

# **Proposed Scope of Work For Public Outreach & Communication Services**

**Prepared for:**

Monterey Peninsula Water Management District

**Submitted by:**

Thomas Brand Consulting, LLC

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## **An Introduction to Thomas Brand Consulting, LLC**

Since 2008, Thomas Brand Consulting, LLC (TBC) has been creating unique, multi-platform public outreach, branding, public relations and marketing campaigns for a wide array of clients. By tapping both traditional and technologically-based sources and by utilizing a customized approach to each project, our team can effectively and efficiently implement solutions to any number of client needs.

Drawing upon their combined 25 years of experience, principles Steve and Lisa Thomas formed TBC to offer their clients the same level of expertise, as larger metropolitan agencies, but with the attention to detail and customer service of a small owner-operated boutique firm. Most importantly, the team at TBC is able to work with any size budget, which many small and medium sized businesses, as well as public and private entities appreciate.

In 2010, TBC was honored to be named the Pacific Grove Chamber of Commerce's "Rookies of the Year" which garnered them public sector recognition from the City of Pacific Grove, the Office of Congressman Sam Farr, the Office of Monterey County Supervisor Dave Potter, and the Office of State Assemblyman Bill Monning.

Serving a wide array of clients in fields such as: public sector, hospitality, non-profit, education, tourism, retail, green building and technology; TBC is passionate when it comes to forwarding the image, message and brand of their clients.

***Our client's brand is our business.***

By utilizing an experienced group of strategic partners and our team of professionals, TBC is able to address a wide range of client needs including:

**Opportunities:**

- Community Relations & Outreach
- Strategic Communication Planning
- Brand Management
- Collateral Development & Graphic Design
- Advertising Design & Placement
- Competitive Analysis
- Program Development
- Social Media

**Media:**

- Media Kit Development
- E-Press Releases to Local, Regional & National Markets
- Media (FAM) Tours & Pitching
- Interview Coordination
- E-Newsletters Targeted to Internal & External Audiences
- Online Placement
- Non-traditional/Social Media Marketing

**Event Management & Execution:**

- Sponsorship Management & Acquisition
- Grand Openings, Ribbon Cuttings
- Conferences, Events & Meetings
- Trade Shows & Festivals
- Team Building
- Media Tours
- Press Conferences
- Site Tours

**Additional Services:**

- Copywriting & Editing
- Internal Communications & Auditing
- Key Messaging, Talking Points, Speech Writing
- Promotional Product Development
- Strategic Communications & Counsel
- Communications Training
- Video Production
- Website Production Management

**Current & Past Clients (partial list):**

California American Water • City of Pacific Grove: Pacific Grove Golf Links • Monterey Jazz Festival • Pacific Grove Chamber of Commerce • Pacific Grove Downtown Business Improvement District • California State University, Monterey Bay • BuildingWise • Portola Hotel & Spa • Beacon House • Lovers Point Inn • Montrio Bistro • Rio Grill • Tarpy's Roadhouse • Forest Grove Elementary School • Water Awareness Committee of Monterey County • Monterey.com • Oya Salon • Pacific Grove High School • Political Frameworks • Kuida Ag Supply Company • Soft Tissue Medical Center • Byte Technology • Delaveaga Golf Course • Potter for Supervisor Campaign • Monterey Peninsula Regional Park District • Café Ariana & Favaloro's Big Night Bistro

## Experience & Qualifications

### **Steve Thomas, President & Partner**

Steve Thomas is President and Partner of Thomas Brand Consulting, LLC. A 17 year veteran in the media industry with extensive experience in brand management, media planning, product placement and multi-media production, Steve brings a highly creative and client focused passion to his work with companies and organizations.

Each stop along Steve's career path has prepared him to lead a successful brand management and marketing/advertising agency. After a tenure at *CBS Television* working on the sets of such shows as *The Price is Right*, *Politically Incorrect with Bill Maher*, *The Dennis Miller Show* and *Young and the Restless*, Steve continued his career in the industry by pitching, booking, producing nationally focused satellite interviews for National Satellite Media. During his time at National Satellite, Steve helped to promote product launches, press tours and movie releases for a variety of clients including Paramount and FOX Studios, Smirnoff Kellogg's and REI. In addition, he worked to publicize celebrity book tours with James Worthy, Rush Limbaugh and Bob Costas. These once in a lifetime professional opportunities only helped to solidify Steve's experience with national level brand management.

Steve continued to expand his marketing and advertising experience by managing national level corporate and agency accounts at Corbis Images and later at Allsport Photography in Los Angeles. Both companies afforded him the chance to work closely with a wide range of clients to promote their corporate, political and organizational images.

