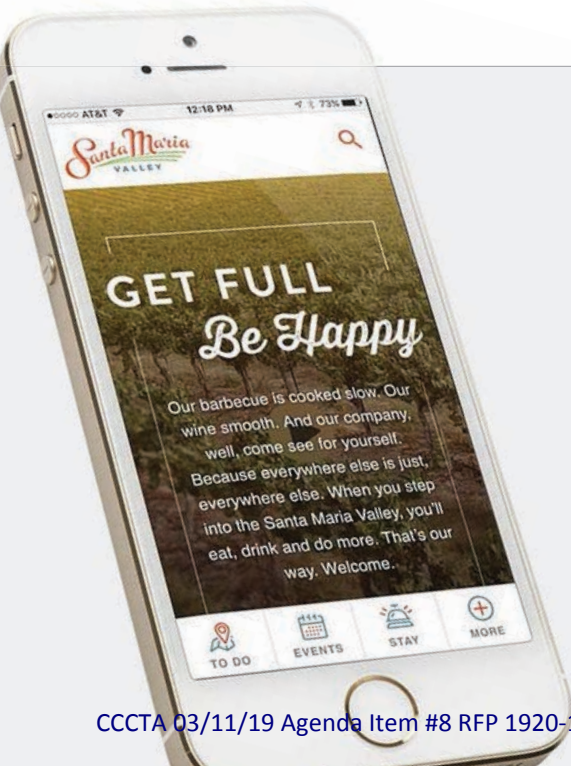
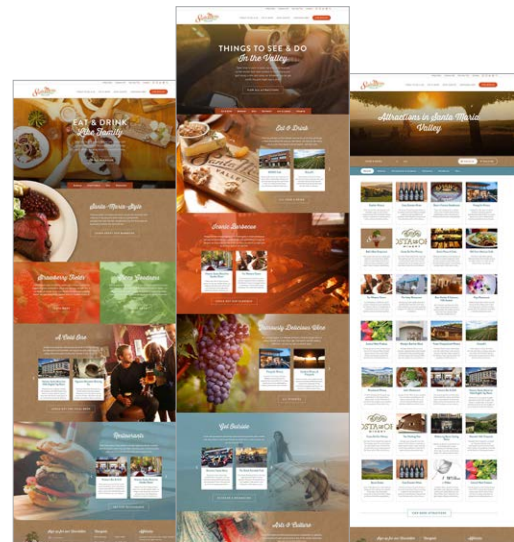
Atlas Obscura



Modern Hiker

Telling the full story

To help ensure the full experience of Santa Maria Valley was being shared, we designed and developed custom landing pages for attractions, wine and barbecue. These unique pages went more in depth than a standard secondary template and feature history, highlights and hot spots.



Yes... But does it convert? You betcha.

Site Visitors

↑ 400%

Visits from target markets

↑ 900%

Email Signups

20,000 +

Site-wide conversion rate

16%



Advertising and Marketing

After the brand was established we applied it to the region’s first tourism campaign, which included radio, TV, print, and digital advertisements. The same weekend of the photoshoot we gathered an extensive video library and cut together television spots completely in-house. Watch the spot on our website.



Printed word

Print advertisements were strategically placed in publications targeted toward the California traveler. They urged travelers to take a weekend to get your friends and family together for belly laughs, wine swirling and great food.

Script writing and radio advertising

Multiple traditional and digital radio spots reinforced the idea of taking a weekend for family and friends. They were recorded in both English and Spanish.



SANTA MARIA VALLEY | PEOPLE PROFILE BLOG CONTENT

Overview:

As part of our overarching content strategy and mapping to our brand pillars of being a destination filled with the people and places that make Santa Maria Valley what it is, we developed a series of profiles around notable Santa Maria Valley people.

Project Elements:

Profile blog posts were scheduled within the overall Santa Maria Valley content calendar, then researched and written by KPS3. The posts are then promoted through different channels— web, email and social.

Examples include:



Results:

All Santa Maria Valley blog posts are shared via the Santa Maria Valley Facebook and Pinterest pages. The people profile posts tend to encourage particularly high engagement on the channels. For example, the "Meet Susan Righetti" blog post reached 1.4K people, compared to the average post reach of 500 people.

