

DISCOVER YOUR RHYTHM

WORK•PLAY•LIVE  
DOWNTOWN

# Downtown Development District

Request for Proposal For Branding Services  
RFP #RF-2009-05



Prepared by Hess Marketing  
April 27, 2009



# History of HM

Hess Marketing (HM) is a full service marketing and branding agency. Our experience ranges from statewide advertising campaigns to brand development for non-profit organizations, corporations and special events. For more than 16 years, HM's success has been based on the success of our clients. When branding a place, product or organization, HM seeks to achieve not only a cohesive, binding message, but also a message that can resonate and be re-communicated by a company's most important medium - it's audience.

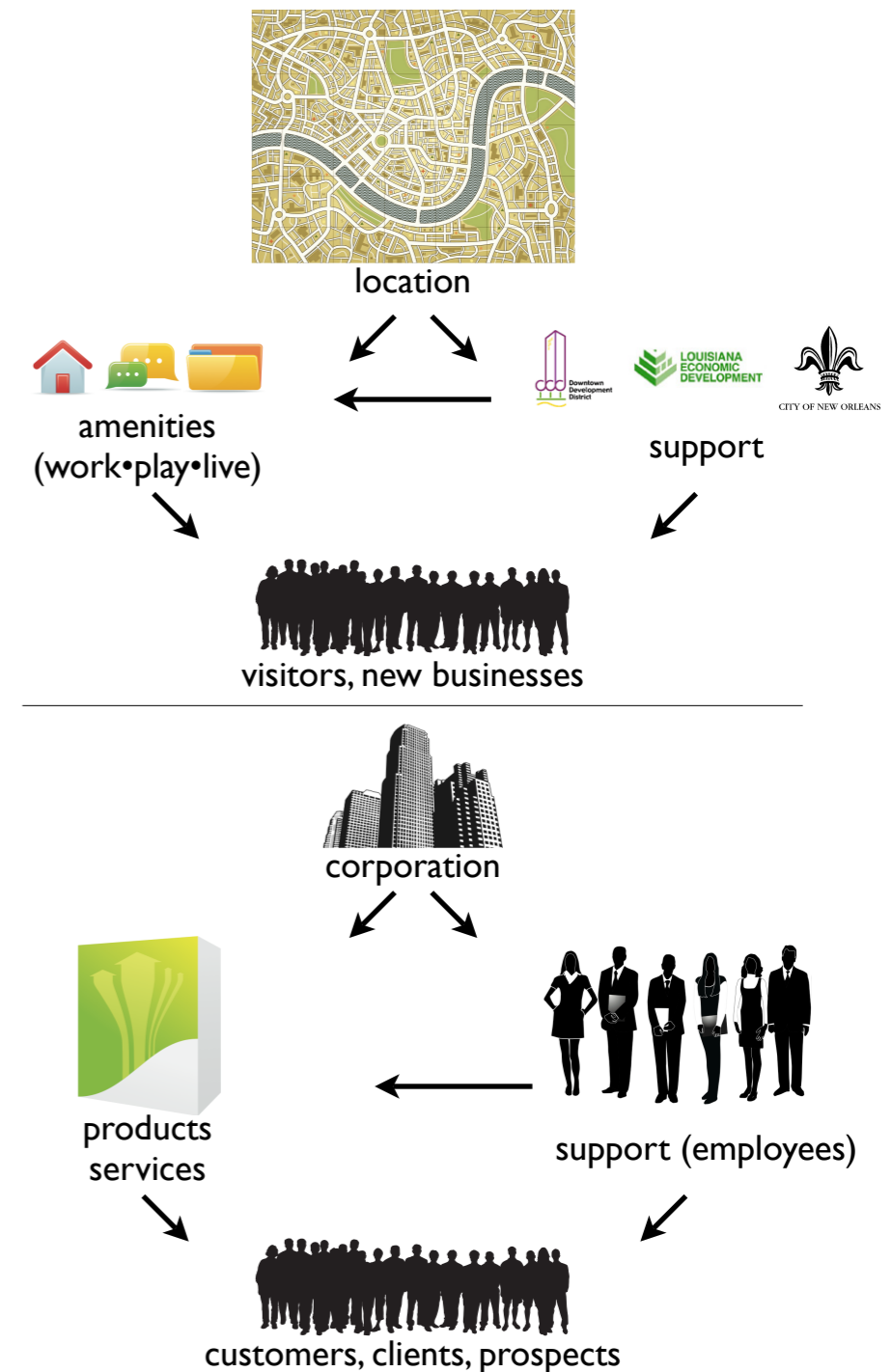
HM's branding experiences include, but are not limited to, michelle y williams gallery, Project 3090 Music Festival, CommTech Industries, Hertzak Laser Center and the NO/AIDS Task Force.

HM views Downtown New Orleans (DNO) as a complex corporation rather than just a location. The DDD is one of many components that make the downtown area work and operate in a cohesive and synergistic manner. DNO and the DDD are in need of an overarching message that will deliver promises and opportunity, and will also create cohesiveness between all the various aspects of DNO and DDD.

Like any corporation, cities are comprised of multiple, interconnected components that are all fashioned to work as one functioning entity. In addition, corporations offer multiple products and services to satisfy their customers, while cities offer similar tangible objects (housing, entertainment, business). Like branding any major corporation that offers various products and services, a city requires this same approach. A brand strategy gives a city a distinct vision and sight for the impact it will have, and like a corporation, if a city does not have a singular vision it cannot communicate the impact it's various components will create.

HM sees place branding as not just branding a specific location, but rather bringing multiple elements together under a singular, overarching message. HM has conducted this process for special events, corporations, non-profit organizations and more.

## Location vs Corporation Connections



# HM Branding Philosophy

HM approaches branding by finding a message that is more than just a tag line, slogan or list of values for a company. HM takes on the challenge of finding a message and/or theme that brings together not just a corporation, but also its audiences, with an overarching idea and concept. We feel strongly that a brand should not just be something broadcasted throughout a corporation, but rather should connect people and business together through a core belief. In addition, the brand message does not stop once it is presented, rather it should be taken by your audience and grown externally.

