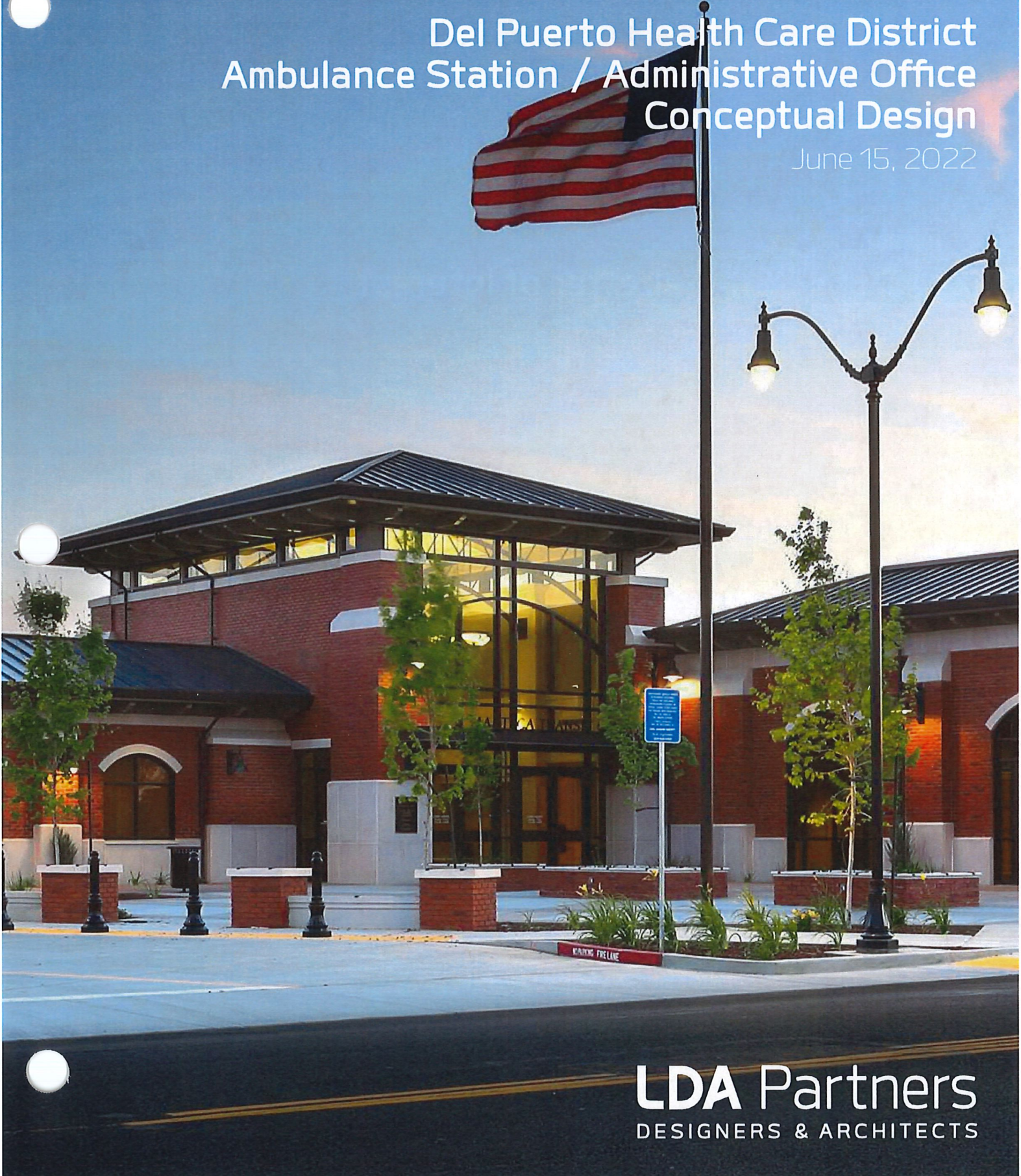


Item 9.0

# Statement of Qualifications LDA Partners, Inc

## Del Puerto Health Care District Ambulance Station / Administrative Office Conceptual Design

June 15, 2022



**LDA Partners**  
DESIGNERS & ARCHITECTS



Letter of Interest



15 June 2022

Ms. Karin Freese  
Chief Executive Officer, Del Puerto Health Care District  
875 E Street  
Patterson, CA 95363

Dear Ms. Freese:

On behalf of LDA Partners, and our proposed team, I am delighted to submit our Statement of Qualifications to provide architectural services for the Del Puerto Health Care District. With our significant experience in conceptual design, public safety facilities, and our insight into cost effective construction means and methods, we believe our team to be uniquely qualified for the District's Ambulance Station / Administration Office. Our team can offer the District the best value for it's project by combining our skill-set in:

- *Extensive experience with similar public safety facilities and administrative facilities*
- *A proven track record of successful, planning, programming, and designing public facilities that are functional, programmatically correct, aesthetically pleasing, and serve the needs of its users and constituents; On-time & within-budget*
- *The projects we design are functional, with a high level of attention placed on the future Operations and Maintenance constraints. We understand the challenges of marrying the programming and design process with budgeting efforts, which can be unique with public buildings.*
- *Outstanding relationship skills that lead to collaboration, not conflict*

Our experience covers a wide breadth of public safety administration, and emergency use facilities. Our team looks forward to continuing our work with the Del Puerto Health Care District's proposed ambulance and administration facility. Our success in our projects is due to our commitment, unwavering since our inception in 1979, to the both the Owner and the Project. We apply a balanced, solutions-based approach to the creation of human environments, effectively blending function and aesthetics to satisfy complex program requirements. Due to our complete understanding of public funding, we pay particular attention to the overall operations and maintenance cost impacts to each facility we design.

As we begin working with the District, our first role to each project task is to listen. By beginning each task by listening to you the client and, most importantly, the end users, we are able to understand the critical issues that define our agency and your project's success. Our one-on-one working approach with clients fosters trust, understanding, and helps ensure that the District remains an integral part of the project team. Most importantly, we fully understand the challenges of marrying the programming and design process with budgeting efforts, which can be unique with public safety buildings. And as stated previously the projects we design are functional, with particular emphasis on the costs of a building throughout its life, not just its initial Capital costs.

We look forward to presenting our proposed approach to you personally.

Very truly yours,

Eric Wohle, AIA  
President

# Table of Contents



Our statement of qualifications and proposal is presented in the following order to assist in document organization and way finding. Each section begins with its respective tab.

- A. Firm Information
- B. Project Team
- C. Similar Projects
- D. Financial Statements
- E. Claims / Misc. Statements
- F. Fees and Compensation in Separate Envelope

An aerial photograph of a modern school building. The building features a large glass entrance and a corrugated metal roof. In the foreground, there is a fenced courtyard with landscaping, including a gravel path and various plants. The background shows a parking lot and a distant horizon.

