



Putnam Development Authority

ideas. development.. growth...

117 Putnam Drive ♦ Eatonton, GA 31024 ♦ Tel: 706-485-1884
www.putnamdevelopmentauthority.com

Agenda

Monday, November 9, 2020 ♦ 9:00 AM
Via Conference Call/Virtual Meeting

Please join my meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/885514461>

You can also dial in using your phone.

United States: +1 (872) 240-3412

Access Code: 885-514-461

Opening

1. Call to Order

Minutes

2. Approval of Minutes
 - a. October 19, 2020 Regular Meeting
 - b. October 19, 2020 Executive Session

Financials

3. Approval of Financials - October 2020

Reports

4. Interim Economic Development Director Report

Regular Business

5. Budget Discussion and possible action
6. Bank Account Information
7. Branding / Identity / Direction

Other Business

8. Other Business

The Putnam Development Authority reserves the right to continue the meeting to another time and place in the event the number of people in attendance at the meeting, including the PDA members, staff, and members of the public exceeds the legal limits. The meeting cannot be closed to the public except by a majority vote of a quorum present for the meeting. The authority can vote to go into an executive session on a legally exempt matter during a public meeting even if not advertised or listed on the agenda. Individuals with disabilities who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting or the facilities are required to contact the ADA Compliance Officer, at least three business days in advance of the meeting at 706-485-2776 to allow the County to make reasonable accommodations for those persons.

Next Meeting Items

- 9. Next Meeting Items

Executive Session

- 10. Enter Executive Session as allowed by O.C.G.A. 50-14-4 for Personnel, Litigation, or Real Estate
- 11. Reopen Meeting and execute Affidavit concerning the subject matter of the closed portion of the meeting
- 12. Action, if any, resulting from Executive Session

Closing

- 13. Adjournment

The Putnam Development Authority reserves the right to continue the meeting to another time and place in the event the number of people in attendance at the meeting, including the PDA members, staff, and members of the public exceeds the legal limits. The meeting cannot be closed to the public except by a majority vote of a quorum present for the meeting. The authority can vote to go into an executive session on a legally exempt matter during a public meeting even if not advertised or listed on the agenda. Individuals with disabilities who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting or the facilities are required to contact the ADA Compliance Officer, at least three business days in advance of the meeting at 706-485-2776 to allow the County to make reasonable accommodations for those persons.

File Attachments for Item:

2. Approval of Minutes

a. October 19, 2020 Regular Meeting

b. October 19, 2020 Executive Session



117 Putnam Drive ◊ Eatonton, GA 31024 ◊ Tel: 706-485-1884
www.putnamdevelopmentauthority.com

Minutes
Monday, October 19, 2020 ◊ 9:00 AM
Putnam County Administration Building – Room 204

The Putnam Development Authority met on Monday, October 19, 2020 at approximately 9:00 AM via conference call.

PRESENT

- Chairman Walt Rucker III
- Member Patty Burns
- Member Mylle Mangum
- Member John Wojtas

MEMBERS ABSENT

- Member Eugene Smith

OTHERS PRESENT

- Attorney Kevin Brown
- Interim Economic Development Director Pat Topping
- County Clerk Lynn Butterworth

Opening

1. Call to Order
 Chairman Rucker called the meeting to order at approximately 9:01 a.m.
 (Copy of agenda made a part of the minutes.)

Minutes

2. Approval of Minutes
 - a. September 14, 2020 Regular Meeting
 - b. September 14, 2020 Executive Session

Motion to approve the September 14, 2020 Regular Meeting and Executive Session minutes.

Motion made by Member Burns, Seconded by Member Wojtas.

Voting Yea: Chairman Rucker, Member Burns, Member Mangum, Member Wojtas

Financials

3. Approval of Financials - September 2020

Motion to approve the September 2020 Financials.

Motion made by Member Burns, Seconded by Member Wojtas.

Voting Yea: Chairman Rocker, Member Burns, Member Mangum, Member Wojtas

(Copy of financials made a part of the minutes.)

Reports

4. Interim Economic Development Director Report

Interim EDD Topping reporting the following: (copy of report made a part of the minutes.)

- Project Activity
 - Project Club – Manufacturing – still active
 - Project Bailey – New project – Investment and jobs TBD
 - Project Noodle – New project – Manufacturing – 40 jobs – Investment TBD
- South Industrial Park GRAD Certification Status
 - Zoom meeting held with state GRAD team and PDA to outline new requirements
- Existing Industry Activity
 - Interfor – expansion project on schedule – will complete by end of 2021
 - Legacy Housing – current production is 20-25 homes per week with plans to increase to 30-35 – dealer show resulted in sale of 850 homes – current employment is 220 with plans to hire 20 more
 - Cosmo Cabinets – current employment is 40 – ships 250 cabinet sets daily – plans to increase production and hire up to 10 new employees
 - Tytan Pictures – won over 200 awards including 10 Emmys
 - Job Tax Credit Carryover – state has developed program for companies that added employees but then had to lay off due to COVID-19
 - Mailings to Employers – letter mailed to all employers with over 10 employees that outlined resources and contact information
- Georgia Chamber Rural Prosperity Summit Highlights
 - Rural success stories
 - Health care in rural Georgia
 - Broadband
- Georgia Department of Economic Development Report
 - FY2020 Results
 - FY2021 Results
- Marketing/Website Updates
 - Created Buildings and Sites database
 - Updated 2020 Board members with photos
 - Updated contact information on Business & Industry Section
 - Updated the Contact Us form
 - Pageviews increase of 22%
- Social Media
 - 617 Facebook Followers
 - 93 Linked-In Followers
 - 288 Instagram Followers
 - 37 Twitter Followers

- Events Attended and Upcoming Events

Member Mangum left the meeting at approximately 9:30 a.m.

Regular Business

5. Discussion of Branding Proposals

Chairman Rocker reminded everyone that Member Wojtas initiated this project and advised that EDD Topping has acquired three quotes. He asked board members to please review for discussion at the next meeting. No action was taken.
(Copy of quotes made a part of the minutes.)

6. Discussion of Support Job

Chairman Rocker asked for input regarding what kind of salary we could offer with the current budget and how does the board wish to proceed regarding this position. No action was taken.

7. Approval of Opening new Operating Account at Farmers & Merchants Bank

Motion to approve opening a new Operating Account at Farmers & Merchants Bank.

Motion made by Member Wojtas, Seconded by Member Burns.

Voting Yea: Chairman Rocker, Member Burns, Member Wojtas

Other Business

8. Other Business

Chairman Rocker discussed the possible need to ask the Board of Commissioners for additional budget money for projects as needed. No action was taken.

Chairman Rocker and Attorney Brown discussed the pending CGTC lease and the need for a conference call with all parties. A discussion is also needed with the county about funding to cover expenses associated with this lease. No action was taken.

Chairman Rocker also discussed the need for a formal Intergovernmental Agreement between the PDA and the Board of Commissioners. No action was taken.

Next Meeting Items

9. Next Meeting Items

A discussion of the Branding Proposals needs to be added to the next meeting agenda.

Executive Session

10. Enter Executive Session as allowed by O.C.G.A. 50-14-4 for Personnel, Litigation, or Real Estate

Motion to enter Executive Session as allowed by O.C.G.A. 50-14-4 for Real Estate and Litigation.

Motion made by Member Burns, Seconded by Member Wojtas.

Voting Yea: Chairman Rocker, Member Burns, Member Wojtas

Meeting closed at approximately 10:10 a.m.

11. Reopen Meeting and execute Affidavit concerning the subject matter of the closed portion of the meeting

Motion to reopen the meeting and execute the Affidavit concerning the subject matter of the closed portion of the meeting.

Motion made by Member Wojtas, Seconded by Member Burns.

