

2020-R11
Exhibit "A"



TRIAD

MARKETING SERVICES CONTRACT

Client: City of Green

February 7, 2020



TRIAD

MARKETING CONTRACT

4. TERM

Once agreed upon, the term of this Agreement shall continue for 12 months, or until terminated by either party.

Upon termination, Agency will transfer and/or assign to Client: (1) all Work Product in Agency's possession or control belonging to Client and documentation that all fees have been paid as stated in Section 3.

5. COMPENSATION AND BILLING PROCEDURE

Agency will be compensated and Client will be billed as provided in the agreed upon schedule as stated below:

The aforementioned work will be billed out monthly at a rate not to exceed \$5,000 each month. This amount will include TRIAD's time for items outlined in the Scope of Work, such as website development, branding, marketing plan development, ongoing social media management and ongoing graphic design needs. It will also include media, such as Google Search, Remarketing ads, geofencing, and print ad placement, as they are determined by the marketing plan and approved by all parties.

Invoices will be provided by TRIAD at the end of each month. The billing amount will not exceed the amount agreed upon in the original Scope of Work, unless it is agreed upon in good faith by Agency and Client in advance and in writing.

Any printing of collateral or signage that is needed will be estimated and billed separately of the above.

Our terms are net ten days from date of receipt of invoice. Interest at prevailing rates will be charged on accounts past due thirty (30) days. If there are any questions concerning our billing procedures we will be pleased to answer them at any time.

6. CONFIDENTIALITY AND SAFEGUARD OF PROPERTY

Client and Agency respectively agree to keep in confidence, and not to disclose or use for its own respective benefit or for the benefit of any third party (except as may be required for the performance of services under this Agreement or as may be required by law), any information, documents, or materials that are reasonably considered confidential regarding each other's products, business, customers, clients, suppliers, or methods of operation; provided, however, that such obligation of confidentiality will not extend to anything in the public domain or that was in the possession of either party prior to disclosure. Agency and Client will take reasonable precautions to safeguard property of the other entrusted to it, but in the absence of negligence or willful disregard, neither Agency nor Client will be responsible for any loss or damage.





Marketing Proposal
5.30.19



TRIAD



OUR HISTORICAL

The Falls Stamping and Welding building was constructed in 1928 and housed various manufacturing and warehouse operations over the years. Recently re-branded as the Foundry, the industrial building was transformed into the main headquarters for TRIAD. The renovation project is the first in the city of Cuyahoga Falls to use the Ohio Historic Preservation Tax Credit program.



FOUNDRY





FROM CUYAHOGA FALLS

Hello Jessica,

Thank you for including TRIAD in your RFP process. We're excited.

We love strategy. We love great design. We love creating a great user experience. We also love dogs, when food is delivered early, and just food in general. We have a knack for finding good in everything and looking at the world from a different perspective.

When it comes to your marketing strategy, you've already done the hard part; you've defined your goal:

- To develop a comprehensive brand awareness campaign

Now it's our turn. We'll work closely with your team to define your brand, looking at the Green Auto Mile from the outside in and offering a unique view. We'll develop messaging specific to your target audience and put together a specific plan to execute that marketing strategy using predetermined metrics of success.

Together, we'll help you reach your business and communication goals.

Throughout the process, you'll have the full support of our incredibly talented team; each member among the best in their individual fields. We believe the work we do is crucial - that it must create impact for you and your audience. However, our work is only successful if you are successful. This means you'll have an entire team of people cheering you on.

Thank you for the opportunity to bid on your Brand Awareness and Marketing Support RFP.

We look forward to continuing the conversation.



Mark Reifsnnyder

Mark Reifsnnyder

Senior Account Executive

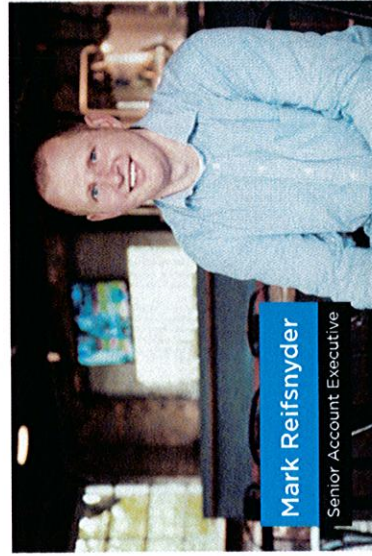


Rick Krochka

Rick Krochka

President

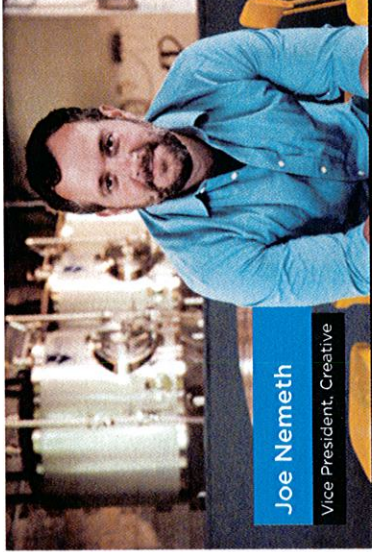
TEAM



Mark Reifsnnyder

Senior Account Executive

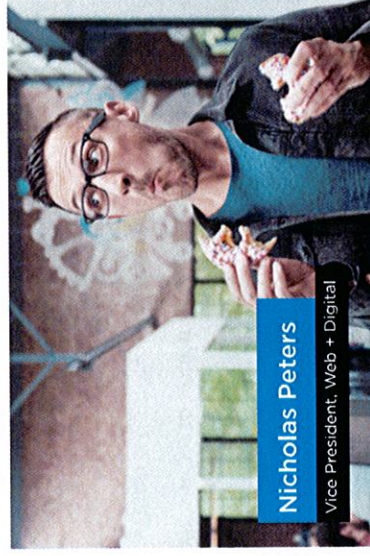
Graduating from Hiram College in 2009, Mark brings 8 years of digital experience to the TRIAD team. With a focus in strategic thinking, he offers innovative solutions to clients' initiatives and business objectives that are on time, on budget, and maximize ROI.



