



NOTICE OF A SPECIAL MEETING
Brenham Community Development Corporation
Monday, June 29, 2026 @ 9:00 a.m.
City Hall – 2nd Floor Conference Room
200 W. Vulcan St.
Brenham, Texas

- 1. Call Meeting to Order**
- 2. Discuss and Possibly Act Upon the Minutes from the April 16, 2026 Regular Meeting**
- 3. Discuss and Possibly Act Upon the Brenham Community Development Corporation’s Annual Budget for Fiscal Year 2026-27:**
 - A. Economic Development and Main Street**
 - B. Washington County Chamber of Commerce**
 - C. Parks and Recreation**

Adjourn

CERTIFICATION

I certify that a copy of the agenda of items to be considered by the Brenham Community Development Corporation (BCDC) on Monday, June 29, 2026 was posted to the City Hall bulletin board at 200 W. Vulcan, Brenham, Texas on Tuesday, June 23, 2026 at 8:30 a.m.

Jeana Bellinger, TRMC, CMC
City Secretary/BCDC Secretary

Executive Sessions: The Brenham Community Development Corporation (BCDC) reserves the right to convene into executive session at any time during the course of this meeting to discuss any of the matters listed, as authorized by Texas Government Code, Chapter 551, including but not limited to §551.071 – Consultation with Attorney, §551.072 – Real Property, §551.073 – Prospective Gifts, §551.074 - Personnel Matters, §551.076 – Security Devices, §551.086 - Utility Competitive Matters, and §551.087 – Economic Development Negotiations.

Disability Access Statement: This meeting is wheelchair accessible. The accessible entrance is located at the Vulcan Street entrance to the City Administration Building. Accessible parking spaces are located adjoining the entrance. Auxiliary aids and services are available upon request (interpreters for the deaf must be requested seventy-two (72) hours before the meeting) by calling (979) 337-7567 for assistance.

I certify that this notice and agenda of items to be considered by the Brenham Community Development Corporation (BCDC) was removed by me from the City Hall bulletin board on _____ at _____.

Signature

MINUTES

BRENHAM COMMUNITY DEVELOPMENT CORPORATION

April 16, 2026

A regular meeting of the Brenham Community Development Corporation was held on Thursday, April 16, 2026 at City Hall, Conference Room 2A, 200 W. Vulcan, Brenham, Texas beginning at 8:00 a.m.

Board members present were Charles Moser, John Hasskarl, Darrell Blum, Gary Crocker, Jim Kolkhorst, Wade Seidel, and Ken Miller

Board members absent: None

City of Brenham staff members present were Megan Mainer, Jeana Bellinger, Stacy Hardy, Dane Rau, Julie Flagg, Teresa Rosales, and William Bissette

Others present: Councilmember Paul LaRoche

- 1. Chairman Charles Moser called the meeting to order.**
- 2. Discuss and Possibly Act Upon the Minutes from the January 15, 2026 Regular Meeting and the February 5, 2026 Special Meeting**

A motion was made by Jim Kolkhorst and seconded by Wade Seidel to approve the minutes from the January 15, 2026 regular meeting and the February 5, 2026 special meeting.

Chairman Charles Moser called for a vote. The motion passed with the Board voting as follows:

Chairman Charles Moser	Yes
Vice Chairman Darrell Blum	Yes
Board Member Wade Seidel	Yes
Board Member Gary Crocker	Yes
Board Member John Hasskarl	Yes
Board Member Jim Kolkhorst	Yes
Board Member Ken Miller	Yes

- 3. Discuss and Possibly Act Upon FY2025-26 Second Quarter Financial Reports**

Finance Director, Stacy Harcy, presented this item. Hardy explained that sales tax revenue was budgeted at a 2.5% increase over FY25 projections and stated that there have been five (5) months of collections received and sales tax is trending slightly ahead of budgeted levels.

The **Economic Development** operations report shows a deficit of \$95,417 for the second quarter due to the funding of the \$570,000 internal loan to the Recreation side for Phase 1 construction of Brenham Family Park which was approved at the January meeting.

The **Recreation** operations show a deficit of \$467,855 for the second quarter of FY26. This deficit is due to timing of funded projects being completed in the first and second quarters with only six months of sales tax collection received and the transfer of \$939,903 of fund balance to the BCDC Capital Projects Fund for the construction of Phase 1 of the Brenham Family Park.

The **Capital Projects** fund includes the contract for construction of Phase 1 of the Brenham Family Park that was awarded to MBC Management for \$4,136,965 at the February 5, 2026 City Council meeting. Since BCDC has not received the fund from the \$750,000 Texas Parks and Wildlife Grant and the \$1M funding from the TIRZ Fund has not been made yet, these two items are not reflected in this financial update.

A motion was made by Ken Miller and seconded by Darrell Blum to approve the FY2025-26 second quarter financial reports as presented.

Chairman Charles Moser called for a vote. The motion passed with the Board voting as follows:

Chairman Charles Moser	Yes
Vice Chairman Darrell Blum	Yes
Board Member Wade Seidel	Yes
Board Member Gary Crocker	Yes
Board Member John Hasskarl	Yes
Board Member Jim Kolkhorst	Yes
Board Member Ken Miller	Yes

4. Discuss and Possibly Act Upon Phase 2 of the Three-Year Economic Development Strategic Plan, Business Attraction Consulting and Marketing Initiatives, from Marketing Alliance, Inc. and Authorize the Chairman to Execute Any Necessary Documentation

Teresa Rosales, Economic & Community Development Director Teresa Rosales presented this item. Rosales state that after several months of review and discussion with local stakeholders, the Brenham City Council formerly adopted the Three-Year Economic Development Strategic Plan created by Marketing Alliance, Inc. Rosales explained that with the plan officially in place, it is now time to begin Phase II, business attraction, of the plan.

Rosales presented two plans for consideration:

- Business Attraction Consulting: This strategy concentrates on appropriate message development, creation of marketing and outreach materials and specific one-to-one contact with targeted companies and site selectors. Since three of the five targeted industries identified are new, it's important that the messaging meets the industry based on their vocabulary and expertise. The cost of this strategy is \$29,950.00.
- Marketing Initiatives-V2: This is for the design of a new website. In order for our current website to meet Department of Justice standards for ADA compliance, our existing website must be updated. Our current vendor, EDSuite, has indicated that our website cannot be modified due to its age; therefore, a new website must be constructed. The cost of this service would be \$29,275.00.

Rosales explained that she has the business attraction piece in her current budget and while the marketing initiatives are not included in the current year budget, the majority of line items noted for current website and advertising/ videography is in the current budget. Any remaining funds would be requested in the FY 2026/2027 budget.

A motion was made by Wade Seidel and seconded by Darrell Blum approve the business attraction consulting services and the marketing initiatives with Marketing Alliance, Inc., in the amount of \$59,225.00, and authorize the President to execute any necessary documentation.

Chairman Charles Moser called for a vote. The motion passed with the Board voting as follows:

Chairman Charles Moser	Yes
Vice Chairman Darrell Blum	Yes
Board Member Wade Seidel	Yes
Board Member Gary Crocker	Yes
Board Member John Hasskarl	Yes
Board Member Jim Kolkhorst	Yes
Board Member Ken Miller	Yes

6. Board and Staff Updates

- Economic Development
 - Update on recent visits by companies interested in coming to Washington County
 - Small Business Month is coming up in May
- Parks and Recreation
 - Henderson Park lighting project is almost complete
 - Splashpad will be opening soon
 - Outdoor pools at the BBAC will be opening on Memorial Day weekend
- Administration
 - Next meeting will be in late June for the FY27 budget – staff will send a meeting invite

The Board adjourned into Executive Session at 8:43 a.m.

EXECUTIVE SESSION

5. **Texas Government Code, Section 551.072, Deliberation Regarding Real Property – Deliberation Regarding Real Estate Matters Concerning the Possible Sale, Exchange, Transfer and/or Acquisition of Industrial Park Land in Brenham, Washington County, Texas**

Executive Session adjourned at 9:10 a.m.

RE-OPEN REGULAR SESSION

The meeting was adjourned.

Charles Moser
Chairman

ATTEST:

Jeana Bellinger, TRMC, CMC
City Secretary/BCDC Secretary



MEMORANDUM

To: BCDC Board and City Manager

From: Stacy Hardy, Director of Finance

Subject: Proposed BCDC Budget for FY26-27

Date: June 9, 2026

Attached are preliminary budget summaries for the BCDC FY26-27 budget along with memos detailing specific funding requests for the next fiscal year. Highlights of each budget summary are shown below.

Economic Development Budget Summary (Attachment A)

- FY27 budgeted sales tax revenue is 3% above the FY26 budgeted amount.
- Per the January 2021 interlocal agreement between the City and Washington County, the Brenham Washington County Development Organization (BWEDO) will continue to contribute \$100,000 annually to Economic Development activities.
- Proceeds from repayment #1 of the interfund loan to Recreation for Phase I of Brenham Family Park will be received in FY27.
- The final payment on the note payable to the City for the purchase of the SWIP IV Gurrech tract will be made in September of this current fiscal year.
- Interfund loan repayment #8 of 10 to Recreation side for funds borrowed to construct the detention ponds in FY20.
- No significant change to the on-going expenditures for operations, marketing, and Business Park maintenance.
- An administrative support reimbursement to the City's General Fund for \$6,000 (\$500/month) is budgeted, the same as the prior year.
- An estimated expenditure of \$48,050 is included in the FY27 budget for the 4th sales tax reimbursement incentive payment to Academy (10 annual payments, not to exceed \$500,000).
- A \$50,000 payment towards the Washington County Courthouse beautification project is included in the FY27 budget. A total of \$100,000 (in two annual payments) was approved by the Board in November 2024.

- Current year net revenue available for funding allocations equals \$999,031. Economic Development related funding requests total \$49,425.
- If all requests are approved, a balance of \$949,606 will remain in contingency.
- Fund balance reserves for Economic Development are projected to be \$2,198,536.

