



THE CITY OF  
NOVATO  
CALIFORNIA

## MEETING NOTICE AND AGENDA ECONOMIC DEVELOPMENT ADVISORY COMMISSION

**Thursday, January 29, 2015**  
**3:00PM – 5:00PM**  
**922 Machin Avenue, Novato 94945**  
**Baget Conference Room, 2<sup>nd</sup> Floor**

A. **Call to Order** – Chairman John Williams

B. Approval of Final Agenda

C. Approval of Meeting Minutes for December 2, 2014

**D. Public Comment**

(Anyone wishing to speak on non-agenda items will be recognized at this time. These items can legally have no action as they are not on the agenda. There is a three minute time limit.)

**E. General Business**

(Anyone wishing to speak on agenda items will be recognized after the Committee has concluded their initial discussions. There is a three minute time limit for public comment per item.)

- |               |   |
|---------------|---|
| E – 1 ACTION: | Proposed Strategic Economic Development Priorities for 2015-2018 - Chris Stewart                                    |
| E – 2 ACTION: | Proposed North Bay Life Science Alliance Priorities for period ending June 30, 2015 – Chris Stewart & Claire Knoles |
| E – 3 REPORT: | Verbal report on business recruitment and retail development activities – Chris Stewart                             |

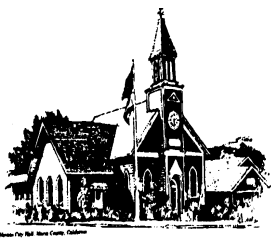
**F. Commission / Staff Comments**

**G. Public Comment:** (Anyone wishing to speak on agenda items will be recognized after the Committee has concluded their initial discussions. There is a three minute time limit for public comment per item.)

H. Adjournment

### AFFIDAVIT OF POSTING

I, Chris Stewart certify that on January 21, 2015, I caused to have posted the above meeting Notice and Agenda on the City of Novato Community Service Boards in City Hall and the Police Department and posted on the City website.



THE CITY OF  
**NOVATO**  
CALIFORNIA

MINUTES  
ECONOMIC DEVELOPMENT COMMISSION MEETING  
Tuesday, December 2, 2014, 3:00PM to 5:00PM  
Womack East & West Conference Rooms, 2<sup>nd</sup> Fl.  
922 Machin Avenue, Novato, CA 94945

**A. CALL TO ORDER**

*Chairman Williams called the Economic Development Commission meeting to order at 3:00 PM.*

*In attendance were:*

*Commissioners Present*

*Present: John Williams (Chair), Harry Thomas, Tim Howard, Peter Pelham, and David Winton (late-E)*

*Commissioners Absent*

*Nanda Schorske and Coy Smith*

*Staff Present*

*Chris Stewart*

*Guests*

*None*

**B. APPROVAL OF FINAL AGENDA**

*Motion by Commissioner Thomas, seconded by Commissioner Pelham to approve the Final Agenda.  
Approved 3-0*

**C. APPROVAL OF MINUTES FOR**

*October 30, 2014 Meeting Minutes – Motion by Commissioner Pelham, seconded by Commissioner Thomas.  
Approved 3-0*

**D. PUBLIC COMMENT**

*No public comment.*

**E. GENERAL BUSINESS**

E - 1 Bob Brown and Steve Marshall reviewed staff's proposed changes to the Economic Development Section of the General Plan update.  
*Motion by Commission Thomas and Seconded by Commissioner Winton to approve staff's proposed changes plus Commissioners requested that staff also consider keeping the "Auto Uses" in downtown; Re-examine replacing PD's with zoning; and revisit commercial services definitions.  
Approved 4-0*

E – 2 Carla Hansen reviewed staff's' proposal to adopt a City Shop Local Preference policy.  
*Motion by Commissioner Thomas and Seconded by Commissioner Pelham to support staff's*

*recommendation of 5% local preference and recommended staff consider up-dating the dollar thresholds since they were originally adopted in the 1980's or 90's. Approved 4-0*

E – 3 Mr. Stewart gave a verbal report on the City' business and job recruitment activities and on the shop local program and other retail development efforts.

