

HOT COMMITTEE RECOMMENDATION

Proposal Name: Wimberley Valley Convention & Visitors Bureau

Date Evaluated: Oct 25,, 2016

HOT COMMITTEE RECOMMENDS: NOT FUNDING

Proposal Summary:

| | |
|---|-----------------|
| a) Total Project Proposal Cost | \$100,500.00 |
| b) HOT funds requested | \$100,500.00 |
| c) Equity Required (30%) verifiable | No |
| d) Anticipated Overnight Lodging - (x\$130) | \$ not provided |
| e) Anticipated Community Impact | \$ not provided |
| f) Primary ROI (f/b) | not provided |
| g) Secondary ROI (g/b) | not provided |

Committee Votes: Fund : 0 Don't Fund: 7

Committee Notes: The committee recommended not funding this proposal. The application was incomplete and no members were available to answer questions. The proposal requested 100% funding and provided no information to qualify the request.

Recommendation to Proposal Submitter: The committee feels that the Visitor's Center needs to provide a plan for increasing overnight tourism to the Wimberley Valley, and targeting visitors during the specified times, 1st and 4th quarter and Sun-Thurs. The Visitor Center is encouraged to submit a plan including a path to a break even or profit status. We encourage the Visitor Center to work with other organizations within the City to promote overnight tourism.



P.O. Box 12
Wimberley, Texas 78676
(512) 847-2201
info@wimberley.org
www.wimberley.org

BOARD OF DIRECTORS

September 29, 2016

Executive Committee

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Dear Wimberley HOT Committee Members, Mayor, City Council Members and City Manager,

The Wimberley Valley Chamber of Commerce and Convention and Visitors Bureau appreciates the opportunity to provide a second request for funding of a new marketing program designed to benefit all tourism-based businesses in Wimberley.

The Chamber/CVB has been working with a local marketing and advertising agency on a program for promoting Wimberley. By contracting with a professional marketing company, two potential problems are alleviated. First, there would be no conflict of interest. Based in Austin, MindEcology's job would be to promote Wimberley with the express purpose of bringing in more overnight lodging to all lodging owners. Second, marketing is what MindEcology does. Grounded in research and driven by data, they will design a program for Wimberley's specific needs and will create reports to prove they are accomplishing the goals set forth.

The co-founder of MindEcology, Darren Drewitz, lives in Dripping Springs and has completed the attached application at the Chamber's request. MindEcology is knowledgeable about the Texas Hill Country and what makes each town unique. They were hired by New Braunfels for the second year to create and oversee social media for New Braunfels, all designed specifically for New Braunfels. MindEcology understands Wimberley; the founders and employees have enjoyed staying, shopping and playing here. They also understand that our marketing efforts will need to be focused on securing mid-week and off-season visitors and ROI concerns have been addressed.

We welcome and request the opportunity to present the program in person to the HOT Committee and City Council. Mr. Drewitz is also available to discuss the proposal over the phone at any time.

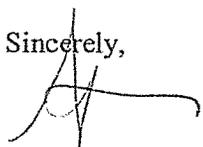
Executive Director
Cathy Moreman

Finance Director
John Palumbo

The program will need oversight. The Chamber recommends a 5-7 member task force to work collaboratively to ensure MindEcology has the information they need to create the marketing program desired and to ensure that our goals are met. This task force should include representatives from lodging, retail, dining and the chamber. With the creation of a strong, data-oriented marketing program working to bring mid-week offseason visitors, lodging businesses will be supported in Wimberley. The program should be funded 100% by HOT.

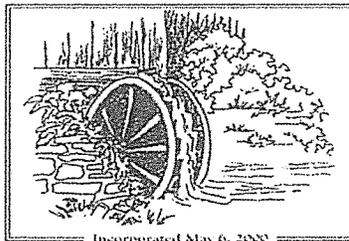
Thank you for your consideration.

Sincerely,


Sherri Cline
Chair

Encl.

The mission of the Wimberley Valley Chamber of Commerce is to promote community and economic prosperity while fostering strong alliances.



City of Wimberley Hotel Occupancy Tax Funding Request Information Wimberley, Texas

Hotel Occupancy Tax

Under the laws of the State of Texas, the City of Wimberley collects a hotel occupancy tax (HOT) from all lodging facilities located within the city limits and its extraterritorial jurisdiction (ETJ). Revenue from the City's HOT may be used only to promote the tourism and the lodging industry, and that use is limited to the following:

1. **Convention Centers and Visitor Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers or both.
2. **Registration of Convention Delegates:** the furnishing of facilities, personnel and materials for the registration of convention delegates or registrants.
3. **Advertising, Solicitation and Promotions:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.
4. **Promotion of the Arts:** the encouragement, promotion, improvement and application of the arts; including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibitions of these major art forms.
5. **Historical Restoration and Preservation:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites, museums or exhibits.
6. **Sporting Event Expense:** funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population under 1 million.
7. **Sporting Facilities:** enhancement or upgrading of existing sports facilities or sports fields for certain municipalities.
8. **Transportation of Tourists:** funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:
 - a. the commercial center of the city
 - b. a convention center in the city
 - c. other hotels in or near the city
 - d. tourist attractions in or near the city
9. **Directional Signage:** signage directing the public to sights and attractions that are frequently visited within the municipality.

Eligibility and Priority for HOT Funds

Priority will be given to those entities and/or special events based on their ability to directly promote overnight tourism and the hotel industry in Wimberley during the first and fourth quarters of the calendar year, Sunday through Thursday, off-peak season; in other words, the ability to generate overnight visitors to the city. If an event will not generate hotel activity, it is not eligible for receipt of HOT funds. In addition, all funding must be approved by the Wimberley City Council. Entities must complete this application and provide documentation proving the ability to generate overnight visitors. Such documentation can include:

1. Providing historical information on the number of room nights used during previous years of the same event/activity/facility;
2. Providing historical information on the number of guests at hotels or other lodging facilities that attended the funded event/activity/facility; and/or
3. Providing examples of marketing of programs and activities likely to generate or encourage overnight visitors to local lodging properties.

Proposed events/activities/facilities must have a 30 percent or greater financial equity stake by the sponsor/submitter. The financial equity stake must be verifiable. There will be no 100 percent funding of proposals using HOT grants. Sweat equity is not applicable toward the 30 percent. The maximum grant is \$20,000 or 70 percent, whichever is less. HOT funding is limited to seed or startup capital.

Proposals are evaluated and awarded based on a pro-forma positive return on investment (ROI). A Primary ROI minimum of \$2 returned for every \$1 of grant funding is required for HOT grant approval. Primary ROI is calculated as the anticipated overnight revenue generated divided by the HOT grant dollars requested. The standard room rate of \$130 is used for all Primary ROI calculations.

Secondary ROI calculations are applied only if the primary ROI hurdle is met or exceeded. A Secondary ROI minimum of \$3 returned for every \$1 of grant funding is required. Secondary ROI is calculated as the anticipated non-lodging related revenue generated divided by the HOT grant dollars requested.

All recipients of HOT funds are required to submit a post-event form, report and analysis within thirty (30) days after an event or program cycle, which documents the expenditure of the HOT funds and verifies the direct promotion of Wimberley tourism and the lodging industry. Recipients who do not submit post-event information may not be eligible for future funding, and will forfeit any undistributed funds.

Application Overview and Process

The City of Wimberley accepts applications for funding from individuals, businesses, and organizations in the city or its ETJ whose programs or events fit into one or more of the listed categories and which take place within the Wimberley city limits. Timelines for the submission of applications and HOT Committee and City Council action are as follows:

Fund requests for:

- October – December 2016**
- January – March 2017**
- April – June 2017**
- July – September 2017**

Must be submitted by:

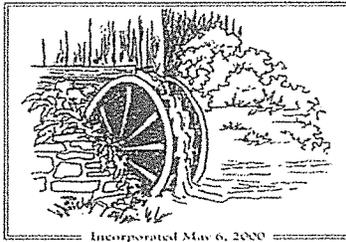
- July 31, 2016**
- September 30, 2016**
- December 31, 2016**
- March 31, 2017**

Applications will be reviewed by the HOT Committee which will then make recommendations to the City Council. Applicants will be notified prior to the meeting and are encouraged to attend to provide information to the Council. The City Council will make the final decision on the applicant's request.

Up to 50 percent of the approved funding will be made available prior to the event upon request from the organizer. When the event is complete and receipts that reflect actual and appropriate monies for approved expenditures are submitted with the post event report, the remaining one-half of the approved funding will be distributed to the organization. Unspent funds or unapproved expenditures will not be distributed. Any unspent funds will be returned to the city.

Incomplete applications will not be accepted.

Questions regarding the application should be directed to City Hall at (512) 847-0025 or dferguson@cityofwimberley.com.



Application for City of Wimberley HOT Funds

Instructions: Type or print clearly. If not enough space is provided please attach additional pages.

Organization/Group/Facility Information

Organization/Group/Facility Name: MindEcology, LLC.

Address: 107 Leland Street

City: Austin, State: TX Zip: 78704

Contact Name: Darren Drewitz

Contact Phone: 512-326-1300

Contact Email: darren@mindecology.com

Website Address for Event or Organization: www.mindecology.com

Non-Profit or For-Profit Status: for profit

Federal Employer Identification Number (FEIN) (If available) _____

Purpose/Mission of Organization: MindEcology's mission to help organizations reach their very specific business and marketing goals. MindEcology combines modern and proven targeted marketing with traditional best practices of advertising to deliver tactics that work. MindEcology has helped 15 Texas CVBs over the past 5 years.

General Event/Program Information

Name of event/program to be funded: Annual tourism campaign focusing on mid-week and offseason tourist. This is a 12-month marketing plan totaling \$100,500.

Primary location of event/program: _____

Date of event/program: _____ Expected attendance: _____

How many times have you held this event/program? _____

If the funding requested is for a permanent facility rather than a specific event (e.g. museum, visitor center, convention facility), please complete this section:

Anticipated number of visitors/attendance monthly/annually: _____

Number of those visitors/attendance who are staying in Wimberley lodging: _____

For each of the last three times the event/program has been held, list the year held, the number of attendees and the method of determining attendance (crowd estimates, ticket sales, sign-in sheet, etc.

| Year Held | Number of Attendees | Methodology |
|-----------|---------------------|-------------|
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |

Identify the HOT category for which the event/program will benefit (refer to Page 1): _____

What is the primary purpose of the event/program for which this application applies? _____

Funding Request

Total Event/Program Budget: \$ _____ Total Amount Requested: \$100,500

Percentage of total event or program cost to be covered by the requested HOT funds: _____%

How will the funds be used? To get "heads in beds." For the entire year, but primarily in the off-season and mid-week time periods.

Advertising and Promotional Activities

Please indicate all the promotional efforts your organization is coordinating:

- Internet Social Media Email Best Visitor Profile (top segments) Analysis
- New Website Dedicated to Tourism Rack Card Program

Will you submit press releases about the event/program? N/A

If so, list the number of releases plus targeted media outlets. N/A

What geographic area does your advertising and promotion reach? Here's the good news. The best visitor profiling analysis will tell us exactly what geography to place the advertising. Absent the research, MindEcology recommends placing the advertising within 200 miles of Wimberley.

Projected Promotions and Tourism Benefits

Over the last three times your event/program was held, how much HOT fund assistance did your organization receive and how many hotel rooms were occupied as a result?

| Month/Year | Assistance Amount | Number of Occupied Rooms |
|------------|-------------------|--------------------------|
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |

How many people attending this event/program are expected to stay in Wimberley hotels? _____

How many nights will they stay? _____

What is the estimated Primary ROI for this event/program? An increase of 10% or more of HOT funds in year one.

What is the estimated Secondary ROI for this event/program? _____

How will you measure the impact of this event on Wimberley hotel activity? An increase of 10% or more of HOT funds in year one.

REQUIRED Supplemental Information and Documentation

Please attach the following to the application prior to submission:

- Proposed marketing plan for the event/program for which funds are being requested.
- Schedule of activities relating to the event/program.
- Current budget for the event/program.
- Documentation demonstrating the potential to generate overnight guests such as historical information or surveys on the number of hotel rooms resulted from previous years of the same event/program.
- Source and verification of the 30 percent of funding you are contributing toward the event/program.

Please sign and initial where indicated below acknowledging that the information provided in this application is true and correct. By signing below, you also agree that you and your organization will be held responsible for compliance with all HOT funding guidelines, requirements and remedies.

I fully understand the HOT funding application process, rules governing the application and the process established by the city council. I intend to use this grant for the aforementioned event to forward the efforts of the City of Wimberley in directly enhancing and promoting tourism and the hotel industry by attracting visitors from outside Wimberley into the city.

Signed Electronically: 

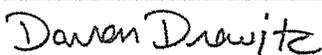
I have read the HOT Funding Application process including the rules governing the application and the reimbursement process.

Signed Electronically: 

I understand that if I am awarded HOT funding by the city, any deviation from the approved project or from the rules governing the application may result in the partial or total withdrawal of HOT grant funds.

Signed Electronically: 

I understand that all the records that relate to the use of HOT funds shall be kept by _____ (Organization), subject to Chapter 351 of the Texas Tax Code as amended and Chapter 552 of the Texas Government Code as amended. Records of _____ (Organization) concerning HOT funds are public and the city shall, upon written request, have the right to inspect and or obtain all books and records pertaining to the fulfillment of this Agreement.

Signed Electronically: 

I understand that the city may terminate this Agreement by giving the other party notice in writing of such termination sixty days in advance. Any municipal hotel occupancy tax proceeds, not used, shall revert to the city upon the termination of this Agreement.

Signed Electronically: 

Authorized Signature: *Signed Electronically:* 

Date: September 17, 2016.

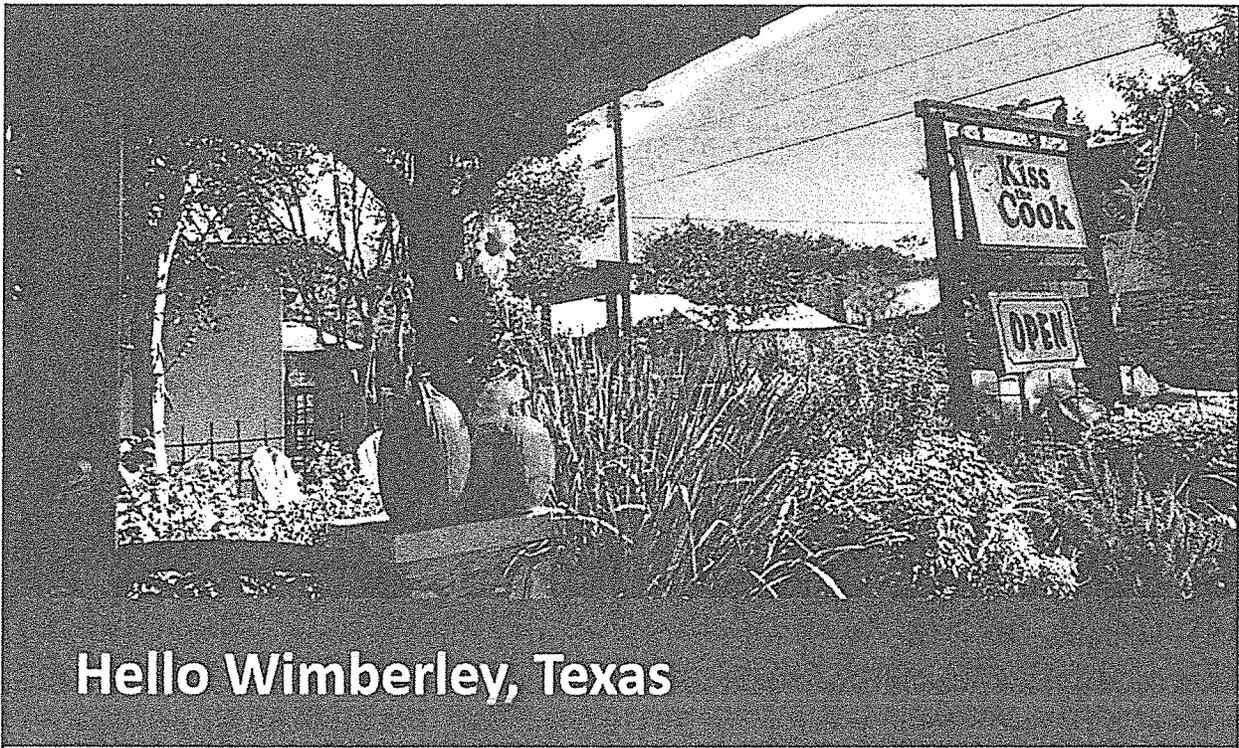
Print Name: Darren Drewitz

Title and Organization: Co-Founder and Director of Marketing Services

Applications may be submitted by mail, email or in person to:

City of Wimberley
P.O. Box 2027
Wimberley, Texas 78676

Email: dferguson@cityofwimberley.com



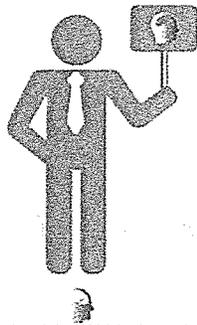
Hello Wimberley, Texas



mindecology
data-fueled marketing

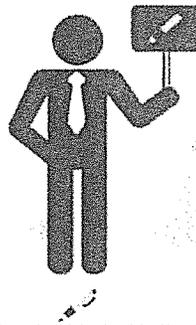
Each photo in this presentation was personally taken by MindEcology's employees Darren Drewitz and Leah Armstrong over the last 8 years.

the spectrum of ad agencies



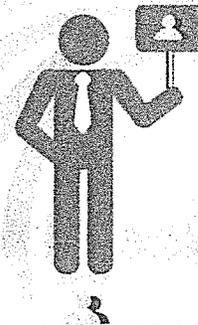
VALUE CREATORS

- Speak the business language
- Work in partnership with company leaders
- Delivers strategy, innovation and value



CAMPAIGN PRODUCERS

- Strategy limited to campaign
- Offer a la carte solutions
- Creative by nature



SALES ENABLERS

- Act as sales support staff
- Lack strategic focus
- Task-oriented



MindEcology serves as value creators and campaign producers.