## Firm Information

## Firm Information

**Name of Firm:** LDA Partners, Inc  
222 Central Court, Stockton, CA 95204  
209.943.0405 t / 209.943.0415 f

**Year Established:** 1979

**Legal Structure:** S-Corp

**Primary Contact Person:** Eric Wohle, AIA, , Partner Lic. # C-28388  
222 Central Court, Stockton CA 95204  
209.943.0405 t / 209.943.0415 f  
ewohle@ldapartners.com

**Size of Firm/Staff:** 24 Staff members

### Description of the scope of

**Services usually provided:** Feasibility Studies  
Programming  
Space Planning  
Master Planning  
Architecture  
Interior Design  
Sustainable Design  
Construction Administration

### Pending litigation/Litigation

**within the last (5) years:** None

**Fed. ID #:** #82-3027292

### Registered Small Business with the State of California

### Insurance

**General Liability:** Insurer A: Ohio Security Insurance Company  
Insurer C: American Fire & Casualty  
Policy #BKS56152718  
\$1,000,000 per occurrence  
\$2,000,000 aggregate

**Auto:** Policy #BKS56152718  
\$1,000,000 per occurrence  
\$1,000,000 per aggregate

**Professional Liability:** The Hanover Insurance Company  
Policy #LHC H215847 01  
\$2,000,000 per claim  
\$4,000,000 per aggregate

**Worker's Comp:** Citizens Insurance Co. of America  
Policy #WBFH449779  
\$1,000,000

### ABOUT LDA

Established in 1979, LDA has a current staff of 24, and has a diverse portfolio specializing in public facilities. Approximately, 85% of our projects are attributed to Public Sector Clients. We attribute this success to listening and responding to our clients needs.

### THE LDA EXPERIENCE

Our team has the proven experience in working with public agencies in various capacities and are very familiar with the public bid process. Additionally we have recent experience in a wide diversity of public safety project types indicated, including police stations, fire stations, jails, administrative office, and courts. This gives the District the assurance that our team has the diverse understanding and qualifications needed in order to ensure a successful design and delivery of its project.

LDA Partners has been working with public institutions for over four decades. The strength of our firm lies in our communication and client service. Through close working relationships, we are better able to look at existing and ideal environments "through the eyes of the client," and to gain insight into solutions that are satisfying, appropriate and affordable.

LDA's philosophy and practice of "designing to the budget" rather than "budgeting to the design" has resulted in a remarkable record of performance. We realize that costs are most easily controlled in the early stages of project development by carefully reviewing area requirements and basic design decisions. Our approach, therefore, reflects a careful collaborative of estimating and project control, resulting in a realistic total project budget.

We do not shy away from small deferred maintenance projects or large complex projects – sometimes with highly charged political and community implications. Our team members understand that all of these are needs of the community, and we strive to provide these services on projects of any scale.

Our nationally recognized design talent has earned LDA numerous AIA Design Awards. This ensures that the District will not only will receive a functional and programatically efficient facility, but also one that reflects the unique character of Patterson.

## Firm Information

### UNPARALLELED EXPERIENCE

Ultimately, the primary objective of this project is to successfully take the next steps in leading the design and create an efficient facility for the District, and reflect the values of its citizens and its stakeholders. The key to this success is an approach to project organization and management which addresses the issues of quality, cost, and schedule control throughout the planning and design process. In this way, our team, will not only meet, but exceed the needs of the District, both now and in the long term.

### CLIENT RELATIONSHIPS

LDA Partners was founded with the understanding that designing the human environment is a process of interaction and interpretation, requiring a close and equal working relationship between architect, and client. To ensure a successful project, we must work with the District, not merely for the District. LDA Partners understands that the most successful project delivery is one where all parties of the project team work together. To that end, we ensure that the Owner, and all of those that the Owner represents, is part of the project team.

### COMMUNICATION

It is almost cliché to say that communication is key, yet there is so much truth in the statement. Communication on our team, and to the client, is open and flowing. We have found that the most successful projects have a foundation of open communication from all parties and that the best way to prevent or solve a problem, is to utilize the collective experiences and insight of others. We take our commitment to our clients seriously, as 95% of our workload comes from repeat clients or referrals from existing clients. We understand that the relationships we foster with our clients are our lifeblood and that a good reputation is the hardest thing to earn and the easiest to lose.

### BUDGET & COST CONTROL

The ability to consistently work out a reasonable budget target, then to design and produce facilities within that budget is of critical importance to the LDA Team. Cost control is a discipline that cuts across all phases of a project.

Effective cost control and estimating starts early, as does the ability to impact the projected cost of the facility. In the early stages, the amount of area to be built can be adjusted without major impacts on the overall budget. The potential for the successful implementation of any project from a budgetary standpoint is a direct function of the interrelationship of three variables—funds available, area constructed, and the quality of construction.

One of the most important aspects of cost estimating is to set realistic expectations at the outset of the project. By defining a framework early in the process, the entire project team has a set of definable goals to work towards. Our approach to every project, in order to control costs, begins with fully understanding the scope and goals from the project owner. This conversation happens during the initial



## Firm Information

Kickoff meeting and continues throughout the duration of the project. We prepare cost estimates at the various project milestones and more frequently should discussions and decisions occur that modify the scope of the project. We look at the project both holistically, and well as separate components.

By viewing the project from both of these perspectives, cost items are considered on both a macro and micro level. Various elements of construction are considered including structural, mechanical, electrical, telecommunications, security, etc. Staff from the various disciplines assess the work scope for their areas of expertise and develop cost items for consideration by the entire team.

For project estimating, we advocate a two pronged approach. From Day One we start tracking potential costs of the projects establishing hard & soft costs as well as contingency amounts. In early stages of a project, this can be as simple as a basic cost /sf. As the project develops, and components are defined, specific costs for individual materials and systems are updated. These are done in-house and separate from an estimator, with past projects and recent bid results being used as costs basis.

The second part of the approach involves having an independent estimator review the project at strategic points of the project, typically at each defined phase (ie schematic, design developments, etc.). Our estimator, JR Conkey has been working with LDA Partners for over 12 years and has over 25 years of construction estimating experience. This allows us to get an unbiased assessment of the project. At this point the two estimates are reconciled into one master estimate and compared against the project budget.

This means the cost control begins with establishing basic cost assumptions at the "idea" level. We will not proceed into the next phase of the project until the estimate/program is aligned with the project Budget. This helps ensure that we maintain fiduciary control throughout the process.

### **PROJECT RESPONSIVENESS - WORKLOAD ABILITY**

Project status and staffing are addressed each week in an in-house partners meeting. Potential schedules, staffing, deadlines are discussed 3 weeks in advance to avoid and identify potential conflicts. All projects are always maintained by a managing principal partner, to oversee the project to assure continuity and consistency, in conjunction with the designated Project Manager. This also addresses consultant schedules and deliverables, in order to keep the project on-track. We have the availability and resources to adequately staff the District's project.

### **TECHNICAL COMPETENCE**

We utilize BIM software (Revit) for all of our projects, coupled with simple modeling applications such as Sketch Up. This allows the everyone to understand the project in its truest form. Revit allows us to build the project 3-dimensionally before the "first shovel is in the ground". This proves to be a valuable tool in the design process since we can now "see" potential conflicts before they happen. As the project evolves we can show the client what each space will look like as the design progresses. Changes can be made in "real time" before the client's eyes so that input and decisions can be made quickly. For record documents, Revit files can be saved in an AutoCAD format for archiving.

