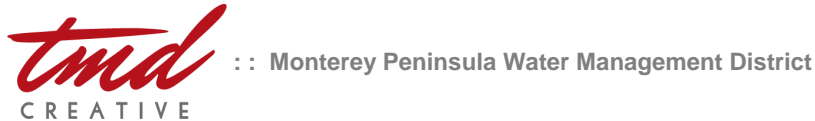




Overview of Services, Prices, and Specialization
Monterey Peninsula Water Management District
Stephanie Locke
September, 2020



EXHIBIT 2-A



Overview for: Stephanie Locke

Our team of strategists, graphic designers, content developers, web developers, and multimedia producers, work synergistically with clients to create organic messages, stories, and themes that resonate with audiences for many years. At TMD Creative, we have been partnering with public and governmental agencies and marketing to the varied audiences throughout Monterey County, since our founding over 20 years ago.

We currently work with the Monterey County Department of Health Clinic Services, Monterey County Department of Behavioral Health, and the Monterey County Department of Social Services. Additionally, we started working hand-in-hand with county leaders and the Board of Supervisors on the county wide coronavirus response.

TMD Creative has been in business since 1999. Our core competencies include messaging and strategic implementation, audience segmentation, public relations, copywriting, graphic design—including infographics, video production, collateral material creation, as well as design and programming of websites, and collaborating with clients to best execute their vision, while keeping varied stakeholders at top of mind. We have a strong history of delivering projects on-time and on-budget.

TMD's specialization is in developing strategic marketing initiatives and implementing them with our award-winning, in-house team. We do not outsource any strategic, design, or production work. We have a diverse staff, a number of whom are native Spanish speakers. TMD has experience marketing to all the varied constituencies in Monterey County and understand the vehicles needed to reach these different audiences. This allows TMD to deliver the highest quality, most innovative, award-winning solutions for our clients.

TMD was established to be an extension of our client's in-house marketing team. This proposal will outline how we could partner together on messaging, advertising, newsletter and email management, editorials, event coordination, and web, including social media management.

We are certain that a partnership with TMD will allow the Monterey Peninsula Water Management District to share their message with all Monterey County stakeholders and audiences.

Sincerely,
Sam Spadoni & Nick Pasculli
Managing Director & President and CEO, TMD Creative
831-758-6425
90 West Alisal Street
Salinas, CA 93901

EXHIBIT 2-A

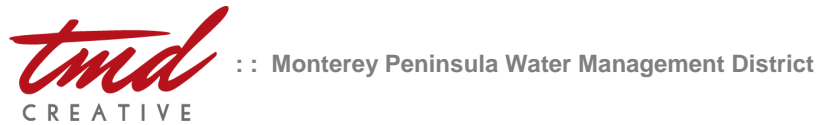
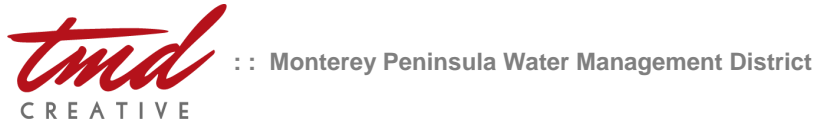


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Consultant Qualifications and Background: Strategy

For 20 years, TMD Creative has worked with hundreds of public and governmental agencies and non-profit corporations, and countless businesses that support them. We are happy to provide references from any organizations we have worked with, either in the private or public sector. Should there be any specific past project you want a more detailed accounting of, please let us know, and we can give you a detailed report on it.

The Marketing Department, Inc. (DBA TMD Creative) has served client throughout the U.S. Europe, South America, and Australia in industries as diverse as: government, food and agriculture, financial services, healthcare, real estate and construction, insurance, education, nonprofit, retail, transportation, tourism, wine, manufacturing, professional services and more. However, as we are based in Salinas, CA in Monterey County, the majority of our clients and revenue are based locally.

TMD is the only firm of its type with a high percentage of bilingual and bicultural professional which is reflective of the population of our county. Our firm's cultural diversity includes Hispanic (native speakers), Hispanic (first generation), Asian-American, Mexican-American, Cuban American, and Italian American.

Please visit our website <https://www.tmdcreative.com> , <https://www.rootedinag.com> , <http://www.tmdtechsolutions.com> and our Vimeo channel at <https://vimeo.com/themarketingdepartment>.

EXHIBIT 2-A



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.

