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Cahoon & Cross, Inc.
1741 Cotton Farm Lane
PO Box 6066
Suffolk, VA 23433
www.cahoonandcross.com

TEL. 757.420.6944

Hampton Roads Planning District Commission
Attn: Katie Cullipher
The Regional Building
723 Woodlake Drive
Chesapeake, VA 23320

INVOICE #: 1941

Date: Sep 23 2016

Project Name: HRPDC 2016-2017 Regional
Environmental Education Campaign:
askHRgreen.org Year 2
/PICA-FY2016-CO1

Title: askHRgreen.org Consulting and
Management

Job #: 1888

Description:

Includes research, strategic campaign planning and analysis, promotional reporting, website reports, campaign evaluations, presentation development, twelve client planning meetings, two all-hands meetings, two planning advisor meetings, presentations and budget projections. Services cover all four committees.

Scope Of Work	Cost
Consulting	
Marketing Consultation	\$260.00
Developed template and strategy for 2015-2016 locality share projections for all 17 localities, 2 hours	
Account Service	\$685.00
Finalized promotional evaluation for 2015-2016. Reviewed locality share projections from 2015 and client correspondence. Discussed with CoVA production and printing of Green Magazine. Developed locality share spreadsheet, finalized and sent spreadsheet to client.	

Purchase Order #: PICA-FY2016-CO1

Total Due \$945.00

Terms:

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INVOICE #: 1943

Date: Sep 23 2016

Project Name: HRPDC 2016-2017 Regional
Environmental Education Campaign:
askHRgreen.org Year 2
/PICA-FY2016-CO1

Title: HR Green 2016-2017 Stormwater
Subcommittee Marketing

Job #: 1894

Description:

2016-2017 askHRgreen.org Stormwater Subcommittee promotional campaigns including radio, Facebook, online advertising and creative support for the media campaigns.

Scope Of Work	Cost
Media Buy, Search Engine Marketing Campaign	\$411.77
52-week search engine marketing provided by Pilot Media. Includes quarterly reports, presentations and media buying services. October	
Purchase Order #: PICA-FY2016-CO1	Total Due \$411.77

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INVOICE #: 1944

Date: Sep 23 2016

Project Name: HRPDC 2016-2017 Regional
Environmental Education Campaign:
askHRgreen.org Year 2
/PICA-FY2016-CO1

Title: askHRgreen.org Public Relations
Strategy & Management

Job #: 1889

Description:

Includes public relations planning and strategy, meeting preparation and presentations, and public relations evaluation.

Scope Of Work	Cost
Public Relations	
Public Relations Consultation	\$357.50
Reviewed media placements and updated PR value spreadsheet. Team meeting preparation and participation. 3.25 hours	
Purchase Order #: PICA-FY2016-CO1	
	Total Due \$357.50

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INVOICE #: 1945

Date: Sep 23 2016

Project Name: HRPDC 2016-2017 Regional
Environmental Education Campaign:
askHRgreen.org Year 2
/PICA-FY2016-CO1

Title: askHRgreen.org Media &
Community Relations

Job #: 1898

Description:

Public relations media and community outreach. Includes news release development for six releases each requiring writing, editing, approval and submission coordination, distribution to media/committees, social media missives, media follow-up, interview coordination and management, and talking points development. Locality presentation development and media ambassador training is included. Stormwater will not be featured in any news releases; however, they will share in the media ambassador program and the locality presentation.

Scope Of Work	Cost
Public Relations	
PR Services - Press Releases	\$467.50
Developed Zika virus news release, submitted to client for approval and issued to media. 4.25 hours	
Purchase Order #: PICA-FY2016-CO1	
	Total Due \$467.50

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INVOICE #: 1946

Date: Sep 23 2016

Project Name: HRPDC 2016-2017 Regional
Environmental Education Campaign:
askHRgreen.org Year 2
/PICA-FY2016-CO1

Title: askHRgreen.org Newsletters &
Publications

Job #: 1899

Description:

Conceptualizing and production of six e-newsletters including writing, editing, approval process management, creative design, Constant Contact fees and list maintenance. All committees will have featured content.

