

RESOLUTION NO. 18-98
CITY OF CENTERVILLE, OHIO

SPONSORED BY COUNCILMEMBER J.V. Stone ON THE
15th DAY OF June, 1998.

A RESOLUTION AUTHORIZING THE CITY MANAGER TO ENTER INTO AN AGREEMENT WITH THE CENTERVILLE CITY SCHOOL DISTRICT BOARD OF EDUCATION, AND THE WASHINGTON TOWNSHIP BOARD OF TRUSTEES TO ENGAGE THE SERVICES OF JOINT VENTURE ADVERTISING AND COMMUNICATIONS, INC. FOR THE DEVELOPMENT OF A MARKETING AND IMAGE CAMPAIGN.

WHEREAS, The City of Centerville, Centerville City School District Board of Education and the Washington Township Board of Trustees (The Community) desire to enter into an agreement with Joint Venture Advertising and Communications, Inc., (JVAC) for the purpose of developing a Marketing and Image Campaign, and

WHEREAS, the total cost for services rendered by JVAC shall not exceed \$150,000.00 and shall be shared equally by The Community.

NOW THEREFORE, THE MUNICIPALITY OF CENTERVILLE HEREBY RESOLVES:

Section 1. That the City Manager is hereby authorized to enter into an agreement with the Centerville City School District Board of Education and the Washington Township Board of Trustees to engage the services of Joint Venture Advertising and Communications Inc., for the purpose of developing a Marketing and Image Campaign, at a cost to the City of Centerville not to exceed \$50,000.00, said Agreement attached hereto and made a part hereof, and marked Exhibit "A".

Section 2. This Resolution shall become effective at the earliest date allowed by law.

PASSED this 15th day of June, 1998.

Sally D. Bink
Mayor of the City of Centerville, Ohio

ATTEST:

Maurel J. Saughlin
Clerk of Council, City of Centerville, Ohio

CERTIFICATE

The undersigned, Clerk of the Council of the City of Centerville, Ohio, hereby certifies that the foregoing is a true and correct copy of Resolution Number 13-98, passed by the Council of the City of Centerville, Ohio, on the 15th day of June, 1998.

Maurel J. Saughlin
Clerk of Council

Approved as to form, consistency
with the Charter and Constitutional Provisions.

Department of Law
Robert N. Farquhar
Municipal Attorney

AGREEMENT

THIS AGREEMENT is entered into this _____ day of _____, 1998 between the City of Centerville, Ohio (hereinafter "City"), the Board of Education of the Centerville City School District (hereinafter "Centerville Schools"), the Board of Trustees of Washington Township, Ohio (hereinafter "Washington Township") (collectively referred to as "Centerville-Washington Township Community" or "Community") and Joint Venture Advertising and Communications, Inc. (hereinafter referred to as "JVAC").

WHEREAS, the Centerville-Washington Township Community and JVAC desire to enter into an agreement for a marketing and image campaign, the scope of which is more specifically described in the attached Exhibit "A" (hereinafter "Marketing Campaign"); and

WHEREAS, the parties deem it to be in the best interests of Community to perform the Marketing Campaign in conjunction with one another; and

WHEREAS, the Community desires to divide the cost of the marketing and image campaign equally among themselves;

NOW THEREFORE, for valuable consideration, the receipt of which is hereby acknowledged, and for the mutual covenants hereinbelow set forth, the parties agree as follows:

1. JVAC shall perform all the services necessary to carry out the Marketing Campaign set forth in Exhibit "A".
2. The total compensation for the services provided by JVAC to the Community shall not exceed One Hundred Fifty Thousand Dollars (\$150,000.00), payable as follows:
 - (i) JVAC shall provide its invoice for services

rendered to Centerville Schools from month to month.

(ii) Any additional compensation shall be paid only by agreement of all the parties.

3. Centerville Schools, City and Washington Township agree to divide the costs of said Marketing Campaign equally.
4. Upon receipt of a copy of the invoice provided to Centerville Schools above, City and Washington Township shall pay their respective portions of said invoice to Centerville Schools who shall remit the total payment to JVAC pursuant to the terms of this Agreement.
5. City, Centerville Schools and Washington Township warrant and represent that all steps necessary to ensure that funds are made available in their respective budgets to satisfy the obligations of this Agreement have been taken.
6. The Term of this Agreement shall be completed by December 31, 1998.
7. The parties reserve the right to limit the scope of services to be provided by JVAC.

IN WITNESS WHEREOF, the parties hereto set their hands to this Agreement, this _____ day of _____, 1998.