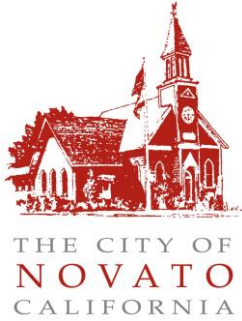
**F. COMMISSION / STAFF COMMENTS – *No Comments***

**G. PUBLIC COMMENT - *No Comments***

**H. ADJOURNMENT**

*Chairman Williams thanked everyone for their participation and input.*

*Motion to adjourn was made by Commissioner Thomas and Seconded by Commissioner Winton to adjourn at 5:00 P.M. Approved 5-0*



Date: January 20, 2015

To: Novato City Economic Development Advisory Commission

From: Christopher L. Stewart, Economic Development Manager

Re: Proposed Strategic Economic Development Objectives and Outcomes

Draft Strategic Objectives/Outcomes:

**1. Biotech/Life Sciences**

- a. Strengthen and expand the North Bay Life Science Alliance by inviting cities, counties and private sector companies to invest in the regional marketing program. **Outcome:** Secure annual funding commitments of \$250,000 for the next five years.
- b. Explore numerous public/private funding sources to help the Buck Institute complete construction of two additional laboratories and housing for visiting personnel. **Outcome:** The Buck Institute authorizes moving forward with new construction within the next two years.
- c. Expand the North Bay Life Science workforce by collaborating with educational organizations and the four county Workforce Investment Boards. **Outcome:** Graduating needed life science students that can fill entry level to post-doctorate jobs for growing companies in the North Bay.
- d. Work with property owners to re-purpose existing or build new facilities that would be attractive to growing life science companies. **Outcome:** Increase

- the supply of desirable space for life science companies by 50,000 to 100,000 sq. ft. per year for the next five years.
- e. Determine if it is feasible to finance and develop an incubator to attract new life science companies to Novato. **Outcome:** If feasible, construction and marketing of a new life science incubator would be underway in the next 12 to 24 months.
  - f. Work with Marin College to determine the feasibility of developing a life science conference and education Center at the Indian Valley Campus. **Outcome:** Feasibility study is completed and recommendations are considered by the Marin College Board of Trustees.

## 2. Reduce Novato's Retail Leakage

- a. Continue and expand the "Shop Local Novato" campaign to help existing retailers strengthen their sales and help reduce the City's retail leakage. **Outcome:** Fewer closures of existing retail businesses and increased sales.
- b. Continue to fill retail vacancies with services that are not currently available in Novato and which will reduce the City's annual retail leakage of approximately \$200 million. **Outcome:** Retail vacancies will be filled with services that reduce Novato's retail leakage.
- c. The City and Friedman's will complete all feasibility studies and work with the Golden Gate Transit District, North Marin Water District, Novato residents, Planning Commission, Design Review Committee, City Council and other appropriate constituencies to determine if building a new Friedman's Home Improvement store is desirable and feasible. **Outcome:** Complete economic feasibility study and if desirable begin the entitlement process to locate a Friedman's Home Improvement on the current Golden Gate Bus yard and North Marin Water District sites.
- d. Work with property owners and developers in the North Redwood Blvd. Corridor to develop retail/public space and recruit the type of tenants that were envisioned and articulated in the City sponsored Charrette's. **Outcome:** the development of a collaborative and master site plan for all development

from Olive Avenue on the south to Shamrock on the north and Redwood Blvd. on the west to the 101 on the east.

### 3. Business Recruitment and Retention

- a. Continue to work with the Chamber of Commerce, the Downtown Novato Business District and individual businesses to help recruit or retain desired industry jobs and companies to Novato. **Outcome:** Prepare an annual report on the number of companies that the City helped retain and/or recruit.

## EXHIBIT A

### **Statement of Work SOW K-82: City of Novato North Bay Life Science Alliance: Creative, Web and Marketing Services January 14, 2015 to June 30, 2015**

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This Statement of Work (the “SOW”) is attached to the Consultant Services Agreement (the “Agreement”), dated January 14, 2015 between The City of Novato and Kiosk Creative LLC.

#### **Services:**

Subject to the terms of the Agreement, Kiosk shall perform the following Services under this SOW: Marketing consultancy, graphic design, print, web design and development, web hosting, event management and advertising services.