Voting Yea: Chairman Rocker, Member Burns, Member Wojtas

(Copy of affidavit made a part of the minutes.)

Meeting reopened at approximately 10:40 a.m.

12. Action, if any, resulting from the Executive Session
No action was taken.

Closing

13. Adjournment

Motion to adjourn the meeting.

Motion made by Member Wojtas, Seconded by Member Burns.

Voting Yea: Chairman Rocker, Member Burns, Member Wojtas

Meeting adjourned at approximately 10:41 a.m.

ATTEST:

Lynn Butterworth
County Clerk

Walt Rocker III
Chairman



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The draft minutes of the October 19, 2020 Executive Session are available for Board Member review in the Clerk's office.

File Attachments for Item:

3. Approval of Financials - October 2020

Putnam Development Authority

Balance Sheet

As of October 31, 2020

	<u>Oct 31, 20</u>
ASSETS	
Current Assets	
Checking/Savings	
10001 · Checking-FMB	500,269.16
10050 · One Georgia Funds	50.00
10300 · Certificate of Deposit 42072	110,240.31
10600 · Certificate of Deposit-24251	82,389.12
Total Checking/Savings	<u>692,948.59</u>
Other Current Assets	
11700 · CIP	25,357.50
12007 · Prepaid Insurance	3,896.00
Total Other Current Assets	<u>29,253.50</u>
Total Current Assets	<u>722,202.09</u>
Fixed Assets	
11100 · 10 ac. N. Park	200,000.00
11200 · 5 ac. N. Park	100,000.00
11225 · Land	19,106.00
11250 · Building-Tech College	1,000,000.00
11300 · Tech. College Property	455,962.60
11350 · Rock Eagle Land Improvements	660,561.00
11355 · Rock Eagle Rech. Accum Deprecia	-62,386.40
11500 · 142 Ac. Indust Blvd	300,000.00
11600 · 130 Ac. RE Tech. Park	1,029,600.00
11751 · building-Old Hotel	123,536.00
Total Fixed Assets	<u>3,826,379.20</u>
TOTAL ASSETS	<u><u>4,548,581.29</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
11360 · Accum Depr-Building	352,083.00
18050 · Accrued Payroll	667.00
Total Other Current Liabilities	<u>352,750.00</u>
Total Current Liabilities	<u>352,750.00</u>
Total Liabilities	<u>352,750.00</u>
Equity	
30000 · Opening Balance Equity	3,367,924.20
32000 · Unrestricted Net Assets	827,907.09
Total Equity	<u>4,195,831.29</u>
TOTAL LIABILITIES & EQUITY	<u><u>4,548,581.29</u></u>

File Attachments for Item:

4. Interim Economic Development Director Report

Interim Economic Development Director Report

October – November 2020

Project Activity

October – November 2020

- **Project Club**

Manufacturing project is still active. PDA keeps contact with prospect. Prospect is still discussing an existing building as a location for the project.

- **Project Bailey**

Active status. Met with Jay Bailey and Travis Stegall. Investment, jobs to be determined.

- **Project Noodle**

Active project. Manufacturing, 40 new employees. Investment to be determined. Statutory incentives have been identified for prospect. Project is looking at multiple locations in Georgia.

South Industrial Park GRAD Certification Status

GRAD Select Certification process continues. 11 letters of support drafted; cannot be dated later than 60 days prior to submission of the application. Working with Paul Simonton, Engineer to secure information required.

Existing Industry Activity/Visits

- **UFP**
Corporate realignment will add jobs in 2021. Met with Ashley Holton, General Manager and Chance McAllister, Plant Manager
- **Bluestem**
Plans to add jobs in 2021. Met with Stan Martin, General Manager and Christopher Simmons, Fulfillment Operations Manager
- **Interfor**
\$95M Expansion to finish in 2021.
Met with Mike House, Mill Manager, Anthony Wright, EHS Coordinator, Aarondia Lowe, HR Coordinator

Job Tax Credit Carryover Program

Zoom calls were held on October 21 and October 27th with Candice Scott, GDEcD, to discuss the Job Tax Credit Carryover. Companies that participated:

- **Interfor** – Tim Lowrimore, Felisia Burke, Aarondia Lowe
- **Aalto Scientific** – Matt Lindsey
- **Cosmo Cabinets** – Valerie Fields

Branding Campaign

Met with John Wojtas, PDA Board Member to discuss Branding Campaign. Goal is to develop a plan that will guide PDA to enhance the branding and website to attract interest from State Project Managers and companies interested in locating in the Southeast. Plans have been discussed with Laura Mathis, MGRC regarding a revamp of the website. John Woytak and I discussed branding proposals from two companies. Conversations continue for clarification. GA Power may be a resource to assist as well.

Marketing/Website Analytics & Info

- **Website (10/1 – 10/31)**
 - 82% New Visitors
 - 18% Returning Visitors
 - Pageviews 1575 (decrease 32%)

- **Middle GA Economic Alliance Analytics (MGEA) *Link from PDA Website**
 - 352 Users
 - 311 New Users
 - 436 Sessions
 - 1,081 Pageviews

- **Georgia CEO Video Interview** – Video promoting Eatonton-Putnam County posted to PDA Website “News” and social media on 11/5. Check it out!

Social Media Statistics

November 1, 2020



Reach 317 - Increase of 22%
Engagements 202 – Increase of 248%
621 Current Followers



Increase of 2.43%
295 Followers



93 Connections - Flat



38 Followers – 1 new

Events Attended

Attended:

- 10/21 – GDECD ZOOM Meeting to discuss Job Tax Credit Carryover Program

- 10/22 – Legislative Breakfast hosted by the Eatonton Chamber of Commerce
 - Jody Hice, Congressman
 - Rick Williams, State Representative
 - Trey Rhodes, State Representative
 - Burt Jones, State Senator
 - Greg Ziesenhene, Representing Senator David Perdue
 - Davis Warnell. Representing Senator Kelly Loeffler

- 10/27 – GDECD ZOOM Meeting to discuss Job Tax Credit Carryover Program

- 10/27 – Fickling & Company Zoom Call – Putnam Presentation to group of Realtors

Upcoming Events

- 11/6 – MGEA Board Meeting/Strategy Session via Zoom
- 11/11 – Future IQ – Regional marketing program
- 11/13 – MGEA Board Meeting via Zoom
- 11/16 – GEDA Monthly Meeting - virtual
- 11/23 – GA Logistics Summit Steering Committee meeting – virtual

File Attachments for Item:

7. Branding / Identity / Direction

9/25/20



Brand Immersion Workshops

Putnam Development Authority

September 24, 2020 | *Prepared by:* Rock Paper Scissors

Prepared for: Pat Topping

Meeting Your Needs

Thank you for the opportunity to present you with this proposal. We are very excited to work with you.

Putnam Development Authority (PDA) is focused solely on serving the needs of new and existing businesses in Eatonton and Putnam County, Georgia. Your organization's main goal is to attract new and expanding businesses and show the public that Putnam County offers a healthy economic landscape supported by a business-friendly environment. You'd like to see new businesses open up in your two industrial parks, add signage and landscaping to those industrial parks, revitalize the downtown area, and add a lake hotel with lake-oriented activities. Other goals are to add regional programs in economic development and marketing, as well as High School and Career Center externships and apprenticeships. With the City and County working together, to accomplish these goals you first need to find out what the Putnam County story is and refine the message of what makes Putnam County unique.

For assignments in the field of community and economic development, Rock Paper Scissors partners with the Janus Institute to bring a valuable and unique perspective to our work. Janus Founder and Director Robert Pittman has over 30 years of experience in business location and economic development consulting, including directing the global practice for the engineering firm Lockwood Greene. He has been named a "Top Ten" consultant by Southern Business and Development magazine and an "Outstanding Leader in Geo-Economics" by Site Selection magazine. Robert has evaluated hundreds of locations in his site selection and economic development work and understands what businesses look for and how communities win projects. His understanding of how branding and marketing help communities get on the radar screen and win projects provides an extremely valuable perspective for our community and economic development clients.