### **OUR TEAM & UNDERSTANDING THE NEEDS OF THE DISTRICT**

Our project architects and managers bring highly developed leadership and organizational skills to the project as well as a thorough understanding of building design and functionality, specifically for public facilities. This project demands the highest standards in terms of design excellence in operations and functionality. The best way to "get more for the money" is through good design, followed by construction efficiency. The LDA team has built its record of success in developing unique solutions to complex problems by turning various constraints into opportunities. To truly accomplish a project design that is safe, secure, and responsive to user needs, a number of concepts must be generated and evaluated. Typically there is no "off-the-shelf" solution that will meet the unique needs of the District.



# Firm Information

## DESIGN & PROGRAMMING CONFIRMATION APPROACH

The LDA approach will be to utilize a Core Committee established by the District as an effective means to represent the range of interested parties and integrate them into the core decision-making group for this project. The LDA Team will meet with the Committee for the duration of the project to present progress, solicit ideas and direction, and build consensus each step of the way. We view our role as bringing creative ideas, energy, and technical expertise to the District and collectively determining the best approach for the District. The key to a successful project is to address the Programming & Budgeting confirmation early and keep people "in-the-loop" on how the project is developing.

On all of our projects, our first priority is to respond to, and help confirm the program. We achieve this process by completing the following:

### Executive Interviews & Charrette Workshops, User Interaction

Interviews and meetings will be held with the District, to help define and clarify expectations of the new facility. This will also help determine functional and programmatic desires, management priorities, locational criteria, operational and priority issues. This will also help identify potential excess square footage.

### Present & Future Facility Needs Assessment

Assess the present and future space requirements of the facility. Meeting this objective requires an understanding of the operations performed by the District, those services contracted out, and the space implications of those operations, projected over time.

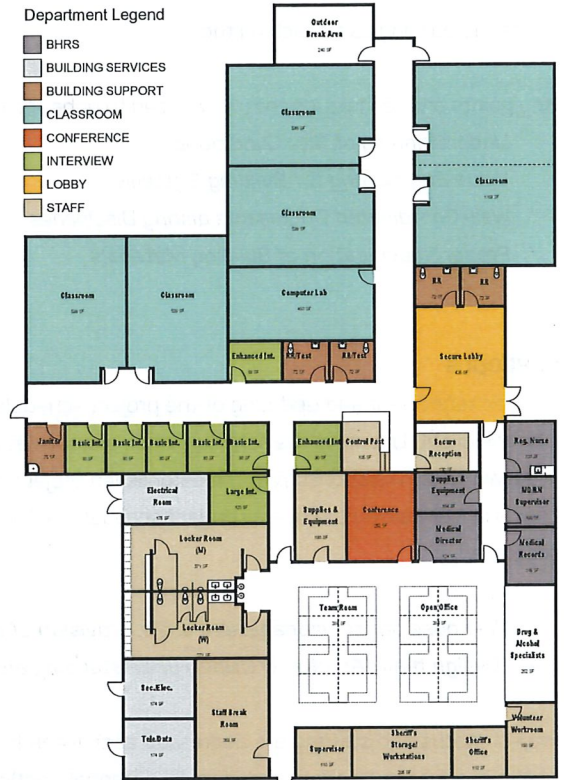
### Analysis & Programming

We will then analyze functional needs, based on activities to occur in each area, the types of equipment to be used and the work flow requirements, in order to determine the proximity needs, special HVAC considerations, special power needs, and other requirements.

## ECONOMIC FACTORS

An important element related to capital projects funding; the operation of individual facilities after the building is complete. LDA addresses the annual upkeep and O&M staffing and equipment requirements during the initial planning and design process. We pride ourselves in creating spaces that minimize maintenance staffing requirements through the use of highly durable materials that stand the test of time and public wear and tear.

We also address building systems examining first vs. life cycle costs, the payback of those systems and impact that they will have on monthly operational costs. This starts with the initial planning on a site to address building orientation to reduce heat loads and integrate the use of natural light and ventilation systems. We discuss, with the individual educational institution, their goals for sustainability, not only for the economic impact on their operations, but goals they may have to



example of programming concepts



example of early design concepts



example of early design concepts

## Firm Information

utilize the building as a teaching tool.

Key points and techniques that are utilized to enhance the cost estimating/control function include:

- *Understanding of Site Conditions*
- *Value Engineering for Building Systems*
- *Well-Coordinated Documents among Disciplines*
- *Proper Specification of Building Materials*

### SCHEDULE

Periodic refinement and updating of the project schedule is a critical component of managing the schedule. This will be done monthly and shared with the client. Updating the schedule once a month at a minimum keeps the entire team (Owner, User and Designer) informed of exactly where the team is at in relationship to the established project schedule. The discipline enforced on the design team to hit the established milestones is critical in maintaining the overall project schedule. Getting started on the right path will have tremendous results in maintaining the overall project schedule.

- *In-house project management skills, provision of adequate consultant resources and joint development of schedules.*
- *Design team (Architect/Owner) understanding and expectations of deliverables. On-site review of project.*

Project status and staffing are addressed each week in an in-house partners meeting. Potential schedules, staffing, deadlines are discussed 3 weeks in advance to avoid and identify potential conflicts. All projects are always maintained by a managing principal partner, to oversee the project to assure continuity and consistency, in conjunction with the designated Project Architect. This also addresses consultant schedules and deliverables, in order to keep the project on-track.



## Firm Information



### WORK PLAN FOR NEEDS ASSESSMENT AND DESIGN SERVICES PROJECT KICK OFF WORKSHOP

The study team will meet with select District staff at a project kick-off workshop. These stakeholders will participate in this team building session to clarify scope, appoint decision makers, identify goals and objectives, review deliverables and define the project schedule.



### TASK 1: NEEDS ASSESSMENT / DESIGN & PROGRAMMING CONFIRMATION

The LDA approach will be to utilize as much previous information as possible, if any, to help the project budget and schedule. We will review previous items that had a significant capital cost and look to see if there is a better solution or another way to achieve the same result. This, in conjunction with a Core Committee established by the District, will serve as an effective means to represent the range of interested parties and integrate them into the core decision-making group for this project.

The key to a successful project is to address the Programming & Budgeting confirmation early and keep people "in- the - loop" on how the project is developing. The first task is to respond to, and help confirm the program. We achieve this process by completing the following:

The LDA approach will be to utilize the previously developed information as a starting point and to help the project budget and schedule. Our first step will be to confirm any previous program, goals, or assumptions that the District may have developed previously.

We will review previous items that had a significant capital cost and look to see if there is a better solution or another way to achieve the same result. The LDA Team will meet with the District Core Committee to present progress, solicit ideas and direction, and build consensus each step of the way. The first task is to respond to, and help confirm the program. We achieve this process by completing the following:

#### Services and Service Indicators Will Be Identified

A review of current and anticipated services provided by the District including any slated to potentially be contracted by outside vendors or suppliers will be performed. A review of how these relationships might be expected to change in the future will also be scrutinized for adherence to the project program.