Sam Spadoni // Managing Director & Business Development

Sam has over a decade of marketing and management experience in a variety of industries. He has worked in many different industries including health, hospitality, gaming, and technology. Sam graduated from California State University, Fresno in 2008 with a B.A. in International Business Management and has worked at building bridges between people from different cultures in both his undergraduate and graduate programs. He moved back to Monterey to study at the Middlebury Institute of International Studies where he received an MBA in International Marketing in 2013. Sam's diverse background has equipped him with the ability to work on projects ranging from work with non-profits like the Monterey Jazz Festival to helping market and launch tele-health products overseas (Numera Health, Libris).

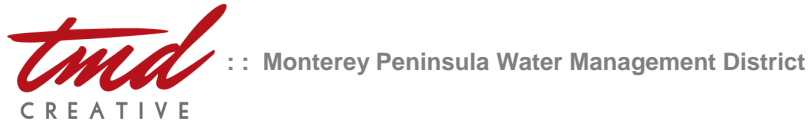
Lewis Leader // Director of PR & Crisis Communications

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.

EXHIBIT 2-A



Amos Strauss // Client Services Coordinator

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.

Gabriel Rodriguez // Director of New Media & Design

Gabe attended California State University, Monterey Bay and graduated with a major in computer science with an emphasis on telecommunications, multi-media, and applied computing. His page layout ability was developed while working several years as the senior designer for a Gannet newspaper. In addition to being a talented artist, Gabe is a hard worker, and eager to produce results for our clients. Gabe is bilingual in English and Spanish, which helps our clients reach a broader audience.

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.

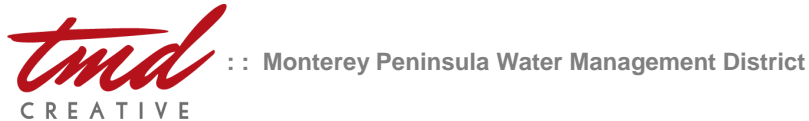
Fran Murillo // Senior Designer

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.

EXHIBIT 2-A



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.

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.

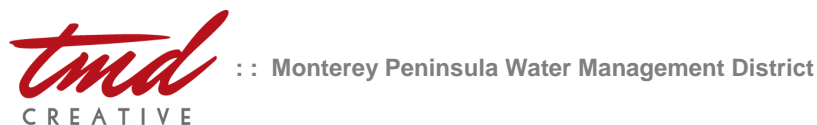
Yarely Chino // Lead Web Developer

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.

EXHIBIT 2-A



Our Philosophy about supporting our client's Brand

A brand message is the promise to the community about what kind of information, service and experience they are receiving. All organizations have a brand, whether positive or negative, that defines the organization's mission and strengthens its value proposition. It is the reason why people pay hundreds of dollars more for a pair of Nike shoes. After all, they're just shoes, but it is about how the Nike brand makes one feel. A good brand changes the way the public thinks about and interacts with the agency, whether it is a private or public agency. Thus, having a strong, visible brand and messaging is imperative to the Monterey Peninsula Water Management District, particularly during this tumultuous time when getting positive attention is more difficult than it perhaps has ever been.

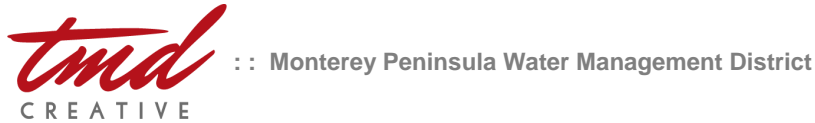
Strong brands are a result of long-term strategy that guides how the organization portrays itself. This means that internal messaging is just as important as external messaging. It helps guide internal stakeholders and creates a good culture. This includes a vision and mission statement, tagline and strong messaging that resonates with existing and potential audiences; encourages employees; and leaves a positive impression on your target audience. It is important that if there is a powerful message in place that it is being both lived and reflected within the organization.

Strategic, accurate, and timely communications are a valuable business tool. We at TMD believe successful communications grows collectively out of strategic planning, problem solving and visual thinking. It is a process designed to uncover the value of our clients' offerings. We listen, analyze, research, formulate and ultimately design communication tools that connect with the community, officials, employees, shareholders and the key stakeholders who add to the momentum of every enterprise. This clarity of purpose leads to clarity of execution.

