

# TMD CREATIVE PROPOSAL

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**Monterey Peninsula Water  
Management District**

MAY 2021

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# DRAFT3

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90 W Alisal Street  
Salinas, CA 93901  
831.758.6425  
info@tmdcreative.com





Dear Stephanie,

Our team at TMD has enjoyed the past few months working together in communicating the Monterey Peninsula Water Management District message. TMD Creative values the District's commitment to innovation and the highest standards for both the sustainable and safe production of water for communities. Promoting your organization, and providing increased value to customers while demonstrating the value you already provide to them are key points of your messaging. These points resonate with TMD Creative and we feel we have a good understanding of your organization upon which we would build going into the next fiscal year.

We are please to submit a proposal to Monterey Peninsula Water Management District to continue our partnership into 2022. Telling the story of the District and the community it represents would be a focus of future work. We have outlined elements of a marketing plan based on what we started and integrating your new goals for the upcoming year. We are excited about and look forward to working with you collaboratively to achieve your strategic objectives.

We build strong relationships with our clients, many of which have been with TMD Creative since the beginning. They remain with us because we continue to earn their trust and deliver on our promises — high quality, original, award-winning solutions for our clients.

Thank you for the opportunity to continue our work together. Please let us know if you have any questions regarding this proposal. Feel free to call or email me at any time.

Best regards,

A handwritten signature in blue ink that reads 'Nick Pasculli'. The signature is written in a cursive, flowing style.

Nick Pasculli



## **OUR PHILOSOPHY ABOUT SUPPORTING YOUR BRAND**

A brand message is the promise to the community about what kind of information, service and experience they are receiving. 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.

TMD has enjoyed our partnership with the Monterey Peninsula Water Management District this past year and look forward to a continued collaboration to enhance your brand. Our approach using strategic marketing coupled with creative problem solving and visual thinking will continue to build your brand and guide how the organization portrays itself to the public and your constituents.

## **OVERVIEW**

TMD strongly believes the best work comes from collaborating with the client. This means combining your knowledge and skills with our creative strategy. Through our work together these past few months and by listening to your communication goals, we have identified and are proposing the following components for the next fiscal year.

### **Design components\*:**

- Direct mail piece/newsletter: create design template and publish twice a year:  
1) promote Measure “J”; 2) focus TBD
- Brochures: Updating of current brochures (up to five of the current brochures)
- Redesign hospitality card
- One monthly branding ad to support 2021-2022 strategic goals: design and coordinate placement in three primary publications; and create small versions of each ad for social media purposes
- Educational workshop ad for May 2022: design and coordinate placement in three primary publications; and create small versions of each ad for social media purposes

*\* Design components do not include printing costs, mailing services or postage.*



**Consulting components:**

- e-mailing list enhancement:
  - Buy targeted email lists or enable “opt in” features to build electronic outreach list (Cost not included in retainer.)
- Surveys: targeting two specific audiences, survey includes:
  - Instrument consulting (development of questionnaire)
  - Instrument deployment (method TBD: email, web or USPS)
  - Collect data and provide analysis reporting
- Social media: campaign development includes:
  - Content calendars and strategy
  - Creating a series of posts to graphically amplify 2021 strategic goals
- Client/Board/Committee meeting attendance:
  - TMD Creative will commit 1-2 people to attend monthly meeting

**PROPOSED RETAINER:**

Reflective of the projects outlined in the above design and consulting components, TMD Creative calculated the total work hours and divided by 12 to determine the proposed monthly retainer price.

**Retainer.....\$4,250 per month**



## **WEBSITE RE-DESIGN**

**(OPTIONAL – Not included in the retainer)**

**Objective:** An excellent website is just one of the key foundation elements in maintaining and growing your organization. Our commitment is to create a website that accurately reflects and further develops the MPWMD brand by re-designing and programming a dynamic and easy-to-use site strengthening your presence online.

TMD keeps abreast and ahead of current best practices and uses the latest Content Management Systems (CMS) and HTML, while also making the site a flexible resource for domestic and international online visitors. Most importantly, it is very user friendly, so you can communicate better with your industries and communities.