Our recommendation is to start with our Brand Immersion Workshops so we can look at your community from your audience's perspective to understand what they see before developing your brand and marketing strategy. We will start with a Cultural Evaluation and Assessment which will allow us to observe life from your audience's viewpoint and provide a Competitive Analysis. Next, we'll host a Brand Positioning and Messaging Workshop to work with you to position your community and craft a message that reflects your unique position and story so that people remember Putnam County. Once your message is in place, we will host an Annual Marketing Plan Workshop where we will work together to outline the framework for your marketing plan for the next twelve months by establishing your goals, reviewing your target audiences, and defining actions for each of your marketing channels.

The following outlines the steps that we need to take to achieve your goals. Let us know if you have any questions and we look forward to working with you.

Fee Summary

Cultural Evaluation & Assessment

\$4,415

Before we develop your branding, marketing strategy or marketing tools, we need to establish where you are and where you want to go. We will start the process with a Creative Kick-Off Meeting. This meeting will need to include any key decision-makers from your team as well as the entire RPS creative team. Please have any current marketing materials available for our review at this meeting.

During this meeting, we're going to get down to the bottom and determine where you stand today because this foundation will help us decide where to go. We're going to have to get honest and discuss your greatest achievements and any shortcomings. We will also support to help position the community for recovery from the current economic crisis caused from the COVID-19 shutdown. This will end and Putnam County needs to be ready.

We will review your culture, residents, businesses, values, and current marketing efforts. The goal of this meeting is to have a real conversation about your organization so we can all start on the same page and establish needs and goals for us to work together to achieve.

In the last portion of this meeting, we will set up the next steps and planning for our Cultural Evaluation and Competitive Analysis.

Following our Creative Kick-Off, RPS will start our Cultural Evaluation and Competitive Analysis for four profiles. With your guidance and recommendations, we will plan different activities for our team to experience Putnam Development Authority and your brand.

Our goal is to start to map out your brand, new opportunities, and how to better connect with your audience. We want to know what is working well and what needs help so that we can start to develop opportunities to add to our marketing strategy. This includes two RPS team members attending up to two specified tours or events for critical marketing observation.

The Cultural Evaluation & Assessment include:

- Host Creative Kick-Off (Meeting Length: 1.5 Hours)
- Cultural Evaluation and Assessment Next Steps Discussion
- Determine Events: Create and Customize Evaluation Setup Worksheet & Experience Feedback Survey Form
- Attend 2 Tours or Events: Interview 4 People at These Tours or Events
- Compile Reports
- Analyze Findings: Determine Key Takeaways, Areas of Consistency, and Areas of Inconsistency
- Present to Client: Present Findings to Putnam Development Authority Board Committee

Brand Personality & Positioning Workshop

\$1,380

Here we define what only applies to you to make you different and stand out from the

competition. Your Brand's Personality is always public facing, and can evolve overtime. This will help us to further hone your tone, visual appearance and how your brand will exist in the eyes of your consumers.

Deliverables:

- Brand Personality & Positioning Workshop Meeting (Meeting Length: 1.5 Hours)
- Define Brand Personality & Unique Brand Positioning
- Final Brand Standards document

Messaging Workshop

\$2,760

Making sure that your message connects with your audience can be a very overwhelming task. RPS offers a Messaging Workshop to work with you to craft a message that reflects your organization and connects with your audience.

The Messaging Workshop Includes:

- Messaging Strategy Educational Resources & Set Up Google Docs for Content Collection
- One 90-Minute Messaging Workshop with Two RPS Messaging Team Members
- Message Creation for Your Marketing Piece of Choice, with Two Rounds of Edits Included

Once you have your message, we need to make sure we get it out there. This is something that you can manage within your organization, or if you would like support from RPS, we can provide additional estimates for any application where you would like to apply your message.

Annual Marketing Plan Workshop

\$2,760

RPS will lead your team in an Annual Marketing Plan Workshop to reflect on the past 12 months of marketing and your organization. We will outline the framework for your marketing plan for the next 12 months by establishing your goals, reviewing your target audiences, and defining actions for each marketing channel.

The Annual Marketing Plan Workshop Includes:

- One 60-Minute S.M.A.R.T.E.R. Goal Setting Meeting With Two RPS Team Members
- Marketing Audit Report of the Last 12 months of All Available Data that can Include Website, Social Media, Email Marketing, SEO, and Any Other Data that is Available
- 12-Month Marketing Plan Including Your Theme for the Year, Goals, Strategy,

Tactics and a Preliminary 12-Month Calendar

- One 90-Minute Annual Marketing Plan Workshop With Two RPS Team Members to Review Your Options and Refine Your Actions for the Coming Year

Once we have a plan in place, you can launch and manage the plan from within your organization, or we can provide estimates for a monthly marketing retainer and/or project work if you would like RPS to support your efforts.

Total **\$11,315**

Timing & Billing Schedule

The following chart provides our preliminary timeline for work for the next three months.

Description	Total	Month 1 Invoicing	Month 2 Invoicing	Month 3 Invoicing	Total
Putnam County Brand Immersion					
Brand Immersion					
BI Cultural Evaluation and Assessment	\$4,415	\$2,208	\$2,207		\$4,415
BI Brand Personality & Positioning Workshop	\$1,380	\$690	\$690		\$1,380
BI Messaging Workshop	\$2,760		\$1,380	\$1,380	\$2,760
BE Annual Marketing Plan Workshop	\$2,760			\$2,760	\$2,760
15% fee for Janus Institute included in each fee					
Grand Total	\$11,315	\$2,898	\$4,277	\$4,140	\$11,315

Work Agreement

Deposit:

A signed contract and a 50% deposit of the first month's projected billing will be required before we begin work on your project. If a P.O. is required, include your P.O. number with this agreement.

Billing & Hourly Rate:

All services provided are billed at blended rate of \$120.00 per hour. You will be billed the first of each month for hours and costs incurred during the prior month. Terms: Due upon receipt. Any overdue balance is subject to a finance charge of 1.5% per month or \$25, whichever is greater. Credit card payments are subject to a 3% convenience charge. **Should you fall behind in your monthly payments, your project(s) will be suspended until the balance owed is current.**

Since this is an estimate, if there are any indications that the labor or fixed costs could exceed the original job scope by more than 10% you will be notified before any additional charges are incurred and your

approval will be required before we proceed. Shipping is not included in the proposal. Should your project require shipping, you will be billed for the shipping separately. A shipping estimate can be provided upon request.

Photography:

Should stock photography be required at any point in the campaign to achieve the look desired by the client, an estimate of the cost will be provided for the client's approval before any photography is purchased. If original photography is requested, an estimate for these services will also be provided for the client's review and approval.

Timeline:

Each project is a team effort, which includes the account planning, design team, and you the client. This is also a step-by-step process, though whenever possible we will overlap tasks to keep the project moving along smoothly.

Please note that any delays incurred by changes in the scope of this project, extended amount of time in receiving content or feedback on design and revision, or unforeseen difficulties will have an effect on the entire timeline. Additional labor costs may occur as a result of delays incurred by client. RPS will have open communication with the client about any changes that will have an effect on the proposed schedule.

This is a dynamic timeline and is affected by changes to the project based on needs that will arise, scheduling conflicts, and the responsiveness of the client when providing content or feedback to the creative team. Every effort will be made to hold as closely to the outline as possible but RPS will not be held liable for delays incurred by a change in timeline.

Launch:

Please note our standard policy that we do NOT launch websites, projects, and campaigns on Fridays.

