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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

INVOICE #: 1924

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

**Date:** Aug 22 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**

**\$411.77**

52-week search engine marketing provided by Pilot Media. Includes quarterly reports, presentations and media buying services. September

**Purchase Order #:** PICA-FY2016-CO1

**Total Due**

**\$411.77**

**Terms:**

NET 30

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Date: 8/25/16 Approval: KRC  
Element #: 237200 Exp. Code: 71035

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**Date:** Aug 22 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
<b>Media Buy, SEM 2016-17</b>	<b>\$1,235.30</b>
September Search Engine Marketing Campaign managed by Pilot-Media	
<b>Purchase Order #:</b> PICA-FY2016-CO1	
<b>Terms:</b>	
NET 30	
<b>Total Due</b>	<b>\$1,235.30</b>

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## INVOICE #: 1935

**Date:** Aug 26 2016

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

**Title:** askHRgreen.org Public Relations  
Promotions

**Job #:** 1900

**Description:**

Special promotion to promote the askHRgreen.org campaign. Includes writing, editing, coordination and creative design support. Stormwater will not share in the joint promotion.

Scope Of Work	Cost
<b>Public Relations</b>	
<b>Copywriting</b>	\$192.50
Revisions to PR survey.	
<b>Purchase Order #:</b> PICA-FY2016-CO1	
<b>Total Due</b>	<b>\$192.50</b>

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**Date:** Aug 26 2016

**Project Name:** HRPDC 2016-2017 Regional  
Environmental Education Campaign:  
askHRgreen.org Year 2  
/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. All committees will have featured content.

Scope Of Work	Cost
<b>Miscellaneous Expenses</b>	
<b>E Newsletter Services</b>	\$118.75
Constant Contact monthly fee	
<b>Creative/Design</b>	
<b>Art Direction</b>	\$475.00
Changes and loading content for July-Aug newsletter. 4 hours	
<b>Purchase Order #:</b> PICA-FY2016-CO1	
	<b>Total Due</b> \$593.75

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**Date:** Aug 26 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
<b>Creative/Design</b>	
<b>Web/Interactive Development</b>	\$1,140.00
Posting designs to prototype app for presentation. Meeting preparation and presentation of strategy and design to Advisory Committee. Follow up with content review for each committee. Dividing current web copy among committees for review in preparation for transfer to new site. 9.6 hours	
<b>Materials</b>	\$500.00
Hard copy comprehensive designs for presentation.	

**Purchase Order #:** PICA-FY2016-CO1

**Total Due** \$1,640.00

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**Date:** Aug 26 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.

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**Scope Of Work** **Cost**

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**Public Relations**

<b>Public Relations Consultation</b>	\$467.50
Finalized PR value for 2015-2016. Attended team meeting. Brainstorming for FOG and R&B promotional concepts. 4.25 hours	

**Purchase Order #:** PICA-FY2016-CO1

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**Total Due** **\$467.50**

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**Terms:**

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**Date:** Aug 26 2016

**Project Name:** HRPDC 2016-2017 Regional  
Environmental Education Campaign:  
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**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
<b>Consulting</b>	
<b>Marketing Consultation</b>	\$845.00
Develop budgets. Meeting preparation and team meeting. 6.5 hours	
<b>Account Service</b>	\$170.00
Budget revisions and finalize Promotional Evaluation for 2015-16. 1.7 hours	

**Purchase Order #:** PICA-FY2016-CO1

**Total Due** \$1,015.00

**Terms:**

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