An avid golfer, Steve launched a successful tournament management and promotional products company in the Los Angeles area, helping to organize and manage tournaments for clients such as the American Heart Association, Direct TV and the Advertising Club of Los Angeles. His company, in addition to managing tournaments, worked closely with public and non-profit entities to help expand their event based public outreach.

In 2003, Steve moved back "home" to the Monterey Peninsula where he managed local, regional and national accounts for ClearChannel television and Cowles California Media. Keeping his passion for issue-based public outreach alive; Steve helped to promote public sector entities' messages through the medium. His clients included California American Water, the Regional Water Project and the Housing Authority of Monterey County. In 2008, Thomas Brand Consulting officially opened its

doors, serving local, regional and national clients with a unique blend of traditional and cutting edge advertising, public relations and marketing programs.

Steve's professional expertise covers a wide range of practice areas including: brand management, public outreach, creative direction, multi-platform media production, event management and media buying. He attended George Washington University and earned his Bachelor of Arts degree in Political Science and Public Relations from the University of California, Santa Barbara.

Steve is an active volunteer in his community, serving as a commissioner on the City of Pacific Grove's Economic Development Commission and is a past board member for the Performing Arts Center of Pacific Grove and the City of Pacific Grove's Cultural Arts Commission. He continues to donate his time to the Monterey Peninsula Foundation, the Pacific Grove Chamber of Commerce, the Monterey Jazz Festival and California State University, Monterey Bay's athletic department. Steve is a member of the United States Golf Association the Northern California Golf Association and the Northern California Golf Writers Association

Steve enjoys living in Pacific Grove with his wife Lisa, and their twins Stephen and Mackenzie

**Lisa Thomas, Partner**

Lisa Thomas is a public relations, marketing and event management consultant and owner and partner of Thomas Brand Consulting, LLC with her husband Steve in Pacific Grove, California. A member of the Monterey-based public relations firm, Armanasco Public Relations, Inc. from 2000 – 2007, Lisa is able to draw upon her years of experience in the field of communications. As part of the company's practice management team, Lisa served as the firm's Managing Director and was responsible for the management of all client account teams, as well as the execution of all client programs. She oversaw the client direction of California American Water, the Regional Water Project, RBF Consulting and Deepwater Desalinization.

In 2008, Lisa was recruited by the University Advancement division as a Development/Major Gifts Officer at California State University, Monterey Bay (CSUMB), where she served as the Relationship Manager between current and prospective major donors to the institution. In addition, Lisa restructured and managed CSUMB's Dress for Success Program, as well as their Women's Leadership Council.

Lisa's professional expertise covers a wide range of practice areas including: strategic planning, crisis communications, media relations, community outreach/relations, event management, copywriting and fundraising campaign administration and management. She earned her Bachelor of Arts degree in Liberal Studies with a special concentration in Human Communications from CSUMB, where she was a member of the university's first graduating class in 1997.

A Monterey Peninsula native and former junior high school teacher, Lisa is well-acquainted with the local area, its people and its institutions. She has volunteered her time to the Monterey Museum of Art, is a past member of the Board of Directors for the Women's Crisis Center of Salinas and is a Co-Founder and Past President of the Monterey County Young Professionals Group. In 2006, Lisa was featured in *Carmel Magazine*, where she was recognized as one of the top five young executives under 40 on the Monterey Peninsula. Lisa served two terms as the CSUMB Alumni Association President, is a former board member for Friends of Parents Place in Pacific Grove and an active volunteer at the Pacific Grove Pre School Co-Op, having most recently co-chaired their 2012 Spring Fling fundraising event.

Lisa lives in Pacific Grove with her husband, and their twins, Mackenzie and Stephen.

**Katie Camacho – Communications Manager**

An enthusiasm for life, people and communications led Katie to a career in public relations and marketing where she has thrived representing a variety of clients from various backgrounds including hospitality, tourism, travel and consumer technology. She settled on the Central Coast after receiving her Bachelor's in Journalism from the University of Oregon.

Over the years, Katie has built and maintained relationships with bloggers, editors and analysts both nationally and internationally. She has successfully placed clients in daily top-tier publications such as the *New York Times* and *The Wall Street Journal* as well as a variety of lifestyle and trade publications focused on industries such as tourism, travel, technology, healthcare, education and government.

Katie's work on the international online travel agency, Vayama, was a proven success with article placements in publications such as *Travel + Leisure* and *Lucky Magazine*. Additionally, she led Vayama's powerful branding campaign that included such tactics as giveaways in targeted international markets including Europe, South America and Asia.

Katie has also worked with a number of companies in the hospitality industry promoting them locally, regionally and nationally including Cannery Row Company, Chamindade Resort & Spa and the grand opening of Esteban, a Spanish and Mediterranean inspired restaurant inside the Monterey hotel, Casa Munras.

