

**Passion from Just Below Sea Level.  
Perspective from Slightly Above a Mile High.**

RFP response prepared for the  
Downtown Development District of New Orleans

By Cohn Marketing

April 29, 2009



**COHN** MARKETING

Brand Development · Strategy · Creative · PR · New Media

## Passion and Perspective for Downtown New Orleans.

### THEN.

The year was 1995 in what seems a lifetime ago given New Orleans' recent history. Jeff Cohn had the opportunity to live the New Orleans creative experience. As Director of Marketing for Riverwalk Marketplace, Jeff was responsible for all facets of marketing and public relations for this high profile shopping attraction. In this position, Jeff created an indelible thumbprint on this remarkable city, one that lives to this day. And the city became an indelible part of his life and soul.

In the early 1990's, Jeff co-created the Go Fourth on the River July 4th extravaganza which grew to become one of the largest Independence Day celebrations in the U.S.A., as well as the Riverfront Marketing Association which brought the attractions of the Riverfront together as a unified brand. He also voluntarily chaired the Marketing Subcommittee of the Retail Initiatives Committee of the Downtown Development District for two years. Under his leadership, he and his partners created one of the earliest brand campaigns that targeted businesses and consumers for the DDD, themed "There's More Downtown." That year, the committee's work won several awards, including a national Telly Award. Subsequent campaigns under the leadership of others and with various agencies ensued, but Jeff laid the path to brand for the DDD.

Jeff's marketing contributions were celebrated by the New Orleans Advertising Federation as Marketing Executive of the Year in 1995. During that year, he earned an MBA at Loyola of New Orleans' School of Business. His 8 years of living "just below sea level" in the downtown New Orleans Warehouse District reached a peak, one that established a love and passion for the city that has never waned.

## NOW.

Fast-forward fifteen years. A nationally respected brand expert has emerged, one that is ready and excited to bring his team's experience to discover a new brand for the DDD.

In 2000, Jeff relocated to the Mile High City of Denver where he created Cohn Marketing. Nine years later, Cohn Marketing is one of the city's brand development leaders with 23 people on staff specializing in branding, public relations, interactive/web marketing, multicultural marketing and sustainable brand marketing. Jeff is CEO and Chief Brand Strategist for the company, helping retail entities, destinations, and business-to-business companies throughout the U.S.A. build their brand and marketing effectiveness. Jeff is one of only 25 Certified Brand Developers in the country, having been Certified through the respected Brand Establishment, the only training and certification program for brand developers in existence.

Cohn Marketing has worked with places and destinations throughout the United States, from Boulder to San Juan. The company's work has won the International Downtown Association's Award for Marketing Excellence (Downtown Boulder campaign, Best in the World) and the 3CPO Marketing Award for the best economic development branding campaign (Rock Island Renaissance). Former clients also include many downtown and city economic development organizations, including Washington D.C., Grand Rapids, MI, St. Cloud, MN, Golden, CO, Albany, NY, Colorado Springs, CO, Long Beach, CA and more. His firm's retail and development clients have included some of the biggest names in the business including Rouse, General Growth, Forest City, Developers Diversified Realty, and many more.

Built on a solid foundation of working with business improvement districts and retail shopping center management firms, Cohn Marketing understands the unique needs of place branding. The company has a deep understanding that the brand that must come to life through business recruitment and must be activated through the people that make up the district through internal brand adoption. At Cohn Marketing, we have the knowledge to build consensus among disparate stakeholders that make up any destination or place.

Equally important is the integrated nature of Cohn Marketing. Once the brand strategy has been defined and the brand expression and voice has been accepted, Cohn's in-house team has the capabilities to bring the brand to life through online and traditional brand marketing activation. From social networking and online reputation management to lead generation and collateral materials to websites and public relations program execution, Cohn Marketing can keep the brand front and center while driving home results.

## **THEN + NOW + TOMORROW.**

The combination of demonstrated New Orleans market experience, award winning brand development capability, a distinct perspective created by our Colorado location, in-house capability to bring the brand to life in new creative ways and a commitment to sustainable marketing all add up to a winning combination for the New Orleans Downtown Development District.

Downtown New Orleans is built on a creative history that can only be found right there, and has an incredible opportunity to leverage its creative history into a brand that resonates around the world. Let us work together to build this new brand strategy positioning Downtown New Orleans as the nations' core of creative talent, energy and distinction.

The strategic and creative team at Cohn Marketing stands ready to be your guide into this exciting future with passion and perspectives like no other.

Respectfully submitted,

Jeffrey A. Cohn, CEO

## OUR APPROACH

## Cohn Marketing's Overall Approach

As we began to think about the DDD's brand initiative, some early thoughts and perspectives came to mind. Perhaps they will give the panel some additional insight into how we will approach this project, not from a process standpoint but from our unique point of view in the matter.

**1. We're talking about the laptop economy.** We know it well. Look in many of Denver or Boulder's coffee houses and you might just find one of us there with our Apple Macbook Pros, reading, thinking, designing, writing and strategizing. Cohn Marketing has an office in the transitional neighborhood known as the Denver Highlands. When it comes to the idea of a creative economy, we get it. We find our inspiration online, in our city, and in the ski lift line. In a creative economy, the environment one works in and the people surrounding them makes a huge difference in their effectiveness.