SIGNED AND ACKNOWLEDGED
IN THE PRESENCE OF:

CITY OF CENTERVILLE, OHIO

By: _____
Title: _____

BOARD OF EDUCATION OF THE
SCHOOL DISTRICT OF THE CITY OF
CENTERVILLE, OHIO

By: _____
Title: _____

BOARD OF TRUSTEES,
WASHINGTON TOWNSHIP

By: _____
Title: _____

JOINT VENTURE ADVERTISING &
COMMUNICATIONS, INC.

By: _____
Title: _____

Appendix "A"

JOINT VENTURE
Advertising & Communications

2100 N. Main
P.O. Box 111
Centerville, OH 45815
Phone: 419-338-1200
Fax: 419-338-1201

MARKETING AND IMAGE CAMPAIGN FOR THE
CENTERVILLE-WASHINGTON TOWNSHIP COMMUNITY

PRESENTED BY:

JOINT VENTURE ADVERTISING
AND COMMUNICATIONS, INC.

JULY 25, 1997

JOINT VENTURE ADVERTISING & COMMUNICATIONS, INC.

EXPERIENCE AND QUALIFICATIONS

Joint Venture Advertising & Communications...offering versatility and creativity at a reasonable price.

Our three partner agency is not the biggest agency in town...but we doubt if anyone has the combined variety of experience that Joint Venture Advertising possesses.

Joint Venture Advertising & Communications is a full-service advertising agency offering total marketing capabilities, including but not limited to: art layout and design for newspapers ads, magazine ads, billboards, brochures, and direct mail pieces; corporate identities (logos); television and radio commercial production; video production; jingle production; music and messages on hold; public relations campaign development; and media buying of all types.

Judy Wheeler, your prospective project manager, is a former radio personality, music director, promotion director, program director and account executive from WHIO/WHKO Radio. In her years in radio, Judy specialized in station and client promotions and third party event partnerships. In addition, Judy has been very active in the Dayton Advertising Club, including serving on the Board of Directors for three years. Judy is the recipient of numerous awards in the industry, both from her years of radio broadcasting and at Joint Venture. Judy's clients utilize all creative aspects of the agency, from print projects to public relations and from radio to television.

Larry Bailey, Judy's original partner at Joint Venture Advertising since the company's inception in 1989, has won 15 Emmy nominations for music and television production... and possesses 8 regional Emmy statues. Larry co-produced and hosted his own TV variety show at one stage, and currently serves as producer, director and production manager for all in-house audio and video projects. Larry heads up FlyBoys, a subsidiary company that broadcasts major air shows for television stations in some of the nation's largest markets. His creativity in the area of industrial, commercial and promotional videos is his prime passion.

Steve Snyder has spent his 25 years since college in broadcasting and in the agency business. While Steve has both an on-air and sales background in both radio and TV, his real strength is in the art of television. Prior to becoming a partner at Joint Venture with Larry and Judy, Steve was Local Sales Manager at WHIO-TV. Before that he spent 11 years as an account executive, winning several awards as Account Executive and New Business Developer of the Year. In 1995, Steve was voted the Dayton market's top Sales Manager in a survey conducted by Cox Broadcasting, the station's owners in Atlanta, Georgia.

With this vast level of experience and a strong accent on promotional know-how, the Joint Venture partnership team is capable and motivated to craft and execute a directional marketing plan for the Centerville-Washington Township Community.

RECENT LIST OF SELECT MARKETING CAMPAIGNS BY JOINT VENTURE ADVERTISING

1989 through 1997 City of Centerville

Responsible for:

- Select projects for The Golf Club at Yankee Trace and the Gallery Restaurant
 - magazine and newspaper ads and placement
 - television commercials and placement
 - radio commercials and placement
- Music and message on hold programs for the Municipal Building and The Golf Club at Yankee Trace

1996 and 1997 Great Traditions/The Golf Club at Yankee Trace

Responsible for:

- Assisting in marketing plan, including:
 - newspaper ads and placement
 - radio commercials and placement
 - brochure and project development
- Grand Opening planning and execution

1996 and 1997 United States Air and Trade Show

Responsible for:

- Selling sponsorships
- Complete marketing plan, including:
 - television commercials and media placement
 - radio commercials and media placement
 - newspaper ads and media placement
 - extensive promotional partnerships
- Complete public relations campaign

1995 through 1997 Dayton International Airport

Responsible for:

- Creation and production of printed annual report
- Creation and production of free-standing display at Terminal Building of Dayton's role in the history of aviation, featuring Orville and Wilbur Wright
- Creation and production of two marketing videos for national use

1996 and 1997

Ascent Solutions, Inc.