#### Functional and Operational Considerations

LDA's team will use past experience and user input to anticipate work flow and discuss potential space conflicts with the District. The future operations, established earlier, would be analyzed as to implications for space needs and

a listing of general area needs, public contact needs, security needs, and other base line requirements would be formulated. Each operational strategy will be tested against critical, functional and operational requirements such as functionality and accessibility.

#### Building Materials & Systems

LDA will review & recommend building systems, mechanical and electrical systems, and specific building materials. All potential building materials and systems will be evaluated based upon the following criteria:

- How the materials perform over time
- Initial cost vs. life cycle cost
- Availability with regard to potential construction schedule
- Compatibility with adjacent structures and systems
- Environmental materials vs. time and maintenance costs

#### Understanding How to Build Consensus and Manage a Budget

The main aspect of a project that can sometimes be difficult to overcome, is gaining consensus for public & municipal projects. We have perfected the art of getting that consensus in our projects by using a time tested method of simply listening to the needs of the end users. This leads into the other issue we are currently facing in California, which is the rising cost of public construction over the past year.

To overcome these issues we must work hand in hand not only with our estimators and clients but also the local construction workforce. LDA realizes that costs are most easily controlled in the early stages of project development by carefully reviewing area requirements and basic design decisions. At this time potential issues may be easily addressed without adverse harm to the budget or schedule. By carefully balancing long-term costs with the first cost of construction, informed decisions can be made relative to project budgeting. Our approach, therefore, reflects a careful collaborative of estimating and project control, resulting in a realistic total project budget.

#### Economic Factors

One of the biggest struggles with public agencies is the

## Firm Information

ever increasing strain on the public coffers. LDA brings a unique understanding of public financing and funding, so much so, that Eric Wohle has served on municipal finance committees. We realize that in many cases the hardest part of securing funding for a project happens after the project is finished. In this scenario, the most difficult part of project funding becomes the cost of annual upkeep and staffing. To that end, we pride ourselves in creating spaces that are allowed to be minimally staffed, if need be, and use highly durable materials that stand the test of time and public abuse.

### LDA will summarize the following:

- Confirm interior space requirements
- Preliminary Budget analysis

The end result of the first phase sets the stage to develop targeted Schematic Design Documents.



### TASK 2: SITE EVALUATION

Concurrent with the needs assessment activities, our team will meet with appropriate city planning staff to review code and utility issues for the site. We will develop a list of evaluation factors for evaluating any potential sites. This would take into consideration variables of the site including site costs, site development costs, land area, traffic, access, and adjacent land uses to name a few.

### LDA will complete the following:

- Site Survey



### TASK 3: CONCEPTUAL/ SCHEMATIC DESIGN

Plans/renderings will be developed in 3-D imagery to illustrate the selected option better. The conceptual option will also include detailed design and construction costs estimates. Costs estimates will be developed for immediate construction start along with comparative costs that will reflect the changes in cost for a later start of the project.

During the pre-schematic design phase of work, we seek to establish the vocabulary of the design. We will develop a general layout of spaces that will provide flexible as well as functional uses. Design options would be provided for owner input at this time. These options will always be presented within the framework of the budget, e.g., "if this option is accepted, how will it affect our budget?" Our use of advanced computer software will assist us in looking at several options quickly.

During this phase, we will develop documents that describe and illustrate the components of the facility. Site plan, exterior elevations, and rendered perspective views are included. An updated budget will also be developed, and the project's scope will be reconciled with the budget.

Some specific design considerations addressed during this phase include:

- Well-conceived traffic patterns for visitors and staff.
- The site circulation plan should create clear and safe directions of travel for visitors, staff, District vehicles.
- Conceptual floor & site plan, elevations, & renderings.
- Site and facility security.
- Conceptual Landscape Plan



### TASK 4: FINAL REPORT

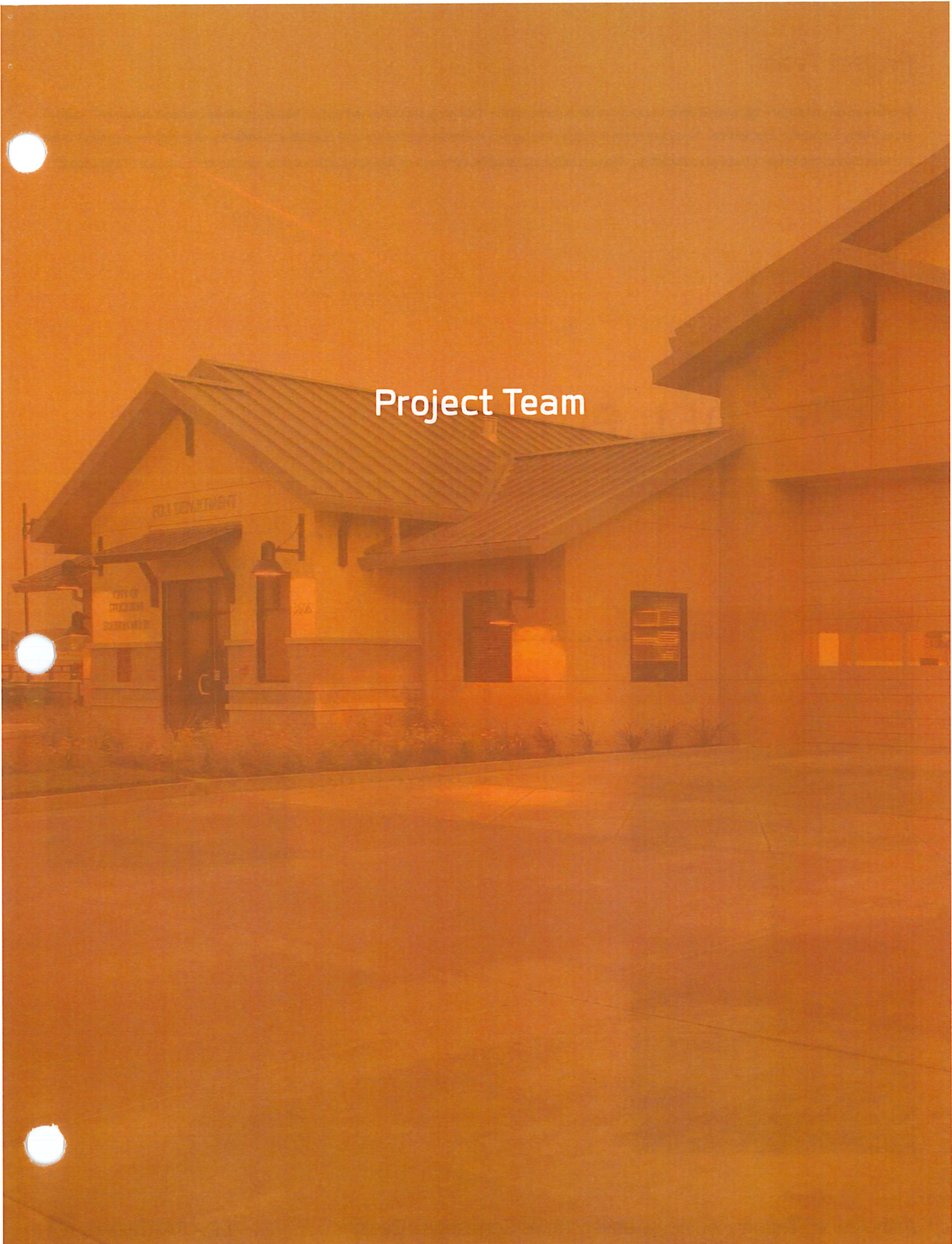
We will develop a final report and be prepared to present the results of the study to the District Board & Staff. This report will identify staff, equipment, and square footage requirements including a written description of how the facility will operate. The report will include conceptual development options considered and the option selected. A project cost estimate that includes construction costs and furniture, fixtures and equipment costs, contingencies, moving/relocation, and professional services will be included. A schedule for development will also be part of the report. We will use visual aids as necessary to convey the process of the study and its results.