Recreation Budget Summary (Attachment B)

- FY27 budgeted sales tax revenue is 3% above the FY26 budgeted amount.
- Proceeds from repayment #8 of 10 of the interfund loan to Economic Development.
- An administrative support reimbursement to the City's General Fund for \$6,000 (\$500/month) is budgeted, the same as the prior year.
- A \$400,000 payment to the City's General Fund for Parks, Recreation & Aquatics operational support has been included in the budget, the same as the prior year.
- Interfund loan repayment #1 of 6 to Economic Development for Phase I of Brenham Family Park will be made in FY27.
- Current year net revenue available for funding allocations equals \$965,936.
- Funding requests from Aquatics total \$227,692.
- Funding requests from Parks total \$690,000.
- Funding requests from Recreation total \$4,000.
- If all requests are approved, a balance of \$44,244 will remain in contingency.
- Fund balance reserves for Recreation are projected to be \$614,417.

After reviewing this information, should you have any questions prior to the June 29th funding meeting, you may contact me at 979-337-7570.

Brenham Community Development Corp.						
Fiscal Year 2027 Proposed Budget - Economic Development						
Beginning Fund Balance						2,198,536
Budgeted Revenues:						
				FY26 Amended Budget	FY27 Budget	
	Sales Tax			1,317,300	1,362,389	
	Residential Electric & Gas Sales Tax			34,616	33,283	
	Washington County-BWEDO Contribution			100,000	100,000	
	Interest Income			70,000	62,500	
	Other Revenue (Hay Lease)			4,654	3,323	
Total Budgeted Revenues				1,526,570	1,561,495	
Other Sources:						
	Interfund Loan Repayment Proceeds (loan to Recreation for BFP)			-	95,000	Note B
Budgeted Expenses:						
Debt Service:						
	2010 Note Payable to City - Prin & Int (\$1M note-Weige Tract)			151,965	151,965	
	2017 Note Payable to City - Prin & Int (\$500K note-Gurrech Tract)			72,275	-	
	Interfund Loan Repayment (for Detention Pond Construction)			42,047	42,047	Note A
	Interfund Loan (loan to Recreation for BFP)			570,000	-	
Economic Development Activities:						
	Economic Development Personnel			209,164	215,676	
	Administrative Support Reimbursement to City General Fund			6,000	6,000	Note C
	Economic Development Operations			52,107	51,568	
	Economic Development Marketing & BRE			43,600	41,050	
Business Park Maintenance:						
	Lawn Maintenance @ Business Parks			34,000	34,000	
	Street Lights Electrical			7,295	7,108	
	Consulting, Engineering & Legal Fees			10,000	10,000	
Programs & Partnerships						
	Main Street - Incentive Grants			21,000	-	
	Academy Sales Tax Reimbursement			42,500	48,050	
	Economic Development Consulting-Marketing Alliance			30,500	-	
	Economic Development Consulting-Marketing Alliance website			29,275	-	
	Washington Co. Courthouse Beautification Contribution			50,000	50,000	
	Washington County - Red, White & Rodeo Fireworks Contribution			20,000	-	
Land/Infrastructure Projects						
	Contribution for K of C Hall Lift Station Upgrade			200,000	-	
Total Budgeted Expenses:				1,591,728	657,464	
Amount Available for Funding				N/A	999,031	
	Main Street - Incentive Grants				21,000	
	Washington Co. Chamber of Commerce Website				28,425	
Amount Remaining for Contingency				N/A	949,606	
Revenue Over/(Under) Expenditures				(65,158)	-	
Ending Fund Balance					2,198,536	
Note A - Interfund loan repayment #7 (FY26) and #8 (FY27) of 10.						
Note B - Interfund loan repayment #1 (FY27) of 6.						
Note C - Reimburse the City's General Fund for administrative support \$500/mo. X 12 months						

Brenham Community Development Corp.						
Fiscal Year 2027 Proposed Budget - Recreation						
Beginning Fund Balance						614,417
Budgeted Revenues:				FY26 Amended Budget		FY27 Budget
Sales Tax				1,317,300		1,362,389
Interest Income				70,000		62,500
Total Budgeted Revenues				1,387,300		1,424,889
Other Sources:						
Interfund Loan Repayment from Eco. Dev. (detention pond construction)				42,047		42,047
Interfund Loan Proceeds from Eco. Dev. (BFP Phase I)				570,000		-
Budgeted Expenses:						
Administrative Support Reimbursement to City General Fund				6,000		6,000
Operations Support for Parks, Recreation & Aquatics				400,000		400,000
Interfund Loan Repayment to Eco. Dev. (BFP Phase I)				-		95,000
Total Budgeted Expenses:				406,000		501,000
Amount Available for Funding				N/A		965,936
Projects Considered for Funding Allocation:						
Aquatics:						
FY26 Projects (3)				96,000		
FY27 Projects (8):						
	Therapy Pool Deck Replacement					25,000
	Steel Beam Rehab-Therapy Pool Area					50,000
	Autofil System-All Pools					20,000
	Concession Stand Area Upgrades					35,000
	Leisure Pool Cabanas					52,000
	Leisure Pool Umbrellas					15,000
	Southside Gutter Replacement					8,191
	Building Soffit Replacements					22,501
						227,692
Parks:						
FY26 Projects (4)				1,749,903		
FY27 Projects (9):	Fireman's Park Baseball & Hohlt Park Field #7 LED Lighting					230,000
	Fireman's Park Playground Replacement					65,000
	Brenham Family Park User Amenities					50,000
	Masterturf Infield Rehab - 3 fields					45,000
	All Sports Building Deck Replacement					30,000
	Hohlt Park Shade Canopy Replacements					55,000
	Resurface Basketball Courts - 6 courts					50,000
	Jackson St. Park Playground Addition					65,000
	Lightning Detector Upgrades - 5 parks					100,000
						690,000
Recreation:						
Movies in the Park				4,000		4,000
Amount Remaining for Contingency				N/A		44,244
Revenue Over/(Under) Expenditures				(256,556)		-
Ending Fund Balance						614,417
Note A - Interfund loan repayment #7 (FY26) and #8 (FY27) of 10.						
Note B - Reimburse the City's General Fund for administrative support \$500/mo. X 12 months						
Note C - Provide operations support to the City's General Fund for Parks & Recreation and Aquatics.						
Note D - Interfund loan repayment #1 (FY27) of 6.						

MEMORANDUM

To: Brenham Community Development Corporation (BCDC) Board of Directors
From: Teresa Rosales, Economic & Community Development Director
Subject: Economic Development FY 26-27 Budget Request
Date: May 26, 2026

The Brenham | Washington County Economic Development budget request continues to include the \$100,000 Washington County investment.

Economic Development

This year, an Economic Development Strategic Plan was delivered to the organization from our consultant Marketing Alliance. The plan was approved by both the City of Brenham City Council and the Washington County Commissioners Court. The next phase of the plan involves the implementation of strategies for attracting newly identified targeted industries. To that end, two additional Marketing Alliance proposals were approved and adopted by BCDC for 1) Business Strategies and 2) Website Development—the cost of which was taken out of this year’s budget. I am anxious to begin the process of utilizing our competitive advantages, including available land assets in the business parks, to continue to pursue economic development projects that are measured against the needs of the community.

Main Street

We have recently been notified by Main Street America that Main Street Brenham received Accredited status for 2026, one of only 84 Texas communities. Members of the Main Street Board, along with Leigh Linden, Main Street Manager, remain steadfast in their focus on projects and programs related to the two strategies: 1) Main Street Brenham will create a welcoming environment where everyone belongs, and 2) Main Street Brenham will maintain and enhance the district identify of downtown Brenham.

Each year, we continue to offer a Façade Grant to our new and long-term property owners so that they can continue to maintain the attractiveness of Main Street Brenham. The funding for the grant comes from both BCDC and funds that were raised via Main Street events. Since 2009, 46 grants have been awarded by Main Street Brenham totaling \$243,000. Partnering with BCDC allows the Main Street Advisory Board the ability to ensure that there are sufficient funds available for façade rehabilitation projects. This year, we again request \$21,000.

TO: Brenham Community Development Corporation Board of Directors
FROM: Jamie Rankin, President & CEO
Washington County Chamber of Commerce
DATE: June 16, 2026
RE: FY27 Funding Request – Chamber Website & Brand Enhancement Initiative

The Washington County Chamber of Commerce respectfully requests funding assistance from the Brenham Community Development Corporation to support a comprehensive website redevelopment and brand enhancement initiative designed to strengthen business attraction, workforce recruitment, entrepreneurship, tourism promotion, and economic development efforts throughout Brenham and Washington County.

The Chamber currently serves more than 800 member businesses and organizations and functions as one of the primary points of contact for prospective businesses, entrepreneurs, workforce candidates, visitors, and residents seeking information about Brenham and Washington County.

This project represents more than a website redesign. It is an opportunity to strengthen the digital infrastructure that supports economic development, business engagement, workforce attraction, and community promotion throughout our region.

Today, a community's website often serves as the first impression for site selectors, business owners, investors, workforce talent, visitors, and prospective residents. While the Chamber's current website has served the organization well, it no longer reflects the growth, quality, and momentum of our community and lacks many of the modern tools necessary to effectively market Brenham and Washington County in an increasingly competitive environment.

The proposed project includes:

- Complete website redesign and modernization
- Improved mobile responsiveness and user experience
- Enhanced ChamberMaster integration and business directory functionality
- Dedicated business resource and economic development content
- Search engine optimization and improved online visibility
- Updated photography, video, and storytelling assets
- Refreshed Chamber branding and visual identity standards
- Training and implementation support for Chamber staff

The Chamber has selected Marketing Alliance, a Texas-based firm with extensive experience serving chambers of commerce, economic development organizations, and communities throughout the state. Marketing Alliance recently facilitated the Brenham Washington County Economic Development Foundation's strategic planning process and has developed a strong understanding of our community's economic development goals, assets, opportunities, and challenges.

Utilizing the same firm creates a valuable opportunity to strengthen alignment between the Chamber's messaging and the broader economic development efforts already underway throughout Washington County. A coordinated approach helps ensure businesses, investors, entrepreneurs, workforce candidates, visitors, and prospective residents receive consistent messaging about the advantages of locating, investing, working, and living in Brenham and Washington County.

