

CITY OF EL PASO, TEXAS
AGENDA ITEM DEPARTMENT HEAD'S SUMMARY FORM

DEPARTMENT: Community and Human Development

AGENDA DATE: October 29, 2019

CONTACT PERSON: Nicole Ferrini,
FerriniNM@elpasotexas.gov

DISTRICT(S) AFFECTED: All Districts

SUBJECT:

A resolution that the City Manager be authorized to sign an Economic Development Program Grant Agreement (the "Agreement") between the City of El Paso and The Paso Del Norte Community Foundation, a 501(c)(3) public charity ("Paso del Norte"), to provide economic development services to the City related to the coordination and management of financial resources for Census 2020 outreach and marketing efforts to ensure a greater impact and efficiency for an accurate census count. Under the Agreement, which has a term ending June 30, 2020, the City shall disburse funds to Paso del Norte for its services in the amount of THREE HUNDRED THOUSAND AND NO/100 DOLLARS (\$300,000.00).

BACKGROUND/DISCUSSION:

The Paso Del Norte Community Foundation serves a critical role in improving education, health, social services, economic development and quality of life in the Paso Del Norte Region. Under this Agreement, the City seeks to engage the services of Paso del Norte for the coordination and management of financial resources for Census 2020 outreach and marketing efforts to ensure a greater impact and efficiency for an accurate census count and to leverage Paso del Norte resources in a neutral convener role. The Agreement shall terminate on June 30, 2020. Services shall include monthly reporting regarding Census 2020 outreach, oversight of marketing firm and a close out report within 30 days of the Agreement termination date.

PRIOR COUNCIL ACTION:

N/A

AMOUNT AND SOURCE OF FUNDING:

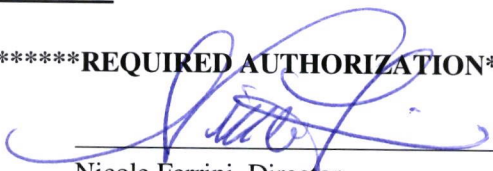
Source of funding shall be through funding string 1000-552000-999-99999.

BOARD/COMMISSION ACTION:

N/A

*****REQUIRED AUTHORIZATION*****

DEPARTMENT HEAD:



Nicole Ferrini, Director
Community & Human Development

RESOLUTION

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

That the City Manager be authorized to sign an Economic Development Program Grant Agreement (hereinafter "Agreement") by and between the **CITY OF EL PASO** (hereinafter "City") and **THE PASO DEL NORTE COMMUNITY FOUNDATION** (hereinafter "Paso del Norte") to provide economic development services to the City related to the coordination and management of financial resources for Census 2020 outreach and marketing efforts to ensure a greater impact and efficiency for an accurate census count. Under the Agreement, which has a term ending June 30, 2020, the City shall disburse funds to Paso del Norte for its services in the amount of **THREE HUNDRED THOUSAND AND NO/100 DOLLARS (\$300,000.00)**.

APPROVED this _____ day of October 2019.

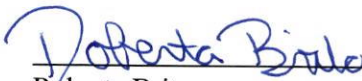
CITY OF EL PASO

Dee Margo
Mayor

ATTEST:

Laura D. Prine
City Clerk

APPROVED AS TO FORM:



Roberta Brito
Assistant City Attorney

APPROVED AS TO CONTENT



Nicole Ferrini, Director
Community & Human Development

STATE OF TEXAS	§	ECONOMIC DEVELOPMENT
	§	PROGRAM GRANT AGREEMENT
COUNTY OF EL PASO	§	OF THE CITY OF EL PASO

This Economic Development Program Grant Agreement (hereinafter "Agreement") is made and entered into by and between the **CITY OF EL PASO** (hereinafter "City"), a Texas home rule municipal corporation, and **THE PASO DEL NORTE COMMUNITY FOUNDATION** (hereinafter "Paso del Norte"), a 501(c)(3) public charity, collectively the "Parties", and pursuant to Article III, Section 52-a of the Texas Constitution and Chapter 380 of the Texas Local Government Code, for the purposes and considerations stated below:

