

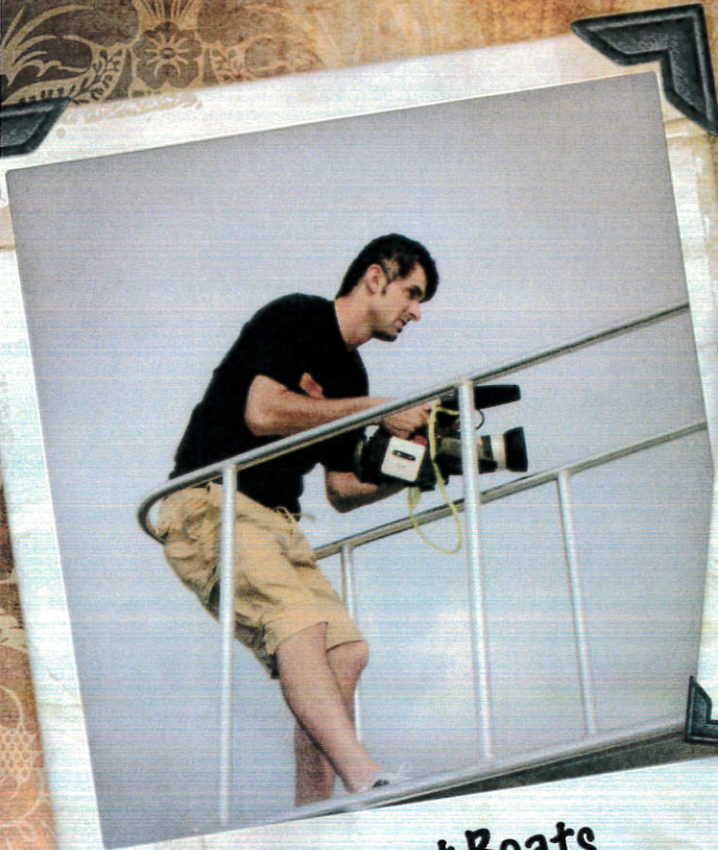


CITY OF CROSSVILLE

MARKETING SERVICES FOR THE RECREATION FACILITY

LISA BINGHAM, PRESIDENT: LISA@BINGHAMGROUP.COM O: 865.523.5999 C: 865.469.4946

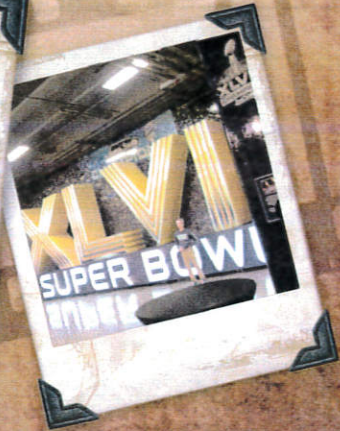
AUGUST 20, 2023



Bryant Boats
18+ years of experience!



Seattle Seahawks for Kippy Brown Donor





THE BINGHAM GROUP

Meet Our Team

Lisa Bingham will be the main point of contact for Loudon County. She will monitor the available resources and schedules, and based on staff members' skill sets, assign teams that are responsible for each individual project. She will provide structure and guidance for teams by creating a work plan for each assignment. This plan will be maintained throughout the assignment and will be given out to all team members. She will also serve as creative director and will handle strategy.

Jim Johnson has worked with many companies specializing in high-end commercials, documentaries and videos. He has 30 years of experience in production. Jim has served as a Field Producer for *Conan O'Brien*, *Dr. Phil*, *Inside Edition*, and *Oprah*. Additionally, he has worked as a producer, DP, or editor for countless shoots including the *Inherit the Land* documentary, *James Earl Ray Last Interview*, and *Martin Luther King III Story*. He is a veteran

Dale McBroom is a highly experienced and dependable marketing professional with extensive experience in the marketing and design field and an in-depth knowledge of print, digital, and social media marketing. He was the site designer for a large regional fitness chain, co-webmaster for a non-profit's website that includes live webcasting and on-demand media, and designer of several websites across a broad range of industries.

Derek Dujardin has served as a copywriter for The Bingham Group for the last 15 years and is highly adept at ensuring that all components of clients' stories are tied together concisely and coherently. With clients that include such recognizable names as Microsoft, Starbucks, and Haggar, Derek's experience communicating at national and international levels is truly impressive. Derek's award-winning campaigns are some of the most imaginative, creative, and passionate across the advertising spectrum.

Jason Bowers is educated in web and media technologies. Experienced in content management systems and user interface designs, he brings a new level of innovation to the digital department of The Bingham Group. Jason takes great pride in developing clean, modern, user-friendly, responsive websites with excellent navigation structures and staying current with the latest applications and development trends. He produces top-notch websites and sets trends in the industry. He has done web development for 15 years and currently holds several certifications in the industry including Inbound Marketing, Mobile Site creation, AdWords, and Facebook Blueprint. Additionally, he is in charge of the eblasts for Monroe Life, McMinn Life, and Farragut Life magazines as well as for our client, Braden's Lifestyle Furniture.



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Jessica Hill is an account manager for The Bingham Group where she manages advertising for our three magazines. She worked for five years as a real estate affiliate broker and three years as a Sales Associate for Clayton Homes.

Matt Hollingsworth is a copywriter for The Bingham Group. He is a talented editorial professional with proven success in writing compelling copy, enhancing content quality, and systematically producing highly polished projects. Matt leverages meticulous analysis of grammar, voice, tone, and style. He is the chief copywriter for all three of The Bingham Group's magazines. He has also written for the Horton Group and Aspire—Anderson County's largest park.

Mignonne Alman has more than twenty years of experience working with government agencies and departments. She offers a skilled eye when dealing with government contracts, and her experience with them includes reviewing and summarizing, as well as managing and data collection. She is familiar with project processes and preferred methodology by government agencies and departments. As a production coordinator, Mignonne regularly maintains office schedules and coordinates meetings between office staff and clients.

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LISA BINGHAM, President, Owner

Lisa is the founder and president of The Bingham Group. She is an honors graduate from Hiwassee College and holds a Bachelor of Fine Arts degree with honors from The University of Tennessee. Lisa has extensive experience in all phases of marketing, design and art direction for advertising, public relations, and community relations campaigns. Lisa's greatest strengths come from her passion for creative conceptualization and design. Her artistic disciplines are present in every element of The Bingham Group's work, from video and visual presentation to print and new media campaigns. Lisa's client experience includes local, regional and national companies in a variety of industries including banking, home furnishing, energy, entertainment, transportation, manufactured homes, and many others. She has won numerous awards, and her work has been published in regional and national publications.

Lisa has donated many hours to non-profit organizations including:

- 2017-2023 East Tennessee Foundation, Board of Trustees
- 2012-2023 Board of Trustees, Monroe Boys & Girls Club
- 2012-2018 CASA Monroe, Board of Trustees
- 2012-2023 Founder, Monroe Life Balloon Festival
- 2012 Board of Trustees, Hiwassee College
- 2003-2018 Cedar Springs Presbyterian Church
- 2005-2006 All Souls Church
- 2001-2004 American Cancer Society Orange Affair
- 1999 University of Tennessee Lady Vols

Past Professional Experience:

- Trent Advertising—Art Director for local clients of all sizes
- Reed-Eichel Advertising—Art Director for clients such as UT Evening School, Robertshaw and many other industrial clients
- Roberts & Russell Advertising—Creative and Art Direction for regional and national Oldsmobile and GM dealer groups
- TVA—Art Director for in-house work, servicing all departments of the governmental agency

Education:

- Hiwassee College, Associate Degree, Graduated Cum Laude
- The University of Tennessee, Bachelor of Fine Arts with Honors

Greatest Achievement:

- Mother of three girls: Kelsey, Kathryn and Alyssa Faith Bingham

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DEREK DUJARDIN, Copywriter, Storyteller

Derek Dujardin has served as the lead copywriter for The Bingham Group for many years. His writing experience has encompassed all aspects of media writing to include radio, television and print. Some of Derek's more notable work has been performed for Microsoft College Recruiting, Haggar, where he wrote a series of television spots targeting a youth market, and Nike. One of Derek's most memorable concepts can be found in the corporate responsibility campaign for Nike community stores. His "Can a Shoe Have a Soul" campaign was visible in more than 200 Nike stores worldwide. Derek is well versed in a multitude of different creative literary devices and uses his skills and considerable talent to generate some of the most exciting messages in the advertising industry.



Notable Client Experience:

- Starbucks
- T-Mobile
- US Bank
- First National Bank of Arizona
- Cobalt Yachts
- Bryant Boats
- Moomba
- Franciscan Healthcare Systems
- Northern Arizona Healthcare
- Chandler Regional Hospital
- Macy's
- Nestle.com
- Ritz-Carlton
- Safeco
- Sky Harbor International Airport
- Holland America
- Royal Caribbean
- AAA of California
- Vacations Internationale
- Bard Breast Biopsy Products

Education:

- Western Washington University, Bellingham, WA
- Bachelor's Degree in Persuasive Communication
- Concentration: Marketing, Psychology and Journalism
- Minor: Public Relations and English

Awards:

- 100's of Addy Awards
- 2 CREATIVITY Gold "Paige Turner is Lost in a Book" campaign—2000
- Best New Director of the Year WIM Award for "Sand" TV—1999
- Gold RAC Award "Paige Turner is Lost in a Book"—1997
- Gold RAC Award "Northwest of Ordinary" catalog—1993

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JIM JOHNSON, Director of Broadcast

Jim has gained valuable knowledge working with many companies that specialize in high-end commercials, documentaries and videos. He is a veteran.