Rather than operating with disconnected communication strategies, this initiative allows community partners to tell a unified story that reinforces economic growth, business success, workforce development, and quality of life.

The Chamber website functions as a business concierge and community gateway. For many users, it is the first digital touchpoint with our community. A modern, strategically designed website will better position Brenham and Washington County to attract investment, support local businesses, recruit workforce talent, and showcase the strengths that make our community an exceptional place to live, work, and do business.

This initiative directly supports several key economic development objectives:

Business Attraction and Expansion

Companies evaluating communities frequently begin their research online. A modern website helps showcase Brenham’s business climate, workforce assets, infrastructure, available resources, and community strengths.

Business Retention and Support

Local businesses rely on the Chamber as a resource for visibility, networking opportunities, education, advocacy, and business connections. Enhanced digital tools will improve the Chamber’s ability to serve and support local employers.

Workforce Recruitment

Prospective employees and their families increasingly evaluate communities based on quality-of-life factors, schools, healthcare, housing, recreation, and community engagement. This project will help tell that story more effectively and support local workforce recruitment efforts.

Entrepreneurship and Small Business Development

The Chamber serves as a resource hub for startups and small businesses seeking information, connections, and support. Improved online resources will help entrepreneurs more easily access the tools and relationships necessary for success.

Tourism and Community Promotion

Visitors often become future residents, business owners, employees, and investors. An engaging and modern website helps promote local attractions, events, and experiences that contribute to economic activity throughout the community.

The total project investment is \$28,425, as detailed in the attached Marketing Alliance proposal.

The Chamber is seeking funding assistance in the amount of \$28,425 to support implementation of this project.

This request is not solely an investment in the Chamber. It is an investment in a community asset that supports economic development partners, local businesses, workforce recruitment efforts, tourism promotion, entrepreneurship, and the overall visibility of Brenham and Washington County.

Attached for the Board’s review is the detailed proposal from Marketing Alliance outlining the scope of work, project deliverables, timeline, and associated costs. Additional supporting information regarding the project’s economic development impact and community benefits is also included for consideration.

The Washington County Chamber of Commerce appreciates BCDC’s continued commitment to economic development and quality-of-life initiatives. We welcome the opportunity to discuss this request further and answer any questions the Board may have regarding the project and its anticipated community impact.

Respectfully submitted,



Jamie Rankin
President & CEO
Washington County Chamber of Commerce
979.836.3695 | jamie@brenhamtexas.com

Attachments:

1. Marketing Alliance Website & Brand Enhancement Proposal
2. Economic Development Impact Statement



**MARKETING
ALLIANCE**

Brand Development Support and Website Redesign – V2

Washington County Chamber of Commerce

Prepared for:
Jamie Rankin
President/CEO

Sent:
March 10, 2026

David Petr
CEO
Marketing Alliance

dpetr@marketingallianceinc.com
(863) 956-7474
www.marketingallianceinc.com



**MARKETING
ALLIANCE**

Jamie Rankin, President/CEO
Washington County Chamber of Commerce
314 S. Austin Street
Brenham, TX 77833

Hello Jamie,

Thank you for the opportunity to submit this proposal for the Washington County Chamber of Commerce website redesign. The Chamber plays an important role in supporting local businesses, strengthening community connections, and helping Brenham and Washington County continue to grow as a vibrant place to work, invest, and engage, with an increasing focus on the long-term economic development of the region.

At Marketing Alliance, we specialize in helping communities and organizations across the country strengthen their digital presence through modern, high-performing websites that clearly communicate mission, value, and identity. Over the past 25 years, we have worked with more than 475 communities nationwide, supporting economic development organizations, Chambers of Commerce, and regional partners with website development, branding, and strategic communications.

This project is especially meaningful to our team because we are already familiar with the Washington County community through our previous work with Brenham | Washington County Economic Development, including the development of the organization's strategic plan. That local understanding gives us valuable context as we help the Chamber create a website that reflects the community authentically and serves its members effectively.

The scope of work outlined in this proposal is designed to deliver a website that is welcoming, easy to navigate, and built around the Chamber's key audiences, including members, local businesses, visitors, and community partners. Our approach includes discovery and planning, custom design concepts, copywriting support, full programming and development, staff training, and visual content that brings energy and life to the Chamber's online presence.

As part of this project, we are also pleased to include brand development work for the Chamber at no additional cost. This includes the development of a refreshed logo and supporting brand guidelines, with the associated fee fully waived as a way for our team to invest in the success of the Chamber and the broader Washington County community.

We understand that the Chamber's website is more than a digital brochure. It is a central hub for membership value, events, resources, and storytelling. Our goal is to create a platform that supports your work today while positioning the Chamber for continued engagement and success in the years ahead.

Thank you again for your consideration. If there is any additional information we can provide in the meantime, please feel free to let us know. We would be glad to meet or talk further at any time to provide more context and discuss the next steps.

All the best,

Marketing Alliance and Washington County

For 25 years, Marketing Alliance has been a trusted partner in transforming communities across the United States into thriving economic powerhouses. Operating in 29 states and serving more than 465 communities, we bring a wealth of knowledge and experience to every project we undertake. Our team of 9 dedicated professionals combines over 135 years of collective expertise in economic development and digital innovation. We specialize in creating customized solutions that include strategic planning, website development, digital marketing campaigns, video production, lead generation, and tailored services to meet each community's unique needs.

We are proud to have successfully partnered with municipalities, counties, and economic development organizations nationwide. By understanding the unique characteristics of each region and industry we serve, we're able to deliver targeted insights and strategies that drive real, measurable impact. Our comprehensive approach ensures that every project is delivered on time and upholds the highest standards of quality, consistently positioning our clients for long-term success.



Project Leads



David Petr
CEO / Strategy

Clients can expect significant results from Marketing Alliance through the leadership of David Petr, owner and CEO of this purpose-driven company. Spanning over 28 years, his career has included running traditional advertising agencies as well as spearheading economic development organizations in Texas, Florida and Maryland. Unique to the economic development marketing industry, Marketing Alliance is the only company guided by a former economic development CEO.

David's marketing work has earned national accolades and his economic development work has resulted in thousands of jobs created and billions of dollars facilitated. He finds fulfillment in understanding the value proposition of a place, telling its story well, and expanding project pipelines to benefit the residents of clients' communities.



Jon Maynard
President / Strategy

Jon guides the Marketing Alliance team in creating strategies that align with our clients' specific economic development challenges and goals. His strategic approach has been instrumental in several client engagements, most notably with Lafayette and Winston Counties in Mississippi. In these initiatives, he developed innovative workforce programs that received the maximum funding awards from the Tennessee Valley Authority and established new benchmarks in community-focused marketing and talent development. Jon's focus involves crafting marketing solutions that are successful, resilient and adaptable in achieving immediate objectives, ensuring

sustainable growth and long-term success in dynamic markets. His commitment to problem-solving and forward-thinking strategies is a cornerstone of our success.



Mark Kitchens

Design

For over 19 years at Marketing Alliance, Mark has worked with over 350 clients on 460+ websites, 60+ branding projects and 70+ digital marketing campaigns to help communities become better places to live and work. He's best at directing the creative team to hit our client's moving targets and at being adaptable in an environment where each client has different challenges, strengths and opportunities. Among other accomplishments, last year, Mark successfully rebranded Facility Logix, a leading Life Science consultancy in Maryland, as well as Kentucky Cornerstone – a new economic alliance in Kentucky. Mark's super power is hearing what the client needs and creating tools to promote the unique selling points of their city, county, region, state or organization.



Porter Foster

Online Experiences

Porter has built hundreds upon hundreds of websites. He actually lost count around 300, many years ago. At Marketing Alliance, Porter is more than a programmer. He's a problem-solver, guide, teacher and a life-long resource for our clients. Porter knows how powerful a tool a website can be in showcasing the strengths of a community 24/7. Because of his decades-long tenure developing economic development websites, Porter is able to create user experiences and content journeys that the site selection and company decision maker worlds react to. His solutions are never off the shelf, and always inspired to be as unique as the client communities we serve. If you have visited a handful of economic development websites recently, chances are, you have seen his work.



Kirsten Hill

Videographer

Kirsten is creative to her core. She is a film editor, camera operator, graphic designer, and web designer, with editing being her primary passion. Prior to Marketing Alliance, Kirsten, along with her business partners, launched their own production company, New Angle Films in Charlotte, North Carolina. Today, Kirsten uses her extensive creative skills to enhance the products and services Marketing Alliance offers to our customers.

Scope of Work Overview

The Washington County Chamber of Commerce plays a central role in supporting local businesses, strengthening community connections, and promoting Brenham and Washington County as a welcoming place to work, invest, and engage. As the Chamber continues to expand its programming, membership value, and community presence, a modern and effective website is an essential tool for communication, outreach, and long-term growth.

Marketing Alliance's scope of work is designed to deliver a refreshed website experience that is visually engaging, easy to navigate, and structured around the Chamber's core audiences, including Chamber members, prospective businesses, visitors, and community partners. The new website will serve as a central hub for membership information, events, business resources, and the stories that define Washington County's identity and strengths.

Marketing Alliance is already familiar with the Washington County community through our past work supporting Brenham | Washington County Economic Development, including the development of the organization's strategic plan. That local understanding will help ensure the Chamber's new website reflects the region authentically and positions the organization with a strong, polished digital presence moving forward.

The following scope outlines our approach to planning, design, programming, content development, and visual storytelling to support a successful website redesign for the Washington County Chamber of Commerce.

Website - Planning

Washington County Site Visit

(Fee Waived, No Cost)

As a key part of the discovery process, David Petr, CEO of Marketing Alliance, will travel to Washington County for an in-person site visit. This visit will help gather the insights and local context needed to shape a website that is authentic to Brenham and aligned with the Chamber's mission of supporting local businesses, strengthening community connections, and promoting Washington County as a great place to live, work, and visit.

