

SCOPE OF WORK # 2
TO THE MASTER SERVICES AGREEMENT BETWEEN
PFLUGERVILLE COMMUNITY DEVELOPMENT CORPORATION
AND R&R PARTNERS, TEXAS, LLC

The following provisions are designated in accordance with the Master Services Agreement by and between R&R Partners, Inc. ("Agency") and Pflugerville Community Development Corporation ("Client" or "PCDC") with an effective date of September 5, 2013 ("Agreement"), which is incorporated herein by reference.

I. Services /Deliverables

OBJECTIVES

- Develop a message to sell or promote toll roads in around the area that would help grow economic development in Pflugerville.
- Sell Class A office space to businesses
- Position Pflugerville as one of the best places near Austin for business development, as well as the "go to" community for companies looking to relocate their business and maintain or improve their quality of workforce.
- Change the perception of Pflugerville and surrounding areas by highlighting the quality of life for business and community residents

SERVICES

- Discovery and Analysis
- Public Relations/GPA
- Social Media Engagement
- Website Microsite Strategy
- Creative Development
- Media Buying & Planning

DATA AUDIT AND FOUNDATION MEETING

R&R will review previous data provided for the communication plan as well as analyze any new data available. This information will inform the team and our recommendations. This audit may consist of reviewing any primary and secondary, category and company research.

Foundation Meeting

Coordinate a foundation meeting with key R&R and PCDC stakeholders that will include a discussion of the target audiences, goals, new findings and challenges for Pflugerville.

Audience and Messaging Matrix

After the data audit and foundation meeting have taken place, we will create a matrix that is customized by target audience and will serve as a as an overall communications planning tool that helps keep complex initiatives such as a multi-constituent efforts on track. This tool will help to identify relevant messaging strategies to position the PCDC brand to each of your core audiences.

Competitive analysis

By reviewing secondary research, R&R will provide a competitive analysis looking at cities across the country that are also seeking to bring large businesses to their community. It will be important to understand what competitors are doing particularly in states that have similar financial benefits.

CREATIVE DEVELOPMENT

R&R will create campaign concepts designed to bring awareness and sell Class A office space.

Campaign Development

Once the foundation meeting is complete, we will develop a brief outlining the strategic and functional criteria for the campaign. The creative brief will capture key insights from the research and will establish intended goals. PCDC will review and approve the brief before we initiate creative development.

Using the creative brief as a guide, we will develop up to two (2) potential campaign theme directions. Each concept will include a theme along with conceptual support.

We will conduct a work session/presentation with the PCDC team to review the campaign concepts. Our goal for the meeting will be to select one (1) theme/campaign for further development. During the session, we will discuss your specific feedback to consider as we refine the chosen campaign's direction.

Once a campaign is approved, we will make up to two (2) rounds of revisions to refine the campaign as needed and then develop the final creative executions. The exact set of deliverables is dependent on the recommendations in the overall strategy and tactical plan.

Creative Executions

R&R will provide a master set of creative elements based on your desire to focus your marketing efforts on selling Class A office space.

- Print Ad – up to three (3) executions, up to 3 size variations each
- Online Banners – one (1) execution in three standard sizes, animated as needed
- Email – one (1) template with design and messaging
- Signage for convention display – this includes step and repeat logo backdrop and up to three (3) adaptations from print creative to use for conventions (printing not included)
- Brochure – design of up to a 12-page brochure
- Develop 1x social media channel skin for each of the existing channels (Twitter, LinkedIn)
- Develop 2x social media content post templates for use on Facebook and/or Twitter

STRATEGIC/TACTICAL PLAN

PUBLIC RELATIONS/GOVERNMENT & PUBLIC AFFAIRS

R&R will provide a comprehensive Public Relations strategy, plan and support your efforts as well as provide Government and Public Affairs support.

- Strategy and recommendations for local/regional/national public relations outreach
- Media relations ideation
- Generate awareness and outreach within Central Texas, the region and nationally about the benefits that Pflugerville provides the community through targeted earned media, media briefings and testimonials
- Educate community leaders and influencers on the value of partnering with Pflugerville, not only because of professional excellence but because of civic and economic impact
- Enlighten the public that Pflugerville is a city that offers a great quality of life with recreational, housing and community opportunities.
- Evaluate current contracts and identify new opportunities for partnership

DIGITAL

R&R to provide a high-level strategic recommendation for the layout and content of a “commercial real estate” landing page on the client’s existing website. After the objectives and direction has been approved by the client, R&R will separately scope out any costs associated with creative, copywriting, or development costs required for the landing page.

SOCIAL MEDIA

R&R will evaluate previous social media activities and provide strategic support in the following areas:

- Social Media Strategy & Audit:
 - Strategy to grow relationships and increase engagement on existing social media channels (Facebook, Twitter, Flickr, YouTube).
 - Strategy to engage followers/fans with timely, relevant and useful content (participation/engagement).
- Content Strategy:
 - Strategies for organizing content around a calendar to ensure ongoing delivery of content on a regular basis.
 - Develop focus and tone for social media

MEDIA

R&R will evaluate previous media activities and provide an updated comprehensive plan to broaden markets that are considered competitors for the PCDC. Media plan will target Texas through various media channels.

PAID MEDIA

- Align the PCDC brand with trusted business brands in-market
- Seek out impactful targeted executions that allow our target to learn more
- Take advantage of targeted events that focus on commercial real estate and/or have international business attendance
 - Provides 1-to-1 sell opportunities

ONGOING MEASUREMENT AND STRATEGIC SERVICES

R&R will provide ongoing measurement and strategic counsel for the PCDC executive team, to help guide key decisions and identify opportunities for the brand. Measurement will be based off of placed media, earned media and email blast distribution.

Measurement

R&R will create a measurement strategy based on Key Performance Indicators (KPIs). This assumes provision of or access to key data points from PCDC, including specific market performance metrics.

Web analytics and measurement can help track key performance metrics to optimize communications, site design, media buys and tactical efforts.

- Integrated reporting helps centralize and integrate data into a single analytics dashboard
- Cross-channel analytics identifies how distinct channels impact KPI's, and each other.
- ROI analysis to understand touch points driving ROI, allowing adjustments in real time
- Analysis of trends and opportunities

R&R will provide a monthly KPI dashboard report.

Account Management

R&R will provide an account management team to oversee all departments and client activities, with support from a Group Account Director:

- Lead agency team on strategy, development and execution of work
- Manage client budget/accounting as it relates to SOW

Provide regular status reports and meetings to review work in progress

II. Fees

Client shall pay a fee of \$15,000 per month for the term of this Scope of Work #2.

III. Term

This Scope of Work shall commence on November 1, 2014 and terminate on November 30, 2015.

AGREED AND ACCEPTED:

Pflugerville Community Development Corporation

BY: _____
Floyd Akers

TITLE: Executive Director/General Counsel

DATE: _____

R&R Partners, Texas, LLC

BY: _____
David Weeks

TITLE: President

DATE: _____