The Services will be split out into four distinct projects:

1. Define vision, mission statement and brand story
2. Redesign, redevelop, launch and host a new website for the domain NorthBayLifeScienceAlliance.com
3. Devise, design and launch an Investor Sales Program, including generating marketing assets
4. Devise, design and launch a Relocation / Commercial Real Estate Campaign, including advertising and direct mail

Additionally, Kiosk will provide monthly retainer services in five distinct areas of expertise:

5. Monthly Marketing Consultancy
6. Monthly Account and Production Management
7. Monthly Creative Services, including website updates
8. Monthly Content Generation (the creation of copy and images)
9. Monthly Social Media Management

#### **1. Define Vision Project**

Kiosk’s marketing consultants and copywriters will work with City of Novato to define a clear vision, mission statement and brand story for the North Bay Life Science Alliance (“NBLSA”).

#### Deliverables:

- Four (4) meetings with City officials, members of the alliance and staff at The Buck Institute
- One (1) PowerPoint presentation of 10-16 pages that distills the purpose, the mission and the vision of NBLSA to act as the base of presentations to other cities, counties and potential NBLSA investors
- One (1) round of client revisions to the presentation, as required
- Final presentation design
- Delivery of final presentation in Microsoft PowerPoint format

Vision Project Cost: \$2,100

#### **2. Website Development Project**

City of Novato requires a website to serve as a an information site for The North Bay Life Science Alliance. The site will provide information to users but will encourage investors to join the alliance. Kiosk will build the website using a Wordpress framework. The site will be developed to be future proof; specifically the content management system will allow City of Novato to add new sections in the future.

## **Website Requirements Specification:**

### Domain

City of Novato has registered the domain name NorthBayLifeScienceAlliance.com which will be used as the primary domain for the website.

### Site Structure

The site will be built using a four (4) tier hierarchy structure.

### Site Pages

The website design and development to be delivered under this scope of work will include:

- One (1) North Bay Life Science Alliance Homepage
  - Up to Seven (7) Section Main-Pages
    - Up to sixteen (16) Regular Pages or Section Sub-Pages
      - One (1) Privacy Page in the footer menu
      - One (1) XML Site Map in the footer menu
- The maximum number of pages to be designed and developed under this scope of work is twenty six (26)

### Homepage - Content

- The Homepage will include images, graphics and copy
- Kiosk will integrate up to two RSS Feeds into the homepage
- The Homepage is expected to include at least three (3) stock photographs, which Kiosk will source and purchase with City of Novato's approval

### Section Main Pages - Content

- Up to three Section Main Pages will include a Kiosk SmartRFI™ form as described below, allowing users to request more information or join the NBLSA
- The Section Main Pages will also include images, graphics and copy
- Each Section Main Page is expected to include at least one (1) stock photograph

### Regular Pages and Section Sub-Pages - Content

- All content on Regular and Section Sub-Pages is expected to be static (e.g. images, graphics and copy).
- Each Regular Section Page is expected to include at least one (1) stock photograph

### Lead Capture

- Kiosk will integrate the Kiosk SmartRFI™ request for information form to capture leads on the following pages:
  - Up to three (3) Section Main Pages
- The Kiosk SmartRFI™ form will include the following fields, plus or minus three fields:
  - FirstName
  - LastName
  - Email Address
  - Area of Interest (dropdown)
  - Contact phone number
  - Preferred method of contact
  - Comments

Town/City and State will be provided by Kiosk using a geo IP lookup.



- Kiosk will carry out integration work to transmit successfully submitted form data to one (1) Client-owned and licensed CRM system. It is assumed that the CRM system for this project will be Salesforce or Capsule CRM. If a different CRM system is used, then a Change Order may be required and additional costs may apply.
- Field validation: Kiosk's SmartRFI™ form includes field validation code. If the user does not complete all fields as required then the form will prompt the user to complete or correct their response.
- Thank you / confirmation panel: When the user successfully submits their form, a 'Thank You' screen will appear within the form panel to confirm that the RFI form has been successfully submitted.

Content Responsibilities:

- Copy:
  - City of Novato will provide first draft of all copy
  - Kiosk will edit and stylize copy, tweaking it for SEO (search engine optimization) as required
  - City of Novato will approve all final copy. City of Novato will be responsible for content accuracy.
- Images:
  - Kiosk will source and license stock photography for this project. The site is expected to require a maximum of thirty (10) stock photographs.