This includes:

- Touring key community assets such as downtown Brenham, major business corridors, cultural destinations, and areas central to local commerce and tourism
- Meeting with Chamber leadership, staff, and community partners to hear their perspectives directly
- Capturing observations about Washington County's business environment, regional identity, and quality of life to inform the site's structure and messaging
- Reviewing how the Chamber currently serves its members through events, networking, advocacy, and community initiatives
- Identifying stories, visuals, and messaging themes that reflect Washington County's strengths and support a more engaging online presence

This visit will ensure the final website reflects the true character of Washington County and is grounded in a real understanding of what makes the community distinctive, welcoming, and positioned for continued growth.

To demonstrate our commitment to partnering with you and to provide the strongest possible website solution, Marketing Alliance will waive all agency fees typically associated with this site visit.

Project Kickoff Call and Project Management

\$2,500

This includes time to schedule and conduct a kickoff call with the Washington County Chamber of Commerce team to discuss the new website project. During this session, Marketing Alliance will work with your staff to define goals, confirm priorities, and ensure alignment around the Chamber's mission and the audiences the website must serve.

The meeting agenda will include:

- Introductions
- Project goals and vision
- Timeline review
- Key priorities for membership, events, and business engagement
- Q&A

During this conversation, Marketing Alliance will gather your input on content priorities, tone, navigation needs, and ways the website can better highlight Chamber programs, member value, community resources, and Washington County's story.

This scope also includes ongoing project management throughout the website development process to ensure timely execution and smooth communication. Marketing Alliance will:

- Provide regular updates and check-in meetings
- Coordinate with Chamber stakeholders to track progress
- Address issues as they arise and make adjustments to keep the project on schedule

Brand Development and Logo Redesign

(Fee Waived, No Cost)

A strong, recognizable brand identity is essential for ensuring the Washington County Chamber of Commerce presents a professional, cohesive, and modern image across its website, communications, and member-facing materials.

As part of this project, Marketing Alliance will lead a brand development process that includes a refreshed visual identity and an updated logo system for the Chamber. This work will ensure the Chamber's branding reflects its leadership role in supporting local businesses, strengthening community connections, and promoting long-term growth throughout Washington County.

This process will be completed in close collaboration with Chamber staff. Marketing Alliance will work with the team to review existing assets, draw inspiration from materials already in use, and incorporate ideas that reflect the Chamber's vision for the organization moving forward.

This includes:

- Reviewing the Chamber's current logo, visual assets, and existing brand usage across digital and print platforms
- Working with Chamber staff to evaluate current branding and identify opportunities for refinement and modernization
- Creating a refreshed logo system that works across website, print, and digital applications
- Developing a cohesive visual identity system, including updated typography, colors, and supporting design elements
- Designing logo variations and formats for different uses, including horizontal, stacked, icon, and digital-friendly versions
- Ensuring the website redesign is built on a clear and unified brand foundation from the start

Deliverables:

- Refined Chamber logo with complete digital file package
- Logo variations for multiple use cases (web, print, social, icon applications)
- Updated color palette and typography standards
- A concise brand guidelines document outlining logo usage, visual standards, and website application

This brand development effort will help ensure the Washington County Chamber of Commerce enters its new website launch with a refreshed identity that is distinctive, consistent, and aligned with the organization's future direction.

To demonstrate our commitment to partnering with the Washington County Chamber of Commerce and helping ensure the success of the overall website project, Marketing Alliance will waive all agency fees typically associated with this brand development work.

Site Map Creation

\$850

Within one week of the Project Kickoff Call, the strategists at Marketing Alliance will create a full site map based on direction from the Washington County Chamber of Commerce team and best practices in modern Chamber website planning.

This includes:

- Strategizing overall user experience and navigation structure
- Defining and distributing page topics across key audience areas
- Determining homepage content hierarchy and entry points
- Designing a document that illustrates the overall site map and content areas
- Presenting the site map to the Chamber for feedback
- Refining the site map up to two times, if requested

Marketing Alliance anticipates the new Washington County Chamber of Commerce website will include approximately **30 to 35 pages**, including membership information, events, business resources, community storytelling, and tools that support both local engagement and visitor interest.

The site will be intuitive, welcoming, and designed to strengthen the Chamber’s role as the central connector for business and community life in Washington County.

Website - Designing

Home Page Concepts

\$3,000

The design team at Marketing Alliance will create home page concepts to show how the new Washington County Chamber of Commerce website will look. These designs will introduce a refined visual style, improved layout structure, and a more modern user experience that reflects the Chamber’s mission and the energy of the Brenham and Washington County business community.

This includes:

- Three home page design concepts (one new design and two alternates of the same design) based on input from the creative brief process
- Design, layout, and copy placement on the page
- Expanding the home page structure to better highlight membership value, upcoming events, community initiatives, and key Chamber resources
- Incorporating clear entry points for different audiences such as Chamber members, local businesses, visitors, and community partners
- A refined color palette, typography system, and overall layout structure
- Two additional design refinements, if necessary

Designs will reflect the Chamber’s role as a connector for business growth, networking, and community engagement. User experience will be a core focus, ensuring the homepage feels welcoming, organized, and easy to navigate for all audiences.

Secondary Page(s) Concepts

\$2,750

Following the approval of the home page concepts, Marketing Alliance will design secondary page concepts to establish a consistent look and feel throughout the new Washington County Chamber of Commerce website.

These secondary pages will ensure the Chamber’s full range of programs, resources, and community priorities are presented in a clear, organized, and engaging way across the site.

This includes:

- Three secondary page design concepts (one new design and two alternates of the same design) based on the approved home page design

- Layout and structure for a variety of key internal page types that support the Chamber’s mission and services, such as:
 - About the Chamber, Staff, and Leadership
 - Membership Benefits and Joining Information
 - Member Directory and Business Listings
 - Events Calendar, Programs, and Chamber Happenings
 - Business Resources, Advocacy, and Member Support
 - Workforce and Leadership Development Initiatives
 - Community Information and Visitor-Focused Content
 - Relocation and Area Highlights for Prospective Businesses and Residents
 - Contact Pages and Member Engagement Touchpoints
- Design of flexible templates that allow for both content-rich pages and simple supporting pages
- Consistent integration of visual branding, typography, and navigation features established in the home page design
- Two additional design refinements, if necessary

The goal is to provide the Washington County Chamber of Commerce with an adaptable set of page designs that present information in a clear and compelling way. These secondary pages will support the Chamber’s ongoing work by highlighting member value, strengthening community connections, and ensuring visitors can quickly access the resources and opportunities that define Washington County.

Website - Writing, Programming, and Training

Copywriting

\$3,000

The strategists and copywriters at Marketing Alliance will review all current website content and develop streamlined, engaging copy for the new Washington County Chamber of Commerce website. This content will reflect the Chamber’s priorities, highlight the value of membership, support business engagement, and better communicate the Chamber’s role as a central connector for Brenham and Washington County.

This includes:

- Writing new copy for pages identified during the wireframe development process
- Rewriting existing content to make it more clear, welcoming, and aligned with the Chamber’s current goals
- Incorporating Chamber-focused language and keywords to improve search engine performance
- Creating call-to-action messaging in key areas such as navigation menus, buttons, and homepage features
- Strategizing messaging for multiple audiences, including Chamber members, local businesses, entrepreneurs, visitors, and community partners
- Highlighting Chamber programs such as networking events, business resources, leadership initiatives, and community support
- Defining resources available through the Chamber, including member benefits, event opportunities, and economic and community partnerships
- Providing regional and geographic context to help audiences quickly understand Washington County’s strengths and what makes Brenham a vibrant place to do business

This copywriting process will ensure the website communicates the Chamber’s mission effectively, balancing professionalism with a friendly tone that appeals to businesses, residents, and community stakeholders.

Development and Programming

\$7,450

The Marketing Alliance design and development team will create and program a fully functional website for the Washington County Chamber of Commerce, building on the approved site map, home page design, and secondary page layouts. The new site will provide a modern, engaging user experience that reflects the Chamber’s mission and better serves its members, local businesses, and the broader Washington County community.

This includes:

- Programming the approved home page and secondary page designs into a responsive website framework that functions seamlessly on desktops, tablets, and mobile devices
- Integrating the finalized copywriting and approved imagery, including updated photography and visuals that showcase Brenham’s business community, events, downtown character, and quality of life
- Creating navigation that is intuitive and user-friendly, ensuring members, businesses, visitors, and community partners can quickly access key information
- Developing a news and events section and event calendar structure to support Chamber programming, announcements, and ongoing engagement
- Optimizing the site for search engines with best practices for URLs, meta descriptions, headers, and page structure
- Incorporating infographics, maps, and featured content areas to highlight Chamber resources, membership benefits, and community assets in a clear and accessible format
- Integrating key ChamberMaster (GrowthZone) tools and functionality, including membership directory access, event registration, and other Chamber-managed features, to ensure a seamless experience between the website and the Chamber’s internal systems
- Providing secure hosting infrastructure that supports fast load times and reliable uptime

Once the website has been developed, Marketing Alliance will conduct thorough testing across devices and browsers to ensure optimal performance and a smooth user experience before launch.

Website CMS Training

\$475

Once the new Washington County Chamber of Commerce website has been developed and tested, Marketing Alliance will provide training to ensure the Chamber’s staff can confidently manage and update the site after launch.

The website will be built using a modern content management system that allows staff to make routine updates without technical expertise. This ensures the Chamber can easily keep content current as events, programs, and member information evolve over time.

This includes:

- A live training session with Chamber staff to review the website content management system
- Instruction on how to add, edit, and update content such as text, images, documents, news items, and calendar events
- Guidance on managing key areas of the site including events, announcements, membership-related content, and community resources
- Best practices for maintaining a consistent look and feel across pages while making ongoing edits
- Training materials, including a simple user guide, for future reference

This training will ensure the Washington County Chamber of Commerce team is comfortable managing the website long after launch, without relying on outside support for routine updates.

Enhanced Hosting and Website Management

\$2,850

To ensure a high-performing, secure, and fully supported website experience, Washington County Chamber of Commerce will be enrolled in Marketing Alliance’s Enhanced Hosting plan. This plan is full website management and a proactive approach that keeps your site updated, secure, and optimized throughout the year.