Cancellations:

You may cancel your monthly media spending or retainer with a 90 day notice. All cancellation requests must be provided in writing and must be submitted three months prior to the desired end date.

Errors & Omissions:

Rock Paper Scissors (RPS) is not responsible for errors and omissions approved by the client. The client is solely responsible for errors missed during the proofing process of either artwork supplied by the client or artwork created by RPS.

Indemnification:

The client will indemnify and hold harmless RPS from any loss, expense, and damages arising out of violation of copyright or trademark laws from the illegal use of images, photographs, slogans, trademarks, or graphical work supplied by the client.

Indemnification by RPS:

RPS hereby agrees to indemnify, defend, and save Putnam Development Authority, its directors, officers, agents, and employees, harmless from all claims, actions, judgements, suits, losses, fines, penalties, demands, costs and expenses and liability whatsoever, including reasonable attorneys' fees, expert fees and court costs (the "Indemnified Claims") on account of any damage or liability occasioned in whole or in part by any and all willful and wanton misconduct or negligent acts or omissions and misrepresentations, including slander or libel, Intellectual Property Infringement, or failure to perform agreements of obligations by RPS contained or made pursuant to this agreement. As used in this agreement, "Intellectual Property Infringement" includes, but is not limited to, claims of infringement upon any third party's patents, trademarks, service marks, names, symbols, logos, designs, artwork, trade names, patent rights, intellectual property, trade secrets, copyrights, code, interfaces, contractual rights, or proprietary rights, whether registered, pending registration, or subsisting at common law. RPS shall not be liable for damage or injury occasioned by the gross negligence or willfully wrongful acts of Putnam Development Authority or its agents, contractors, servants or employees. RPS's indemnification obligation shall survive the expiration or earlier termination of this agreement.



Proposal for Services

Putnam Development Authority



PUTNAM DEVELOPMENT AUTHORITY – PUTNAM COUNTY, GEORGIA
re:Vision: Economic Development Strategic Plan

07.023.2020

GRAY SWOOPE
PRESIDENT & CEO

Gray.Swoope@visionfirstadvisors.com



Cover Letter

Project Overview

Project Approach

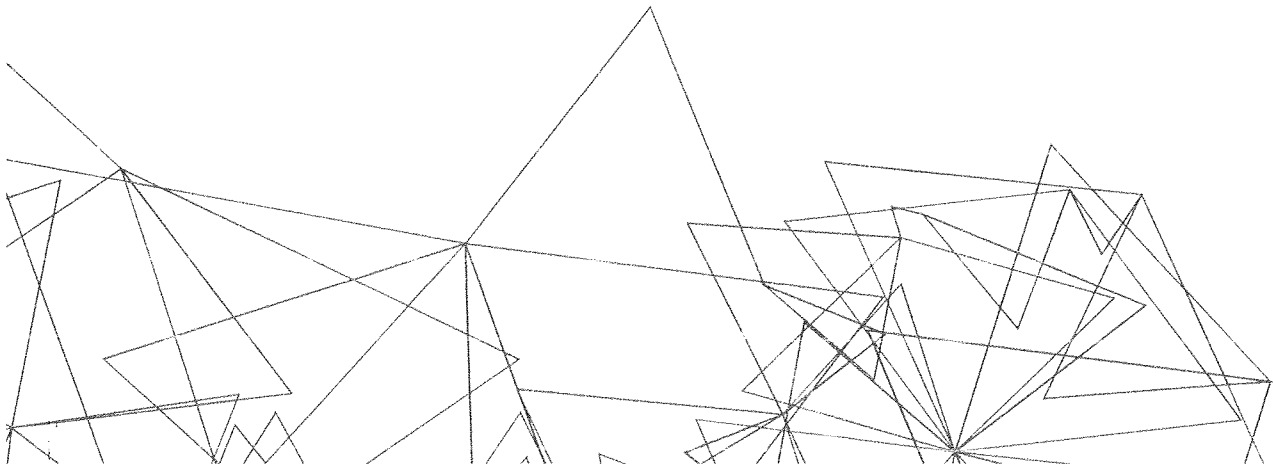
Price Proposal

Meet the Team

Company Profile

VFA Advantage + Connections

VFA Team Bios



Thank you for your consideration.

July 20, 2020

Pat Topping, Interim Economic Development Director
Putnam Development Authority
117 Putnam Drive
Eatonton, GA 31024

Dear Pat,

Thank you for opportunity to submit a proposal to conduct re:Vision – a community performance program - for the Putnam Development Authority (PDA). This is a cost effective and accelerated strategic planning process that leverages our 100 years of combined experience to identify barriers to success and offer recommendations for improvement. Reassessing your regional economic status and needs along with ways to foster cross-organizational collaboration is even more important as communities and the nation begin to recover and reopen from the COVID-19 pandemic.

We bring a team of professionals who have lived in, worked in and worked for communities to achieve greater economic prosperity for businesses and residents alike. Today, as a location advisory and economic development firm, representing five Fortune 500 companies, we have the ability to view the community as an investment opportunity and can provide you the recommendations needed to be more proactive. We offer:

Unbiased expertise. As location advisors for corporations and five Fortune 500 companies, we will approach the assessment as if we were conducting a site search for a competitive project providing you with insight, findings and recommendations to improve Putnam’s regional competitiveness and economic development initiatives.

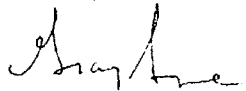
Data driven results. We will utilize local, regional, state and national data sets to identify trends to define competitive advantages and inform decisions to achieve measurable results.

Realistic and implementable strategies. We have been in the shoes of those working at the local level for the betterment of a community. As consultants we remain committed to delivering strategies and tactics that are realistic, attainable and implementable each with the potential for positive community growth across multiple entities.

We believe that successful strategies cannot rely on a cookie cutter formula but must be original and tailored to fit the different needs of each client. On the following pages you will find a suggested scope of work to fit your exact needs.

Please let us know if you should have any questions. We appreciate your consideration of VisionFirst and look forward to working together.

Sincerely,



Gray Swoope
President & CEO



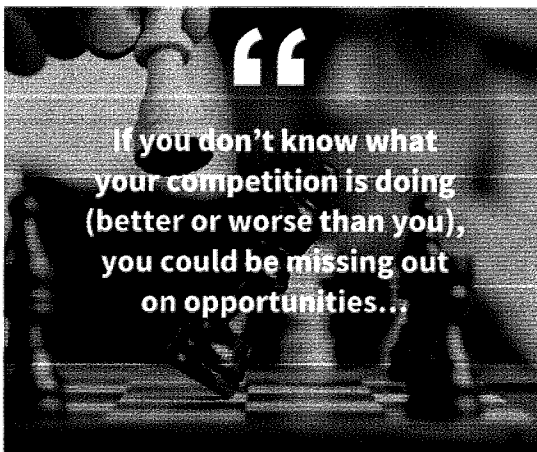
Project Overview



A COMMUNITY PERFORMANCE PROGRAM

One of the most common questions we get as consultants is “how do our (properties, marketing materials, presentations or RFIs) compare to others?”

With clients in more than 30 states and well into our fifth year as a firm, we have developed a cost effective, yet thorough, review designed to answer your most common questions. As we’ve said, we’ve been in your shoes – local, regional and state levels, public sector and private corporations, community development and high-performance corporate organizations. Now as consultants, our team remains committed to delivering tactical, realistic, implementable strategies using a cost effective and accelerated strategic planning process.



Economic development organizations can only be so effective by using their internal benchmarks as guidelines. Understanding the economic development landscape is one of the most effective ways to gain traction in an ever-changing market and to develop a competitive location.

With 3,142 counties (and equivalents) across 50 states, how does your community measure up? More importantly, what does that rank mean in context of resources and opportunities in the market?