**2. Downtown New Orleans has some formidable competitors.** When we shared this idea internally, everyone went to one place in their minds...Austin. Not far behind were Boulder, the Bay Area and Seattle/Portland. They already have this creative economy brand secured. What don't they have? New Orleans, a place that has been organically creative for decades. No place else is downtown New Orleans. No place else can ever be.

**3. An Economic Development B-to-B Sell with Consumer Marketing Flair.** You're trying to get people to locate themselves, their business and their visions in New Orleans. That's a business sell. But this is a message that must be fully understood. A plain ad or a brochure website won't get the job done here. We need to build a powerful brand based on New Orleans' true distinction, one that will resonate with the target markets in a way that gets them into action and into Downtown New Orleans.

## Cohn Marketing's Overall Approach

### **4. Creative New Orleans Rooted Messages - Yes. But We're NOT Talking**

**Tourism Here.** This is not the NOCVB's new campaign for the city to drive hotel room occupancy or Mardi Gras attendance. We have to be very careful to avoid looking like tourism ads. We have to build on the message of Downtown as a creative place for generations, without turning out the same look and feel that one might find in Travel and Leisure. The counterpoint to this is to use the images, flavor, sounds, tastes and imagination that has made Downtown New Orleans the ultimate creative space throughout its history.

### **5. Message and Media Delivery as Creative as the People We are Targeting.**

Traditional media will not get the job done here. We need to integrate online and offline media delivery. We have to activate the brand through focused advertising and public relations. The target market is extremely savvy, and somewhat jaded. We have to cut through in a smart way that makes them take notice of Downtown New Orleans. From social media to personal URLs and microsites to mobile phone campaigns to PR visibility and online reputation management, Downtown New Orleans' message has to come through. Guess it's a good thing we have the integrated marketing, PR and online team to bring this to life for the DDD.

**6. Build Downtown New Orleans into a Sustainable Brand.** Brands that think from this perspective think differently. They don't "Greenwash." They create sustainability into everything they do and the brand reflects this. Consider brands such as Method, Fat Tire/New Belgium, and Lend Lease Communities. They get it. Their customers, clients, and residents get it. And working with the sustainable marketing team at Cohn, so will Downtown New Orleans.



# **BRAND DEVELOPMENT PROCESS**

## Strategic Marketing. Breakthrough Brands.

Making the decision on an agency partner is a critical one. We recognize this importance. Therefore, we want to clearly communicate to you our philosophy on marketing and creative services.

**1. Brand Development Starts with Discovery Strategy.**

You have to know who your target customers are, what motivates their behavior, and how to create messages they will hear.

**2. Brand Consistency Builds Visibility.**

The more an organization is consistent with its goals and strategic implementation, the more the customers will understand and react to the brand.

**3. A Brand Should Be Unique with a Clear and Direct Message.**

Your integrated branding program has to be strategic, well thought out, intriguing, appealing and motivating. Most importantly, it needs to create results.

**4. We will Never Waste a Client's Budget.**

We strive to be good stewards of the client's budget. Recommendations are strategic and well researched.

**5. Our Job is to Help You Meet and Exceed Your Organizational Objectives From Sales to Profits.**

We strive to do this with long-term relationships. Everything else, like awards and acclaim, is a bonus.

## Recent Brand Development Recognition

In 2009, the ReBrand Global 100, an international organization showcasing the most effective brand transformations, recognized Cohn Marketing for two brand and PR campaigns, Developers Diversified Realty's Centros Isla and Mont Blanc Gourmet. An additional Brand Development Project, Seattle Fish Co., was honored with a Gold Key Award by Business Marketing Association Colorado for the Best Brand Strategy and Design in the region.

## Brand Smart Discovery Process

### Take your Brand From “One of the Pack” to “Leader of the Pack.”

Regardless of industry, our proven brand process has distinguished numerous brands from their competitors and increased market share. Our brand strategists will help you define your unique attributes and provide the roadmap to reach your business objectives.

The Cohn Brand Smart Discovery Process is a 5-step program designed to help you discover your unique position in the marketplace.



#### Brand Discovery & Strategy

Discovering your company's unique distinction and positioning in the marketplace.



#### Brand Expression & Creative Platform

Creating a look/feel/voice for your brand so it can be successfully and consistently communicated.



#### Brand Planning

Defining marketing and public relations objectives. Executing the most effective combination of traditional and online strategies.



#### Brand Activation

Ongoing execution of integrated marketing tactics from advertising, Public Relations, online and web marketing, built on the brand strategy foundation.



#### Brand Momentum

Measuring, Monitoring, Adjusting. Quarterly reviews to identify what is working, what is not working and define next quarterly objectives.

## CONCLUDING THOUGHTS

That's our brand story. Our unique selling propositions for this opportunity have hopefully shined through.

- New Orleans knowledge and experience coupled with a unique clarity of perspective from our distant (and much higher) viewpoint
- Experience in building brands from the inside that create results once activated to their target market
- In-house capability to activate the brand through traditional and new media
- Creativity in both the creative product (design, copy) and the marketing/PR ideas that deliver results. Perhaps a mass dog wedding that delivers \$10 million in PR value for a single retail place might tell the tale.
- A proven understanding of what sustainable branding and marketing are and how to play in that arena. (Did you notice? No paper was used and no carbons was emitted to deliver this response to you).
- Commitment to deliver strategic results for our clients beyond their expectations.

