

**AGREEMENT FOR SERVICES BETWEEN
THE CITY OF SALINAS AND
THE MARKETING DEPARTMENT, INC, D.B.A. TMD CREATIVE**

Amor Salinas Campaign

THIS AGREEMENT is executed this 10th day of August, 2021, (“Agreement” or “Contract”) between the City of Salinas, a California Charter city and municipal corporation (hereinafter “City”) The Marketing Department, Inc, D.B.A. TMD Creative (Hereinafter “Contractor”).

IT IS HEREBY MUTUALLY AGREED AS FOLLOWS:

1. **Scope.** Contractor hereby agrees to provide to the City, as the scope of services under this Agreement, the services described in the scope of work discussed in the Amor Salinas Campaign Solicitation, Attachment B and Contractor’s Proposal dated June 14, 2021, Attachment C.
2. **Timeliness.** Contractor shall perform all tasks in a timely fashion, as set forth more specifically in Section 3 below. Failure to so perform is hereby deemed a material breach of this Agreement, and City may terminate this Agreement with no further liability hereunder, or the city may agree in writing with Contractor to an extension of time.
3. **Term.** The work under this Agreement shall commence August 11, 2021 and shall be completed by February 28, 2022 unless City grants a written extension of time as set forth in Section 2 above.
4. **Payment.** City agrees to pay and Contractor agrees to accept as full and fair consideration for the performance of this Agreement, not to exceed **thirty thousand dollars (\$30,000)**, as more fully described in title of Contractor’s Proposal, Attachment C. Contractor has no right of reimbursement for expenses under this Agreement. Compensation shall become due and payable 30 days after City’s approval of Contractor’s submission of monthly written invoices to the City. The payment of any compensation shall be contingent upon performance of the terms and conditions of this Agreement to the satisfaction of the City. If City determines that the work set forth in the written invoice has not been performed in accordance with the terms of this Agreement, City shall not be responsible for payment until such time as the work has been satisfactorily performed.
5. **Meet & Confer.** Contractor agrees to meet and confer with City or its agents or employees with regard to services as set forth herein as may be required by City to insure timely and adequate performance of this Agreement.
6. **Insurance.** Contractor shall procure and maintain for the duration of this Agreement insurance meeting the requirements specified in Attachment A hereto.

7. **Indemnification.** Contractor shall hold harmless, defend at its own expense, and indemnify City and its officers, officials, employees, agents, and volunteers from and against all liability, claims, damages, losses, and/or expenses including reasonable City attorney fees arising from all acts or omissions of Contractor or its officers, agents, or employees arising

out of the performance of the work under this Contract, caused in whole or in part by any negligent act or omission of the Contractor, any subcontractor, anyone directly or indirectly employed by any of them, or anyone for whose acts any of them may be liable, except where caused by the active negligence, sole negligence or willful misconduct of the City.

8. **Licensing.** Contractor warrants that it is properly licensed to perform the work specified under this Agreement, including but not limited to possession of a current City business license.

9. **Termination.** City may terminate this Agreement upon ten days' written notice. The amount of damages, if any, as a result of such termination may be decided by negotiations between the parties or before a court of competent jurisdiction.

10. **Agency.** In performing the services specified under this Agreement, Contractor is hereby deemed to be an independent contractor and not an agent or employee of City.

11. **Non-Assignability.** The rights and obligations of Contractor hereunder are not assignable and cannot be delegated without written consent of City.

12. **Entire Agreement.** This Agreement constitutes the entire Agreement between the parties hereto and supersedes any and all prior agreements, whether oral or written, relating to the subject matter thereof. Any modification of the Agreement will be effective only if it is in writing signed by both parties hereto.

13. **Validity.** If any provision in this Agreement is held by a court of competent jurisdiction to be invalid, void or unenforceable, the remaining provisions will continue in full force without being impaired or invalidated in any way.

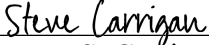
14. **Counterparts.** This Agreement may be executed in multiple originals, each of which is deemed to be an original, and may be signed in counterparts.

15. **Laws.** Contractor agrees that in the performance of this Agreement it will comply with all applicable State, Federal and local laws and regulations. This Agreement shall be governed by and construed in accordance with the laws of the State of California, County of Monterey, and City of Salinas.

IN WITNESS WHEREOF, this Agreement is entered into by the parties hereto on the day and year first written above.

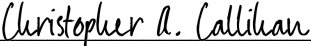
CITY OF SALINAS

DocuSigned by:


Steven S. Carrigan
City Manager

APPROVED AS TO FORM:

DocuSigned by:


Christopher A. Callihan, City Attorney, or
Rhonda Combs, Assistant City Attorney

CONTRACTOR

DocuSigned by:


476457D725864F5...
By (Printed Name): Nick Pasculli

Its (Title): President & CEO

Attachment A**Insurance Requirements**

Contractor shall procure and maintain for the duration of the contract, and for three years thereafter, insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the Contractor, his/her/its officers, agents, representatives, employees, and/or subcontractors.

MINIMUM SCOPE AND LIMIT OF INSURANCE

Coverage shall be at least as broad as:

1. **Commercial General Liability** (“CGL”): Insurance Services Office (“ISO”) Form CG 00 01 covering CGL on an occurrence basis, including products and completed operations, property damage, bodily injury and personal & advertising injury with limits no less than **\$2,000,000** per occurrence. If a general aggregate limit applies, either the general aggregate limit shall apply separately to this project/location (ISO Form CG 25 03 or 25 04) or the general aggregate limit shall be twice the required occurrence limit.
2. **Automobile Liability**: ISO Form CA 0001 covering Code 1 (any auto), with limits no less than **\$1,000,000** per accident for bodily injury and property damage.
3. **Workers’ Compensation**: as required by the State of California, with Statutory Limits, and Employers’ Liability insurance with a limit of no less than \$1,000,000 per accident for bodily injury or disease.
4. **Contractors’ Pollution Legal Liability and/or Asbestos Legal Liability and/or Errors and Omissions** (if project involves environmental hazards): with limits no less than \$1,000,000 per occurrence or claim, and \$2,000,000 policy aggregate, on an annual basis.

If the Contractor maintains broader coverage and/or higher limits than the minimums shown above, the Contractor requires and shall be entitled to the broader coverage and/or higher limits maintained by the Contractor. Any available insurance proceeds in excess of the specified minimum limits of insurance and coverage shall be available to the City.