Budget:

Our budget to research, write, edit and post these itineraries was 4-6 hours of time per post.

ROUNABOUT CATERING/ROUNABOUT GRILL

Overview:

For the last three years, KPS3 has been the agency of record for Roundabout Catering/Roundabout Grill and its related business units (e.g. Roundabout Meal Prep and Tannenbaum Events Center, acquired in 2018).

We recently launched their new website, roundaboutcatering.com, and we've helped grow their businesses lines, not only in Reno and Tahoe, but also in Northern California.

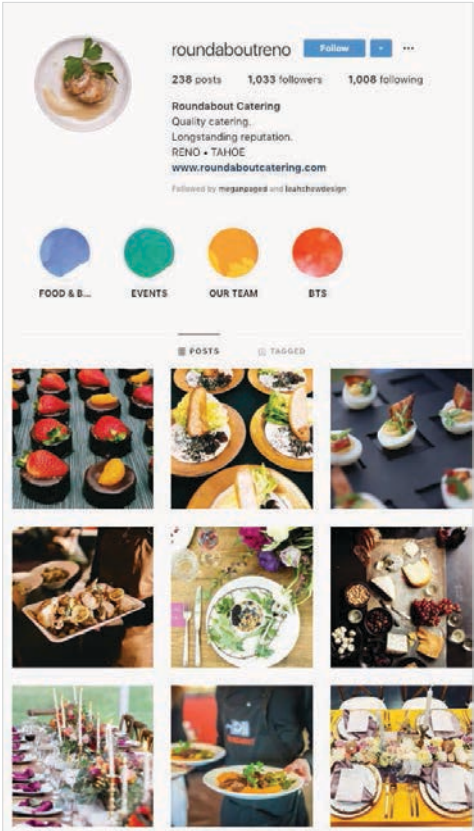
Results:

We have garnered more than 200 PR stories to-date. Total website sessions increased 101%, average session duration increased 23% and engagements increased 13%, year-over-year, comparing December 2017 and December 2018. Organic social media continues to steadily increase. Our paid social media efforts focus on conversions to the website sign-up forms and conversion rates, and continue to perform well.

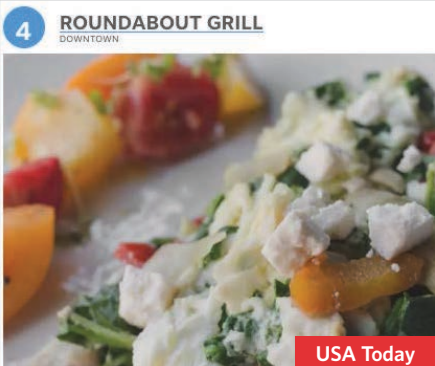
Roundabout has grown from \$3.5MM to \$8MM in revenue in the past three years from the inception of their marketing investment with KPS3 and now operates seven business units.

Budget:

We operate off a monthly budget for Roundabout of 12-15 hours per month for public relations, blog content and social media.



Street Food + Shawarma: Reno Is Fast a Foodie Destination **7x7**



USA Today



Beat Bobby Flay

Overview: Air Service Marketing

After years of working with Southwest Airlines, RTIA was extremely pleased to bring new non-stop flights to the Reno-Tahoe region to/from Chicago and San Diego. Once the initial announcement was made and the new flights began service, it was determined passenger levels for the flights were only at approximately 50 percent. So the airport turned to KPS3 for help with a destination marketing campaign aimed at increasing passenger awareness and travel to Chicago and San Diego.

With a limited budget and a final timeline to launch of just two weeks, KPS3 composed a plan to fill seats using a variety of tactics to help raise awareness and increase passengers on the newly added flights. Demographic targets were developed based upon research completed earlier and a campaign encompassing radio, newspaper print, TV, website messaging and promotions was launched for a period of one month. A secondary goal of the campaign was to make sure area markets had a chance to be reintroduced to connections available through all the non-stop and one-stop destinations served by the airport.