And finally, a deep desire to take our team's experience and capabilities and use them to help establish Downtown New Orleans' brand into the forefront of Creative Cities throughout the region, the country and beyond.

**Let the Downtown New Orleans brand creativity begin.**

Respectfully submitted,

Jeffrey A Cohn

CEO

Chief Brand Strategist

Cindy Jennings

Vice President Marketing and Client Brand Strategy

Sustainable Brand Expert

2881 N. Speer Blvd.

Denver, CO 80211

303.839.1415

jeff@cohnmarketing.com

## OUR TEAM

## **Cohn Marketing Leadership Team Bios**

### **Jeffrey A. Cohn**

#### **President and Chief Brand Strategist**

Jeff founded Cohn Marketing, Inc. in 2000 to provide clients with a strategic approach to their marketing needs. Over the past six years, the company has grown from a two-person staff to more than 21 employees. Jeff's personal expertise stems from more than 20 years of experience in municipal, retail, destination and tourism marketing.

As a nationally recognized speaker, marketing award competition judge and consultant on marketing and branding, Jeff has been awarded numerous honors for leadership, brand strategy and execution. Notable recognitions include the American Marketing Association's "Best of Show Atlanta", International Council of Shopping Centers' Maxi award, Marketing Executive of the Year - New Orleans, as well as Addy and Telly awards for successful advertising campaigns.

### **Cindy Jennings**

#### **Vice President, Marketing and Client Brand Strategy**

Cindy is responsible for overseeing client strategy to ensure that client objectives are being met. She's built a foundation of experience across the hospitality and tourism, real estate development and hi-tech software industries. She has recently focused her efforts in sustainability and corporate social responsibility while pursuing her master's degree in Environmental & Natural Resources Policy. Clients include working with such companies as Frontier Airlines, Summerlin master-planned community, Lend Lease Communities, and DOMANI Sustainability Consulting.

In addition, she is working with current clients Mont Blanc Gourmet and Seattle Fish Company to institute sustainable operations and communications into the companies' respective business plans. She understands business objectives and how to practically and effectively apply marketing strategy and techniques to meet and exceed client goals.

### **Robin Lybarger**

#### **Vice President Public Relations**

With more than 14 years of public relations and marketing experience, Robin is responsible for the agency's online and offline public relations program strategy and design, as well as overall PR management.

Her ability to listen to a client's business goals and "get it" allows her to design a public relations strategy that is on brand, ultimately generating meaningful results. Robin's integrated experience helps her determine the best mix of digital and traditional media with corporate responsibility programming for each and every client.

Robin's credentials include working with large companies, such as T.G.I. Friday's where she handled consumer and trade media relations for 900+ restaurants worldwide, and assisting independently owned businesses enter the marketplace. From restaurants and attractions to real estate developers and sports venues, her background within various industries gives her a global PR approach.

### **Melissa Edwards**

#### **Director of Brand Design**

Responsible for driving brand development of creative services, Melissa has over twenty years of advertising experience with graphic design and art director roles in Miami, Atlanta and Boulder working on marquee accounts such as Sandal's Resorts, The Florida Keys and Key West, The Winter Park Ski Resort, Rockies Brewing Company, Pitney Bowes, Old Chicago/Rock Bottom Restaurant Group and the Look of the Games for the 1996 Summer Olympics in Atlanta.

Before joining Cohn Marketing, Melissa operated a successful design business for over 10 years developing identity, packaging and other marketing materials for Dagoba Organic Chocolate, Phillips Performance Nutrition, Downtown Boulder Inc., and others. Over the years, Melissa has been recognized for her work in print and identity design, winning local, regional and national awards including mention in Print Magazine's "Best of Logo and Letterhead Design".



## **Steve Chitwood**

### **Interactive and New Media Director**

Steve has 15 years of executive experience developing interactive businesses and managing and developing internet-based strategies for companies nationwide. He has worked extensively developing cohesive business, creative, and marketing strategies, leveraging emerging technologies, and successfully launching numerous online businesses. He is the recipient of several awards from the Denver and American Advertising Federation.

Steve's background includes development and execution of complex strategies for more than 400 organizations, including: Time Warner, ASA entertainment, Nabisco, Snapple Beverages, Qwest, Colorado Dept. of Natural Resources, Thompson Learning, IBM, Wadsworth Publishing, ConAgra Foods, and others.

## **Ali Lego**

### **Director of Client Services**

Ali oversees all of Cohn Marketing's accounts to ensure that client needs are being met and results are produced. In addition, she oversees the development and execution of brand strategy and expression plans for several of Cohn Marketing's clients. In this regard, Ali works primarily with companies that are focused on creating awareness about their commitment to sustainability.

Ali brings more than 12 years of marketing, advertising and public relations expertise to Cohn Marketing with a strong background in real estate and community development. Throughout her career, Ali has developed local and national integrated marketing programs for business-to-business and business-to-consumer clients including M.D.C. Holdings, INC/Richmond American Homes and Lend Lease Communities.

Ali received her Bachelor of Science degree with an emphasis in Business and Marketing from The University of Colorado at Boulder.