This includes:

- Secure, private hosting environment
- Faster support response times for all requests, with critical issues addressed within 24 hours
- Ongoing technology and infrastructure upgrades
- ADA compliance and accessibility improvements as needed
- Annual strategic review of the website by a lead strategist
- Automatic rollout of new features and tech updates
- Ongoing SEO keyword monitoring and content optimization support
- Eight (8) hours of content updates, design revisions, or programming support as needed throughout the year
- Protection from hacking attempts and technical monitoring

Deliverables:

- Hosting and maintenance coverage for one year
- Website updates and fixes implemented by Marketing Alliance team
- Annual strategic review document with recommendations
- Monthly performance monitoring and SEO insight reporting
- Priority support and response from Marketing Alliance staff

This fee is billed annually.

Videography and Photography - Planning and Producing

Pre-Production Coordination

\$1,350

As part of the website development process, Marketing Alliance will plan a video and photography shoot in Washington County to capture the moving imagery and visual content needed to bring the new Chamber website to life. These visuals will ensure the site feels modern, welcoming, and dynamic, showcasing the people, places, and energy that define Brenham and the Washington County business community.

The pre-production phase is where our team collaborates with the Chamber to organize the details that make the shoot successful.

This includes:

- Meeting with the Chamber team to review priorities, determine filming locations, and confirm the key stories and messages to highlight
- Planning video and photo assets that can be used across the site, from the looping header video to supporting visuals on interior pages
- Location scouting and securing permissions for key filming sites, including downtown Brenham, community landmarks, event spaces, and major business corridors
- Coordinating with local business leaders, Chamber members, and community partners to capture footage that reflects the Chamber's role and impact
- Development of a detailed shot list that supports membership promotion, business engagement, tourism, and quality of life storytelling
- Scheduling optimal shoot times to ensure the best lighting and conditions for high-quality video and photography

This pre-production planning will result in a coordinated shoot that provides Washington County with visual assets tailored to the new website, ensuring the Chamber's online presence feels vibrant, current, and community-driven.

Looping Header Video

\$3,250

To create an immediate impact when visitors arrive on the new Washington County Chamber of Commerce website, Marketing Alliance will produce a looping header video for the homepage. This video will incorporate both drone and street-level footage captured during our shoot in Washington County, combined with photography and motion elements to create a visually dynamic introduction to the Chamber and the Brenham community.

This includes:

- Filming of drone footage to showcase downtown Brenham, key community destinations, and the broader character of Washington County
- Street-level videography and photography to highlight local businesses, Chamber events, community gathering places, and the people behind the region's success
- Integration of these assets into a short looping header video designed specifically for the homepage
- Addition of subtle text overlays or motion graphics to reinforce the Chamber's mission and key themes
- Two rounds of refinements to ensure alignment with the Chamber's vision

This looping header video will bring motion and energy to the website, ensuring the Chamber’s digital presence feels modern, engaging, and reflective of Washington County as a thriving place to do business and connect.

Video Production Travel Expenses

\$950

This fee ensures all necessary travel and on-site logistics are included as part of the videography and photography process for the Washington County Chamber of Commerce website.

This includes:

- Travel for Marketing Alliance production staff to Washington County for filming
- Lodging for the duration of the shoot

This flat travel expense allows for clear budgeting with no additional surprise costs, ensuring the Chamber receives a complete and coordinated production process from start to finish.

Optional Website Enhancements

Testimonial Videos with B-roll (Optional)

\$1,950 × 5 \$9,750

Marketing Alliance will produce testimonial videos that feature local business leaders, entrepreneurs, Chamber members, and community stakeholders speaking about the strengths of Washington County. These videos will be supported with b-roll footage, creating authentic stories that highlight the Chamber’s impact, the business climate, and the quality of life in Brenham and the surrounding region.

This includes:

- Coordination with the Chamber team to identify and schedule participants for testimonial interviews
- Filming of on-camera interviews with business and community leaders
- Capturing supporting b-roll footage of downtown Brenham, local businesses, Chamber events, community landmarks, and key assets
- Editing video segments into short testimonial pieces suitable for use on the website and across digital platforms
- Two rounds of refinements to ensure alignment with the Chamber’s messaging and branding

These testimonials will provide a human perspective, reinforcing the Chamber’s role as a connector and advocate for local business. When paired with b-roll imagery, they will help prospective members, partners, and visitors envision the energy and opportunity within Washington County.

Washington County Chamber Overview Video (Optional)

\$5,150

Marketing Alliance will produce an overview video that captures the full story of the Washington County Chamber of Commerce and the community it serves. This video will be designed as a polished, high-level piece that can serve multiple purposes, from anchoring the website homepage to being shared during presentations, events, and outreach efforts.

This includes:

- Collaboration with the Chamber team to outline key themes and messaging for the video
- On-location filming to capture both drone and street-level footage of Brenham, Chamber activity, business corridors, and community assets
- Integration of testimonial clips, business highlights, and quality of life visuals to create a comprehensive narrative
- Professional editing with motion graphics, music, and text overlays to reinforce key Chamber themes
- Final video produced in multiple formats for web, presentation, and social media use
- Two rounds of refinements to incorporate feedback from the Chamber team

The overview video will serve as a powerful storytelling tool, presenting Washington County as a community defined by business strength, connection, and long-term momentum.

Interactive Member Map (Optional)

\$5,500

Marketing Alliance will design an interactive mapping tool that highlights the Washington County Chamber of Commerce’s member businesses and key community destinations. This tool will serve as a valuable resource for residents, visitors, and local businesses, offering an engaging way to explore the Chamber’s membership network and the services available throughout Brenham and Washington County.

Interactive Mapping Features:

- Member-based mapping capabilities that allow users to explore Chamber businesses by category, location, or industry type
- Searchable filters to help users quickly find restaurants, retail, professional services, healthcare, lodging, and other member offerings
- Business listing integration that connects map locations directly to member profiles, contact information, and website links
- Featured business and community highlights to promote Chamber members and encourage local engagement
- Mobile-friendly, responsive design to ensure a seamless experience across all devices

This interactive map will strengthen the Chamber’s ability to showcase its membership base, improve visibility for local businesses, and provide a user-friendly tool that supports both community connection and visitor exploration.

Deliverables:

- Fully designed interactive member map highlighting Chamber businesses across Washington County
- Category-based filters and searchable functionality for easy navigation
- Seamless integration within the new website, allowing visitors to explore and engage with Chamber members directly

SiteTracker Software Implementation (Optional)

\$3,600

Marketing Alliance proposes adding SiteTracker analytics tracking to the Washington County Chamber of Commerce website in order to measure engagement, strengthen outreach efforts, and provide deeper insight into how businesses and visitors are interacting with the site.

While all Marketing Alliance websites include Google Analytics, SiteTracker provides an additional layer of intelligence by identifying high-value visitors, tracking organizational interest, and generating actionable lead and engagement reporting.

This includes:

- Visibility into which companies and organizations are visiting the Chamber website
- Automated visitor reporting to support follow-up, membership outreach, and business engagement efforts
- Enhanced tracking of website performance and return on investment (ROI)
- Tools to help the Chamber evaluate which pages, campaigns, and messages are driving the most interest
- Strategic insight that supports ongoing membership growth and community partnership efforts

As an optional enhancement, SiteTracker can be integrated during the first year after the site goes live to provide robust analytics and engagement tracking that supports the Chamber’s work with members, prospective businesses, visitors, and regional partners.

Social Media Launch Campaign

Website Launch Digital Marketing

(Fee Waived, No Cost)

To maximize visibility and engagement for the new Washington County Chamber of Commerce website, Marketing Alliance will provide a complimentary social media launch campaign to support the rollout. This campaign will give the Chamber ready-to-use content that drives audiences to the new site and highlights its new features, resources, and member value.

This includes:

- Development of a launch-focused social media campaign strategy
- Creation of four social media posts, including graphics and copy, optimized for platforms such as Facebook, LinkedIn, Instagram, and X
- Messaging that highlights the Chamber’s new website experience, key membership resources, upcoming events, and community connections
- A posting schedule that ensures the content is timed to generate awareness and interest at launch

By providing this campaign at no cost, Marketing Alliance ensures that the new Chamber website launches with immediate attention, helping generate traffic, engagement, and excitement from members, local businesses, and the broader Washington County community.

Complimentary Website Refresh After Three Years

Complete Redesign to Remain Relevant and Engaging

(Fee Waived, No Cost)

To ensure the Washington County Chamber of Commerce website remains modern, effective, and aligned with evolving goals, Marketing Alliance will provide a full visual refresh and structural update at no additional cost at the three-year mark following the website launch.

While the platform itself will remain stable, this refresh will ensure the site continues to feel current to users and reflects updated priorities, messaging, and design standards over time.

This includes:

- Redesigning the homepage and key secondary page templates to reflect updated messaging, imagery, and Chamber priorities
- Refreshing visual elements such as typography, colors, graphics, and layout structure to meet modern design expectations
- Improving navigation and content flow based on user behavior and feedback collected during the first three years
- Updating technical components to ensure performance, accessibility, and mobile optimization remain top-tier
- Collaborating with the Chamber team to identify areas of the site that would benefit most from visual or structural enhancements
- Delivering the full refresh at no additional cost, provided the hosting and support agreement remains active

This planned update protects the long-term value of the website and ensures the Washington County Chamber of Commerce maintains a digital platform that looks current, functions smoothly, and continues supporting member engagement and community outreach goals.

This refresh will include up to 40 hours of strategic, creative, and programming time.