We believe a company's best advertising medium is its employees, clients and customers. These are your brand ambassadors. These are the individuals that grow your brand. That is why it is extremely important to develop a message that connects with and is accepted by these individuals.

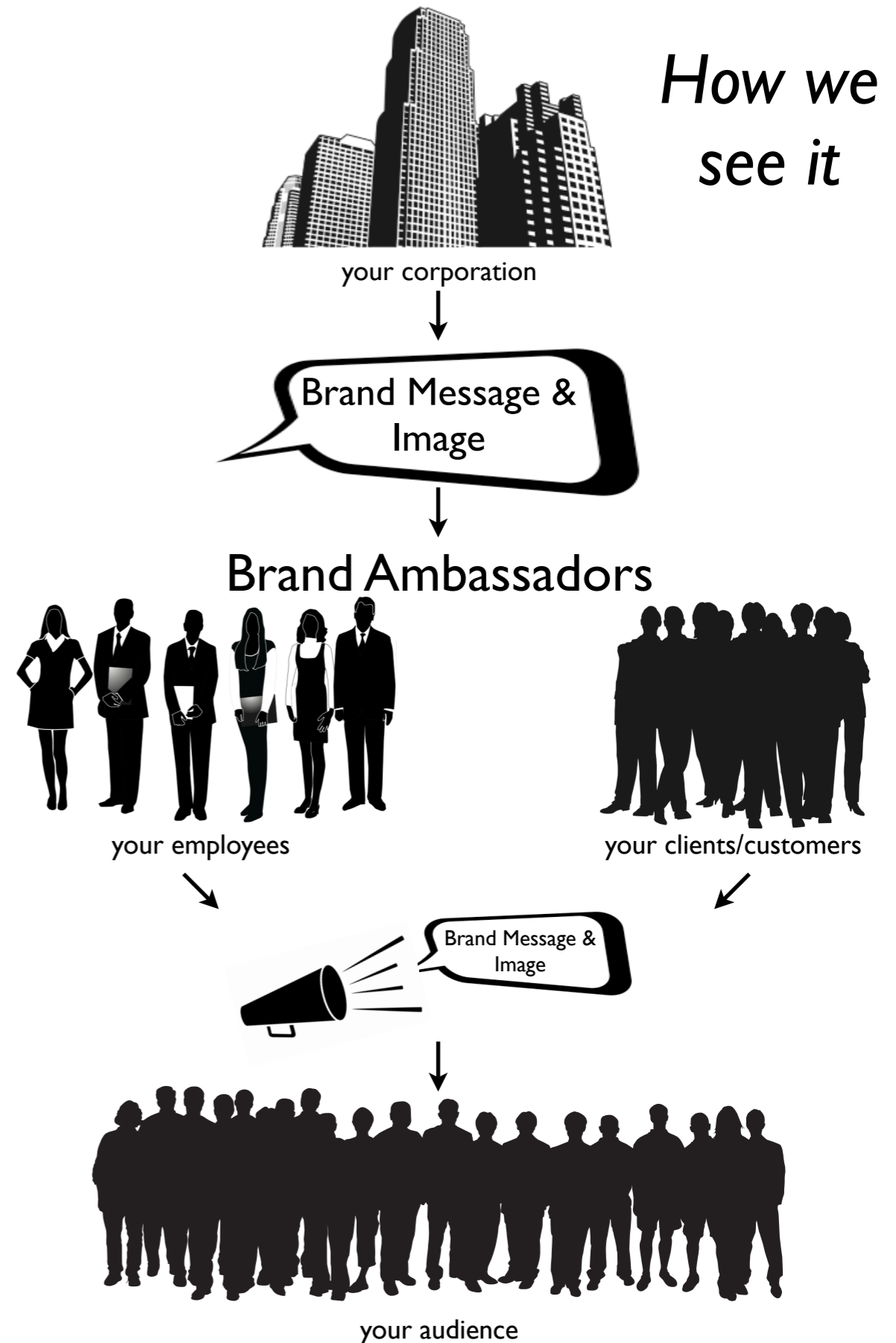
The biggest challenge any company faces is finding an overarching message that encompasses everything the organization does and satisfies everyone. We try to determine the connecting points between a company and its audiences. Through discovering these connection points, we then determine what holds the most meaning and we build from there.

We believe you cannot just develop a tag line and hope for success. We feel strongly about developing a brand promise that a company can deliver to allow for a memorable experience. For in the end, it is all about the experience your audience has. This is why it so important to develop a brand message that is accurate and correlates directly with the experience you are offering.

## HM Design Approach

HM believes the second most important aspect to a brand is the graphic representation of the message. A brand message can be portrayed visually by incorporating the various brand themes.

When someone can connect with a brand's message and image, that connection has the opportunity to make more of an impact. Our philosophy is to graphically represent the brands promise, mission and values. A brand is only half complete when the graphic element does not sync with the brand message.



# Project Phases/Timeline

Task	Week							
	1	2	3	4	5	6	7	8
<b>Develop Marketing Strategy</b> (Research, Brand Development, Target Segment Profiles, Creative Messaging, Creative Identity, Marketing Strategies/Channels, Implementation Tactics, Timeline and Metrics)	x	x	x	x	x	x	x	x
<u>Progress Report #1 - Review Research, Target Audience Profiles</u>			<u>x</u>					
<u>Progress Report #2 - Review Brand Development, Campaign Messages</u>							<u>x</u>	
<b>Phase 1 - Discovery (Research) Weeks 1-2</b>	x	<u>x</u>						
Review DDD market research	x							
Conduct primary research on other cities	x	x						
Outreach to tourism commission, economic development organizations and the city of New Orleans	x	x						
Develop Target Audience Profiles (demographics, psychographics)		x						
<b>Phase 2 - Assessment (Brand Strategy) Weeks 3-6</b>			x	x	x	x		
Downtown Brand Strategy (values, mission, promise, tagline, story)			x	<u>x</u>				
Downtown Messaging Platform (Develop target segment messages, key words/phrases)					x	<u>x</u>		
<b>Phase 3 - Create Identity (Visual Development) Weeks 7-10</b>							x	x
Downtown Visual Identity Development (logo, color palette, fonts and guidelines)							x	<u>x</u>

HM has broken down the project into five stages. Throughout the contract period, HM will be developing the complete marketing strategy, for much of the content will be being developed during this period. This will allow HM to work with the DDD to ensure all messages, strategies and tactics are realistic and obtainable, given the DDD's budget, size and goals.