Education:

Two-year degree from Tennessee Institute of Electronics. Jim's plan was to become an electrical engineer. Right after his first phase in 1990, he was requested by Uncle Sam to join the military family in Desert Storm as a combat engineer. Jim started has started several companies and is an invaluable asset to any team. He has 30 years of experience in production.

Past Professional Experience:

Production Manager

HPVideo Production Services,
2005 - 2012

Producer / DP / Editor / Crew

America's Most Wanted
(Field Producer)

Wedding Dress Rapist Special Edition

Producer "Don't make it awkward"
Winner of 7 Film Festivals

Radio Show host Networking Today
FM 92.3 Talk Radio

Videographer for Miss Universe
contestant

Co Author #1 Amazon Best seller
How did you get started

Associated Press (Field Producer, On
Camera Reporter)

CSI New York (Behind the scene
DVD Season 2)

Conan O'Brien (Field Producer)

Dr. Phil (Field Producer)

Inside Edition (Field Producer)

Oprah (Field Producer)

University of Tennessee

WATE News (Field Reporter)

WBIR News (Field Reporter)

WTNZ News (Field Reporter)

WVLT News (Field Reporter)

Dolly Parton Commercial
production crew

Videographer for Knoxville's
Dancing with the Stars

VP of Production CozArt
Entertainment 2012 -2018

Producer / DP / Editor

Inherit the Land documentary

American Actor TV Reality show

Ball Of Confusion Documentary

Cure For Hunger

Cure For Humanity

Fit Diesel LLC - Active Shooter

Program (School Safety Courses)

<https://www.fitdieselstrength.com>

James Earl Ray Last Interview

Martin Luther King III Story

Keeping Dreams Alive

Knoxville Opera

University of Tennessee Opera

Go Contemporary Dance Ballet

Knoxville Rossini Festival

Nerium International

University of Tennessee

BlueStar International Events

Carnival Cruise Line

Royal Caribbean Cruise Line

Bahamas, Canada, Cancun, Hawaii,

Miami, Nashville, New Orleans,

Honduras, Guatemala, Ecuador,

Punta Cana DR.

Mountain Fun Life

Show Host for Entertainment in
the Smokies - Roku Facebook
Live YouTube

Living Life RV Style Show creator
and Host

Networking Today TV Show Host

Homicide Hunter Actor - James
Walker Father of Neil Walker in
Police Station. Season 7 Ep.7

Fatal Attraction Actor - Crime Scene
Investigator Season 8 Ep.5



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DALE McBROOM – Digital Media Manager, Cision Reporting

Dale is a highly experienced and dependable marketing professional with extensive experience in the marketing and design field. This includes an in-depth knowledge of various marketing platforms including print, digital, and social media marketing.

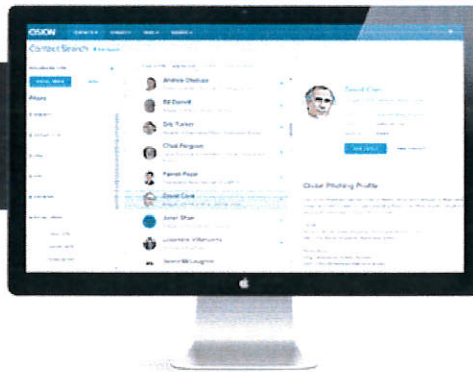
Education:

- Pellissippi State Community College, Associate of Applied Science Degree in Media Technologies—Communication Graphics

Past Professional Experience:

- Site Designer for a large regional fitness chain.
- Co-webmaster for a non-profit's website that includes live webcasting and on-demand media.
- Designer of several websites across a broad range of industries.

Dale has been happily married for 9 years and has two children. He has also served as the Multimedia Director at his church for 19 years.



Cision Specialist

Dale is a skilled media CISION® analyst—monitoring and understanding the impact of coverage across all forms of media (TV, Social, Print, OTT, online) allowing for precise message targeting.

Skilled at accessing Cision's database of 1.6 million media contacts, outlets and editorial opportunities to connect with key influencers. He has used Cision to create lists of contacts, outlets and opportunities based on topic, coverage, market, media type and more with our user-friendly list building tools. This software has unmatched distribution strength powered by PR Newswire. This software optimizes results by discovering new influencers, uncovering preferred contact methods, and gaining valuable pitching tips.

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JASON BOWERS, Web and Digital Strategy

Jason is a web developer with several years' experience writing code and six years' experience working as lead developer for an agency. He has a lot of experience with HTML5, CSS3, JS/jQuery, and PHP. He understands cPanel, MySQL and other technologies that are basically required in this industry. For years, he has used WordPress and has even written custom plugins and customized themes. He has a good understanding of the importance of child themes and functions.php files. He fully understands responsive web development, and most of the sites he's created have been responsive. He even has experience setting breakpoints and translating non-responsive sites into responsive ones. Jason creates sites that help clients achieve their goals online, and he strives to code efficiently and effectively. He doesn't answer every problem with a plugin. If he can fix something with some code, he prefers that method—adding it directly to the child theme files and reducing unnecessary bloat in WP.

Past Professional Experience:

- Freelance Web Developer, Frontend
- Senior Web Developer, Pixelized Designs

Education:

- University of Tennessee—Knoxville

Certifications:

- Inbound Marketing Certified
- HubSpot Certified
- Google Adwords Certified



MIGNONNE ALMAN, Office Manager, Accounting

Mignon has 40 years of experience in bookkeeping and production coordination. She has a strong background working with both the public and private sectors on a local, national and international basis. Her past experience includes government contractors like Northrop Aviation and Trax Softworks, Inc. With these companies, she has worked on projects for the Department of Energy and the Department of Justice, as well as various other government agencies.

Past Professional Experience

- Trax Softworks, Inc., California, Director of Finance
- Torrance Athletic Club, California, Manager/Bookkeeper
- Del Amo Tennis Shops, California, Owner
- Paradise Island Casino, Nassau, Bahamas, Assistant to Credit Manager
- Northrop Aviation, California, Executive Secretary

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JESSICA HILL, Account Manager

Jessica was an Affiliate Broker for five years before joining the Bingham Group. During this time, she assisted buyers in finding their dream home and assisted sellers in selling their homes. She generated her own leads through social media and face-to-face interactions with a multitude of prospects. Currently, she manages advertising for our three magazines.

Past Professional Experience:

- Affiliate Broker, Bid to Buy Auction and Realty
- Affiliate Broker, Weichert Realtors SEM Associates
- Sales Associate, Clayton Homes
- Production Technician I, JTEKT

Education:

- McMinn County High School

Awards:

- Best of the Best Realtor 2021 & 2022 in the Daily Post Athenian as voted by residents of McMinn County.

Skills:

- Sales Skills
- Customer Service (6 years)
- People Person
- Computer Skills
- Digital Marketing
- Search Engine Optimization (SEO)
- PPC Campaign Management
- Branding
- Business Development
- Google Analytics
- Email Marketing
- WordPress

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MATT HOLLINGSWORTH, Copywriter

Matt is a copywriter for The Bingham Group. He graduated from Belmont University with a degree in publishing with an emphasis in editing and a minor in writing. During his time as a freelancer, Matt wrote and meticulously edited material for Aspire, one of the largest privately built and operated, free-to-the-public parks in the Southeast. He also substantially edited a client's full-length memoir. He is extremely knowledgeable about grammar and has a deep passion for writing. His short fiction has been published in several anthologies and small magazines.

Past Professional Experience:

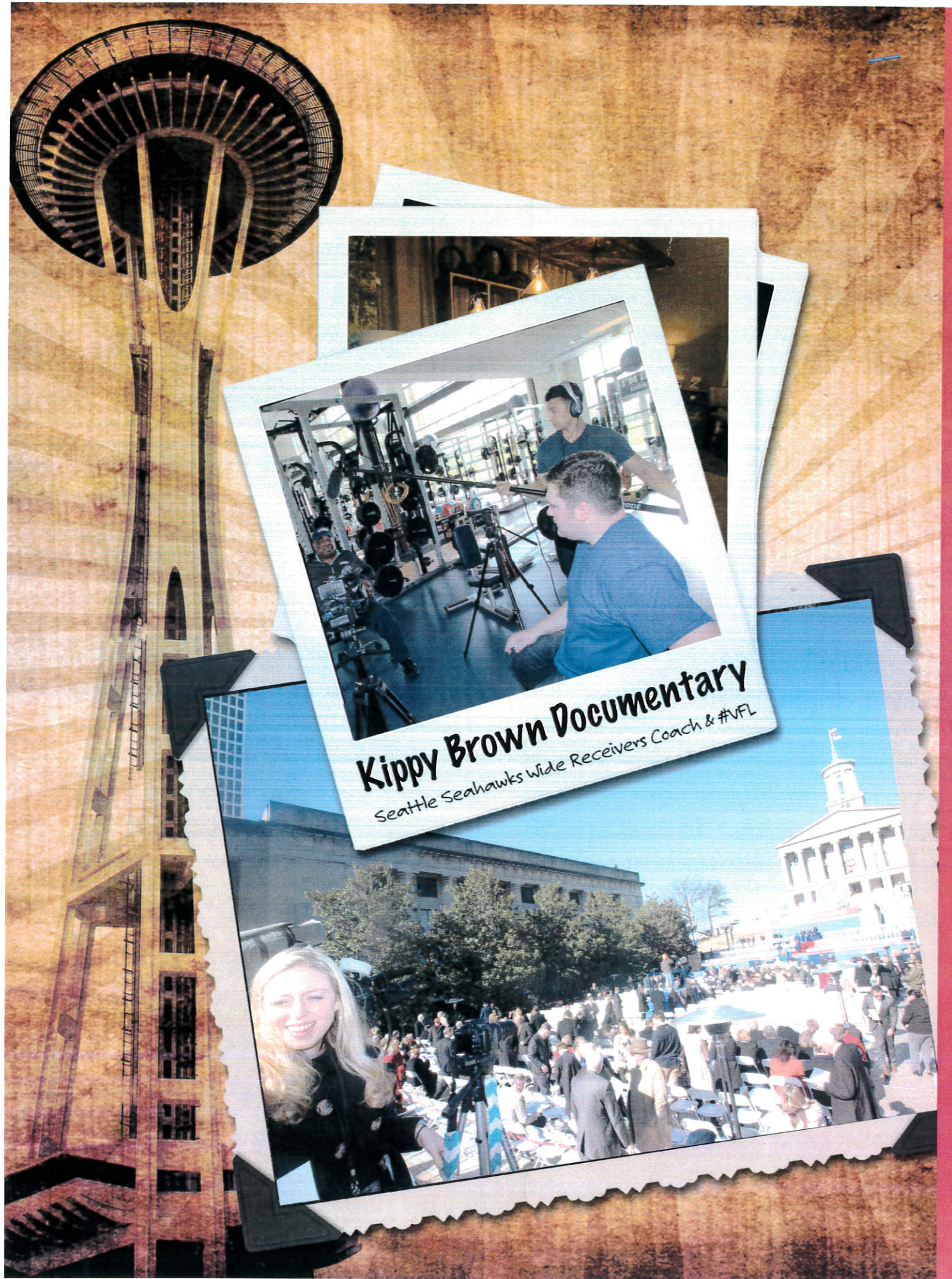
- November 2021-Present—Copywriter, The Bingham Group
- October 2020-November 2021—Freelance writer and editor
- May 2020-December 2021—English and writing tutor
- August 2019-February 2020—Copywriter, Horton Group
- January 2017-August 2019—Administrative Support, Leverage Creative Group

