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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 #: 1923

Date: Jul 29 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.

Scope Of Work	Cost
Consulting Team meeting preparation, meeting attendance, annual evaluation development, budget development and planning advisor meeting attendance. 5 hours	\$650.00
Purchase Order #: PICA-FY2016-CO1	Total Due \$650.00

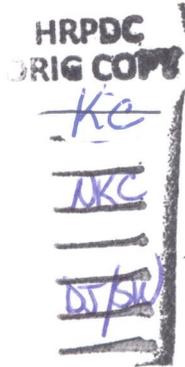
Terms:
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HRPDC
Date: 8/11/16 Approval: NRC
Element #: 213500 Exp. Code: 71000

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INVOICE #: 1920

Date: Jul 28 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

\$2,557.50

Finalized public relations ideas for 2016-2017. Prepared for and attended team and Planning Advisor meetings. Developed public relations surveys. Developed budget and updated public relations evaluation grid. 23.25 hours

Purchase Order #: PICA-FY2016-CO1

Total Due

\$2,557.50

Terms:

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Date: 8/11/16 **Approval:** KCC
Element #: 213500 **Exp. Code:** 71000



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Date: Jul 29 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 2016-17 creative design, copywriting, art direction, Website programming & maintenance, graphics, and production including: Website programming and content updates; SEO/SEM revisions and coordination

Scope Of Work	Cost
Creative/Design	
Creative Design	\$2,078.13
Client communications, team meetings, project management and planning. 17.50 hours	
Creative Design	\$2,553.13
Website support, content creation and maintenance. 21.50 hours	
Web site Hosting	\$1,011.83
Scarlett's Web - Enterprise Hosting Package 2016-17	

Purchase Order #: PICA-FY2016-CO1

Total Due **\$5,643.09**

Terms:

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INVOICE #: 1915

Date: Jul 27 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 search engine marketing, 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.	
SEM Media	\$823.54
Pilot Media, July and August	

Purchase Order #: PICA-FY2016-CO1

Total Due \$823.54

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INVOICE #: 1914

Date: Jul 27 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 (AUG) Search Engine Marketing Campaign provided by Pilot-Media. Includes a credit of \$411.77 for the Stormwater Committee's portion of the campaign invoiced to askHRgreen.org in July.	\$823.53

Purchase Order #: PICA-FY2016-CO1

Total Due **\$823.53**

Terms:

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Date: Jul 29 2016

Project Name: HRPDC 2016-2017 Regional
 Environmental Education Campaign:
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 /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.

Scope Of Work	Cost
Creative/Design	\$10,271.88
Includes research, strategy, content creation, design, project management, wire frames, production and meetings. 86.5 hours	
Purchase Order #: PICA-FY2016-CO1	Total Due \$10,271.88

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Date: Jul 29 2016

Project Name: HRPDC 2016-2017 Regional
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Title: askHRgreen.org Media &
Community Relations

Job #: 1898

Description:

Public relations media and community outreach. Includes news release development for six releases each requiring writing, editing, approval and submission coordination, distribution to media/committees, social media missives, media follow-up, interview coordination and management, and talking points development. Locality presentation development and media ambassador training is included.

Scope Of Work	Cost
Public Relations WTVZ-TV interview rescheduling and coordination. Talking points revisions and approvals, Pinnacle Award announcement development. Beach closures/tips news release development, revisions and distribution. Social media missive development and submission. Media follow-up. 25.25 hours	\$2,557.50
Miscellaneous Expenses Conference call re: WTVZ-TV interview rescheduling.	\$6.39
Purchase Order #: PICA-FY2016-CO1	Total Due \$2,563.89

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Date: Jul 29 2016

Project Name: HRPDC 2016-2017 Regional
Environmental Education Campaign:
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/PICA-FY2016-CO1

Title: askHRgreen.org Newsletters &
Publications

Job #: 1899

Description:

Conceptualizing and production of six e-newsletters including writing, editing, approval process management, creative design, Constant Contact fees and list maintenance.

Scope Of Work	Cost
Public Relations Edited, proofed and finalized July-August e-news issue. 5.75 hours	\$615.00
Miscellaneous Expenses Constant Contact monthly service fee and teleconference.	\$125.16
Creative/Design Creative design of newsletter. Client communication, changes, approval, list management and submission. 4 hours	\$475.00

Purchase Order #: PICA-FY2016-CO1

Total Due \$1,215.16

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