HM will also conduct primary market research in addition to the market research provided by the DDD. HM wants to ensure complete target audience profiles and analysis before moving into brand message and strategy.

Before a logo and brand image can be developed, HM feels it is important to have all the core messaging components in place. The visual elements will build from this.

Key: x = Week Task Completed

# Project Phases/Timeline

Task	Week								
	9	10	11	12	13	14	15	16	17
<b>Develop Marketing Strategy</b> (Research, Brand Development, Target Segment Profiles, Creative Messaging, Creative Identity, Marketing Strategies/Channels, Implementation Tactics, Timeline & Metrics)	x	x	x	x	x	x	x	x	x
Progress Report #4 - Present Strategies, Tactics				x					
Progress Report #5 - Marketing Strategy Presentation (Campaign creatives, timeline, metrics)									x
<b>Phase 3 - Create Identity (Visual Development) Weeks 7-10</b>	x	x							
DDD Visual Identity Enhancement (logo, color palette, fonts, etc...)	x	x							
<b>Phase 4 - Implementation (Marketing Materials) Weeks 11-15</b>			x	x	x	x	x	x	
<b>Downtown Web site Development</b>			x	x	x	x	x	x	
Outline/Web site strategic plan			x						
Design				x	x	x	x		
Copywriting				x	x				
Test								x	
<b>DDD Marketing Templates</b>			x	x					
<b>Phase 5 - Roll Out (Metrics &amp; Presentation) Weeks 15-16</b>							x	x	x
Establish Qualitative and Quantitative Metrics							x	x	
Marketing Strategy Presentation									x

Before developing the Web site, HM will develop the brand message and image. The Web site functionality and design will build off of these elements.

The completed marketing strategy will be delivered in the form of a presentation. HM will supply hard copies of the presentation for DDD's internal use.

Key: x = Week Task Completed

## Case Studies



### **CommTech Industries**

CommTech Industries is the leading IT company in the Gulf South. Following Hurricanes Katrina and Rita, CommTech Industries underwent internal restructuring with the services and products they offered. Traditionally, CommTech Industries offered clients ongoing IT planning, maintenance and monitoring, including everything from workstation support to antivirus protection. Recently, CommTech Industries restructured their offerings to include new age business solutions such as business phone systems, video conferencing, off-site backup and much more.

With these new offerings, CommTech Industries felt they needed to update their brand platform in order to communicate their new structure. Previously, CommTech Industries' brand position was, "the most trusted and experienced IT company in the Gulf South."

HM faced the challenge of taking multiple services and solutions and tying them in with an overarching brand message and theme. In addition, CommTech Industries wanted a brand promise that was more compelling than what they previously had.

### **Brand Objective:**

Create an overarching, compelling brand message and theme that would serve as an umbrella to include the various services and solutions CommTech Industries offers.

### **Brand Message:**

External Theme: Your Business Re•Defined

Internal Theme: Helping your business work smarter, faster and better - overall saving you time and money.

### **Brand Rationalization:**

Through research and analyzing CommTech Industries' current and prospective customers, we learned that added value is the biggest issue when electing to work with an IT company. Simply, CommTech Industries needs to save a company money in order to be justifiable as a business expense. We decided to focus on the business impact CommTech Industries can create. Your Business Re•Defined is a compelling message to show customers the value they can add to their business when they utilize CommTech Industries' services.

CommTech Industries is able to fulfill their brand promise by focusing on their mission of helping companies work smarter, faster and better through IT. To tie the entire concept together, CommTech Industries' employee's values revolve around the idea that if they cannot save you time and money then you do not need them.

This brand message of Your Business Re•Defined was not only expressed in all external communication with clients and prospects, but was also visually represented through the use of phonetics in the tag line. In addition, HM played off the re•defined concept to portray how any service or solution CommTech Industries offers will re•define your business in order to help you work smarter, faster and better.

## About CommTech

### **CommTech**

Comm•Tech |kom•tek|  
verb [corp.]

Since 1991, CommTech has been the regional leaders in re•Defining the way companies do business through implementing IT services and solutions. CommTech helps businesses work smarter, faster and better to save you time and money. Simply put, if we can't help you work more efficiently, then you don't need us.

Our success is built on the success of our clients, that is why we are proud to be the most trusted and experienced name in IT in the Gulf South.

DISCOVER YOUR RHYTHM WORK•PLAY•LIVE



Is your business disaster **proof?**

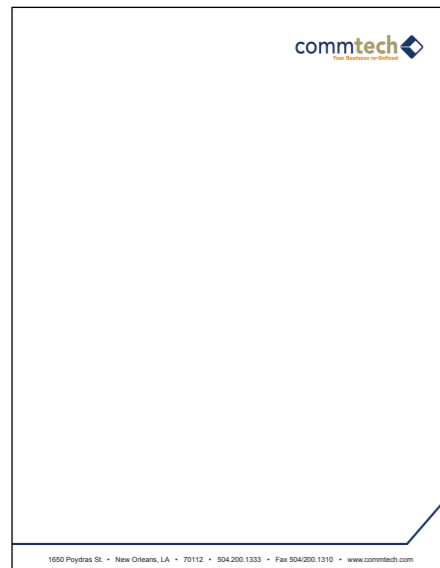
**DANGER**

Disaster Recovery **re•Defined**

CommTech has **re•Defined** disaster recovery planning to help make companies react smarter, faster, better. Overall saving you time and money through IT.

Go to [commtech.com/disaster](http://commtech.com/disaster) to see how CommTech can **re•Define** your business.