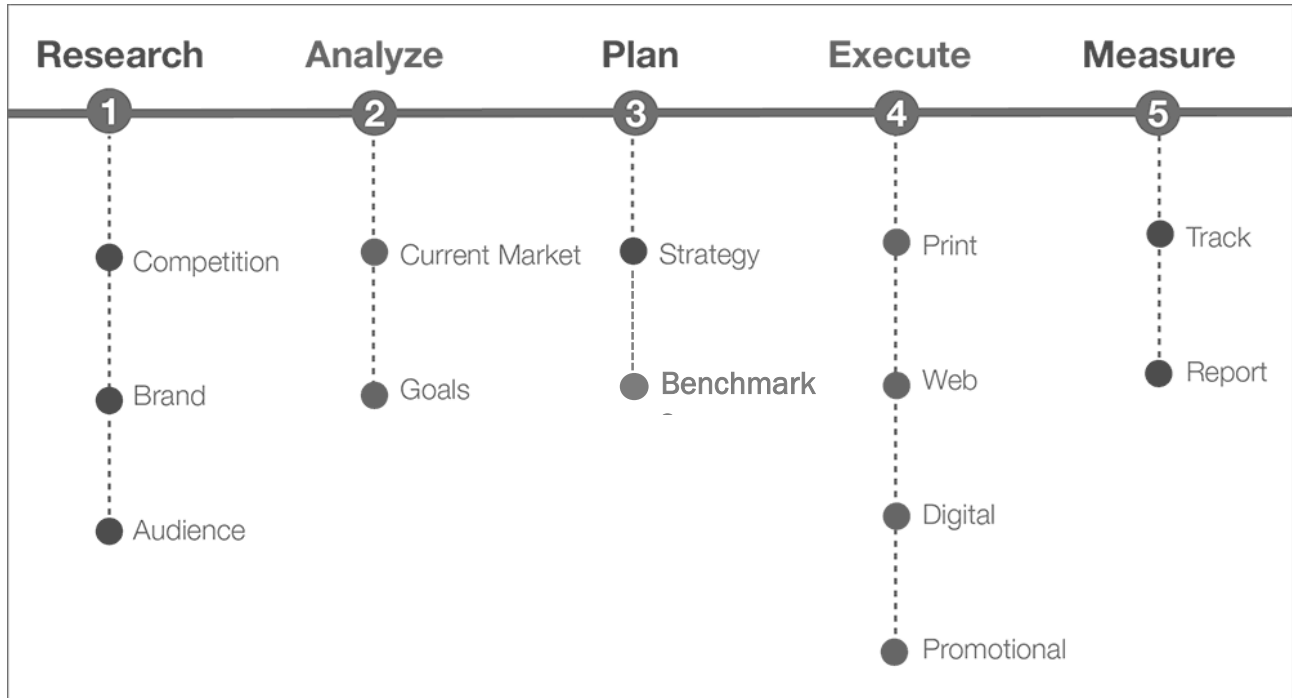
Clients choose TMD Creative when they want to work with a marketing and PR firm that understands their strategic goals and the power of thoughtful messaging and design. We look at every project through the eyes of the audience. Our style is smart, attractive, and compelling to a wide audience and we explore new ways to present ideas and concepts to the public.

Through our exclusively in-house team and a flexible network of quality vendors, we draw together the best team to address your specific communications needs within your budget, including strategy, creative, writing, photography/videography and project management. We are large enough to deliver major projects for some of California's leading corporations, yet small enough that you'll work directly with one of our professional team members.

EXHIBIT 2-A



Marketing Plan Anatomy

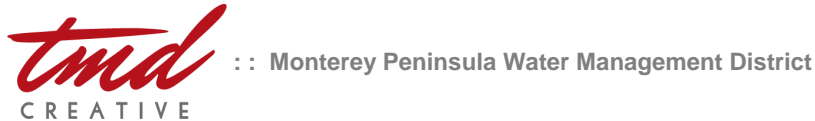


Project Planning & Management

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.



EXHIBIT 2-A



Monterey Peninsula Water Management District and TMD Collaboration

Project Overview

TMD strongly believes the best work comes from collaborating with the client. This means combining your knowledge and skills with our creative strategy.

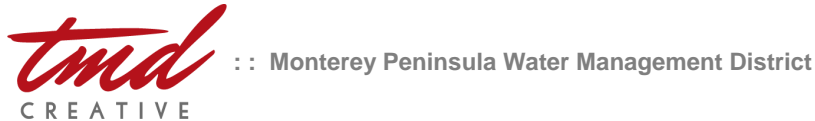
- TMD will designate a team to collaborate with the MPWMD team to gather information and develop the communications
- TMD will also designate a team member to attend MPWMD meetings as needed

Strategy & Messaging Development

A kickoff meeting will be an essential first step. This meeting would take place immediately upon TMD confirming partnership with MPWMD and should include all relevant members from MPWMD and TMD. The goal of this meeting would be two-fold, the first to understand where TMD can assist while assigning roles and responsibilities for both parties. The second item would be to review the identified target audiences, strategies for disseminating information to the public and rebutting disinformation (as/if needed), and overview of the different channels being used to share timely information with the media and the public, and discuss what is working best and what is not. If there are any brand guidelines or distinct look and feel for the current information being shared, we would like to review that prior to meeting. During the meeting we would set on-going meeting calendar/schedules.