Katie also served as the president of the Monterey County Young Professionals Group in 2008. During her time in this position, Katie worked with local restaurants and hotels to organize monthly networking mixers for groups of 100+ young professionals.

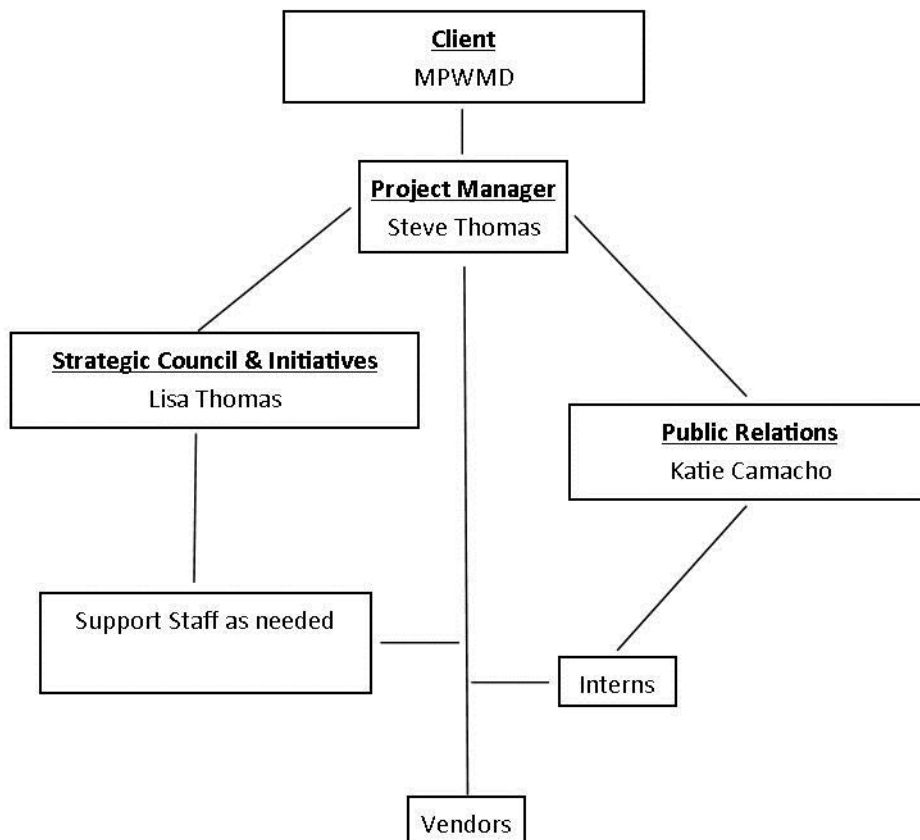
Katie is an avid traveler and spends her spare time reading, cooking and exploring all the Central Coast has to offer.

## Management Plan & Team Member Roles

At TBC, we are focused on bringing results and value to each and every one of our valued clients. That is why we employ a collaborative approach to our work versus the traditional agency approach of “account teams”. This ensures that each member of TBC is fully briefed and up to speed on our client’s project should the need arise for someone to step in. This method also gives our clients the full talent and expertise of our entire firm on each and every item we work on.

To ensure continuity and ease of communication with our clients, we designate a Manager to lead the project and be the primary point of contact. Although our entire team will be working on your “account”, board members and employees of the Monterey Peninsula Water Management District (MPWMD) can feel at ease having one primary person to call upon who can provide answers to their questions.

The following is the organizational management structure TBC will utilize to ensure an extremely high level of cohesive service and attention to detail:





## **Management Plan and Team Member Roles - Continued**

### **Steve Thomas – Project Manager**

Steve Thomas will be the Project Manager and the primary point of contact for all correspondence. He will oversee all aspects of the contracted Scope of Work and in attendance at all internal meetings, events, community/Ward meetings and public official meet and greets/introductions as needed.

Steve will also manage and execute many of the day to day activities as related to the approved Scope of Work.

As President of TBC, Steve will hold primary authority to initialize all work done on behalf of the MPWMD, as well as act as the liaison for any and all billing and contractual items.

### **Lisa Thomas – Strategic Council and Initiatives**

Lisa Thomas will direct the formulation of public outreach strategy, written communications and social media outreach. While Steve will serve as your primary point of contact, Lisa's skill and expertise will be instrumental in achieving the goals and deliverables as set forth in the agreed to Scope of Work. As a partner at TBC, Lisa will assume the role of interim Project Manager should Steve be unavailable and has full authority to execute contracts, accounting needs and all other administrative duties.

