

AGREEMENT FOR MARKETING SERVICES

This Agreement for Marketing Services (“Agreement”) is entered into as of the ____ day of _____, 2017, between the City of Norman, Oklahoma, a municipal corporation (the “City”) and Compa Creative, a marketing agency (the “Agency”), collectively the “Parties”.

WITNESSETH:

WHEREAS, the Oklahoma Department of Environmental Quality (“ODEQ”) placed Lake Thunderbird on its list of Impaired Waterbodies in 2008 and again in 2010 for elevated concentrations of Chlorophyll-a and biochemical oxygen demand and low concentration of Dissolved Oxygen;

WHEREAS, the ODEQ issued the Lake Thunderbird Report for Nutrient, Turbidity, and Dissolved Oxygen TMDLs (the “TMDL Report”) on November 13, 2013 that established waste load allocations and load allocations deemed necessary to reduce turbidity and chlorophyll-a levels while maintaining sufficient oxygen levels in Lake Thunderbird to attain water quality targets to restore impaired beneficial uses and protect public health;

WHEREAS, the TMDL Report required the three cities within the drainage area of Lake Thunderbird – Norman, Oklahoma City and Moore – to submit Compliance and Monitoring Plans by November 13, 2015;

WHEREAS, the City adopted the Compliance and Monitoring Plan (the “Plan”) to comply with the requirements of the TMDL Report on April 7, 2016;

WHEREAS, education of the community on general watershed topics and the importance of protecting the Lake Thunderbird Watershed can be fundamental to success of the NPS reduction effort, one component of the Plan is the implementation of a general watershed education campaign;

WHEREAS, the City has entered into a Memorandum of Understanding (Contract No. K-1718-85) that provides for the sharing of costs with the Cities of Moore and Oklahoma City for a branding project to help in the public education efforts related to the Plan.

NOW, THEREFORE, in consideration of the mutual covenants contained herein, the parties agree as follows:

- I. Project Scope. The purpose of this project is to design a logo, website and a branding package for the Thunderbird Watershed educational initiatives in accordance with the Plan.

II. Responsibilities of the Agency.

- A. Logo Design: The Agency will conduct market research and analysis to develop three logo design options that will appeal to a broad audience as a friendly credible source of educational initiatives regarding Lake Thunderbird. Three logo options will be developed and final artwork and signage design will be provided to the City upon selection of the appropriate logo.
- B. Branding & Identity Package: The Agency will develop and provide to the City a branding guide, inclusive of name and tag line development, graphic elements, various design mock-ups and social graphics.
- C. Website Development: The Agency will develop an optimized, functional, responsive and integrated website that is mobile-friendly. Services will include copywriting, developing a launch strategy, and providing for domain registry. The fee for this service is inclusive of 1 month of Squarespace and relating hosting of the website.

III. Fee Structure

- A. Costs for Services:
 - i. Logo Design \$ 750
 - ii. Branding and Identity Package \$ 500
 - iii. Website Development \$1500
 - iv. Optional: 1 Year of Squarespace and Hosting \$ 250
- B. Payment Schedule: Within ten (10) days of approval by this contract by the Parties, the City shall remit to the Agency an amount equal to one half of the total fee (\$1,375). The remainder of the fee shall become due once the project is completed.

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IN WITNESS WHEREOF, this Agreement is entered into the ____ day of _____, 2017.

COMPA CREATIVE

By: Dave Heins

Name: Dave Heins

Title: Principal

Attest: Rachel L. Warila



(Corporate Seal)

CITY OF NORMAN, OKLAHOMA

By: _____

Name: Lynne Miller

Title: Mayor

Attest: _____

Clerk

(Seal)

Approved as to form and legality this ____ day of _____, 2017.

City Attorney