MindEcology is a unique, full-service

agency

Actionable Business Intelligence

- Audience Definition (MatchPoint)
- Database mining
- Lead Scoring & Prioritization for CRMs
- E-Commerce Optimization
- Cross-Sell & Up-Sell Analysis & Scoring
- Multi-Channel ROI reporting

Creative

- Full campaign concepts
- Creative development + execution
- Project management
- Social media
- Photography + Videography

Strategy + Media Buying + Management

- Year-long marketing + media plans
- Campaign planning + management
- Media buying + planning + execution
- Nurturing Campaigns (marketing automation)
- Full account service + management

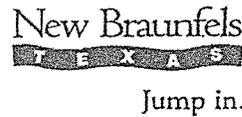
Online

- Search Engine Optimization (SEO)
- Search Engine Marketing
 - Text Ads (Google, Yahoo, Bing)
 - Banner Ads
 - Retargeting
 - Behavioral Targeting
 - Geo-Persona Targeting



OUR WORK: Tourism

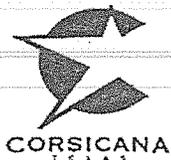
We have a history of providing cities the insights and multi-purpose marketing plans for the goal of increasing tourism and hotel occupancy tax.





OUR WORK: Tourism

We have a history of providing cities the insights and multi-purpose marketing plans for the goal of increasing tourism and hotel occupancy tax.





OUR WORK: Entertainment - Destination

We have a history of providing restaurants, retail and multi-units marketing insights and multi-purpose marketing plans.





KEY TEAM MEMBERS – THE LEADERS:



Dr. Jed C. Jones: Co-Founder

- Data Scientist
- Online & Digital Leader
- Research & Analytics



Darren Drewitz: Co-Founder

- Strategy
- Media
- Team Management
- Second-generation agency owner with specialty in tourism

KEY TEAM MEMBERS



Amanda Melendrez: Marketing Services Manager

- Campaign Management
- Project Oversight
- Client Communication



David Drewitz: Creative Strategist

- Concept Generator
- Headline Writer
- Creative Director



Brady Vance: Business Success Strategist

- Business Development
- Client Satisfaction

KEY TEAM MEMBERS



Leah Armstrong: Account Services

- Campaign Manager
- E-mail automation specialist
- Data Analyst



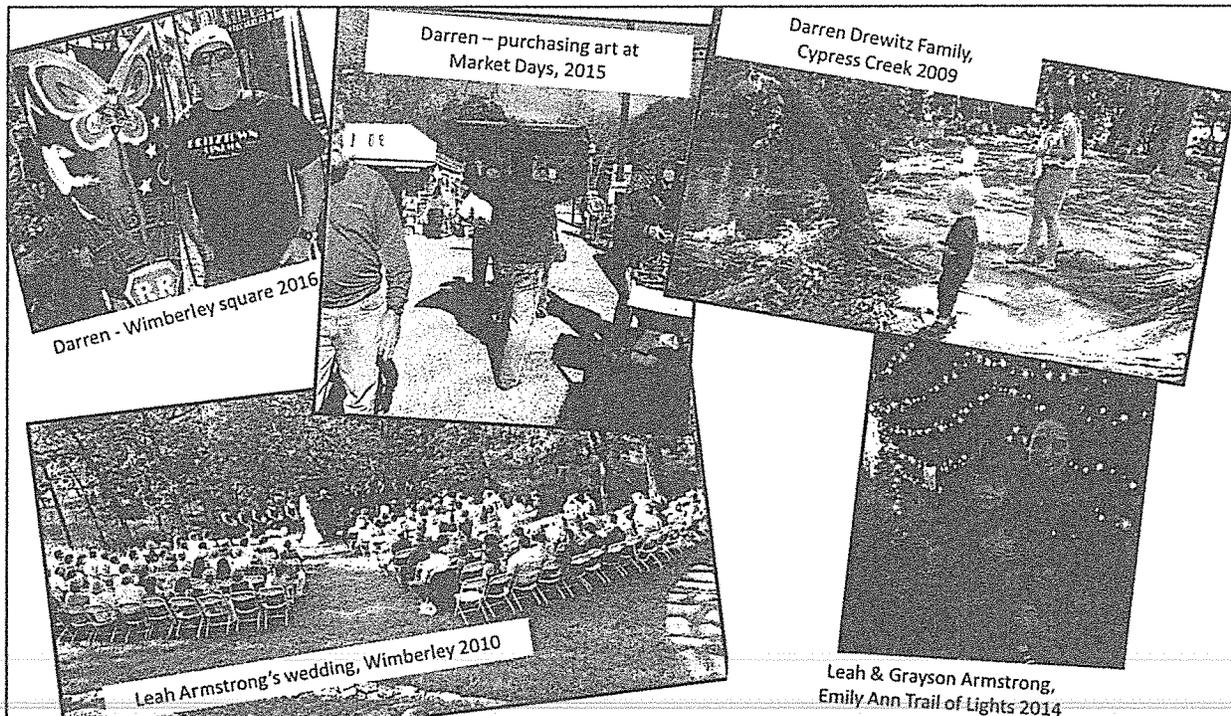
Heidi Gollub: Social Media

- Social Media Content
- Social Analytics & Reporting
- Photographer
- Known Travel Expert

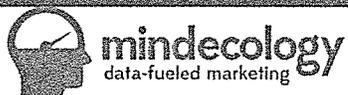


Sarah O'Brien: Lead Designer

- Creative Director
- WordPress (Web) Design & Programmer
- Design Specialist



Scope of Work & Rationale



Each photo in this presentation was personally taken by MindEcology's employees Darren Drewitz and Leah Armstrong over the last 8 years.

TACTIC ONE: New, Dedicated Tourism Website

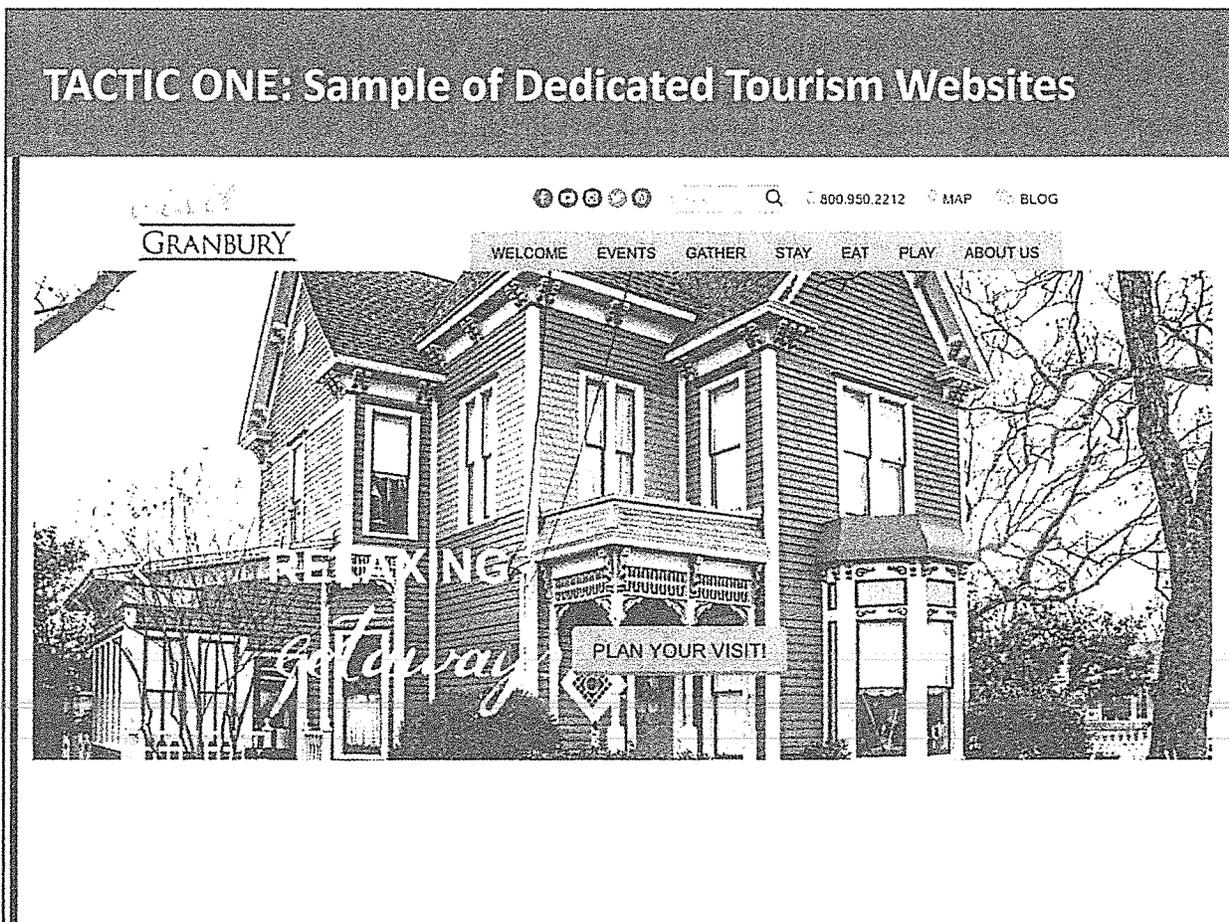
NEW WEBSITE

1. Dedicated to promoting and securing "heads in beds" and positioning Wimberley as a destination vacation town.
2. Website to feature heavy photos and visual elements allowing potential visitors to "picture" themselves in Wimberley.
3. Website to include absolute best practices and most recent technology for ease of use and compatibility for all web surfers (desktop and mobile users.)
4. New site to feature all of the assets of the town. Lodging, restaurants, shops, things to do for each season, mid-week, offseason, etc.

RATIONALE

1. 73% of all booked lodging in Texas tourism starts with a web search.
2. Dedicated site enables Search Engine Optimization and Search Engine Marketing to work faster and more effectively.
3. Part of Wimberley's draw and charm is the physical beauty. Photos, videos prominently displayed will help get overnight visitors.

TACTIC ONE: Sample of Dedicated Tourism Websites



TACTIC ONE: Sample of Dedicated Tourism Websites



TACTIC TWO: Online (Digital) Marketing

DIGITAL MARKETING

1. Search Engine Optimization (SEO)
 1. Content and management enabling the new website to organically reach the top of search engine results.
2. Search Engine Marketing (SEM)
 1. Text Ads
 2. Display Banner Ads
 3. Retargeting Banner Ads

RATIONALE

1. 73% of all booked lodging in Texas tourism starts with a web search.
2. Digital marketing is now 22 years old.
3. Can measure, report and adjust quickly based on on-going tracking and reporting.
4. Can tailor all efforts to a variety of goals: Mid-week visitation, off-season bookings, etc.

TACTIC TWO: Online (Digital) Marketing – Sample Text Ads

Search Engine Marketing: Paid: Google Text Ads

Google family getaways north texas



Web Maps News Shopping Images More Search tools

About 243,000 results (0.47 seconds)

Unique Family Vacations - Family Friendly Ranch

www.ringlake.org (888) 458-5253
Kids love it Fresh Air, Open Spaces & Horses.

50 Quick Getaways - Texas Parks and Wildlife Magazine

www.tpwmagazine.com March Texas Parks and Wildlife Magazine
Explore an underwater world off the Texas coast, including both natural and offers a great and inexpensive family camping getaway, north of Houston off I-45.

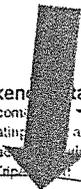
Texas Vacation Packages - MD Resort

www.mdresort.com/vacations/texas-worry-free-vacation-spot
Discover Texas worry free vacations for Texas family vacations, romantic our care free Texas family vacations including vacation getaways in North Texas ...

Family Resorts in Texas - TripAdvisor

www.tripadvisor.com Texas (TX) Texas Hotels TripAdvisor
Texas Family Resorts: Find 15839 traveler reviews, candid photos, and the top . . . This is a perfect place to have a couple getaway or a family stay-cation if you are *This hotel is a great family place to stay in North Padre Island, as most of the ...

Paying to be here.



Texas Weekend Getaways

www.tripadvisor.com
4.6 ★★★★★ rating
Find Deals & Read Reviews.
Texas deals on TripAdvisor

Lake Whitney TX Vacations

www.texasgetawayvacation.com/
Boat Rentals, Fish, Golf, Shopping,
Cabins, Resorts, Motels & B&B's

Backroads Family Travel

www.backroads.com/Family-Catalog
(877) 985-6884
Award-winning Family trips
Request A Free Catalog!

Family Resorts In Texas

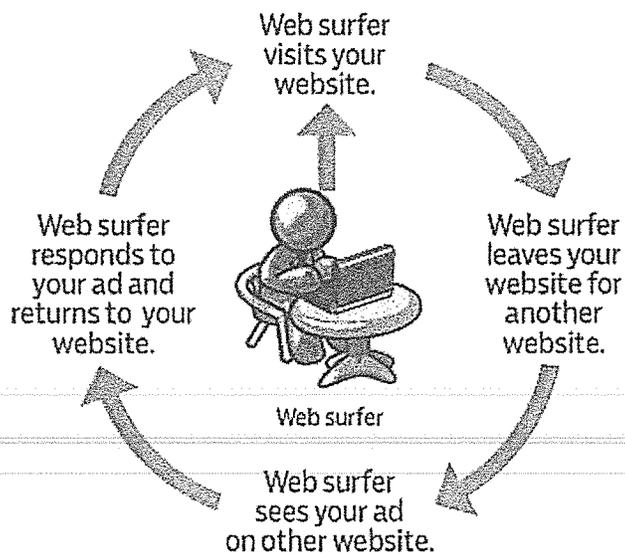
TACTIC TWO: Online (Digital) Marketing – Sample Display Ads

Search Engine Marketing: Paid: Display Banner Ads – Hundreds of websites

The image is a screenshot of the CNN website homepage. At the top, there is a navigation bar with the CNN logo on the left and links for 'Sign Up' and 'Log In' on the right. Below the logo, there are links for 'TV: CNN', 'CNN', 'CNN en Español', and 'CNN'. The main navigation bar includes 'Home', 'TV & Video', 'U.S.', 'World', 'Politics', 'Justice', 'Entertainment', 'Tech', 'Health', 'Living', 'Opinion', 'Report', 'Money', and 'Sports'. A search bar is located on the right side of the page. Below the navigation bar, there is a section for 'EDITOR'S CHOICE' with links to 'Ebola', 'Mudslides', 'Water warning', 'Shane Miller', 'Iraq', 'Hamas', 'Anne Frank', 'Rosetta Stone', 'Jung Theory', 'Sixties', and 'The Hunt'. The main headline is 'BREAKING NEWS Top secret serum likely saved U.S. Ebola patients'. Below the headline is a photo of two men, one of whom is Dr. Kent Brantly. To the right of the photo is a text box that reads 'Both received an experimental drug' and 'Dr. Kent Brantly's condition dramatically improved after he received the medication, a source says. After two doses, Nancy Whiteford showed significant improvement. FULL STORY'. Below the text box is a list of related stories: '2nd Ebola victim heading to Atlanta' and 'Doctor believed he would die'. To the right of the main headline is a banner for 'GO WITH THE FLOW IN NEW BRAUNFELS' with a photo of a river and the text 'New Braunfels'. Below the banner is a section for '@THIS HOUR' with the text '11am ET / 8am PT' and 'Dr. Brantly and Michaela Thompson are the most recent Ebola victims in the U.S. It's a relief for the doctor who was believed to have died. Shows and Schedules'.

TACTIC TWO: Online (Digital) Marketing – Sample Re-Targeting Display Ads

How Re-targeting Works:



TACTIC TWO: Digital (Online) Marketing

DIGITAL MARKETING

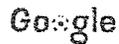
1. Search Engine Optimization (SEO)
 1. SEO refers to where your website ranks on a given search engine result. SEO refers to all non-paid placement of search results, commonly known as Search Engine Marketing (SEM) which is outlined on the preceding pages.
 2. Website rankings are the result of multiple factors, including the quality, quantity and choice of content on your website and the quality, quantity and choice of backlinks (hyperlinks) that lead to your site from other sites. Our SEO Support program covers all of these elements.

RATIONALE

1. 73% of all booked lodging in Texas tourism starts with a web search.
2. 70% of all website search clicks come from "natural" or "organic" search results.

TACTIC TWO: Search Engine Marketing (SEM)

Search Engine Marketing (SEM):



family getaways north texas



Web Maps News Shopping Images More Search tools

About 243,000 results (0.47 seconds)

Unique Family Vacations - Family Friendly Ranch

www.finglake.org/ (888) 458-6253
Kids love it Fresh Air, Open Spaces & Horses.

50 Quick Getaways - Texas Parks and Wildlife Magazine

www.tpwmagazine.com > ... > March > Texas Parks and Wildlife Magazine
Explore an underwater world off the Texas coast, featuring both natural and ... offers a great and inexpensive family camping getaway ... Houston off I-45.