Utilizing more than 100 years of combined economic development experience, we will begin the process by assessing the current economic realities within the county. We will identify barriers to success and offer recommendations for improvement. VisionFirst will evaluate the following:



COMMUNITY GATEWAYS

– physically + virtually



PRODUCT REVIEW

– comprehensive: sites, buildings + talent



COMMUNITY MARKETING & POSITIONING

– statistics + marketing



DEAL STRUCTURING

– optimizing opportunities



DELTA TEAM

– engaged, holistic leadership with a seat at the table



ORGANIZATIONAL STRUCTURE

– maximizing efficiency



RESOURCES

– capacity to compete

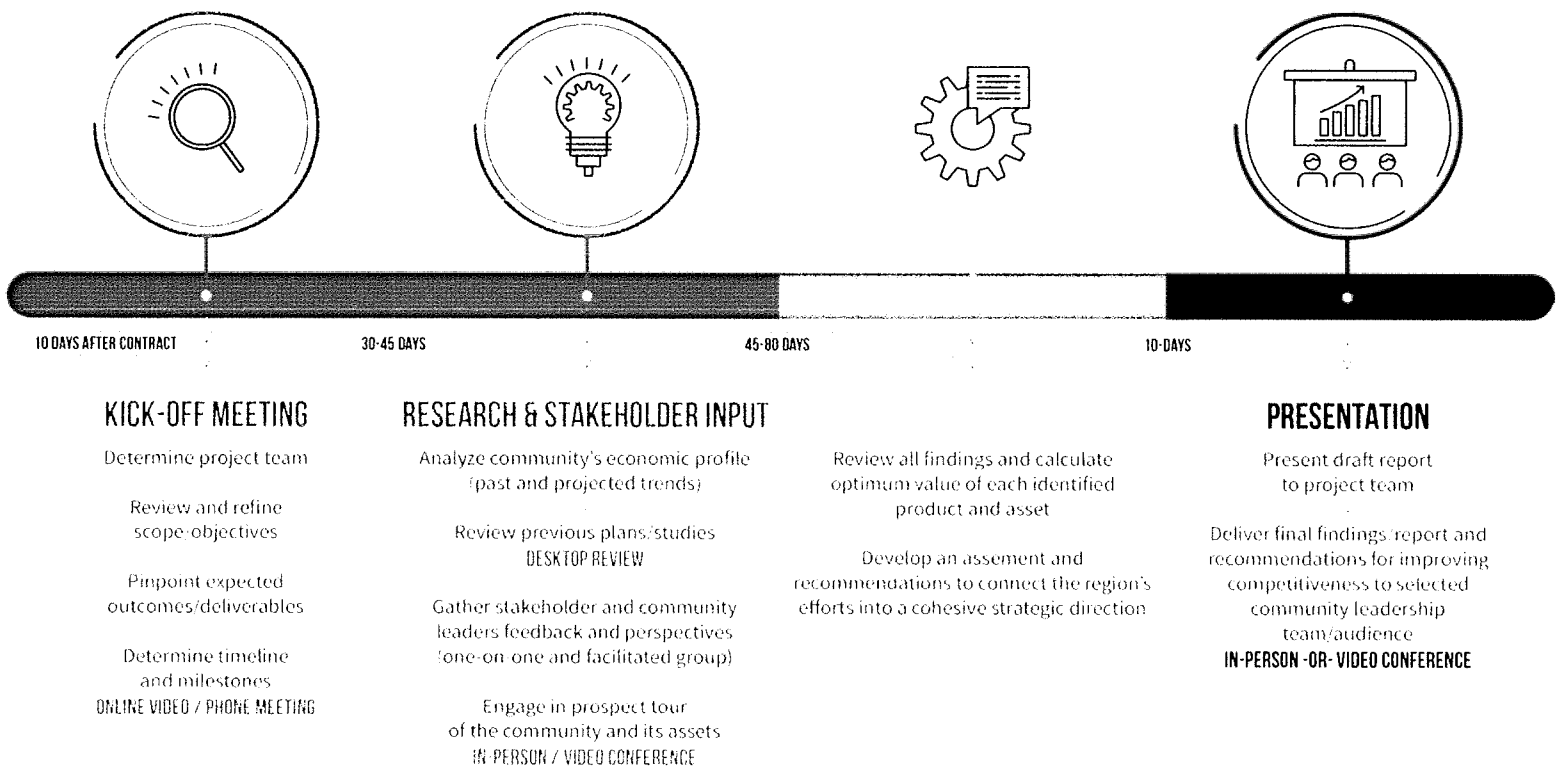


LEADERSHIP

– expectations + responsibilities

Project Approach

It is anticipated that Gray Swoope will lead the engagement along with Griff Salmon, Nancy Blum-Heintz, Greg Word, Brenda Lathan and Kathy Gelston. The approach to arrive at the final deliverable involves **four** phases.



PHASE 01 KICK-OFF MEETING

It is important to begin the work by conducting a planning session between VisionFirst and project leadership. This kick-off meeting will help to identify who will assist VisionFirst in coordinating information and identifying key stakeholders for input. Our staff will facilitate a meeting via web conference with a review of the project objectives and deliverables. A firm timeline will be established with milestones for updates and progress.

Project components to include:

- Kick-off planning session.
- Gather and review of existing plans and data.
- Formulate schedule of meetings and members.
- **Deliverable:** Press release drafted announcing the start of the project and selection of VisionFirst Advisors five business days after the kick-off.

PHASE 02: RESEARCH & STAKEHOLDER INPUT

BENCHMARKING SNAPSHOT & DESKTOP REVIEW

Using site selection experience, VisionFirst will conduct benchmarking snapshot and desktop research on the community using validated data sources. This review process looks at established clusters and bases rankings on a variety of factors such as best practices of successful community programs, industry input, sites and buildings, commonalities in assets, etc. The ranking seeks to highlight where the community has a competitive advantage as well as where opportunities exist to improve the community's competitive stance.

Project components to include:

- Meeting with staff to understand economic development organization leadership, resources to compete, civic engagement, past experiences on competitive projects, certified or shovel-ready sites, other product(s) that generate opportunity as well as talent pipeline and development.
- Benchmark the Putnam County to a 45-minute drive-time, state and nation to understand and identify opportunities as well as impacts to competitiveness.
- Collect and evaluate research and data analysis to provide a clear picture of the current economic outlook and opportunities surrounding the community and its workforce using research tools including JobsEQ, U.S. Census Bureau, National Association of Counties, the National Center for Education Statistics and other leading research entities.

STAKEHOLDER INPUT

Stakeholder input provides invaluable insight that would not be attained from desktop research review and helps establish the foundation for the PDA's goals and mission. It is anticipated that VisionFirst will conduct approximately eight-10 interviews over two-business days (location dependent on CDC guidelines). The meetings can include a combination of facilitated group discussions or one-on-one interviews. The targeted audiences would include civic and community leadership, business leadership and workforce providers as well as partner organizations. VisionFirst will look closely at each of the entities that support business growth and look at barriers to success.

Project components to include:

- Eight to 10 confidential interviews over two business days.
- Feedback will be documented, analyzed and studied to recognize trends and issues that support or impede success of the strategy.

PROSPECT TOUR & MARKETING REVIEW

Site selection is typically a process of elimination. PDA will be asked to prepare a prospect tour of the community's assets, allowing VisionFirst to gauge more clearly how the organization defines and showcases the regional competitive assets. VisionFirst staff will evaluate the team, organizations, product, presentation and technical sales abilities of positioning the community to win competitive deals. This project component will also include a review of itinerary and information packet and other tools (i.e. digital, GIS, technology and devices used for presentation) used during the sales process.

Project components to include:

- A one- to two-hour community asset and site/building tour (can be accomplished virtually)
- **Deliverable:** Best practices & recommendations for enhancements.