### **Katie Camacho – Public Relations**

Katie Camacho will direct the day to day operations of the proposed Scope of Work and will work directly with Steve on many of the tasks. Her primary responsibility will be to implement the tenants of the proposed scope of work and follow up on the directives as decided on by the project stakeholders.

## References

Below, please find references from four of our satisfied clients, as well as current contact information and a brief explanation of our Scope of Work. Physical letters of recommendation are also attached.

### 1. Water Awareness Committee of Monterey County

P.O. Box 3254  
Salinas, CA 93912  
Contact: Rich Youngblood (831) 277-6478

Scope of Work: TBC effectively organized, promoted and managed the Water Awareness Committee of Monterey County's Water Awareness Day Celebration for 2010 and 2011. We managed the event from concept to completion including but not limited to promotions, public relations, social media, advertising, graphic and broadcast production, coalition building, sponsorship solicitation and the on-site coordination of the event. Due to the efforts of TBC, the WAC raised thousands of dollars to support their water-wise education and outreach programs.

### 2. California American Water

511 Forest Lodge Road, #100  
Pacific Grove, CA 93950  
Contact: Catherine Bowie (831) 373-3051

Scope of Work: TBC has been hired by California American Water (CAW) for multiple projects including the management and facilitation of a community outreach and coalition building campaign. When CAW needed a firm to facilitate and manage the Our Water Our Lives "Freedom Bus to Sacramento and the San Clemente Dam Collaboration Statement signing events they turned to the dedicated experts at TBC. TBC successfully garnered local, regional and national industry coverage for both events while helping to lay the important groundwork for the future of both coalitions. In addition, TBC has helped to coordinate press conferences and videography of the San Clemente Dam on behalf of CAW.

3. City of Pacific Grove: Pacific Grove Golf Links

300 Forest Avenue  
Pacific Grove, CA 93950  
Contact: Joe Riekema (831) 648-5773

Scope of Work: After years of declining play, a less than favorable image among local and regional players and difficulty communicating effectively with resident and club stakeholders, the City of Pacific Grove hired TBC after a nationwide RFP process. TBC was able to successfully rebrand the Pacific Grove Golf Links through a complete overhaul of their entire public presence from logo, social media and website to collateral material, advertising and press relations. In addition to the rebranding effort, TBC was instrumental in the facilitation of community outreach meetings, coalition building and working directly with City staff and elected officials to properly position the golf courses with the local press, residents and course stakeholders. Over the course of our contract and with the industry average trending at a 15-20% decline in overall rounds, the Pacific Grove Golf Links saw an increase of 10% over where they otherwise would have been. Additionally, TBC facilitated in over 500,000.00 in earned media in local, regional and national print, radio and television media.

4. BuildingWise

1123 North Fremont Street, Suites C&D  
Seaside, CA 93955  
Contact: Bruce Crawford (415) 439-5341

Scope of Work: Retained in the spring of 2010 by BuildingWise, a Monterey Bay and San Francisco-based green building and LEED® consulting company; TBC has been instrumental in the re-branding, strategic communications and public relations for this growing start-up company. In addition to the design of all collateral and web based material, TBC also manages their social media platforms and has garnered a great amount of earned media through their local, regional and national media contacts and industry relationships. As a company who is committed to the preservation of our natural resources, TBC is proud to work with BuildingWise, a leader in responsible environmental stewardship.

## **Introduction to the Proposed Scope of Work**

Water is, without a doubt, the most important issue facing the residents and businesses of the Monterey Peninsula. Whether it is the protection of our oceans or the protection of our drinking water, everyone has an opinion. With so much interest in this life-giving element, the number of elected, appointed, ad hoc and citizen's groups currently commenting on the process is almost overwhelming. Establishing a clear and consistent voice, that can rise above the fray, is critical to ensuring that your message is not only heard, but understood. Additionally, establishing your voice as one of information and not manipulation, can allow the Monterey Peninsula Water Management District to be branded as the local authority on the complex water issues facing the Monterey Peninsula.

TBC is a full service agency with expertise in multiple disciplines; because we examine a company or organization from a brand perspective, we are able to implement a strategic plan that takes into account many different aspects of current and future messaging. Laying the groundwork in this manner, will ultimately lead a more streamlined and cohesive voice and ensure that the district's key messages are consistent across all platforms.

By bringing this unique skill-set, an unwavering commitment to excellence and a true belief, both personally and professionally, in the goals of the District and this ongoing project, the TBC team is uniquely positioned to effectively manage and facilitate the needs of the MPWMD .

## **Deliverables**

Upon the agreement of both parties to the Scope of Work, a schedule of deliverables will be determined based upon the agreed to communications strategy and outreach plan. Project specifics can be discussed at the discretion of the MPWMD.