Texas Vacation Packages - MD Resort

www.mdresort.com/vacations/texas-worry-free-vacation-spot
Discover Texas worry free vacations for Texas family vacations, romantic ... our care free Texas family vacations including vacation getaways in North Texas ...

Family Resorts in Texas - TripAdvisor

www.tripadvisor.com > ... > Texas (TX) > Texas Hotels > TripAdvisor
Texas Family Resorts: Find 15839 traveler reviews, candid photos, and the top ... This is a perfect place to have a couple getaway or a family stay-cation if you are ... *This hotel is a great family place to stay in North Padre Island, as most of the ...

Texas Weekend Getaways

www.tripadvisor.com/Texas
4.5 ★★★★★ rating for tripadvisor.com
Find Deals & Read Real Reviews.
Texas deals on TripAdvisor!

Lake Whitney TX Vacations

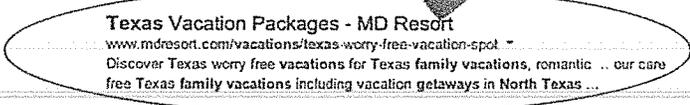
www.texasgetawayvacation.com/
Boat Rentals, Fish, Golf, Shopping, Cabins, Resorts, Motels & B&B's

Backroads Family Travel

www.backroads.com/Family-Catalog
(877) 985-6884
Award-winning Family trips
Request A Free Catalog!

Family Resorts In Texas

The result of
SEO



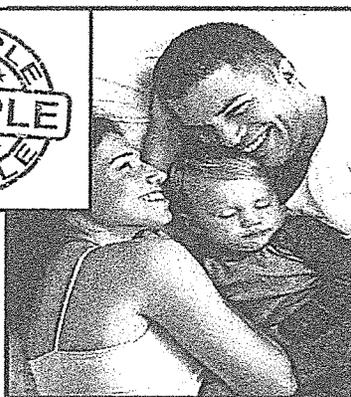
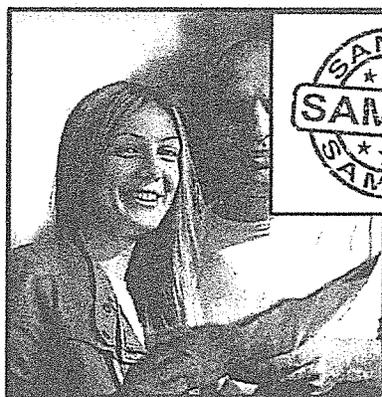
TACTIC THREE: Best Visitor Profiling Analysis (Segmentation)**MATCHPOINT – Best Visitor Profiling Report**

1. Report Details
 1. Which households are the most likely to visit the Wimberley area – report to provide findings on all seasonality – with an emphasis on the off-season (Q4-Q1)
 2. Deep demographics on: HH income, media habits, distance traveled, lifestyle choices, seasonality trends and more.
 3. Marketing & messaging recommendations.
2. How it works
 1. Leveraging proven segmentation & business intelligence methodologies.
 2. "Mine" data from local lodging operators. Allows for the data to be based on actual Wimberley visitors versus third-party sources.
 3. Results in a 50+ page report with actionable information.

RATIONALE

1. Removes the guesswork associated with marketing.
2. Enables us to be highly targeted by geographies featuring the greatest concentration of prospects – by market, zip codes, etc.
3. Allows us to align marketing tactics with best visitor behavior.

(SAMPLE ONLY) Key Finding #1: Meet Your Top 3 Prospective Visitors



“Successful Mid-Lifers”
All Young

Demo: Singles and couples in their 30s and 40s with executive jobs. College educated households who are career minded and seek social status. Located primarily in the Town-Rural & Satellite Cities.

Ave. HH Income: \$103,252

“Accumulating Families”
All Families

Demo: Families primarily living in the Suburbs, followed by the Exurbs and Satellite City areas. This is the home of the legendary “Soccer Moms” with activities heavily geared to the kids and family functions.

Ave. HH Income: \$112,132

“Uptown Urbanites”
Young & Mature

Demo: Mix of Young and Mature households. No families. Home to the wealthiest urban consumers. College educated and ethnically diverse. Common thread is their market place choices.

Ave. HH Income: \$89,756 ²¹



Accumulating Families are 2.36 times more likely to visit than the average Lodging visitor.

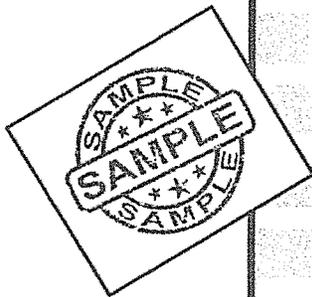
Successful Mid-lifers are 2.30 times more likely to visit than the average Lodging visitor.

(SAMPLE ONLY)

KEY FINDING #2: Accumulating Families are the most likely persona to visit



| Persona | Customer Index | Area HH % | Visitor % |
|-----------------------|----------------|-----------|-----------|
| Accumulating Families | 236 | 14% | 33% |
| Successful Mid-Lifers | 230 | 6% | 13% |
| Uptown Urbanites | 136 | 2% | 3% |
| Other Non-Top | 66 | 78% | 52% |
| Grand Total | 100 | 100% | 100% |

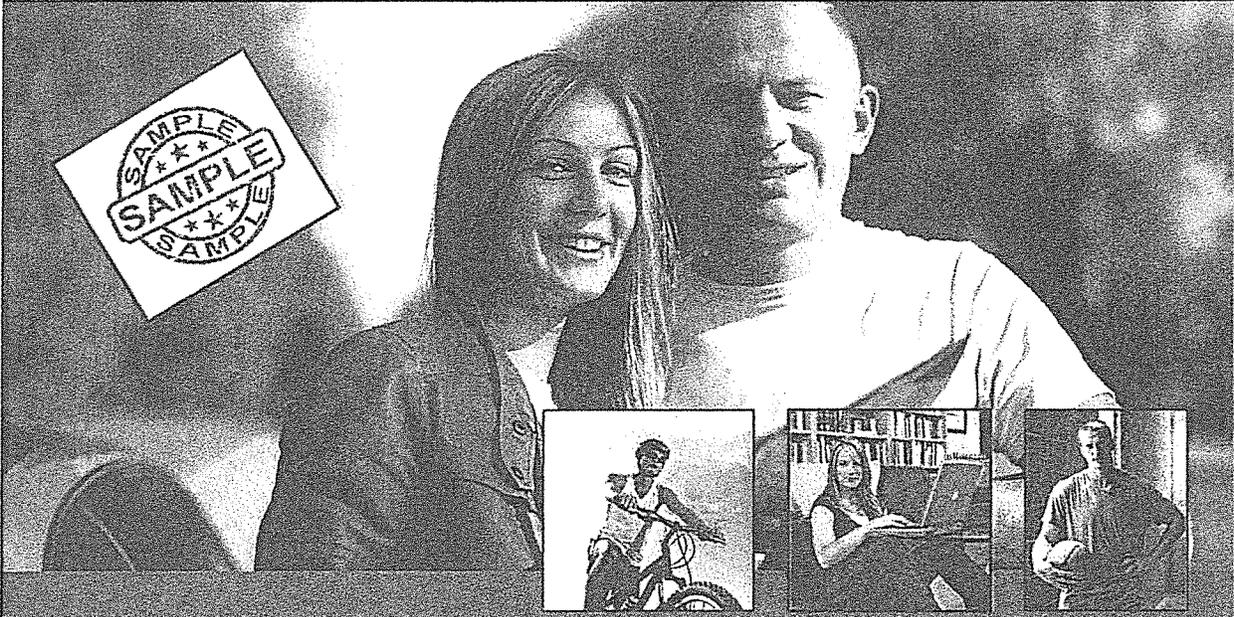


(SAMPLE ONLY)

KEY FINDING #3: Three-quarters of your lodging visitors travel farther than 126 miles.

| | |
|------------------|-----|
| 0 to 10 Miles | 1% |
| 11 to 25 Miles | 2% |
| 26 to 75 Miles | 15% |
| 76 to 125 Miles | 6% |
| 126 to 200 Miles | 37% |
| 200+ Miles | 39% |





(Sample Only) **Successful Mid-Lifers**

The Successful Mid-Lifers are households filled with childless singles and couples in their thirties and forties. This group is among wealthiest of the “Younger” personas and is home to many white, college-educated residents who hold executive and professional jobs and are career minded. Successful Mid-Lifers strive to achieve a high social status and/or make it to the top of their profession. They like to live a lifestyle that impresses others, they enjoy being the center of attention and find risk-taking exciting.

(Sample Only)
MEET THE "SUCCESSFUL MID-LIFERS"

TARGET AUDIENCE



Key Demographics
 Family structure: Young. Under the age of 50.
 Average HH Income: \$103,252
 Race: Primarily White, with Hispanic, Asian
 Media Trust: Internet, Magazines, Radio,
 Newspapers

ONLINE RANKING

1. Mobi-Xplorers
2. Mobi-Essentials
3. Netizens
4. Homepaggers
5. Online Financials
6. Online Occasionals
7. Offliners

MOBILE RANKING

1. Mobile Ad & App Happy
2. Mobile App-Happy
3. Mobile Minimalists
4. Mobile if I Must
5. Disconnected

PSYCHOGRAPHIC

Successful Mid-lifers strive to achieve a high social status and to get to the top of their professional careers. They are individuals that impress others with their lifestyle. They are the center of attention and are exciting. Successful individuals maintain a high standard of living and demand a high level of personal achievement. They enjoy taking on challenges and are active in both large and nearby rural activities.

ONLINE & MOBILE HABITS RANKING

Online: Mobi-Xplorers

Very active online. Use mobile web for entertainment purposes, downloading and streaming live TV, video, and obtaining entertainment information. Mobile maps and directions, as well as web sites with other local information, are also very popular with Mobi-Xplorers.

Mobile: App Happy: Carry their cell phones everywhere they go. Use their cell phones to make calls from home, and text messaging is an important part of their daily lives. Phone is used for entertainment. Unlikely to be open to special offers & advertising and are not responsive to advertising sent with text messages.

TOP LIFESTYLE HABITS

Radio: Satellite radio, Bob (Jack) FM, Internet radio, Rock, NHL, NFL, PGA, Sports, MLB, Classic Rock, All News. Listen at 10:00 am to 3:00 pm and 3:00 pm to 7:00 pm.

Online & Electronics: Crate & Barrel, REI, Nordstroms, Office Depot, Eddie Bauer, Tripadvisor, Victoria Secret, Facebook, Coldwater Creek, LinkedIn, Proflowers, IMDB.com, WSJ. Make internet travel plans, Expedia, USA Today, Orbitz, Travelocity, CNET, CNN, Priceline.

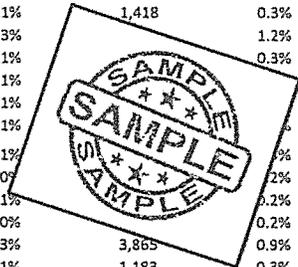
Mags & Newspapers: Wine Spectator, Delta Sky, Runner's World, Backpacker, Wall Street Journal, More, Travel & Leisure, Veranda, Self, Smart Money, Food & Wine, Shape, Maxim.

TV: The Office, Parks & Recreation, Modern Family, Big Bang Theory, Glee, PGA Golf, US Open, NCAA Basketball, NHL regular season, Community, House, Wimbledon, Grey's Anatomy, Saturday Night Live.

**BEST PROSPECTIVE ZIP CODES
SUCCESSFUL MID-LIFERS**

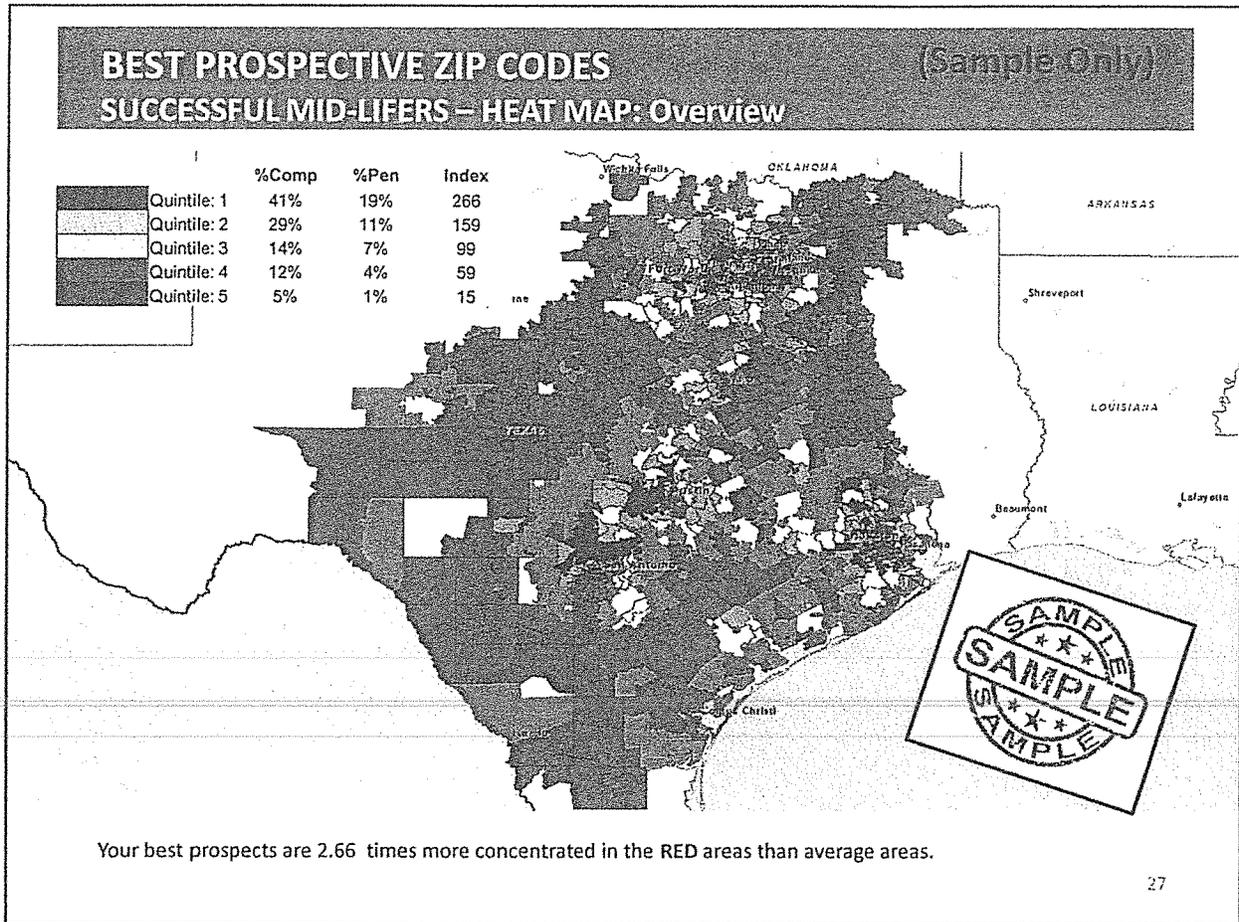
(Sample Only)