Results:

Following the month-long “boost campaign” to increase awareness of the new non-stop destinations, the Chicago flight took off with a remarkable 90 percent passenger level, exceeding the airport’s goal of 70 percent. The airport also exceeded its goal of a 60 percent passenger level on flights to San Diego, as advanced bookings were above normal and flights saw a passenger level in the upper 80 percent range.

Budget:

85 hours and \$32,000 in media



Related Client References

Glenn Morris - President & CEO

Santa Maria Valley Chamber/Visitors and
Convention Bureau
614 S. Broadway
Santa Maria, CA 93454
glenn@santamaria.com
805.925.2403

Michele Reader - Director of Marketing

Galaxy Theatres
15060 Ventura Blvd., Ste. 350
Sherman Oaks, CA 91403
mreder@galaxytheatres.com
818.933.7945

Colin Smith - Chef/Co-owner

Roundabout Catering and Roundabout Grill
631 Dunn Circle
Sparks, NV 89431
csmith@roundaboutcatering.com
775.747.2090

Genevieve Frederick - Founder/President

Pets of the Homeless
400 W. King St., Ste. 200
Carson City, NV 89703
gf@petsofthehomeless.org
775.841.7463

A.1 Questionnaire Response

1. General Information Regarding Your Firm

a. Name of Firm:

KPS/3, Inc.

b. Address of Firm

500 Ryland Street, Ste 300
Reno, NV 89502

c. Phone Numbers of Firm

(775) 686-7439

d. Owner of Firm

Rob Gaedtke | President and CEO

Stephanie Kruse | Board Chair

Kevin Jones | COO

e. Contact Person of Firm

Andy Walden | VP of Client Strategy

ph: 775.624.7316

e: andy.walden@kps3.com

f. Is the Firm a subsidiary of a larger agency or associated with another agency?

If Yes, provide additional information.

N/A

g. Nevada Business ID (provide a copy of your Nevada Business License)

Provided in Section A.2

2. Insurance Information

a. Insurance Carrier

Producer: A and H Insurance, Inc

Insurer:

a. ACUITY

b. Hartford Accident & Indemnity

b. Coverage Summary

- **Commercial General Liability**
 - » Each Occurrence - \$1,000,000
 - » Damage to Rented Premises - \$250,000
 - » Med Exp - \$10,000
 - » Personal & Adv Injury - \$1,000,000
 - » General Aggregate - \$3,000,000
 - » Products - \$3,000,000
- **Automobile Liability**
 - » Combined Single Limit - \$1,000,000
- **Workers Compensation and Employee Liability (Per Statute)**
 - » E.L. Each Accident - \$1,000,000
 - » E.L. Disease (each employee/policy limit) - \$1,000,000
- **E & O Insurance (Hiscox)**
 - » Each claim - \$1,000,000
 - » Aggregate - \$2,000,000

c. Coverage Limits (provide proof of insurance)

Provided in Section A.3.

3. Organizational Information

a. Organizational Structure (i.e. Sole Proprietor, LLC, etc)

KPS3 is a C-corp

b. Organizational Chart (provide this within the required documents section)

The organizational chart was provided in the section for Key Personnel Information.

a. Provide a list of all employees/Contractors employed by your firm which your firm proposes to assign to service this Contract. Complete the attached resume form for each staff listed here and place in the required documents section.

KPS3 intends to use its internal team to service the majority of this agreement. However, we may leverage local photographers and videographers. Otherwise, we do not intend to outsource any other work. If this changes, CTA will be notified as needed.) KPS3's CTA team is identified in the section for Key Personnel Information.

4. Technical Knowledge

a. What knowledge does your firm possess of tourism attractions in the Carson City area?

The ribs at Red's. The trees at the State Capitol. The ghosts in the kitchen at the Governor's Mansion. We've all visited and enjoyed Carson City. We feel we're close enough yet not too close to see the area through fresh eyes, to help develop the storylines for hidden treasures of the area. Through our previous knowledge and the new knowledge we gain through immersion visits, the more powerful our story will be.

b. What knowledge does your firm possess regarding the principles and practices of content creation for marketing, branding, advertising, public relations, and/or social media?