Education:

- Belmont University, Bachelor of Science in Publishing, 3.7 GPA

Skills:

- Experienced in content writing, editing, and proofreading
- Experienced with Adobe InDesign
- Record of managing multiple concurrent projects while maintaining exemplary quality
- Strong understanding of editorial best practices



Kippy Brown Documentary

Seattle Seahawks Wide Receivers Coach & #NFL

THE BINGHAM GROUP

OUR EXPERIENCE—MARKETING CAMPAIGNS

Marketing Campaign Example—Anderson County Tourism

Adventure Anderson was a marketing plan that The Bingham Group created to promote Anderson County as a premiere destination in beautiful East Tennessee, for a day trip or a vacation getaway. The Bingham Group created ten, 2-5 minute promotional web videos; five 15-second commercial web spots; a detailed magazine story about Anderson County including beautiful landscape photographs, a list of activities to do, and a multitude of attractions that Anderson County has to offer guests.

The Goal: To capture outdoor enthusiasts who live along I-75 who are looking to go hiking, camping, boating, etc. . . and showcase all that Anderson County has to offer.

The Strategy: Showcase a combination of video, display, and google ads to people who are outdoor enthusiasts and/or researching online for places to go hiking, biking, ATV trails, boating, and planning lake trips.

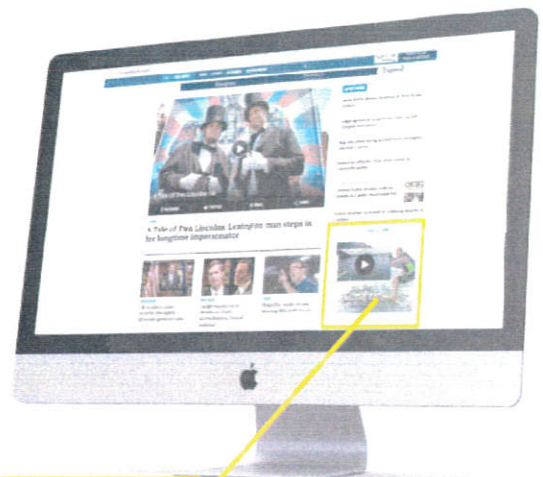
Keep Anderson County top-of-mind during key decision process through retargeted ads.

Showcase Anderson County attractions to people who are shopping at outdoor lifestyle stores such as REI and Bass Pro Shops and boating/ATV dealerships.

The Campaign: A combination of video pre-roll, in-banner video ads, and google ad words to run across a key four months for outdoor travel and tourism.

THE RESULTS:

- In the first two weeks of the campaign we ran 178,847 impressions resulting in 747 visits to their website and a phenomenal click-rate of .42%
- Ad click-rate was **four times higher** than industry average!
- Sessions to the client's website were up **105%** year-over-year.



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<http://www.binghamgroup.com/adventure-anderson>



TASTE THE ADRENALINE: ANDERSON COUNTY

Adventure is a lifestyle, not just a hobby. It's the adrenaline rush that keeps you coming back for more. It's the thrill of the unknown, the excitement of the chase, the joy of the hunt. It's the feeling of being alive, of being in the moment, of being in the wild.

When you're ready to take your adventure to the next level, you need a partner. You need a guide. You need a team. You need a place where you can go to get the most out of your adventure. You need a place where you can go to get the most out of your adventure.



HARRIS LAKE

WILSON OF APPALACHIA

THE MILES

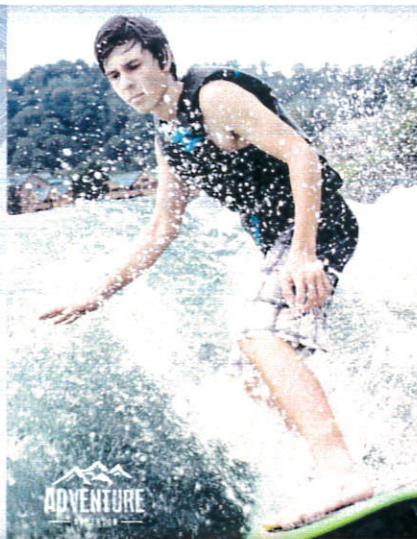
ANDERSON COUNTY

UNCHARTED

More than 100 miles of unspoiled shoreline on Harris Lake. These beautiful miles of Anderson County are the hidden gem of the South. In the heart of the South, you'll find the most beautiful scenery in the South. In the heart of the South, you'll find the most beautiful scenery in the South.

Anderson County is a beautiful place. It's a place where you can go to get the most out of your adventure. It's a place where you can go to get the most out of your adventure.

Anderson County is a beautiful place. It's a place where you can go to get the most out of your adventure. It's a place where you can go to get the most out of your adventure.



THE BINGHAM GROUP

Marketing Campaign Example—Domestic Violence Campaign Tennessee Department of Safety and Homeland Security

The Goal: To convince victims of domestic violence as well as their friends and family to call the helpline.

The Strategy: The Bingham Group worked with the Tennessee Department of Homeland Security to create a campaign bringing awareness of domestic violence across the entire state.

While researching the campaign, we held focus groups with a panel of women who had been abused. They told us what would be effective and exactly what would make them call the hotline. They told us why they would stay with the abuser and what might make them get help.

The Campaign: Each spot was aimed at a different person in the situation, including the victim, abuser, or third-party onlooker. We did posters and mailed them to all the Health Departments in the State. We also placed social media ads.

PSA's: The Bingham Group created four public service announcements and implemented all aspects of digital media applications from social to OTT placement.

Over The Top: The target was served a 6-second commercial on their smartphone or computer with a link to the hotline or website.

Print: Large posters and billboards that included the same artwork and copy material were also created to coincide with the television spots to further bring awareness to domestic violence.

THE RESULTS:

- In the first quarter of the year after we started the campaign, the department's hotline received triple the number of calls as it had the entire previous year.
- The State had to hire more call center employees.
- The department's website received more engagement than it could handle—so much that we had to stop putting the web address in the videos. Instead, we just gave the phone number.
- The anti-domestic violence commercials won National Silver (highest award) Telly Awards.

**TRIPLED
CALLS TO
DV HOTLINE!**



THE BINGHAM GROUP

Marketing Campaign Example—Domestic Violence Campaign Tennessee Department of Safety and Homeland Security



We TRIPLED the calls to the Domestic Violence Hotline based on the previous years call volume. This required an increase of call center employees. The digital engagements increased so dramatically, an immediate adjustment to only display the hotline number on all creative was done to relieve website engagements.

Digital Ads

THE BINGHAM GROUP

Domestic Violence Television and Online Commercials



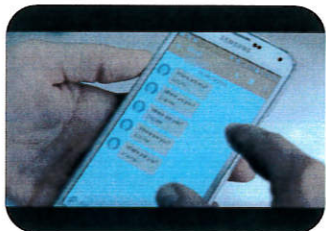
https://www.youtube.com/watch?v=A7csw_wcc-Y



<https://www.youtube.com/watch?v=kQDIVNVCYhU>



<https://www.youtube.com/watch?v=P3UHeSoA-Sg>



https://www.youtube.com/watch?v=w-zfT_60hw

THE BINGHAM GROUP

Marketing Campaign Example—Anti-Meth Campaign Tennessee Department of Safety and Homeland Security

NUMBER
OF CHILDREN
REMOVED
FROM HOMES
DECREASED

30.1%

NUMBER
OF METH LABS
SEIZED FELL

24.7%

The Goal: To inform people about the State's new stricter laws about making meth around children.