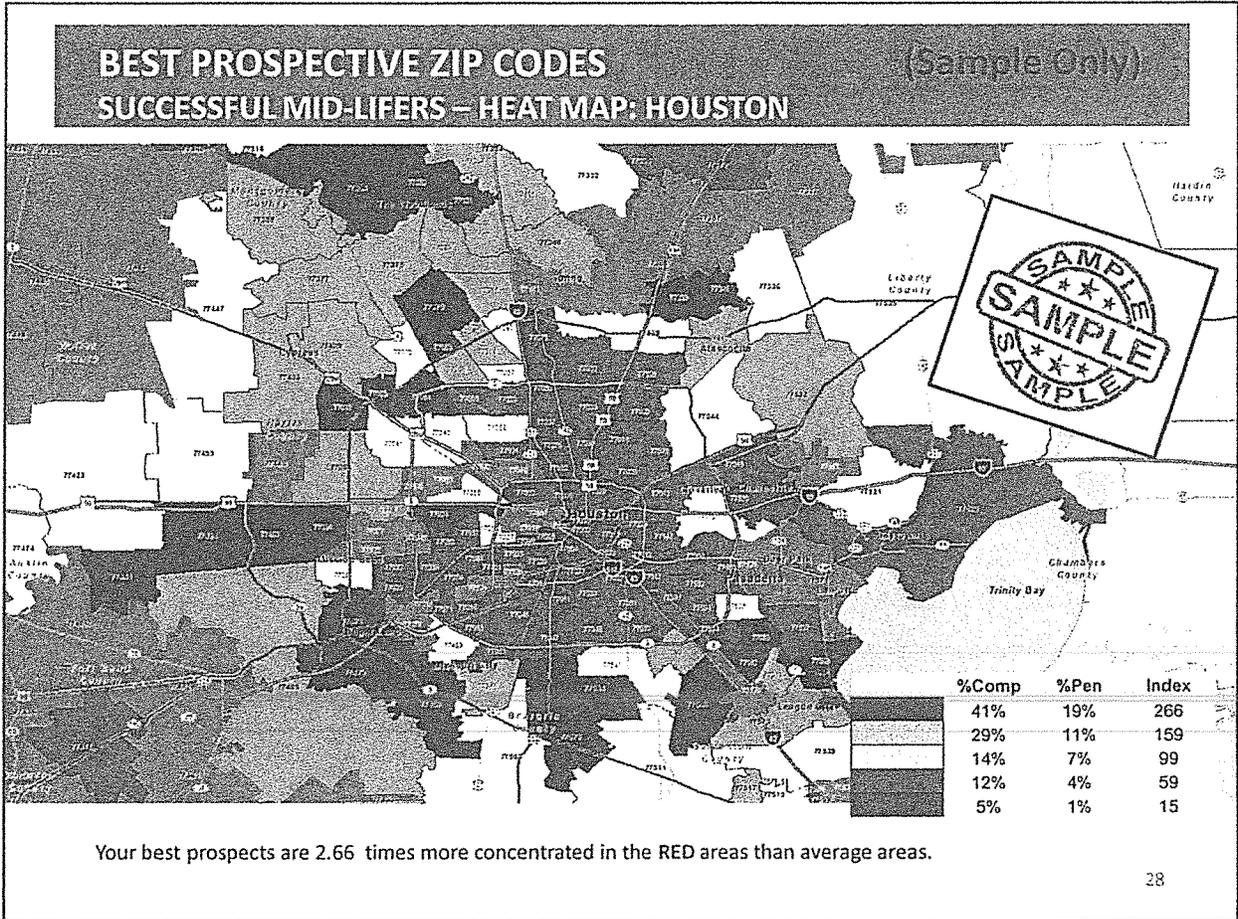
| Name | Count | % Comp | Count | % Comp | % Pen | Index |
|------------------------------|--------|--------|-------|--------|-------|-------|
| 78730 - AUSTIN, TX | 2,965 | 0.0% | 1,083 | 0.3% | 37% | 513 |
| 78261 - SAN ANTONIO, TX | 5,792 | 0.1% | 1,927 | 0.5% | 33% | 467 |
| 78257 - SAN ANTONIO, TX | 1,934 | 0.0% | 606 | 0.1% | 31% | 440 |
| 78004 - BERGHEIM, TX | 164 | 0.0% | 49 | 0.0% | 30% | 420 |
| 78732 - AUSTIN, TX | 5,058 | 0.1% | 1,341 | 0.3% | 27% | 373 |
| 78738 - AUSTIN, TX | 5,486 | 0.1% | 1,418 | 0.3% | 26% | 363 |
| 77459 - MISSOURI CITY, TX | 20,359 | 0.3% | | 1.2% | 25% | 357 |
| 78726 - AUSTIN, TX | 4,381 | 0.1% | | 0.3% | 25% | 355 |
| 78737 - AUSTIN, TX | 4,920 | 0.1% | | | 25% | 347 |
| 78259 - SAN ANTONIO, TX | 7,698 | 0.1% | | | 24% | 342 |
| 78255 - SAN ANTONIO, TX | 4,354 | 0.1% | | | 24% | 340 |
| 78620 - DRIPPING SPRINGS, TX | 4,712 | 0.1% | | | 24% | 339 |
| 78733 - AUSTIN, TX | 2,865 | 0.0% | | 0.2% | 24% | 338 |
| 78015 - BOERNE, TX | 4,325 | 0.1% | | 0.2% | 24% | 334 |
| 77094 - HOUSTON, TX | 2,939 | 0.0% | | 0.2% | 24% | 333 |
| 75025 - PLANO, TX | 16,393 | 0.3% | 3,865 | 0.9% | 24% | 331 |
| 78248 - SAN ANTONIO, TX | 5,048 | 0.1% | 1,183 | 0.3% | 23% | 329 |
| 78735 - AUSTIN, TX | 5,834 | 0.1% | 1,366 | 0.3% | 23% | 329 |
| 78260 - SAN ANTONIO, TX | 9,297 | 0.2% | 2,175 | 0.5% | 23% | 329 |
| 77450 - KATY, TX | 21,340 | 0.4% | 4,985 | 1.2% | 23% | 328 |
| 78750 - AUSTIN, TX | 9,432 | 0.2% | 2,200 | 0.5% | 23% | 328 |
| 78619 - DRIFTWOOD, TX | 1,199 | 0.0% | 279 | 0.1% | 23% | 327 |
| 78734 - AUSTIN, TX | 7,272 | 0.1% | 1,680 | 0.4% | 23% | 325 |
| 78739 - AUSTIN, TX | 5,644 | 0.1% | 1,303 | 0.3% | 23% | 324 |



Green = 37% of every household in the ZIP code 78730 matches the profile of a Successful Mid-Lifers
 Red = Our top profile are 5.13 times more concentrated in this ZIP code than the average ZIP code in our trade area.

Complete list of ZIP codes provided via electronically.





Grayson Armstrong, shopping on the Square, 2015

Darren Drewitz Family, 2013

Armstrong Family – HEB Grand Opening, 2015

Dakin Drewitz, 2008 Market Days

Darren Drewitz renting a house in Wimberley for birthday weekend, 2014

 **mindecology**
data-fueled marketing

More Photos of MindEcology in Town.

Each photo in this presentation was personally taken by MindEcology's employees Darren Drewitz and Leah Armstrong over the last 8 years.

TACTIC FOUR: Social Media

SOCIAL MEDIA

Facebook & Instagram

1. Consistent and compelling content that allows for prospective visitors to picture themselves vacationing and visiting the area.
2. Original photos, content & videos.
3. Combining real stories, first person, point of view strategy with social's analytics and reporting.
4. Promote events and news with the appropriate frequency and timing.

RATIONALE

1. Facebook is now 12 years old. Instagram is now 6 years old.
2. Allows for expanded, deeper messaging to cover the breadth of what Wimberley has to offer.
3. Can target the various personas and goals desired. Mid-week, offseason, etc.
4. It's a way to sell without being "salesy."
5. MindEcology currently handles 5 social media accounts including one Texas CVB and 3 entertainment clients.

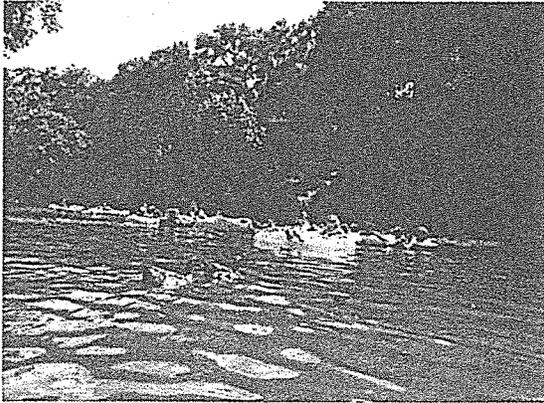
TACTIC FOUR: Social Media - Samples



In New Braunfels at ♡ The Comal River.

Published by MindEcology on August 9 at 2:00pm

Ducks just wanna have fun.



27,622 people reached

Boost Post

For social media video samples, please visit MindEcology's website and visit our creative samples page.

For case studies, please visit our website and view the case study page.



In New Braunfels at ♡ Schlitterbahn New Braunfels

Published by MindEcology on July 31 at 6:00am

Lazy rivers aren't so lazy when boys are involved.



Our social media features real people, real moments and original photos, content and videos.

TACTIC FIVE: E-MAIL MARKETING: Quarterly Newsletter

MONTHLY NEWSLETTER

Via E-Mail Marketing

1. Quarterly e-mail sent to visitor center e-mails and future e-mail addresses collected via marketing efforts.
2. Newsletter to feature full graphics, photos and copy.
3. Highlight upcoming events, places to visit, features of the area.

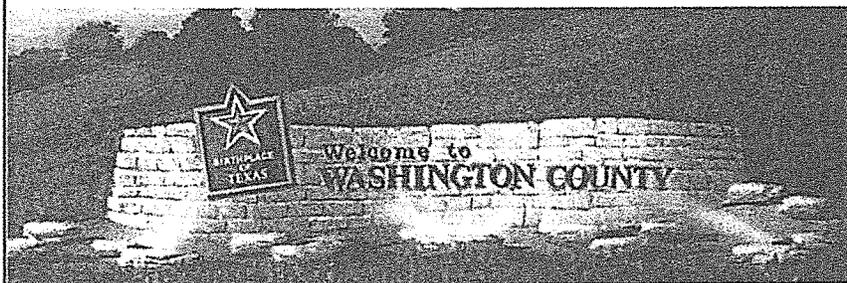
RATIONALE

1. Measurable – open and click through rates.
2. Very affordable & scalable.
3. Allows to focus messaging on mid-week, offseason and be flexible for future events, goals and messaging.

TACTIC FIVE: E-MAIL MARKETING: Sample



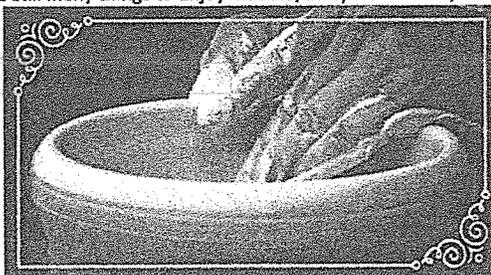
Stay Play Eat Plan Events



It's August and it's hot, but there are still many things to enjoy indoors, away from home, so pack a little bag and come to Brenham for a couple of days!

Here are 5 cool ways to have fun inside. Make your long weekend enjoyable and memorable by taking a class, pampering yourself and more.

[Get the full list & details](#)



TACTIC SIX: Rack Card Program

RACK CARD PROGRAM

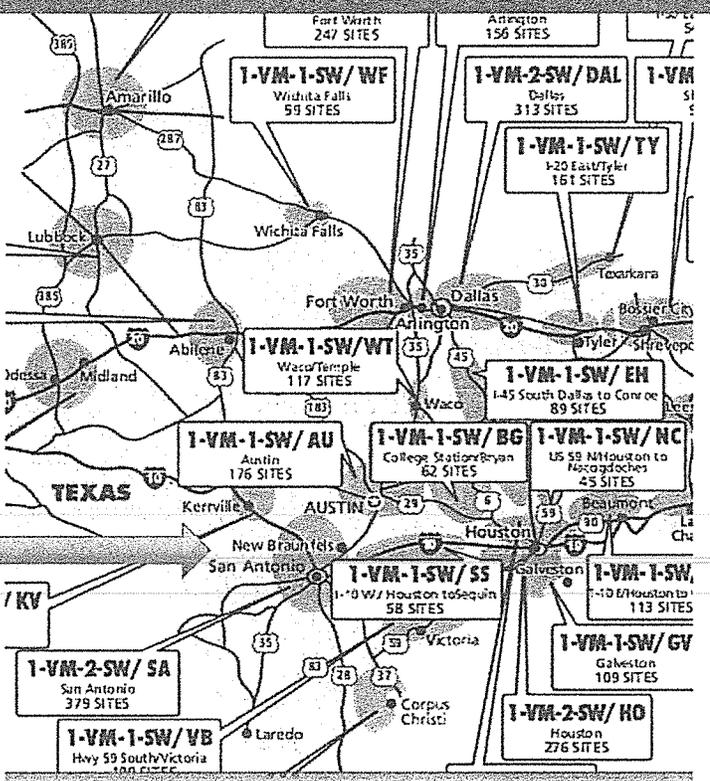
Via Rack Card Company

1. Placed in geographies consistent with Central Texas – Hill Country visitors.
2. Messaging to promote offseason and mid-week travel – different from the rest of the cards in the rack card.
3. Call to action to visit the new website to learn more.

RATIONALE

1. Captures leisure traveler for future trips.
2. Can place regionally and within our trade area.
3. Call-to-action to visit website builds the Re-targeting audience.
 1. Compliments and supports the online marketing efforts.

TACTIC SIX: Rack Card Program - Sample



379 Sites

- 1-VM-2SW/SW area
- 6 months (Q4-Q1)
- 4" x 9" – 4 color, 2 sided
- Focus on offseason & mid-week visitors

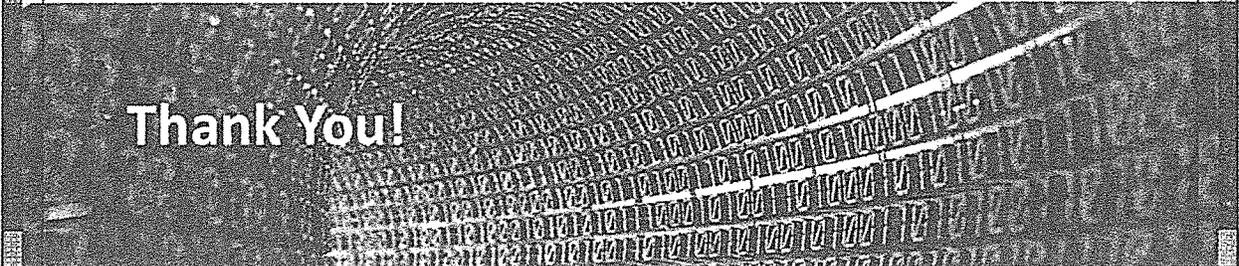
5 REASONS TO CHOOSE MINDECOLOGY

1. **Genuine Targeting through Actionable Analytics.**
1. **Proven Category Experience & Success. Including Off-Season and Mid-Week Specialists.**
1. **Full Creative Campaign Producers.**
1. **Senior Level, Experienced Marketers.**
1. **We Want Your Business.**

Bonus: Did we mention we know Wimberley?



MindEcology Co-Founder,
Darren Drewitz



Thank You!

MindEcology
mindecology.com

Austin / Dallas / Earth

MindEcology - Austin

107 Leland Street, Suite #3
Austin, TX 78704
512-326-1300

Data-fueled Marketing



Date: August 15, 2016
Job Number: CWT-081516b
Client: City of Wimberley, Texas
Description: New Website Development & Creation

Project Background

The City of Wimberley, Texas (Wimberley) is interested in improving its online presence and exposure to prospective overnight lodging visitors through a new website designed to attract and resonate with repeat and prospective tourist.

MindEcology's Experience: MindEcology is a recognized advertising agency specializing in Texas tourism. Founded in 2007, MindEcology has built over 30 websites in the past 5 years. For tourism, MindEcology believes in a website that is photo-driven, easy to navigate and find information, is simple and clean and allows the web visitor to "picture themselves" in Wimberley.

MindEcology recommends a website that is 12 pages. This estimate reflects the 12-page deliverable.

Overview of Project

I. Website Development

Our web development process proceeds in the following steps:

1. Signing of contract
2. Initial design consultation by our expert, experienced design team
3. Creation of design mockups (2 versions) for the optimal new look-and-feel for your site
4. Review/revision/approval of final design mockup
5. Proposal and finalization of site structure/wire frame
6. HTML coding and site review
7. WordPress CMS integration and final site review
8. Go-live and quality assurance

Timeline

12-14 weeks, assuming prompt client feedback at each stage of the development process

Here are the tasks and deliverables that MindEcology proposes:

Site Design & Development

- Two complete conceptual mockups, including up to 2 rounds of revisions
- Recommendation for new site structure/wire frame
- HTML development of 12 content pages
- Development of a five-field Web contact form with CAPTCHA technology for anti-spam protection
- Integration and setup of the WordPress content management system for easy updates to site content, even by non-programmers



- Installation of Google Analytics
- Photo gallery page
- Copy writing for 12 content pages
- Inclusion of leading WordPress SEO plugin
- Training screenshots on how to use WordPress to update the site
- Full quality control and testing, including multiple browser and mobile compatibility testing
- Load onto client-supplied hosting
- Post go-live switchover testing

Included Features

- Events calendar
- Photo Gallery Page
- Email Contact Page
- 7 original and professionally-shot photos on location in Wimberley

Assumptions

1. Development timeline assumes timely & prompt responses from client upon requests for information or approval
2. Does not include URL purchase or renewal
3. Does not include site hosting, but includes setup of site on client-providing host
4. Ongoing website updates to WordPress or the site after go-live to be handled at \$75/hr.
5. Significant changes requested by client after each stage of approval may incur additional costs
6. Site will be built to incorporate responsive design for optimal formatting and display on various screen sizes, including mobile

Investment:

Website Development

\$7,999



Date: August 15, 2016
Job Number: CWT-081516e
Client: City of Wimberley, Texas
Description: Online Campaign for Increased Traffic & Web Presence

Project Background

The City of Wimberley, Texas (Wimberley) is interested in improving its regional presence and exposure to prospective visitors through an integrated, targeted digital campaign.

The focus of campaign will be on improving overnight lodging guests, with an emphasis of during the slow times.

MindEcology's Experience: MindEcology is a recognized advertising agency specializing in Texas tourism. Founded in 2007, MindEcology has managed the marketing efforts of over a dozen Texas CVBs in the past years. Texas tourism includes (but not limited to) small towns such as Fredericksburg and Granbury to large cities such as Arlington, New Braunfels and South Padre Island. The online marketing efforts are lead by Dr. Jed Jones, a digital expert with over 20 years of online experience. Currently, MindEcology manages the online campaigns of 15 clients, with 3 active Texas CVB clients in the online space.

MindEcology is located in South Austin, with head offices situated less than an hour from Wimberley. Two of MindEcology's employees, including Co-Founder, Darren Drewitz and Account Manager, Leah Armstrong, live within 30 minutes.

Overview of Project

MindEcology will set up, execute, and manage an ongoing campaign designed to achieve the specific goals listed by Wimberley.

Project Deliverables

- Below is a list of proposed deliverables and pricing
- The SEO Audit and ongoing support will be done for whatever website is selected by the City of Wimberley – most likely the new tourism website – if adopted for creation.

I. SEO Audit

Website rankings are the result of multiple factors, including the quality, quantity and choice of content on your website and the quality, quantity and choice of backlinks (hyperlinks) that lead to your site from other sites. Our SEO Support program covers all of these elements. The goal of the Audit is to provide a realistic and accurate picture of where the site is now versus where it needs to be in order to achieve organizational objectives.