Self-Insured Retentions

Self-insured retentions must be declared to and approved by the City. At the option of the City, either: the Contractor shall cause the insurer shall to reduce or eliminate such self-insured retentions as respects the City, its officers, officials, employees, and volunteers; or the Contractor shall provide a financial guarantee satisfactory to the City guaranteeing payment of losses and related investigations, claim administration, and defense expenses. The policy language shall provide, or be endorsed to provide, that the self-insured retention may be satisfied by either the named insured or City.

Other Insurance Provisions

The insurance policies are to contain, or be endorsed to contain, the following provisions:

1. **The City, its officers, officials, employees, and volunteers are to be covered as additional insureds** on the CGL policy with respect to liability arising out of work or operations performed by or on behalf of the Contractor including materials, parts, or equipment furnished in connection with such work or operations and automobiles owned, leased, hired, or borrowed by

or on behalf of the Contractor. General liability coverage can be provided in the form of an endorsement to the Contractor's insurance (at least as broad as ISO Form CG 20 10, CG 11 85 or **both** CG 20 10, CG 20 26, CG 20 33, or CG 20 38; **and** CG 20 37 forms if later revisions used).

2. For any claims related to this project, the **Contractor's insurance coverage shall be primary** insurance coverage at least as broad as ISO CG 20 01 04 13 as respects the City, its officers, officials, employees, and volunteers. Any insurance or self-insurance maintained by the City, its officers, officials, employees, or volunteers shall be excess of the Contractor's insurance and shall not contribute with it.

3. Each insurance policy required by this clause shall provide that coverage shall not be canceled, except with notice to the City.

4. A copy of the claims reporting requirements must be submitted by Contractor to the City.

5. If the services involve lead-based paint or asbestos identification/remediation, the Contractor's Pollution Liability policy shall not contain lead-based paint or asbestos exclusions. If the services involve mold identification/remediation, the Contractor's Pollution Liability policy shall not contain a mold exclusion, and the definition of Pollution shall include microbial matter, including mold.

Acceptability of Insurers

Insurance is to be placed with insurers authorized to conduct business in the state with a current A.M. Best rating of no less than A: VII, unless otherwise acceptable to the City.

Waiver of Subrogation

Contractor hereby agrees to waive rights of subrogation which any insurer of Contractor may acquire from Contractor by virtue of the payment of any loss. Contractor agrees to obtain any endorsement that may be necessary to affect this waiver of subrogation. The Workers' Compensation policy shall be endorsed with a waiver of subrogation in favor of the City for all work performed by the Contractor, its employees, agents and subcontractors.

Verification of Coverage

Contractor shall furnish the City with original Certificates of Insurance including an additional insured endorsement and all required amendatory endorsements (or copies of the applicable policy language effecting coverage required by this clause) and a copy of the Declarations and Endorsement Page of the CGL policy listing all policy endorsements to City before work begins. However, failure to obtain the required documents prior to the work beginning shall not waive the Contractor's obligation to provide them. The City reserves the right to require complete, certified copies of all required insurance policies, including endorsements, required by these specifications, at any time.

Subcontractors

Contractor shall require and verify that all subcontractors maintain insurance meeting all the requirements stated herein, and Contractor shall ensure that City is an additional insured on insurance required from subcontractors. For CGL coverage subcontractors shall provide coverage with a form at least as broad as CG 20 38 04 13.

Maintenance of Insurance

Maintenance of insurance by Contractor as specified shall in no way be interpreted as relieving

Contractor of its indemnification obligations or any responsibility whatsoever and the Contractor may carry, at its own expense, such additional insurance as it deems necessary.

Special Risks or Circumstances

City reserves the right to modify these requirements, including limits, based on the nature of the risk, prior experience, insurer, coverage, or other special circumstances.

Request for Quote



Amor Salinas Marketing and Education Campaigns

Important Dates

Question Period: Through June 11, 2021, at 11:59pm

Deadline for Submittal: June 25, 2021, at 11:59pm

City of Salinas
Community Development Department
65 West Alisal Street, 2nd Floor, Salinas, CA 93901

Sophia Rome, Management Analyst
Phone: (831) 758-7407 Email: sophiar@ci.salinas.ca.us

Summary of Request

The City of Salinas is requesting quotes from qualified local consultants to develop a marketing and associated education campaigns for the Amor Salinas citywide beautification initiative. The consultant will assist with developing a marketing strategy, digital and print marketing materials, litter and debris education campaigns and materials, and a citywide beautification day event.

Project Overview

Amor Salinas is a citywide beautification initiative aimed at improving the quality of life in Salinas through community partnerships, volunteerism, and education and outreach. It is founded on two pillars, Community Restoration and Community Resiliency. Community Restoration encompasses cleaning and greening initiatives. Community Resiliency activities seek to advance engagement and equity through beautification efforts and education.

The tentative Project timeline is July 19, 2021 – June 30, 2022.

Scope of Services

The Consultant's role in this initiative is to include the following major tasks:

1. Coordination

- Coordinate and attend a project kick-off meeting with the City's Amor Salinas Project Team (Project Team)
- July 2021 – August 2021: Coordinate and attend bi-weekly Project Team meetings to ensure the Project remains on task and budget
- September 2021 – February 2022: Coordinate and attend monthly Project Team meetings to ensure the Project remains on task and budget
- March 2022 – April 2022: Coordinate and attend up to four (4) Project Team meetings for planning of an Amor Salinas Citywide beautification day event
- May 2022 – July 2022: Meet with Project Manager as needed to wrap up final deliverables and work product
- Periodic phone calls with the Project Manager on an as needed basis to address any issues or follow-up needed between Project Team meetings

2. Marketing

- Develop marketing campaign that aligns with the Amor Salinas Strategic Plan and Project goals
- Develop print and digital marketing materials, including images and flyers formatted in optimal sizing and resolution for social media and print in different formats
- Make strategic marketing recommendations to increase interest and participation in Amor Salinas initiatives

3. Education

- Develop a minimum of two (2) education campaigns that align with the Amor Salinas Strategic Plan and Project goals; at least one (1) must be a youth campaign
- Develop print and digital education materials, including images and flyers formatted in optimal sizing and resolution for social media and print in different formats

4. Event Coordination

- Support Amor Salinas event planning and coordination to optimize marketing opportunities and community engagement
- Attend a minimum of four (4) Amor Salinas events for up to three (3) hours for photography and/or videography
- Assist in planning and coordination of an Amor Salinas Citywide beautification day event in April 2022 and attend the event for up to six (6) hours for photography and/or videography
- Production of one (1) video of up to five (5) minutes with photos/videos of the Amor Salinas Citywide beautification day event

Submittal Process

Quotes and any supporting documents, links, or references that the submitter would like the Project Team to consider must be submitted via email to Sophia Rome at sophiar@ci.salinas.ca.us no later than 11:59pm on June 25, 2021.