## Scope of Work

### ▪ **Communications Audit**

- Extensive review of MPWMD's current communications plan and practices
- Internal community outreach evaluation, through interviews of staff, board of directors, relevant partners and stakeholders to determine the current actual and current perceived status of MPWMD
- Creation and implementation of a customized internal survey with analytical results to be tabulated and presented as part of the audit
- Facilitation, as needed, of division/department focus groups to establish group based findings and community outreach desires

#### **Direction:**

An internal communications audit is an important component in establishing a solid and responsive communications plan. By establishing a quantitative baseline of how you are internally perceived and reviewing your organization's current practices a better understanding of "where you are and where you need to go" can be determined.

### ▪ **Brand Management & Key Message Development**

- Regular ongoing meetings with the Monterey Peninsula Water Management District (MPWMD) Board of Directors, its staff and relevant stakeholders to ensure approval of any new, revised or ongoing key message development, as well as branding issues
- Creation of ongoing timeline and calendar for public outreach and marketing action plan
- Due diligence and research of all relevant organizational information, past and present media coverage, collateral materials (print and web), and any current organizational publications and outreach materials to ensure consistent brand and messaging
- Integrated key and brand messaging (talking points) for entire organization, hot button issues, events and promotion.

#### **Direction:**

This ensures that the MPWMD is "speaking" with one, consistent/cohesive voice. This is a crucial aspect of any strategic communications and public outreach plan. This will also ensure that during interaction with local, state and federal officials, press conferences, meetings with District constituents, project partners and the general public, your message is consistent, accurate and on-point.

### ▪ **Public Relations Tactics**

#### ▪ **Media/Information Kit Development**

- Creation of, or update to, media/information kit components
  - Additional components of the kit may include, but are not limited to:

- Awards & Accolades
- District Affiliated Project Updates
- Overview of District Services, Activities & Programs
- Educational Information
- Organizational Information/Background
- Staff & Board Member Biographies
- Community Testimonials
- Community Events, Outreach & Sponsorships
- CD of Outreach & Project Images, Videos and/or Maps

**Direction:**

With the consolidation of media groups and the subsequent reductions in staff levels across all industries, the press/information kit has become more important than ever. Previously, these pieces were used as background information, but in this day and age they provide the actual content for articles, blogs and staff reports. By having a kit that matches your key messaging and brand, you are ensuring that your voice is consistent. Additionally, the continual update of the kit with fresh information and content allows for new stories and exposure from the media, as well as serving as a foundation for discussions with community partners in education, programming and outreach to underserved communities. A version in Spanish is highly recommended.

▪ **Media Relations**

- Ongoing message-specific campaign to targeted media outlets
- Updating of any relevant listings in trade, community and other member-based organizations, in which the MPWMD is active or represented
- Targeted regions: additional local and regional outreach with a focus on areas of significance in relation to current resident or stakeholder base
- Distribution of press releases to trade publications, trade/business organizations, community groups/advocates and general news outlets

Topics may include, but are not limited to the following:

- District News or Activities
- New Services & Programs
- Educational Outreach
- Facility Improvements
- District/Employee Milestones
- Awards/Recognition
- Community Involvement & Volunteer Opportunities
- Localized Promotions or Events
- District Sponsored Project Updates
- Vetting of media inquiries, as well as facilitation and coordination of valuable media opportunities, interviews and FAM tours
- Tracking, review and clipping of media coverage

**Direction:**

It goes without saying that the release of information to the press regarding specific events or story ideas is an extremely important part of any communications plan. With consistent key messaging and specific information directed at targeted outlets and audience, the MPWMD will be able to effectively promote its monthly programs to the community, notice the public of regular and special meetings and push the District's message to a wider audience utilizing traditional and web based delivery systems.

- **Community Relations/Relationship Building**

- Outreach and relationship building with current user base, targeted community groups/advocates, stakeholders, relevant local businesses, educational institutions and other potential partners
- Outreach, introductions and relationship building with local, state and federal agencies
- Coordination of regular and special events and promotions geared towards locals and partners as a vehicle to garner increased exposure of your services, programs and projects. (see Event Management & Coordination Section for further detail)
- Regular communication and dissemination of news and promotions to targeted locals, as well as District support groups/committees via email blast capabilities, advertising and in-person contact
- Continued, regular communication, meetings and brainstorming with the MPWMD, its current partners, targeted stakeholders and the community at large
- Identification and facilitation of new community, business and agency partnerships designed to further the goals of the District and support existing projects and programs
- Facilitation of community workshops held in each district to establish an open line of communication between Directors and their constituents

**Direction:**

Transparency and forward thinking communication are vital to ensuring the continued support of Monterey County residents, current partners and the media. By actively strengthening the MPWMD's current relationships, the District is laying the groundwork for establishing new and expanded partnerships. The community likes to see the forward progression of government and by establishing regular public workshops or community focus groups, the MPWMD can be "out in front" of any potential issues that might arise and more effectively establish programs and services that address the ongoing needs of the residents and businesses of Monterey County.