Site-wide Search Facility

- Kiosk will integrate a search facility into the website

Notable Exceptions or Exclusions:

- This scope does not including brand development or logo design
- This scope does not include e-commerce set up or integration

Note: SmartRFI™ is Kiosk's IP, and Kiosk grants the City of Novato a license to use the system under the terms of this SOW.

**Stages, Deliverables and Costs:**

Kiosk will approach and deliver the website project in four stages:

Stage One: Discovery and Definition

This Stage will include:

- Web Discovery meeting: Meeting with City of Novato representative(s) to discuss and agree website objectives, relevant integrations and key message points.
- Planning and Documentation: Site Map, Project Plan, Website Requirements Specification, QA Plan and Website Creative Brief: memorializing plans to ensure that deliverables are developed to an agreed framework.
- SEO Plan: SEO strategy and plan once draft copy has been supplied
- Copy Editing: Copy editing to ensure consistent copy style and tone
- Presentation of Documents: Send documents to City of Novato to gain approval of the definition

Summary of Stage One deliverables:

- Web Discovery Meeting
- Site Map
- Project Plan

- Website Requirements Specification
- QA Plan
- Website Creative Brief
- SEO Plan
- Final Copy Document

<b>Stage One Costs</b>	
Kiosk project management, tech and planning fees	\$1,333.50
Web Hosting and Tech Maintenance for 12 months - \$500 annual fee	\$500.00
SSL Certificate - \$199 annual fee	\$199.00
Domain Name transfer fees	\$30.00
<b>Total Stage One Costs</b>	<b>\$2,062.50</b>

Stage Two: Design

This Stage will include:

- Image Sourcing for Website Concepts: Kiosk will source up to seven (7) images to be used in the initial website concepts.
- Website Concept Design Stage: Kiosk will design one (1) homepage, one (5) main section pages and one (4) regular section pages. The concept designs will be presented as flat graphics (as PDFs or using Invision prototyping software). Kiosk will ensure that the concept designs meet the NBLSA brand guidelines.
- Website Design Reviews: Concept design reviews both internally and to present to the City of Novato team to gain feedback and approval of images and designs.
- Concept Design Revisions: Up to two (2) sets of client revisions and design iterations through to final City of Novato approval.
- Image Sourcing for Other Pages: On approval of images used in the concept design phase, Kiosk will source images for the other pages and gain City of Novato’s approval prior to licensing them.

Summary of Stage Two deliverables:

- Site Design Concept [three pages, one design for each]
- Design revisions [up to two iterations]
- Sourcing ten (10) images
- One (1) Client meeting with City of Novato to present concept design and final version

<b>Stage Two Costs</b>	
Kiosk design & project management fees	\$2,975.00
Stock Photographs (10)	\$300.00
<b>Total Stage Two Costs</b>	<b>\$3,275.00</b>

Stage Three: Development

This Stage will include:

- Wordpress Website Set-up: Setting-up the website in a development environment, using the Wordpress framework/ code base. Setting up and installing the site’s database. Providing appropriate secure access to development team.

- **Custom Template Development:** According to the approved design concepts, coding up to four (4) custom templates to integrate with Wordpress as follows:
  - One (1) home page template, including navigation system
  - One (1) section main page template, to include SmartRFI form integration
  - One (1) regular / sub-page template
  - One (1) simple text template, for the Privacy Policy and site map page
- **Integrating Kiosk's SmartRFI™ system:** Kiosk will integrate the SmartRFI™ system according to the Website Requirements Specification set out above. This will include:
  - Integration of 1 x SmartRFI™ instance on up to three (3) pages of the site
  - Integrating the SmartRFI™ system with up to one (1) third party CRM system so that leads data collected on the website may be passed securely to City of Novato.
  - Design and layout of the form and the Thank You panel
  - Sending test leads to City of Novato's CRM instance
- **Page Development and Content Aggregation:** Page development and content layout of up to twenty six (26) pages total, using the approved templates:
  - i. One (1) homepage
  - ii. Seven (7) section main pages, using the same template but different content and images
  - iii. Up to sixteen (16) section sub-pages total, using the same template but different content and images
  - iv. One (1) Privacy Policy page
  - v. One (1) Site Map page
  - vi. One (1) About page
  - vii. One (1) Contact page with contact form

Includes integrating final approved copy and approved images and graphics.