## Direct Mail



## Stationery

## Business Card

your office then

your office **re•Defined**

Do you remember the way an office used to be defined? CommTech is **re•Defining** the way companies think about business. Allow business to be conducted from anywhere at anytime. The bottom line, we save you time and money with IT.

Go to [commtech.com/office](http://commtech.com/office) to see how CommTech can **re•Define** your business today!

## Print Ad

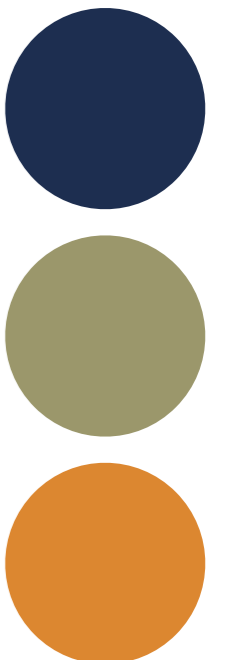
### Fonts

Headline Font  
Helvetica Medium, 30 pt,  
Condensed 2.7

**Emphases Font**  
**Arial Black, 10 pt**

Text font  
Arial Regular, 10 pt

### Color Pallet



# Case Studies



## **Project 3090**

On September 9, 2009, New Orleans will be introduced to another extraordinary music festival. Project 3090 is an all green music festival experience. In partnering with Idea Village, Don Kelly has set out to create a one-of-a-kind music experience in New Orleans.

Project 3090 needed a complete brand message and image package. The one structured component that was to be incorporated into the branding was the green aspect of the festival. John Evans of HM and Reid Stone of Hero Farm partnered to create a distinct vision and truly unique marketing position for this festival.

### **Brand Objective:**

Create a unique green music festival that offers an experience like no other, locally or regionally, by providing a green experience.

### **Brand Message:**

External Theme: The intersection of sound and stability

Internal Theme: Where green technology, music, art and life converge

Brand Value: Creating a green experience to stimulate lifelong advocacy and social change

### **Brand Rationalization:**

The primary creative positioning point for the festival was location. The name 3090 refers to the geographic coordinates for New Orleans. All aspects of the campaign resolved around this location as being the point where green life, music, art and technology come together.

New Orleans has a strong music festival record, and project 3090 needed additional aspects, in addition to being a green festival, to separate itself from local festivals such as JazzFest and Voodoo Fest. Through intense research, we determined to focus on this festival being a green experience, rather than just a music festival. Through highlighting green technology, art and life, in addition to music, Project 3090 was able to position itself as a life experience greater than just a music festival.

Our brand promise, value and mission were all centered around the concept of a green lifelong experience. We wanted to ensure these elements not only connected with our audience, but would also be able to be re-communicated. We saw our audience as brand ambassadors, meaning they would be the ones to create meaning from the brand platform we created and give it longevity. This was a key component to the success of the campaign.



# Project Work Staff

## **President/Creative Director – Eric Hess**

**Title:** President/CEO Hess Marketing

**Years of Experience:** 24+

**Past Experience:**

Vice President of Sackett Advertising

Senior Account Manager of Sackett Advertising

Reporter/Assignment Editor –WVUE Television

**Education:** Loyola University, B.A. Broadcast Journalism  
(Secondary in Marketing)

**Past Project:** Federal Emergency Management Agency –  
Department of Homeland Security

**Work Dates:** Dec. 2005 - present

**Responsibilities:** Managed the regional and statewide  
multi-media campaign to reach out to those affected by  
Hurricane Katrina and now Hurricane Gustav.

**Past Project:** NO/AIDS Task Force 25<sup>th</sup> Anniversary  
Outreach Campaign

**Responsibilities:** Conducted a multi-parish, multimedia  
campaign that celebrated the 25<sup>th</sup> anniversary of the  
organization and at the same time made individuals aware of  
all the services the organization offers.

## ***Industry Recommendation***

“Eric Hess’ advertising campaigns were creative and  
effective. He did an outstanding job for the New Orleans  
Opera Association and earned my confidence.” - *John C.  
Lovell, former president of the New Orleans Opera Association*

## **Customer Reference:**

Ann Bliss Morris

Department of Homeland Security, Contracting Officer

225-389-5732

[ann.morris@dhs.gov](mailto:ann.morris@dhs.gov)



## **Past Projects:**



**FEMA**



A PARTNERSHIP FOR LIFE

# Project Work Staff

## **Brand Strategist – John Evans**

**Title:** Brand Strategist, Hess Marketing

**Years of Experience:** 3

**Past Experience:** 1460 The Fan, Production, Columbus OH

**Dates:** December 2005 – April 2006

**Education:** The Ohio State University, B.A. in Strategic Communications

**Past Project:** Project 3090 – A new green alternative music festival to feature green life, art and technology in New Orleans in September 2009.

**Responsibilities:** Developed brand strategy, message, position and image for the entire festival. Developed multimedia strategy to recruit volunteers and interns. Developed grassroots advertising strategy.

**Work Dates:** December 2008 – January 2009

**Past Project:** Hertzak Laser Center – A cosmetic aesthetics practice in Slidell, Louisiana

**Responsibilities:** Developed brand message, position and image. In addition, developed complete multimedia advertising plan. Coordinated production for print, outdoor, Web design and video production.