### ON-GOING TASK: BUDGET MANAGEMENT

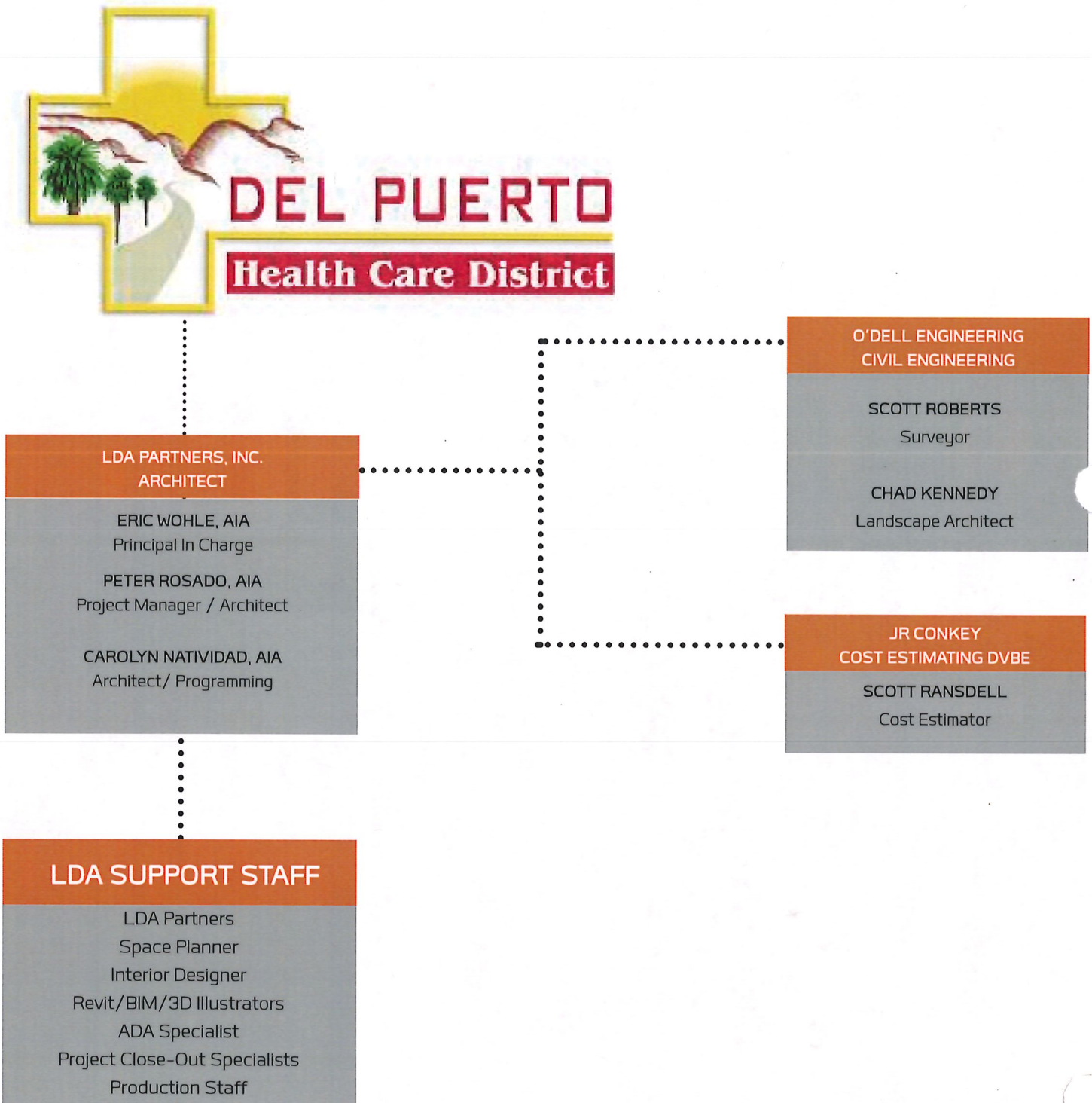
As a project proceeds to design, our team will work with the owner to review the budget at each phase. At pricing milestones, each consultant will review the cost estimate in relationship to their scope. The intent is not to simply pass an estimate from consultant to owner, but to provide an estimate that has been scrutinized by a team of professionals that is as reliable as possible. This collaborative effort of our key consultants and the rest of our team provides a high probability of an accurate estimate.

# Project Team



# Project Team

Below is an organization chart illustrating our project team composition. Our projects will be led by Eric Wohle, the Principal-in-Charge and hands-on, working Architect., Eric Wohle. This core team is supported by our in-house specialists and outside consultants. Our Proposed project team is committed to the Project through completion. No key individual shall be removed or replaced without prior written concurrence of the District.



## Project Team



### **LDA PARTNERS - ARCHITECT**

Since its inception in 1979, LDA Partners has applied a balanced, solutions-based approach to the creation of human environments, effectively blending function, first- and life-cycle costing, and aesthetics to satisfy complex program requirements. The numerous regional, national and industry awards earned by LDA stand as testament to the effectiveness of this approach.



### **O'DELL ENGINEERING - CIVIL, LANDSCAPE, SURVEY**

O'Dell Engineering is a multi-discipline engineering and surveying firm located in Pleasanton, Modesto, and Palo Alto, California. Since its establishment in 1994, O'Dell Engineering has provided an array of professional design and planning services. These services have continued to expand with the firm's growth and led to the addition of the 3D Laser Scanning, Land Planning and Landscape Architecture divisions. O'Dell has been working with LDA for over 10 years.



### **JR CONKEY & ASSOCIATES - COST ESTIMATING**

J.R. Conkey & Associates, Inc. ([www.jrconkey.com](http://www.jrconkey.com)) is a 35 year old Construction and Construction Management firm certified by the California Office of Small and Minority Business (DGS-OSMB) as a Disabled Veteran Business Enterprise (DVBE) and Small Business. We have maintained our corporate office in Roseville, CA since 1993. JR Conkey has been working with LDA for over 12 years.



## Project Team



### Eric Wohle, AIA, LEED® AP

Partner, Principal-in-Charge, Architect of Record  
LDA Partners, Inc.

With more than 24 years of experience in the field of architecture, Partner Eric Wohle offers clients the benefits of his solid background in programming & building design, and construction management. Mr. Wohle also has extensive experience in design and construction document production for a wide range of project types. Mr. Wohle is the principal responsible for public project oversight, and construction administration. Mr. Wohle also has a keen sense of building materials and the design construction process as a whole having taught Materials and Methods of Construction and Blueprint Reading.