The Strategy: The Bingham Group won a five-year contract with the State of Tennessee, Department of Homeland Security, to create a methamphetamine awareness campaign to include radio, television, social media, digital and other forms of non-traditional media. As part of this contract, The Bingham Group developed two 30-second public service announcements (PSAs) about the dangers and consequences of making methamphetamine. Specifically, the PSAs deal with newer, stricter laws regarding making meth around children.

The Campaign: The methamphetamine awareness campaign included television, radio, a website, and visual print media. We showed a child being removed from a dangerous situation. After thoroughly researching the subject matter and the new methamphetamine laws, the agency began concept creation and storyboards. The first video focuses on a mother involved in making meth being sentenced to jail and losing her child as a result of her actions. The Bingham Group selected talent and music for the PSA, as well as custom-created graphics to enhance the PSA's message. The project was completed in-house by utilizing the agency's own broadcast production facilities. In addition to creating the video, The Bingham Group was responsible for media buys and distribution to media outlets throughout the State.

Radio: We placed radio spots on 00 radio stations across the state.

Television: We worked with Sheriff Joe Guy from McMinn County to shoot the commercials.

Website: The website had sliders that showed faces before Meth and after Meth.

THE RESULTS:

- This campaign led to a 30.1% decrease in the number of children removed from homes and a 24.7% decrease in the number of meth labs seized.
- According to Governor Bill Haslam, "The television ads were very effective and emotionally described the heartbreaking toll that meth manufacturing and use can take on a family"
- The campaign won three National Telly Awards.



THE BINGHAM GROUP



Meth Destroys Floor Decal used in Tennessee Health Departments



Meth Destroys Website designed by The Bingham Group. The slides on the right show people before and after meth addiction to illustrate the damage that meth does to users.

THE BINGHAM GROUP

Anti-Meth Television and Online Commercials



<http://www.binghamgroup.com/meth>



<http://www.binghamgroup.com/meth>

THE BINGHAM GROUP



FOR IMMEDIATE RELEASE
September 24, 2015

CONTACT: Jennifer Donnals
Jennifer.Donnals@tn.gov
OFFICE: 615-251-5131

GOVERNOR'S PUBLIC SAFETY SUBCABINET ANTI-METH COMMUNICATIONS CAMPAIGN EARNS TELLY AWARDS

Prestigious honor awarded to two television commercials communicating the consequences of violating tougher meth laws

NASHVILLE – An anti-methamphetamine communications campaign created by the Governor's Public Safety Subcabinet has earned three prestigious national advertising awards. The Telly Awards honor two television commercials included in the campaign, which was part of Gov. Bill Haslam's first term public safety action plan.

"The purpose of the campaign was to communicate the consequences of violating tougher meth laws passed under Governor Haslam's administration. The new legislation enacted stiffer penalties for manufacturing meth in the presence of children and for purchasing pseudoephedrine for unlawful purposes," Department of Safety and Homeland Security Commissioner Bill Gibbons said. Gibbons chairs the subcabinet. "The television ads were very effective and emotionally described the heartbreaking toll that meth manufacturing and use can take on a family."

The three year campaign included outdoor advertising, social media, radio and television commercials, and other forms of non-traditional media. It targeted counties in Tennessee with high rates of children removed from homes due to meth-related cases and counties with the highest number of meth lab seizures. The number of children removed from homes in Tennessee decreased 30.1 percent from 2013 to 2014; the number of meth labs seized in Tennessee fell by 24.7 percent in that same time period.

The Bingham Group, an advertising agency based in Knoxville, produced the two television spots, "Methamphetamine Explosion" and "Meth Mom." The campaign earned two silver and one bronze Telly Awards.

The Telly Award is a highly respected honor in the advertising and marketing industry. This year, more than 12,000 entries from all 50 state and numerous countries were submitted. Fewer than ten percent of entries received Silver Telly Awards, which is the highest honor possible, and fewer than 25 percent earned Bronze Telly Awards, the second highest award.

The Tennessee Department of Safety and Homeland Security's (www.TN.Gov/safety) mission is to serve, secure, and protect the people of Tennessee.

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THE BINGHAM GROUP

Marketing Campaign Example—Tennessee Tobacco Quitline

The Bingham Group's multi-media campaign. Television ads were broadcast statewide.

The Goal: To raise awareness for the Tennessee Tobacco Quitline .

The Strategy: Focus groups and telephone interviews in the three Grand Divisions of the State of Tennessee were conducted to determine where to place the multi-media campaign and the messages.

The Campaign: The Bingham Group developed two versions of "The Cost of Cigarettes" multi-media campaign after extensive research and a second campaign that focused on the cost of smoking on the family. Animated smoke developed into a car.

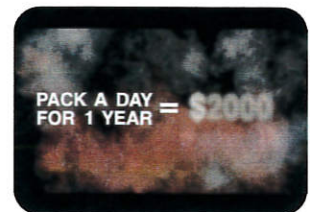
TRADITIONAL MEDIA

Radio: Finally, **200** public radio service announcement broadcasts were asked to be purchased via the contract. The Bingham Group went well above and beyond that projection, placing over **1,700** spots and an additional **1,550** public service announcements. All forms of media were collaborated on key points developed in the infancy of the campaign that were found to be the most effective at reaching the target audience: that tobacco diminished one's physical appearance and ability, and that habitually using tobacco was an enormous financial burden. And, the cost it took on the family.

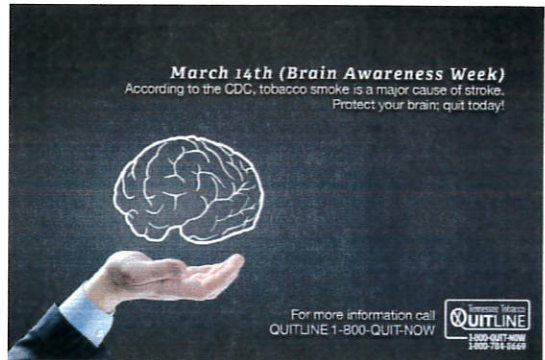
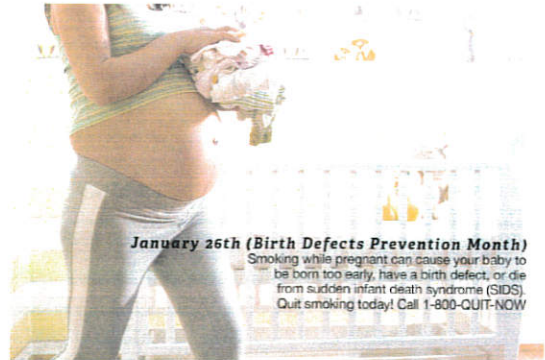
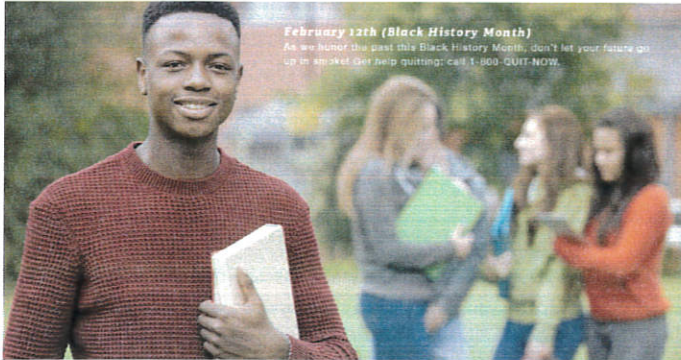
Television: We created a PSA that included a car made from smoke to convey the message that the cost of smoking a pack a day equaled the cost of a car.

Bus Wraps: Bus wraps were included in the print media for the city of Memphis; 35 bus wraps per month.

Digital: The Bingham Group utilizes innovative applications and monitoring software to drive engagement, conversions, traffic, revenue, and/or call-to-action. Our campaign strategies include SEO, influencer monitoring, retargeting, viral attraction, and content marketing, leading to engaging, award-winning results. See more of our work on this campaign at www.binghamgroup.com/tobacco.



THE BINGHAM GROUP



Tennessee
Quitline Bus Shelter
Stickers On The
Ground

Bus Wraps &
Billboards

TENNESSEE TOBACCO QUITLINE

Adam Smokes Two Packs A Day.
So Does His Dad.

1-800-QUIT-NOW
tnquitline.org

THE BINGHAM GROUP

OUR EXPERIENCE—BRANDING

The Bingham Group takes an authentic approach to brand building. We start with where you are, who you really are, and what you aspire to be. Then we take a look at your many audiences and who they think you are, and what they want from a brand like yours. We then make sure your brand aligns with their wants, needs and perceptions. We also look at other brands in your category and do an in-depth analysis of the competitive marketplace to discover opportunities to stand out and create greater value for your customers.

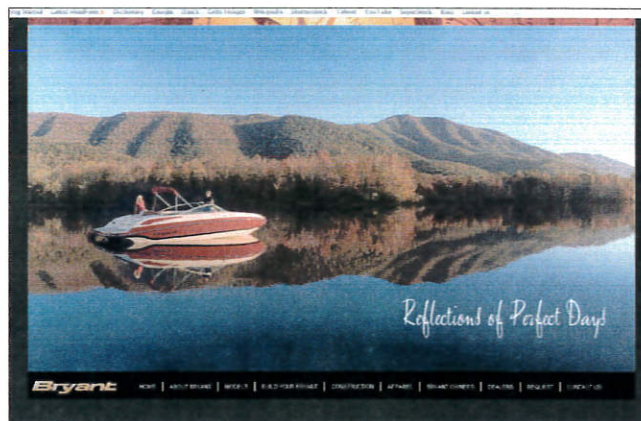
Once we have a clear picture of your existing brand, we amplify what's already true, great, and desirable through a variety of interventions, including customized messaging, thoughtful design, engaging social media, PR, and traditional media. We also identify gaps between perception and reality. Your brand is not copy, concepts, or logos. It's a promise, it's personality, and most importantly, it's about people. We create brands that create feelings in people.