Responsible for:

- * Creation of different direct mail pieces used as sales tools
- * Creation of product line catalog

1996 and 1997

Dayton Sport Fishing, Travel & Outdoor Show

Responsible for:

- * Selling presenting sponsorship (Miami Valley Dodge Dealers)
- * Complete marketing plan, including:
 - television commercials and media placement
 - radio commercials and media placement
 - newspaper placement
 - promotional partnerships
 - feature developments
- * Complete public relations campaign

1996 and 1997

Dayton Home & Garden Show

Responsible for:

- * Selling presenting sponsorship (Bank One)
- * Complete marketing plan, including:
 - television commercials and media placement
 - radio commercials and media placement
 - newspaper placement
 - promotional partnerships
 - feature developments
- * Complete public relations campaign

1996 and 1997

Carrier Dealers

Responsible for:

- * Spring and Fall marketing plan, including:
 - newspaper ads and placement
 - radio placement
 - television commercials and placement

1996 and 1997

Sutton Overholser & Schaffer

Responsible for:

- * Annual marketing plan, including:
 - television commercials and placement
 - promotional planning

1996 and 1997

WGTZ/WING Radio

Responsible for:

- * Television commercials and placement
- * Promotional partnerships

1995 and 1996

Sinclair Community College and the Dayton Tooling and Machining Association

Responsible for:

- * Creation and production of two videos to promote the industry as a career field for junior high and high school students

1997

The Ball Park Sports & Games

Responsible for:

- * Annual marketing plan, including:
 - television commercials and placement
 - newspaper ads and placement
 - brochure development
- * Public relations

1997

Supply One

Responsible for:

- * Annual marketing plan, including:
 - budgeting
 - brochure and collateral material
 - media planning
 - vendor partnerships

1997

Duggan Homes, Inc.

Responsible for:

- * Creation and placement of newspaper ads
- * Creation and production of different brochures used as sales tools

1996

Dayton/Montgomery County Convention & Visitors Bureau

Responsible for:

- * Developing a video for the Bureau's national marketing efforts
- * Developing a second, specialized video for the Tourism Division

1996

Carroll High School

Responsible for:

- * Creation and production of brochure to promote enrollment

MARKETING AND IMAGE CAMPAIGN

FOR THE

CENTERVILLE-WASHINGTON TOWNSHIP COMMUNITY

Joint Venture Advertising & Communications proposes to create, develop, and coordinate an extensive, multi-faceted image marketing strategy for the Centerville-Washington Township Community. This 12 month effort will include all aspects of a comprehensive marketing plan.

Our services will include development of a theme that will be central to all components of the strategy.

The Centerville-Washington Township Community is a diverse group of citizenry with a strong sense of achievement and community. The area affords future housing and business developers unique opportunities to be part of a heritage of success.

Our company sees this project as a multi-faceted effort that will utilize several tools to develop and accentuate the ultimate goal of the campaign.

Joint Venture will use the same methodology employed in executing the successful promotion of projects for clients such as The United States Air and Trade Show, the Dayton Home & Garden Show, the Dayton Sport Fishing, Travel & Outdoor Show, and the Dayton/Montgomery County Convention & Visitors Bureau in the implementation of the Centerville-Washington Township project.

It is impossible to propose the work that may be completed within a designated budget without meeting with the client to determine needs and desires for completion of the project. The complexity of each component will dictate the percentage of budget required for completion.

For example, the length of a video impacts the budget -- a five-minute video may cost only two-thirds of the dollar amount of a ten-minute video. Brochures vary greatly in cost, depending on the number of ink colors, number of photographs used, number of pages, finished size of the brochure, and paper selection.

While we cannot give you a blind proposal for \$50,000, \$75,000 and \$100,000 respectively, we can give you samples of our past work and share with you the budget on each project (unless contractually forbidden by a particular client).

We would like to meet with you to get a better understanding of your needs -- How many print ads? How many printed brochures? Four-color process or two-color design? Video concepts...do we need to rent a helicopter? Do we have any existing video footage that may be integrated into your project, saving you money? What is your demographic? Who is your target market? What time of year is most appropriate for your radio campaign?

These are just a few of the questions we need to ask to better understand your goals and determine the budget required for each component. Regardless of your budget amount, you may be assured of two critical factors -- we will stay within your budget constraints, and we will deliver on time.

Our payment schedule for projects of this magnitude is simple: one-third due upon assignment of the project, one-third due upon receipt of project, and the final third due within 30 days of project completion. Appropriate invoices will be supplied prior to each payment.

As the client, you are the owner of all materials. However, Joint Venture Advertising retains the master copy of all materials for duplicate runs and demonstrative purposes. Should the client desire to retain a master copy of any or all components, there will be additional expenses incurred to produce the second master copy or copies needed.

Joint Venture Advertising has enjoyed a successful working relationship with the City of Centerville on a variety of projects since 1989, and we hope to continue the relationship by creating and producing a terrific campaign for the Centerville-Washington Township joint effort. Please allow us the opportunity to meet with you and show you our wares...we think you'll be impressed with our capabilities and creativity!