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INVOICE

Cahoon & Cross, Inc.
1741 Cotton Farm Lane
PO Box 6066
Suffolk, VA 23433
www.cahoonandcross.com

TEL. 757.420.6944

Hampton Roads Planning District Commission
Attn: Katie Cullipher
The Regional Building
723 Woodlake Drive
Chesapeake, VA 23320

INVOICE #: 1958

Date: Oct 24 2016

Project Name: HRPDC 2016-2017 Regional
Environmental Education Campaign:
askHRgreen.org Year 2
/PICA-FY2016-CO1

Title: askHRgreen.org Public Relations
Strategy & Management

Job #: 1889

Description:

Includes public relations planning and strategy, meeting preparation and presentations, and public relations evaluation.

Scope Of Work **Cost**

Public Relations

Public Relations Consultation

\$797.50

Developed public relations overview for 2015-16 for All Hands Meeting. Reviewed PR survey results and analyzed for presentation. Attended All Hands Meeting. 7.25 hours.

Purchase Order #: PICA-FY2016-CO1

Total Due

\$797.50

Terms:

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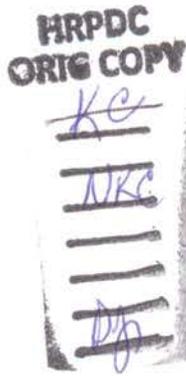
OCT 28 2016

HRPDC

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Date: 11/18/16 **Approval:** KRC

Element #: 213500 **Exp. Code:** 71000



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INVOICE #: 1959

Hampton Roads Planning District Commission
 Attn: Katie Cullipher
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 Chesapeake, VA 23320

Date: Oct 24 2016

Project Name: HRPDC 2016-2017 Regional
 Environmental Education Campaign:
 askHRgreen.org Year 2
 /PICA-FY2016-CO1

Title: askHRgreen.org Creative
 Development

Job #: 1890

Description:

Includes meetings and presentations, website updates, website programming as required, creative design support for the campaign, and Website hosting by Scarlett's Web. Services cover all four committees.

Scope Of Work	Cost
Creative/Design	
Creative Development	\$1,900.00
Monthly team meeting attendance. Development of materials, presentation and handouts to support the All Hands Meeting. 16 hours.	
Purchase Order #: PICA-FY2016-CO1	
Total Due	\$1,900.00

Terms:
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INVOICE #: 1961

Hampton Roads Planning District Commission
 Attn: Katie Cullipher
 The Regional Building
 723 Woodlake Drive
 Chesapeake, VA 23320

Date: Nov 10 2016

Project Name: HRPDC 2016-2017 Regional
 Environmental Education Campaign:
 askHRgreen.org Year 2
 /PICA-FY2016-CO1

Title: askHRgreen.org Search Engine
 Marketing Campaign

Job #: 1891

Description:

52-week Search Engine Marketing campaign provided by Pilot Media for committees including FOG, Water Awareness and Recycling & Beautification (\$4,941.18 per committee). Includes quarterly reports, presentations and media buying services.

Scope Of Work	Cost
Media Buy, SEM 2016-17	\$1,235.30
December Search Engine Marketing Campaign managed by Pilot-Media	
Purchase Order #: PICA-FY2016-CO1	
	Total Due \$1,235.30

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INVOICE #: 1960

Hampton Roads Planning District Commission
Attn: Katie Cullipher
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723 Woodlake Drive
Chesapeake, VA 23320

Date: Nov 10 2016

Project Name: HRPDC 2016-2017 Regional
Environmental Education Campaign:
askHRgreen.org Year 2
/PICA-FY2016-CO1

Title: HR Green 2016-2017 Stormwater ✓
Subcommittee Marketing

Job #: 1894

Description:

2016-2017 askHRgreen.org Stormwater Subcommittee promotional campaigns including radio, Facebook, online advertising and creative support for the media campaigns.

Scope Of Work	Cost
Media Buy, Search Engine Marketing Campaign 52-week search engine marketing provided by Pilot Media. Includes quarterly reports, presentations and media buying services. December	\$411.77
Purchase Order #: PICA-FY2016-CO1	
Terms: NET 30	
Total Due	\$411.77

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INVOICE #: 1957

Date: Oct 24 2016

Project Name: HRPDC 2016-2017 Regional
Environmental Education Campaign:
askHRgreen.org Year 2
/PICA-FY2016-CO1

Title: askHRgreen.org Consulting and
Management

Job #: 1888

Description:

Includes research, strategic campaign planning and analysis, promotional reporting, website reports, campaign evaluations, presentation development, twelve client planning meetings, two all-hands meetings, two planning advisor meetings, presentations and budget projections. Services cover all four committees.