- **Responsive Design Implementation:** Code updates to ensure that the site is optimized for users with mobile devices.
- **SEO Implementation:** Includes set-up of meta tags, page titles, and meta descriptions across all pages of the site.
- **Certificates, Plugins and Analytics Integration:** Set-up and integration of the following:
  - Google Analytics
  - Google Tag Manager
  - Wordpress Plugins (to manage SEO, security, spam and hosting uptime)
  - SSL certificate set-up and integration (required for data security)
- **Alpha and Beta Presentations:** Site review meeting with City of Novato at Beta stage for feedback and approval.

Summary of Stage Three deliverables:

- Website development with up to four (4) custom templates and up to twenty six (26) pages
- Integration of Kiosk SmartRFI™ with up to three (3) pages and one (1) CRM system
- Content integration and layout for all twenty six (26) pages
- SEO implementation
- Responsive design implementation
- Integration of Google Analytics, Google Tag Manager, Wordpress Plugins and SSL Certificate
- One (1) Client meeting with City of Novato to review and discuss beta version of the site

<b>Stage Three Costs</b>	
Kiosk web design, development, tech and project management fees	\$10,850.00
SmartRFI(TM) - \$1,200 annual fee	\$1,200.00

Capsule CRM System license	\$144.00
<b>Total Stage Three Costs</b>	<b>\$12,194.00</b>

Stage Four: Deployment

This Stage will include:

- Pre-Launch QA: Extensive quality assurance testing, including browser testing, user testing, unit testing, lead testing and functionality testing according to the QA plan.
- Deployment to live servers: Deployment to live servers, and testing on live servers. Configure Wordpress user access permissions for client(s).
- Go-live management: Liaison with client to support the DNS (domain name settings) switch to point at Kiosk's servers.
- Testing website on live servers: Quality assurance testing on live server to ensure that site is displaying and functioning as expected.

Summary of Stage Four deliverables:

- Quality assurance testing
- DNS switch support
- Deployment of site to live servers
- Set-up email accounts on the domain

<b>Stage Four Costs</b>	
Kiosk technical and project management fees	\$875.00
<b>Total Stage Four Web Costs</b>	<b>\$875.00</b>

Total Website Rebuild Cost: \$18,394.00

<b>Costs for Website Rebuild</b>	
<b>Stage One - Discovery and Definition</b>	
Agency Fees for services	\$1,333.50
Web Hosting and Tech Maintenance for 12 months - \$500 annual fee	\$500.00
SSL Certificate - \$199 annual fee	\$199.00
Domain Name transfer fees	\$30.00
<b>Total Stage One Costs</b>	<b>\$2,062.50</b>
<b>Stage Two - Design</b>	
Agency Fees for services	\$2,975.00
Stock Photographs (10)	\$300.00
<b>Total Stage Two Costs</b>	<b>\$3,275.00</b>
<b>Stage Three - Development</b>	
Agency Fees for services	\$10,850.00
SmartRFI(TM) - \$1,200 annual fee	\$1,200.00
Capsule CRM System license	\$144.00
<b>Total Stage Three Web Costs</b>	<b>\$12,194.00</b>

<b>Stage Four - Deployment</b>	
Agency Fees for services	\$875.00
<b>Total Stage Four Costs</b>	<b>\$875.00</b>
<b>Total Costs for Website Rebuild</b>	<b>\$18,406.50</b>

### 3. Investor Sales Project

Kiosk will devise and develop and Investor sales program, to generate revenue for the NBLSA by attracting new, paying members. This project will require marketing, design, copy, account management and production management services.