WHEREAS, the City is a duly organized political subdivision of the State of Texas engaged in the administration of City government and related services for the benefit of its citizens of the City; and

WHEREAS, the City wishes to engage the services of Paso del Norte for the coordination and management of financial resources for Census 2020 outreach and marketing efforts to ensure a greater impact and efficiency for an accurate census count and to leverage Paso del Norte resources in a neutral convener role; and

WHEREAS, to ensure an accurate census count that will spur the economic development of the City, Paso del Norte will serve as the lead coordinator for the El Paso Complete Count Committee; and

WHEREAS, Paso del Norte serves a critical role in the community by supporting the philanthropic goals of individuals, families, corporations, foundation and nonprofit organizations to improve education, health, social services, economic development and quality of life in the Paso del Norte region; and

WHEREAS, an accurate census count provides critical data on the total population of the community, the age of the population in various areas of the region, the percentage of population within certain age brackets, the region's workforce and level of employment and unemployment; and

WHEREAS, this information enables the government, policy makers and the business community to plan for the allocation of resources and investment; and

WHEREAS, an accurate census is an invaluable tool for the business community as it stands as the single best source of information to make evidence-based decisions that create jobs and grow the City's economy; and

WHEREAS, information on the City's demographics and growth potential of a regional market provides business leaders an opportunity to invest in the local community via new real estate developments, office and store locations, construction projects, and other development and new and existing business growth and expansion opportunities; and

WHEREAS, pursuant to Chapter 380 of the Texas Local Government Code, the City is authorized to grant and loan municipal funds for the purposes of promoting local economic development and stimulating business and commercial activity within the City of El Paso; and

WHEREAS, pursuant to Texas Local Government Code, Section 380.002(a), the City, as a home-rule municipality with a population of more than 100,000, is authorized to contract with a 501(c)(3)

organization as defined by the Internal Revenue Code of 1986, for the public purposes of development and diversification of the economy of the state, elimination of unemployment or underemployment in the state, and development or expansion of commerce in the state; and

WHEREAS, the City has identified and determined that collaborating with Paso del Norte and allocating City resources for Census 2020 outreach and marketing efforts will benefit the City and its residents in promoting economic prosperity for the City;

NOW THEREFORE, in consideration of the foregoing and other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

SECTION 1. TERM

The effective date of this Agreement shall be the date upon which both Parties have fully executed the Agreement (the “Effective Date”). The term of this Agreement shall commence on the Effective Date and shall terminate on June 30, 2020 (the “Term”).

SECTION 2. PURPOSE

The City seeks to engage the services of Paso del Norte for the coordination and management of financial resources for Census 2020 outreach and marketing efforts to ensure a greater impact and efficiency for an accurate census count and to leverage Paso del Norte resources in a neutral convener role. More specifically, services shall include:

- A. Oversee and ensure the completion of work of the marketing campaign by the firm designated by the El Paso Census Action Committee as described in Exhibit A (the “Scope of Services”), which is attached hereto and incorporated herein for all purposes.
- B. Provide financial management services to the City by managing the City’s funds allocated to the Census marketing efforts as reflected in Exhibit A, and appropriating those funds accordingly.
- C. Provide monthly written reports to the City regarding the status of the Census 2020 efforts and the progress and efficacy of the marketing campaign as described in Exhibit A.