### **Scope:**

Functionality features include:

- Responsive, mobile-friendly design
- Optimized site for search and social media
- Simple and attractive design that makes a strong impact
- Easy, optimized navigation and expandability
- Design of page layout and development of style sheets to be used throughout
- Excellent page speed load time
- Secure
- ADA Compliance
- Optimization for social media
- SEO friendly elements (widgets, design features, style elements)

Content features include:

- High quality content with optimized keywords and phrases for good readability scores
- Engaging imagery (photos, videos and/or moving pictures)
- Testimonials/ratings/recommendations/certifications
- Clear calls-to-actions
- Request for an estimate forms on each page
- Blog page

Backend Programming and Database include:

- Custom theme on a customer portal
- Migrate current assets, descriptions, and photos as determined
- Migrate categories and set up navigation
- Set up SSL certificate (beta testing)
- Launch new site (retest again)



**WEBSITE CREATIVE INVESTMENT**

(Based on current 75+ page MPWMD web site)

**Includes design and development strategy\***

- Design: Includes homepage and secondary page proofs and style sheets with two revisions\*, and migrating content from current site
- Search Engine Optimization: Both website and directory research and listings
- Mobile responsive design and programming

**Backend Programming and Database\***

- Assess management and cataloging into a WP database
- Integrate the payment gateway and set up SSL certificate
- Backend programming, CMS, beta-testing
- Pre-launch, launch and post-launch steps and testing of new site

**Total Estimated Cost of Website Development .....\$15,000-17,500**

This estimate is based on information gathered at initial meeting with client. If the scope changes, the total cost will be reflected.

\*Revisions beyond this scope of work will be billed at an hourly rate.

\*\*Additional services not included in this estimate listed here (but not limited to) are photography, video creation, copywriting and illustration. These services will be estimated on an as needed basis.



**MEDIA EVENT**

(OPTIONAL – Not included in the retainer)

**Objective:** Strategic goal of this event would be to create an opportunity for MPWMD to provide and share information to the press about the organization’s award-winning “Path to Water Independence” plan. MPWMD will be positioned to take a proactive approach creating and determining the dialog regarding sustainable water plans for our area’s short and long-term future.

**Scope:**

Strategy and support of MPWMD media event to include:

- Identifying press attendees
- Follow-up with attendees as needed
- Attendance of event to evaluate event effectiveness

**Total Estimated Cost of Media Event.....\$5,000**

**CUSTOM PHOTOGRAPHY & VIDEOGRAPHY**

(OPTIONAL – Not included in the retainer)

*Includes photography/video services and art direction fees*

Full day rate: .....\$2,000

Half day rate: .....\$1,200

Drone Footage:

Hourly rate: .....\$175\*

\*Editing services to be billed additionally at \$75/hour

Specific estimates for photography/videography are based on information gathered through communication and meetings with client. A more detailed estimate will be provided once needs are determined.



## **LIMITATION OF LIABILITY**

TMD will notify client of inaccuracies that are discovered during our normal course of business; however, unless specifically stated otherwise in writing (in this proposal or amending work orders), the client bears final responsibility for any errors or omissions present in the content submitted to TMD. Therefore, the client should verify the accuracy of any and all content before submitting it to TMD. Content includes but is not limited to copy/text, data, pictures, and images.

TMD is happy to provide copywriting and editing services for a fee. Excluded from this service is technical or scientific data and statistics, or information specific to the client for which TMD has no reference to verify accuracy.





**AGREEMENT**

If this proposal meets with your approval, please indicate by signing and returning one copy to TMD by US Mail, fax, or e-mail. A monthly payment of retainer amount is required to initiate work due by July 1, 2021. Should you have questions, please feel free to call me at 831-758-6425 ext. 203, or contact me by email: [nick@tmdcreative.com](mailto:nick@tmdcreative.com)

Thank you for the opportunity to submit this proposal. We look forward to working with you!

Sincerely,

Nick Pasculli

**Agreed and accepted by:**

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Name Title

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Organization Date

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Signature

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Name Title

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TMD Date

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Signature