Timeline

Questions may be emailed to Sophia Rome at sophiar@ci.salinas.ca.us through June 11, 2021. A list of all questions and answers may be requested via email and will be available by June 16, 2021.

Deadline to submit quotes and supporting information is June 25, 2021, at 11:59pm.

Quotes will be reviewed by the Project Team by July 9, 2021.

Notifications will be sent via email by July 12, 2021.



City of Salinas (AMOR Salinas)
Amor Salinas Campaign Proposal (amended)
Sophia Rome, Management Analyst
June 14, 2021



June 14, 2021

Dear Sophia,

Thank you for reaching out to TMD Creative regarding your marketing and creative needs. We are confident that a partnership would result in dynamic and successful campaigns that are born of our creative collaboration. As you may know, we have been very involved in the community for almost 30 years and I was part of the Rotary Club that successfully implemented the Salinas arch.

Our team of creative directors, web developers, graphic designers, multimedia producers, copywriters, and strategists work synergistically with clients to create organic messages, stories, and themes that resonate with customers for many years. At TMD Creative, we are rooted in the community, and have comprehensive experience with clientele and major stakeholders throughout the region.

We are thrilled that that you reached to us. Our collaboration with the City of Salinas on COVID messaging and the County of Monterey, has resulted in award-winning work, and has really sharpened our team's skills in this dynamic and important initiative and most importantly the powerful role government plays in successful implementations.

TMD Creative has been in business and located in downtown since 1999. Our core competencies include creative strategy, messaging, strategic implementation of branding and development, logo development, graphic design, packaging, trade shows, events, collateral material creation, design and programming of websites, social media, and collaborating with clients to best execute their vision, while keeping stakeholders at top of mind. We have a strong history of delivering projects on-time and on-budget.

Our founder, Nick Pasculli, was a senior executive in marketing and business development with local community banks and several large growers, shippers, and processing companies in both the Salinas Valley and Pajaro Valley. His experience with the outside agencies he was working with led him to form TMD Creative, so that he could offer people who were in his shoes the client-centric perspective he felt was missing. More than 21 years later, we are still going strong.

We build strong relationships with our clients, many of which have been with TMD Creative since the beginning, and have stayed because we continue to earn their trust and deliver on our promises. What we promise is to deliver the highest quality, most innovative, award-winning solutions for our clients.

Sincerely,
Nick Pasculli
President and Owner, TMD Creative



CREATIVE :: City of Salinas (Amor Salinas)

Services We Offer

- Animation
- Annual Reports
- Banners
- Brochures
- Catalogues
- Copywriting
- Demographic Analysis
- Digital Advertising
- Direct Mail
- E-Mail Marketing
- Event Management
- Identity Development
- Identity Standards
- Illustration
- Interactive Design
- Key Messaging
- Logo Design
- Manuals
- Market Research
- Media Buying
- Media Planning
- Product Launches
- Newsletters
- Photography
- Google Analytics
- SEO
- Drone Footage
- Video Editing
- Positioning Strategy
- Public Relations
- Radio
- Signs
- Stationary
- Strategic Planning
- Television
- Trade Show Exhibits
- Video
- Web Design
- Branding
- Consulting
- Focus Groups
- Surveys
- Web Development
- Packaging
- Product Development



C R E A T I V E : : C i t y o f S a l i n a s (A m o r S a l i n a s)

Why TMD Creative

TMD Creative values that City of Salinas (Amor Salinas) is committed to developing a robust marketing/education campaign centered around citywide beautification. TMD understands the importance as we are a stakeholder in this initiative. We know how important it is to stand out from the crowd, and will partner with City of Salinas (Amor Salinas) to create unique, highly memorable campaigns that engage and get people excited about and loving their community.

We will continuously bring new ideas and concepts to you for review. While we know we will not move forward with them all, our experience has shown that this keeps campaigns fresh and makes sure the best ideas rise to the top.

TMD Creative understands the economic complexities and competitive environment local governments face in attracting economic activity and sustaining existing residents and business desire to take care of the place they call home. TMD stands for The Marketing Department. As the name suggests, TMD Creative has been specializing in functioning as a marketing resource for many companies.

TMD Creative is a full-service marketing firm that consistently exceeds industry standards. With in-house strategists, photographers, graphic designers, videographers, programmers, and web developers, we are a well-rounded group of talented individuals. Our team has the ability to improve and enhance your presence with all stakeholders.

In addition to engaging campaigns, events, collateral, web development, and social media services, City of Salinas (Amor Salinas) will benefit from our robust professional photography and videography services. The resulting assets could cover almost every marketable aspect of your initiative. TMD Creative also has experience in producing marketing materials that are localized, and have specifically worked with dozens of organizations that are based in the region, including SPD, City of Salinas, County of Monterey and literally dozens of non-profits in the County.

TMD Creative is thrilled about the possibility of becoming your go-to marketing partner. We will work hard and deliver results from day one, while creating metrics that measure our success. City of Salinas (Amor Salinas) is clearly an initiative we can get behind and commit to helping this approach to community pride really take off. Over 90% of our team members live right here in the City and have a vested interest in seeing this succeed. Allow TMD Creative to enhance your marketing potential and create an even more successful community in the years to come.



CREATIVE :: City of Salinas (Amor Salinas)

Consultant Qualifications and Background: Team Bios

Nick Pasculli // President and Owner

Nick started TMD because he recognized that small- to mid-sized businesses and nonprofits would benefit from the expertise of an agency that understands their needs, with access to a full range of marketing design services without adding staff and overhead to their balance sheets. Before TMD, Nick held senior marketing positions with a handful of fortune 500 companies. Throughout his professional career, he has managed marketing planning, product development, research, strategic planning, and advertising. Nick received his master's degree in pastoral studies from Loyola University in September 2006, and graduated from California State University, Fresno in 1984 with a Bachelor of Science degree in Business Administration-Marketing. He is a graduate of Leadership Salinas Valley, the Cornell University Agricultural Leadership Program, and the highly acclaimed California Agricultural Leadership Program. Nick is a four-time recipient of the produce industry's Marketing Excellence Award and the Salinas Valley Chamber of Commerce Member of the Year Award. In 2008, Nick and TMD Creative were named Entrepreneur of the Year by Union Bank's Salute to Small Business program.