# **BRAND AND DESIGN CASE STUDIES**

## LEND LEASE COMMUNITITES

### Description of work

#### Brand Expression, Marketing Planning, Implementation

Lend Lease Communities (LLC) is a sustainable community builder based in Sydney, Australia. In 2005, they opened their U.S. Headquarters in Denver to begin bringing their social, economic and environmentally sustainable community structure to the U.S. Since that time, Cohn Marketing has helped LLC bring their brand to life through brand expression and implementation.

### Lend Lease Communities Creative Samples



Corporate Brochure

## Lend Lease Communities Creative Samples



Employee Sustainability Card



Sustainability Poster



Bilingual Sustainability Handout

## CITY OF ROCK ISLAND, IL

### Description of work

#### Community Brand Development, Marketing Plan, Advertising Campaign, Website

Rock Island is the smallest of the Illinois/Iowa Quad Cities and had to compete for residential tax base. In 2004, Rock Island hired Cohn Marketing to develop their brand and support it with a marketing plan to define who its target markets should be and how to position the city for future growth and housing sales. Once the brand plan was approved by the City Council, Cohn was retained to develop the new advertising campaign, website and styleguide for all city communications. Using Rock Island's six brand pillars, Cohn Marketing created a brand and a campaign strategy using integrated print and online tactics to encourage families to move to Rock Island. Move-ins and property taxes are up and the campaign was awarded the nation's best by the 3CMA.

### City of Rock Island Creative Samples

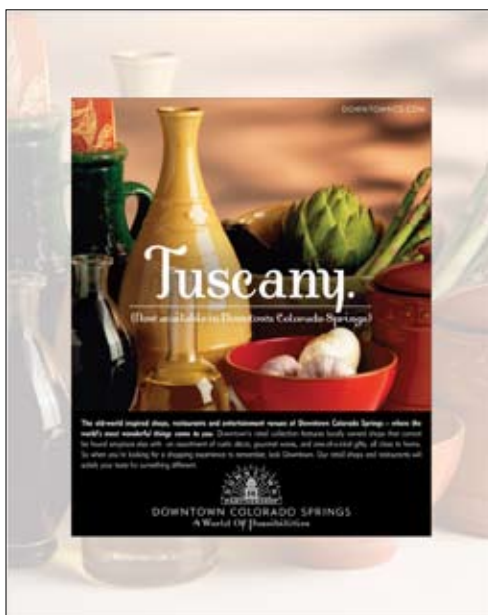


## COLORADO SPRINGS, CO BUSINESS IMPROVEMENT DISTRICT (BID)

### Description of work

#### Branding/Image Campaign

Cohn Marketing created the marketing and branding strategic plan for the Downtown Colorado Springs BID. Once the plan was approved, Cohn developed a creative concept to bring the brand strategy to life in advertising, collateral, etc. The campaign focuses on reminding primary and secondary target audiences that downtown Colorado Springs offers the best collection of unique retail, restaurant and urban experiences in the region.





## DOWNTOWN LONG BEACH, CA: CONSUMER BRANDING

### Description of work

#### Comprehensive Advertising Campaign

Downtown Long Beach was targeting nearby residents, downtown workers and visitors. They wanted to create a message geared toward independent thinking people who embrace a vital urban lifestyle with energy and diversity. The advertising campaign created by Cohn Marketing was executed through print ads, website and email marketing campaigns and generated over one million impressions and plenty of buzz for Downtown Long Beach and increased daily foot traffic.



## GENERAL GROWTH PROPERTIES TOURISM BRANDING AND B2B MARKETING PROGRAM

### Description of work

#### Corporate Tourism and Travel Marketing Campaign

Cohn Marketing handled all tourism trade marketing and public relations services for General Growth Properties tourism centers. This campaign was developed to create the overall brand that targeted tour operators, industry partners and the media. Once defined, over 45 program elements brought the program to life.





## RED DEVELOPMENT: GREENWAY STATION PROPERTY

### Description of work

#### Personalized website campaign (pURL Campaign)

RED Development needed to lease several spaces at their Greenway Station property. Using their list of sixty-five ideal tenants, Cohn Marketing created a highly efficient and effective personalized campaign to generate leads for an upcoming tradeshow. An email and personal letter were sent to the target list driving each target to their own website. When they arrived at their custom URL, they found personalized information as well as general property data and demographics. The response rate was over 65% and RED Development signed a contract at the tradeshow and two additional contracts as a result of response to this campaign.



## DEVELOPERS DIVERSIFIED REALTY - PUERTO RICO PORTFOLIO: BRANDING A DESTINATION, NOT A GIFT CARD

### Description of work

#### Community Brand Development, Marketing Plan, Advertising Campaign, Website

In 2005, Developers Diversified Realty assumed management of 15 shopping centers throughout Puerto Rico, each with its own marketing program and brand. The challenge presented to Cohn Marketing was to re-launch the gift card program island-wide. Cohn Marketing proposed and created a unified center brand strategy to launch a gift card that overcame a cultural influence that gift cards are not personal gifts. The positioning statement "Esta es mi Isla. Esta es mi Regalo." (This is my Island, This is my Gift.) and the use of island imagery made giving gift cards a more personal touch. Since the campaign launch, total gift card sales are up 171 percent.