SECTION 3. OBLIGATIONS OF PASO DEL NORTE

During the term of this Agreement, Paso del Norte shall comply with the following terms and conditions:

- A. **Fund Management.** Manage the funds allocated by the City through this Agreement.
- B. **Monthly Reporting.** Provide the City monthly written reports regarding the Census 2020 outreach and marketing efforts as described in Exhibit A. Such reporting shall be due on the last Thursday of each month during the Term of this Agreement with the first report due on November 28, 2019.
- C. **Oversight of Marketing Firm.** Provide direct oversight of the marketing firm selected to ensure that outreach and marketing is being performed pursuant to the terms of Paso del Norte’s agreement with the firm as reflected in Exhibit A.
- D. **Close-Out Report.** Provide a final close-out report to the El Paso City Council regarding the entirety of Census 2020 outreach and marketing efforts, the accomplished goals, and the impact of such efforts within thirty (30) days of the Agreement termination date.

SECTION 4. AMOUNT AND DISBURSEMENT OF THE GRANT

- A. **Amount of Grant.** The total grant amount payable by the City under this Agreement shall not exceed **THREE HUNDRED THOUSAND AND NO/100 DOLLARS (\$300,000.00).**
- B. **Disbursement of Grant.** The City shall disburse the Grant in a one-time payment not to exceed **THREE HUNDRED THOUSAND AND NO/100 DOLLARS (\$300,000.00)** within thirty (30) days of the Effective Date.
- D. **Paso del Norte's Sole Costs and Expenses.** The Parties expressly understand that all costs and expenses incurred by Paso del Norte are Paso del Norte's sole liability. The City shall not be liable to Paso del Norte or any other entity for any costs incurred by Paso del Norte in performance of this Agreement.

SECTION 5. OBLIGATIONS OF CITY

During the term of this Agreement, the City shall comply with the following terms and conditions:

- A. **Process Payment in a Timely Manner.** The Grant disbursement shall be due within thirty (30) days of the Effective Date of this Agreement.
- B. **City Appropriation of Funds.** It is expressly understood by the Parties that, except as otherwise provided herein, payment of the Grant in no way obligates the City's General Fund or any monies or credits of the City and creates no debt of, nor any liability to, Paso del Norte or third parties. All payments or expenditures made by the City under this Agreement are subject to the City's appropriation of funds for such payments or expenditures to be paid in the budget year for which they are made.
- C. **Maximum Grant Amount.** Under no circumstances shall the City be required to disburse more than the maximum Grant amount of **THREE HUNDRED THOUSAND AND NO/100 DOLLARS (\$300,000.00).**

SECTION 6. EVENTS OF DEFAULT

Each of the following shall constitute an Event of Default under this Agreement:

- A. **False Statements.** In the event Paso del Norte provides any written warranty, representation or statement under this Agreement or any document (s) related hereto that is/are false or misleading in any material respect, either now or at the time made or furnished, and Paso del Norte fails to cure same within thirty (30) days after written notice from the City describing the violation shall be deemed an event of default. If such violation cannot be cured within such thirty (30) day period in the exercise of all due diligence, and Paso del Norte fails to commence such cure within such thirty (30) day period or fails to continuously thereafter diligently prosecute the cure of such violation, such actions or omissions shall also be deemed an event of default. Further, if Paso del Norte obtains actual knowledge that any previously provided warranty, representation or statement has become false or misleading after the time that it was made, and Paso del Norte fails to provide written notice to the City of the false or misleading nature of such warranty, representation or statement within ten (10) days after Paso del Norte learns of its false or misleading nature, such action or omission shall be deemed an event of default. In the event this Agreement is terminated pursuant to this Section, all Grant Payments previously provided by the

City pursuant to this Agreement shall be recaptured and repaid by Paso del Norte within sixty (60) days from the date of such termination.