One Time

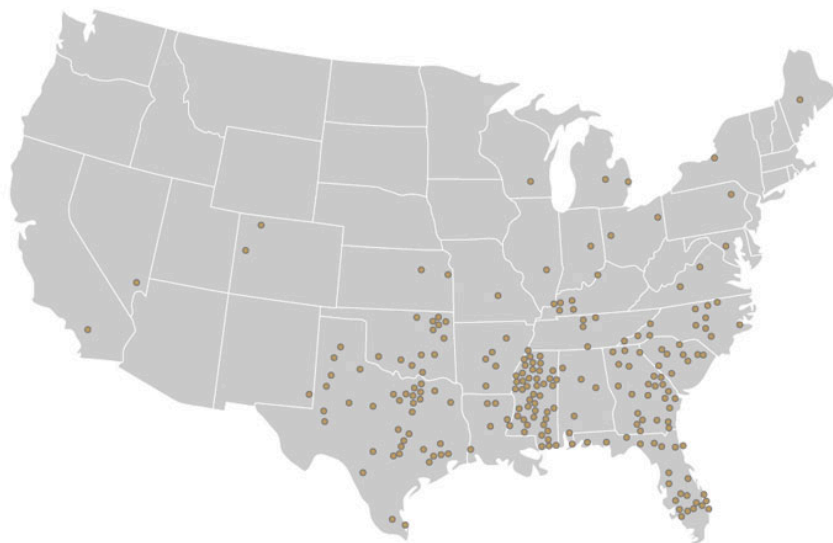
Total(s)	\$28,425
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Timeline for Project Completion

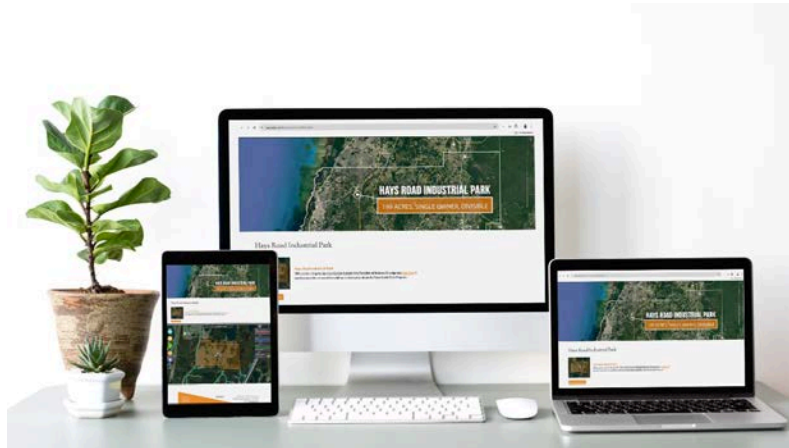
Marketing Alliance recommends a structured, step-by-step timeline to ensure the successful and efficient completion of this project.

Project Kickoff Call and Project Management	Month 1
Brand Development and Logo Redesign	Month 1
Site Map Creation	Month 1
Home Page Concepts	Months 1 and 2
Video Shoot Planning	Month 2
Secondary Page Concepts	Months 2 and 3
Copywriting	Months 3 and 4
Design and Programming	Months 3 through 5
Videography and Photography Shoot	Months 4 and 5
Editing of Video Assets	Month 6
Training Sessions	Month 7
Final Testing and Website Launch	Month 7
Social Media Launch Campaign Begin	Month 8

This timeline will be reviewed and adjusted as needed during the Project Kickoff Call to ensure alignment with Washington County's priorities and scheduling needs. Regular check-ins will help maintain progress and ensure a collaborative, on-track delivery.



Website Examples



Our team at Marketing Alliance has a proven track record of developing and executing successful digital marketing strategies that drive growth and engagement. Below are some examples of our recent website projects, showcasing our expertise in creating user-friendly, visually appealing, and highly functional websites that effectively communicate our clients' value propositions and support their strategic goals.



North Florida Economic Development Partnership

www.nflp.org

Regional Development Organization

Client Contact:

Jeff Hendry, Executive Director

850.443.7103 | jhendry@iog.fsu.edu

WISE COUNTY ECONOMIC DEVELOPMENT 276.328.2321

CHOOSE WISE COUNTY TOP INDUSTRIES BUSINESS RESOURCES SITES & BUILDINGS ABOUT US

POWERING GROWTH WITH ENERGY AND INNOVATION

WISE COUNTY
ELEVATE YOUR POSSIBILITIES IN WISE COUNTY.

In Wise County, Virginia, opportunity isn't just knocking—it's being built every day. We're a region on the rise, where forward-looking businesses find the space, talent, and infrastructure to scale big ideas into bold outcomes. This is more than a place to do business—it's a launchpad for what's next. Whether you're scaling up, building new, or breaking ground in a transformative sector like energy, data, or advanced manufacturing, Wise County gives you room to grow—and reasons to stay.

The infrastructure is here. The access is here. The value is here. All that's missing is you—elevate your possibilities in Wise County!

- 30.4% below U.S. average cost of living
- 70% of U.S. population within a one-day drive
- 4 border markets with rapid access (KY, TN, WV, NC)

LEARN MORE

Wise County Economic Development

www.elevatewisecounty.com

Economic Development Organization

Client Contact:

Brian Falin, Executive Director

276.328.2321 | falin_b@wisecountyva.gov

COLTON California | WISCONSIN | IL

SITE SELECTION REGIONAL DATA BUSINESS RESOURCES ABOUT US

COLTON MEANS BUSINESS CALIFORNIA'S HUB CITY

INLAND EMPIRE AT YOUR DOOR

Just 48 miles from Los Angeles, Colton provides unparalleled access to Southern California's Inland Empire and the Los Angeles metropolitan area. Unmatched logistics and transit infrastructure, world-class amenities, proximity to major highways and I-405, California's global portal just 15 minutes away, and the Orange International Airport just 18 miles away.

COLTON, CALIFORNIA INFOGRAPHICS

53,918 population	\$56,054 average household income	5.5% population growth over 10 years
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WATCH OUR TESTIMONIALS

We are a business-friendly community and I invite businesses to locate in the heart city. We have the best space, talent, and workforce available in the City of Colton!

FRANK NABARRO Mayor, City of Colton

FEATURED PROPERTY

WIB CITY CENTER MIXED-USE RETAIL/BUSINESS PARK DEVELOPMENT

The City of Colton has currently prepared an amended opportunity for location and acquisition. Over 200 acres of prime, visible land is available for retail, mixed-use, office and housing. High City Center has potential for additional development, housing for middle professionals and students, hotels and restaurants, and an environment with green fields, bird species, and responsive housing for all ages and abilities.

Global Means Business! We hope you will take this opportunity to join us in the Heart City Center.

TOTAL ACRES 200-00 ACRES

SEE ALL FEATURED PROPERTIES

Colton Economic Development

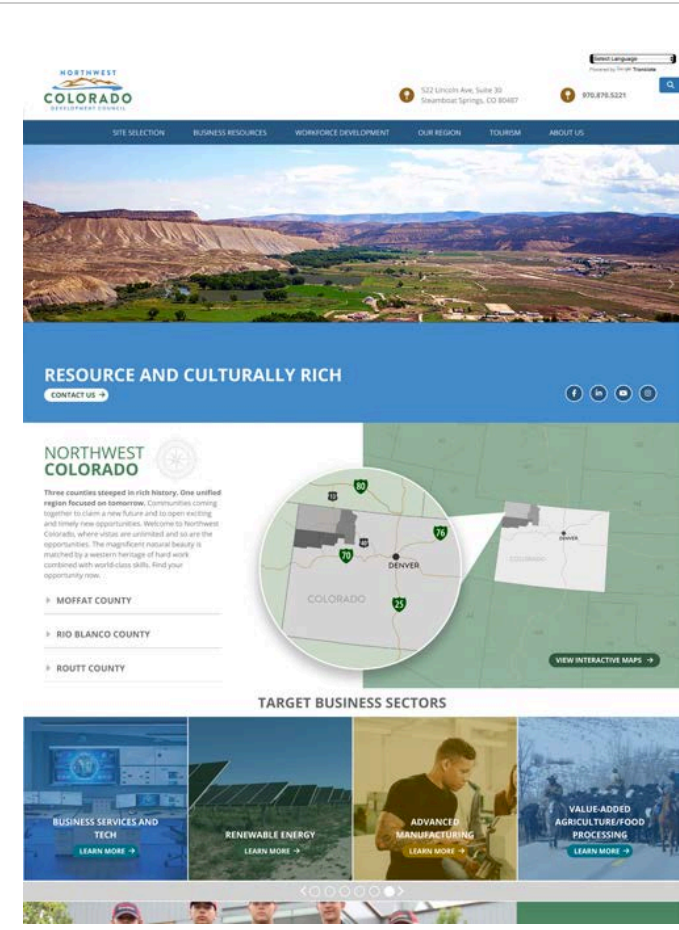
www.coltonmeansbusiness.com

Economic Development Organization

Client Contact:

Tom Welch, Economic Development Manager

909.370.6170 | twelch@coltonca.gov



Northwest Colorado Development Council

www.northwestcolorado.org

Economic Development Organization

Client Contact:
 Tim Redmond, Commissioner
 970.879.0108 | tredmond@co.routt.co.us



Greater Brownsville Incentives Corporation

www.greaterbrownsville.com

Economic Development Organization

Client Contact:
 Marcela Saenz, VP of Global Engagement and Investment
 956.561.4133 | MSaenz@greaterbrownsville.com

DAVIESS CoC
Daviness County Chamber of Commerce

812.254.5262 | info@dcchamber.com

ABOUT US | PROGRAMS & EVENTS | RESOURCES | MEMBERSHIP | JOIN THE CHAMBER

WE ARE DAVIESS COUNTY INDIANA

Dedicated. Resourceful. Resilient. Welcome to heartland America at its finest, where visitors marvel at the beauty of four-season weather, while business thrives with all-season opportunity in a nurturing business climate. We know what it takes to grow here, and we have what it takes to prosper—not only lower costs and higher skills, but also a true pro-business attitude and the resources for resilience and readiness for the future. We are ingenious. We are innovative. We are a vibrant business community. We are a responsive business partner, devoted to providing the right means at the right time. We are diverse and diversified, small business and global corporations. We are just your size. We are Daviess County, Indiana, and you are in the right hands to help your business flourish.

Daviess County Chamber of Commerce

www.discoverdaviess.com

Chamber of Commerce

Client Contact:

Daniel Cullen, Executive Director
812.254.5262 | daniel@dcchamber.com

PROGRAMS AND EVENTS

HONDO
ECONOMIC DEVELOPMENT

HONDO, TEXAS | 830.741.8319

COMPETITIVE ADVANTAGES | FIND PROPERTY | TOP INDUSTRIES | BUSINESS RESOURCES | NEWS AND MEDIA | ABOUT US

HONDO
Home of the OWLS

WE'RE READY TO BUILD YOUR SUCCESS.