**Work Dates:** January 2009 – present

## ***Industry Reference Quote***

“John is an excellent marketing account manager, always bringing a great level of organization, efficiency, innovation, and effectiveness to clients' campaigns. He is proficient in numerous arenas, including emerging media strategies. Fully immersed in all aspects of marketing, he is constantly keeping up with and in the know regarding changes in the industry. John brings a multitude of talents to the table for each client, providing a strong foundation for all marketing efforts he directs.” – Gia Sausse, Bulls Eye Media, President (November 2008)

## ***Customer Reference:***

Don Kelly

Project 3090 Founder

[don@donkellyproductions.com](mailto:don@donkellyproductions.com)

504-616-3948



## ***Past Projects:***



# Project Work Staff

## **Media Relations Director – Margie Hall**

**Title:** Media Relations Director, Hess Marketing

**Years of Experience:** 5

**Past Experience:** Discovery Communications

**Dates:** May 2004- October 2006

**Past Experience:** KaBOOM!

**Dates:** October 2006- August 2007

**Past Experience:** KVB Public Relations

**Dates:** August 2007- September 2008

**Education:** Texas Christian University, B.A. in Public Relations/ Advertising

**Past Project:** Fannie Mae/ KaBOOM! Playground Build—400 volunteers built five playgrounds across the city of New Orleans in one day with the help of Fannie Mae

**Responsibilities:** Managed communications, media relations and community outreach leading up to and during the one-day event. Secured Fox News and ABC.com national hits for project.

**Work Dates:** September 2006 – February 2007

**Past Project:** Passport to Europe with Samantha Brown—Popular Travel Channel television series

**Responsibilities:** Managed all publicity and talent relations for Passport to Europe with Samantha Brown. Secured media hits in: CNN American Morning, Money Magazine, TV Guide, Entertainment Weekly and LA Times

**Work Dates:** May 2004 – October 2006

## ***Customer Reference:***

Randy McClain

Business Editor, Tennessean

615-259-8882

[ramcclain@tennessean.com](mailto:ramcclain@tennessean.com)



## ***Past Projects***



# Project Work Staff

## **Graphics Director – David Philastre**

**Title:** Graphics Director

**Years of Experience:** 7

**Past Experience:** J.Kind Designs

**Dates:** November 2003 – January 2008

**Education:** Remington College - Associates Degree in Graphic Design

**Past Project:** CommTech Industries Web site Redesign

**Responsibilities:** Fully redesigned from start to finish a 70 plus page html Web site. Responsible for all layouts, graphics, text and navigation.

**Past Project:** Shell Pipeline Quarterly Newsletter

**Responsibilities:** Develop full layout, typesetting and graphic design for a 16-page full color quarterly newsletter. The client has been so happy with the newsletter that during a recent wave of budget cuts, they elected to keep the newsletter.

**Programs:** Adobe Creative Suite 4 InDesign, Photoshop, Illustrator, Dreamweaver, Fireworks, Quark

## **Customer Reference:**

Bruce White

Coconut Beach Volleyball Complex

[white323@cox.net](mailto:white323@cox.net)

504-669-3490

## **Past Projects**

**commtech**   
Your Business re•Defined



## Project Work Staff

### **Senior Account Manager – Traci Donellan Howerton**

**Title:** Senior Account Manager/Former Public Relations Director, Hess Marketing, May 2007-present

**Years of Experience:** 8

**Previous Experience:** Creative Director, Creative Marketing Sales, May 2001-May 2007

**Education:** Nicholls State University, 2001, B.A. in Mass Communication with a concentration in Public Relations and Broadcast Journalism. University of New Orleans, 2007, M.A. in History.

**Associations:** Board Member, University of New Orleans International Alumni Association, 2008-present; Lead Volunteer, Animal Rescue New Orleans

Traci Donellan Howerton was previously the Public Relations Director at Hess Marketing. In this capacity, she specialized in media relations, event planning and fundraising. Ms. Howerton focused on securing media coverage for clients, writing press releases, developing story pitch ideas and copywriting for newsletters, brochures, Web sites and support materials. As Senior Account Manager, Ms. Howerton executes all management programs and coordinates the daily operations for accounts. She is also the copywriter for all print and Web projects. In addition, she assists with the development of business presentations. Accounts Ms. Howerton has worked on include: FEMA, NO/AIDS Task Force, LA REALTORS Association, Fowler Rodriguez Valdes-Fauli, Shell Pipeline, Nathan Laser Institute, michelle y williams gallery, Hertzak Laser Center, NOLAGREEN Landscaping.

**Past Project:** *Louisiana REALTOR Association State-wide Media Tour* - The objective of the media tour was to promote consumer awareness of the association's new Web site - RealEstateLouisiana.com. In order to achieve this goal, a statewide press release was sent out via a national distribution service announcing the launching of the site. Television appearances, radio interviews and print interviews were secured in seven major cities in Louisiana: New Orleans, Baton Rouge, Lake Charles, Shreveport, Monroe, Lafayette and Alexandria. Ms. Howerton scheduled and coordinated all media appearances. A clipping service tracked all print and television coverage. The media tour was very successful in terms of exposure for the new consumer Web site.

### ***Customer Reference***

"Supercharged marketing copy and flawless writing. Traci is talented in these areas; all it took was one conversation to get our project underway. She is professional and thorough-and a pleasure to work with. I'll enjoy working on more projects with Traci in the future." - *Mark Arenales, president, NOLAGREEN Landscaping*

Mark Arenales  
NOLAGREEN Landscaping, *President*  
504-701-4004  
[mark@nolagreenlandscaping.com](mailto:mark@nolagreenlandscaping.com)



### ***Past Projects***



# Project Work Staff

## **Media Buyer/Planner– Gia Sausse**

**Title:** President/Media Buying Manager, Bulls Eye Media

**Years of Experience:** 12+

**Dates:** February 1997 - Present

### **Past Experience:**

- Senior Media Planner at Morgan Joanen
- Client Services Supervisor at LCI - McCann Erickson
- Media Director at Logan Marketing
- Vice President/Media Director at Sackett Executive Consultants

**Education:** Louisiana State University, B.A. Journalism (Major: Advertising, Minor: History)

**Past Project:** Tobacco Free Living - Louisiana Department of Health and Hospitals

**Work Dates:** 2004-2005

**Responsibilities:** Managed the statewide multi-media planning and placement for the campaign; negotiated high level of bonus match ratios from media outlets

**Past Project:** Job1 - City of New Orleans Workforce Partnership

**Responsibilities:** Converted what had previously been a paid classified ads campaign budget to a television campaign. The TV campaign provided exponentially higher results, and led to the creation of re-branding the City of New Orleans Workforce Partnership, which become well-known in it's efforts as "Job1".