- B. **Insolvency.** The dissolution or termination of Paso del Norte's existence as an ongoing 501(c)(3), Paso del Norte's insolvency, any assignment of all or substantially all of the assets of Paso del Norte for the benefit of creditors of Paso del Norte, or the commencement of any proceeding under any bankruptcy or insolvency laws by or against Paso del Norte shall all be deemed events of default. However, in the case of involuntary proceedings, if such proceedings are discharged within sixty (60) days after filing, no event of default shall be deemed to have occurred.
- C. **Other Defaults.** Failure of Paso del Norte or City to comply with or to perform any other term, obligation, covenant or condition contained in this Agreement or in any related documents, and Paso del Norte or City fails to cure such failure within thirty (30) days after written notice from the other party describing such failure shall be deemed an event of default; provided, however, if such failure cannot be cured within such thirty (30) day period in the exercise of all due diligence, but if Paso del Norte or City also fails or refuses to commence such cure within such thirty (30) day period or fails or refuses to continuously thereafter diligently prosecute the cure of such failure, such act or omission shall be deemed an event of default.
- D. **Failure to Cure.** If any event of default by Paso del Norte shall occur, and after Paso del Norte fails to cure same in accordance herewith, then this Agreement is terminated without any further action required of the City and the City's obligations end at that time. If a default has not been cured within the time frame stated herein, the non-defaulting party shall have all rights and remedies under the law or in equity.
- E. **Effect of Termination.** Upon receipt of the City's notice of termination, Paso del Norte shall, to the extent possible under its other contractual obligations, cancel, withdraw or otherwise terminate any outstanding orders or subcontracts related to the performance of this Agreement and shall cease to incur costs thereunder. The Paso del Norte agrees and understands that the City will not be liable to Paso del Norte or to third parties for any costs incurred subsequent to receipt of a notice of termination. Further, it is understood and agreed that upon notice of termination and following the applicable cure period, Paso del Norte shall provide one final Grant Submittal Package request within thirty (30) days, which will include only those reimbursable expenses incurred prior to the notice of termination.

SECTION 7. TERMINATION OF AGREEMENT BY CITY WITHOUT DEFAULT OF PASO DEL NORTE

The City may terminate this Agreement for its convenience and without the requirement of an event of default by Paso del Norte, which shall become effective immediately if any state or federal statute, regulation, case law, or other law renders this Agreement ineffectual, impractical or illegal, including any case law holding that an Economic Development Agreement such as this Agreement is unconstitutional debt.

SECTION 8. RECAPTURE

Should Paso del Norte default under the terms of this Agreement, and provided that the cure period for such default has expired (if applicable), all payments previously provided by the City pursuant

to this Agreement shall be recaptured and repaid by Paso del Norte within sixty (60) days from the date of such termination.

SECTION 9. MISCELLANEOUS PROVISIONS

The following miscellaneous provisions are a part of this Agreement:

- A. **Amendments.** This Agreement constitutes the entire understanding and agreement of the Parties as to the matters set forth in this Agreement. No alteration of or amendment to this Agreement shall be effective unless given in writing and signed by both Parties.
- B. **Applicable Law and Venue.** This Agreement shall be governed by and construed in accordance with the laws of the State of Texas, and all obligations of the Parties created hereunder are performable in El Paso County, Texas. Venue for any action arising under this Agreement shall lie in the state district courts of El Paso County, Texas.
- C. **Assignment.** Paso del Norte understands and agrees that the City expressly prohibits Paso del Norte from selling, transferring, assigning or conveying in any way any rights to receive the Grant proceeds or any assignment of this Agreement without the City's prior written consent. Any such attempt to sell, transfer, assign or convey without the City's prior written consent shall result in the immediate termination of this Agreement, with no ability for Paso del Norte to cure.
- D. **Binding Obligation.** This Agreement shall become a binding obligation on the signatories upon execution by all signatories hereto. City warrants and represents that the individual executing this Agreement on behalf of City has full authority to execute this Agreement and bind City to the same. The individual executing this Agreement on Paso del Norte's behalf warrants and represents that he or she has full authority to execute this Agreement and bind Paso del Norte to the same.
- E. **Captions.** The captions of various sections of the Agreement are for convenience of reference only, and shall not alter the terms and conditions of this Agreement.
- F. **Confidentiality Obligations.** The confidentiality of employment records and any other records related to the City's economic development considerations and incentives provided herein will be maintained in accordance with and subject to all applicable laws, including the Public Information Act, Chapter 552, Texas Government Code. Specifically, the City will maintain the confidentiality of any proprietary information to the extent permitted by law and agrees that, as required by the Public Information Act, it will notify Paso del Norte if a request relating to such proprietary information is received. Paso del Norte represents that it understands that the Public Information Act excepts disclosure of trade secret and confidential commercial information and that it will need to assert the proprietary interest of Paso del Norte or other third party as a basis for nondisclosure.
- G. **Counterparts.** This Agreement may be executed in one or more counterparts, each of which shall be deemed an original and all of which shall constitute the same document.
- H. **Employment of Undocumented Workers.** During the term of this Agreement, Paso del Norte agrees not to knowingly employ any undocumented workers as defined in Texas Government Code Section 2264.001. If convicted of a violation under 8 U.S.C. Section 1324a(f), Paso del Norte shall repay the amount of the Grant payments received by Paso del Norte from the City as of the date of such violation.