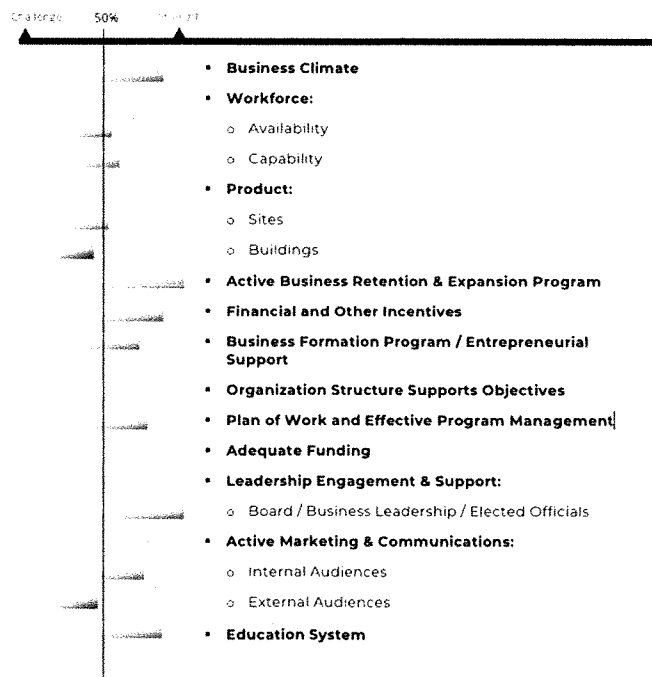
After analyzing information collected in the interviews, research data and other sources, VisionFirst will develop a strategic plan with eight to 10 recommendations to connect the community’s efforts into a cohesive strategy across multiple entities. VisionFirst will deliver the findings and the recommendations for improving competitiveness. Steps to begin implementing the strategies will be included in the final deliverable to help ensure a path to success.

Plan components and deliverables:

- Benchmarking snapshot (Fig 01) and desktop data review.
- Key findings from stakeholder input.
- Community marketing and positioning feedback.
- Strategic plan with eight-10 implementable recommendations.
- Presentation of final report in-person or via video conference.

FIGURE 01
SAMPLE BENCHMARKING SNAPSHOT

The competitiveness snapshot looks at **established clusters** and bases rankings on a variety of factors such as best practices of successful community programs, industry input, commonalities in assets, etc. The ranking seeks to highlight **where the Region has a competitive advantage** as well as **where opportunities exist to improve the community’s competitive stance.**



Price Proposal

Based on our understanding of the engagement, VisionFirst proposes a flat professional fee of **\$20,000**. VisionFirst will be paid for ordinary out-of-pocket expenses, including items such as non-local transportation, travel and other incidental expenses which will be approved by the PDA and not to exceed 10 percent of the fee. This fee is based on the estimated time and experience of the individuals performing the work. VisionFirst is committed to meeting the project time and budget requirements. This price proposal is valid for 60 days from the date of submission.

MEET OUR TEAM



Strategy starts with a vision first.

Gray Swoope

President & Chief Executive Officer
TALLAHASSEE, FLORIDA



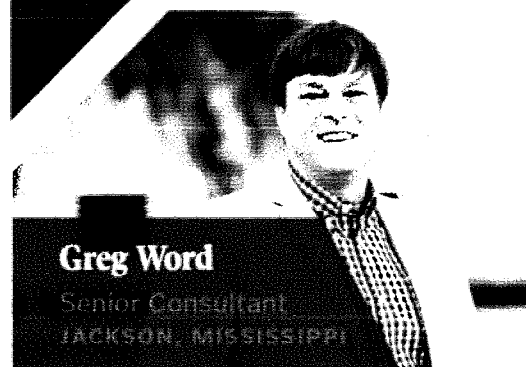
Griff Salmon

Principal
ORLANDO, FLORIDA



Nancy Blum-Heintz

Senior Consultant
TALLAHASSEE, FLORIDA



Greg Word

Senior Consultant
JACKSON, MISSISSIPPI



Kathy Gelston

Financial Analyst
JACKSON, MISSISSIPPI



Brenda Lathan

Senior Consultant
JACKSON, MISSISSIPPI



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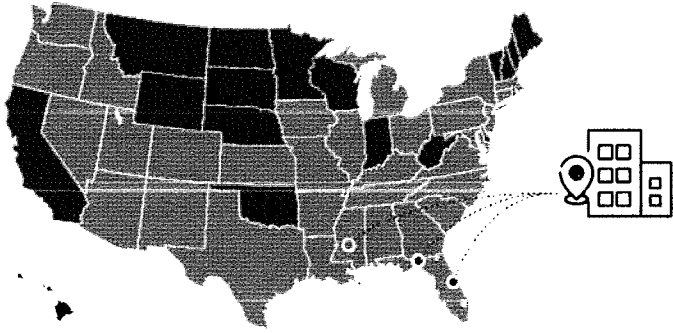
Jackson

(601) 292-9117

RENAISSANCE AT COLONY PARK
1020 HIGHLAND COLONY PARKWAY, SUITE 1400
RIDGELAND, MISSISSIPPI 39157

VISIONFIRSTADVISORS.COM

**Gray Swoope
launched
VisionFirst Advisors
over five years ago
after 30 years
of leading public
& private economic
development
organizations
in three states.**



30+

STATES REPRESENTED
IN OUR CLIENT BASE

5

FORTUNE 500
COMPANIES REPRESENTED

3

OFFICE
LOCATIONS

100+

COLLECTIVE YEARS
IN THE FIELD



WHO WE ARE

VisionFirst Advisors has established itself as a go-to firm in the economic development consulting field with a variety of clients from 30+ states and five Fortune 500 companies.

VisionFirst is a customer-driven consulting firm, acting seamlessly as an extension of the client team to develop strategy, solve problems, and deliver results while mitigating risks and barriers. We know that no two projects are the same and our approach is tailored to each of our clients.

WHAT WE DO

We maximize your competitiveness

We have the skills to bring innovative thought and perspective to your project, delivering a clear vision for strategic success.

Corporations and communities face a myriad of challenges to remain competitive. VisionFirst maximizes client competitiveness, leveraging an extensive and far-reaching network of key connections - attaching resources to drive to goals, synthesizing ideas into action, and designing solutions that achieve tangible results. A sampling of our services includes:

 Economic Development Strategy	 Location Advisory
 Strategic Solutions	 Incentives Negotiation
 Objective-Driven Marketing & Comm	 Compliance
 Reviewing, Analyzing & Reporting	LABOR MARKETS COMMUNITY COMPETITIVE ASSETS FACILITATED SESSIONS

In addition to Gray, VisionFirst is solidified by a team of professionals that have worked together at the executive level of state economic development entities for years and are now growing the private practice. The same axioms for success exist today at they did years ago, when they started collectively working together:

RESPECT

+

TRUST

+

REPUTATION

+

RESULTS

These truths are part of the VisionFirst culture and are represented through our client work.

As advisors, we recognize that our actions, as representatives, intentional or unintentional, are a reflection onto our clients.

VisionFirstAdvisors.com

VisionFirst Advantage

We, as a firm, look at today's most complex economic development challenges, listen to our client's vision, form a strategy to achieve objectives, connect people that can make a difference and deliver value to our client.

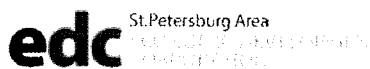
We develop a tailored strategy that analyzes conditions and charts a clear course of action to reach objectives. That process includes making sure the right team is in place for necessary execution. We act to deliver results that are clear, measurable and add undeniable value for our client.

VisionFirst brings a distinguished team to the project.