The Investor Sales project will include five stages:

1. **Photography:** Photography services
2. **Copy & Content:** Interviews, copy and planning to devise up to ten testimonials
3. **Flyer:** Copy and content planning, design, print and print management for a 4-page flyer
4. **Brochure:** Copy and content planning, design, print and print management for a 12-page Booklet
5. **Web Pages:** Copy, content, SEO work, designing, coding, testing and deploying a new section of the website at NorthBayLifeScienceAlliance.com, including integration of a SmartRFI™ form

#### Deliverables:

- Planning and set-up for professional photo shoot, including up to 10 subjects and locations
- Professional photography services, with full buy out of image licenses
- All equipment hire, lighting hire, backdrop hire and studio hire fees
- Post production to color correct and artwork up to 50 final images
- Supply of final images as digital hi-res JPEG files to City via Box.com
- Word document containing brochure copy, including written content for up to ten testimonials
- Up to two (2) rounds of City revisions to supplied copy
- Design and layout of 4-page 8.5”x11” flyer, using City approved content
- Up to two (2) rounds of City revisions to supplied design
- Print and print management, including delivery of up to 100 flyers
- Design and layout of 12-page 5.5”x8.5” booklet, using City approved content
- Up to two (2) rounds of City revisions to supplied design
- Print and print management, including delivery of up to 100 booklets
- One (1) new section with up to six (6) page sections within the NorthBayLifeScienceAlliance.com, including integration of a SmartRFI™ form

Investor Sales Project Costs: \$15,752.76

### 4. Relocation / Commercial Real Estate Project

Kiosk will devise, design and launch a Relocation / Commercial Real Estate Campaign, including advertising and direct mail. This project will require marketing, design, copy, account management and production management services.

The Relocation Campaign project will include two stages:

- A. **Direct Mail:** Copy and content planning, design, print and print management for a 5”x7” flyer
- B. **Online Advertising:** Pay Per Click search marketing and retargeting advertising campaign via Google and Bing

Advertising will run in February 2015 and March 2015 for a period of eight (8) weeks.

Deliverables:

- Word document containing proposed Direct Mail piece copy for City’s review
- Up to two (2) rounds of City revisions to supplied copy
- Design and layout of 5”x7” flyer, using City approved content
- Up to two (2) rounds of City revisions to supplied design
- Print and print management, including delivery of up to 100 flyers
- Cleaning and deduplicating list for Direct Mail supplied by City of Novato
- Mailing Direct Mail piece to up to 100 locations
- Advertising copy, design and messaging development
- Campaign set up
- Online advertising media planning, management, optimization
- Monthly report, provided in Powerpoint format

Relocation / Commercial Real Estate Project Costs: \$4,080.75 (to include at least \$1,500 of pass through media costs)

**Monthly Retainer Services**

In order to deliver the specific projects outlined above, and to provide additional ad-hoc services to City, Kiosk will provide monthly services according to the following schedule:

	<b>Dec 2014</b>	<b>Jan 2015</b>	<b>Feb 2015</b>	<b>Mar 2015</b>	<b>Apr 2015</b>	<b>May 2015</b>	<b>Jun 2015</b>
Monthly Marketing Consultancy	-	5.5 hours	5.5 hours	5.5 hours	4 hours	-	-
Monthly Account and Production Management	-	2 hours	2 hours	2 hours	1 hour	-	-
Monthly Creative Services, including website updates	-	4 hours	4 hours	4 hours	2 hours	-	-
Monthly Content Generation (the creation of copy and images)	-	5 hours	5 hours	5 hours	5 hours	2 hours	2 hours
Monthly Social Media Management	-	3 hours	3 hours	3 hours	3 hours	3 hours	3 hours

The retained monthly hours will be used for tasks and services at the City’s request.

Costs: The fees for monthly retainer services under this Statement of Work is \$14,612.50

**Kiosk IP**

Kiosk may utilize pre-existing tools, software programs and/or source code to deliver the website including, without limitation:

Wordpress	Content Management System
EWWW Image Optimizer	WP Plugin
W3 Total Cache	WP Plugin
WordFence Security	WP Plugin
Yoast WordPress SEO	WP Plugin
Sociable	WP Plugin
Force Strong Passwords	WP Plugin
WP RSS Aggregator	WP Plugin
Akismet	WP Plugin
Kixel™	Tracking cookie
BriteVerify	Email validation script
SmartRFI™ form and system	Request for Information Form/ Plugin

City recognizes that these tools, software programs or source code are owned by Kiosk or have been licensed to Kiosk by a third party (collectively, "Kiosk IP"). Kiosk (or its licensor) will retain sole and exclusive title to and ownership of this Kiosk IP.