Joe Nemeth

Vice President, Creative

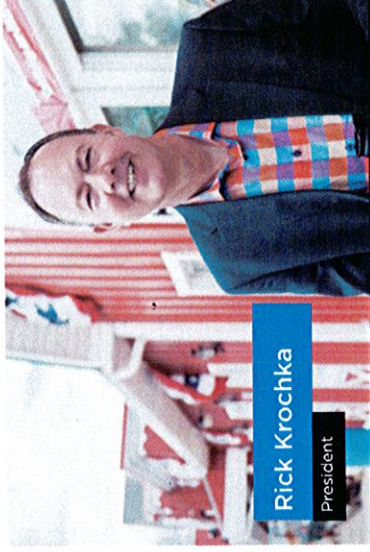
A 1999 graduate of The University of Akron, Joe holds a BFA in Graphic Design. Joe brings over 17 years experience to TRIAD. A former art director at Malone Advertising, he provides creative and art direction as well as management of graphic designers, copywriters, and freelance artists. Joe has been with TRIAD since 2008 and currently serves on the Board of Directors for Crown Point Ecology Center.



Nicholas Peters

Vice President, Web + Digital

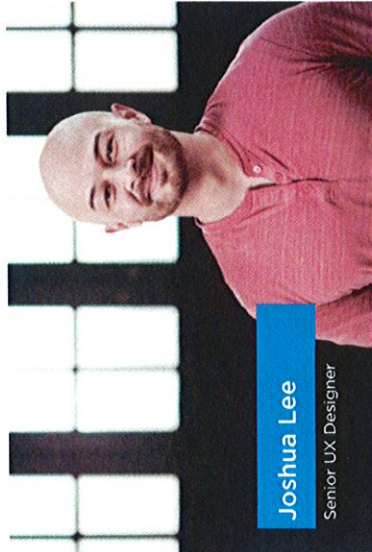
With over 15 years of experience in design and development, Nicholas guides every TRIAD interactive project from planning to launch. He leads our talented web team to help deliver dynamic, content driven websites that are semantically sound and optimized for maximum usability.



Rick Krochka

President

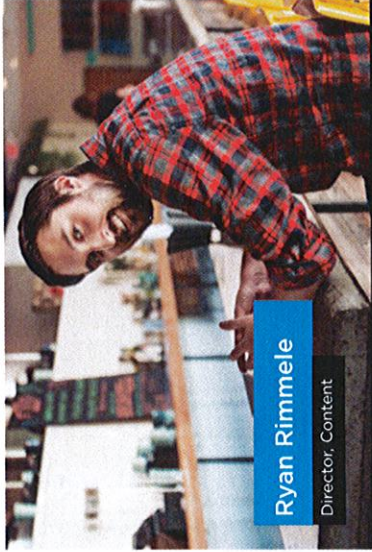
Rick, a Kent State University graduate, established TRIAD in 1994. He is a member of Class 27 of Leadership Akron and currently serves on the Board of Trustees for United Way, current past Chair of Stan Hywet and Downtown Cuyahoga Falls Partnership. Previously served on Friends of 91.3 The Summit and NEOMed Foundation. He is a founding (and Emeritus) advisory member of the Gay Community Endowment Fund of the Akron Community Foundation. Rick has previously served on boards and advisory committees for the Akron Area YMCA, Akron Symphony Orchestra, Akron Art Museum, Weatherlane Community Playhouse, Boys & Girls Club of Western Reserve, First Night Akron & Tuesday Musical Association.



Joshua Lee

Senior UX Designer

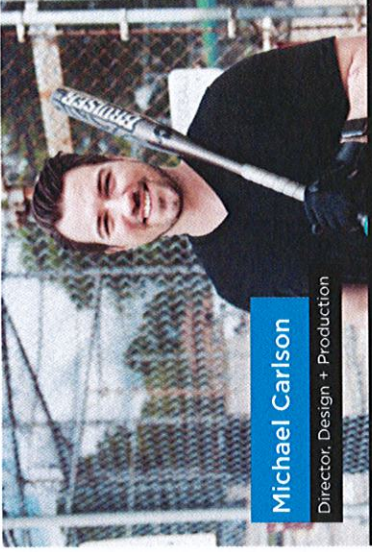
Josh holds a degree in Visual Communication and Design. He has over 15 years of experience and focuses on User Experience and Interactive Design. He also specializes in Video Production, Motion Graphics, Digital Photography and HTML/CSS.



Ryan Rimmele

Director, Content

Ryan is a graduate of the University of Akron and holds a Bachelor of Business Administration (Integrated Marketing) and a Bachelor of Arts (Mass Media Communication). He not only focuses on digital marketing, but media planning and buying as well. He brings 5 years of experience to the TRIAD team.



Michael Carlson

Director, Design + Production

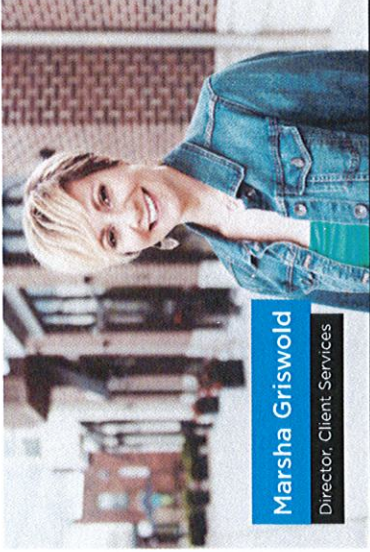
Michael, a 2010 graduate of Kent State University with a BA in Visual Communication Design, brings 7 years of graphic design and conceptual experience to the TRIAD team.