#### EDUCATION

University of Washington,  
Bachelor of Arts: Design &  
Planning  
University of New Mexico,  
Master of Architecture

#### LENGTH WITH FIRM

24 Years

#### REGISTRATIONS

#C-28388

#### MEMBERSHIPS

American Institute of Architects  
US Green Building Council

#### RELEVANT PROJECTS:

Stanislaus County Intake/Release, Administration, Modesto, CA  
Stanislaus County Public Works Administration Building, Modesto, CA  
Stanislaus County Day Reporting Center, Modesto, CA  
Stanislaus County REACT Center, Modesto, CA  
Stockton City Hall Relocation, City of Stockton  
Fire Station #4, Manteca, CA  
CHCF Stockton, California Dept. of Corrections & Rehabilitation  
City of Lathrop Police Department  
City of Patterson Public Safety Center  
Drug Enforcement Agency, Stockton, CA



### Peter Rosado, AIA, LEED® GREEN ASSOC.

Project Architect,  
LDA Partners

Joining the firm 23 years ago, Mr. Rosado has developed an extensive understanding of the built environment. As project architect he works closely with the client and design team to determine project requirements and solutions suitable to the project budget and end-user. He assists the principal architect in building design and is responsible for managing and coordinating development of construction documents and construction administration. Mr. Rosado has gained valuable experience by working on many different building types including maintenance facilities, educational, recreational, corporate offices and religious facilities. Additionally, Mr. Rosado brings a thorough understanding of water intrusion prevention as well as building component detailing into every project.

#### EDUCATION

California Polytechnic State  
University, San Luis Obispo  
Bachelor of Architecture, 2003  
Paris Val de Seine - Ecole d'  
Architecture, Paris, France, 2002

#### LENGTH WITH FIRM

23 Years

#### REGISTRATIONS

#C-32705

#### MEMBERSHIPS

American Institute of Architects  
US Green Building Council

#### RELEVANT PROJECTS:

Federal Bureau of Prisons, Western Regional Headquarters  
Stanislaus County Public Safety Center- Administration Max Security Housing, Modesto, CA  
Stanislaus County Day Reporting Center, Modesto, CA  
Stanislaus County Public Safety Center - Intake/Release, Administration, Modesto, CA  
Stanislaus County Strategic Business Technology, Modesto, CA  
Stanislaus County REACT Center, Modesto, CA  
Department of Corrections Regional Administrative Office, Stockton, CA  
City of Patterson Public Safety Center



## Project Team



### Carolyn Natividad, AIA, LEED® AP

Project Manager / Architect, QA/QC

LDA Partners, Inc.

Mrs. Carolyn Natividad has 18 years of experience in the field of architecture and joined LDA Partners in 2005. As a project manager, she assists in the design, coordinates between various consultants and owner and end users, develops the drawings, and assists in managing the project during construction. She has a wide range of project experience, especially public schools and community facilities, managing over \$250 million of public construction and is a LEED Accredited Professional.

#### EDUCATION

Bachelor of Science: Design,  
University of California, Davis,  
2000

#### REGISTRATIONS

Lic. #C-33148

#### MEMBERSHIPS

American Institute of Architects  
United States Green Building  
Council  
Board of Directors, AIASV

#### RELEVANT PROJECTS:

Stanislaus County REACT Center, Modesto, CA  
Stanislaus County Public Safety Center - Day Reporting Center, Modesto, CA  
Stanislaus County Public Works Administration Building, Modesto, CA  
Stockton City Hall Relocation, City of Stockton  
Fire Station #4, Manteca, CA  
Fire Station #13 - City of Stockton  
Fire Station #12 - City of Stockton



### Chad Kennedy, P.L.A.

Principal Landscape Architect

O'Dell Engineering

Mr. Kennedy has designed and overseen countless community improvement projects in Northern California including facilities, parks, playgrounds, trails, residential developments, transportation systems, and commercial landscapes. In every project he completes, his design is focused on positively impacting the community through innovative, sustainable, and inclusive design principles.

#### EDUCATION

Masters of Landscape  
Architecture, Utah State  
University, Logan, Utah.  
Bachelors of Science  
Horticulture, Brigham Young  
University, Provo, Utah

#### REGISTRATION

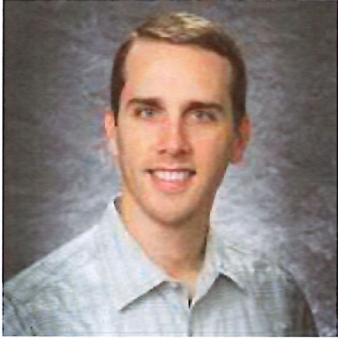
California Landscape Architect  
No. LA 5426, California  
LEED® Accredited Professional

Mr. Kennedy has worked extensively in the City of Patterson. O'Dell has been on-call with the City of Patterson since 2010. Services have included civil engineering, land surveying, and landscape architecture. Projects have included Amarylilis Park, North Park, Baldwin Avenue, Sperry Avenue Retrofit, TE Roundabout, Sports Park Playground, Salado and 7th Street Roundabout, and more.

#### RELEVANT PROJECTS:

Stanislaus County Public Safety Center Parking Lot, Ceres, CA  
Roger K. Fall Transit Center, Turlock, CA  
Stanislaus County Crisis Stabilization Unit, Ceres, CA  
Los Banos Child Development Center, Los Banos, CA

## Project Team



### Scott Roberts, PLS

Surveyor  
O'Dell Engineering

Mr. Roberts has professional surveying experience in both the public and private sectors with work on an array of design projects such as large-scale municipal efforts, private master planned communities, agricultural properties, and commercial developments. He is skilled in AutoCAD Civil 3D, Trimble GNSS & Robotic TS, Trimble Business Center, Trimble RealWorks, and Terrestrial LIDAR. His responsibilities have included project management, topographic surveying and mapping, boundary surveying and mapping, underground utility locating, construction staking, elevation certificates, laser scanning, legal descriptions, and GIS.

#### EDUCATION

BS, Geomatics Engineering,  
California State University,  
Fresno

#### REGISTRATION

Registered Land Surveyor No.  
9235, CA

#### RELEVANT PROJECTS:

Interstate 5 & Sperry Road Interchange Improvements, Patterson, CA  
Kinshire Waterline Replacement And Street Full-Depth Reconstruction Project, Patterson, CA  
Public Safety Center Parking Lot, Stanislaus County, CA  
Simply Space Expansion, Merced, CA



### Scott Ransdell, Sr. Architectural/Structural Cost Estimator

Cost Estimating  
JR Conkey & Associates

Mr. Ransdell has over 25 years of experience in the construction and construction management industries combining hands-on job site common sense, with an innate understanding of the core principles of project design and construction.

While A/S estimating is his forte', he also performs estimating in HVAC, Plumbing Electrical and Special Systems. This experience has included conceptual estimates, hard-bid estimating, value engineering, scheduling, post-mortem analysis, bid evaluation, expert witness testimony, constructibility reviews, change order cost evaluations, punch list evaluations and monthly project completion inspections. In addition, he performs quantity surveys and pricing for all trades (including) on schematic design documents, design development documents and construction documents, as well as the impact of addenda to the estimate costs.