- **Social Media**

- Review of your current and implementation of a revised Social Media communications strategy

- Refreshed and additional content development and postings of relevant material and coverage from and of events, the media and the MPWMD
- Management of your current Social Media presence to ensure consistent messaging and relevant content
- Identification of new and viable platforms to utilize and integrate into the plan including Yelp, Four Square, You Tube, Twitter, Pinterest, Instagram, etc.
- Outreach to, and integration with, industry blogs and information sources

**Direction:**

Social Media is the most rapidly growing and continually changing media platform man has ever seen. At its core, it is a way for people to share information, but more accurately become part of the information process. People want their voice heard and now they have a manner in which to do that. That manner, much like water related issues on the Monterey Peninsula, is continually evolving and adapting. A comprehensive social media strategy integrated with your existing online presence is a key to capturing a new and diversified audience and in real time, effectively communicating your message. This form of new media is also one of the easiest ways to market and promote to visitors on a regional, national and international level.

**▪ Advertising**

- Review existing advertising commitments, as well as research and provide strategic counsel as relevant advertising opportunities arise in alignment with agreed upon MPWMD based outreach.
- Upon receipt from graphic designer/artist/producer, provide appropriate artwork and related materials/information to advertising outlets
- Manage an advertising schedule to ensure proper placement, per agreed upon contracts
- Post-buy analysis to ensure agreed upon audience composition, reach and frequency

**Direction:**

With a solid communications strategy as the basis of your outreach, the traditional advertising of events and programs must also reflect the key messages and branding of the District. To fully connect the public with your projects, your organization's desired direction or thoughts on a potential voter initiative, an advertising campaign to support your outreach is a necessary component of your overall plan. As a full service agency, TBC can create and implement a wide variety of advertising vehicles. From print and radio to television and online media, our team has executed multiple campaigns with tremendous success.

**▪ Data/Contact Information Collection System**

- Revision and/or creation of a system to simply and efficiently collect support and partner data
- Continued creation of tactics and themes for future email marketing efforts and the outreach of the MPWMD



- Continued creation and implementation of data collecting initiatives to increase database totals and targeted reach
- Creation of industry partnerships to ensure widespread reach of public outreach initiatives

**Direction:**

How do you organically grow your reach? You must give people a reason to connect with you. By implementing a simple data collection system, your marketing efforts can reach a wider more diversified audience and consequently allow your message to broadcast more effectively

**▪ Coordination of Annual Newsletter/Copywriting**

- Utilizing agreed upon messaging and information, TBC will oversee the creation of the MPWMD annual newsletter including creative direction and copywriting as needed.
- If desired TBC can also design the newsletter or work with your current graphic artist
- TBC also recommends the coordination of key messages, language and style of the newsletter and your other publications or collateral material.

**Direction:**

As another piece of the communications puzzle, the annual newsletter can be a great promotional vehicle. TBC will look for ways that the item can have a greater impact and be of more use to the general public. As with everything, a consistent message is extremely important.

- **Regular attendance at Board of Directors Meetings & Relevant Events**
- **General Strategic Counsel & Regular Meetings/Communication with MPWMD Board of Directors, Staff, Shareholders, and Project Partners.**

**Disclosure**

*Thomas Brand Consulting is not party to any former or current ongoing civil or criminal investigation or litigation. At no time has our company defaulted or failed to perform our duties leading to a legal termination of contract.*

**Recommended Additional Projects: (outside of the Proposed Scope of Work)**

While the Proposed Scope of Work is a comprehensive piece based upon our discussion, TBC has identified four other important pieces that should be considered as part of your overall public outreach plan. While these items were discussed as needs, they have been categorized as individual projects that can easily be addressed to maintain a cohesive organizational voice. Project costs will be determined upon request.

**▪ Website**

- Creative direction and project management of current website
- Additional search engine optimization, email marketing and on-line facilitation with current vendor
- Refreshed and additional content development and postings of relevant material and coverage from and of events, the media and the MPWMD
- Monthly email marketing campaign to customers, key stakeholders, media and partner databases
- Implementation of a online blog designed to enhance SEO and provide fresh content

**Direction:**

In today's world, a company or organization's website is a critical component of the public outreach process. The general public must feel that the company is investing back into itself by utilizing current best practices and the company's partners need to feel that they have something to gain by aligning themselves with said company. The website also serves as an accurate and real-time platform for delivering your message. Additionally, the wealth of information and data that can be gained by a modern, interactive website is an important piece of the public information puzzle.