Janet Marcroft // Creative Services Director

Janet brings with her many years of varied design experience. A graduate of Cal Poly State University, San Luis Obispo, Janet earned a B.S. in Applied Art & Design with an emphasis in graphic design. She started her design career with agencies in the Silicon Valley and Monterey County. Most recently she spent over 20 years as the senior graphic designer at Salinas Valley Memorial Healthcare System where she oversaw the look and feel of the healthcare system brand. She developed her design abilities and creative eye in many areas including collateral, editorial and digital design, advertising, event-driven campaigns and nonprofit outreach. Janet's is passionate about branding, design and visual problem-solving – in any form.

Lewis Leader // Director of PR & Crisis Communications

Lewis is a well-respected longtime journalist and editor. He was an editor for the Los Angeles Times and the Monterey County Herald. Since his retirement, he consults with TMD Creative on PR and crisis management projects, as well as assisting TMD Creative in campaign work, often as campaign manager for people running for public office.

Amairani Resendiz // Manager, Client Services & Assistant to CEO

Amairani attended California State University, Monterey Bay and received a bachelor's degree in Business Administration with a concentration in Agribusiness. Throughout her college career, she was involved in campus and local community organizations, including being a founding member of the Agribusiness Club and Alpha Kappa Psi co-ed professional business fraternity at California State University, Monterey Bay. Being a part of those organizations built her skills in leadership, project management, and marketing. She thrives in high-paced work environments and loves to challenge herself by trying new things and exploring new ideas.



CREATIVE :: City of Salinas (Amor Salinas)

Amos Strauss // Client Services Manager

Amos attended University of California, Davis, focusing on agricultural production and business. Throughout his college career, he was an advocate for local and sustainable agriculture, and held leadership positions in the professional-social agricultural fraternity Alpha Gamma Rho. Amos looks forward to continuing his education in Monterey County, where he plans on earning his B.S. in Agribusiness with an emphasis in Farm and Ranch Management from University of Tennessee Martin.

Lindsey Little // Senior Designer & Editor

Lindsey received her B.A. in Visual Communications with a focus in Marketing from San Francisco State University and brings to TMD her experience and passion for creating unique, compelling designs for businesses and nonprofits. Before joining TMD, Lindsey oversaw marketing for the Monterey Symphony, where she was able to utilize her graphic design, copywriting, and marketing skills to spearhead various marketing efforts. A San Diego native, she has found a new home on the Central Coast.

Fran Murillo // Creative Services Director

As one of TMD's graphic designers, Fran believes that design is a never-ending process. Fran graduated from California State University, Monterey Bay with a bachelor's degree in communication arts. Creativity is a constant in every aspect of his life. He lives with curiosity and believes that good design can make the difference in anything. Trust in the process; let's work together.

Nicole Neadeau // Senior Graphic Designer

Nicole is a Graduate of California State University, Monterey Bay and holds a degree in computer science with an emphasis on design. She has over eight years of design experience that spans a broad range of client industries - from the fashion industry to children's books, produce industry to rodeo... whether small business or corporate, she brings purpose and intention to her designs and strives to help clients communicate meaning through each piece. Her skillful blend of professional elegance, creativity, and color theory maximizes the impact of each message, and the results achieved for our clients.

Cristina Cachux // Designer

Cristina attended California State University, Monterey Bay and graduated with a Bachelor of Science in Communication Design, emphasis in Web Design. Her previous work experience ranges from working as a developer focusing on website redesigns and implementation, as well as working as a designer in creating innovative new takes on both web and mobile. Cristina enjoys working with clients to ensure that proper thoroughness is generated in any project. Cristina enjoys the calmness of the Central Coast after having grown up in the South Bay.



CREATIVE :: City of Salinas (Amor Salinas)

Carl Twisselman // Production Designer & Illustration

Carl first received a Degree in English from California State University Chico. Later, he went on to receive a Degree in Graphic Production from the University of California Santa Cruz Extension Program. Before joining TMD, Carl worked with transport logistics as middle management for sixteen years and also worked at “The Californian” as a graphic designer. Carl also enjoys digital illustrations and running.

Chris Sandor // Senior Director of User Interface Design

Chris is an integral part of the TMD management team, having been with the firm almost eight years. Chris draws on his savvy technical skills and his obsession with perfection to develop easy to navigate, robust, and beautifully designed web-based communications for TMD’s clients. Chris relies on industry best-practices coupled with his education in telecommunications, multi-media, and applied computing from California State University, Monterey Bay.

Adam Eberling // Senior Web Developer/Engineer

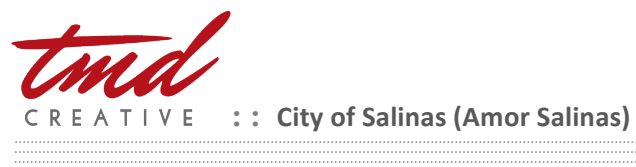
With experience building hundreds of websites and web applications, Adam brings an understanding of information architecture to the table and is able to translate the project requirements into a seamless and effective website. Adam’s experience with mobile apps, multilingual sites, and responsive design ensures that your web presence is widely available and interactive.

Yarely Chino // Lead Web Developer

Yarely graduated from the award-winning, three-year accelerated program called CSin3 from California State University of Monterey Bay. She obtained a bachelor’s degree in computer science with an emphasis in software engineering. Yarely is passionate about designing computational systems, creating interactive user interfaces, and introducing computer science in an enjoyable manner to her community. She is a co-founder of herScript, an organization that strengthens women's technical and professional skills, along with promoting gender equality in the computer science industry.