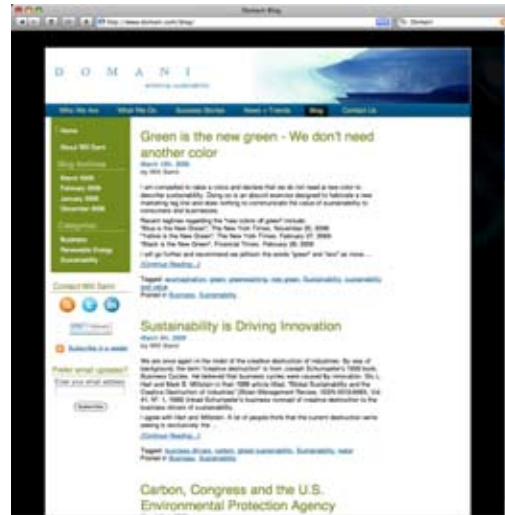
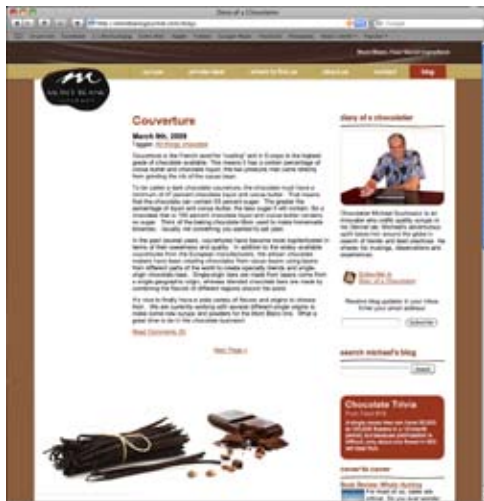


## SOCIAL MEDIA: PORTFOLIO EXAMPLES

### Description of work

### Blogs, Facebook, Social Sentiment Monitoring, SEO/SEM

Cohn Marketing is fully versed in online social networking and medias to move brands quickly and effectively into the online and social space. Below are just a few examples of client work.



## Additional Brand Development Example

### Description of Work

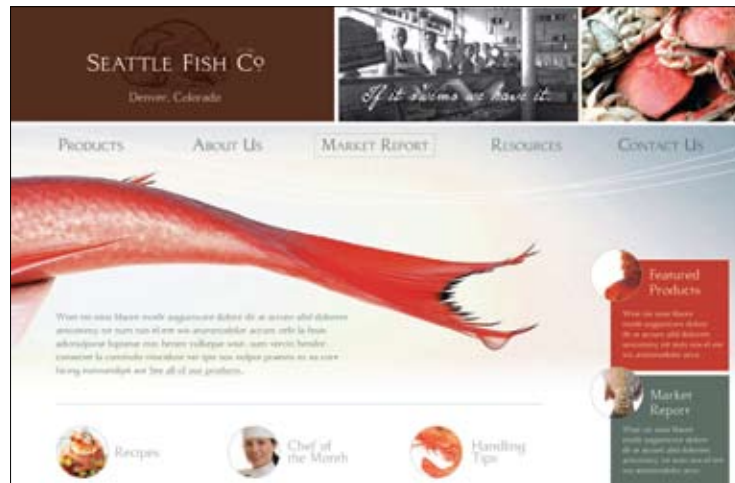
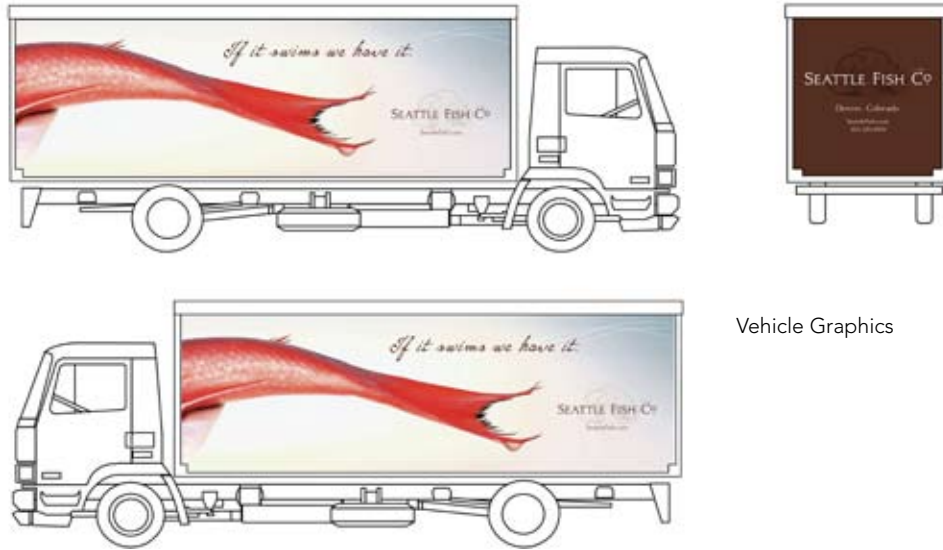
#### Brand Development, Brand Expression and Brand Planning

Seattle Fish Company is a ninety-year-old Denver company that was facing increased competition in the marketplace. The company realized that with recent negative publicity about the future of fish availability that it was time to define their brand and communicate their commitment to sustainable sourcing practices. Cohn Marketing is their agency of record and has helped them define their brand, brand position and brand look and feel.