- Channels through where the messaging will be disseminated
 - o Website
 - o Facebook
 - o Instagram (if implemented, we did not see one on your website)
 - o Radio
 - o TV
 - o Print materials
 - o Newsletter
- Message to be concise and consistent
- Messaging to be translated into Spanish and match the cultural tone of the target audiences (if/as needed)
- Video messages to be delivered by a trusted community leader if possible

EXHIBIT 2-A



Monterey Peninsula Water Management District and TMD Collaboration

Deliverables

After completing the initial meeting, TMD will work with MPWMD on a list of deliverables along with a timeline for them. Obviously as the information being shared with the public is constantly being updated based on the newest information, it will be important to create templates early on that we can then add the newest information into. While new information may necessitate new graphic creation, it will allow us to focus on this instead of “recreating the wheel”.

- **Develop Newsletter Theme and Template and determine frequency of newsletter**
- **Updated Collateral, including brochures and other marketing materials**
- **Draft Monthly Branding Ads**
- **Social Media development, including content calendars and strategy**
 - **Photo and video shoots as needed to support all of the above deliverables**

Evaluation

During our on-going scheduled meetings, outlined above in kick-off meeting, we will make the necessary adjustments to our messaging and/or collaboration process to make it more efficient and effective.

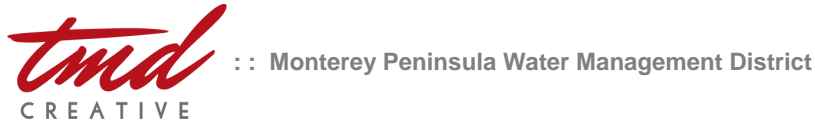
Activities

Below is a list of some of the team members who would work on these deliverables (their bios can be seen on pages 5-7). We also included a partial list of clients we have worked with on these items. If you would like a broader list of experience, contacts, or additional details on these, or any other projects, please do not hesitate to reach out to us.

Key Message Development: This team will be led by Amairani Resendiz, Nick Pasculli, and Sam Spadoni. This group would also oversee on-going feedback and consultation. Clients we have assisted with message development include Taylor Farms, Monterey Salinas-Transit, the Housing Development Corporation (HDC) Monterey, and the County of Monterey.

Email/Newsletter Design and Management: This would be led by Sam Spadoni, Fran Murillo, and Lindsey Little. TMD has experience managing i-Contact, Constant Contact, Mail Chimp, Active Campaign, and many other platforms. TMD currently manages email marketing for Earthbound Farms, Taylor Farms, and Fruits from Chile.

EXHIBIT 2-A



Monterey Peninsula Water Management District and TMD Collaboration

Collateral, Brochures, and other Marketing Materials: This would be led by Nick Pasculli, Sam Spadoni, Fran Murillo, and Lindsey Little. TMD currently manages collateral for ExperTravel, County of Monterey, California Agriculture Leadership Foundation, and the Housing Development Corporation. Collateral samples can be seen on page 15-16.

Managing Social Media: This team will be led by Sam Spadoni, Amos Strauss, and Cristina Cachux. We currently oversee and assist on several social media platforms for clients including Taylor Farms, Salinas Valley Ford, and many others.

Monterey Peninsula Water Management District and TMD Collaboration

Understanding the Issues

The team at TMD intimately understands the issues surrounding water on the Central Coast and the various groups and constituencies of the district, including residents, conservationists, land owners, hospitality, agriculture, developers, government, and others. We are familiar with many of the top issues including, Pure Water Monterey, desalination, water capture, reuse, and recycling, aquifers, rivers, and wells, Los Padres, Water Supply Project, our limited water resources, and the general supply and demand issues we face.