Branding Experience Example—Bryant Boats

Bryant Boats, a high-end recreational boat manufacturing company in East Tennessee, contacted us when they needed the tools to compete against larger manufacturers. With a limited advertising budget, we decided that their small size and hand-crafted quality was their strength.

Through the catalogs we created for them and through national industry print ads and videos we positioned Bryant as a detail oriented, custom manufacturer that created lifelong memories for the folks who purchased a Bryant boat.

We shot photography in beautiful East Tennessee instead of traveling to the very expensive marine photographers in Florida. We repeatedly emphasized the Bryant Difference, using that theme throughout all materials. As a result, Bryant added dealers to its retail network.

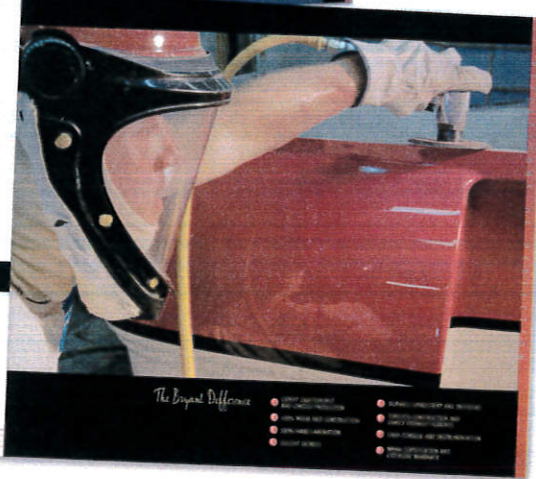
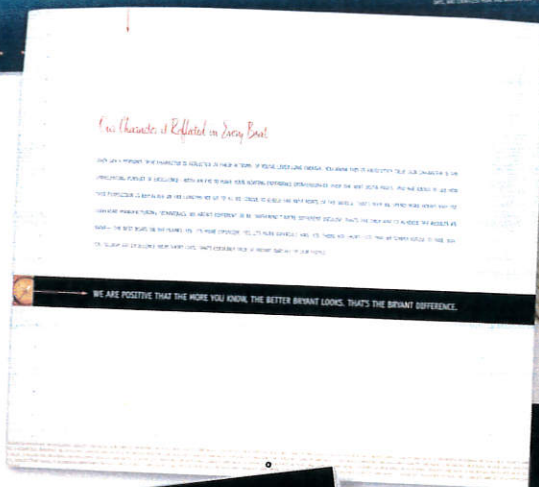


Materials for Bryant included:

- Corporate Identity
- Tagline: "The Bryant Difference"
- Brochure
- DVD
- Video
- Magazine Ads - trade
- Newspaper Ads

THE BINGHAM GROUP

Branding Experience Example—Bryant Boats



THE BINGHAM GROUP

20 Year Branding Client



THE BINGHAM GROUP

Branding Experience—Y-12 Federal Credit Union

The Bingham Group has years of experience in brand development that we could apply to work with Crossville. One example of this is when credit unions started opening to anyone with a membership who resides, works or attends school in any of the credit unions territories.

All four of the local credit unions were advertising with commercials that said, If you live, work or plan.....blah, blah, blah. We let the others say the same boring message and we used our media time to tell the consumer why Y-12 was better.

By asking the question, "Y-go anywhere else?" The Bingham Group launched the campaign that would more than double Y-12's membership base. By emphasizing Y-12's personal service from real people, The Bingham Group distinguished Y-12 as the choice for local investment with a campaign that is still successful today.

Y-we are your financial institution's worst nightmare...

...but for you, it might be a dream come true. Most banks and financial institutions are running scared from us for one very good reason: we're a **non-profit** credit union that delivers better **personal service** and for less cost to East Tennessee. ✪ Unlike your bank, we're not in the business of making profits for shareholders. We're in the business of making you — and our **55,000** members — more profitable. We use our earnings to lower the cost of banking and deliver superior service — **from real people**. We cut fees. We offer lower rates on **car and home loans**. We bump up the yields on checking and savings accounts. We offer **anytime access** to your funds. ✪ Moreover, your money is as **safe** with us as with a bank. We're insured up to \$100,000 per account just like your bank is. And **now you can join** us if you live, work, worship or go to school in East Tennessee! So you can sleep tight...and let your bank worry about us. ✪ Unite with us. To find out more or become a member, visit us at www.Y12fcu.org.

Y-go anywhere else.
Y12fcu.org

EAST TENNESSEE'S REGIONAL CREDIT UNION: OAK RIDGE • WEST KNOXVILLE • LAFOLLETTE • MARYVILLE • KINGSTON • NORTH KNOXVILLE • SEVIERVILLE • OLINTON

THE BINGHAM GROUP

Branding Experience—Y12 Federal Credit Union



A billboard and a television ad we created for Y-12.

Announcer: "If you want more from your Financial Institution—move up to Y-12 Federal Credit Union. Unlike some others, we're not in the business of making profits for shareholders. We use the earnings to lower the cost of banking for all 55,000 members. That means we can give you higher rates on your savings. And lower rates on your loans—with a qualification in 24 minutes or less. Better yet, you get anytime access to your money and personal service—from a real person. Get started at Y12fcu.org. Y-Go anywhere else?"



THE BINGHAM GROUP

OUR EXPERIENCE—TOURISM AND DESTINATION MARKETING

Our experience in travel, tourism, and destination marketing includes work for the following attractions:

Ripley's Aquarium of the Smokies

Second largest tourism attraction in Tennessee
Commercials, billboards, print, special events, press events

Anakeesta

Photography, video, commercials, advertising

Monroe County Tourism

Brochure, ads, video, SEO

Tennessee Overhill Heritage Association

All creative work, online videos, marketing plans, print, and redesigning their website.

Historic Downtown Sweetwater

Community ads, websites, brochures, promotion of events

Monroe Life Balloon Festival

Community ads, websites, brochures, public relations
Great partnership with municipalities
The Bingham Group started this event

Sequoyah Birthplace Museum

Billboards, exhibits, special events, rack cards

The Lost Sea

Ads and television commercial

Adventure Anderson

Ten, 2–5-minute promotional web videos; five, 15-second commercial web spots; and a detailed magazine story about Anderson County

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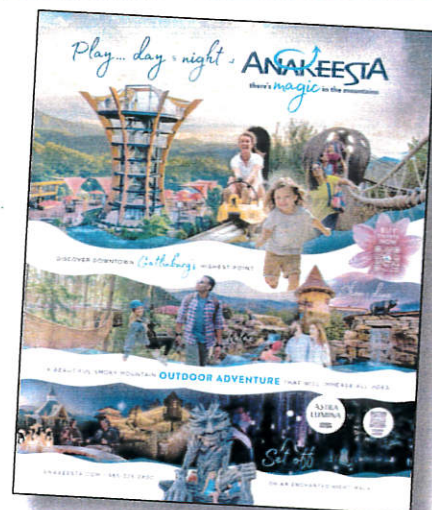
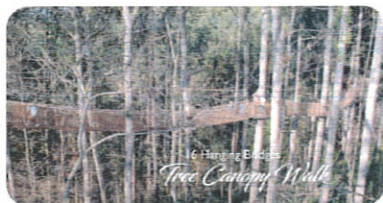
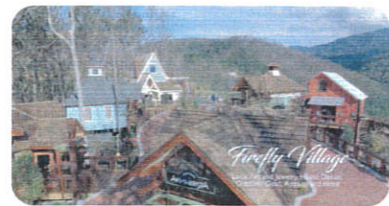
Travel & Tourism: Anakeesta

The popular Gatlinburg travel destination Anakeesta hired The Bingham Group to create their initial marketing materials before the venue opened. We created a video that is broadcast continuously at the attraction welcome center, ticket office, closed circuit hotel channel in Sevier county. It has been edited into a welcome video that now greets those arriving in Knoxville via McGhee Tyson Airport and is successfully promoting this amazing attraction. We worked with them placing media for the grand opening.

This video project was accomplished completely in-house by utilizing the Bingham Group's broadcast production facilities. Watch the welcome video here:

www.binghamgroup.com/anakeesta

Watch a shortened version of the video here: <https://vimeo.com/314541985>



THE BINGHAM GROUP

Travel & Tourism: Ripley's Aquarium of The Smokies

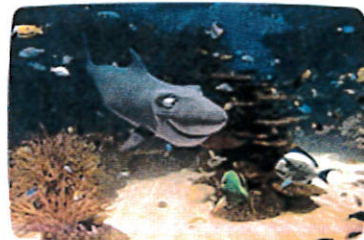
The Bingham Group has produced Ripley's Aquarium of the Smokies and Ripley's Aquarium of Myrtle Beach television spots. These creative campaigns have been broadcast in more than 17 television markets across the country and have appeared nationwide in Regal Cinemas.

We conceptualized and implemented the creation of animated characters – Sharky, Ripley and Jilly. The Bingham Group shot and edited the live action footage, created the animation, selected the voice talent and integrated the custom-created music. The Bingham Group then married the live action footage with the animated footage. This project was accomplished completely in-house by utilizing The Bingham Group's broadcast production facilities.

