



**STANDARD PROJECT AGREEMENT
BETWEEN
CITY OF SEGUIN
AND
STEVE CHANDLER d/b/a CHANDLERTHINKS**

1. This Agreement sets out the terms and conditions whereby Steve Chandler d/b/a Chandlerthinks (hereinafter referred to as the Agency) is to perform the professional services set out herein under the general direction of and for the benefit of City of Seguin (Texas)) (hereinafter referred to as the Client).
2. The Agency will develop and present to Client the Destination Experience Delivery Plan as outlined in the Scope of Work which is attached as Exhibit I, for the Client's review and approval. The Agency will be compensated for this Scope of Work by a base fee of \$59,500. This base fee does not include travel expenses. All travel related costs (airfare, rental car, gas, lodging, food) will be billed at net cost; but, in any event will not exceed \$6,000 without Client's prior written approval. Any additional work requested by the Client from the Agency outside of the Scope of Work outlined in Exhibit I herein, will be estimated in advance and subject to Client's prior approval.
3. The effective date of this Agreement upon Client's option, may be extended until six months after the date the Agreement has been approved.
4. The fee related to the Scope of Work (as outlined in Exhibit I) will be billed in four invoices as follows:
 - a. The first invoice, in the amount of \$14,875 will be billed upon execution of the project agreement.
 - b. The second invoice, in the amount of \$14,875 will be billed upon completion of Phase I – Explore.
 - c. The third invoice, in the amount of \$14,875 will be billed upon completion of Phase II – Evaluate.
 - d. The fourth invoice, in the amount of \$14,875 will be the final invoice for the project and will be billed upon completion of Phase IV – Evangelize. The delivery of the Brand Experience Delivery Plan (the plan

document) and the final project presentation will occur prior to the final invoice being submitted to the Client.

The Agency will submit separate invoices to the Client for all authorized travel costs. All invoices are due upon receipt, and will not be considered late until the 30th day after invoicing. A service charge of 1-1/2% (18% per annum) will be charged on all sums paid after 30-days. The Client agrees to pay all costs of collection and a reasonable attorney's fee incurred in the collection of past due accounts.

5. The City of Seguin's Terms and Conditions for General Professional Services Agreements attached as Exhibit II shall apply to this Agreement as if fully set forth herein.
6. Upon completion of this project underlying this Agreement, the Agency shall transfer, assign and make available to the Client, or its representatives, all property and materials in its possession or control paid for by the Client and relevant to the project. In the event that material, which is the subject of this Agreement in copyrightable subject matter, Agency and Client agree that for the purposes of this order the material shall be a work made for hire and shall be considered owned by Client upon delivery. Agency thereby transfers any and all copyrights and related intellectual property rights to the Client.
7. No modifications of this Agreement shall be valid unless such modifications are in writing and signed by both Client and Agency.

City of Seguin (Texas))

Steve Chandler d/b/a Chandlerthinks
Steve Chandler, Owner/Strategist

By:


By:

Date: _____

Date: 6-30-15

Exhibit I. SCOPE OF WORK OUTLINE

PHASE I: Explore – Learning the Seguin Story

- In-market Team Visit – 3 days
- Stakeholder Interviews
- Focus Groups with various city officials and organizations
- Community Destination, Business and Lifestyle Study
- Brand Experience Field Audit
- State and Peer Interviews
- Attitude Awareness and Perception Study
- Community Segmentation Analysis

PHASE II: Evaluate – What is the most compelling Seguin story?

- SWOT Analysis (Strengths Weaknesses Opportunities and Threats)
- Brand Profile Wheel
- Brand Sensory Assessment
- Refined Brand Promise Platform
- Brand Strategy Development

PHASE III: Expressions – Telling the Seguin Story

- Creative Platform Development and Brand Idea Boards
- Logo Development and Tagline
- Positioning Copy
- Brand Guidelines

PHASE IV: Destination Experience Delivery Plan

- Destination Experience Delivery Plan
- Train the Trainer
- Presentation of Plan

Exhibit II. Terms and Conditions for General Professional Services Agreements by the City of Seguin, Texas has also been submitted and approved by Chandlerthinks.