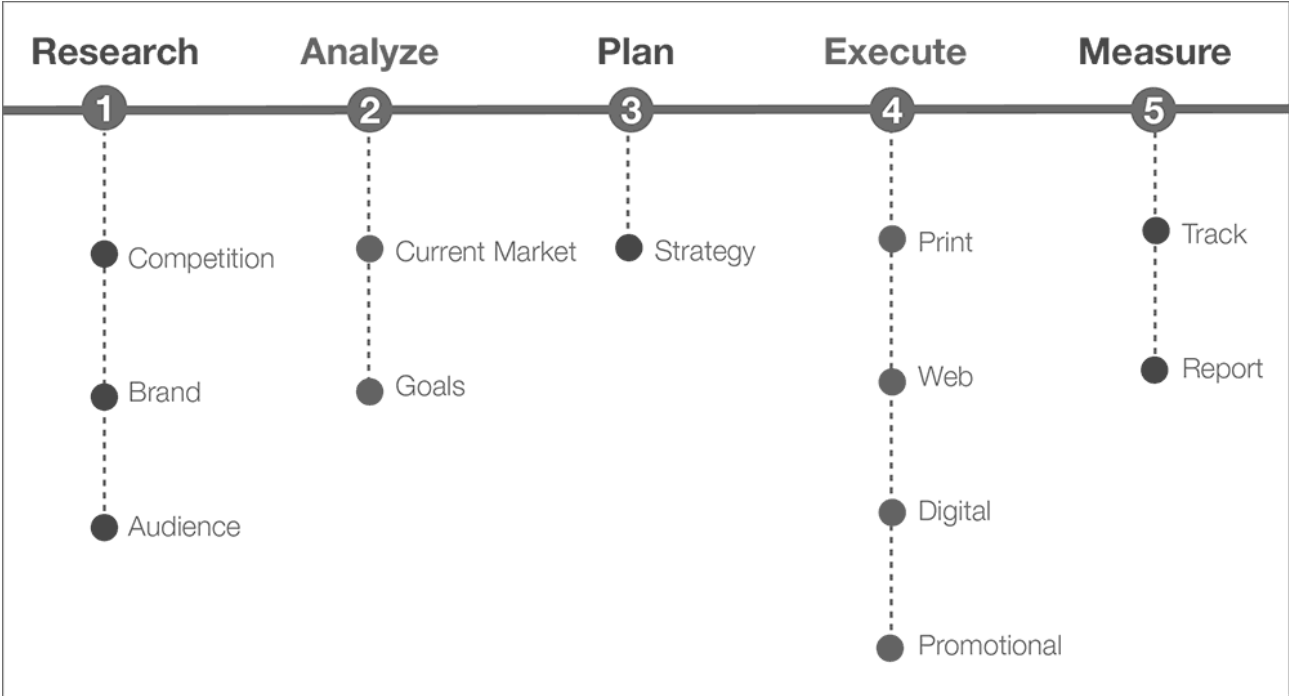
Thalia Villalobos// Web Developer

Thalia is a recent graduate from California State University, Monterey Bay. She was part of a rigorous and accelerated Computer Science program called CSin3, which means that she graduated in 3 years from CSUMB with a B.S. in Computer Science B.S with an emphasis in Software Engineering. She is proud to say that she is the first of her family to graduate college. Thalia is passionate about web development and teaching programming skills to children and teens. Most recently she taught high school students the basics of programming a video game at John Steinbeck Library’s Game On! program.



Marketing Plan Anatomy

TMD believes strongly in following tired and tested steps in insure the success of every engagement and achieving the goals our clients lay out. The below chart illustrates the steps we take to guide us in getting the return on investment for the items outlined in the RFP.



Project Planning & Management

TMD utilizes a web-based platform for all project management and planning called Monday.com. With this platform we can build and customize project dashboards that helps our clients gain important insights and a clear overview of their projects progress/status. In addition it allows for seamless collaboration with our clients. It will track and keep all conversations, files, briefs, checklists and sheets in one place and eliminates the need for those painfully long e-mail threads.

● Benchmark





C R E A T I V E :: City of Salinas (Amor Salinas)

Other Clients Include:

Our client list includes a broad range of large companies, smaller companies, government agencies, non-profits and trade associations. (This is a partial list of current clients)

1 st Capital Bank	Frantz Nursery
AGR Partners	Generation Growers
Barkley Ag Enterprises	Hartnell College
Booth Ranches	International Produce Group
Brent Redmond Transportation	Metzer Farms
California Agricultural Leadership Foundation	Monterey County Registered Nurses Association
California International Airshow	Monterey Mushrooms
Central Coast Federal Credit Union	Monterey Peninsula College
City of Salinas	Nunes Company (Foxy Produce)
Community Foundation for Monterey County	Ocean Mist Farms
County of Monterey	Olive Hill Greenhouses
Monterey Peninsula Water Management District	Pacific Valley Bank
County of Boulder	Pasquinelli Produce Company
Creative Plant Design	Salinas Valley Ford
D'Arrigo Bros. Co. of CA	SLO Community Foundation
Del Rey Avocado	Superior Court for Monterey County
Del Sur Services	Sun Street Centers
Designed Workforce Solutions	Taylor Farms
Earthfresh Organics	Taylor Fresh Foods
Franmara	Wholesum Family Farm

Client References

Client: Housing Development Corporation Monterey

Nonprofit Websites: <https://hdcmonterey.org/>

Project: All Marketing Related Services

Contact Name: Carolina Sahagun, VP of Development

Email: csahagun@hdcmonterey.org

Phone Number: 831.796.4666

Client: Hartnell College Foundation

Nonprofit Websites: www.hartnellcollegefoundation.org

Project: Website Redesign, Programming, Annual Report, Marketing Communications and Digital Support

Contact Name: Jackie Cruz, Vice President of Advancement

Email: jcruz@hartnell.edu

Phone Number: 831.755-6810



C R E A T I V E : : City of Salinas (Amor Salinas)

Client References (continued)

Client: County of Monterey

Project: COVID-19 Strategic Public Communications

Contact Name: Charles McKee CAO and Nick Chiulos, Assistant County Administrative Officer

Email: mckeecj@co.monterey.ca.us chiulosn@co.monterey.ca.us

Phone Number: 831.755.5145

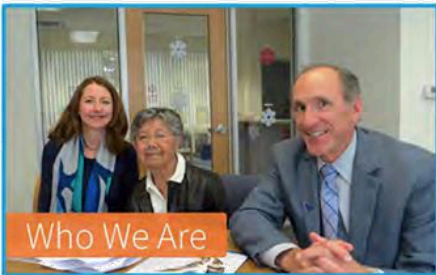
Additional references provided upon request.

RESPONSE TO THE RFP OUTLINED AFTER WORK SAMPLES ON THE FOLLOING PAGES.

