



HRPDC
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INVOICE

Cahoon & Cross, Inc.

PO Box 6066
Suffolk, VA 23433
www.cahoonandcross.com

TEL. 757.420.6944

KC 1
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Djm

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

INVOICE #: 1988

Date: Jan 10 2017

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	
Creative Development	\$415.63
Client communications and planning. 3.5 hours.	
Purchase Order #: PICA-FY2016-CO1	Total Due <u>\$415.63</u>

Terms:
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Date: 2/1/17 Approval: KRC
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INVOICE #: 1989

Date: Jan 10 2017

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

Title: askHRgreen.org Search Engine
Marketing Campaign

Job #: 1891

Description:

52-week Search Engine Marketing campaign provided by Pilot Media for committees including FOG, Water Awareness and Recycling & Beautification (\$4,941.18 per committee). Includes quarterly reports, presentations and media buying services.

Scope Of Work	Cost
Media Buy, SEM 2016-17	\$1,235.30
February Search Engine Marketing Campaign managed by Pilot-Media	
Purchase Order #: PICA-FY2016-CO1	Total Due \$1,235.30

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Date: Jan 10 2017

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	\$411.44
52-week search engine marketing provided by Pilot Media. Includes quarterly reports, presentations and media buying services. February	
Purchase Order #: PICA-FY2016-CO1	Total Due \$411.44

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Date: Jan 10 2017

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	\$577.50
Updated media list. Developed and issued Christmas Tree Recycling media advisory. Developed talking points for Tidewater Radio community focus program. 5.25 hours	
Purchase Order #: PICA-FY2016-CO1	Total Due \$577.50

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Date: Jan 10 2017

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	
Public Relations Consultation	\$55.00
Developed 2017 e-newsletter calendar. .50 hours	
Miscellaneous Expenses	
E Newsletter Services	\$118.75
Constant Contact monthly fee. December	
Purchase Order #: PICA-FY2016-CO1	
Total Due	\$173.75

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Date: Jan 10 2017

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

Title: askHRgreen.org Public Relations
Promotions

Job #: 1900

Description:

Special promotion to promote the askHRgreen.org campaign and committee messages featuring the Rainworks hydrophobic spray and stencils to apply messages to sidewalks in highly-frequented areas in participating Hampton Roads localities. HRPDC to manage committee volunteers and purchase spray directly. Covers all four committees.

Scope Of Work	Cost
Creative Design Messaging concepting and revisions, 8 hours	\$890.00
Purchase Order #: PICA-FY2016-CO1	Total Due \$890.00
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Project Name: HRPDC 2016-2017 Regional
Environmental Education Campaign:
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/PICA-FY2016-CO1

Title: askHRgreen.org New Mobile
Responsive Website Development

Job #: 1897

Description:

Research, strategy (brand, user, content management), design and development for the new mobile-responsive askHRgreen.org website. Includes project management, research and strategy development, design, content creation and production, digital implementation, client training and expenses. The total budget for the responsive website is \$89,757.50 and the remainder will be expensed in the 2017-2018 budget.

Scope Of Work	Cost
Creative/Design	
Web/Interactive Development	\$4,750.00
Project management and presentations. 21.5 hours	
Wireframe/design finishes, prototype management, function and feature documentation. 28.5 hours	
Purchase Order #: PICA-FY2016-CO1	Total Due \$4,750.00

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