### Seattle Fish Creative Samples



## Seattle Fish Creative Samples



Website



Employee Brand Card

## **CLIENT REFERENCES**

### **General Growth Properties**

Brian Lade  
General Growth Properties  
1 Poydras Street  
New Orleans, LA 70130  
504 522 1555

### **Lend Lease Americas (formerly Lend Lease Communities)**

Brenda Christman  
Vice President Marketing, PR & Communications  
1401 17th Street, Suite 100  
Denver, CO 80202  
303 623 8100

### **Developers Diversified Realty**

John Kokinchak  
Executive Vice President Property Management  
3300 Enterprise Parkway  
Beachwood, OH 44122  
216 755 5558

### **Seattle Fish Company**

Derek Figueroa  
Vice President, Finance  
6211 East 42nd Avenue  
Denver, CO 80216  
303 329 9595

## FEES AND SCHEDULE



## Summary of Fees

### **Downtown Brand Strategy and Messaging Platform** **\$60,000**

- Brand Assessment
- Brand Discovery
- Brand Strategy Development

### **Downtown Visual Identity Development & Enhancement** **\$35,000**

- Brand Expression: look & feel, voice, tonality, filters
- Logo Development
- Brand Styleguide
- Identity package: letterhead, envelope, e-signature, biz card

### **Marketing Strategy** **\$32,500**

Communications plan incorporating the new brand and the DDD's two outlined objectives. The plan will include marketing, public relations and online/social media strategies.

### **Downtown Website Development** **\$35,000-\$45,000**

Redesign the website incorporating the new look and feel of the Downtown New Orleans brand.

### **Downtown Marketing Templates** **\$22,500 - \$25,000**

Design of up to ten marketing templates as agreed to by Cohn Marketing and DDD, but to include newsletter, e-newsletter, brochures, postcards, white papers, PowerPoint presentations, etc.

### **Brand Evaluation Metrics** **\$15,000-\$20,000**

*Appropriate metrics will be determined within the brand and marketing strategic planning, but would likely include key SEO/SEM metrics, website analytics, social sentiment reporting in addition to focus groups and online target audience surveys.*

- Brand Validation - pre and post brand index research **\$25,000 plus field costs**

### **Billing Rate**

We will use a blended hourly rate of \$150/hour, which is a reduction from our normal \$175/hourly rate for any services required outside of the project scope. Additional creative, online/web and production projects and hours will be estimated with client approval. The above estimates do not include outside services and out-of-pocket costs for items such as photography, video/audio production, etc. These costs will be estimated by job on an as needed basis.

### **Travel Expenses**

We will maximize the use of technology as much as possible and regularly use web conferencing to work with our clients nationwide. However, the initial Discovery meeting will need to be conducted in person as will the Brand Strategy. We would anticipate a third in-person trip to present the brand expression (look & feel), as well as the strategic marketing plan. As such, Cohn Marketing proposes a "not to exceed" travel budget for this project of \$5,000.



## Schedule

Downtown Brand Strategy and Messaging Platform	4 Weeks
Downtown Visual Identity Development & Enhancement	3 Weeks
Marketing Strategy	3 Weeks
Downtown Website Development	6-8 Weeks
Downtown Marketing Templates	2-3 Weeks
Brand Evaluation Metrics	Monthly, Quarterly and a 6-month in-depth evaluation

## Example timing using a June 1, 2009 start date:

Brand Strategy and Messaging Platform	
- Discovery Session	June 1, 2009
- Brand Strategy and Key Messaging Presentation	June 26, 2009
Brand Expression: Visual Identity	
- Mood Board Presentation	July 10, 2009
- Identity Enhancement Layouts	July 10 - July 24, 2009
- Marketing Templates Complete	August 7, 2009
Marketing Strategy Presentation	July 10, 2009
Website Development	
- Architecture/Wireframe	July 24, 2009
- Concepts/Design layouts	August 7, 2009
- Content Development and approval	August 14, 2009
- Coding, Implementation and testing	August 31, 2009
Brand Evaluation Metrics	
- Monthly reporting from launch	Based on Client Input
- Quarterly Momentum meeting and report	
- Six-month in-depth brand evaluation	

**EXHIBITS A, B, & C**

Client#: 41657

COHMA2

<b>ACORD™ CERTIFICATE OF LIABILITY INSURANCE</b>		DATE (MM/DD/YYYY) 04/27/2009
<b>PRODUCER</b> <b>Flood &amp; Peterson Ins. Inc.</b> <b>P. O. Box 578</b> <b>4687 W. 18th Street</b> <b>Greeley, CO 80632</b>		<b>THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.</b>
<b>INSURED</b> <b>The J. Cohn Marketing Group, Inc. &amp;</b> <b>2881 N. Speer LLC dba Cohn Marketing</b> <b>2881 N. Speer Blvd.</b> <b>Denver, CO 80211</b>		
		<b>INSURERS AFFORDING COVERAGE</b>
		<b>INSURER A: The Hartford Insurance</b>
		<b>INSURER B:</b>
		<b>INSURER C:</b>
		<b>INSURER D:</b>
		<b>INSURER E:</b>