Content creation across all marketing communications channels has everything to do with the ultimate impact that it has on the end user. Our philosophy is that quality content performs well first through good writing; and is optimized to positively impact share of audience. True measurement brings forward insights to identify areas of opportunities.

Our knowledge of content stems from the different discipline of marketing communications which is what sets us apart from many other firms or agencies. We have experienced professionals in public relations/communications, search/analytics and marketing/advertising who approach content from complementary but different perspectives.

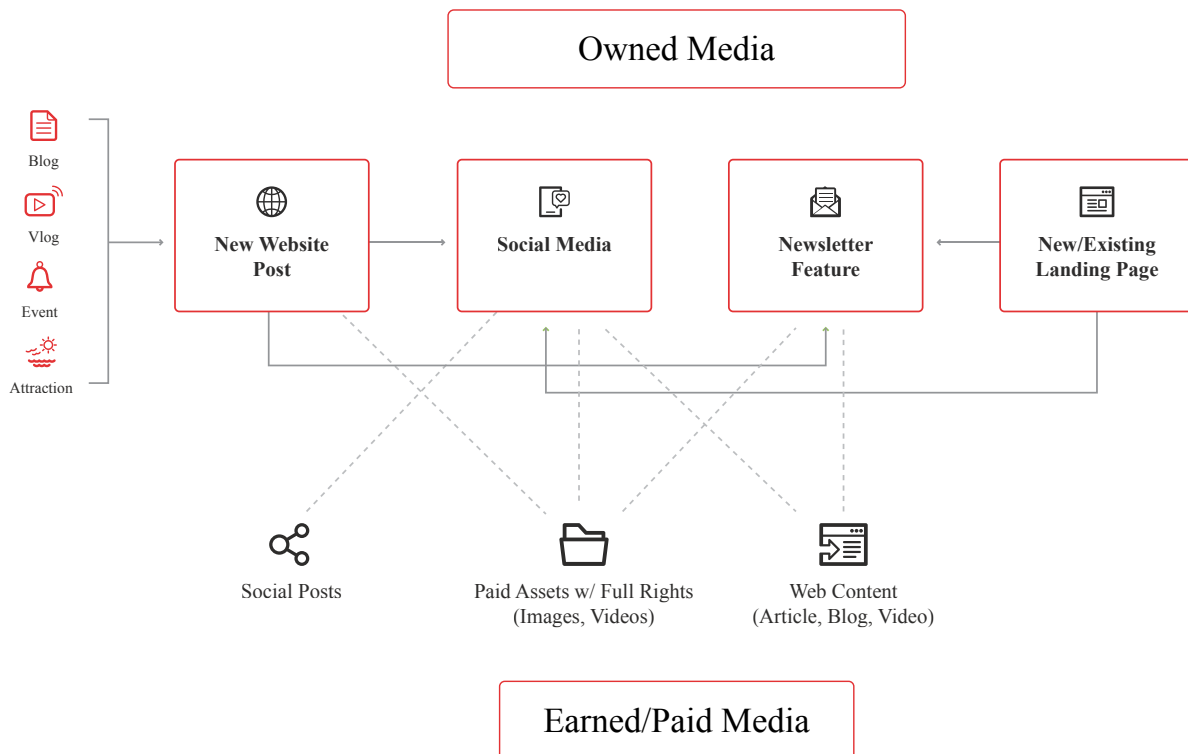
c. What knowledge does your firm possess regarding content creation for marketing, branding, advertising, public relations with both public and governmental agencies?

As with any organization, and especially public and governmental agencies, it is critical to program-ize the content strategy and provide a consistent, yet evolving set of metrics to measure performance.

5. Technical Abilities

- a. **What abilities does your firm possess to be able to plan, organize, and direct the content creation for marketing, branding, advertising, public relations of the CTA to enable it to carry out its goals and objectives?**

We currently perform these duties for Santa Maria Valley. This graphic shows the flow of content through our marketing channels and how content is directed and distributed.



a. What abilities does your firm possess to be able to perform responsible administrative work in a high-profile position dealing with topics under intense public and media scrutiny and respond appropriately as situations change?