#### EDUCATION

B.S. Degree, University of  
California at Davis

#### MEMBERSHIPS

Member, U.S. Green Building  
Council, Northern California  
Chapter

#### LENGTH OF TIME WITH FIRM:

25 years

#### RELEVANT PROJECTS:

Cal Trans District 7 headquarters  
Nevada County Operations Center  
Grass Valley DMV, State of California  
Lathrop Generations Center  
Stanislaus County Public Works Vehicle Maintenance & Administration Complex

# Similar Projects



## Similar Projects

### Stanislaus County Public Safety Center Day Reporting Center, Modesto, CA

**COST**

\$4.1 million

**SERVICES**

Programming Confirmation

Space Planning

Architectural Design

Construction Administration

**COMPLETION DATE**

2015

**REFERENCE**

Patricia Hill-Thomas

COO / Project Manager

thomasp@stancounty.com

209.609.4334

As part of California's AB 900 realignment program, LDA Partners lead the design criteria for the Day Reporting Center for Stanislaus County. This project, which adds three new facilities to the existing facilities on an existing site, includes the Day Reporting Center.

As the first Day Reporting Center constructed under AB 900, this project combines common program elements and effectively established a new model for Day Reporting facilities. Consisting of primary and secondary classroom and program space, substance testing, computer and administrative functions, the DRC is a new beginning for many of those put on parole.



### Stanislaus County Public Safety Center Intake / Release, Administration, Modesto, CA

**COST**

\$18 million

**SERVICES**

Programming Confirmation

Space Planning

Architectural Design

Construction Administration

**COMPLETION DATE**

2016

**REFERENCE**

Patricia Hill-Thomas

COO / Project Manager

thomasp@stancounty.com

209.609.4334

As part of the Stanislaus County Public Safety Center Expansion project, LDA Partners teamed to help undertake criteria & bridging design of a new \$20 million, 33,625 SF facility that includes intake, release, transportation, video visitation and facility administration functions. This location serves as the link between jail administration and operations, and will also act as the primary intake and release facility for the County. Being directly connected to the remaining jail facility, this establishes an increased level of functionality and operational efficiency for the County, as well as additional physical safety for the officers.



## Similar Projects

### Stanislaus County REACT Center, Modesto, CA

#### COST

\$31 million

#### SERVICES

Programming Confirmation  
Space Planning  
Architectural Design  
Construction Administration

#### COMPLETION DATE

2018

#### REFERENCE

Patricia Hill-Thomas  
COO / Project Manager  
thomasp@stancounty.com  
209.609.4334

The REACT (Re-Entry and Enhanced Alternative to Custody Training) Center is a 51,000sf complex located within the 127 acre Stanislaus County Public Safety Center site. The React consists of 2 buildings connected by a courtyard. The buildings consist of a secure jail housing and less secure public administration building.

The secure areas are cmu/tit-up and the less secure is wood framed. The REACT Center conforms to a neighborhood plan for the Public Safety Center and takes aesthetic cues from the Public Safety Center 1 and 2, and the Day Reporting Center. LDA Partners is teamed to create schematic design documents and bridging documents for a Design Build Project Delivery.



### Del Puerto Health Care District - New Administration & Crew Quarters, Patterson, CA

#### SERVICES

Programming Confirmation  
Space Planning

#### COMPLETION DATE

2018

#### REFERENCE

Paul Willette  
Ambulance Director  
Patterson District Ambulance  
Office (209) 892-2618

LDA completed a program, site planning and budgeting analysis for the Del Puerto Health Care District for a new joint administrative crew quarters.



## Similar Projects

### Fire Station #13 Stockton, CA

**COST**

\$2.6 million

**TEAM**

Eric Wohle

Peter Rosado

**SERVICES**

Programming

Space Planning

Architectural Design

Construction Documents

**REFERENCE**

Gary Ingraham

Project Manager

gcingraham@comcast.net

209.937.5091

New 8,000 sq. ft. Fire Station in a new residential community. LDA facilitated committee user group meetings to gain program consensus and to ensure firefighter ownership. The building features a hybrid structural system of both pre-engineered metal building for the long span apparatus bay and conventional wood framing methods for the residence in order to minimize construction costs.



### Fire Station #4 Manteca, CA

**SIZE**

8,200 sq. ft.

**COST**

\$2.2 million

**REFERENCE**

Harold Holland

Project Manager (retired)

209.471.9927

**COMPLETION DATE**

2014

The new 8,200 square-foot fire station for the City of Manteca will service the North side of town. The facility will provide 4 sleeping rooms, fitness room, kitchen and living areas, two offices, two apparatus bays, decontamination area, workshop, and turnout area. A community room has also been provided to allow space for neighborhood meetings and events.



## Similar Projects

### City of Patterson, Public Safety Center Patterson CA

**SIZE**

20,000 sf

**COST**

TBD

**SERVICES**

Programming Confirmation

Space Planning

Architectural Design

Cost Estimating

**REFERENCE**

Tiffany Rodriguez, PE

Capital Projects Manager

City of Patterson

(209) 895-8075

tirodriguez@ci.patterson.

ca.us

**COMPLETION DATE**

April 2021

LDA completed the programming & feasibility study for a new Public Safety Facility for the City of Patterson. This new facility is envisioned to house both police and fire administrative offices.

LDA is reviewing existing buildings within the vicinity of City Hall and identifying potential program, structural and access issues in order to move into the next phase of design and construction.



### Lathrop Police Department Lathrop, CA

**SIZE**

14,000 sf

**COST**

\$9 Million

**SERVICES**

Programming

Planning

Space Planning

Architectural Design

Construction Documents

**REFERENCE**

Cari James

Finance Director

(209)941-7327

Ryan Alameda

Project Manager

510.673.5225

**COMPLETION DATE**

August 2021

The City of Lathrop hired LDA to perform and program and feasibility study for a new police facility. LDA first performed a feasibility, program and budget assessment to ensure that all the City's needs were met as well within their budget framework.

Upon completion of that study, LDA continued and completed the design and construction documents and helped administer the bid public bid.



## Similar Projects

### Town of Truckee New Regional Library Truckee, CA

**SIZE**

21,000 SF

**COST**

\$25M

**SERVICES**

Programming Confirmation

Space Planning

Architectural Design

Cost Estimating

**REFERENCE**

Nick Wilczek

Head Librarian

530.388.8830

Kathleen Eagan

Friends of the Truckee Lib.

530.386.6750

**STATUS**

Conceptual Design

The Town of Truckee is in need of a new library to service the greater Truckee/Tahoe region and compliment the existing literary services. Through intensive community outreach and stakeholder programming sessions LDA has designed a new 21,000sf library for the community.

The new library will house a 2,000sf community room with kitchen, staff workspace and storage, restrooms, bookstore, children's collection w/ story time area, community living room, teen collection, collaborative learning spaces and meeting rooms, adult collections and historic resources and outdoor learning and reading areas. The design will be a new contemporary-alpine architecture with modern services for visitors and staff alike bringing local library system into the 21st century.