## COVERAGES

THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR ADD'L LTR	INSRD	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS	
A		<b>GENERAL LIABILITY</b>	34SBAPI3047	08/16/08	08/16/09	EACH OCCURRENCE	\$2,000,000
		<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY				DAMAGE TO RENTED PREMISES (Ea occurrence)	\$300,000
		<input type="checkbox"/> CLAIMS MADE <input type="checkbox"/> OCCUR				MED EXP (Any one person)	\$10,000
						PERSONAL & ADV INJURY	\$2,000,000
						GENERAL AGGREGATE	\$4,000,000
						PRODUCTS - COMP/OP AGG	\$4,000,000
		GEN'L AGGREGATE LIMIT APPLIES PER:					
		<input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC					
							<b>AUTOMOBILE LIABILITY</b>
		<input type="checkbox"/> ANY AUTO				BODILY INJURY (Per person)	\$
		<input type="checkbox"/> ALL OWNED AUTOS				BODILY INJURY (Per accident)	\$
		<input type="checkbox"/> SCHEDULED AUTOS				PROPERTY DAMAGE (Per accident)	\$
		<input type="checkbox"/> HIRED AUTOS					
		<input type="checkbox"/> NON-OWNED AUTOS					
		<b>GARAGE LIABILITY</b>				AUTO ONLY - EA ACCIDENT	\$
		<input type="checkbox"/> ANY AUTO				OTHER THAN EA ACC AGG	\$
		<b>EXCESS/UMBRELLA LIABILITY</b>				EACH OCCURRENCE	\$
		<input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE				AGGREGATE	\$
		<input type="checkbox"/> DEDUCTIBLE					\$
		<input type="checkbox"/> RETENTION \$					\$
		<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b>				<input type="checkbox"/> WC STATU-TORY LIMITS <input type="checkbox"/> OTH-ER	
		ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED?				E.L. EACH ACCIDENT	\$
		If yes, describe under SPECIAL PROVISIONS below				E.L. DISEASE - EA EMPLOYEE	\$
		<b>OTHER</b>				E.L. DISEASE - POLICY LIMIT	\$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS

04/27/2009 Per phone call from Karen. Emailed to client they will forward to holder

## CERTIFICATE HOLDER

## CANCELLATION

<b>The Downtown Development</b> <b>District of New Orleans</b> <b>201 St Charles Ave Ste 3912</b> <b>New Orleans, LA 70170</b>	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL <u>30</u> DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.  AUTHORIZED REPRESENTATIVE <i>Flood &amp; Peterson Insurance, Inc.</i>
---	--

## **IMPORTANT**

If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

## **DISCLAIMER**

The Certificate of Insurance on the reverse side of this form does not constitute a contract between the issuing insurer(s), authorized representative or producer, and the certificate holder, nor does it affirmatively or negatively amend, extend or alter the coverage afforded by the policies listed thereon.

**EXHIBIT "A"**

**PROPOSER'S AFFIDAVIT**

STATE OF COLORADO  
PARISH(COUNTY) OF Denver

Jeffrey A. Cohn, 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 \_\_\_\_\_.

(X) Corporation Only: That he is the duly authorized, qualified and acting PRESIDENT and CEO of The J. Cohn MARKETING GROUP a corporation organized and existing under the laws of the State of COLORADO.

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

Jeffrey A. Cohn

Vice President

"

Secretary

"

Treasurer

"

Manager or Agent

\_\_\_\_\_

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

PRESIDENT  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

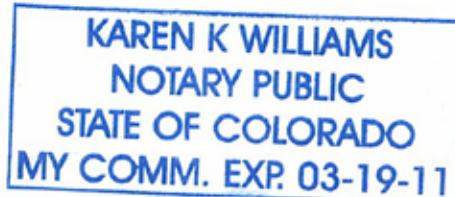
The J. Cohn MARKETING Group, Inc  
NAME OF INDIVIDUAL, PARTNERSHIP OR CORPORATION

Further affiant saith not

Signed By: [Signature]  
Title: PRESIDENT and CEO

Sworn to before me and subscribed in my presence this 29 day of APRIL, 2009.

Karen Williams  
NOTARY PUBLIC





**EXHIBIT "B"**

**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: The J. COHN MARKETING GROUP, INC  
Business Address: 2881 N. SPEER BLVD, DENVER, CO, 80211  
Business Telephone Number: 303-839-1415

**If an Individual:**

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

**If a Corporation:**

When Incorporated: JAN. 01, 2004 STARTED AS LLC IN 2000



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: MONT BLANC GOURMET  
Address: 2925 E. Colfax Ave, DENVER CO 80206  
Contact Person: MICHAEL SZYLIOWICZ  
Telephone Number: 303-755-1100
- b) Company Name: DEVELOPERS DIVERSIFIED REALTY  
Address: 3800 ENTERPRISE PKWY, BEECHWOOD OH 44122  
Contact Person: JOHN KOKINCHAK  
Telephone Number: 216-755-5558
- c) Company Name: LEND LEASE COMMUNITIES  
Address: 1401 17TH ST, STE 100, DENVER CO 80202  
Contact Person: BRENDA CHRISTMAN  
Telephone Number: 303-634-7910