Put your operation in a position of power when you join us in Hondo, Texas, a grow-ready hub just 41 miles west of San Antonio, offering the location and the built assets for the utmost speed to market: highway and interstate routes, dual rail connections plus intermodal/warehousing facilities, the region's largest airport, and approximately 640 acres of developable land. All in a charming historic city where residents are friendly, skilled and ready to support your goals to the fullest. This is God's Country, and we have built a powerful place to work and live. Now let's build your success.

- 45 minutes from San Antonio
- 120 minutes from Austin

VIEW MAPS

TESTIMONIAL VIDEOS
BILLIE BELL
CEO, MEDINA HEALTHCARE SYSTEMS

A strength of the community is having a hospital district. Healthcare is important to everyone, including employers. We've been very successful here in growing and adapting to the ever-changing needs of the community.

MORE VIDEOS

Hondo Economic Development

www.growhondotx.com

Economic Development Organization

Client Contact:

Sean Patty, Executive Director
830.741.8319 | spatty@hondo-tx.org

Videography Examples

Marketing Alliance specializes in crafting dynamic videos that immediately capture attention and set the tone for engaging user experiences. These videos integrate striking visuals, motion graphics, and compelling storytelling to highlight the strengths of our clients' communities and businesses. Below are examples of our projects that elevate websites with impactful visual introductions.

Looping Header Examples

The following examples show the style, pacing, and visual approach of looping header videos we have created for other communities. Each one is designed to make an immediate impression, highlight key assets, and set the tone for the rest of the website. These samples illustrate how a looping header video can bring the homepage to life and help visitors quickly connect with the story of a community.

North Florida Economic Development Partnership -
Looping Header Video

[Click Here to View Video](#)



City of Loma Linda Economic Development
Department - Looping Header Video

[Click Here to View Video](#)



Indian River County Chamber of Commerce -
Looping Header Video

[Click Here to View Video](#)



Overview Video Examples

The examples below highlight the style and storytelling approach used in our overview videos. These longer format pieces are designed to give viewers a clear sense of a community's strengths, business climate, workforce, and quality of life. They combine on-site footage, interviews when needed, and strong narrative structure to present a complete and compelling picture of what a community offers to businesses and talent.

Craig, Colorado Economic Development - Overview Video

[Click Here to View Video](#)



City of Sunrise, Florida - Overview Video

[Click Here to View Video](#)



South Fulton Development Authority - Overview Video

[Click Here to View Video](#)



Testimonial Examples

Marketing Alliance excels in producing testimonial videos that highlight authentic stories from community leaders, business owners, and residents. These videos connect emotionally with viewers, building trust and showcasing the unique advantages of our clients' regions. Below are examples of testimonial videos that effectively communicate success stories and foster engagement.

Hondo Texas EDC - Corrigan Air Testimonial

[Click Here to View Video](#)



Harlingen Texas EDC - Distinctive Drafting & Design Testimonial

[Click Here to View Video](#)



Wolfforth Texas EDC - Frenship ISD Testimonial

[Click Here to View Video](#)



Site Drone Video Examples

Marketing Alliance is dedicated to producing high-quality, visually stunning drone videos that showcase the unique features and advantages of our clients' sites. Below are examples of our drone video projects, highlighting our ability to capture dynamic aerial footage that enhances storytelling, engages audiences, and supports our clients' marketing and promotional efforts.

Sandy Lee Watkins Industrial Site Video

[Click Here to View Video](#)

Henderson Economic Development
Missy Vanderpool, Executive Director
(270) 854-9455
Missy@hendersonkyedc.com



LEAP Lebanon Site Video

[Click Here to View Video](#)

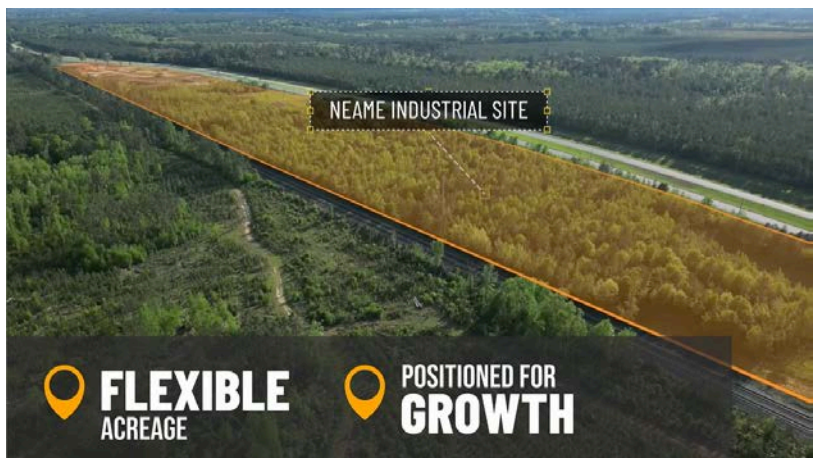
Indiana Economic Development Corporation
Matthew Wade, Senior Vice President
(317) 691-5621
mwade@iedc.in.gov



Neame Industrial Site Video

[Click Here to View Video](#)

Louisiana Central
Dan Purvis, Executive Director of Business Development
(318) 446-1512
dpurvis@louisiana-central.com



Branding Examples

Below are examples of our recent logo design projects, showcasing our ability to create distinctive and impactful visual identities tailored to each client's unique needs.



Brand Guidelines Examples

Here is an example of a brand guidelines document created for the City of Hondo. It outlines logo usage, color palettes, typography, and design applications to ensure a consistent and cohesive visual identity across all platforms.



City of Hondo, TX

Branding Guidelines

December 12, 2023

MAIN LOGO



Hondo, Texas, is a community that is proud to be American, and is patriotic. The logo colors of red, white and blue reflect this sentiment. The shape of Texas both helps to identify where they are geographically and acts as a solid base for the star locating Hondo as well as the sweeping lines which lend to the patriotic theme. The serif font, Trajan Pro Bold, reflects the crisp edges of the logo mark and sweeping lines and also supports the traditional and authentic environment of Hondo, Texas.

Color Variation 1



Color Variation 2



Color Variation 3



Color Variation 4



Secondary Logo



Word Mark



Favicon



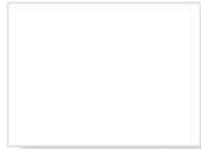
COLOR PALETTE AND TYPOGRAPHY



Hondo Blue
HEX #00285D
CMYK 100% 57% 0% 64%
PANTONE 648 C



Hondo Red
HEX #7D0000
CMYK 0% 100% 100% 51%
PANTONE 1815 C



White
HEX #FFFFFF
CMYK 0% 0% 0% 0%

Trajan Pro Bold - Header

AA BB CC DD EE FF GG
HH II JJ KK LL MM NN
OO PP QQ RR SS TT UU
VV WW XX YY ZZ
0 1 2 3 4 5 6 7 8 9

Avenir Roman - Tagline

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

APPLYING THE LOGO

Area of Isolation



2" x 2"



1" x 1"

IMPROPER USAGE



Do not substitute colors.



Do not alter typefaces.



Do not reconfigure elements.



Do not alter proportions.

Interactive Mapping Examples

Pasco Economic Development Corporation

[Link to Interactive Map](#)

Client Contact:

Lauren Miceli, Director of Marketing & Communications
813.926.0827 | lmiceli@pascoedc.com



Union County Development Corporation

[Link to Interactive Map](#)

Client Contact:

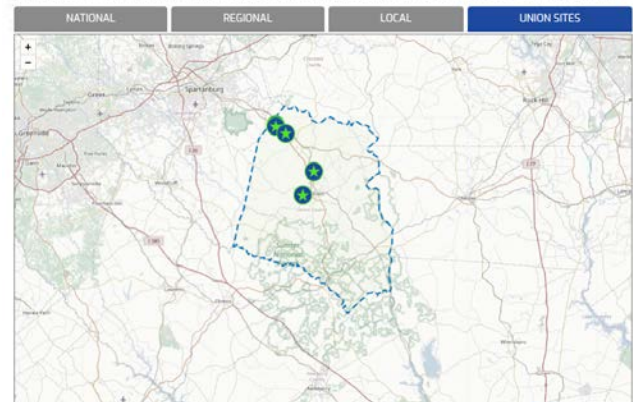
Dolton Williams, Executive Director
864.426.3177 | dwilliams@uniondevelopmentboard.com

INTERACTIVE MAPS

VISUALIZING THE BIG PICTURE

Union County's location, infrastructure, and assets all come together to make it a powerful place to do business. Our interactive maps give you the tools to see it all—where opportunities are located, how they connect to regional logistics, and what infrastructure is already in place.

Whether you're looking for industrial park locations, logistics advantages, or access to regional infrastructure, this page is designed to help you visualize your next move.

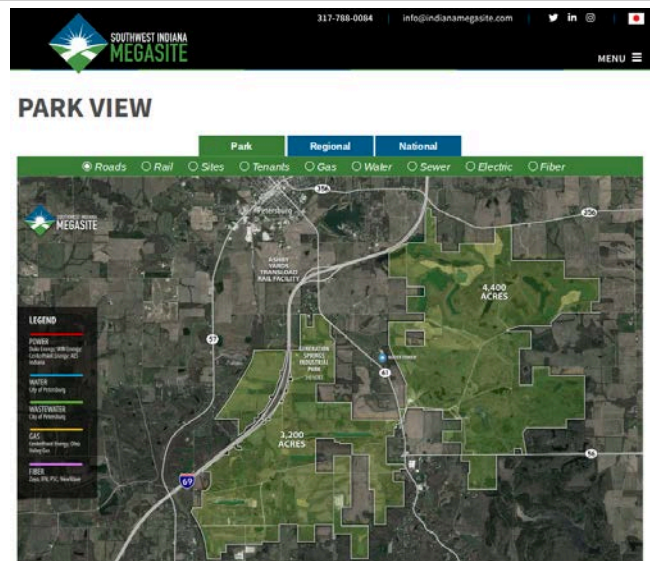


Southwest Indiana Megasite

[Link to Interactive Map](#)

Client Contact:

John Mandabach, Business Development Executive
317.691.8903 | info@indianamegasite.com



Why We Should Be Selected

At Marketing Alliance, we stand at the forefront of economic development marketing, driven by a passion for crafting impactful digital experiences that drive growth and prosperity. With 25 years of experience, we have built a legacy of excellence, partnering with over 465 chambers, communities, economic development organizations, regional alliances, and state agencies across 29 states. Our dedicated team of 9 talented individuals collectively offers over 135 years of combined experience in economic development marketing.