not later than one hundred twenty (120) days after the date Paso del Norte is notified by City of a violation of this section, plus interest from the date the Grant payment(s) was paid to Paso del Norte, at the rate of seven percent (7%) per annum. The interest will accrue from the date the Grant payment(s) were paid to Paso del Norte until the date the reimbursement payments are repaid to City. The City may also recover court costs and reasonable attorney's fees incurred in an action to recover the Grant payment(s) subject to repayment under this section. Paso del Norte is not liable for a violation by its subsidiary, affiliate, or franchisee, or by a person which whom Paso del Norte contracts.

- I. **Execution of Agreement.** The El Paso City Council has authorized the City Manager to execute this Agreement on behalf of the City.
- J. **Independent Contractor.** City and Paso del Norte understand that Paso del Norte is an independent contractor and that no term or provision hereof or act of Paso del Norte in performance of this Agreement shall be construed as making Paso del Norte an agent or employee of the City. All officers and employees of Paso del Norte shall be solely responsible to Paso del Norte, and the City shall not have any authority, responsibility or liability with respect thereto.
- K. **Notices.** All notices required to be given under this Agreement shall be given in writing and shall be effective when actually delivered or when deposited in the United States mail, first class, postage prepaid, addressed to the party to whom the notice is to be given at the addresses shown below. Any party may change its address for notices under this Agreement by giving formal written notice to the other parties, specifying that the purpose of the notice is to change the party's address. For notice purposes, each party agrees to keep the other informed at all times of its current address.

City:

City of El Paso
Attn: City Manager
P.O. Box 1890
El Paso, Texas 79950-1890

Copy to:

City of El Paso
Attn: Director, Community and Human Development
P.O. Box 1890
El Paso, Texas 79950-1890
Email: FerriniNM@elpasotexas.gov

City of El Paso
Attn: City Attorney
P.O. Box 1890
El Paso, Texas 79950-1890
Email: DeLaRosaOA@elpasotexas.gov

Paso del Norte:

Paso del Norte Community Foundation
Attn: Enrique Mata, Senior Program Officer
221 N. Kansas, Suite 1900
El Paso, Texas 79901
Email: emata@pdnfoundation.org

- L. **Ordinance Applicability.** The signatories hereto shall be subject to all ordinances of the City, whether now existing or in the future arising; provided however, no ordinance shall reduce or diminish the contractual obligations contained herein.
- M. **Severability.** In the event any provision of this Agreement shall be determined by any court of competent jurisdiction to be invalid or unenforceable, the Agreement shall, to the extent reasonably possible, remain in force as to the balance of its provisions as if such invalid provision were not a part hereof.
- N. **Survival of Covenants.** Any of the representations, warranties, covenants and obligations of the parties, as well as any rights and benefits of the parties, pertaining to a period of time following the termination of this Agreement shall survive termination.
- O. **Waiver.** Failure by either party on one or more occasions to exercise one or more of its rights hereunder shall not be construed as a waiver of such right or rights, and rights granted hereunder are in addition to those available under law and equity.