Scope Of Work	Cost
Consulting	
Marketing Consultation	\$260.00
Attended All Hands Meeting. 2 hours	
Account Service	\$660.00
Prepared PowerPoint for All Hands Meeting. 6 hours	
Purchase Order #: PICA-FY2016-CO1	
Total Due	\$920.00

Terms:
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Chesapeake, VA 23320

INVOICE #: 1966

Date: Nov 21 2016

Project Name: HRPDC 2016-2017 Regional
Environmental Education Campaign:
askHRgreen.org Year 2
/PICA-FY2016-CO1

Title: askHRgreen.org Consulting and
Management

Job #: 1888

Description:

Includes research, strategic campaign planning and analysis, promotional reporting, website reports, campaign evaluations, presentation development, twelve client planning meetings, two all-hands meetings, two planning advisor meetings, presentations and budget projections. Services cover all four committees.

Scope Of Work **Cost**

Consulting

Account Service \$300.00

Review, prepare agenda and attend monthly team meeting. 3 hours.

Purchase Order #: PICA-FY2016-CO1

Total Due **\$300.00**

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Date: Nov 21 2016

Project Name: HRPDC 2016-2017 Regional
Environmental Education Campaign:
askHRgreen.org Year 2
/PICA-FY2016-CO1

Title: askHRgreen.org Public Relations
Strategy & Management

Job #: 1889

Description:

Includes public relations planning and strategy, meeting preparation and presentations, and public relations evaluation.

Scope Of Work	Cost
Public Relations	\$110.00
Participate in team teleconference and follow up with reminders regarding e-news and release deadlines.1 hour	
Purchase Order #: PICA-FY2016-CO1	Total Due \$110.00
Terms: NET 30	

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INVOICE #: 1968

Date: Nov 21 2016

Project Name: HRPDC 2016-2017 Regional
Environmental Education Campaign:
askHRgreen.org Year 2
/PICA-FY2016-CO1

Title: askHRgreen.org Creative
Development

Job #: 1890

Description:

Includes meetings and presentations, website updates, website programming as required, creative design support for the campaign, and Website hosting by Scarlett's Web. Services cover all four committees.

Scope Of Work	Cost
Creative/Design	\$326.56
Update online toolkit with COVA materials and programmer support with toolkit problem. 2.75 hours	
Purchase Order #: PICA-FY2016-CO1	Total Due \$326.56

Terms:

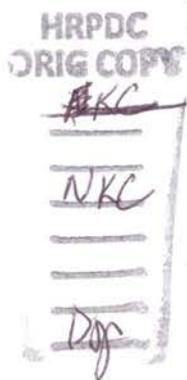
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Date: Nov 21 2016

Project Name: HRPDC 2016-2017 Regional
Environmental Education Campaign:
askHRgreen.org Year 2
/PICA-FY2016-CO1

Title: askHRgreen.org New Mobile
Responsive Website Development

Job #: 1897

Description:

Research, strategy (brand, user, content management), design and development for the new mobile-responsive askHRgreen.org website. Includes project management, research and strategy development, design, content creation and production, digital implementation, client training and expenses. The total budget for the responsive website is \$89,757.50 and the remainder will be expensed in the 2017-2018 budget.

Scope Of Work	Cost
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Creative/Design	\$6,697.50
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Moving forward with fleshing out on-page strategies, content strategies, content management for client review, remaining page wireframes and design, project prepping for developer. Includes organization and planning for migration over to new site; wireframing out additional pages, design content creation and production (content management and organization for client to review/edit/approve; working on UI design assets), 56 hours

Purchase Order #: PICA-FY2016-CO1

Total Due	\$6,697.50
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INVOICE #: 1970

Date: Nov 21 2016

Project Name: HRPDC 2016-2017 Regional
Environmental Education Campaign:
askHRgreen.org Year 2
/PICA-FY2016-CO1

Title: HR Green 2016-2017 Stormwater
Subcommittee Marketing

Job #: 1894

Description:

2016-2017 askHRgreen.org Stormwater Subcommittee promotional campaigns including radio, Facebook, online advertising and creative support for the media campaigns.

Scope Of Work	Cost
Creative/Design	
Creative support includes preparation and traffic of ads to media, loading Website sliders and quiz.	
Events Media	\$444.88
Set up and edits to Leaves Down the Drain campaign quiz. 1.75 hours	
Coordination of Leaves Down the Drain & Pet Waste campaign promotions. Work with client and radio stations to fulfill creative and promotional requirements. 2.50 hours	
Purchase Order #: PICA-FY2016-CO1	Total Due \$444.88

Terms:
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