Lia Fleming

Art Director

An Ohio University graduate with a BFA in Graphic Design, Lia brings over 25 years of design and conceptual experience to the TRIAD team. She has produced many award-winning pieces and has been with TRIAD for 20 years.



Marsha Griswold

Director, Client Services

Marsha, a 2001 graduate of The University of Toledo with a BA in Communication, brings over 15 years of experience in strategic planning, corporate branding, digital and social media marketing, and public relations to the TRIAD team. Marsha is a Torchbearers Akron alumni member and a Second Wind Certified Agency Account Manager.



EXECUTIVE SUMMARY

The Green Auto Mile was created to reinforce the attractiveness of Arlington Rd. as an ideal destination for auto sales. Given the variety, proximity and shared goals of several new and used auto dealerships, the area is a prime location. The foundation for attracting customers has been established. The ongoing challenge becomes educating the community and greater area about the many options at hand along Arlington Rd.

The goal we will be striving for is to bring new and returning customers to the Green Auto Mile through the use of digital and community outreach tactics including social media, website content, event sponsorship, and cross-dealer promotions. Ultimately, our goal is to increase profit among the sales and service departments across the eight dealership groups making up the Green Auto Mile.

Our ability to work as part of your team, as well as our strategic and creative thinking, allows us to better understand who the Green Auto Mile is from a brand perspective and build a strategy tailor made for your goals.



INTEGRATED SERVICES

DESIGN

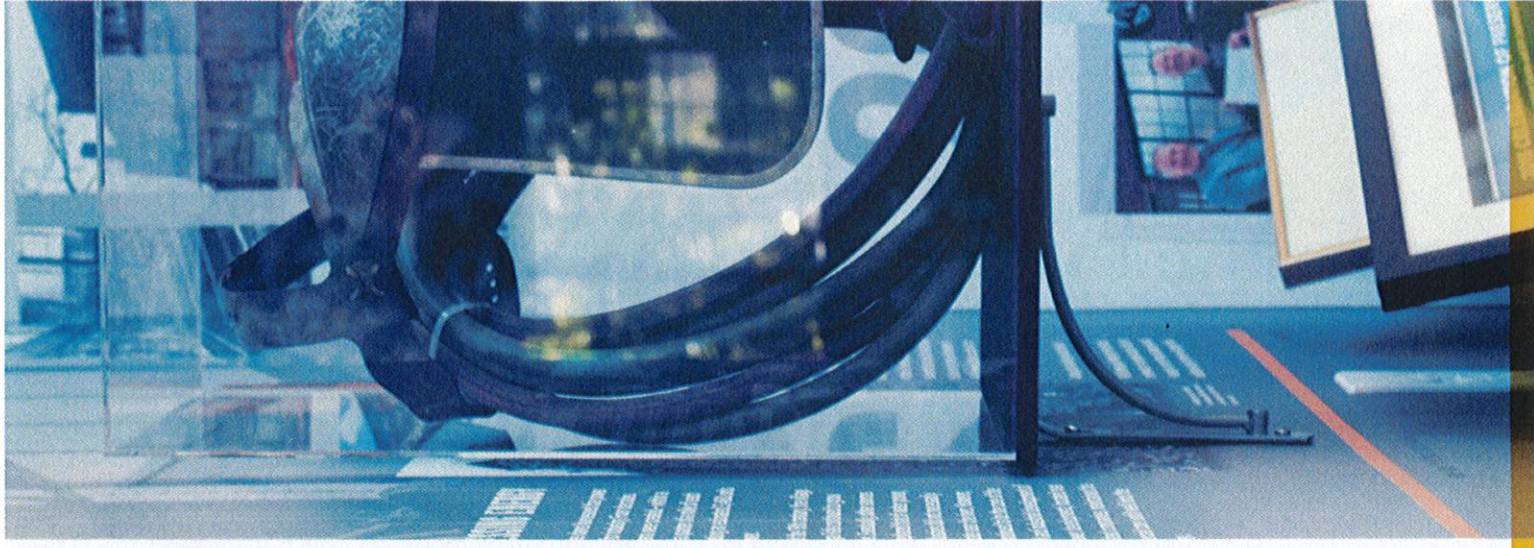
- Logo/Brand Development
- Identity Systems
- Brochures
- Identity Systems
- Advertising Campaigns
- Annual Reports
- Tradeshows
- Packaging
- Capital Campaigns
- Sales Kits
- Newsletters
- Magazines
- Billboards
- Signage