**▪ Public Outreach/Education Campaign**

- Utilizing agreed upon messaging and approved budget, creation of a public outreach campaign that complements the public relations and outreach components of the scope of work.
- Campaign will be focused on supporting the key messages of the District, its events and project programs
- Creative direction and production of all campaign materials will be managed by TBC
- Campaign can utilize multiple media platforms including but not limited to:
  - Collateral Material

- Direct Mail
- Television
- Radio
- Print
- Internet
- Social Media/You Tube
- Outdoor
- In-Person

**Direction:**

If desired, a complete Public Information, Advertising and Outreach campaign can be created and implemented. This campaign could be focused on any number of projects including but not limited to; General Public Awareness, Ballot Initiatives and Project Updates

**▪ Event Management and Coordination**

- Create and implement special events, designed to enhance the visibility of the District and its programs to the community, media, trade organizations and, hospitality, non-profits and educational groups
- Coordination and promotional support of existing events

**Direction:**

In the world of public relations, nothing is better than an event. It allows for an expanded communications push specifically designed to promote the specific message and desired outcome of the event. In the case of the MPWMD, the numerous environmentally focused events on the Monterey Peninsula are an extraordinary opportunity to introduce or reacquaint the community, media and potential partners to the various projects you are involved in or spearheading.

**▪ External Public Perception Audit**

- External community outreach evaluation to determine the current actual and current perceived public status of MPWMD
- Creation and implementation of a customized public survey and questionnaire with analytical results to be tabulated and presented as part of the audit
- Facilitation, as needed, of public groups and individuals to establish findings and community outreach desires

**Budget**

Per the above outlined Scope of Work, Thomas Brand Consulting, LLC proposes a contractual retainer for 12 months, of \$36,000 or \$3000 per month, based upon 24-26 hours per month. All out of scope work unless otherwise agreed upon in writing by both parties shall be billed at \$150 per hour. The costs of any associated media buys or collateral production that would fall under the proposed Scope of Work will be determined upon examination of current programs.

The proposed contract does not include creative expenses such as graphic design, web development, photography, video production, any and all media buys and out of pocket expenses including travel/mileage, printing, postage and items associated with the production of events. Thomas Brand Consulting requires client approval for outside expenses greater than \$50.00.

Upon the approval of the of the agreed upon contract and any additional budget stipulations, work will start on an agreed upon date with the first month's or portion of the first month's payment due. From that point forward, the client will be invoices on the 1<sup>st</sup> of 15<sup>th</sup> of each month, payable within 15 days unless otherwise agreed to by both parties. TBC will work within your established accounting practices to ensure a smooth process.

**Summary**

Thomas Brand Consulting is uniquely positioned to serve as the public outreach agency/consultant, on behalf of the Monterey Peninsula Water Management District. Thank you for the opportunity to submit our proposal, we truly look forward to building a long-lasting relationship with your organization.

**Acceptance of Proposal:**

\_\_\_\_\_  
*David J. Stoldt*  
*Monterey Peninsula Water Management District*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Stephen C. Thomas*  
*Thomas Brand Consulting, LLC*

\_\_\_\_\_  
*Date*



CITY OF PACIFIC GROVE  
300 Forest Avenue □ Pacific Grove, California

June 6th, 2012

Since the Fall of 2009 after conducting a national search, I have had the distinct pleasure of working with Thomas Brand Consulting on the re-branding, public outreach, marketing and advertising of the City of Pacific Grove's, Pacific Grove Golf Links. With their wide-ranging skill set, extensive local knowledge and contacts; their team has been able to bring our course the local, regional and national recognition and accolades it deserves.

They have successfully rebranded the course and designed and launched our new website. Thomas Brand oversaw our entire public relations program including: the creation of a press kit, generation and pitching of story ideas and press release distribution, facilitation of media and FAM tours and managing a dedicated local outreach program. They have also managed our social media campaign including Facebook, Twitter and regular email blasts to our e-club members. Additionally, they have overseen the creative direction for all collateral material and print, web and broadcast advertising.

Thomas Brand has also worked closely with City staff on coalition building. They have collaborated and provided communication strategies with various city and community entities and targeted committees. Additionally, they helped to facilitate public input and provided accurate and beneficial strategic counsel on a variety of sensitive and important issues.

We would not hesitate to recommend Thomas Brand Consulting to your organization. Their knowledge of strategic communication tactics and governmental relations as it relates to hot button community issues, as well as their creative expertise has allowed our course wider recognition, respect and general awareness during trying economic times. I have found their style to be easy to work with and their results, true to form.

Please contact me if you have any further questions.