Blog & Events Contact Us Search... [Donor Central](#) [Give Now](#)

Here for Good
Community Foundation
for Monterey County

About Us Donors Advisors Nonprofits Scholarships Impact



Who We Are

The Community Foundation for Monterey County inspires philanthropy and is a catalyst for strengthening communities throughout Monterey County. We work with hundreds of individuals, families and businesses to fulfill their philanthropic vision.

Your Center for Philanthropy

The CFMC is your local center for philanthropy, working with [donors](#) and [nonprofits](#) to create healthy, safe, vibrant communities. We provide a bridge between our fund holders and community needs, and our staff has in-depth knowledge about local nonprofits working to make our communities stronger.

The CFMC offers a wide range of [giving options](#) including [donor advised funds](#), gifts of real estate or complex assets and life-income gifts such as charitable gift annuities and charitable remainder trusts. What sets us apart is the personal service we provide and our interest in creating the greatest good for Monterey County, now and in the future. We are "Here for Good."

Who We Are
Staff
Board of Directors
Finance & Investment
Fund List
Publications

OPPORTUNITY
IMPACT
2017 ANNUAL REPORT
[View Our Annual Report](#)



Blog & Events Contact Us Search... [Donor Central](#) [Give Now](#)

Here for Good
Community Foundation
for Monterey County

About Us Donors Advisors Nonprofits Scholarships Impact



Overview

Investing in Healthy, Safe, Vibrant Communities

A strong nonprofit sector is key to fulfilling a vision of healthy, safe, vibrant communities. The Community Foundation for Monterey County is a partner and funder to a wide range of nonprofits doing important, innovative work.

We are committed to supporting not only financial strength through grantmaking, but also organizational capacity through the [Center for Nonprofit Excellence](#).

Grantmaking

\$16.7 million was granted in 2017 to more than 500 agencies in Monterey County and beyond

[Our grant programs](#) and initiatives support organizations in the areas of youth development and education, health and human services.

Overview
Grants
Center for Nonprofit Excellence
Agency Funds

OPPORTUNITY
IMPACT
2017 ANNUAL REPORT
[Read our 2017 Annual Report](#)

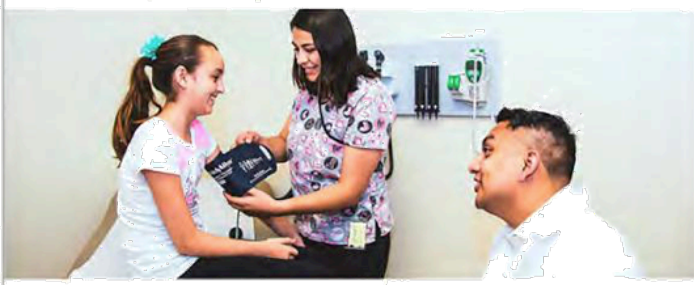
Stay Connected:
[Sign Up to Receive Our E-news](#)



Contact Us Search... [Español](#)

County of Monterey Health Department Clinic Services

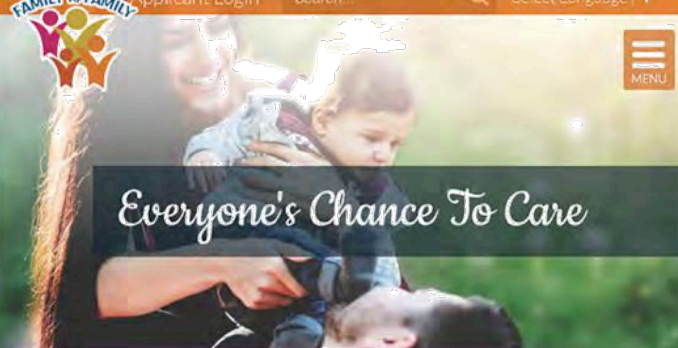
Our Services Patient Services About Us Partners & Press Opportunities



MY CHART
REQUEST APPOINTMENTS
BECOME A PATIENT
LOCATIONS

Latest news

FAMILY to FAMILY Applicant Login Search... Select Language [MENU](#)



Everyone's Chance To Care

RESOURCE FAMILIES

Learn how to become a resource family to foster a child.




RESOURCES ABOUT F2F



Gifts to the MPC Foundation mean **more students are able to attend college** with the resources they need to graduate. Our donors are investing in programs that lead to college completion, including textbook assistance, scholarships, and our signature College Incentive Program.

Beccie Michael
Vice President of Advancement, MPC
Executive Director, Monterey Peninsula College Foundation

We believe a college education lifts people to their full potential.



Monterey Peninsula College Foundation Board of Directors

Each year, the MPC Foundation...

250 Awards 250 scholarships to deserving students	50 Purchases textbooks for 50 students who cannot afford them	25 Prevents 25 students from dropping out of college due to financial emergencies
80 Recruits 80 disadvantaged local high school seniors to attend MPC as participants in our highly successful College Incentive Program	30 Inspires innovation and exploration among faculty and staff by awarding 30 grants for exciting projects and professional growth	

Investing in MPC Students



Year	Investment (\$)
2013	\$168,076
2014	\$222,439
2015	\$279,908
2016	\$402,859
2017	\$445,387

Thanks to the generosity of our donors, the MPC Foundation has directly invested **\$1.5 million** in MPC students over the past five years. But we're not stopping there! We are continuing to expand our student assistance programs as we believe passionately in our vision for Universal Access to Extraordinary Education. Join us as we reach even more students - **give the gift of a college education and unlock potential for generations to come.**

2016
2017

Report to the Community



HARTNELL COLLEGE

Here for Good

Community Foundation
for Monterey County

OPPORTUNITY



IMPACT

2017 ANNUAL REPORT

Freedom from Addiction
Starts with



Sun Street Centers
The road to recovery

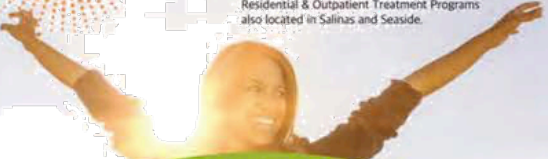
NOW OPEN in Hollister:
Women's Residential Treatment Center
315 6th St., Hollister, CA 95023 Phone: 831.265.7317

To learn more visit us at sunstreetcenters.org.

Sun Street Centers offers education, prevention, treatment and recovery to individuals and families. Most private insurance plans accepted.

Residential & Outpatient Treatment Programs also located in Salinas and Seaside.

BREAK FREE!