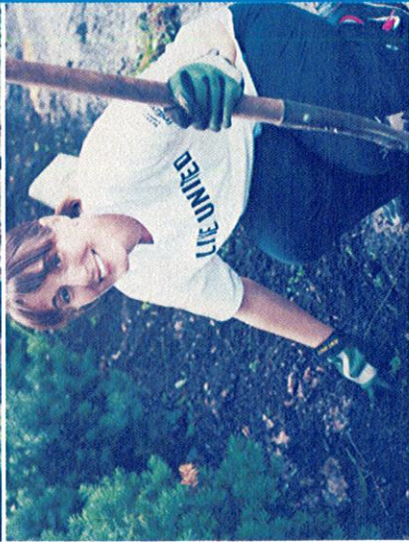
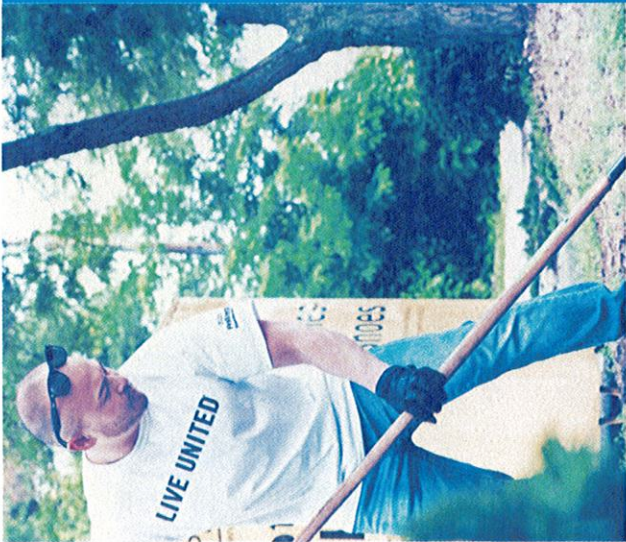
MARKETING

- Media Research & Strategy
- Media Planning/Buying
- Advanced Targeting
- Online Advertising
- SEM/Pay-per-click
- Social Media Advertising
- Media Metrics Reporting
- Content Creation & Strategy
- Public Relations
- Crisis Communications

DIGITAL

- Responsive Websites
- Content Management Systems
- Email Marketing
- Search Engine Optimization
- Mobile Applications
- Motion Graphics
- TV and Radio Commercials
- Video Production
- Digital Marketing





GIVING BACK TO OUR



Each year, TRIAD provides between \$35,000-\$50,000 in creative and marketing services to many organizations through our pro bono program, Design 4 Good. Over the last 25 years, these efforts exceeded \$700,000, making a difference in the community in which we live and work. Any nonprofit organization is eligible to apply for a D4G grant. The nonprofit organizations that we worked with in 2018 include:

- Akron Urban League
- Akron Soul Train
- Building for Tomorrow
- CASA Board Volunteer Association
- Cascade Locks Park Association
- Center for Arts-Inspired Learning
- Community Support Services
- Gay Community Endowment Fund of Akron
- Community Foundation's Sugar Plum Tour
- Grace House Akron, Inc

- League of Women Voters - Akron Area Education Fund
- Nosotros Rock Climbing
- Second Chance Reentry Culinary LLC
- Summit County Historical Society
- The Soap Box Derby
- Weaver Industries, Inc.



SCOPE OF WORK

MARKETING STRATEGY

- Brand Awareness Campaign Concepts
- Marketing Plan Development + Implementation
- Determine audience
- Determine goals
- Determine metrics for success
- Present and implement strategy
- Incorporate local sponsorships
- Help with cross-dealership promotion

SOCIAL MEDIA

- Develop the "Green Auto Mile" digital identity
- Create and manage content
- Digital Ad Development
- Social Profile + Cover Art
- Cross-Promotion with all dealerships
- Sponsored Advertising to help grow presence

GRAPHIC DESIGN

- Creative concepts for brand awareness campaign
- Brand identity refresh (if needed)
- Print & digital ads
- Event flyers
- Collateral pieces as needed
- Social media ads and design assets

WEBSITE

- Planning
- Content development
- Design
- Development
- Hosting
- Training

PROCESSES

MARKETING STRATEGY

1

Determine primary audiences.

We will work with you to determine who you are speaking to by developing customer personas. These personas will be detailed embodiments of your ideal customer and will be a reference point for all decisions going forward.

2

Determine Goals

By determining goals we will decide what actions we want the audience to take and therefore determine which channels will best fit the strategy. Selecting specific metrics will allow us to track which tactics are most effective and will help determine success.

3

Report to Green Auto Group

We will present a marketing strategy and plan based upon the goals and audience personas. Tactics could include social media, digital advertising, traditional advertising, public relations, and any other channels we determine would help you best reach your goals.

WEBSITE PROCESS

The website will have the following content and functionality based on our review of your needs. However, this can be updated based on further conversation. As we work through the website, we will also make sure that it's optimized for SEO.

HOME PAGE - We'll leverage what's been created for the landing page needed by June 30. We'll highlight that there are 8 dealerships and 14 car brands all located in one convenient location.

DEALERSHIP PAGE - We'll have a dedicated page for each dealership where we can link out to that dealership's own website.

NEWS - This page can be used to plug in news content about the different dealerships.

SPECIALS - There can be a page dedicated to any specials that are going on. This can include individual specials the dealerships have going on, or a special that we come up with that is for each of the 8 dealers.

YOUR

Below is the budget we've estimated based on the scope of services outlined earlier in this proposal. If you have any questions about our pricing or need to increase or decrease the scope of work, please let us know.

Month 1
MARKETING STRATEGY

\$2500 value

Months 1 & 2
WEBSITE

\$7500 value

Ongoing
SOCIAL MEDIA

\$2500 per month

Ongoing
GRAPHIC DESIGN

\$2500 per month

**PROPOSED MONTHLY
RETAINER BILLING**
(12 MONTHS)

\$5,000 per month

Includes everything listed in the scope of work. The individual costs listed here are to show value only. The monthly retainer amount was calculated based on those values.

Web hosting, printing, media placement, photography and other outside vendor costs will be quoted and billed separately as needed.

This is not a quote, but a good-faith estimate of the project's actual costs. The final costs may be greater than the estimate as a result of additional rounds of updates or changes to the project which are client-directed. Sales tax, shipping charges, print costs for collateral and photography will be in addition to this estimate. The agency retains ownership of all creative execution unless and until they transfer such ownership in writing to the client. The client buys the right to use this artwork on a single use basis. All other usage of this artwork by the client must be cleared by the agency. The agency may choose to set a fee for additional usage.