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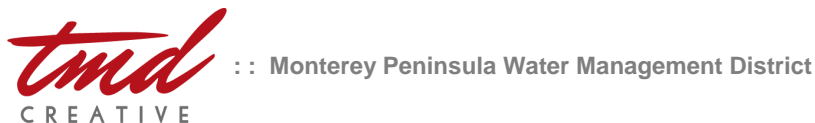


EXHIBIT 2-A

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: Community Foundation for Monterey County

Nonprofit Websites: <http://cfmco.org/> <https://www.montereycountygives.com/>

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

Contact Name: Amanda Holder, Marketing Director

Email: amandah@cfmco.org

Phone Number: 831.375.9712 x123

Client: County of Monterey

Project: Covid 19 Response

Contact Name: Nick Chiulos, Assistant County Administrative Officer

Email: chiulosn@co.monterey.ca.us

Phone Number: 831.755.5145

Work Samples Below (14-16)

EXHIBIT 2-A

EXHIBIT 2-A

EXHIBIT 2-A

EXHIBIT 2-A

Sample Fee Schedule

The relationships we have with each client is different from a financial perspective. Some clients like being on a retainer, while other budgets are based on a specific project with a commitment to multiple projects within a year. That said, below is a sample of our hourly rate sheet. These are not cast in stone, rather they provide a basis for the calculation of project costs as a function of time.

Our goal would be to meet with you, review budgets, and determine a standard price with a volume discount that ensures we are meeting all the needs of the District.

Strategic Marketing Consulting	\$150-175 per hour
Creative Direction	\$145-165 per hour
Graphic Design	\$125-150 per hour
Copywriting & Editing	\$95-125 per hour
Web, Mobile App & Internet-related Design	\$145-165 per hour
Web & Mobile App Programming	\$165 per hour
Photography and Videography	\$150-175 per hour
Production Assistance	\$95-125 per hour
Photo Studio Rental	\$100 per hour
Social Media Management	\$145 per hour
Google AdWords Management	\$175 per hour
Animation/Illustration	\$165 per hour
Crisis Management in all Disciplines	\$200 per hour

Proposed Retainer Overview:

Based on the activities outlined in the RFP, we are envisioning the first three months to require more leg-work as we develop key messages and establish an aesthetic and templates for use in materials. While the work would be weighted on the front-end, we can smooth that out over the year (see below). Once messaging and look is established we will continue with evaluation and adjustments.

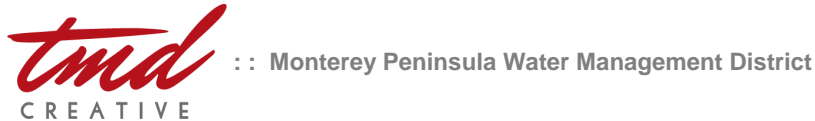
First month to include: up to 25 consulting hours, 25 design/multi-media (i.e.) production hours

Following two months to include (per month): up to 15 consulting hours, 20 production hours

On-going month-to-month work (per month): 5 consulting hours, up to 15 hours of production work

Note: we can break this down in a way that is most convenient for MPWMD (for instance if you wanted to calculate the total yearly work and divide by 12, that could then be the monthly retainer price). In that particular scenario the monthly retainer would include all necessary design and marketing work related to collateral pieces, monthly ads, newsletter design and creation, and social media content calendars, graphics, and execution and be approximately: **\$4,000 per month**

EXHIBIT 2-A

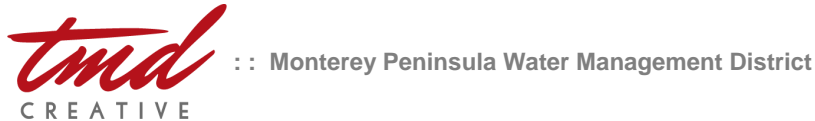


Clients

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)

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

EXHIBIT 2-A



Testimonials

"With a unique combination of creative energy and the talent to produce strategic and thoughtful marketing campaigns, TMD has consistently delivered high-quality product and brand messaging through an array of media."

- Bruce Adams, Vice President // Central Coast Federal Credit Union

"You TMD guys are hot, hot, hot! Thanks for helping set an image for our department."

- Sam Trevino, Community Relations Manager // Monterey County
Department of Social & Employment Services (retired)

"There are no words quite adequate to thank you for your enthusiasm and enormous talent you have provided."

- Sylvester D Ryan, Bishop of Monterey // Diocese of Monterey (retired)

"The team at TMD has proven to be creative, resourceful and very reliable. They are flexible and easy to work with. It has truly been a trouble-free collaboration ranging from the simplest ad to the more involved TV and radio commercials. You can count on them to take abstract ideas and create attractive, professionally produced materials that achieve results."

- Harry Wardwell, Central Coast Regional President // Rabobank

"TMD's revamping of our website has been very successful for us. We have received so much positive feedback from the community!"

- Anna Foglia, Executive Director // Sun Street Centers