The Bingham Group has extended this animated campaign to promote special events and visiting exhibits. An example of this occurred when The Bingham Group created a separate animated spot incorporating the visiting Pirate Exhibit. This spot aired during the Regal Cinemas preview advertisements for Pirates of the Caribbean: Dead Man's Chest. The goal of this successful campaign was to capitalize on the excitement and exposure generated by the movie and to direct the audience to a related exhibit at the Ripley's Aquariums.

"I love the fact that I can see national commercials before and after ours, and you can't tell the difference in the production."

—Steve File, Ripley's General Manager

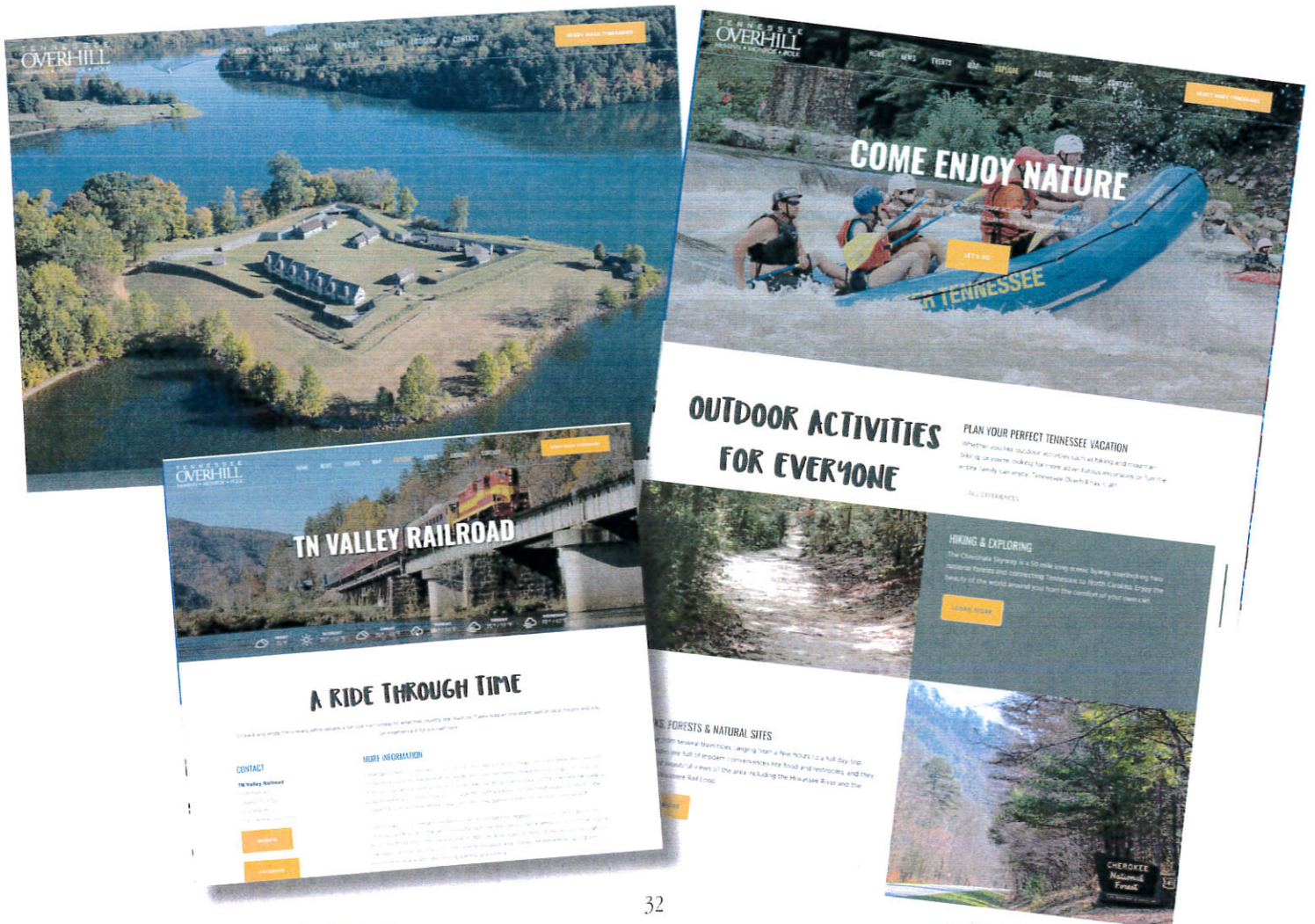


THE BINGHAM GROUP

Travel & Tourism: Tennessee Overhill

www.tennesseeoverhill.com

The Bingham Group Designed the website for Tennessee Overhill. This website utilized Custom Post Types (CPTs) to allow the client to post Outdoor Activities, Excursions, Culture Attractions, and Artists. Each of these CPTs has a few different taxonomies for filtering purposes. These post types helped populate specific pages for each and allowed a lot of SEO customization. The TN Overhill site featured a custom theme with heavily customized sections to match their branding and tourism feel that involved customizing a WP Child Theme and functions file. This site also has special features like an artist directory (which requires custom API calls), location based weather for locations pages and lodging pages (Simple API integration), and integration with social media networks to allow posts to appear on select pages.





THE BINGHAM GROUP

OUR EXPERIENCE—MEDIA PURCHASE AND PLACEMENT

With over three decades of media purchase and placement experience, The Bingham Group has developed relationships that leverage cost-effective placements with added value across all media outlets.

The Bingham Group's portfolio, consisting of non-profit, government, business, retail, and corporate clientele, displays vast experience in negotiating media buys within all budget demands. A particular asset to the established media relationships is the value added granted to all placement purchasing.

The Bingham Group requires one-for-one in all state contract media buys. That ensures one free spot for each purchased spot, and we look for additional bonus opportunities. All business, retail, government, and corporate media purchasing is negotiated with various forms of added value from show segments, to giveaways, to live remotes. There is no buy without a gifted value. These relationships, fostered for over three decades, afford The Bingham Group the best pricing when negotiating media buys.

Added Value Ideas

- 1. Sponsorships:** You'll see this in radio and TV buys. These are the 5 to 10 second mentions right before or after the weather forecast, traffic report, or sports segments. These plugs are short, but when you consider that viewers or listeners are usually attentive during these segments, it offers an effective, yet inexpensive, bonus buy.
- 2. On-site promotions:** Radio and TV news shows often broadcast live from locations. We would pitch ideas to all the local media. The opening of "**The River**" for the season would be the first one. New guides, new businesses, holiday events, July 4th, etc.
- 3. Bonus Placements:** We will negotiate additional placements when placing the buy. All stations have dayparts they need to fill.
- 4. Cross placements:** It's become increasingly common for ad sales reps to throw in print space as a way to sweeten your digital buy or vice versa. If a media vendor offers both a print and digital product we will ask if they can bundle the placements for a discounted rate.
- 5. Speaking of Discounts:** Any reason can be a good one to earn a little something extra. You have a significant spend, so we will ask for a volume discount. Is this your first media buy with them? How about a new customer discount? Are you a regular customer? Maybe it's time for that frequent shopper discount!

THE BINGHAM GROUP

The Bingham Group has placed Millions in Media over the past 30 years. The best example of our media ability came in 2014, we took over the Governor's Highway Safety account from one of the largest agencies in the state. The Bingham Group was able to maximize the media buy with more than double the frequency and GRP's over the previous campaign. Creative production and strategic placement of media produced for the Tennessee GHSO aimed at increasing public awareness of the dangers of distracted driving, specifically texting while driving resulted in reduced deaths in every county in the State of Tennessee.

Same Budget and placement window—Highway Safety Campaign
The Bingham Group's total paid and bonus spots: 9,707, GRP's: 5185
Previous agency's total spots: 2,234, GRP's: 2353

HOLIDAY BUY											
THE BINGHAM GROUP BUY:						THE PREVIOUS GROUP BUY:					
	NET	FREQ	GRP	GROSS CPP	SPOTS	TOTAL SPOTS	NET	FREQ	GRP	GROSS CPP	SPOTS
RADIO											
CHATTANOOGA		12.97	690.3		482	964		6.8	300		191
JOHNSON CITY		8.1	515.3		373	746		6.5	257.7		185
KNOXVILLE		16.8	1645.9		2069	4138		7	306.6		252
MEMPHIS		20.6	554.1		670	1340		8.7	382.7		389
NASHVILLE		4.4	513.8		640	1273		5.2	300.4		382
JACKSON						0		10.3	300.3		119
COOKEVILLE*					162	324		6.3	299.8		88
TOTAL		12.57	3,919.40		4,396	8,785		7.26	2,147.50		1,606
TELEVISION											
CHATTANOOGA		8.77	298.8		73	147		3.9	200.3		113
JOHNSON CITY		2.04	264.5		61	136		3.5	200.7		132
KNOXVILLE		9.25	242.8		37	149		2.8	201.1		115
MEMPHIS		4.9	196.2		55	132		2.9	200.3		107
NASHVILLE		15.96	263.7		54	358		2.9	222.5		95
JACKSON**								2.8	151.6		66
TOTAL		8.18	1,266.00		280	922		3.13	1,176.50		628
GRAND TOTAL		20.76	5,185.40		4,676	9,707		10.39	2,353.00		2,234

* We (TBG) bought Cookeville market for radio as it was not covered and this provided statewide coverage. Television was covered with TBG buy
 ** We did not buy Jackson television as it was already covered in the Memphis buy

TERMS:

- NET** Net Cost of Media. These costs do not include agency commission.
- FREQUENCY** Percentage of time commercials run on average during a given media campaign
- GRP** GROSS RATING POINT is a term used to measure the size of the audience reached by a specific media or schedule. GRPs are used to determine media with high potential exposures or impressions.
- GROSS CPP** COST PER POINT is the cost of buying one Rating Point or 1% of the target population. It is a measurement of the cost of reaching your target audience and compares the efficiency of different outlets.
- SPOTS** Advertising commercial - radio or television