YOUR

TRIAD will develop a landing page to be live by June 30 for the Green Auto Mile. The page will be created under the following assumptions:

Developed on a Content Management System (Drupal), so that we can leverage the work done for the landing page when we put together the rest of the website.

Will be one page with the following content:

Messaging about 8 dealerships and 14 car brands and the advantage that brings
List the dealerships and link out to their individual websites

Total Investment:

\$2,500

Hosting: \$1,200 annually, pro-rated. (\$600 for July-December, 2019)

This is not a quote, but a good-faith estimate of the project's actual costs. The final costs may be greater than the estimate as a result of additional rounds of updates or changes to the project which are client-directed. Sales tax, shipping charges, print costs for collateral and photography will be in addition to this estimate. The agency retains ownership of all creative execution unless and until they transfer such ownership in writing to the client. The client buys the right to use this artwork on a single use basis. All other usage of this artwork by the client must be cleared by the agency. The agency may choose to set a fee for additional usage.



GREAT WORK FOR GREAT CLIENTS



LAMBERT BUICK GMC

- Email Marketing
- Graphic Design

LAMBERT BUICK GMC INC #BUICK #GMC

SPRING SALES EVENT!

2017 GMC TERRANOVA \$950 OFF MSRP

2017 GMC TERRANOVA \$159/MO

2017 GMC TERRANOVA \$0 DOWN

2017 GMC TERRANOVA \$5000 OFF MSRP

2017 GMC ACADIA \$149/MO

2017 GMC ACADIA \$5000 OFF MSRP

OVER 450 PRE-OWNED VEHICLES

LAMBERT BUICK GMC AND PRE-OWNED DEALER IN NORTHEAST OHIO

LAMBERT BUICK GMC INC #BUICK #GMC

LAMBERT BUICK GMC INC #BUICK #GMC

2017 BUICK ENCLAVE \$299/MO

39 MONTHS \$1,995 DOWN

2017 BUICK ENCLAVE \$319/MO

39 MONTHS \$1,995 DOWN

OVER 40 BUICK ENVISIONS AND 40 ENCLAVES IN STOCK

2017 GMC TERRANOVA \$239/MO

2017 GMC ACADIA \$269/MO

2017 GMC SIERRA \$329/MO

2016 BUICK VERANO \$8,000 OFF MSRP

OVER 400 NEW VEHICLES IN INVENTORY!

LAMBERT BUICK GMC INC #BUICK #GMC

LAMBERT BUICK GMC INC #BUICK #GMC

ATTENTION CURRENT BUICK AND GMC LESSEES!!!

2017 BUICK ENCORE

ALSO AVAILABLE

17% OFF ALL IN STOCK BUICK AND GMC VEHICLES

OR 0% UP TO 60 MONTHS

2017 BUICK ENCLAVE

SAVE UP TO \$7000 OFF MSRP

OR GET 0% financing up to 60 months plus \$1000 rebate thru Sept 30

2017 ENCORES THAT IS UP TO \$11,000 OFF MSRP!!!

2017 ENCLAVE 15% OFF MSRP SAVE UP TO \$11,000!!!

2017 ENCLAVE 25% OFF MSRP SAVE UP TO \$15,000

PLUS THE BEST LEASES OF THE YEAR!!!

LAMBERT BUICK GMC INC #BUICK #GMC

LAMBERT BUICK GMC INC #BUICK #GMC

THE BEST DEALS OF THE YEAR!!!

2017 ENCLAVE 15% OFF MSRP SAVE UP TO \$11,000!!!


2017 ENCLAVE 25% OFF MSRP SAVE UP TO \$15,000

PLUS THE BEST LEASES OF THE YEAR!!!

LAMBERT BUICK GMC INC #BUICK #GMC

BFG FEDERAL CREDIT UNION

- Digital & Print Marketing Campaigns
- Graphic Design



BFG
Federal
CREDIT UNION

Turn your key at BFG.

1 SELECT **BFG** FOR YOUR LOAN

2 NEGOTIATE YOUR **BEST DEAL** AT THE DEALERSHIP

3 GET UP TO A **\$500** REWARD*

IT'S AS EASY AS 1, 2, 3...

BFG LOANS FOR YOUR NEW OR USED CAR, MOTORCYCLE OR TRUCK PURCHASES!
Great Rates • No Application Fees • Quality Service That Saves You Money

800.306.4400 • bfgfcu.org
Open to the Public. Anyone can join for \$5 dollars.

*Offer available for new or used car, motorcycle or truck purchases. The reward is applied to the loan. Reward is limited to \$500 per loan. Offer ends 12/31/13. See website for details.

BFG
Federal
CREDIT UNION



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Federal
CREDIT UNION

Turn your key at BFG.


BFG
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CREDIT UNION



Turn your key at BFG.

UP TO A \$500 REWARD
NEW OR USED CAR, MOTORCYCLE OR TRUCK PURCHASES!

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NEW OR USED CAR, MOTORCYCLE OR TRUCK PURCHASES!

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UP TO A \$500 REWARD
NEW OR USED CAR, MOTORCYCLE OR TRUCK PURCHASES!