MindEcology will perform a thorough audit of the existing website from three perspectives:

1. *Keyword Analysis:* starting with an initial list of thousands of candidate target keywords, isolate 12-15 ideal target keywords for your site by leveraging our proprietary, 6-dimension quantitative analysis approach. These keywords will be the basis for your SEO efforts moving forward because they represent the right combination of appropriateness for your business niche, a relatively low number of competitors, and a relatively high number of daily searches by interested prospects.
2. *Competitor Analysis:* a thorough analysis of 3 competitors' websites, including both qualitative and quantitative performance metrics. The result is a list of the reasons why your competitors are ranking well on search engines for important target keywords, many of which can be emulated for your site.
3. *Site Analysis:* a thorough analysis of your own website, including both qualitative and quantitative dimensions. Results are provided in a list of "Strong Points" and "Areas for Improvement" for your site, along with specific, detailed recommendations for how to improve the search-ability of your website.

The result is a 50-60 page report (delivered as a PDF file) and a one-hour conference call to review the report with the client. The recommendations found in the report will directly inform how we move forward with SEO support, including the important decision of which keywords to target.

II. SEO Support

- A. *Article creation:* writing two (2) original, high-ranking articles for posting on a top article marketing website, with a backlink to your Home Page or one of your internal pages. This offers three types of benefits for your website: 1. positions you as the expert in your field; 2. results in direct visits to your website, as some of the readers will click on the link in article to visit your site; 3. most importantly, the article represents a quality backlink to your website, acting as a lever to help push your own site up in the rankings (approximately 500 words per article).
- B. *Other content vehicle creation:* writing more original, keyword-optimized content such as blog posts, Squidoo lenses, and Hub Pages with backlinks to your site. Two (2) original pieces of content per month (approximately 200-300 words per content vehicle).
- C. *Monthly report:* details all work performed, organic (natural search) site visits, and current site ranking on major search engines for selected target keywords.
- D. *Performance tracking and report:* monthly report that details titles and links to off-site SEO content created, latest site rankings for target keywords, and various statistics from Google Analytics (if installed on client's site).

III. Google AdWords Text Ad Campaign

This service entails the setup and ongoing optimization and reporting of the AdWords text ad campaign. Services include:

- A. Set all appropriate account settings as per client needs and current best practices
- B. Write a minimum of 10-20 new, custom text ads
- C. Develop a comprehensive list of target keywords
- D. Set up appropriate ad groups and organize by keyword theme
- E. Optimize campaign on an ongoing basis in order to reduce cost per conversion and maximize budget.
- F. Add/remove keywords from campaign based upon performance needs.
- G. Constantly adjust bid amounts on a per-keyword basis in order to strike proper balance between cost per conversion (or cost per click) and daily budget.
- H. Prepare and send monthly performance reports, detailing which keywords & ads are most effective, as well as overall campaign statistics. Reporting is delivered via our own reporting system.

*Management fee does not include the cost of ad clicks, paid directly to ad network by client.

IV. Retargeting Banner Ads

This task involves the setup and ongoing optimization and reporting of a re-targeting campaign, whereby banner ads will be displayed on various, third-party websites after the user has visited your website at least once.

More details on retargeting: Retargeting (or remarketing) involves placing some code on your website which allows us to build a list of individuals who have visited your site – or specific pages on your site. Then, over the next 30-90+ days, many or most of those individuals will have the opportunity to see your banner ads show up on third-party websites. When they click on those banner ads, the prospect gets redirected back to the given specialty page of the website – but this time for a second (or third, etc.) visit. These repeat visitors traditionally have much higher conversion rates.

Services include:

- A. Set up retargeting campaign for the given specialty/specialties
- B. Adjust bid amounts for ads on an ongoing basis
- C. Prepare and send weekly performance reports, detailing which keywords & ads are the most effective, as well as overall campaign statistics

*Management fee does not include the cost of ad clicks, paid directly to ad network by client.



V. Display Ad Campaign – Ongoing Optimization and Reporting

This service entails the setup and ongoing optimization, management and reporting of a banner ad campaign. Services include:

- A. Optimize campaign on an ongoing basis in order to reduce cost per impression and maximize budget
- B. Add/remove targeting specifications based upon performance needs
- C. Constantly adjust bid amounts on a per-keyword basis in order to strike proper balance between cost per impressions and daily budget.
- D. Prepare and send monthly performance reports, detailing which keywords & ads are most effective, as well as overall campaign statistics. Reporting is delivered via our own SnapReports reporting system.

*Management fee does not include the cost of ad clicks, paid directly to ad network.

Investment:

47,097



Date: August 15, 2016
Job Number: CWT-081516c
Client: City of Wimberley, Texas
Description: MatchPoint™ Best Visitor Profiling (via database mining)

Project Background

The City of Wimberley, Texas (Wimberley) is currently working to deepen its understanding of historical overnight lodging visitors.

The intention is to yield a stronger return on investment (ROI) on future marketing efforts by targeting prospects that match the characteristics of the best historical visitors, with a focus of attracting new visitors during the slow times.

MindEcology has conducted this type of Best Visitor Profile report for the following Texas CVBs: Fredericksburg, Boerne, Arlington, New Braunfels, South Padre Island, Georgetown, Huntsville, Granbury, Corsicana, Brenham, Cedar Park and Canyon Lake.

Overview of MatchPoint™ Analytics

MatchPoint™ Analytics is recommended for cities whose goal is to develop fact-based, data-driven marketing campaigns built on proven database research techniques. Our process includes building a mathematical model - or profile - of your existing visitor. After building a model of your best visitors, we leverage that model to provide you with a wealth of actionable information about how to target your best prospective visitors.

Ideal Customer Profile Development

For the MatchPoint™ Report, MindEcology will perform the following tasks for this report.

- Conduct a *database analysis* and produce a *market segmentation* report analyzing organization's visitors based on the historical customer and visitor data provided by organization.
 - Segmentation deliverables include:
 - *Segmentation Designation*: Assign a segmentation cluster to each record.
 - *Index Score*: Develop an index score for each cluster against the trade area. The top-indexing 12-15 clusters will be designated as top segmentation clusters.
 - *Persona Development*: Group the top-indexing clusters into 2-3 personas and assign a user-friendly name to each persona.

The following tasks will be completed for *each* persona:

- *Psychographic and Demographic Reporting*: Provide a psychographic and demographic report of the top segmentation clusters.
- *ZIP Code Potential Index*: Develop a ZIP code potential index report that assigns an index score at the ZIP code level for the Austin, San Antonio and Houston DMAs. The index score indicates the concentration of the top segmentation cluster households in each ZIP code relative to the other ZIP



codes. The ZIP codes will then be ranked by index score, allowing MindEcology to determine which ZIP codes represent the most attractive prospective visitors and guests for organization to target.

- *Media Behavior Report:* Produce a customer media behavior report detailing the media, consumer and lifestyle habits and attitudes of the segments found in the organization databases. Recommended media and behavioral data categories are: Electronics & Internet Usage; Retail (Online); Print Media Usage & Alternative Advertising; Sports & Leisure; and Psychographics.
- *Maps:* Provide several five-color ZIP code heat maps that indicate which ZIP codes contain the highest concentration of households belonging to the top clusters. Includes a set of at least 3 maps per DMA. Included are one (1) overview map and two (2) zoomed-in maps per DMA.
- *Distance Calculation:* Carry out a distance calculation detailing the percentages of visitors historically visiting your location by distance range (in miles).
- *Marketing Recommendations:* Develop specific marketing recommendations on how to activate the customer intelligence and reach more prospective visitors for maximum conversion rates, with the goal of improved marketing ROI.

Requested database columns (fields)

- Preferred: home address, city and ZIP code from visitors over past 3 years
- Acceptable: the email addresses from visitors.

Investment:

Best Visitor Profile \$9,499



Date: August 15, 2016
Job Number: CWT-081516a
Client: City of Wimberley, Texas
Description: Social Media Content Campaign

Project Background

The City of Wimberley, Texas (Wimberley) is interested in attracting new and repeat overnight lodging tourist. While all seasons are desired, Wimberley would like a focus on the mid-week and offseason time periods. MindEcology recommends a solid, ongoing investment in the social media world.

Facebook was launched in February of 2004 and is now in its twelfth year. Social marketing and content development is a proven marketing platform in the tourism – destination world. For Wimberley, MindEcology recommends two platforms:

1. **Facebook** – allows for targeting by demographics, interests and geography. Facebook allows for photos, video, GIFs, artwork and a two-way dialogue between Wimberley and followers.
2. **Instagram** - is a visual medium providing Wimberley the ability to showcase the outdoor beauty and indoor features the area has to offer.

The focus of the campaign will be on improving overnight lodging guests. With social media, the targeting and messaging can reach a wide variety of people, with a wide variety of interests, in a wide variety of geographies.

MindEcology recommends two platforms in year one, but platforms can be added as time goes on or if requested.

MindEcology's Experience: MindEcology has been in social media for 4 years and currently handles 5 social media clients including The New Braunfels, Texas CVB. MindEcology is located in South Austin, with head offices situated less than an hour from Wimberley. Two of MindEcology's employees, including Co-Founder, Darren Drewitz and Account Manager, Leah Armstrong, live within 30 minutes.

Campaign Objectives:

1. Sustain & build awareness of the Wimberley brand among all tourist audiences and seasonality.
2. Drive engagement and retention of Wimberley's social followers.
3. Support execution of /further carry out the Wimberley marketing campaign.
4. Integrate existing and any new video created into the social platforms.
5. Support and bolster Wimberley with reputation management, post responses and area culture.



Social Media & Content Development. All listed deliverables are on a per month basis.

I. SOCIAL

FACEBOOK:

- A. Content creation/scheduling of 15 posts per month.
- B. Development and management of any contests/giveaways approved by Wimberley's Management.
- C. Appropriate reporting to client of noteworthy Facebook engagements, such as messages or comments from audience members.
- D. Support/counsel as appropriate regarding compliance with Facebook Terms of Service.
- E. Monthly reporting of Facebook analytics/outcomes, including recommendations for campaign strategy adjustment or improvement. Final deliverable is 1 summary report per month.

INSTAGRAM:

- A. Content creation of 15 Instagram interactions - with appropriate engagement/interaction between Instagram platform.
- B. Includes both scheduled posts and engagement with Instagram users.
- C. Support/counsel as appropriate regarding compliance with Instagram Terms of Service.
- D. Monthly reporting of Instagram analytics/outcomes, including recommendations for campaign strategy adjustment or improvement. To be included in the 1 summary report delivered monthly.

MONTHLY ADVERTISING MONIES (INVESTMENT)

- A. MindEcology will devote \$150 per month to promote and "boost" views and thus awareness and likes to specific demographics on Facebook. This will help with Facebook's new policy in reach. Boosted posts will be reserved to special announcements, promotions, contests and news.

ARTWORK CREATION FOR SOCIAL MEDIA:

- A. MindEcology will create 2 simple graphic posts / MEMEs per month for the purposes of posting on Facebook. The graphic posts will be website resolution level and designed strictly for social media purposes only. All artwork will come from previously obtained stock photography purchased by Wimberley or MindEcology, original photography already created by Wimberley or available free photos via the Internet. No purchase of stock photos will be part of this agreement. NOTE: All original photography taken by MindEcology will be the property of Wimberley and available to use in other mediums and marketing efforts by Wimberley.

VIDEO: Value add

MindEcology will produce two (2) videos that are :30 to :40. The videos will be designed to drive engagement based on Wimberley's marketing objectives. The video will be web quality and simple in nature with basic graphics and transitions. The video will be promoted via Facebook and when appropriate, other social channels.

Investment:

\$26,400



Date: August 15, 2016
Job Number: CWT-081516d
Client: City of Wimberley, Texas
Description: Rack Card Marketing – Central Texas

Project Background

The City of Wimberley, Texas (Wimberley) is interested in improving its regional presence and exposure to prospective visitors through a 6-month “rack card” print program.

The focus of the campaign will be on improving overnight lodging visitors – particularly event driven that are visiting in the nearby markets and looking for something to do in the immediate or near future.

Overview of Project

MindEcology will set up, execute, and manage an ongoing print and delivery campaign to a future chosen “Rack Card” company for a 6-month campaign.

Project Deliverables

Below is a list of proposed deliverables and pricing.

1. *Project Management & Strategy:* MindEcology will contact, negotiate and select the best markets to place the rack cards based on Wimberley’s budget.
2. *Design:* MindEcology will design the rack card with a design that’s consistent w/ the Wimberley brand and promote the offseason and mid-week. The rack card will be 4” x 9” and four-color ink / 2 sided.
3. *Distribution:* The distribution will feature 379 card racks across Central Texas and will be for 6 months – that promote Q4 & Q1 tourism, including mid-week visitors.
4. *Printing:* The program will include the printing of 50,000 cards that will be placed in the 379 distribution centers.
5. *Project Management:* Full project management. All of the coordination, printing, content coordination and timing of delivery.

Investment:

\$4,449



Date: August 15, 2016
Job Number: CWT-081516f
Client: City of Wimberley, Texas
Description: E-Mail Marketing Campaign

Project Background

The City of Wimberley, Texas (Wimberley) is interested in improving its regional presence and exposure to prospective visitors and repeat visitors via a quarterly e-mail marketing campaign.

The focus of the campaign will be on improving overnight lodging visitors – particularly the offseason and mid-week crowd. In the beginning, the email recipients will start with the nearly 800 emails captured by the visitor’s center. Over time that number of recipients will grow.

Overview of Project

MindEcology will set up, execute, and manage an ongoing e-mail campaign that features, promotes and engages recipients to plan and book future visits in Wimberley.

Project Deliverables

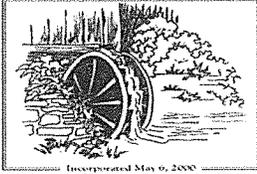
Below is a list of proposed deliverables.

1. *Campaign Set-up:* Includes
 - a. Naming of the newsletter
 - b. Developing the color scheme, look & feel and programming of the e-mail template
 - c. Loading in the recipients provided by Wimberley
 - d. Compliance with CAN-SPAM laws
 - e. Testing
2. *Monthly Management:* Includes
 - a. Writing of e-mail
 - b. Coordination with Wimberley about content
 - c. Deployment
 - d. Reporting on success – open and click-through rates

Timeline: This is a 12-month program with one (1) e-mail going out each quarter for a total of 4 e-mail newsletters per year.

Investment: \$4,999

City Council Agenda Form



Date Submitted: October 27, 2016

Agenda Date Requested: November 3, 2016

Project/Proposal Title: CONSIDER ACTION
AUTHORIZING THE CITY ADMINISTRATOR TO NEGOTIATE
A CONTRACT FOR PROJECT MANAGEMENT FOR THE
CENTRAL WIMBERLEY WASTEWATER PROJECT

Commission Action Requested:

- Ordinance
- Resolution
- Motion
- Discussion

Project/Proposal Summary:

This item was placed on the agenda to allow the City Council to discuss and consider action authorizing the City Administrator to negotiate a professional services agreement for project management services relating to construction of the Central Wimberley Wastewater System.

In late August, the City of Wimberley issued a Request for Qualifications ("RFQ") for the purpose of entering into a consulting services agreement to provide professional project management services for the Central Wimberley Wastewater Project. The following six (6) firms submitted Statements of Qualifications in response to the RFQ.

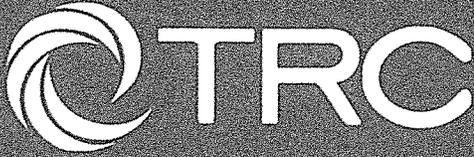
- TRC Engineers Inc.
- CAS Consulting & Services Inc.
- AG/CM Inc.
- Jasmine Engineering Inc.
- Murfee Engineering
- MS Engineering

The proposals were graded and the City Administrator and Mayor interviewed the top four (4) firms.

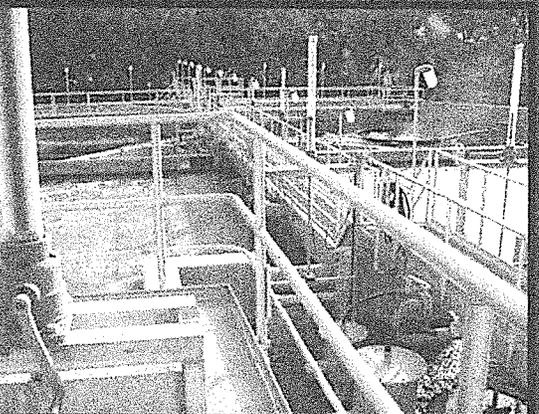
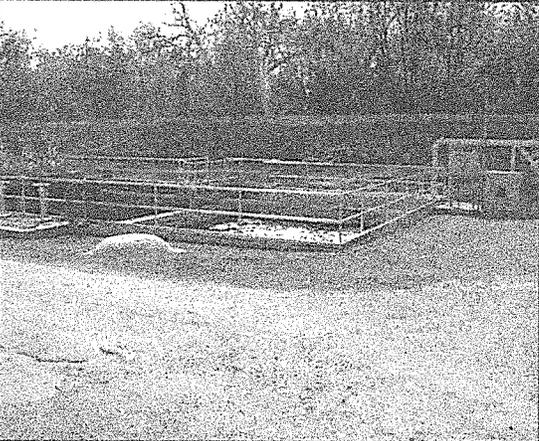
Following the interviews, the Mayor and City Administrator agreed to seek permission from City Council to negotiate a professional services agreement for project management with TRC Engineers Inc., based on the firm's work history with similar projects and their understanding of the project and planned approach.