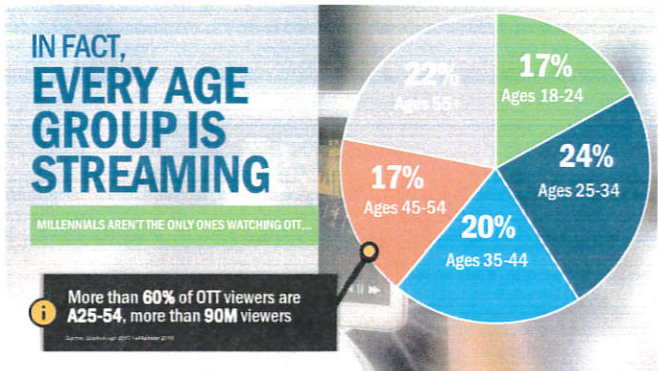
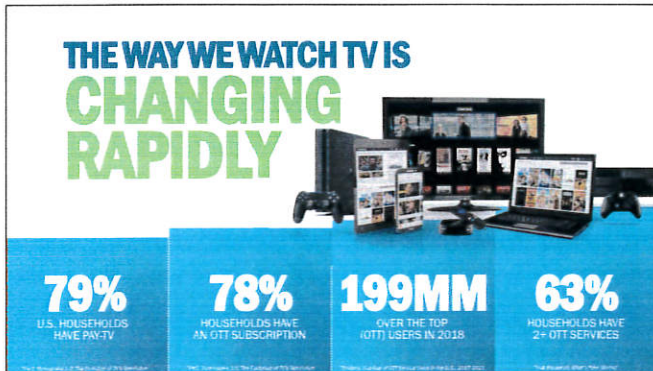
THE BINGHAM GROUP

We believe videos delivered via OTT (internet connection rather than through a traditional cable/broadcast provider) and to mobile devices, voice streamed via radio and visually presented by outdoor media (billboards) will work together in a strong cohesive campaign.

Over the Top and Online

The Bingham Group has a strategic partnership with Premion that encompasses multiple projects, disciplines and engagements. Premion, a Tegna Company, delivers innovative, integrated-targeted marketing solutions.

Tegna is a trusted broadcast group that reaches over 50 million Americans each month between its linear TV stations and digital assets. With 49 broadcast stations, Tegna reaches one third of US Households and is a leading expert in the ever changing digital and broadcast field offering custom solutions for national and local advertisers. Outside of its TV stations and owned and operated digital sites, Tegna is the lead investor in Premion, a cutting edge long form over the top platform. Premion, a division of Tegna, has worked with thousands of customers nationwide to disseminate their message across multiple OTT providers. Outside of local clients, Premion has worked with large national advertisers such as Rooms to Go, Nissan, McDonalds, Volkswagen, Chevrolet, Dunkin Donuts, ECPI University and local and national tourism councils.



With Premion we can get impressions by day, week, and hour, breakdown of part of day and type of device, video completion rates and placement performance. Viewer Insights - breakdown of income, demographic, ethnicity and education of household. We also have access to a Data Management Platform where we get a complete analysis of placement, performance and audience. The platform collects data from the media in uses (connected, smartphone, etc.)

THE BINGHAM GROUP

OUR EXPERIENCE—REPORTING AND MEASURING SUCCESS



The Bingham Group uses Cision Communications Cloud, an innovative software program that monitors and captures the impact of coverage across online, social, print and broadcast channels. It provides limitless access to information and predictors for targeting an audience. The unmatched tracking and monitoring provides significant success in maximizing placed media budgets and ROI for all campaign types. With Cision monitoring, experienced market researchers, and constant attention we can make the most of any media opportunity.

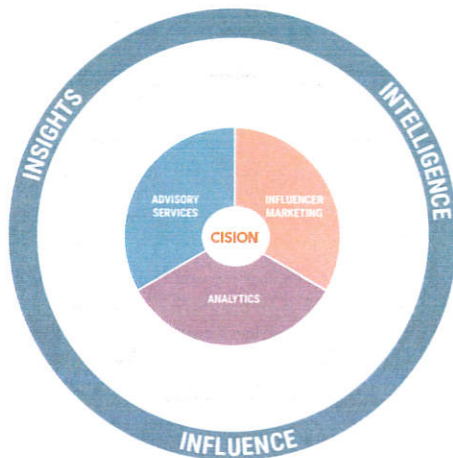
Cision Communications Cloud Unmatched Tracking and Monitoring

Cision Communications Cloud is the only platform to manage, execute, and measure earned media campaigns.

Distribute Your Stories: Powered by PR Newswire's award-winning solutions, Cision Distribution lets you utilize the largest distribution network in the industry to maximize campaign reach and coverage.

Monitor all the relevant coverage and drive the conversation, including social listening and news intelligence.

Measure the Impact: Generate direct campaign performance measurement, including revenue and ROI contribution with Google Analytics and Adobe Analytics integration.



DATABASE
Find and connect with the right influencers for your audience



ANALYTICS
Attribute value and instill context in your brand's earned media coverage with Cision's proprietary metrics and data integrations.



MONITORING
Understand the full multi-channel reach and impact of your coverage across online, social, print and broadcast.



DISTRIBUTION
Impact customer behavior by gaining media visibility with Cision Distribution by PR Newswire.



THE BINGHAM GROUP

The Bingham Group utilizes over 30 years of experience and the innovation of CISION & PREMION technology in a joint initiative to develop and innovate local, state and national campaigns. The strategic software and experienced planning delivers integrated-targeted media marketing solutions. This collaboration leads to a maximized media budget and increased messaging for local, state and national campaigns. The utilization of both traditional and digital media through clear, reasonable steps developed and executed provide an integrated media approach for maximizing any market, audience and budget. The in-house media monitoring platform of CISION gives real time data on behaviors, trends, watch lists and details of how to reach any audience with all media formats. This single format collects data from all media with analysis that can be formatted retroactively to capture current status before placement planning. Once media is placed utilizing PREMION, the software tracks all aspects on behavior, conversations and reception across all media avenues, even beyond the placement venue.

Cision Reporting

Prominence Scoring—ascribes a metric to how often and in what position your message is mentioned in the news coverage on every radio or television clip and every online or print article and blog.

Impact

Scoring—takes your prominence score and applies a multiplier based on the type of publication or channel your coverage has landed in. Social Share of Voice—analysis conducted on all media channels with new feeds to Instagram, Facebook and YouTube, as well as Twitter content, evaluating your brand, products or messages against your competitors.

Media ROI

Calculating earned media ROI is a staple of all marketing functions. With CISION, we collect Google Analytics and Adobe Omniture data to track conversions, traffic and even exact revenue on earn media campaigns.

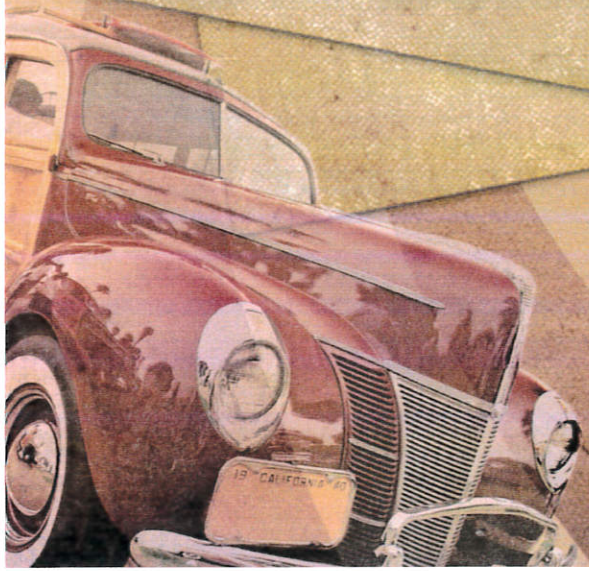
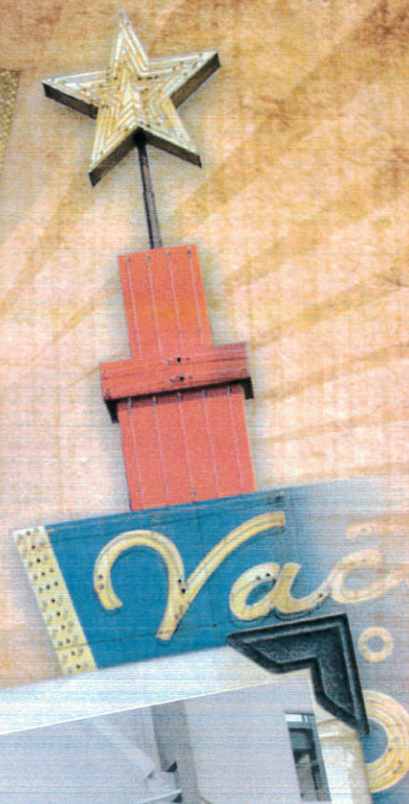
Premion Reporting

Actionable Performance Dashboard—impressions by day, week, and hour, breakdown of part of day and type of device, video completion rates and placement performance. Viewer Insights—breakdown of income, demographic, ethnicity and education of household. Data Management Platform—complete analysis of placement, performance and audience. The platform collects data from the media in uses (connected, smartphone, etc.)