BFG
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CREDIT UNION

DOWNTOWN CUYAHOGA FALLS

- Graphic Design
- Website Design & Development





old logo

Klein's

Your local healthcare partner. **Let's talk!**



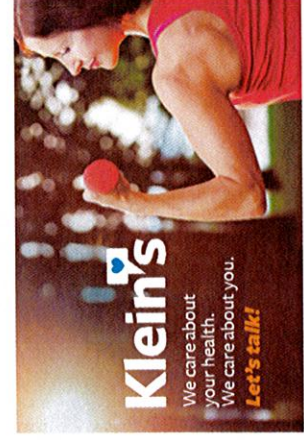
KLEIN'S PHARMACY

- Logo/Branding
- Website
- Signage
- Agency of Record



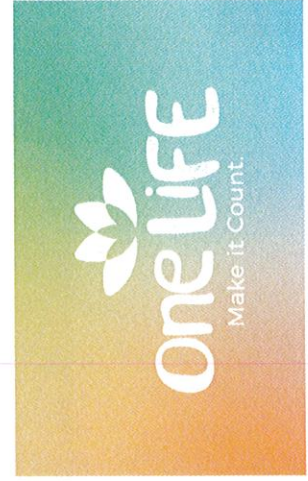
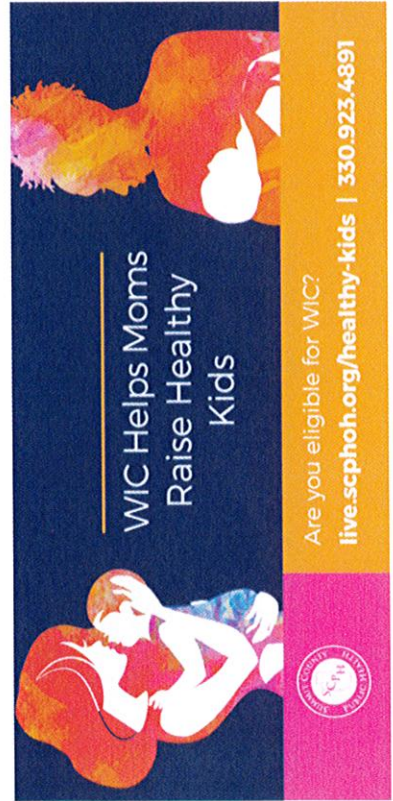
Klein's

- 3 Logo
- 11 Typography
- 14 Color
- 16 Photography
- 20 Brand Elements



SUMMIT COUNTY PUBLIC HEALTH

- Digital & Print Marketing Campaigns
- Graphic Design
- Website Design & Development



AKRON ZOO

- Logo/Branding
- Capital Campaign Collateral



GOODYEAR

- Recruitment Website Design & Development



AKRON HARDWARE

- Print & Digital Marketing Campaigns
- Graphic Design

UNDISPUTED



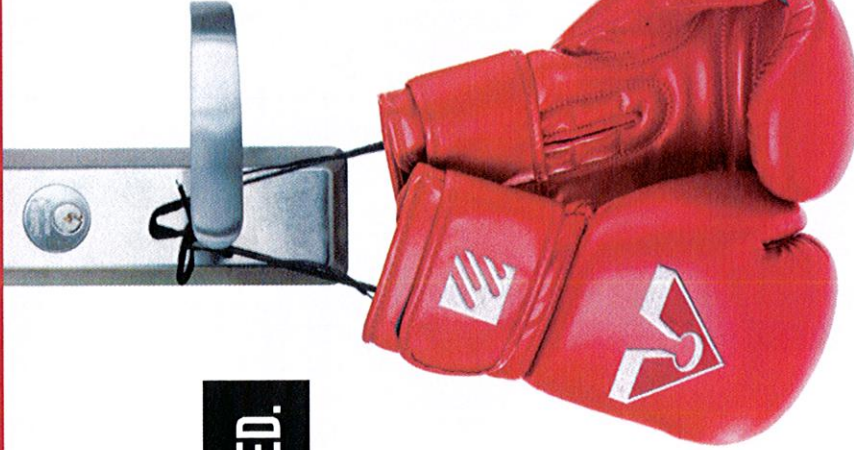
EXPERIENCE IN YOUR CORNER

When you need Corbin Russwin or Sargent, there are no contenders who can stand toe-to-toe with Akron Hardware. Our technical support and superior service are unmatched by the competition. Round after round, Akron Hardware is the undisputed leader when you need Corbin Russwin or Sargent products fast.



EXPERIENCE | SPEED | SUPPORT | akronhardware.com | 800.321.9602

UNDISPUTED.



When you need Corbin Russwin, there are no contenders who can stand toe-to-toe with Akron Hardware. Our technical support and superior service are unmatched by the competition. Akron Hardware is the undisputed leader when you need Corbin Russwin products fast.

EXPERIENCE | SPEED | SUPPORT
akronhardware.com | 800.321.9602



AKRON HARDWARE™



AKRON URBAN LEAGUE

- Logo/Brand Development
- Website Design & Development
- Digital Marketing



BURTON D. MORGAN FOUNDATION

- Logo/Brand Development
- Website Design & Development
- Graphic design

The
**Burton D. Morgan
Foundation**

Committed to the Free Enterprise System®

old logo



VOICE

Bioplastic Speech
 The Burton D. Morgan Foundation is proud to announce the launch of its new website, which features a variety of content and resources for our members and supporters. The new website is designed to be user-friendly and easy to navigate, and it includes a variety of features and tools to help you get the most out of your experience. We are excited to have you on board and look forward to working with you to make a difference in the world.