Kiosk recognizes that, on payment of final invoice, City will own the finished, assembled works, specifically the HTML/CSS/Javascript, visual design, and the text content that is rendered by the web browser for the website landing pages.

City acknowledges that while Kiosk will be creating content for printed materials and the web pages, City has final approval of and is responsible for the accuracy of all content and copy.

**Expenses and Disbursements:**

No expenses are anticipated in relation to this project.

**Cost and Billing Schedule:**

Contractor will complete and invoice each stage of the project according to the following Payment Schedule, which is detailed below and on the next page:

Cost and Billing Summary

Billing Schedule   Exhibit A	Total	Dec-2014	Jan-2015	Feb-2015	Mar-2015	Apr-2015	May-2015	Jun-2015
Vision and Brand Story/ Messaging	\$2,100.00	\$0.00	\$2,100.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Website Rebuild, CRM System & Technology	\$18,406.50	\$729.00	\$9,660.75	\$8,016.75	\$0.00	\$0.00	\$0.00	\$0.00
Investor Sales Program	\$15,800.25	\$0.00	\$10,583.94	\$5,216.32	\$0.00	\$0.00	\$0.00	\$0.00
Relocation Campaign	\$4,080.75	\$0.00	\$150.00	\$2,230.75	\$1,700.00	\$0.00	\$0.00	\$0.00
Marketing Consultancy	\$3,587.50	\$0.00	\$962.50	\$962.50	\$962.50	\$700.00	\$0.00	\$0.00
Monthly Account & Production Management	\$1,225.00	\$0.00	\$350.00	\$350.00	\$350.00	\$175.00	\$0.00	\$0.00
Monthly Creative Services	\$2,450.00	\$0.00	\$700.00	\$700.00	\$700.00	\$350.00	\$0.00	\$0.00
Monthly Content & Awareness	\$4,200.00	\$0.00	\$875.00	\$875.00	\$875.00	\$875.00	\$350.00	\$350.00
Monthly Social Media Management	\$3,150.00	\$0.00	\$525.00	\$525.00	\$525.00	\$525.00	\$525.00	\$525.00
	<b>\$55,000.00</b>	<b>\$729.00</b>	<b>\$25,907.19</b>	<b>\$18,876.32</b>	<b>\$5,112.50</b>	<b>\$2,625.00</b>	<b>\$875.00</b>	<b>\$875.00</b>

