

**COUNTY OF MONTGOMERY
STANDARD CONTRACT**

Contract Number: 14-24

This contract entered into this 28th day of March, 2014, by BCF hereinafter called the "Contractor" and the County of Montgomery, called the "County".

WITNESSETH that the Contractor and the County, in consideration of mutual covenants, promises and agreements herein contained, agree as follows:

SCOPE OF SERVICES: The Contractor shall provide the services to the County as set forth in the Contract Documents.

CONTRACT PERIOD: The initial contract period is March 28, 2014 through March 27, 2015.

COMPENSATION AND METHOD OF PAYMENT: The Contractor shall be paid \$65,000 in accordance with the Contract Documents.

1) Research and Analysis: \$25k

Quant and qual research for our three truths - the consumer, competition and product. This includes research, intercepts, competitive site visits and audits, stakeholder interviews (often 12+, but the number is flexible) and product immersion, etc.

Deliverable: Primary and secondary research report, often in the form of a PowerPoint presentation.

2) Brand planning: \$13k

Identification of insights from the research, competitor conventions and ways to disrupt those conventions. Discovery of 'trailheads' and testing of where to focus (and, of course, working with stakeholders). Ultimately, resulting in the brand direction.

Deliverables: insights report, brand position concept boards (one for each trailhead), brand position strategy and recommendation.

3) Brand development: \$17k

Discovery of the name, identity and expression ('oath', brand video, concepts)

Deliverables: creative development of name, logo, identity system, 'oath', brand essence video rip-o-matic, style guide, and print and digital ad concepts.

4) Marketing Plan: \$10K

Create a comprehensive marketing plan document that details the strategies and tactics required to reach new audiences, change consumer perception and drive purchase.

Deliverables: Detail strategies and tactics related to various communications disciplines and channels. Sub-plans written specifically for Public Relations/ Social Media and Digital Media.

CONTRACT DOCUMENTS: The Contract Documents shall consist of signed Contract, the statement of need, general terms and conditions, special terms and conditions, specifications, and other data contained in this Request For Proposal Number 14-24, dated January 13, 2014, Addendum #1 dated January 30, 2014, together with all written modifications thereof, the proposal submitted by the Contractor dated February 11, 2014, the County's letter dated March 10, 2014, the Contractor's response dated March 20, 2014, the email dated March 24, 2014, And Attachment A, all of which contract documents are incorporated herein.

In **WITNESS WHEREOF**, the parties have caused this Contract to be duly executed intending to be bound thereby.

CONTRACTOR:

By: _____

Title: _____

John Runberg
Partner, BCF

COUNTY OF MONTGOMERY:

By: _____

Title: _____

F. Craig Meadows
F. Craig Meadows

Tourism Operating Board Chair

*Approved as to form
and legal sufficiency*

[Signature]
County Attorney