(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: LEND LEASE COMMUNITIES  
 Company Address: 1401 17th St., Ste 100  
 City and State: DENVER CO 80202  
 Period of Contract: 1/1/08-12/31/08  
 Contact Person: BRENDA CHRISTMAN  
 Contact's Phone Number: 303-634-7910
- b) Company Name: Developers Diversified Realty  
 Company Address: 3300 Enterprise Pkwy  
 City and State: Beachwood, OH 44122  
 Period of Contract: 1/1/08 - 12/31/08  
 Contact Person: JOHN KOKINCHAK  
 Contact's Phone Number: 216-755-5558
- c) Company Name: SEATTLE FISH COMPANY  
 Company Address: 6211 E. 42ND ST.  
 City and State: DENVER CO  
 Period of Contract: 6/1/08-12/31/08  
 Contact Person: Derek Figueroa  
 Contact's Phone Number: 303-329-9595

**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: 34
- 2) Total number of workers presently employed by your firm:  
18 Full-Time 2 Part-Time.
- 3) Have any of your jobs or contracts been cancelled in the last two years:  
X Yes      No

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

LEND LEASE COMMUNITIES merged INTO the  
 PARENT COMPANY, LEND LEASE AMERICA.  
 We CONTINUE to WORK FOR LEND LEASE AMERICA.

4) Banking References:

- a) Bank Name: GUARANTY BANK & TRUST  
Bank Address: 1331 17<sup>th</sup> ST. DENVER, CO 80202  
Account Name: THE J. COHN MARKETING GROUP, INC  
Type of Account: CHECKING  
Length of Relationship: 9 YEARS
- b) Bank Name: GUARANTY BANK & TRUST  
Bank Address: 1331 17<sup>th</sup> ST. DENVER CO 80202  
Account Name: THE J. COHN MARKETING GROUP, INC  
Type of Account: LINE OF CREDIT  
Length of Relationship: 9 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 December 31, 2008, 2007.

Name: The J. Cohn MARKETING GROUP, INC

**ASSETS**

1. Cash in checking and savings accounts.

\$ 8505.26

2. U.S. Government Securities.

\$ \_\_\_\_\_

3. Accounts receivable.

\$ 502,320.59

4. Notes receivable.

\$ \_\_\_\_\_

5. Other current assets such as stocks, bonds and other securities

\$ \_\_\_\_\_

6. Inventories – at lower of cost or market.

\$ \_\_\_\_\_

7. Real Estate, owned and registered in the name of applicant

\$ \_\_\_\_\_

8. Equipment (depreciated value)

\$ 35029.91

9. Other Assets (Short Term Investment)

\$ 9406.98

Security Deposit (Utility, Phone)

\$ \_\_\_\_\_

Proposal Deposits

\$ \_\_\_\_\_

Prepaid Interest

\$ \_\_\_\_\_

**TOTAL ASSETS** \$ 555,262.74

**LIABILITIES**

- |     |  |                     |
|-----|--|---------------------|
| 1.  | Accounts Payable                       | \$ <u>203156.29</u> |
| 2.  | Notes Payable (Autos & Trucks).        |                     |
|     | \$ <u>169,779.17</u>                   |                     |
| 3.  | Taxes Payable.                         |                     |
|     | \$ <u>1745.17</u>                      |                     |
| 4.  | Accrued Expenses.                      | \$ _____            |
| 5.  | Real Estate Encumbrances and Mortgages |                     |
|     | \$ _____                               |                     |
| 6.  | Judgments                              | \$ _____            |
| 7.  | Other Liabilities                      |                     |
|     | Short Term Notes Payable               | \$ <u>13776.19</u>  |
|     | Deferred Income Taxes                  |                     |
|     | \$ _____                               |                     |
|     | \$ _____                               |                     |
| 8.  | Capital Stock                          | \$ <u>22081.39</u>  |
| 9.  | Retained Earnings                      | \$ <u>66642.64</u>  |
| 10. | Capital Surplus                        |                     |
|     | \$ <u>41095.09</u>                     |                     |
| 11. | Net Income This Year                   |                     |
|     | \$ <u>36986.80</u>                     |                     |

TOTAL LIABILITIES &amp;

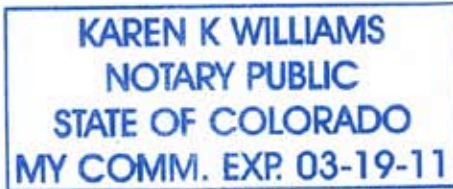
STOCKHOLDER EQUITY \$ 555,262.74

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.

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

Signed By: [Signature]  
Title: PRESIDENT + CEO  
Date: 4/29/09

Karen Williams  
NOTARY PUBLIC





**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  
\$ 32,500
2. Downtown Brand Strategy  
\$ 75,000
3. Downtown Messaging Platform  
\$ See #2
4. Downtown Visual Identity Development  
\$ 35,000
5. Downtown Website Development  
\$ 35,000
6. DDD Visual Identity Enhancement  
\$ See #9
7. DDD Marketing Templates  
\$ 22,500
8. Brand Evaluation Metrics  
\$ 15,000

**TOTAL PRICE**

\$ 215,000

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:

Two hundred fifteen thousand Dollars (\$ 215,000.<sup>00</sup>)

4/29/09  
DATE

The J. Cohn MARKETING Group, Inc  
COMPANY NAME

PRESIDENT & CEO  
TITLE

[Signature]  
SIGNATURE



**THANK YOU**