Once a contract is negotiated, the proposed contract will be brought to City Council for approval prior to execution.

Prepared by



TRC Engineers, Inc.
505 E. Huntland Dr., Ste. 250
Austin, Texas 78752
T.B.P.E #F-8632



*Statement of Interest
and Qualifications
For
Engineering Services*

**Wastewater
Professional
Services - Project
Management**

*Prepared for
City of Wimberley
September 8, 2016*



T.B.P.E. #F-8632

505 East Huntland Drive
Suite 250
Austin, TX 78752

512.454.8716 PHONE
512.454.2433 FAX

www.TRCSolutions.com

September 8, 2016

Mr. Don Ferguson
City Administrator/Budget Officer
City of Wimberley
P.O. Box 2027
Wimberley, TX 78676

**RE: Request for Qualifications
Wastewater Treatment Plant Construction Project Management Services**

Dear Mr. Ferguson:

In accordance with the City's Request for Statements of Qualifications, TRC Engineers, Inc. (TRC), is pleased to present herein a team of professionals that provide efficient services and a focus on innovative solutions to provide Professional Construction Management Services for the construction of the City of Wimberley's new Wastewater Treatment Plant.

As demonstrated herein, TRC offers substantial relevant experience in Construction Management and has been providing related professional project management and design services to municipalities and private sector clients throughout the State of Texas for over 60 years. We are proposing a Project Manager who offers a proven track record for administrating, coordinating, and completing multiple project assignments within budget and on time.

Our Project Manager is supported by key personnel who are familiar with all aspects of the work for which they will be responsible, having worked on numerous projects throughout the State of Texas. All of our key engineering personnel are also Texas Licensed Professional Engineers and will be available and are committed to providing professional services for the City of Wimberley within the allotted time period.

TRC appreciates the opportunity to submit this Statement of Qualifications and looks forward to provide the City of Wimberley with quality, professional consulting services. If you have any questions or require additional information, please contact the undersigned at your earliest convenience at (512) 454-8716 or via email at cbell@trcsolutions.com.

Sincerely,

A handwritten signature in cursive script that reads "Craig Bell".

H. Craig Bell, P.E.
Austin CES Practice Leader

Enclosures

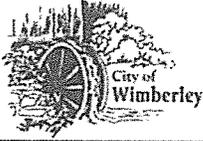


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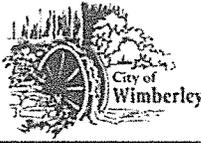
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APPENDIX

Appendix A – Resumes

Appendix B – Statement Concerning Insurance

Appendix C – Conflict of Interest Questionnaire



1.0 INTRODUCTION

IDENTIFICATION OF PROJECT

TRC Engineers, Inc. (TRC) is a customer-focused company creating and implementing sophisticated and innovative solutions to the challenges facing America's energy, environmental and infrastructure needs. The company is a leading provider of technical, financial risk management, and construction services to industry and government clients across the country. TRC is engaged in the design and construction of infrastructure systems in some of the fastest growing regions of the United States. We provide engineering, scientific, and construction support services to ensure public safety and convenience.

This project will include construction project management services for the construction of the City of Wimberley's new wastewater treatment plant that will service the City's central business district. This will include managing site work, buildings construction, and the installation of piping, process equipment, tanks, electrical equipment, and other associated construction.

PURPOSE - STATEMENT OF QUALIFICATIONS

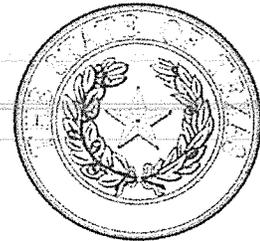
The following statement of qualifications is made in response to a request from the City of Wimberley. The engineering work contemplated herein is the same as that normally supplied by this office on all projects in other areas, whether funded federally, by the state, or locally.

FIRM INFORMATION

TRC Engineers, Inc. is licensed by the Texas Board of Professional Engineers, registration number F-8632.

LOCATION OF OFFICE TO PERFORM WORK

TRC Engineers, Inc.
505 East Huntland, Suite 250
Austin, Texas 78752
Phone: (512) 454-8716
Fax: (512) 454-2433



NAMES OF LOCAL PRINCIPAL OFFICERS:

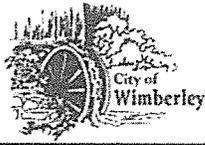
K. Beau Perry, PE, Vice President
Mark Robbins, Sr. Vice President

CONTACT

The contact person for TRC Engineers, Inc. for this project is Mr. H. Craig Bell, P.E. (E-mail: cbell@trcsolutions.com).

2.0 PROJECT APPROACH / PROJECT MANAGEMENT PLAN

The approximately 170 properties that comprise the central business district, or Wimberley Square, are the lifeblood of the City. The future of this area is under serious threat by inhibited growth caused by the outdated, undersized, septic systems that are currently failing to meet the



community's needs. Not only are the current systems incapable of meeting the capacity required under current regulations, but they are also placing heavy environmental and economic burdens on the City and the residents of Wimberley Square. Pumping and hauling of the tanks is costly and is insufficient in preventing exposure to the surrounding waterways. The rapid growth in the area is further exacerbating the problem. To alleviate these issues, and to facilitate future economic development, the city is preparing to construct a new wastewater treatment plant capable of serving these properties in the central business district.

TRC has provided construction management services to countless projects, primarily in the Central Texas Region, but also all throughout the United States and Canada. TRC team members are well equipped to provide full service management and consulting services to facilitate the plant construction, and act as the client's advocate in communication with contractors and subconsultants. The team at TRC has a wealth of experience in wastewater treatment plant construction and design to rely upon, and are familiar the contractors, subcontractors, and major suppliers in this region.

DETAILED WORK PLAN

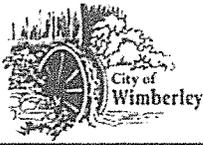
Upon TRC's receipt of authorization to commence project management services, TRC will meet with the City and the design engineer for the purpose of understanding the exact scope of the Project, the construction schedule, and any specific issues that will need to be addressed.

TRC will make visits to the site to inspect the progress and quality of the executed work of the construction contractor and his subcontractors and to determine if such work is proceeding in accordance with the contract documents. TRC will keep the City informed of the progress and quality of the work. TRC will exercise the utmost care and diligence in discovering and promptly reporting to the City any defects or deficiencies in such work and will disapprove or reject any work failing to conform to the contract documents. TRC will have authority to act on behalf of the City only to the extent provided in the Engineering Agreement unless modified by written instrument.

TRC will review and approve shop drawings and samples, the results of tests and inspections, and other data that each construction contractor or subcontractor is required to provide. TRC's review and approval will include a determination of whether the work complies with all applicable laws, statutes, ordinances and codes and a determination of whether the work, when completed, will be in compliance with the requirements of the contract documents.

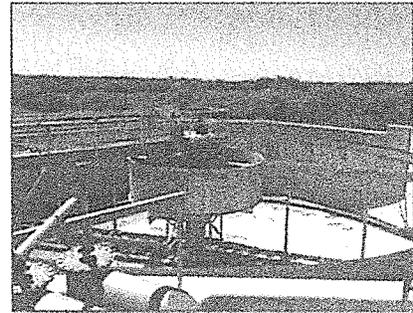
TRC will determine the acceptability of substitute materials and equipment that may be proposed by construction contractors or subcontractors. TRC will also receive and review maintenance and operating instruction manuals, schedules, guarantees, and certificates of inspection, which are to be assembled by the construction contractor in accordance with the contract documents.

TRC will issue all instructions of the City to the construction contractor as well as interpretations and clarifications of the contract documents pertaining to the performance of the work.



TRC will review the amounts owed to the construction contractor and recommend to the City, in writing, payments to the construction contractor of such amounts. TRC's recommendation of payment, being based upon TRC's on-site inspections and their experience and qualifications as design professionals, will constitute a recommendation by TRC to the City that the quality of work is in accordance with the contract documents.

Upon notification from the construction contractor that the project is complete, TRC will conduct an inspection of the site to determine if the project is complete. TRC will prepare a checklist of items that will be addressed prior to final acceptance. Upon notification by the construction contractor that the checklist items designated by TRC for completion have been addressed, TRC will inspect the project to verify final completion.



TRC will conduct at least one on-site inspection during the warranty period, if desired, and will report to the City as to the continued acceptability of the work.

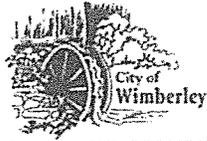
TRC will not execute change orders on behalf of the City or otherwise alter the financial scope of the project without an advance, written authorization from the City.

We perform budget and schedule oversight while ensuring quality control, which includes submittal review, RFI responses, and full-time on-site inspection and engineering support during the construction of a project. We prepare daily and weekly progress reports for the owner as well as a final inspection.

PROJECT MANAGEMENT APPROACH

TRC is routinely involved with the delivery of solutions for municipalities, throughout the State of Texas and nationally, that enhance the form and function of various types of public works projects. Our staff is well-versed in construction project management services which we typically include along with our project design and plan development services. We offer a wide range of public works experience and capabilities that can be utilized on assigned Work Orders for the City by leveraging a comprehensive staff of professionals that includes planners, civil engineers, designers, environmental scientists, inspectors, technicians, surveyors and CADD operators who excel in all types of projects including water and wastewater treatment plant construction and design, site development, bridges and roadways, water and wastewater utilities, stormwater management, environmental permitting/consulting, and construction administration.

To ensure that our projects are completed to the highest expectations of our clients within established budgets, TRC has developed a sophisticated system for estimating the cost of engineering projects by taking the base construction cost, factored by size and complexity, and then adding additional project costs such as right-of-way, utility relocations, engineering design, overhead expenses, etc., to come up with the total project costs. We have also developed a decision matrix to aid in prioritizing which projects are most cost-effective to complete, based on factors deemed most important to the Client. The TRC team has developed a project management and



tracking process beginning in the proposal phase where the scope of service and major milestones are defined and followed through to the end of the construction progress. Our standard budgeting and estimating process is based on years of experience and yields realistic results that are both reasonable and constructible. Our history of repeat business with many of our clients speaks to our ability to limit the need for change orders.

PROJECT AND REGIONAL UNDERSTANDING

The TRC Team is familiar with the similarities and variations of numerous municipalities of the Texas region in regards to administration, purchasing, staff requirements, and expectations. Team members are also knowledgeable about local contractors, having performed construction oversight for several infrastructure projects over the years in the Region. In addition, the team members are active in determining the availability of different types of construction materials and construction procedures through our contacts with local supply companies. Finally, team personnel are familiar with local geologic conditions, having performed several construction inspection observations in the area.

Team personnel have considerable experience with regard to Project Management project administration, contracting, agency codes, and design criteria. This experience has been obtained through the successful execution of projects conducted for regional municipalities. These services illustrate our ability to represent the City's interest with regard to the evaluation of construction bids, local and out-of-town contractors, and maintaining construction cost controls during the construction of several projects. The successful execution of these projects has demonstrated the team's ability to represent the City and local interests.

Client relationship and integrity are a major concern for a professional service organization. TRC has an excellent reputation, gained from decades of work with all personnel and political officials in positions of authority with client municipalities.

3.0 KEY PROJECT PERSONNEL QUALIFICATIONS AND EXPERIENCE

As the professional responsible for the coordination of various disciplines, as well as communication with the client and other agencies, and the overall progress of the project, the most important position on the City's project is the Project Manager. In addition, TRC has assembled an experienced and capable project team that will be able to fulfill the various roles required for this project. TRC chooses Project Managers carefully for their knowledge, experience and capabilities to provide the necessary support for a successful project.

The Project Manager for this project will be Mr. H. Craig Bell, P.E., a Registered Professional Engineer in the State of Texas. Mr. Bell has been employed in the engineering field for the past 32 years and has spent all of his time performing projects of this exact nature and size. Mr. Bell has overseen the construction of multiple wastewater and water treatment plants in the region, and works closely with clients to insure complete satisfaction in addition to total compliance with all regulatory entities and standard engineering practices.



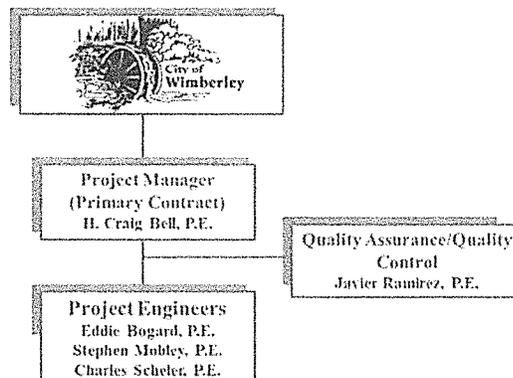
Support personnel in the firm are readily available for assistance, but all decisions and direction are made by Mr. Bell concerning individual client and the work performed by this office for them. General services provided by Mr. Bell include review functions for various projects; plan review for all new development including capital improvement projects; and plan review projects. Mr. Bell has assisted clients in obtaining funding from the following agencies: Texas Water Development Board (TWDB), Texas Department of Transportation (TxDOT), Texas Parks and Wildlife (TPWD), Texas Office of Rural Community Affairs (ORCA), Texas Department of Agriculture (TDA), U.S. Department of Commerce Economic Development Administration (EDA), U.S. Department of Agriculture Rural Development (RD), U.S. Department of Agriculture Natural Resource Conservation Service (NRCS), Federal Emergency Management Agency (FEMA).

With Mr. Bell's significant experience he is certainly qualified to handle the proposed engineering project for the City of Wimberley. His individual resume is enclosed in this proposal for review. TRC takes pride in successfully retaining employees with many professionals having been employed by TRC for most of their career. This provides a consistent product and develops long-term relationships with our clients. The list on page 6 shows the total years of experience for the proposed TRC team.

Quality Assurance/Quality Control - Responsible for project oversight, works autonomously with the PM and Project Engineers to insure that TRC's high levels of quality are being met. The QA/QC is not in a direct line between the PM and the Project Engineers, so that they may maintain an objective point of view for each project. Though they may not be directly involved in the progress of the project, they are available to administer advice.

Project Engineers - Project engineers are relied upon to coordinate the day-to-day activities for each project, and answers directly to the project manager. The project engineer is responsible for leading a team of Professional Engineers, Project Managers, EITs, CAD Drafters, and Administrative Staff to produce deliverables to be reviewed by the Project Manager before being provided to the client.

ORGANIZATION CHART





| Name | Registration No. | Total Years Experience |
|----------------------|------------------|------------------------|
| H. Craig Bell, P.E. | TX PE #66078 | 32 |
| Javier Ramirez, P.E. | TX PE #96714 | 16 |
| Eddie Bogard, P.E. | TX PE #99349 | 14 |
| Stephen Mobley, P.E. | TX PE #117365 | 8 |

Concise resumes for key personnel are attached as **Appendix A**. Additionally, TRC has the following Austin staffing resources to provide the City of Wimberley for the required task.

Professional Engineers: 24
Engineers-in-Training: 10
Other Professionals/Technicians: 8
Administrative: 6

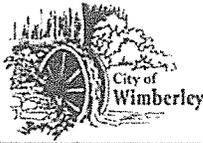
STATEMENT OF STAFF AVAILABILITY

The successful outcome of any project depends upon the assigned human resources. The resources of all offices of TRC includes professional engineers, technicians, and support personnel. The key personnel who will make up the project team to perform the work for the City will have the experience and proven competence in the appropriate field of study, planning, and design.

The present workload of TRC is such that the preliminary groundwork for the project could begin immediately. Mr. Bell, along with other support personnel, will devote ample time to the project(s) to ensure success. The engineers at TRC are very familiar with the Labor Compliance requirements and contract closeout procedures for all types of projects.

The TRC Team is familiar with municipal government administration, purchasing, and staff requirements and expectations. Team members are also knowledgeable about local contractors, having performed construction oversight for several infrastructure and street improvement projects over the years in the local area. In addition, the team members are active in determining the availability of different types of construction materials and construction procedures through our contacts with local supply companies.

Team personnel have considerable experience with municipalities with regard to project administration, contracting, local codes, and design criteria. These services illustrate our ability to represent the City's interest with regard to the evaluation of construction bids, local and out-of-town contractors, and maintaining construction cost controls during the construction of several large projects.

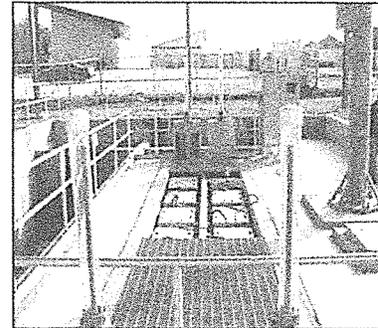


4.0 FIRM QUALIFICATIONS AND EXPERIENCE

WASTEWATER TREATMENT PROJECT MANAGEMENT QUALIFICATIONS AND EXPERIENCE

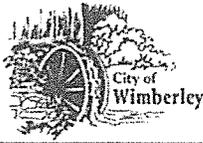
TRC has extensive experience in municipal and industrial engineering services, ranging from construction administration to planning and design. We have prepared numerous engineering studies, master plans, capital improvements plans, and provided general consulting, as well as design services for all types of water, wastewater, paving, drainage, and transportation projects.