Scope Of Work	Cost
Public Relations Edited e-newsletter content. 1 hour	\$110.00
Miscellaneous Expenses Constant Contact monthly fee.	\$118.75
Creative/Design Develop e-newsletter with graphics, proofing, changes, load content and publish. 8 hours	\$950.00
Purchase Order #: PICA-FY2016-CO1	Total Due \$1,178.75

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Date: Sep 23 2016

Project Name: HRPDC 2016-2017 Regional
Environmental Education Campaign:
askHRgreen.org Year 2
/PICA-FY2016-CO1

Title: askHRgreen.org Creative
Development

Job #: 1890

Description:

Includes meetings and presentations, website updates, website programming as required, creative design support for the campaign, and Website hosting by Scarlett's Web. Services cover all four committees.

Scope Of Work	Cost
Creative/Design	
Web/Interactive Updates	\$415.63
Website support including client communication, project management, adding news release and repairing email sign up problem. 3.5 hours	
Creative Development	\$2,018.75
Attended monthly team meeting and planning advisor meeting, survey review and planning. 17 hours	
Purchase Order #: PICA-FY2016-CO1	Total Due \$2,434.38

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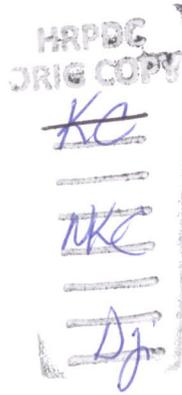
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INVOICE #: 1948

Date: Oct 07 2016

Project Name: HRPDC 2016-2017 Regional Environmental Education Campaign: askHRgreen.org Year 2 /PICA-FY2016-CO1

Title: HR Green 2016-2017 Stormwater Subcommittee Marketing

Job #: 1894

Description:

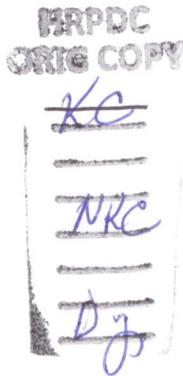
2016-2017 askHRgreen.org Stormwater Subcommittee promotional campaigns including radio, Facebook, online advertising and creative support for the media campaigns.

Scope Of Work	Cost
Media Buy, Leaves Down the Drain & Pet Waste	
Two Week Campaign: Radio and Online Promotion Dates: November 7-20, 2016	
Button & Banners/Online Media	\$3,026.06
WTKR.com: Targeted Display ads Hampton Roads DMA, native content ads on WTKR.com and Facebook ads	
Radio Media	\$5,850.00
WGH-FM; WVBW-FM; WVSP-FM (269 x :60 commercials)	
Purchase Order #: PICA-FY2016-CO1	Total Due \$8,876.06

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Date: Oct 07 2016

Project Name: HRPDC 2016-2017 Regional Environmental Education Campaign: askHRgreen.org Year 2 /PICA-FY2016-CO1

Title: HR Green 2016-2017 Fats, Oils & Grease Subcommittee Marketing

Job #: 1893

Description:

2016-17 askHRgreen.org Fats, Oils & Grease Subcommittee promotional campaigns including radio, TV, Facebook, online advertising and creative support for the media campaigns..

Scope Of Work	Cost
Media Buy, Holiday FOG	
One Week Campaign to include: Radio, Online, Facebook Advertising Promotion Dates: November 19-25, 2016	
Button & Banners/Online Media	\$1,505.67
WTKR.com: Targeted Display ads Hampton Roads DMA, native content ads on WTKR.com and Facebook ads	
Radio Media	\$3,995.00
WGH-FM and WVBW- FM (52 x :60 commercials and 69 x :05 sponsorship IDs)	
Purchase Order #: PICA-FY2016-CO1	Total Due \$5,500.67

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Date: Oct 07 2016

Project Name: HRPDC 2016-2017 Regional
Environmental Education Campaign:
askHRgreen.org Year 2
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Title: HR Green 2016-2017 Stormwater
Subcommittee Marketing

Job #: 1894

Description:

2016-2017 askHRgreen.org Stormwater Subcommittee promotional campaigns including radio, Facebook, online advertising and creative support for the media campaigns.

Scope Of Work	Cost
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52-week search engine marketing provided by Pilot Media. Includes quarterly reports, presentations and media buying services. November	
Purchase Order #: PICA-FY2016-CO1	Total Due \$411.77

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