SEPT. 29 - 30 • 2018
35TH ANNUAL CALIFORNIA INTERNATIONAL

Airshow SALINAS

2018
USAF THUNDERBIRDS
MONSTER TRUCKS
JERRY CONLEY
GREG COLVER
MARK PETERSON
VICKY BENZING
WWII EUROPEAN THEATER
PACIFIC THEATER
JESS RODRIGUEZ
& MORE

UNITED STATES AIR FORCE
USAF

THUNDER AND GLORY

WWW.SALINASAIRSHOW.COM

**AVOCADO
DEL REY
COMPANY**

Creamy. Large. Delicious.

The REED Avocado.
a Great Eating
Summer Avocado.

Is it Ripe?

Give the REED a little 'shake'. If you hear the seed move it is **RIPE** and **READY**. Be gentle though, this big boy doesn't need a squeeze. I'm **RIPE** even when I'm **GREEN**.

Flavor

- Silky Rich and Creamy
- Smooth Nutty taste

Uses

Makes a perfect sandwich spread
Mayo or butter substitute
Or just dig in with crackers or crusty bread

Since 1969 Del Rey Avocados is a family-owned business located in Fallbrook, CA. With three generations of experience growing, packing and shipping avocados, Del Rey Avocados has a deep understanding of the avocado industry. We know it is a privilege to deliver avocados from our trees to your table. With over 40 years experience, we continue to be both farmers at heart and in practice.

California Reed Avocados Limited Availability

Taylor Farms

Eat Beautifully

The salad experience you've been waiting for.

MAILO BOURBON BACON CHOPPED KIT
AVOCADO RANCH CHOPPED KIT
BUFFALO RANCH CHOPPED KIT

TAYLORFARMS.COM

Taylor Farms

Introducing 3 new chopped salad kits

to our original line up

MAILO BOURBON BACON CHOPPED KIT
AVOCADO RANCH CHOPPED KIT
BUFFALO RANCH CHOPPED KIT

TAYLORFARMS.COM



CREATIVE :: City of Salinas (Amor Salinas)

Response to the RFP

Scope of Services and Associated Investment

TMD Creative role base on the RFP will include, overall project coordination, marketing, educational outreach, and event coordination. Each of those areas are specifically outlined in the following pages. For ease of the reviewer, we have responded in the same order and with the same deliverables are outlined in the RFP.

1. Coordination – we have calculated an estimated number of hours to fulfill the obligations in the scope of services specific to coordination, our estimate based on project review is between 40 and 45 hours.

- Coordinate and attend a project kick-off meeting with the City's Amor Salinas Project Team (Project Team)

- July 2021 – August 2021: Coordinate and attend bi-weekly Project Team meetings to ensure the Project remains on task and budget

- September 2021 – April 2022: Coordinate and attend monthly Project Team meetings to ensure the Project remains on task and budget

- May 2022 – July 2022: Meet with Project Manager as needed to wrap up final deliverables and work product

- Periodic phone calls with the Project Manager on an as needed basis to address any issues or follow-up needed between Project Team meetings

Estimated investment for SoS item 1: \$6,600-7,450
Cost based on multiple team members participation

2. Marketing - Love Where You Live

- Develop marketing campaign that aligns with the Amor Salinas Strategic Plan and Project goals

- Develop print and digital marketing materials, including images and flyers formatted in optimal sizing and resolution for social media and print in different formats

- Develop radio PSA for event

- Make strategic marketing recommendations to increase interest and participation in Amor Salinas initiatives

Estimated investment for SoS item 3 \$8,800 to \$10,600

Many of us are familiar with the African proverb, "it takes a village to raise a child." In reality it "takes a village" to achieve just about any meaningful change. This campaign's goal is to improve the quality of life in Salinas based on two Community Restoration and Community Resiliency and

what better way than bringing together people of all ages to come together and engage in beautification efforts working towards a common goal.

The key is to encourage neighborhood, religious, community, school and business groups to participate in a citywide cleanup to kick-off the initiative and make everyone feel included and heard to make their Salinas, their home, beautiful.

The messaging here would focus on:

- Inspiring the community to imagine and take action - creating challenges and encouraging community organizations to organize their own activities (3-4 social media graphics to share)
- Involve all community groups to do what they do best - ex. business owners to beautify their areas and FFA groups to help plant (flyers and ads to share the events)
- Educate while participating in the beautification efforts (graphics and gifs to encourage UCC (user-created content) and educational materials such as a brochure or short videos)

Communication of these efforts will include creating flyers, ads, and social media and web graphics to share on various platforms and channels as described above. Although communications from the city will be vast, the real movement here will be to incentivize the community to share what they are doing. Creating a hashtag like #MySalinas, #AmorSalinas, #BeautifySalinas would allow a place for the different community groups to share before and after photos, action shots, and landscape photos of the change. The goal here would be to create a trend on the content creation to build up to the event and even afterward. Something as simple as a progress video, could begin a trend.

3. Education - Discover Salinas

- Develop a one (1) education campaigns that align with the Amor Salinas Strategic Plan and Project goals

- Develop print and digital education materials, including images and flyers formatted in optimal sizing and resolution for social media and print in different formats

Estimated investment for SoS item 3 \$5,500 to \$8,500*

Like mentioned above, an education campaign (bilingual) is an integral part of this initiative. The campaign would be geared towards the youth in the community. The educational campaign would focus on creating pride living in Salinas "The Salad Bowl of the World" and would teach the community about Salinas history, culture, nature and of course, its uniqueness compared to any other place in the world. It would include photos and ads. The goal of the campaign: to instill a sense of pride and responsibility in each of the residents.



CREATIVE :: City of Salinas (Amor Salinas)

TERMS AND CONDITIONS

Base on the RFP, scope of services and responses to our questions, we are recommending a budget range as there are numerous details which will need to be ironed out upon commencement of the engagement. The investment range we believe will be \$20,900-26,550*

*Total amount not to exceed \$30,000

*The total above price is for professional services and includes required CA Sales Tax estimates. Printing, reproduction, media placement, permits and undetermined fees are not included. Nor does it include rental of property or equipment, usage fees, insurance or other undetermined costs.

TERMS AND CONDITIONS

Before TMD begins work, you will be asked to sign a final estimate and a mutually-agreed-upon statement of Terms and Conditions.