VisionFirst represents some of America's leading companies including five on the Fortune 500. Our team's capacity is the result of demonstrated expertise in:

- Convening institutions, community leaders, stakeholders and taxpayers to create synergies for transformational community impact.
- Understanding the economic development market and the importance of leveraging available funding and assets.
- Helping economic and community development professionals create and sustain high-performing teams that lead to significant increases in performance and positioning.
- Cross-walking targeted industry sectors to strategic investments in human capital and talent pipeline to compete in a global marketplace.
- Leveraging marketing and communications strategies to increase the business development project pipeline.
- Serving as a trusted partner with confidential site selection projects and leveraging that knowledge to help communities.

Sample of Clients »





Gray Swoope

President & Chief Executive Officer
TALLAHASSEE, FLORIDA

GRAY.SWOOPE@VISIONFIRSTADVISORS.COM



AREAS OF EXPERTISE

- 30 Years of Leading Site Selection, State, Regional & Local Economic Development
- Economic Development Risk Mitigation
- Leverage of Economic Development for Greater Impact
- Experience in Helping States & Communities Invest in Infrastructure & Talent
- Building Community Capacity to Leverage Funds
- Compliance Processes & Procedures

A recognized leader in economic development and site selection, Gray Swoope is president and chief executive officer of VisionFirst Advisors. After a successful 30-year career in economic development, Gray launched the VisionFirst consulting practice in 2015. The firm, a wholly owned subsidiary of Butler Snow LLP, partners with a diverse base of private and public sector clients to develop effective pathways for success.

Prior to starting VisionFirst, Gray served in Florida Governor Rick Scott's administration (2011-2015) as secretary of commerce and president and CEO of its public/private economic development organization, Enterprise Florida, Inc. Under his leadership, Enterprise Florida elevated its economic development presence and delivered the best results in the organization's history. Florida announced competitive project wins during his tenure that included Amazon, Bristol-Myers Squibb, Hertz, Navy Federal Credit Union, Northrop Grumman and Verizon.

Before joining Governor Scott, Gray served as the executive director of the Mississippi Development Authority (MDA) under then Governor and current VisionFirst board chair, Haley Barbour. During his tenure at MDA, Gray played a vital role in recruiting companies such as Toyota, PACCAR, GE Aviation and SeverCorr (now Steel Dynamics) to the state. In addition, Gray's leadership following Hurricane Katrina was critical to Mississippi's recovery efforts. MDA acted as the state's fiscal agent for \$5.4 billion of the federal recovery package appropriated through the Department of Housing and Urban Development. The MDA team created many of the recovery programs being used today for natural disasters like Hurricanes Sandy, Harvey, Irma and Florence.

Gray is passionate about economic development, having served at all levels representing both urban and rural regions. A constant student of the profession, he never stops the pursuit of learning and applying this knowledge for success in today's fast-paced economy. Gray earned both undergraduate and graduate-degrees from Mississippi State University.

Griff Salmon

Principal
ORLANDO, FLORIDA

GRIFF.SALMON@VISIONFIRSTADVISORS.COM



AREAS OF EXPERTISE

- Location Advisory
- Asset Review & Inventory
- Stakeholder & Board Management
- Business Development & Retention
- Global Trade

Griff serves as a principal for VisionFirst Advisors in Orlando. His extensive background in operations and business development allows him to offer a unique perspective to economic development organizations and companies looking to expand or relocate. Prior to joining VisionFirst, Griff served as the executive vice president and chief operating officer for Enterprise Florida (EFI), where under his leadership the business development team announced project wins such as GE, Amazon and Lockheed Martin. In addition, Griff effectively managed the organization's divisions to strategically focus resources while his collaborative management style led to partnerships with a statewide network of regional and local economic development organizations.

Griff also served as director of the Mississippi Development Authority's (MDA) Global Business division. At MDA, the business development team announced projects from companies such as GE Aviation, Toyota, PACCAR and McKesson. Griff was also congressional liaison for MDA's Federal Department of Defense and Congressional Liaison Bureau where he worked to maintain military presence in the state as well as expand capabilities to secure future missions as part of the federal government's Base Realignment and Closure Act.

Griff earned a master's degree in public policy and administration at Mississippi State University and a B.S. from Millsaps College.



Nancy Blum-Heintz

Senior Consultant
TALLAHASSEE, FLORIDA

NANCY.HEINTZ@VISIONFIRSTADVISORS.COM



AREAS OF EXPERTISE

- Strategic & Crisis Communications
- Workforce & Demographic Research
- Community Strategy
- Public Records & Transparency Policies
- Strategic Planning & Best Practices

Nancy brings nearly two decades of executive-level marketing, communications, government relations and economic development expertise to VisionFirst. Nancy previously served as the national director of communications for the Foundation for Excellence in Education (ExcelinEd), a leader in education reform that designs policy and implementation strategies to improve our nation’s educational attainment and workforce competencies.

Nancy worked alongside VisionFirst’s principals when she served as vice president of strategic alignment and communications at Enterprise Florida (EFI). In that position, she developed policies and strategies for the organization to adhere to Florida’s strict public records laws while at the same time balancing necessary client confidentiality.

Nancy succeeded at bringing greater strategic vision to communications by expanding the use of proactive communications, strategic outreach and social media to improve media coverage and website engagement.

Nancy moved to the EFI position after serving as chief communications officer for the Department of Economic Opportunity (DEO). She has also served in leadership roles at several state agencies in Florida including the Department of Health and the Department of Environmental Protection. While at the Department of Environmental Protection, Nancy led issue management campaigns for high profile environmental events such as Everglades restoration, the Apalachicola- Chattahoochee-Flint River System water disputes as well as the Deepwater Horizon oil spill.

Nancy earned her bachelor’s degree from Florida State University and is a certified user of Chmura’s JobsEQ.

Greg Word

Senior Consultant
JACKSON, MISSISSIPPI

GREG.WORD@VISIONFIRSTADVISORS.COM



AREAS OF EXPERTISE

- Collaborative Management
- Graphic Design, Branding & Marketing
- Research & Analysis
- Community Campaign Strategy
- Asset Review & Inventory
- GIS-Mapping & 3-D Modeling

Greg brings a breadth of experience that is both broad and specialized in product development, research and analysis, industrial building and site evaluations, lead generation, economic research packages, GIS-based mapping as well as 3-D modeling and virtual reality profiles. He has been recognized for his work in marketing and design ranging from branding, identity and logo design to prospect-centered packaging, proposals, digital renderings, print and digital advertisements as well as interactive presentations.

Greg most recently served as senior vice president of Economic Development for the Greater Jackson Alliance. In this role, the organization was recognized by Community System's Digital 25 as an "organization that best uses digital technology to differentiate its community online to better serve businesses." Most recently, he was recognized as North America's Top 50 Economic Developers by Consultant Connect. Prior to joining the Alliance, he was bureau manager of Business Intelligence and Support for the Mississippi Development Authority. Greg also served as manager technical/graphic services for North Mississippi Industrial Development Association. In these roles, his involvement in economic development teams helped produce numerous successful projects resulting in more than \$3 billion in investment and thousands of announced jobs.

A graduate of Mississippi State University, Greg currently serves on the board of directors for the Mississippi Economic Development Council as Past President.



Kathy Gelston

Financial Analyst
JACKSON, MISSISSIPPI

KATHY.GELSTON@VISIONFIRSTADVISORS.COM



AREAS OF EXPERTISE

- Government Finance
- Deep Understanding of State Taxation
- Incentives Contracting & Compliance
- Public/Private Partnerships
- Complex Financial Mechanisms

With close to 30 years of executive-level public-sector experience, Kathy brings to VisionFirst a depth of understanding of public and private-sector finance particularly in the execution and compliance of economic development programs. Kathy has the unique ability to explain incredible complex financial mechanisms in a way that both the media and taxpayers can understand.