Expertise and Experience: Marketing Alliance brings a wealth of specialized knowledge and extensive experience in economic development marketing. Our team of experts is dedicated to crafting and executing strategies that will drive growth and prosperity for Washington County. We are the only economic development marketing company led by someone who has run economic development organizations and knows the shoes you fill.



Cost-Effectiveness: Partnering with Marketing Alliance is a cost-effective solution as we understand economic development priorities and your target markets. We speak "economic development" and can shortcut conversations and solutions based on delivering this very same solution for over 465 communities. With us, there is no learning curve.



Access to Advanced Tools and Technologies: Marketing Alliance utilizes the latest tools and technologies for project management and web development. Washington County Chamber of Commerce will benefit from our suite of resources without needing additional investments, ensuring your marketing efforts are impactful.



Time Savings: By managing the web development and videography work with our proven project management system, Marketing Alliance allows the Washington County Chamber of Commerce team to concentrate on core business activities. This partnership improves overall efficiency and productivity, freeing up valuable time for other essential tasks.



Innovative and Fresh Perspectives: As an external firm, Marketing Alliance brings new, creative ideas and innovative strategies to the table. Our fresh perspectives can invigorate your marketing efforts, driving new interest and engagement. We have an "outsider/insider" perspective that will give you an advantage.



Measurable Results and Accountability: We track and measure the performance of our client websites with clear metrics and KPIs, demonstrating a tangible return on investment for the project. Marketing Alliance is committed to accountability and delivering measurable results. We see the website as a business development opportunity, not just a marketing tactic.



Network and Partnerships: Marketing Alliance boasts established relationships with media outlets, site selectors, company decision-makers, and key industry players. We leverage these relationships to enhance Washington County Chamber of Commerce's marketing and community engagement results.



Bandwidth and Security: Marketing Alliance has a team structure that allows us to scale up and scale down easily to take on new projects and deliver them in a timely manner. We have positive cash flow and reserves to allow us to meet the obligations of this project.



We're Likable: Our team communicates and creates without ego, and enjoys getting to know our clients and their goals. Our passion for creating prosperity for people and places (our informal tagline) is real, and we want to do the same with you.



**MARKETING
ALLIANCE**



MARKETING ALLIANCE

Economic Development Impact Statement

Washington County Chamber of Commerce Website Modernization Project

The proposed Washington County Chamber of Commerce website should be viewed as more than a website project. It is a strategic economic development investment that will strengthen how Washington County communicates with businesses, entrepreneurs, workforce talent, visitors, prospective residents, and community partners.

Today, a community's website is often the first impression and primary source of information for individuals evaluating where to invest, relocate, start a business, visit, or engage. A modern digital platform is no longer optional infrastructure. It is a critical component of business competitiveness.

The proposed website will create a centralized, professional, and highly visible platform that helps Washington County tell its story, support existing businesses, attract new opportunities, and strengthen community engagement for years to come.

Why This Matters

Economic development today extends far beyond traditional business recruitment.

Communities compete every day for:

- Business investment
- Entrepreneurship and small business growth
- Workforce talent
- Visitors and tourism spending
- Remote workers and new residents

- Community engagement and quality of life

The proposed website to be created by Marketing Alliance is specifically designed to support these objectives by creating a digital hub that serves multiple audiences simultaneously, including Chamber members, local businesses, entrepreneurs, visitors, prospective residents, workforce talent, and community stakeholders.

Rather than functioning as a digital brochure, the website will become an active tool that promotes business activity throughout Washington County.

A Platform Designed to Support Local Businesses

The proposed website includes dedicated resources that support existing businesses and future business growth, including:

- Membership resources and business support services
- Business directories and listings
- Networking and event promotion
- Leadership and workforce development initiatives
- Business advocacy and engagement opportunities
- Community and relocation information
- News, announcements, and economic updates

By making these resources more accessible and visible, the website strengthens the Chamber's ability to support local employers while helping prospective businesses better understand the advantages of operating in Washington County.

Aligning Chamber, Community, and Economic Development Messaging

One of the most valuable aspects of this project is its ability to align the Chamber's work with broader community and economic development efforts.

Marketing Alliance previously worked with Brenham | Washington County Economic Development to develop the organization's strategic plan. That familiarity with the community provides a unique opportunity to create stronger alignment between:

- Business attraction efforts
- Business retention/expansion initiatives
- Tourism promotion
- Community branding

- Workforce development
- Quality-of-life messaging

When organizations communicate a consistent story, communities become more competitive, more recognizable, and more effective at attracting investment and talent.

Visual Storytelling That Promotes Washington County

The project includes professional photography and videography designed specifically to showcase Washington County's assets, including downtown Brenham, local businesses, community destinations, major corridors, quality-of-life amenities, and community leaders.

These visual assets will help communicate what makes Washington County distinctive while creating a stronger emotional connection with prospective businesses, visitors, and residents.

The inclusion of professional video, drone footage, photography, and storytelling transforms the website from an information source into a community marketing asset that can be utilized for years across multiple initiatives.

Long-Term Value and Sustainability

The proposed platform is designed to remain effective well beyond launch.

Included within the project are:

- Professional hosting and website management
- ADA accessibility support
- Ongoing security and technology updates
- Annual strategic reviews
- Search engine optimization monitoring
- Staff training
- Priority technical support
- A complimentary website launch campaign
- A full website refresh after three years at no additional cost

These components help ensure the website remains relevant, secure, and aligned with the evolving needs of the Chamber and the community while protecting the long-term value of the investment.

Significant Additional Value Provided

The proposal also includes substantial investments being provided at no additional cost to the Chamber, including:

- Washington County discovery and site visit
- Brand development and logo redesign
- Website launch digital marketing campaign
- Three-year website refresh

Collectively, these enhancements represent thousands of dollars in additional value while ensuring the Chamber launches with a stronger brand, stronger visibility, and a platform positioned for long-term success.

Why Marketing Alliance

Marketing Alliance has spent 25 years exclusively serving economic development organizations, communities, and Chambers of Commerce across the United States.

The firm has worked with more than 475 communities in 29 states, developed hundreds of websites, and is uniquely led by a former economic development CEO who understands firsthand how communities compete for jobs, investment, workforce talent, and economic opportunity.

This experience ensures the website will be developed not simply as a communications tool, but as a strategic asset that supports measurable economic development outcomes.

In Summary

The proposed website should be viewed as a community and economic development infrastructure investment, not merely a Chamber marketing expense.

By strengthening business engagement, supporting workforce initiatives, promoting tourism, improving community visibility, enhancing entrepreneurship, and creating a stronger platform for business attraction and retention, this project will deliver benefits that extend well beyond the Chamber itself.

A strong Washington County economy requires a strong Washington County story. This project ensures that story is told professionally, consistently, and effectively for years to come.



To: BCDC Board Members

From: Dane Rau, Director of Public Works

Subject: Discuss and Possibly Act Upon the Fiscal Year 2026-27 Funding Requests from the Brenham Community Development Corporation (BCDC) for Various Parks and Recreation Projects

Date: June 5, 2026

Each year, the Parks and Recreation staff is able to present and recommend various projects to both Parks Board and BCDC for funding opportunity. These funds are derived from sales tax proceeds that are spent locally and are geared to enhance Parks and Recreation along with Aquatic amenities. We strive to have a mix of new amenities along with maintenance and upkeep of existing amenities which keeps our Parks System looking fresh and vibrant. We also take in account the Parks Master Plan and follow our goals and projects to the best of our ability.

Below you will see the requests that were brought to the Parks Board for consideration on May 20, 2026. We would like to respectfully ask for BCDC's consideration on the projects below for the 2026-27 funding cycle. There are 18 items for consideration valued at \$921,692 in this year's requests.

These projects were evaluated by Parks and Recreation Staff and prioritized based on need and future value to our parks system. Due to priority, the budget, and status of existing infrastructure these projects are of our utmost importance. The Parks Board recommended approval of these items. Our 3 largest requests will be LED Field Lighting Improvements (\$230,000), Lightning System Upgrades (\$100,000), and 2- Playgrounds with a combined value of (\$130,000). All items will be shared in further detail at the meeting on a slide show.

We respectfully ask BCDC to consider funding these items so that we can move forward with enhancements to our park and recreation facilities.



Parks and Recreation FY26-27 Requests

Aquatics

Description	Budget Request
Therapy Pool Deck Replacement	\$25,000
Refurbish Steel Beams in Therapy Pool Area	\$50,000
Autofill for All Pools	\$20,000
Upgrade Concession Stand	\$35,000
Cabanas for Leisure Pool (6-7)	\$52,000
Umbrella Replacements (15-25)	\$15,000
Gutter Replacement	\$8,191
Soffit Replacement	\$22,501
Total Aquatics	\$227,692

Parks

Description	Budget Request
Fireman's and Field 7 Field Lighting	\$230,000
Fireman's Playground Replacement (2-5 yr old age range)	\$65,000
Brenham Family Park Amenities	\$50,000
MasterTurf Infields	\$45,000
All Sports Building Deck	\$30,000
Hohlt Park Shade Canopies (Replacement)	\$55,000
Basketball Court Resurfacing (6 courts)	\$50,000
Jackson St Park Playground (Addition)	\$65,000
Lightning Detection System Upgrades (5 Parks)	\$100,000
Movies in the Park	\$4,000
Total Parks	\$694,000

Grand Total

\$921,692