Sincerely,

Joe Riekema  
Pacific Grove Golf Links



California American Water – Monterey  
511 Forest Lodge Rd, Suite 100  
Pacific Grove, CA 93950  
[amwater.com](http://amwater.com)

On behalf of California American Water, I am happy to submit this letter of recommendation for Thomas Brand Consulting (TBC). Our team has had the opportunity to work with TBC on multiple projects including a community outreach, coalition building campaign for the Our Water Our Lives "Freedom Bus" to Sacramento, as well as a press conference and outreach video production.

While contracted with California American Water, TBC was instrumental in the Our Water Our Lives coalition building, community outreach and strategic counsel for this important project. In addition, TBC was also responsible for the coalition communication, event coordination, vendor management and social media marketing for Our Water Our Lives. (Please refer to this link for more information on the issue: <http://www.facebook.com/pages/Our-Water-Our-Lives/148472973582?ref=ts#!/group.php?gid=148014358266>)

TBC also facilitated and managed a press conference for California American Water announcing the Collaboration Statement signing for San Clemente Dam. TBC managed the event coordination, dignitary participation, venue selection, contract negotiations and supported the event with press kit development and on-site media relations. TBC has also been instrumental in providing production management for multiple on-site shoots at the San Clemente Dam and the Carmel River.

TBC has been an invaluable asset for California American Water's community and project outreach efforts. Their professionalism, attention to detail and commitment to our overall vision and goals made each of these projects easy to accomplish. With each instance, the results far exceeded our expectations. We would be happy to offer our recommendation for their services.

Sincerely,

Catherine Bowie  
Manager of External Affairs



15 June 2012

**RE: Letter of Recommendation**

To Whom It May Concern:

It is with sincere pleasure that I write this letter of recommendation for Thomas Brand Consulting. Since the spring of 2010, BuildingWise has retained Thomas Brand Consulting (TBC) for public/community relations, marketing, copywriting, media relations and branding services.

The TBC team facilitated a complete re-brand of our growing company, as well as managing all strategic communications related to BuildingWise. From the writing and redesign of our website, to the design and writing of a bevy of collateral materials, TBC has helped BuildingWise to create a strong, consistent brand, separating positioning our company above the competition, locally, nationally, and internationally.

Most recently, TBC coordinated a major press conference for the PLATINUM LEED® certification of a high-profile client in Oakland, Integral Group. All media relations, as well as community outreach to Bay Area city officials were handled by TBC. As a result, Jean Quan, Mayor of Oakland was in attendance, as were some of the most respected leaders among the green building industry. Outstanding media coverage has been the result to date, and is still being garnered, weeks later.

The TBC team is a group of well-rounded, high-energy, exceptional professionals that would serve as an asset to any organization seeking high-level communications consultation.

Sincerely,

A handwritten signature in blue ink, appearing to read "W/C Crawford", written over a light blue rectangular background.

Bruce Crawford  
Chief Executive Officer  
BuildingWise  
[bruce@buildingwise.net](mailto:bruce@buildingwise.net)  
m 415-990-5080



**Water Awareness Committee**  
OF MONTEREY COUNTY, INC.

California-American  
Water Company

November 3, 2011

California Water  
Service Company

To: Whom It May Concern

Castroville  
Community Service  
District

**RE: RECOMMENDATION FOR THOMAS BRAND CONSULTING**

Marina Coast Water  
District

The Water Awareness Committee of Monterey County, Inc., (WAC) is pleased to provide this Letter of Recommendation for Thomas Brand Consulting (TBC). TBC was contracted by WAC to provide event management support, promotions, and advertising services for the Water Awareness Day Celebration (WADC) at Del Monte Shopping Center for 2010 and 2011.

Monterey County  
Health Department

These services included sponsor promotions, exhibitor solicitations, on-site event management, Water Treasure Hunt passport and event program printing, website support, regular event Facebook page management and postings, and event promotional advertising on local radio and television. TBC also secured a radio sponsor for a Water-Wise art contest and obtained grant funding to help support the event at no extra cost to WAC.

Monterey County  
Water Resources  
Agency

TBC exceeded expectations in performance and customer service. Their team is comprised of local industry professionals who are committed to the betterment of our community. Their local connections also provided cost benefits to WAC by partnering with area vendors, businesses, non-profits, and other community groups. TBC provided a "turn-key" approach to managing our event, while working closely with the WADC Coordinator and event subcommittee.

Monterey Regional  
Water Pollution  
Control Agency


Please feel free to contact us for additional information.

MCSI Water  
Systems  
Management

Sincerely,

Monterey Peninsula  
Water Management  
District

  
Richard Youngblood  
President, WAC  
(831) 277-6478

  
Karen Harris  
WADC Coordinator, WAC  
(831) 645-4604

Rancho Cañada Golf  
Ranch

Laguna Seca Golf  
Club

City of Soledad