TRC team members have many years of combined experience providing wastewater services to municipal and industrial clients. From design of major treatment facilities, to retrofitting existing treatment and collection systems, we have a broad perspective on various approaches to design and construction for municipal, private, and government facilities. In addition, we are intimately familiar with current practices, standards, regulations, and technologies, as well as regulatory trends and technological issues. Our services include the following:



- Construction Oversight Services
- Project Cost Estimates and Scheduling
- Special Problem Analyses and Studies
- Treatment Plant Evaluation, Process Optimization, Design, and Construction
- Sewer Line Replacement
- Industrial, Sanitary, and Storm Sewer Mapping and Evaluation
- Infiltration and Inflow Studies
- Collection Systems Design and Implementation
- Septic System Installation/Design
- Project Feasibility Analyses
- Water Reuse Distribution/Systems
- Toxicity Reduction Evaluations
- Telemetry Instrumentation and Control
- NPDES Permitting
- Sewer and Lift Station Design/Rehabilitation and Construction

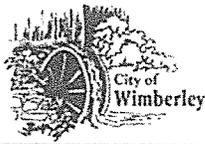
TRC understands both industrial and municipal systems and has designed, constructed, and retrofitted numerous wastewater line and mains and wastewater treatment facilities. TRC designs complete wastewater facilities, collection mains, and wastewater services, as required by federal and state agencies. Each facility is tailored to our client's needs and requirements to attain the necessary level of treatment. We use only the most advanced technology available. This approach ensures each project is environmentally sound, professionally designed, and cost effective.



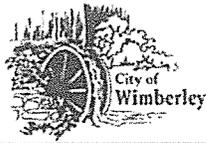
REPRESENTATIVE WASTEWATER TREATMENT PROJECT EXPERIENCE

See below for specific wastewater treatment and projects TRC has performed in Texas. Contact information, including address and phone numbers, are listed below in the Additional References section of this SOQ.

| Project Information | Project Description |
|---|---|
| Sam C. McKenzie Water Reclamation Facility New Braunfels, Texas | TRC is currently managing the construction of a new 2.5 MGD WWTP for New Braunfels Utilities (NBU). As PM, TRC is responsible for regular site visits, including approximately 5,500 L.F. of 48" sewer main, raw sewage lift station, headworks, aeration basins, secondary clarifiers, tertiary filtration, ultraviolet disinfection system, aerobic digestion, mechanical sludge dewatering and odor control system. |
| Walnut Branch WWTP City of Seguin, Texas | Construction Project Management and engineering design were performed for Wastewater Treatment Plant Improvements consisting of conversion of existing trickling filter plant to activated sludge, including three (3) common wall aeration basins with blowers and coarse bubble aeration system, climber bar screen, clarifier conversion, chlorine feed equipment replacement, and RAS/WAS pump station. Since completion of the project, TRC has performed a media replacement project for the sand drying beds, constructed a 7,500 GPM stormwater lift station, and rehabilitated the primary clarifiers at the plant. |
| Sabine Creek Regional Wastewater Treatment Plant Fate/Royse City, Texas | Managed and oversaw the construction of the Sabine Creek Regional Wastewater Treatment Plant. Phase I design flow is 1.5 MGD with a future build-out to 15.0 MGD. Treatment process consists of raw sewage lift station designed for 15.0 MGD flow, influent screen, dual fine bubble aeration basins, dual final clarifiers, tertiary filter and vertical U.V. disinfection structure. TRC was also responsible for the preparation of design memo, plans and specifications for the regional wastewater treatment plant. |
| North Texas Municipal Water District, South Mesquite Creek Regional WWTP Expansion to 33 MGD | TRC Managed the construction of the treatment plant, and prepared civil-related engineering documents for expanding the South Mesquite Creek Regional WWTP from 12 to 33 MGD. Improvements included the addition of a headworks, primary clarifier, secondary clarifiers, flow distribution boxes, odor control systems, effluent metering structure, and an electrical building and the rehabilitation of the existing lift stations, solids handling building, outfall structure, filter complex, chlorine contact basins, and secondary sludge pump stations. Responsibilities included designing the paving, grading, and yard piping associated with the new and rehabilitated treatment structures, coordinating cross-discipline checks, developing a construction sequence plan, and reviewing and approving change orders. |
| Wastewater Treatment Plant Expansion City of Rockdale, Texas | TRC managed construction and prepared preliminary engineering, screening and evaluation of process alternatives, final design and construction administration. Sequencing batch reactor WWTP expansion to existing facility. Improvements include UV disinfection, porous plate drying beds, and conversion of existing concentric-circular WWTP into multi-zone aerobic digester. |



| Project Information | Project Description |
|--|--|
| Muddy Creek Regional Sewer System | TRC Managed the construction and prepared the design for the 5 MGD Muddy Creek Regional Wastewater Treatment Plant and Muddy Creek Interceptor Sewer encompassing approximately 13,000 L.F. of 15" to 48" diameter sanitary sewer line. The WWTP included a lift station, headworks with screening/grit removal, primary and secondary clarifiers, fine-bubble aeration, ultraviolet disinfection, and mechanical sludge dewatering. |
| South Laredo WWTP Expansion Laredo, Texas | TRC Managed Project Construction and prepared engineering documents for expanding the WWTP from 6 to 12 MGD. Improvements included the addition of a headworks, aeration basins, blower building, secondary clarifiers, chlorine contact basins, flow distribution boxes, odor control systems, and an electrical building and the rehabilitation of the existing lift station and the solids handling building. Performed preliminary engineering calculations for all liquid treatment processes, developed a hydraulic plant model, designed yard piping improvements, and completed cross-discipline checks for the design team. |
| SH 123 Sewer Project City of Seguin, Texas | TRC prepared the design for the installation of a lift station consisting of two 500 GPM submersible pumps and approximately 11,100 L.F. of 12", 1,300 L.F. of 8" sewer main and 5,700 L.F. of 8" force main. |
| Geronimo Creek Sewer City of Seguin, Texas | TRC prepared the design and permitting for the installation of approximately 5,500 L.F. of 24" and 2,200 L.F. of 18" sewer main along Geronimo Creek. The sewer line crossed through an environmental learning center at depths of 28 feet. |
| Rehabilitation of Private Properties La Salle County, Texas | During construction TRC was responsible for all bid documents, submittal reviews, and construction documents. TRC, in conjunction with the County of La Salle and TCEQ Region 16-Laredo, facilitated the selection of sites, design, installation, and approval of 49 on-site sewage facilities TRC worked with County officials for the selection of properties based on property owner need and interest in the program, including septic tank installation feasibility. TRC also facilitated the necessary site evaluations, septic system designs, and TCEQ approvals prior to construction. |
| CN Symington Yard Fixed Fuel System Upgrades Winnipeg, Canada | TRC provided management of the project construction and created the design plans and specifications for replacing approximately 300 linear meters of buried piping with an aboveground piping system. TRC produced daily, monthly and a final engineering reports for the client identifying the project's progress, descriptions of any field design issues encountered, and the solutions implemented. TRC provided technical expertise to create specialized designs and details, including all associated piping and supports, site work, electrical, motor controls, fencing, stormwater drainage and cathodic corrosion system improvements. TRC also produced all plans and specifications, created estimates, met with CN officials, developed strategies and schedules, handled bidding and contractor selection, and coordinated environmental compliance processes. |
| CN Bissell Yard Fixed Fuel System Upgrades | TRC managed the project construction which included the installation of containment for the unloading connections at the diesel truck unloading pad; including all associated piping, site work, electrical, motor controls, fencing, etc. TRC produced daily, monthly and a final engineering report for the client identifying the project's progress, completion and descriptions of any field design issues that were encountered and the solutions that were |



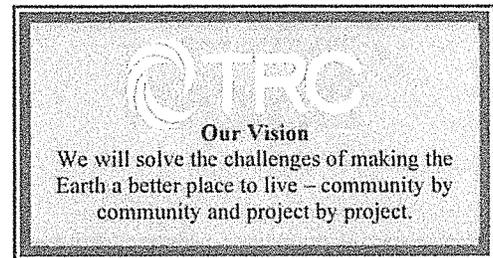
| Project Information | Project Description |
|---|---|
| <p>CN Melville Yard Fixed Fuel System Upgrades</p> | <p>engineered. TRC also produced all plans and specifications, prepared estimates, met with CN officials, developed strategies and schedules, handled bidding and contractor selection, and coordinated environmental compliance processes.</p> <p>TRC was selected to oversee the management of the project construction with CN's internal Environmental Management. TRC produced daily, monthly and a final engineering report for the client identifying the project's progress, completion and descriptions of any field design issues that were encountered and the solutions that were engineered. TRC also produced all plans and specifications, met with CN officials, developed strategies and schedules, handled bidding and contractor selection, and coordinated environmental compliance processes.</p> |
| <p>CN Flat Rock Yard Industrial Wastewater System Upgrades</p> | <p>TRC managed the project construction for upgrades to the existing treatment system which included a concrete grit trap and a concrete oil-stop manhole with high oil level alarm, including all associated piping, site work, electrical, etc. TRC produced daily, monthly and a final engineering reports for the client identifying the project's progress, completion and descriptions of any field design issues that were encountered and the solutions that were engineered. TRC's duties included regular meetings with CN Officials and contractors to help manage and develop strategies. TRC also created the design plans and specifications for the project, participated in the bidding process, pre-bid site meetings, prepared construction estimates, evaluated bids, and assessed bidder qualifications. TRC then collaborated with CN to selected contractors.</p> |

5.0 CONSULTANT LOCATION

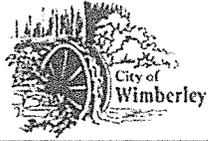
The TRC main office is located only 45 miles away, so the TRC Austin staff will be available to assist the City of Wimberley with any issues related to the construction of this treatment facility. Our daily project on-site construction manager will also have the full resources of the nearby TRC office, and will always have full access to TRC's entire network of engineers and other professionals to give advice on virtually all matters. In addition to having a member of our staff on site every day, Mr. Bell and Mr. Ramirez will also be providing periodic visits to monitor the construction and impart their expertise.

SPECIAL CONSIDERATIONS

We take pride in the repeat business we have received over the years and are committed to exceeding expectations in everything we do. The experience of our engineers in the public and private sectors enables TRC to maintain a professionally managed staff and provide quality controlled services to our clients.



Over the last half century, we have developed the knowledge and technical expertise to tackle the most complex design challenges. Regardless of the scope of the project, TRC uses its substantial resources to provide specialized services to small and large clients alike. We provide expertise and quality to meet their individual needs.



APPENDIX A RESUMES



H. CRAIG BELL, PE

EDUCATION

B.S., Civil Engineering, Texas A & M University, 1983

PROFESSIONAL REGISTRATIONS/CERTIFICATIONS

Registered Professional Engineer, Texas (#66078)

REPRESENTATIVE PROJECT EXPERIENCE

Mr. Bell has over 30 years of experience in program management and technical experience in all areas of civil engineering. Projects relating to WWTP Construction Management include:

City of Elgin

- WWTP Mobile Belt Filter Press
- Eagle's Landing Water/Sewer Project
- Westwind Subdivision Water/Sewer Project
- Water Treatment Plant Expansion

GBRA

- Luling/Lockhart Pump Station
- Canyon Park Estates WWTP Equipment Mod.
- Treatment Plant No. 2 – Lockhart, TX

City of Natalia

- WWTP Clarifier/Ox. Ditch Addition
- WWTP Water Reuse Bypass
- CAVCO Sewer Project
- Walnut Branch WWP

City of Yoakum

- WWTP Permitting for Sludge Composting
- Wastewater Treatment Plant

City of Seguin

- Motorola Water/Sewer Project
- WWTP Chemical Feed Replacement
- WWTP Drying Bed Rehabilitation

Kansas City Southern Railroad

- Wastewater Treatment System

City of Weimar

- WWTP Headworks/Outlet Structures
- WWTP Pond Cleaning/Enlarging
- WWTP 0.5 MGD Expansion

Town of Little Elm

- Wastewater Treatment Plant Expansion

City of Luling

- South WWTP Rehabilitation

City of Cuero

- 1.5 MGD WWTP Rehabilitation
- WWTP Sludge Drying Beds (Wedgewire)
- WWTP O&M Manual

City of Lytle

- WWTP Pond Closure
- Wastewater Treatment Plant

BNSF Railroad

- AT&SF Superfund Site (Albuquerque, NM)
- CAMU Pump Sta. and Force Main
- Groundwater Treatment System

Canadian National Railway

- Mays Yard Wastewater Lagoon Sludge Removal



JAVIER RAMIREZ, P.E.

EDUCATION

M.S., Environmental Engineering, University of Texas, 2001

B.S., Civil Engineering, University of Texas, 1997

PROFESSIONAL REGISTRATIONS/CERTIFICATIONS

P.E., Texas, (#96714), 2005

P.E., Saskatchewan (#28213), 2014

P.E., Alberta (#194035), 2014

AREAS OF EXPERTISE

Mr. Javier Ramirez, P.E. has technical and management experience in the following general areas:

- Water/Wastewater Treatment Facilities
- Water/Wastewater Distribution and Collection Systems
- Water/Wastewater Master Planning
- Site Investigations and Remediation Design
- Permits and Regulatory Support

REPRESENTATIVE EXPERIENCE

City of Laredo

- WWTP Master Plan
- S. Laredo WWTP Expansion

City of Oklahoma City

- Chisholm Creek WWTP Odor Control

City of Harlingen

- WWTP Master Plan

City of Mesquite

- WWTP Expansion to 33 MGD

Rio Grande City

- W and WW Facility Plan
- Efrain A. Duran Water Treatment Plant

City of Georgetown

- San Gabriel WWTP Improvements
- Annexation W and WW Improvements

New Braunfels Utilities

- Gruene Road Water Reclamation Facility
- Sam C. McKenzie, Jr. Water Reclamation Facility

City of Boisser City, LA

- Red River WWTP Improvements

City of Seguin

- WTP Improvements

City of College Station

- Carters Creek WWTP Improvements

City of La Porte

- Wastewater Treatment Detail Design

Royce City

- Sabine Creek WWTP

Stephen J. Mobley, PE

EDUCATION

B.S., Agricultural Engineering, Texas A&M University, 2006

B.A., Journalism, Texas A&M University, 1999

PROFESSIONAL REGISTRATIONS/CERTIFICATIONS

Professional Engineer, Texas, (#117365), 2014

Professional Engineer, West Virginia (#21631), 2015

AREAS OF EXPERTISE

Mr. Stephen J. Mobley, PE has technical experience in the following general areas:

- Construction Project Management
- Water & Wastewater System Design
- Railroad Fueling System Design
- Pipeline & Infrastructure

REPRESENTATIVE EXPERIENCE

New Braunfels Utilities

- Sam C. McKenzie, Jr. Water Reclamation Facility – 2.5 MGD WWTP construction
- Gruene Road Water Reclamation Facility – WWTP design

Toyota Compressor Parts America

- Industrial 100GPM Wastewater Treatment Facility

Hooper Storage Facility - Baton Rouge, LA

- Lift Station Replacement

City of Fredricksberg

- Water/Wastewater Distribution & Collection System

Canadian National Railroad

- Kirk Yard – Maintainace Facility Platform and Fixed Fueling Facility – Gary, IN.
- Fixed Fuel System Upgrades – Fond Du Lac, WI.
- Fixed Fuel System Upgrades – Baton Rouge, LA. Wastewater Treatment
- Facility piping layout and system improvements Intermodal Terminal – Memphis TN

BNSF Railroad

- AT&SF Superfund Site (Albuquerque, NM)

Little Elm, Texas

- 1.0 MGD WWTP

Teague, Texas

- WWTP sludge removal project

Hamilton, Texas

- WWTP expansion

Union Pacific Railroad Facility Audit



EDDIE DEWAINÉ BOGARD, PE

EDUCATION

B.S., Civil Engineering, University of Texas at Austin, 2002

PROFESSIONAL REGISTRATIONS/CERTIFICATIONS

P.E., Texas, (#99349), 2007

AREAS OF EXPERTISE

Mr. Eddie Bogard, P.E. has management and technical experience in the following general areas:

- Utility District Infrastructure Rehabilitation and Expansion
- Water Plant Design
- Streets & Drainage Systems
- Land Development
- Utility District Engineering
- Miscellaneous Projects

REPRESENTATIVE EXPERIENCE

City of Houston

- Timber Lane Utility District Sanitary Sewer Rehab.
- Renn Road Municipal Utility District Sanitary Sewer Rehab.
- Ricewood Municipal Utility District Sanitary Sewer Rehab.
- Tattor Road Municipal District Sanitary Sewer Rehab.
- Memorial Hills Utility District Sanitary Sewer Rehab.
- Harris County MUD No. 1 Sanitary Sewer Rehab.
- Timber Lane Utility District 30" Sanitary Line
- Timber Lane Utility District Water Plant Expansion
- Renn Road Municipal Utility District Water Plant No. 1 Expansion
- Tattor Road Municipal District Water Plant No. 1 Rehab.