Scarborough Media Research

The Bingham Group will use Scarborough Media Research to conduct market-specific, demographic based qualitative media research. Scarborough Research measures dozens of aspects of American consumer lifestyles, including shopping patterns, media behaviors, transportation habits and demographics at the local, regional and national levels. Marketers and media professionals use Scarborough consumer insights to develop successful programs that maximize return on marketing and sales investments. The Scarborough local and regional services are accredited by Media Rating Council (MRC).

Ripley's
AQUARIUM
OF THE SMOKIES
Gatlinburg, Tennessee



Seahawks Interview
Seattle, Washington

SCOPE OF SERVICES AVAILABLE FOR PERFORMANCE



THE BINGHAM GROUP

TIMELINE

The Bingham Group would meet with the City of Crossville to develop a timeline and strategy. Over the next 20 days, we will implement the initial poll to determine the popularity and proper messaging. Using this information, we would need 30 days to develop the campaign, messaging and media plan. We would then present several ideas and the media strategy to Crossville to get their input and approval. Once the idea for the campaign is chosen we can produce the creative in another 30 days. After this, we would then implement the campaign through targeted advertising over the remainder of the year with services such as the following.

Creative Services

The Bingham Group would utilize all of our creative services from photography, graphic design, video production, copy writing, strategy, web and digital creative to develop the press kit and other messaging. Examples of our cohesive campaigns with great results are provided with The Anti-Meth and Domestic Violence Awareness Campaigns.

Implementation

During this phase, the Bingham Group would work tirelessly on all the objectives listed in the RFP including giving presentations to local clubs and organizations, gathering testimonials and endorsements, and distributing accurate information about the center to the citizens of Crossville.

Campaign Management

We would have an initial kick off meeting to make sure we are clear on all the goals of the city. We would then work to provide a comprehensive media plan. It would include the exact media, the time it will run and exactly how we will be tracking each media placement.

We will meet as many times as needed in the beginning of the campaign and we suggest a follow up meeting at the end of each flight. We would design a cohesive campaign with several different ads that will keep the client engaged. We can evaluate weekly to see if we need to update or reevaluate creative or placement. The city would be consulted on any changes. Results can be presented after each flight.

The best way to describe our holistic approach is to with the description of our campaigns provided in section two.

THE BINGHAM GROUP

Campaign Effectiveness

The Campaign Effectiveness will be measured against the goals of increasing public awareness and expanding community support. This can be done with social media tracking through various softwares as well as conducting polls of the people in Crossville. We will regularly evaluate the effectiveness of the campaign to determine what efforts are working best and which need to be changed to maximize efficiency.

Nuvi combines stunning visualizations with industry-leading social data for the intuitive listening, analytics, and reporting.

STATE OF TENNESSEE DEPARTMENT OF SAFETY & HOMELAND SECURITY

NUVI Report

NUVI is a real time social media analytics platform that offers a variety of tools to ensure our agency captures not only hits, but additional data regarding who is talking about the Quiltline.

Mentions this period - Shows how many people are actively talking about a certain number topics in a certain amount of time.

Reach and Spread - Reach shows how many users the content have been served to on social media in a period of time. The spread shows, of those served, how many shared the content.



Time periods - The administrator may sort the amount of mentions by certain periods of time such as Q1, Q2, Q3, Q4, past year, year to date, Month to date, last 30 days, last 14 days, last 7 days, last 2 days, yesterday, today, last 24 hours, last 8 hours and last hour. This gives the administrator an accurate view of trends allowing them to track mentions and act accordingly to those trends.

Mention Timeline - Shows the number of times the mentions have been spoken about in a period of time.

CITY OF CROSSVILLE
REQUEST FOR PROPOSAL

THIS IS NOT AN ORDER

IMPORTANT: Read Instructions Carefully

RETURN QUOTATION TO:

City of Crossville

CRO # RFP Marketing

Date Issued: 7-20-2023

ATTN City Clerk/BIDS

For more information, call:

To be opened date/hour:

392 N Main St

Valerie Hale, 931-484-5113

08/22/2023, 2 p.m. CST

Crossville TN 38555

or email Valerie.hale@crossvilletn.gov

NOTICE TO BIDDER:

THIS IS NOT AN ORDER. Please enter unit prices, extensions, and amount for items listed herein specified. Be sure the specifications are followed. If you are unable to supply any of the items, please quote on the nearest substitute either on this form, or attach a letter containing such description and it will be considered as part of your quotation. Prices quoted must include all delivery charges to points of delivery indicated hereon. **We reserve the right to accept or reject any or all bids.**

Bidder's Name The Bingham Group

Bidder's Address 11921 Kingston Pike Suite 201 Knoxville, Tennessee 37934

Bidder's Email Lisa@BinghamGroup.com

For further information, contact Valerie Hale
or email: Valerie.hale@crossvilletn.gov

Please see information attached for specifications.

PLEASE SEE NEXT PAGE FOR INSTRUCTIONS

IMPORTANT INSTRUCTIONS TO BIDDERS

Page 2 of 2

1. Each Request for Quote should be in a SEPARATE SEALED ENVELOPE and have typed/noted on the envelope the **PROJECT NUMBER, ITEM, OPENING DATE, and TIME.**
2. All submissions must be sealed and properly marked as indicated in this packet. No electronic submissions will be accepted.
3. Specifications used in this request for proposal are intended to be open and non-restrictive. Reference to brand names, catalogs, etc., is to establish minimum standards of quality and does not preclude BUYER's consideration of proposals on comparable quality. All bidders state brand name and catalog number of product proposed.
4. All prices quoted should be on a delivered prepaid basis to the F.O.B. destination shown in the shipping instructions.
5. Insert time discount terms, in any, in space provided. Discounts are computed from date of delivery at destination or date of receipt of properly executed vendor's invoice at agency indicated above, whichever is later.
6. The City of Crossville, a municipality, is exempt from sales tax with respect to materials that it purchases for municipal projects; however, the contractor who installs, applies, or otherwise uses such materials, is liable for the use tax of those materials.
7. Unless otherwise indicated, quotations should be submitted on this form indicating unit price, total extension of each item, and grand total of quotation. In case of error in the extension prices, the unit price will govern.

This offer is for 365 calendar days
from the date the bid is opened.

Cost

We are very negotiable on price and are willing to adjust depending on the number of hours needed by the City of Crossville. Our initial proposal is \$5,000 to develop creative then \$1,000-\$2,000 per month for 10-20 hours of work. We can adjust this as we gain a better understanding of the scope of the project.

NOTICE: PROPOSALS WILL BE REJECTED
UNLESS SIGNED IN INK

SIGNED BY: 

Print Name: Lisa Bingham

Firm: The Bingham Group

Address: 11921 Kingston Pike Suite 201

City: Knoxville

State: Tennessee

ZIP: 37934

Date: 8/22/2023

Phone: 865.523.5999

EMAIL: Lisa@BinghamGroup.com

In submitting this bid, it is expressly agreed that upon proper acceptance by the City of Crossville of any or all items proposed, a contract shall thereby be created with respect to the items accepted.

PUBLIC NOTICE

TITLE VI OF THE 1964 CIVIL RIGHTS ACT

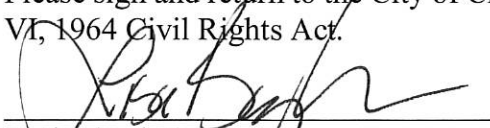
“No person in the United States shall, on the ground of race, color or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.”

The City of Crossville provides benefits and services such as police protection, fire protection, water service, sewer service, sanitation service, infrastructure needs, and other related municipal services. The City also provides funds to certain non-profit organizations.

Anyone who believes that an agency or local government receiving the federal funding mentioned above has discriminated against someone on the basis of race, color or national origin has a right to file a complaint within 180 days of the alleged discrimination.

Leah Crockett
Title VI Coordinator

Please sign and return to the City of Crossville verifying that your company is in compliance with the above Title VI, 1964 Civil Rights Act.



Authorized Signature

The Bingham Group

Company

Lisa Bingham

Print Name

Please return to: City of Crossville
 392 N. Main Street
 Crossville, TN 38555

IRAN DIVESTMENT ACT

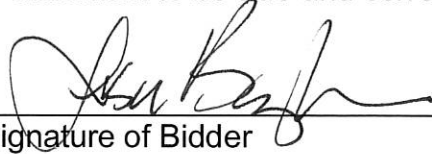
In compliance with the Iran Divestment Act (State of Tennessee 2016, Public Chapter No. 817), which became effective on July 1, 2016, certification is required of all bidders on contracts over \$1,000.

By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid each party hereto certifies as to its own organization, under penalty of perjury, that to the best of its knowledge and belief that each bidder is not on the list created pursuant to T.C.A. § 12-12-106.

I affirm, under the penalties of perjury, this statement to be true and correct.

8/22/2023

Date



Signature of Bidder

The Bingham Group

Company

A bid shall not be considered for award nor shall any award be made where the foregoing certification has not been complied with; provided, however, that if in any case the bidder cannot make the foregoing certification, the bidder shall so state and shall furnish with the bid a signed statement which sets forth in detail the reasons therefor. The City of Crossville may award a bid to a bidder who cannot make the certification, on a case-by-case basis, if:

- (1) The investment activities in Iran were made before July 1, 2016, the investment activities in Iran have not been expanded or renewed on or after July 1, 2016, and the person has adopted, publicized, and is implementing a formal plan to cease the investment activities in Iran and to refrain from engaging in any new investments in Iran; or
- (2) The City of Crossville makes a determination that the goods or services are necessary for the City of Crossville to perform its functions and that, absent such an exemption, the political subdivision will be unable to obtain the goods or services for which the contract is offered. Such determination shall be made in writing and shall be a public document.