(SIGNATURES BEGIN ON THE FOLLOWING PAGE)

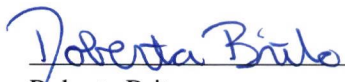
CITY CLERK DEPT
2019 OCT 22 AM 11:37

IN WITNESS WHEREOF, the Parties have executed this Agreement on this _____ day of October 2019.

CITY OF EL PASO, TEXAS


Tomás González
City Manager

APPROVED AS TO FORM:



Roberta Brito
Assistant City Attorney

APPROVED AS TO CONTENT:



Nicole Ferrini, Director
Community and Human Development

ACKNOWLEDGMENT

STATE OF TEXAS §
 §
COUNTY OF EL PASO §

This Instrument was acknowledged before me on the _____ day of October 2019, by Tomás González, City Manager of the City of El Paso, Texas, on behalf of the City of El Paso, Texas.

Notary Public, State of Texas

My Commission Expires:

IN WITNESS WHEREOF, the Parties have executed this Agreement on this _____ day of October 2019.

**PASO DEL NORTE COMMUNITY
FOUNDATION**

A 503(c)(3) non-profit corporation

By: _____

Name:

Title:

ACKNOWLEDGMENT

STATE OF TEXAS §

§

COUNTY OF EL PASO §

This Instrument was acknowledged before me on the _____ day of October 2019, by _____, as _____ of the Paso del Norte Community Foundation, on behalf of the Paso del Norte Community Foundation.

Notary Public, State of Texas

My Commission Expires:

EXHIBIT A
Phase II SCOPE OF SERVICES

OCTOBER 1, 2019 to MARCH 31, 2020

Our work for Phase II of this contract shall be broken out into two marketing/engagement phases – the Awareness Phase (Jan-Feb 2020) and the Motivation Phase (March 2020, going into April). Work for the Awareness Phase begins in October 2019.

Scope of Work/Deliverables:

STRATEGIC PLANNING/PROJECT MANAGEMENT

- Coordinate CCC chairs, action team and subcommittee members and full committee to maximize resources and ensure consistent communication to reach the HTC population
- Plan no less than six meetings and/or calls with CCC chairs, no less than 12 action team and subcommittee meetings, and no less than six meetings of the full committee. There will be a minimum of one full CCC meeting a month. The days and times will vary depending on the CCC availability, but will be held on the fourth week of the month, when possible.
- Weekly written progress reports

PUBLIC RELATIONS

- Engagement with stakeholders and local trusted voices in HTC communities
- Promotional efforts for earned media
- Integration with social media
- Coordinate Spanish-language PR

FUNDRAISING

- Identify sources of funding – foundations, corporations, individuals
- Write no less than 2 grant proposals or corporate requests
- Collaborate with CCC and stakeholders to secure funding

CREATIVE PRODUCTION

- Creative collateral for public communications, fundraising and events/meetings
 - Up to three unique deliverables for this phase such as handout, signage, giveaway
- Includes print, digital, radio and video production:
 - TV - Spanish only (one spot for Jan-Feb & one for March-Apr)
 - PSA Scripts - S\W will develop and provide stations for production
 - Print Ads - two sizes with messaging for all three phases*
 - Radio - 1 English / 1 Spanish versioned for all three phases*
 - Digital/Social - Up to 6 digital or social messages for 3 phases x 5 sizes/versions

- Photography - Photo Shoot capturing images for all three phases
- Dropbox including all assets for Committee use including brand standards, logos, fonts, templates so that committee members can download and use as needed for their individual efforts.