Payment to be made in three parts: 1/3 upon signing the estimate, 1/3 upon sending the development link, 1/3 upon launch of the website. For non-web projects, it will be 1/3 upon signing of estimate, 1/3 upon receipt of initial design proof or half way point of project if design is not a part of the project, and 1/3 upon completion of the project. Should the project stall for more than 4 weeks as a result of client inaction, TMD will be for all time spent up to that point.

All outside vendors will be billed upon receipt; we extend terms to our clients as a courtesy of net 15 days, providing you assume responsibility for paying vendors under the conditions above. Should client agree to terms and then fail to move project forward in a timely manner, hours logged for the project will be billed at our hourly rates.

LIMITATION OF LIABILITY

TMD will notify client of inaccuracies that are discovered during our normal course of business; however, unless specifically stated otherwise in writing (in this proposal or amending work orders), the client bears final responsibility for any errors or omissions present in the content submitted to TMD. Therefore, the client should verify the accuracy of any and all content before submitting it to TMD. Content includes but is not limited to copy/text, data, pictures, and images.

TMD is happy to provide copy writing and editing services for a fee. Excluded from this service is technical or scientific data and statistics, or information specific to the client for which TMD has no reference to verify accuracy.



AGREED & ACCEPTED BY:

If this proposal meets with your approval, please indicate by signing and returning one copy to TMD Creative by U.S. Mail, fax, or e-mail. A payment of one-third of the total estimate is required to initiate work. Should you have questions, please feel free to call me at 831-758-6425 ext. 202, or contact me by email: nick@tmdcreative.com .

Thank you for the opportunity to submit this proposal. We’re looking forward to working with you!

Sincerely,
Nick Pasculli

90 West Alisal
Salinas, CA 93901

AGREED & ACCEPTED BY:

Name _____ Title _____

Organization _____ Date _____
(HDC)
Signature _____

Name _____ Title _____

Company _____ Date _____
(TMD Creative)
Signature _____





C R E A T I V E :: City of Salinas (Amor Salinas)

Awards and Recognition

Awarding Organization

Client

Creative

2020

W3 International (Gold)
Telly Awards (Bronze)
Telly Awards (Bronze)

Sunny with a chance of Flowers
Piini Realty
Salinas Police Department

Website
Video Project
Video Project

2019

Communicator Award (Gold)
Communicator Award (Silver)
Communicator Award (Silver)
Communicator Award (Silver)
Telly Award (Gold)

Olinday Farms
Ocean Mist Farms
Olinday Farms
Organic Produce Summit
Olinday Farms

Video Project
Video Project
Website
Marketing Campaign
Video Project

2018

Communicator Award (Gold)
Communicator Award (Gold)
Communicator Award (Gold)
Communicator Award (Gold)
Communicator Award (Silver)
Communicator Award (Silver)
Mobile Web Awards (Gold)
W3 International (Silver)
MARCOM International (Gold)
MARCOM International (Silver)

Monterey Peninsula College
Monterey Peninsula College
Olinday Farms
Organic Produce Summit
Ocean Mist Farms
Olinday Farms
National Steinbeck Center
National Steinbeck Center
Berry People
1st Capital Bank

Print Ad Campaign
Integrated Campaign
Social Video
Integrated Campaign
Social Video
Website
Mobile Website
Website
Packaging
Television Spot

2017

Communicator Award (Gold)
Communicator Award (Platinum)
Communicator Award (Gold)
Hartnell College
Monterey Bay Business Hall of Fame
Telly Award (Gold)

Hartnell College
Organic Produce Summit
Taylor Farms Deli Division
AG Tech Innovator Award
Honored Inductee
The Western Stage

Annual Report
Integrated Campaign
Website
To Nicholas M. Pasculli
To Nicholas M. Pasculli
Television Campaign

2016

Communicator Award (Gold)
Communicator Award (Gold)
Communicator Award (Platinum)
Communicator Award (Gold)
Rotary

MC Gives
Royal Rose
CA Ag Leadership Foundation
Community Foundation Mo. Co.
Distinguished Rotarian

Website
Advertising Campaign
Annual Report
Website
To Nicholas M. Pasculli

2015

Telly (Gold)
Telly (Gold)
Rotary
MARCOM International (Platinum)

The Western Stage
GreenGate Fresh
Distinguished Rotarian
Hartnell College

Television Campaign
Documentary
To Nicholas M. Pasculli
Digital Annual Report



C R E A T I V E :: City of Salinas (Amor Salinas)

2014

MARCOM International (Platinum)	Andy Boy (D'Arrigo Bros.)	Website
MARCOM International (Gold)	Family to Family (MCDSS)	Documentary
MARCOM International (Gold)	CA International Airshow	Television Campaign
MARCOM International (Silver)	Carmel Valley Veterinary Hospital	Website
SUMMIT International (Gold)	Andy Boy (D'Arrigo Bros.)	Website
SUMMIT International (Silver)	Hartnell College	Digital Annual Report
VIDEOGRAPHER Award	Pacific Valley Bank	Television Campaign
SIAA (Gold)	CA International Airshow	Television Campaign
SIAA (Gold)	Turkhan Foods	Integrated Campaign
SIAA (Silver)	Cal Ag Leadership Foundation	Annual Report
TELLY (Gold)	Family to Family (MCDSS)	Documentary
W3 International (Silver)	D'Arrigo Massachusetts	Website

2013

SUMMIT International (Gold)	Turkhan Foods	Collateral Package
SUMMIT International (Gold)	Turkhan Foods	Website
SUMMIT International (Gold)	Cal Ag Leadership Foundation	Annual Report
SUMMIT International (Gold)	Brent Redmond Transportation	Website
SIA AWARDS (Gold)	California International Airshow	Television Campaign
SIA AWARDS (Gold)	California International Airshow	Website
TELLY International (Bronze)	The Western Stage	Television Campaign
TELLY International (Bronze)	Family to Family	Documentary

Special Honors

2019 Nicholas Pasculli was awarded the Distinguished Rotarian Award
 2017 Nicholas Pasculli was awarded the Monterey Bay Business Hall of Fame
 2014 Nicholas Pasculli was awarded a Lifetime Achievement Award from the Rotary Club of Salinas
 2010 Nicholas Pasculli was awarded the Hartnell College Foundation Leadership Award
 2008 TMD was awarded Monterey County's Entrepreneur of the Year
 2007 TMD was awarded the Small Business of the Year by the Salinas Valley Chamber of Commerce
 2005 TMD's Nicholas Pasculli was awarded Member of the Year by the Salinas Valley Chamber of Commerce