Prior to joining VisionFirst, Kathy served as associate vice president of corporate engagement and economic development at Mississippi State University working with industry to identify university and business partnership opportunities in research, training, or problem resolution. As a member of the executive management team for the Office of Research and Economic Development for the university, Kathy set research policy, managed the university research park as well as several university level research centers, provided technical assistance and identified university opportunities for projects considering location or expansion in the state.

Before her tenure at the university, Kathy served as chief financial officer for the Mississippi Development Authority (MDA), the state's primary economic development entity, overseeing the agency's Financial Resources and Accounting and Finance divisions. She was responsible for the agency's legislative activities, coordinating state-funded incentive programs, and developing incentive packages for industry locating or expanding in the state.

Previously, Kathy worked at KPMG, where she served as the Mississippi specialist and a state and local tax manager for two years, and at the Mississippi Department of Revenue, where she worked for 12 years. She served as deputy director of audit and compliance while at the agency.



Brenda Lathan

Senior Consultant
JACKSON, MISSISSIPPI

BRENDA.LATHAN@VISIONFIRSTADVISORS.COM

AREAS OF EXPERTISE

- Regional and Rural Development
- Product Development
- Retail Development
- Project Management
- Business Retention and Expansion

Brenda is an economic developer specializing in rural and regional economic development, most recently serving as senior vice president for the highly successful Golden Triangle Development Link in Mississippi.

Brenda focuses on improving community competitiveness through her commitment to meeting customer and project demands. With more than 20 years experience, she has been recognized for her achievements in product and retail development. While with the Link, she contributed to a portfolio of economic development projects resulting in more than \$6 billion in capital investment and the creation of more than 6,000 new jobs.

Active in the community, Brenda was recognized by the Mississippi Business Journal as one of Mississippi's Top 50 Business Women and she has served on the Board of Directors for the Mississippi Economic Development Council as well as the International Council of Shopping Centers.

Brenda is a graduate of the Mississippi University for Women. She also attended Oklahoma University's Economic Development Institute and the International Council of Shopping Center's Retail Development Program at Penn State's Wharton School of Business.

Web Design, Hosting and Marketing
Materials
Putnam Development Authority
September 22, 2020



Vizitech USA is excited to present Putnam Development Authority with this proposal of work for your 2020 graphic and web design needs. Our goal with any client, new or returning, is to partner with them in achieving their objectives for each project. We want our clients to succeed, we share their successes and feel their losses. We look forward to teaming up with you in your 2020 needs.

As discussed in our meeting our goal is to increase awareness of the PDA and with that allow the PDA to grow as a support to local businesses. Since you already have a strong brand in place we will take that brand and apply it to your design and marketing materials to make recommend to get you started.



- Web Design & Hosting
- Social Media planning, content creation and implementation
- eNewsletter Marketing

Customized Web Solution \$1,500

Creating an online presence is a 100% must in the digital world we now live in. When creating your website we need to consider the functions and usage your site will be performing. Based on your current website it looks like we will be

educating potential clients on who you are and where you shine, but also want to make contacting you and getting quotes a smooth process for the customer.

Vizitech Deliverables:

- **A layout that catches the eye on computers, tablets, and mobile devices** – All of our designs are based on a responsive framework, which allows your site to adapt according to the device used to access it. This framework will ensure your site always displays just the way you intended it to.

- **Your custom logo and graphics incorporated into your website** - Our graphic designer will consult with you before your design is finalized so we can integrate your graphic identity into your site in a way that enhances it.
- **Painless website customization and maintenance** – A great website should be able to grow with the business it represents. We don't want you to be forced to hire a tech wizard every time you need to adjust your website, and you won't have to because you'll have a powerful content management system that's easy to use – even without a lot of technical knowledge.

Client Deliverables:

- Putnam Development Authority will attend Kickoff Meeting to discuss website at beginning of project.
- Putnam Development Authority will provide content for the website.
- Putnam Development Authority will offer timely feedback through the duration of this project.

Time Estimate: 6-8 weeks

Digital Marketing & Social Media 30 day plan

\$400

	Managing your web hosting through Vizitech Design Services will allow you to
	Web Hosting (1 Year @ \$350/year)
	\$350
	Monthly Total
	\$750

Email Marketing Plan – We'll start out by developing email marketing strategy for a 6 month time period. Once we have mapped out a six email plan we will create content and design and schedule the emails to go out every month for the following six months. Each month you will receive analytic reports to see how your emails are tracking and if we need to make adjustments for the following six months. You may add on additional emails throughout the 6 month period for \$75 per additional email.

	Email Marketing Plan (6 Months @ \$125/month)
	\$750
	Total
	\$1,900

30 Day Ongoing social media management – We'll start out by developing an email marketing and social strategy designed to grow your online presence bring in more customers. Then we'll put this plan into action for you for a one month period. Allowing us to craft your email messages and manage your social media presence helps you deliver a consistent voice to prospects and frees up time to focus on other areas of your business. At the end of the one month period, you can then be trained to take over and manage your social media account or we can give you a monthly quote for ongoing social media services.

	Grand Total	\$3,000
	Yearly Total	\$350

3. Agreement Term
 This contract will serve as a 12 month contract policy that will be available for renewal at any time throughout the length of the contract. Termination of the Contract by the Putnam Development Authority will require a 60 day written notice to Vizitech Design Services. Termination of the Contract by the Vizitech Design Services will require a 60 day written notice to Putnam Development Authority.

2. Provision of Services
 Vizitech Design Services agrees to provide Putnam Development Authority with web hosting services consisting of website server space, internet access, domain name registration and such additional services as basic maintenance and consulting.

1. Acceptance
 By accepting this Agreement and using Vizitech Design Services' web hosting services, Putnam Development Authority agrees to be bound by all terms and conditions of this Agreement.

All services provided by Vizitech Design Services are determined by the hosting package selected by the Putnam Development Authority. The Customer will be notified by email prior to any server upgrades or disruptions. All conditions and policies stipulated in the following pages apply to the Customer

make your annual hosting and web connection fees all in one place. It also gives you 12 months of full service maintenance and minor updates and changes to your site after the site is launched. Your hosting fee breaks down to \$29.99 a month. this covers you web connection fee of \$13 per month (that is standard no matter where you go). The other \$16 per month covers the maintenance of the site and small changes as well as covers the connection fees that incur when linking your domain to the hosting platform.

To take advantage of this proposal and proceed with the project as outlined, Putnam Development Authority's next steps must be to:

- Accept the proposal as-is
- Discuss desired changes with Vizitech Design Services
- Finalize and sign the contract
- Submit an initial payment of 25% percent of total project fee

Once completed, Vizitech Design Services will contact Putnam Development Authority to schedule a project launch meeting to make introductions and gather information before beginning the work.

We are happy to make changes to project scope on Putnam Development Authority's request at any time, but may be subject to additional billing.

Once the project fee is paid in full to Vizitech Design Services, any elements of text, graphics, photos, contents, trademarks, or other artwork furnished to Putnam Development Authority for inclusion in website are owned by Putnam Development Authority.

Vizitech Design Services assumes Putnam Development Authority has permission from the rightful owner to use any code, scripts, data, and reports are provided by Putnam Development Authority for inclusion in its materials, and will hold harmless, protect, and defend Vizitech Design Services from any claim or suit arising from the use of such work.

Vizitech Design Services retains the right to display graphics and other web content elements as examples of their work in their portfolio and as content features in other projects.

This agreement becomes effective only when signed by agents of Putnam

Development Authority and Vizitech Design Services. Regardless of the place of signing of this agreement, Putnam Development Authority agrees that for purposes of venue, this contract was entered into in Georgia and any dispute will be litigated or arbitrated in Georgia.

The agreement contained in this contract constitutes the sole agreement between Putnam Development Authority and the Vizitech Design Services regarding all items included in this agreement.