**Radio, Social, Digital Print will be shot and produced at the same time and versioned for all phases at the same time.*

- Guerilla marketing tactics to promote With/Without You campaign
 - Ideas include: Wrap on dilapidated buses, sign on unfinished construction site/road

MEDIA PLANNING & BUYS

- Media plan (See Exhibit B for details)
- Mobile Advertising (VoteMAP)
- Negotiations and placements for media buys
- Timed to support public relations and partner outreach
- Tracking of media traffic

PROJECT COORDINATOR

- Team member Gloria Tostado of Sanders\Wingo will be the on-the-ground CCC contact in El Paso coordinating with the CCC. Taylor Collective Solutions will work closely with Gloria to assist in all coordination. Work with the sub-committee to identify key groups and leaders in the HTC community to organize, train and disseminate information.

COMMUNITY EVENTS

- Work with the Outreach committee to identify events in which to participate. We will plan participation in no less than two events per month. Each event will be evaluated and decided upon by estimated crowd size, target audience and projected budget. We estimate spending \$250-\$1,500 on each event, and anticipate and will actively work to have some event sponsorships and other associated expenses donated as in-kind contributions from various sponsors. A sampling of potential events includes:

- Boo at the Zoo – October 26, 2019
- Dia de Los Muertos – November 2019
- Thanksgiving Parade – November 2019
- Winterfest – November 23, 2019 thru January 5, 2020
- Sun Bowl – December 2019
- Kidspalooza – March 2020
- City Craft Beer Festival – March 2020
- Church events - throughout

PHASE II BUDGET: Budget shall not exceed \$650,000*

Service	Rate (6 months)	Item Detail
Strategic Planning/Project Management	\$69,000	
Creative/Production	\$124,000	Production costs billed in advance
Fundraising	\$30,000	
Public relations	\$30,000	
Media Buys	\$325,000	Media buys billed in advance
Project coordinator	\$36,000	On-the-ground
Collateral materials	\$7,500	
Events & Meetings	\$10,000	Min 2 events per month
Expenses	\$15,000	Travel, etc.
TOTAL	\$646,500	

*This budget is based on what funds are committed to date. Addendum shall be updated as more funds are procured. Requests outside of the agreed upon scope of work will be estimated and billed separately.

Deliverable	Completion date	Advance payment	Payment for services
CCC coordination, meetings and calls; weekly reports; one grant proposal submitted; fundraising outreach; production; public relations; media planning; collateral materials produced as necessary	Oct 31, 2019	\$47,500** (production)	\$34,000 +expenses
CCC coordination, meetings and calls; weekly reports; one grant proposal submitted; fundraising outreach; production; public relations; media planning; collateral materials produced as necessary	Nov 30, 2019	\$47,500 (production)	\$34,000 +expenses
CCC coordination, meetings and calls; weekly reports; fundraising outreach; production, media buys; public relations; media planning; collateral materials produced as necessary	Dec 31, 2019	\$162,500 (media)	\$34,000 +expenses
CCC coordination, meetings and calls; weekly reports; fundraising outreach; launch of paid media campaign; public relations; collateral materials produced as necessary	Jan 31, 2020	\$162,500 (media)	\$34,000 +expenses
CCC coordination, meetings and calls; weekly reports; fundraising outreach; media flight; public relations; collateral materials produced as necessary	Feb 29, 2020		\$34,000 +expenses
CCC coordination, meetings and calls; weekly reports; fundraising outreach; media flight; public relations	Mar 31, 2020		\$34,000 +expenses

**See below for breakdown of estimation production costs

Estimate of Production Cost Breakdown		
10/31/2019 - \$47,500	\$25,000.00	TV Production (50%)
	\$15,000.00	Photography
	\$5,000.00	Collateral Printing
	\$2,500.00	Meetings & Prep Materials Oct-Dec
	\$47,500.00	Total
11/30/2019 - \$47,500	\$25,000.00	TV Production (50%)
	\$5,000.00	Photography
	\$15,000.00	Radio
	\$2,500.00	Production of events Materials for Phase I
	\$47,500.00	Total