## **Industry Recommendation**

“Gia Sausse is both experienced and knowledgeable as a media advisor. In my case she was particularly valuable in acquainting me with the media outlets and dynamics of a new market, and helping to identify the best channels for promoting a new brand. She's also very creative, familiar with new and emerging media, and sensitive to the budget parameters of her clients, working to get the most impact from available media dollars. I hope to have the opportunity to work with Gia on more campaigns in the future.” April 8, 2009 - *Carl J. Schindler, General Manager, NewOrleans.com* – hired Gia as a Media Planner in 2008

## **Customer Reference:**

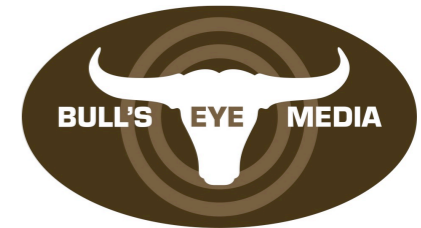
*Gia serves as the Media Planner/Buyer for NBA Events and Attractions*

Contact: Erin Alexander

Manager of Events and Attractions

National Basketball Association

[EAlexander@NBA.com](mailto:EAlexander@NBA.com)



*Note: Bulls Eye Media is a subcontracted company. Bulls Eye Media is not a certified DBE Corporation*

## **Past Projects**



# Additional Documents

Exhibit A, Exhibit B, Balance Sheet, Lines of Credit,  
Liabilities, Exhibit C

EXHIBIT "A"

PROPOSER'S AFFIDAVIT

STATE OF LOUISIANA  
PARISH(COUNTY) OF ORLEANS PARISH

\_\_\_\_\_, being first duly sworn,  
deposes and says:

( ) Individual Only: That he is an individual doing business under the name of \_\_\_\_\_ at \_\_\_\_\_ in the City of \_\_\_\_\_ State of \_\_\_\_\_.

( ) Partnership Only: That he is the duly authorized representative of a partnership, doing business under the name of \_\_\_\_\_ at \_\_\_\_\_ in the City of \_\_\_\_\_ State of \_\_\_\_\_.

(☒) Corporation Only: That he is the duly authorized, qualified and acting President of Hess Marketing a corporation organized and existing under the laws of the State of LOUISIANA.

and that said Individual, Partnership or Corporation is filing herewith proposal(s) to the Downtown Development District in conformity with the attached specifications.

Individual Only: Affiant further says that following is a complete and accurate list of the names and addresses of all persons interested in said proposed contract(s):

<u>NAME</u>	<u>ADDRESS</u>
_____	_____
_____	_____
_____	_____
_____	_____

Affiant further says that he is represented by the following resident agents in the City of New Orleans

NAME

ADDRESS

_____	_____
_____	_____
_____	_____
_____	_____

Partnership Only: Affiant further says that the following is a complete and accurate list of the names and addresses of the members of said partnership:

NAME

ADDRESS

_____	_____
_____	_____
_____	_____
_____	_____

Affiant further says that said Partnership is represented by the following resident agents in the City of New Orleans.

NAME

ADDRESS

_____	_____
_____	_____
_____	_____
_____	_____

Corporation Only: Affiant further says that the following is a complete and accurate list of the officers and directors of said corporation listed on the most current annual report on file with the Secretary of State:

President	<u>Eric Hess</u>
Vice President	_____
Secretary	<u>FRANK THAXTON</u>
Treasurer	_____
Manager or Agent	_____

and the following officers are duly authorized to execute contracts on behalf of said corporation:

John Evans  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Affiant further says that the Proposal, filed herewith are not made in the interest of or on behalf of any undisclosed person, partnership, company, association, organization or corporation; that such proposals are genuine and not collusive or sham; that proposer has not solicited any other proposer to put in a false or sham bid, has not directly or indirectly, colluded, conspired, connived or agreed with any proposer or anyone else to put in a sham proposal, or refrain from submitting proposals, that said proposer has not in any manner, directly or indirectly, sought by agreement, communication or conference with anyone to fix the proposal price of said proposer or of any other proposer, or to fix any overhead, profit, or cost element of such proposal price or that of any other proposer, or to secure any advantage against the DDD or anyone interested in the proposed contract; that all statements contained in such proposal are true; that said proposer has not, directly or indirectly, submitted his proposal price or any breakdown thereof or the contents thereof, or divulged information or data relative thereto, or paid or agreed to pay, directly or indirectly, any money, or other valuable consideration for assistance or aid rendered or to be rendered in procuring or attempting to procure the contract above referred to, to any corporation, partnership, company, association, organization or to any member or agent thereof, or to any other individual, and further that said proposer has not paid or will not pay or agree to pay, directly or indirectly, any money or other valuable consideration to any corporation, partnership, company, association, organization or to any member or agent thereof, or to any other individual, for aid or assistance in securing contracts above referred to in the event the same are awarded to

Hess Marketing  
\_\_\_\_\_  
NAME OF INDIVIDUAL, PARTNERSHIP OR CORPORATION

Further affiant saith not.

Signed By: [Signature]  
Title: President

Sworn to before me and subscribed in my presence this 23 day of April, 2009.

[Signature]  
\_\_\_\_\_  
NOTARY PUBLIC  
LSBA BARROLL # 12714  
FRANK H. THAXTON, IV  
MY COMMISSION IS FOR LIFE  
CALDO PARISH, LOUISIANA

REQUEST FOR PROPOSALS  
FOR BRANDING SERVICES  
FOR THE DOWNTOWN DEVELOPMENT DISTRICT  
OF THE CITY OF NEW ORLEANS  
RFP #RF-2009-05

QUALIFICATION FORM

**INSTRUCTIONS:**

Proposers/contractors shall present evidence that they are fully competent and have the necessary ability, experience and resources to fulfill the requirements as stipulated herein.

Certain minimum qualifications are set forth herein which shall be met in order for a proposal to be considered. Proposers/contractors unable to comply with the minimum requirements shall be disqualified.