City of Cypress

- Water Plant No. 2 Northwest Harris County MUD No. 10
- Water Plant No. 4 Timber Lane Utility District

City of Spring

- Timber Lane Utility District Engineer

CHARLES SCHELER, PE

EDUCATION

B.S., Civil Engineering, University of Texas at Austin, 1980

A.A.S., Civil Engineering, Texas State Technical Institute, 1971

PROFESSIONAL REGISTRATIONS/CERTIFICATIONS

Professional Engineer - Texas - #55560

AREAS OF EXPERTISE

Mr. Charles Scheler, PE has over 40 years of program management and technical experience in the following in all areas of civil engineering. Projects relating to WWTP Construction Project Management include:

City of Lockhart

- Borchert Lane Sanitary Sewer Project
- Hwy. 183 Utility Relocations Phases I and II
- 2011 CDBG Sewer System Improvements
- Wastewater System Improvements
- Airport Lift Station and Gravity Mains
- Water Supply Treatment Plant, Transmission and Storage Facilities
- SH 130 Water Main Extension
- Maple Street Park

Guadalupe-Blanco River Authority

- IH-35 Water Transmission Line
- Luling/Lockhart Water Transmission Main

City of Marlin

- 2 MGD Wastewater Treatment Plant
- Park Lift Station and Force Main
- Brushy Creek Reservoir Project

City of Luling

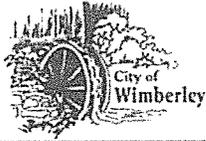
- San Marcos Riverbank Stabilization Project

City of Gonzales, Texas

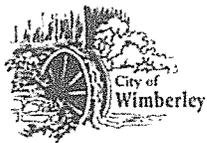
- Gonzales Downtown Drainage Improvements
- Guadalupe Riverbank Stabilization Project

Miscellaneous Wastewater Projects

Mr. Scheler completed numerous wastewater main and lift station projects ranging in size from \$200,000-\$400,000 funded locally and by ORCA for the City's of Lockhart, Marlin, Rosebud, Lott, Gonzales, Hearne, and Chilton.



**APPENDIX B
STATEMENT CONCERNING
INSURANCE**



APPENDIX C CONFLICT OF INTEREST FORM

CONFLICT OF INTEREST QUESTIONNAIRE

FORM CIQ

For vendor doing business with local governmental entity

This questionnaire reflects changes made to the law by H.B. 23, 84th Leg., Regular Session.

This questionnaire is being filed in accordance with Chapter 176, Local Government Code, by a vendor who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the vendor meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the vendor becomes aware of facts that require the statement to be filed. See Section 176.006(a-1), Local Government Code.

A vendor commits an offense if the vendor knowingly violates Section 176.006, Local Government Code. An offense under this section is a misdemeanor.

OFFICE USE ONLY

Date Received

1 Name of vendor who has a business relationship with local governmental entity.

TRC Engineers, Inc.

2 Check this box if you are filing an update to a previously filed questionnaire.

(The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date on which you became aware that the originally filed questionnaire was incomplete or inaccurate.)

3 Name of local government officer about whom the information in this section is being disclosed.

None

Name of Officer

This section (item 3 including subparts A, B, C, & D) must be completed for each officer with whom the vendor has an employment or other business relationship as defined by Section 176.001(1-a), Local Government Code. Attach additional pages to this Form CIQ as necessary.

A. Is the local government officer named in this section receiving or likely to receive taxable income, other than investment income, from the vendor?

Yes No

B. Is the vendor receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer named in this section AND the taxable income is not received from the local governmental entity?

Yes No

C. Is the filer of this questionnaire employed by a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership interest of one percent or more?

Yes No

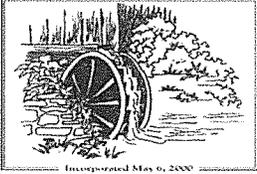
D. Describe each employment or business and family relationship with the local government officer named in this section.

4


Signature of vendor doing business with the governmental entity

9-08-16
Date

City Council Agenda Form



Date Submitted: October 27, 2016

Agenda Date Requested: November 3, 2016

Project/Proposal Title: CONSIDER ACTION
REGARDING A PROPOSED LEASE OF PUBLIC PROPERTY
TO WIMBERLEY ACE HARDWARE

Commission Action Requested:

- Ordinance
- Resolution
- Motion
- Discussion

Project/Proposal Summary:

This item was placed on the agenda to allow the City Council to discuss and consider action regarding the award of a contract to Myers Concrete of Wimberley proposed lease of a 0.158 acre tract of City-owned land to Wimberley ACE Hardware ("Tenant"). The subject property is located at the intersection of FM 2325 and Ranch Road 12, adjacent to the hardware store property.

The term of the proposed lease is twenty-five (25) years at a cost of \$1 per year. The lease will allow Wimberley ACE Hardware to do the following on the property:

- Install and maintain a Christmas tree, at the sole cost of the Tenant
- Install and maintain a flag pole, at the sole cost of the Tenant
- Install and maintain additional landscaping, at the sole cost of the Tenant
- Install and maintain a community monument sign, the cost of which will be shared between the City and the Tenant, provided the City and Tenant shall cooperate on the design and the City shall have final approval over the design and cost.

Early termination of the lease can occur upon sixty (60) to ninety (90) days written notice by either party.

Attached is a copy of the proposed lease agreement for review and consideration.

Lease Agreement

Effective Date: As of the later date of execution set forth below.

Landlord: City of Wimberley, Texas

Landlord's Address: P.O. Box 2027
Wimberley TX 78676
Attn.: City Administrator

Phone: 512-847-0025

Tenant: Wimberley ACE Hardware

Tenant's Address: 14307 Ranch Road 12
Wimberley, TX 78676
Attn: JAD Degenhart
Phone: 512-757-1693

Property:

Legal Description: A 0.158 acre tract of land located in the City of Wimberley, Texas, and being out of the Amasa Turner Survey in Hays County, Texas, being a portion of Lot 7 of the Carl F. & Adelia Scudder Addition No. 1 of record in Volume 135, Page 547 of the Deed Records of Hays County, Texas, and being the same tract of land, called 0.158 acres, conveyed to Pedernales Electric Cooperative, Inc. by Deed recorded in Volume 1140, Page 540 of the Deed Records of Hays County, Texas, said tract being more particularly described in the attached Exhibit A.

Street Address: Intersection of R.R. 12 and F.M. 2325
Wimberley, Texas 78676

Term: Beginning on the 11/1, 2016, and ending 10/31, ²⁰⁴²2017. 25 yrs

Rent: An annual amount of \$ 1⁰⁰. Landlord shall bill Tenant for the annual amount on an annual basis. Tenant shall pay the amount within thirty (30) days. If Tenant fails to timely pay Rent, then to the extent authorized under applicable state law and the Constitution of Texas, such delinquent amount shall accrue interest until paid at the maximum rate of interest allowed by applicable Texas law.

Security Deposit: None

Permitted Uses: Solely for the following uses:

1. Installation and maintenance of a Christmas tree, at the sole cost of Tenant;
2. Installation and maintenance of a flag pole, at the sole cost of Tenant;
3. Installation and maintenance of additional landscaping, at the sole cost of Tenant; and
4. Installation and maintenance of a community monument sign, the cost of which shall be shared between Landlord and Tenant, provided that Landlord and Tenant shall cooperate on the design, and Landlord shall have final approval over the design and cost.

Landlord and Tenant agree that each of the above uses constitutes a public purpose of the City of Wimberley, Texas.

Early Termination: Either party may terminate this Lease Agreement for any reason, including for its own convenience, upon ~~thirty (30)~~ *60-90 days* written notice of termination furnished to the non-terminating party.

Insurance: Tenant must also maintain at its expense a policy or policies of commercial general liability insurance insuring against loss of life, bodily injury and/or property damage in commercially reasonable amounts, and in no event less than one million dollars (\$1,000,000.00) per occurrence with a two million dollars (\$2,000,000.00) aggregate. All insurance policies shall name Landlord as an additional insured. All insurance policies required of Landlord shall be issued by an AM Best A-VII or better carrier duly licensed in the State of Texas.

Lease Provisions

Landlord agrees to rent to Tenant, and Tenant agrees to rent from Landlord, the Property, in accordance with the terms of this Lease for the consideration stated herein, the receipt and sufficiency of which are expressly acknowledged.

1. *Use and Operation.* Tenant will use and operate the Property in accordance with all applicable laws. Tenant will keep the Property and any improvements thereon in good repair and in a neat and orderly condition at Tenant's expense.
2. *Utilities.* Utility service to the Property will be at the sole cost of Tenant.
3. *Permitting.* Tenant shall be solely responsible for the acquisition of any regulatory permitting requirements, including requirements imposed by the City of Wimberly
4. *Liability.* Tenant agrees to indemnify and hold harmless Landlord, including its officers, elected officials, employees, agents, and representatives, from and against any and all claims, actions, or damages including attorney's fees caused by or arising out of Tenant's performance, failure to perform, or breach of any of the Tenant's obligations under this Lease

5. *Default by Tenant/Events.* Defaults by Tenant are (a) failing to timely fulfill its Rent obligations, and (b) failing to comply with any provision of this Lease, after notice and an opportunity to cure as provided in this Lease.

6. *Default by Tenant/Landlord's Remedies.* Landlord's remedies for Tenant's default are to terminate this Lease by written notice given within a reasonable time after the default and/or sue for damages. Landlord will have the right to eviction or forcible detainer as provided by law.

7. *Default/Waiver/Mitigation.* It is not a waiver of default if the nondefaulting party fails to declare immediately a default or delays in taking any action. Pursuit of any remedies set forth in this Lease does not preclude pursuit of other remedies in this Lease or provided by applicable law.

8. *Notice of Default.* In the event of a default by Tenant, Landlord will provide the Tenant with notice of default and a 30 day opportunity to cure the default, provided, however, that in the event the default is one that cannot reasonably be cured within 30 days, Tenant will not be deemed in default if Tenant commences the cure within the 30 day period after notice is received, and diligently pursues the cure to completion. Tenant will provide Landlord with the same notice and cure periods, as required of Landlord in the foregoing provisions, in the event of a default by Landlord.

9. *Remedies.* In the event of an uncured default by either party, the non-defaulting party shall have all of the rights and remedies available at law or equity, or as provided in this Lease. In addition, in the event of a material default, not cured within the time period required by this Lease, the non-defaulting party will have the right to terminate this Lease.

10. *Venue.* Exclusive venue is in Hays County, Texas.

11. *Entire Agreement.* This Lease, including the attached exhibits and addenda, constitute the entire agreement of the parties, and there are no oral representations, warranties, agreements, or promises pertaining to this Lease or to any expressly mentioned exhibits and riders not incorporated in writing in this Lease.

12. *Amendment of Lease.* This Lease may be amended only by an instrument in writing signed by Landlord and Tenant.

13. *Notices.* Any notice required or permitted under this Lease must be in writing. Any notice required by this Lease will be deemed to be delivered (whether actually received or not) three days after it is deposited with the United States Postal Service, postage prepaid, certified mail, return receipt requested, and addressed to the intended recipient at the address shown in this Lease. Notice may also be given by regular mail, personal delivery, courier delivery, facsimile transmission with receipt confirmation, or other commercially reasonable means and will be effective when actually received. If notice is delivered by personal delivery or courier delivery, a written and dated acknowledgment of receipt must be signed by a staff member on behalf of the recipient. Any address for notice may be changed by written notice delivered as provided

herein.

14. *Abandoned Property.* Landlord may retain, destroy, or dispose of any property left on the Property at the end of the Term, which is not removed by Tenant in accordance with the provisions of this Lease, and Tenant will reimburse Landlord for the reasonable costs of removal and disposal.

15. *Condition of Premises and Due Diligence.* The Premises are tendered and accepted in an "As-Is", "Where-Is" condition, with "All Faults" and without any representation or warranties by the Landlord, including any implied warranty of suitability for its intended purpose.

Executed on the date set forth below, to be effective as of the date of the last party to sign ("Effective Date").

LANDLORD:

CITY OF WIMBERLEY, TEXAS

By: _____

Name: _____

Title: _____

Date: _____, 2016

TENANT:

WIMBERLEY ACE HARDWARE

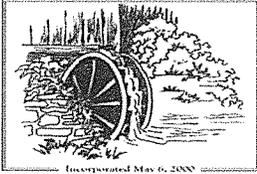
By: T.A. Degenhart

Name: T.A. Degenhart

Title: President

Date: 10-25, 2016

City Council Agenda Form



Date Submitted: October 27, 2016

Agenda Date Requested: November 3, 2016

Project/Proposal Title: CONSIDER ACTION
AWARDING A CONSTRUCTION CONTRACT FOR THE RIVER
ROAD RIVERBANK RESTORATION PROJECT

Commission Action Requested:

- Ordinance
- Resolution
- Motion
- Discussion

Project/Proposal Summary:

This item was placed on the agenda to allow City Council to award a construction contract for the River Road Riverbank Restoration Project.

In the May 2015 flood, two (2) large sections of the shoulder on River Road, east of Wayside Drive, were eroded. The City contracted with an engineer to develop a plan for repairing the damaged shoulder. The proposed design involves the construction of a cast concrete retaining wall on one (1) of the damaged sections and the construction of a curb with concrete riprap on the other damaged section of shoulder.

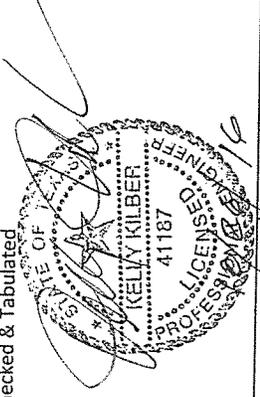
With the design work complete, the City issued a call for project construction bids in October. Bids were received from the following four (4) contractors:

- | | |
|--|--------------|
| • Myers Concrete, Wimberley | \$188,503.50 |
| • Lone Star Sitework, Wimberley | \$236,001.89 |
| • M2 Federal, San Marcos | \$239,688.00 |
| • Clearfield Construction, San Antonio | \$385,986.00 |

City staff is recommending the City contract with the low bidder, Myers Concrete of Wimberley. Funding for the repair project will come from the City's road and bridge insurance policy.

BID TABULATION
 BLANCO RIVERBANK RESTORATION PROJECT
 CITY OF WIMBERLEY, TEXAS
 BIDS RECEIVED OCTOBER 25, 2016, 2:00 P.M. CDST

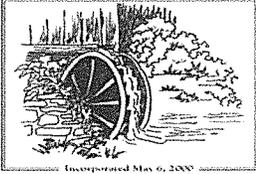
Bids Checked & Tabulated



| Item No. | Item | Quantity | Unit | Myers Concrete Construction | | Lonestar Sitework | | M2 Federal | | Clearfield Construction | |
|----------|---|----------|------|-----------------------------|--------------|-------------------|--------------|------------|--------------|-------------------------|--------------|
| | | | | Unit Price | Item Total | Unit Price | Item Total | Unit Price | Item Total | Unit Price | Item Total |
| | Bid Bond Enclosed Addendum | | | | | Cashier's Check | | Bid Bond | | Bid Bond | |
| 1 | Reinforced Concrete Retaining Wall Construction | 75 | CY | \$802.94 | \$60,220.50 | yes | \$1,116.05 | yes | \$700.00 | yes | \$2,100.00 |
| 2 | Retaining Wall Textured Architectural Form Liners | 575 | SF | \$13.41 | \$7,710.75 | | \$13.53 | | \$100.00 | | \$12.00 |
| 3 | Reinforced Concrete Rip-Rap Construction | 65 | CY | \$728.41 | \$47,346.65 | | \$996.91 | | \$700.00 | | \$1,630.00 |
| 4 | Rip-Rap Stamped Architectural Surfacing | 2785 | SF | \$4.67 | \$13,005.95 | | \$11.20 | | \$20.00 | | \$9.00 |
| 5 | Limestone Rock Excavation | 46 | CY | \$247.74 | \$11,396.04 | | \$409.00 | | \$68.00 | | \$260.00 |
| 6 | Crushed Limestone Base Material Backfill | 204 | TON | \$76.52 | \$15,610.08 | | \$55.56 | | \$40.00 | | \$103.00 |
| 7 | Select Fill Embankment Material | 150 | CY | \$113.04 | \$16,956.00 | | \$54.00 | | \$57.00 | | \$165.00 |
| 8 | Limestone Block Traffic Barrier (2'x2'x6') | 22 | EA | \$425.00 | \$9,350.00 | | \$248.00 | | \$135.00 | | \$757.00 |
| 9 | Fill Material in Front of Retaining Wall | 33 | CY | \$132.31 | \$4,366.23 | | \$81.00 | | \$120.00 | | \$165.00 |
| 10 | Silt Fence / Erosion Control Log | 430 | LF | \$5.91 | \$2,541.30 | | \$5.00 | | \$4.00 | | \$25.00 |
| | | | | | \$188,503.50 | | \$236,001.89 | | \$239,688.00 | | \$385,986.00 |

TOTAL BID AMOUNT

City Council Agenda Form



Date Submitted: October 27, 2016

Agenda Date Requested: November 3, 2016

Project/Proposal Title: CONSIDER ACTION
REGARDING THE PROPOSED CREATION OF A CITY OF
WIMBERLEY TECHNOLOGY ADVISORY COMMITTEE

Commission Action Requested:

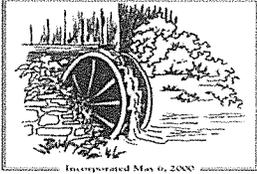
- Ordinance
- Resolution
- Motion
- Discussion

Project/Proposal Summary:

This item was placed on the agenda by Place Three Council Member Sally Trapp to allow the City Council to discuss and consider action regarding the proposed creation of a City of Wimberley Technology Advisory Committee.

No background information was provided for this agenda item.

City Council Agenda Form



Date Submitted: October 27, 2016

Agenda Date Requested: November 3, 2016

Project/Proposal Title: CONSIDER ACTION REGARDING THE PROPOSED ADDITION OF LANGUAGE TO FUTURE CITY COUNCIL MEETING AGENDAS RELATING TO THE CONDUCT OF PUBLIC SPEAKERS

Commission Action Requested:

- Ordinance
- Resolution
- Motion
- Discussion

Project/Proposal Summary:

This item was placed on the agenda by Place Four Council Member Gary Barchfeld to allow the City Council to discuss and consider action regarding the proposed addition of language to future City Council meeting agendas relating to the conduct of public speakers.

No background information was provided for this agenda item.