We have the ability and experience to quickly plan and execute small and large-scale crisis communications programs. We've done crisis work for clients such as the Truckee River Flood Management Authority, the National Council of Juvenile and Family Court Judges, Donor Network West, REMSA and Nevada HealthLink. We are also versed in creating reports and updates, and responding to important requests for many government and public agencies in Nevada. Our experience with clients such as the Department of Health and Human Services, the Reno-Tahoe Airport Authority, the Nevada Department of Conservation and Natural Resources and more have worked with us in various marketing capacities as a trusted partner and resource. Finally, the process in which these organizations work is understood throughout our agency, from account directors to web developers to accounting.


a. What abilities does your firm possess to be able to plan, schedule, and organize all aspects of content creation for marketing, branding, advertising, public relations?

KPS3 envelopes tools to help us be more efficient in planning, scheduling and organizing content and other creative and technical projects. Our content calendars and copy are typically created in Google sheets and Google docs where use and access can be shared and controlled. We use JIRA for project and workflow management within our internal team, and meet daily to discuss the teams' deliverables and priorities. Content for social media is tracked and distributed through Falcon. Public relations is tracked and monitored through Cision and Google alerts. We use Google analytics for website monitoring and metrics. Our team is structured such that the account director is supporting project management to keep clients on time, on strategy and on budget. The team is staffed with practitioners or specialists who perform specific duties related to their job functions. We also use video/web/tele-conferencing through our computers and in each conference room at KPS3.

REQUIRED DOCUMENTS

A.2 KPS3 Nevada Business License

SECRETARY OF STATE




NEVADA STATE BUSINESS LICENSE

KPS/3
Nevada Business Identification # NV19941094961

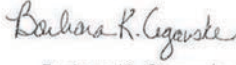
Expiration Date: August 31, 2019

In accordance with Title 7 of Nevada Revised Statutes, pursuant to proper application duly filed and payment of appropriate prescribed fees, the above named is hereby granted a Nevada State Business License for business activities conducted within the State of Nevada.

Valid until the expiration date listed unless suspended, revoked or cancelled in accordance with the provisions in Nevada Revised Statutes. License is not transferable and is not in lieu of any local business license, permit or registration.



IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of State, at my office on June 12, 2018




Barbara K. Cegavske
Secretary of State

You may verify this license at www.nvsos.gov under the Nevada Business Search.

License must be cancelled on or before its expiration date if business activity ceases.
Failure to do so will result in late fees or penalties which by law cannot be waived.

REQUIRED DOCUMENTS

A.3 KPS3 Proof of Insurance Coverage

		KPS3000-01	SMCCARROLL			
CERTIFICATE OF LIABILITY INSURANCE		DATE (MM/DD/YYYY) 11/19/2018				
<p>THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.</p> <p>IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).</p>						
PRODUCER A and H Insurance, Inc. 3301 South Virginia St. Reno, NV 89502		CONTACT NAME: Danielle Pritchett PHONE (A/C, No, Ext): (775) 284-7885 FAX (A/C, No): E-MAIL ADDRESS: dpritchett@aandhins.com				
INSURED KPS 3 Tammy Abe 500 Ryland Street, Suite# 300 Reno, NV 89502		INSURER(S) AFFORDING COVERAGE NAIC # INSURER A: ACUITY 14184 INSURER B: Hartford Accident & Indemnity 22357 INSURER C: INSURER D: INSURER E: INSURER F:				
COVERAGES		CERTIFICATE NUMBER:				
REVISION NUMBER:						
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.						
INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO <input type="checkbox"/> LOC <input type="checkbox"/> OTHER:		Z84766	10/19/2018	10/19/2019	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 250,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 3,000,000 PRODUCTS - COMP/OP AGG \$ 3,000,000 \$
A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY		Z84766	10/19/2018	10/19/2019	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$					EACH OCCURRENCE \$ AGGREGATE \$ \$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NV) <input type="checkbox"/> Y / <input checked="" type="checkbox"/> N / A If yes, describe under DESCRIPTION OF OPERATIONS below		53WECLP9688	09/01/2018	09/01/2019	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required) Evidence of coverage.						
CERTIFICATE HOLDER				CANCELLATION		
Evidence of Coverage				SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE 		
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