All proposers/contractors must submit this Qualification Form with all questions completely answered. The information shown on the financial balance sheet required in this qualification Form will be held confidential.

(A) Minimum Experience Requirements:

The proposer/contractor warrants that he has the following qualifications:

1. That the individual, partnership, or corporation making this proposal has been continuously engaged in branding services for at least a three (3)-year period preceding the proposal deadline.

For purposes of verification, the following information must be provided:

Name of Firm: Hess Marketing  
Business Address: 650 Poydras St. Suite 1550, New Orleans, LA 70130  
Business Telephone Number: 504-522-4377

If an Individual:

Date started in business: \_\_\_\_\_

If a Corporation:

When Incorporated: 1993

If a Partnership:

Date of Organization: \_\_\_\_\_

General or Limited Partnership: \_\_\_\_\_

Contract Recorded: \_\_\_\_\_

County or Parish, State, and Date

2. List below three (3) business organizations who can attest to the continuous operation of your branding service firm over the past five (5) years:

a) Company Name: CommTECH

Address: 1615 Poydras St. New Orleans, LA

Contact Person: Darryl d'Aquin

Telephone Number: 504-200-1333

b) Company Name: Simon Peragine Smith RedFearn

Address: 1100 Poydras St, New Orleans, LA

Contact Person: Jim Burton

Telephone Number: 504-569-2030

c) Company Name: Shell Pipeline Corp

Address: 701 Poydras St. New Orleans, LA

Contact Person: Scott Anderson

Telephone Number: 504-728-4196

(B) Minimum Job Performance Reference Requirements:

The proposer/contractor must provide three (3) references of entities for whom his organization has performed services during the calendar year ending December 31, 2008. Reference checks on these firms may be made to verify the information provided and to determine the quality of service rendered.

a) Company Name: NO/AIDS TASK FORCE  
Company Address: 2601 TULANE AVE, #500  
City and State: NEW ORLEANS, LA  
Period of Contract: April 2008 - April 2009  
Contact Person: Heidi Nagele  
Contact's Phone Number: 504-821-2601

b) Company Name: CommTECH  
Company Address: 1615 Poydras st. #900  
City and State: New Orleans, LA  
Period of Contract: April 2008 - Present  
Contact Person: Darryl d'Aquin  
Contact's Phone Number: 504-200-1333

c) Company Name: Fowler Rodriguez Valdes-Fauli  
Company Address: 400 Poydras st #330  
City and State: New Orleans, LA  
Period of Contract: JUNE 2007 - Present  
Contact Person: George Fowler  
Contact's Phone Number: 504-595-5137

**Required Additional Information:**

Proposer/contractor must provide the following information about their firm or organization:

- 1) The total number of firms and/or individuals for whom you are presently performing services: 10
- 2) Total number of workers presently employed by your firm:  
7 Full-Time        Part-Time.
- 3) Have any of your jobs or contracts been cancelled in the last two years:  
       Yes   X   No

If yes, give complete details and information for verification on a separate sheet.

4) Banking References:

a) Bank Name: Capital One Bank  
Bank Address: 333 Travis St, Shreveport, LA  
Account Name: Hess Marketing  
Type of Account: Checking  
Length of Relationship: 4 years

b) Bank Name: Whitney National Bank  
Bank Address: 228 St. Charles Ave, New Orleans, LA  
Account Name: Hess Marketing  
Type of Account: Business Line of Credit  
Length of Relationship: 15 years

c) Bank Name: \_\_\_\_\_  
Bank Address: \_\_\_\_\_  
Account Name: \_\_\_\_\_  
Type of Account: \_\_\_\_\_  
Length of Relationship: \_\_\_\_\_

5) Please complete the following financial balance sheet for the firm or organization submitting this proposal. This balance sheet need not be audited but the date shall not be more than six (6) months prior to the proposal deadline date for this proposal.

# BALANCE SHEET

Date: As of March 31, 2009, 2007.

Name: Hess Marketing

## ASSETS

1. Cash in checking and savings accounts.  
\$ 28,005.62
  2. U.S. Government Securities.  
\$ Ø
  3. Accounts receivable.  
\$ 216,164.39
  4. Notes receivable. \$ 4,370.12
  5. Other current assets such as stocks, bonds and other securities  
\$ Ø
  6. Inventories – at lower of cost or market.  
\$ Ø
  7. Real Estate, owned and registered in the name of applicant  
\$ Ø
  8. Equipment (depreciated value)  
\$ 27,331.17
  9. Other Assets (Short Term Investment)  
\$ Ø  
Security Deposit (Utility, Phone) \$ 3,676.00  
Proposal Deposits  
\$ Ø  
Prepaid Interest \$ Ø
- TOTAL ASSETS**    \$ 279,547.30

## LIABILITIES

1.	Accounts Payable	\$ <u>Ø</u>
2.	Notes Payable (Autos & Trucks).	Cash Basis
	\$ <u>Ø</u>	
3.	Taxes Payable.	
	\$ <u>Ø</u>	
4.	Accrued Expenses.	\$ <u>Ø</u>
5.	Real Estate Encumbrances and Mortgages	
	\$ <u>Ø</u>	
6.	Judgments	\$ <u>Ø</u>
7.	Other Liabilities	
	Short Term Notes Payable	\$ <u>Ø</u>
	Deferred Income Taxes	
	\$ <u>Ø</u>	
	\$ <u>Ø</u>	
8.	Capital Stock	\$ <u>Ø</u>
9.	Retained Earnings	\$ <u>436,852.65</u>
10.	Capital Surplus	
	\$ <u>Ø</u>	
11.	Net Income This Year	
	\$ <u>24,825.92</u>	

**TOTAL LIABILITIES &**

**STOCKHOLDER EQUITY \$ 461,678.57**

12. Please state below any line of credit (over and above anything which is listed above) that you have established to cover the initial costs of supplies, equipment and labor for the first two (2) months of operation. Please state the name of the grantor and the amount below, and attach the official correspondence granting that line of credit to this Qualification Form.

Capital One Bank: \$45,000.00 Whitney Bank: \$40,000.00

I certify that all of the above information is correct and accurate.