## Detailed Cost and Payment Schedule

NBSA PROPOSED BUDGET   December 2014 and H1 2015				Dec 2014		Jan 2015		Feb 2015		Mar 2015		Apr 2015		May 2015		Jun 2015		Total
Description	Detail	Total Cost (7 months)	Sales Tax	Dec 2014	Sales Tax	Jan 2015	Sales Tax	Feb 2015	Sales Tax	Mar 2015	Sales Tax	Apr 2015	Sales Tax	May 2015	Sales Tax	Jun 2015	Sales Tax	Total
Vision / Brand	Vision statement and brand story	\$2,100.00	\$0.00	\$0.00	\$0.00	\$2,100.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,100.00
Website Rebuild	Rebuild NBSA website	\$16,033.50	\$0.00	\$0.00	\$0.00	\$8,016.75	\$0.00	\$8,016.75	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$16,033.50
	SmartRFI License	\$1,200.00	\$0.00	\$0.00	\$0.00	\$1,200.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,200.00
	Web Hosting (incurred from December)	\$500.00	\$0.00	\$500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$500.00
	SSL Certificate (incurred from December 2014)	\$199.00	\$0.00	\$199.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$199.00
	Capsule CRM System	\$144.00	\$0.00	\$0.00	\$0.00	\$144.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$144.00
	Domain Name transfer fees	\$30.00	\$0.00	\$30.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$30.00
	Stock Photography (up to 10 new images)	\$300.00	\$0.00	\$0.00	\$0.00	\$300.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$300.00
Investor Sales Program	Professional photography for booklet and website	\$6,950.00	\$0.00	\$0.00	\$0.00	\$6,950.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$6,950.00
	Art direction and set up for testimonial shoots	\$475.00	\$0.00	\$0.00	\$0.00	\$475.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$475.00
	Design and Copy for 4-page 8.5" x 11" flyer	\$1,050.00	\$0.00	\$0.00	\$0.00	\$1,050.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,050.00
	Print 100 x 4-page 8.5" x 11" flyer	\$168.75	\$15.19	\$0.00	\$0.00	\$168.75	\$15.19	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$183.94
	Design and Copy for 12-page 5.5" x 8.5" Investor Sales Booklet	\$2,900.00	\$0.00	\$0.00	\$0.00	\$2,900.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,900.00
	Print 100 x 12-page 5.5" x 8.5" Investor Sales Booklet	\$359.01	\$32.31	\$0.00	\$0.00	\$0.00	\$0.00	\$359.01	\$32.31	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$391.32
	Investor section for website, including RFI form	\$3,850.00	\$0.00	\$0.00	\$0.00	\$1,925.00	\$0.00	\$1,925.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,850.00
Relocation Campaign	Design and Copy for Direct Mail piece	\$700.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$700.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$700.00
	Print and mailing 100 x 5x7" flyers for Direct Mail piece	\$309.00	\$6.75	\$0.00	\$0.00	\$0.00	\$0.00	\$309.00	\$6.75	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$315.75
	Shipping fees to deliver printed materials to City of Novato	\$15.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$15.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$15.00
	PPC and retargeting advertising campaign (Google and Bing)	\$1,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$500.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,500.00
	Online advertising media planning, management and reporting @ \$700 per month	\$1,400.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$700.00	\$0.00	\$700.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,400.00
	Events, event organization and attendance - including design budget	\$150.00	\$0.00	\$0.00	\$0.00	\$150.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$150.00
Marketing Consultancy	Monthly marketing and strategic consultancy @ \$962.50 per month	\$3,587.50	\$0.00	\$0.00	\$0.00	\$962.50	\$0.00	\$962.50	\$0.00	\$962.50	\$0.00	\$700.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,587.50
Monthly Account & Production Management	Monthly ongoing account and print management @ \$350 per month	\$1,225.00	\$0.00	\$0.00	\$0.00	\$350.00	\$0.00	\$350.00	\$0.00	\$350.00	\$0.00	\$175.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,225.00
Monthly Creative Services	Creative and Design Budget per month @ \$700 per month	\$2,450.00	\$0.00	\$0.00	\$0.00	\$700.00	\$0.00	\$700.00	\$0.00	\$700.00	\$0.00	\$350.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,450.00
Monthly Content & Awareness	Web content and management @ \$875 per month	\$4,200.00	\$0.00	\$0.00	\$0.00	\$875.00	\$0.00	\$875.00	\$0.00	\$875.00	\$0.00	\$875.00	\$0.00	\$350.00	\$0.00	\$350.00	\$0.00	\$4,200.00
Monthly Social Media Management	Social Media Management @ \$525 per month	\$3,150.00	\$0.00	\$0.00	\$0.00	\$525.00	\$0.00	\$525.00	\$0.00	\$525.00	\$0.00	\$525.00	\$0.00	\$525.00	\$0.00	\$525.00	\$0.00	\$3,150.00
<b>Grand Total</b>		<b>\$54,945.76</b>	<b>\$54.25</b>	<b>\$729.00</b>	<b>\$0.00</b>	<b>\$24,842.00</b>	<b>\$15.19</b>	<b>\$19,887.26</b>	<b>\$39.06</b>	<b>\$5,112.50</b>	<b>\$0.00</b>	<b>\$2,625.00</b>	<b>\$0.00</b>	<b>\$875.00</b>	<b>\$0.00</b>	<b>\$875.00</b>	<b>\$0.00</b>	<b>\$55,000.00</b>

## Billing Terms

Invoices will be due for payment within 30 days in accordance with the Cost Schedule and the Consultant Services Agreement.

IN WITNESS WHEREOF, the City of Novato and Kiosk Creative LLC have executed and delivered this Statement of Work to be effective as of the Effective Date.

THE CITY OF NOVATO

KIOSK CREATIVE LLC

By: \_\_\_\_\_

By: \_\_\_\_\_

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

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

Title: \_\_\_\_\_

Title: \_\_\_\_\_

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

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