COLOR

Primary color palette

- Blue: #0056b3
- Red: #e31a1c
- Orange: #f08c00
- Green: #2e8b57
- Purple: #6a3d9a
- Yellow: #f1c232

Support color palette

- Light Blue: #a6c9ec
- Light Red: #f4cccc
- Light Orange: #fce4d6
- Light Green: #c7e9c0
- Light Purple: #e1d5e7
- Light Yellow: #fff2cc
- Black: #000000
- White: #ffffff



LOGO

Logo Variations



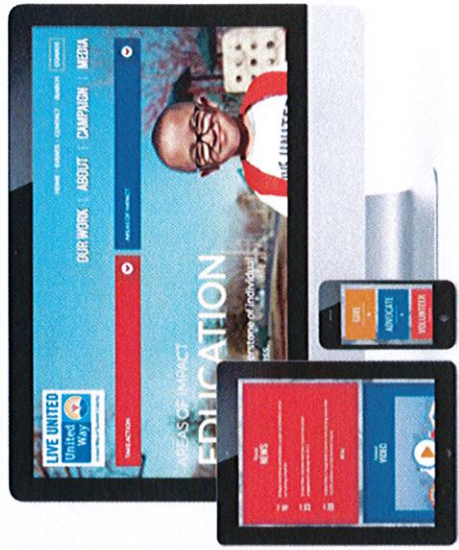
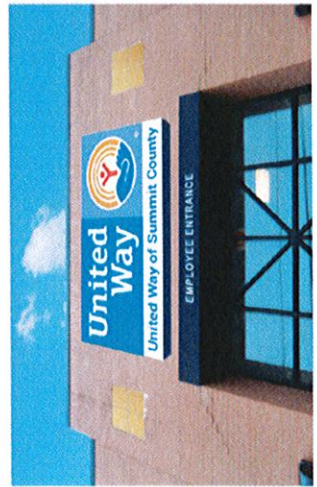
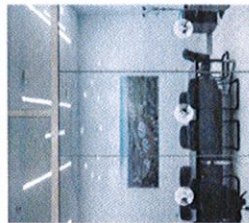
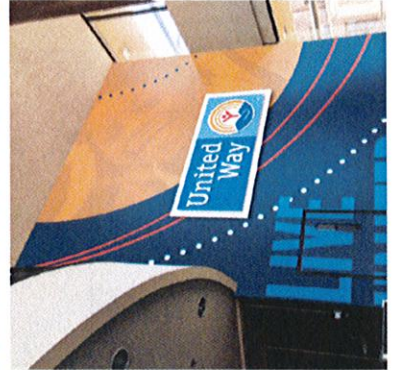
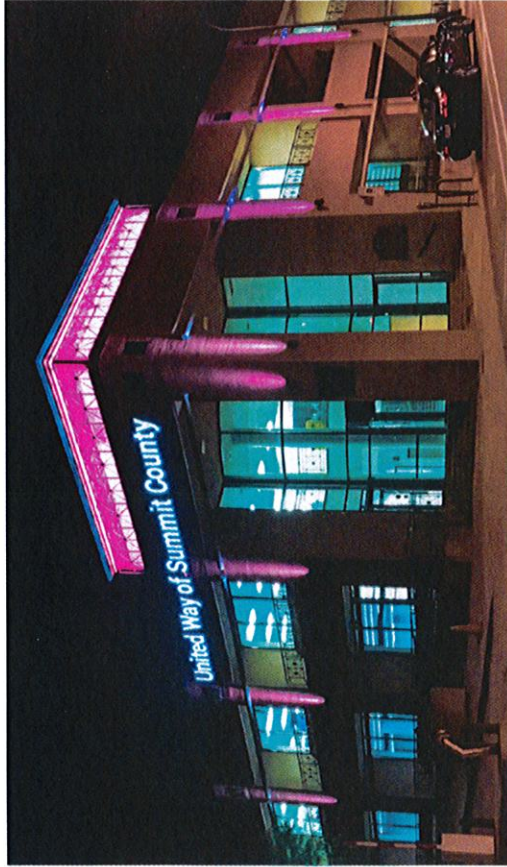
LOGO

Logo Variations



UNITED WAY SUMMIT COUNTY

- Capital Campaign
- Website
- Signage



SAMPLE RETAINER REPORTING

Project Activity in December

- Product Guide updates**
 - Revise Product Guide update: www.com
 - Product Guide Update Town
- Valentine's Day Assets**
 - Social Videos & Images
 - Ads - Floral Management
 - Ebooks: Retail & Wholesale
- Misc**
 - Freight Surcharge Increase Letters
 - Product image updates: FFT
- Misc E-Books**
 - Facebook posts & social graphics: videos
- Writer Promotion**
 - Customer Resources
- Education Programs**
 - From updates
- Packaging**
 - Floral Foam Car and Packaging Inset
 - Label updates

Social Media Metrics

- Facebook**
 - 57,042 likes (3)
 - Content: Holiday Midnight Foam, Valentine's
 - Most popular post: 12/12 — Take a job at Lion McQueen Floral Design? Coordinator for Floral's Home and Super Floral Magazine shows how to make a beautiful holiday floral bouquet or holiday centerpiece using the round GUSB Eurostar Bouquet holder. Lovely — 4.6k likes, 403 shares
- Twitter**
 - 5,204 followers (14)
 - Content: Holiday, Midnight Foam, Valentine's
 - Top Tweet: As the weather in Lower Lake, @FloralLife is always on the forefront of a new "hot" So... what is next?
- YouTube**
 - 20,219 subscribers (+100)
 - Newest Video: Perfect Match: Valentine's Floral Designs
 - Video Views: 22.8k (+2%)
 - Most Popular Video: Floral Foam Soaking how-to, with 5,315 views
- Pinterest**
 - 1,375 followers (+10)
 - Average daily impressions: +290
 - Average daily viewers: 37%
 - Average monthly viewers: 60,246
 - Average monthly engaged: 1,756



Social Media Metrics




Valentine's Day Promotion



Spring-Summer Collection Ads



SAMPLE REPORTING



TRIAD

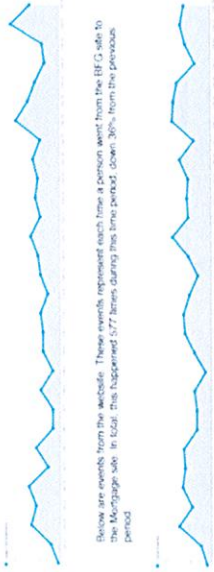
BFG Federal Credit Union

The Auto Refinance Search Campaign has performed the best, pulling in 27 conversions. The Auto Refinance Display campaign has brought in 5 conversions.