Signed By: [Signature]

Title: President

Date: April 23, 2009

[Signature]  
NOTARY PUBLIC  
CALDO PARISH, LOUISIANA  
LSBA BARROW #12714  
MY COMMISSION IS FOR LIFE  
FRANK H. THASTON IV



## LOAN SERVICES

P. O. BOX 4539

HOUSTON, TX 77210-4539

PHONE (800) 262-5689

THIS STATEMENT IS FOR YOUR INFORMATION ONLY - \*\* NO PAYMENT IS DUE \*\*

PAGE 1

ACCOUNT NUMBER 00110010716136

LINE OF CREDIT

☐ FOR ADDRESS CHANGE, CHECK HERE AND CHANGE INFORMATION ON BACK.

HESS MARKETING CORPORATION  
650 POYDRAS STREET  
SUITE 1550  
NEW ORLEANS, LA 70130-7213

PAYOFF ON 01/02/09 0.00  
PAST DUE AMOUNT 0.00  
TOTAL AMOUNT DUE 0.00  
DUE DATE 01/17/09

AMOUNT PAID \$ \_\_\_\_\_

⑆544400098⑆ 110010716136⑈

PLEASE RETURN TOP PORTION WITH PAYMENT - RETAIN THIS PORTION FOR YOUR RECORDS



## LOAN SERVICES

P. O. BOX 4539

HOUSTON, TX 77210-4539

PHONE (800) 262-5689

HESS MARKETING CORPORATION

CLOSING DATE 01/02/09  
DUE DATE 01/17/09

LINE OF CREDIT

ACCOUNT NUMBER 00110010716136  
TOTAL AMOUNT DUE 0.00

AMOUNT PAID \$ \_\_\_\_\_

THIS STATEMENT IS FOR YOUR INFORMATION ONLY - \*\* NO PAYMENT IS DUE \*\*

## TRANSACTION SUMMARY

REFERENCE	EFF DATE	POST DATE	DESCRIPTION	SERIAL NO. OR REASON	AMOUNT
12/03	12/03		RATE CHANGE	INT 01 APR = 7.85000 DPR =0.00021507	

## SUMMARY OF DAILY PRINCIPAL BALANCE CHANGES

DATE	AMOUNT	DATE	AMOUNT
12/03	0.00		

PAST DUE AMOUNT	0.00	PREVIOUS PAYOFF	0.00
ANNUAL PERCENTAGE RATE	7.85000	ADVANCES	0.00
DAILY PERIODIC RATE	0.0002150	PAYMENTS	0.00
AVERAGE DAILY BALANCE	0.00	FEES & ADJ (NET)	0.00
DAYS IN BILLING CYCLE	31	INSURANCE	0.00
CREDIT LINE	45,000.00	CYCLE FINANCE CHG	0.00
AVAILABLE BALANCE	45,000.00	PAYOFF ON 01/02/09	0.00



BUSINESS EDGE LINE OF CREDIT

PAGE 2

HESS MARKETING CORPORATION  
650 POYDRAS STREET STE 1550  
NEW ORLEANS, LA 70130

CREDIT LINE SUMMARY

PREV PRINCIPAL BAL	\$0.00	PREV PAYOFF BAL	\$0.00
NEW PRINCIPAL BAL	\$0.00	NEW PAYOFF BAL	\$0.00
CREDIT LINE	\$40,000.00	PAYMENT DUE	\$0.00
AVAILABLE CREDIT	\$40,000.00		

CREDIT LINE BALANCE SUMMARY

DATE	AMOUNT	DATE	AMOUNT
03/01	0.00		

CREDIT LINE RATE SUMMARY

COMPUTATION OF * INTEREST *	FROM 03/01 THRU 03/31 ( 30 DAYS)	
	AVERAGE DAILY BALANCE	0.00
	PERIODIC RATE * INTEREST *	0.00
		0.00
	* INTEREST RATE *	6.5000000%

ACCOUNT OVERVIEW

FINANCIAL ACTIVITY THIS PERIOD

ADVANCES	0.00
PAYMENTS	0.00
* INTEREST *	0.00
FEES	0.00
LATE CHARGE	0.00
ADJUSTMENTS (NET)	0.00

PAYMENT DUE INFORMATION

DUE DATE	04/15/09
PAST DUE AMOUNT	
PRINCIPAL DUE	0.00
+ * INTEREST DUE *	0.00
+ FEES DUE	0.00
+ LATE CHARGES DUE	0.00
= TOTAL CURRENT DUE AS OF DUE DATE	0.00
MINIMUM PAYMENT DUE AS OF DUE DATE	0.00
TOTAL PAYMENT DUE AS OF DUE DATE	0.00

FINANCIAL SUMMARY

CREDIT LINE PRINCIPAL	0.00
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EXHIBIT "C"

REQUEST FOR PROPOSALS  
FOR BRANDING SERVICES  
FOR THE DOWNTOWN DEVELOPMENT DISTRICT  
OF THE CITY OF NEW ORLEANS  
RFP #RF 2009-05

PROPOSAL FORM

ITEM

1. Marketing Strategy  
\$ 5,000
2. Downtown Brand Strategy  
\$ 2,500
3. Downtown Messaging Platform  
\$ 2,500
4. Downtown Visual Identity Development  
\$ 3,000
5. Downtown Website Development  
\$ 6,000
6. DDD Visual Identity Enhancement  
\$ 1,500
7. DDD Marketing Templates  
\$ 1,000
8. Brand Evaluation Metrics  
\$ 1,000

**TOTAL PRICE**

\$ 22,500.00

GENTLEMEN: I (or we) do hereby declare that I (or we) have carefully examined the RFP documents, including all addenda, and I (or we) have a clear understanding of said documents and premises, and hereby propose to provide the necessary machinery, equipment, labor and materials to perform the services specified in the RFP for the Total Price:

Dollars (\$22,500.00 )

4/23/2009  
DATE

Hess Marketing  
COMPANY NAME

President  
TITLE

  
SIGNATURE