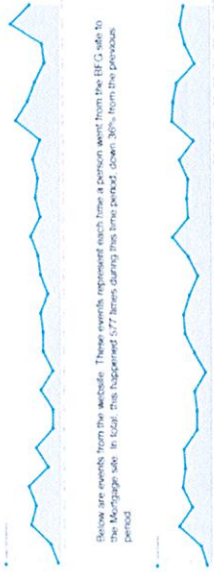
- Adwords Conversions increased by 18%
- Impressions have increased by 50%
- Clicks have decreased by 25%


We've continued to make small edits to bids and individual keywords. This will repeat indefinitely as new keywords are added or underperforming keywords are removed.

Below are the conversions from the website 1/26/19 - 2/23/19. Website conversions have decreased by 25% when compared to the previous period.



Below are events from the website. These events represent each time a person spent from the BFG side to the mortgage site. In total, this happened 377 times during this time period, down 36% from the previous period.

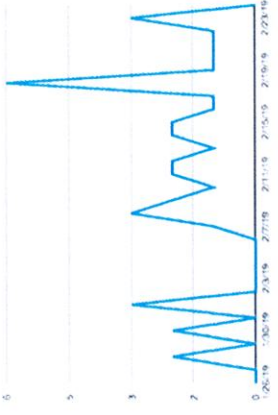






100 Bank St. | Mortgage Mall, Ste 1402D
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December 26 - February 24

Campaign	Impressions	Clicks	Conversions
Auto Refinance - Display	226,327	27%	5
Auto Refinance - Search	853	96	27
Equity - Display	147,218	1.1%	3
Equity - Search	2,823	66	3
HSA - Display	5,522	366	0
HSA - Search	1,267	19	0
Mortgages - Display	3,213	160	0
Mortgages - Search	237	6	0







REFERENCES

OMNOVA Solutions Foundation

Theresa Carter
Theresa.Carter@omnova.com
330-253-6000
omnova.com

Presper Financial Architects

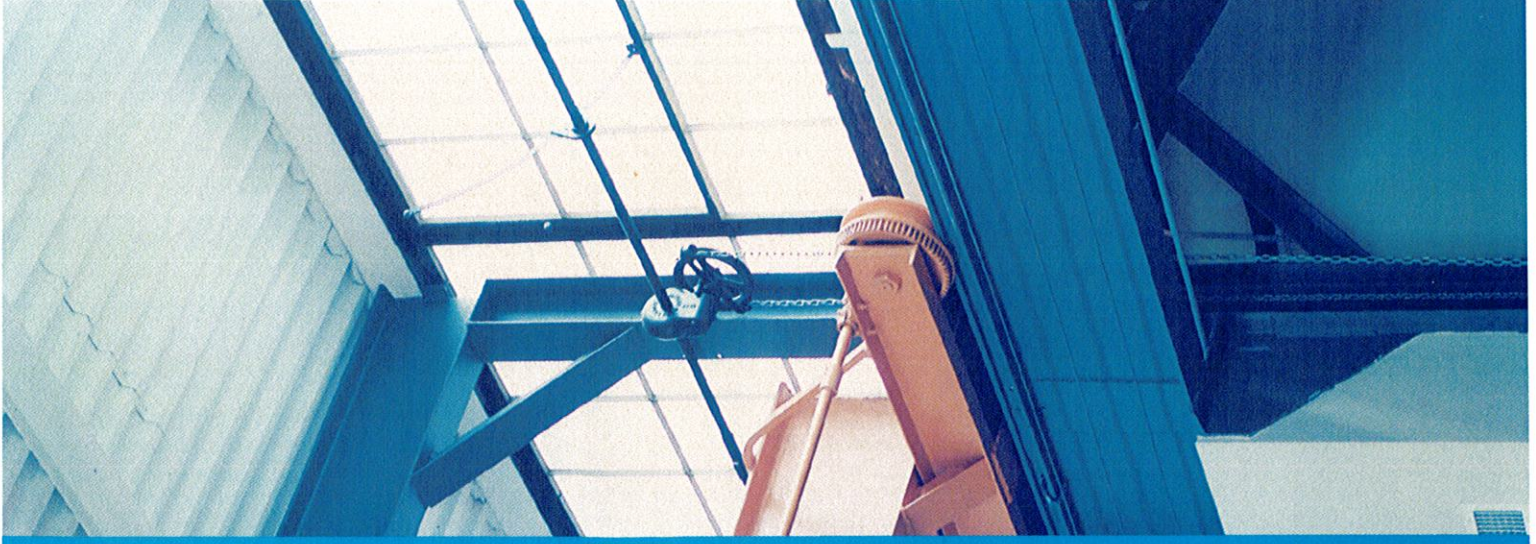
Tom Presper
tom@presperfinancial.com
330-253-6000
presperfinancial.com

Klein's Pharmacy

Barry Klein
bklein@kleinsrx.com
(330) 929-9183
kleinspharmacy.com

Susan G. Komen Northeast Ohio

Sean Shacklett
sshacklett@komenneohio.org
216-292-2873 x103
komenneohio.org





triadadv.com | 330.237.3531