### San Joaquin County New District Attorney's Office Programming and Space Needs, Stockton, CA

**SIZE**

60,000sq. ft.

**COST**

N/A

**SERVICES**

Programming

Space Planning

Conceptual Planning

Cost Estimating

**REFERENCE**

Marcia Cunningham

209. 468. 3664

**STATUS**

Conceptual Design

San Joaquin County retained LDA Partners to conduct Programming, Space Planning, Cost Analysis, and Schematic Design for a new 50,000sf District Attorneys Office located in downtown Stockton.

As part of the analysis, LDA evaluated the feasibility and budgeting of relocating the entire department into an existing downtown building as a new tenant improvement.







Financial Statements

# Financial Statements

## Financial

LDA has maintained the same banking institution for over 40 years. CPA reviewed Financial Statements are available upon request

### FINANCIAL INSTITUTIONS:

Dana Bockstahler

Bank of Agriculture & Commerce - Primary Bank

2021 W. March Lane, 2nd Floor

Stockton, CA 95207

dana.bockstahler@bankbac.com

209.473.6812

Jarad Steinwert

F& M Bank- Business Line of Credit

4612 McGaw St.

Stockton, CA 95207

jasteinwert@fmbankonline.com

209.337.6006

### ACCOUNTING FIRM:

Mike Rall

Wardell & Rall Accounting Corp.

3031 W. March Lane, Suite 320E

Stockton, CA 95219

mike@wardellrall.com

209.952.5392

A photograph of a modern building interior, likely a lobby or atrium. The space features a prominent staircase with a metal railing on the left side. Above the staircase is a balcony with a glass railing. The ceiling is high and features a large, circular, multi-tiered light fixture. The floor is made of large, light-colored tiles. The overall lighting is warm and orange-toned. The word "Claims" is overlaid in white text in the center of the image.

Claims

# Claims / Misc. Statements

Provide a statement of ALL claims filed against Firm in the past five (5) years.

Briefly indicates the nature of the claim(s) and the resolution, if any.

None within the past 5 years.

## Conflict of Interest Statement

Our firm has no on-going or potential financial, business, or other relationship with the Del Puerto Health Care District, or its employees; that could constitute a Conflict of Interest for this project. Our firm and team have no current clients that may have a financial interest in the outcome of this project.

## Proprietary Information

Nothing contained in the submitted proposal will be proprietary.

## Addenda Acknowledgment

No Addenda Issued





# Fees and Compensation

# Fees and Compensation

## COST PROPOSAL

Our Cost Proposal is included in a separate sealed envelope.

Item 9.E

# DEL PUERTO HEALTH CARE DISTRICT

## RE-BRANDING



**GERBODESIGNS**



# GERBODESIGNS

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June 22, 2022

To whom it may concern,

As brand and marketing experts, Gerbo Designs combines business, communications, and design thinking to develop meaningful, differentiated, and authentic brands for companies big and small. We craft the important messages our community needs to hear and one that you can deliver on. We've seen firsthand how the power of strong marketing strategy can elevate an organization to a valued partner. We develop the tools and show you how to use them.

Thank you for the opportunity to work with Del Puerto Health Care District (DPHCD) on your Rebranding Effort! In today's market, with ever growing competition for attention, the need for clear branding and marketing is stronger than ever before.

In collaboration, we will work to tell the stories of DPHCD by designing your branding strategy and communication tools that are cohesive, visually appealing and highly effective in messaging and impact. We develop and design your marketing materials that meet aesthetic and communication standards for messaging, graphic identity, and accuracy.

Strong design aesthetic and 20 years experience with premium, high-end and multi faceted brands, gives Gerbo Designs a unique understanding of local community values, issues and ideas as well as the qualifications to provide hands on, efficient attention on every aspect of the design process.

We look forward to the opportunity to encapsulate a DPHCD cohesive brand identity and marketing plan across all mediums and platforms to increase community awareness & brand recognition, and to support growth and expansion.

If you have questions regarding any of the information in this proposal, please don't hesitate to contact me! We look forward to working with you!

Sincerely,

Sally Gerbo  
Gerbo Designs  
(209) 918-2944  
sally@gerbodesigns.com





## FIRM PROFILE

**A Brand Communications Partner- building long-term value through comprehensive branding, web and marketing design. Combing business, strategy, communications, and design thinking to develop meaningful, differentiated, and authentic brands for companies big and small. We craft the important messages your client needs to hear and one that you can deliver on.**

---

### **Gerbo Designs**

710 Northwood Drive

(209) 918-2944

Modesto, CA 95350

sally@gerbodesigns.com

---

### **Sally Gerbo, Principle**

BA in Organizational Communications

20 years in Graphic Design, Marketing, Business Strategy, Web design, Social Media



### **Kate Powlus, Marketing Strategist**

BA in Communications

8 years experience in Marketing Strategy, Copy writing and Social Media

### **Andres Mendez, Digital Marketing**

BA of Arts, Digital Media

7 years experience Digital Marketing, Content Creation, Social Media, Analytics and KPIs

### **Shannon Grover, Brand Manager**

BA Hospitality and Events Management

5 years experience Social Media, Brand Management, Graphic Design

### **Peyton McHann, Marketing Associate**

BA Liberal Arts

4 years experience Social Media, Brand Management, Graphic Design



### **Shelly Brooks, Promotional Marketing**

BA Liberal Arts

3 years experience Social Media, Brand Management, Promotional Marketing

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## SCOPE OF SERVICES AND DELIVERABLES

### *Renaming Strategy*

Exploring and Facilitating a potential name change for DPHCD. Guiding in selecting a potential new name that better reflects the mission, vision, and geographic reach of DPHCD

### *Logo Design and Brand Guidelines*

Rebranding will include a redesign of DPHCD's logo and a separate but corresponding logo for its affiliated, Del Puerto Health Care Foundation.

- New corporate logo in various formats for multiple applications
- Detailed brand guidelines and usage guidelines to drive brand consistency when used by all DPHCD operations.

#### *The brand style guidelines include:*

- All final brand logo files, fonts, color palette for use in print and digital
- Integrated imagery and complementary design elements, fonts, and color schemes
- Design of brand identity template files for: business cards, #10 envelope, letterhead, email signature, and presentation deck

### *Launch Marketing*

- Launch strategy for rebranding campaign
- Creative brand ideas for ads, marketing collateral, marketing booths, and signage.

### *Website Refresh*

DPHCD's current website content, to match the rebranding, on the existing platform. Site reorganization to help drive education, awareness, and engagement on our services, programs, and organization. Necessary content development for taglines, page headers, and some copy writing to complement the new image.

- Articulate our role as a community health organization and service provider.
  - Provide images, color schemes, and copy to refresh website
  - Design aesthetic to utilize a combination of text, photos, and video for a visually
  - Engaging site.
-

## PROPOSED APPROACH

### ESTABLISH A BRAND STRATEGY AND GOALS

Consider what you hope to achieve by establishing a clear brand identity. Create a thorough strategy that takes into consideration the branding steps you'll take to reach your goals.

### KNOW YOUR VALUES AND MISSION

Align branding decisions to your company's values and mission to ensure that your end brand identity truly reflects the long-term goals of the company.

### AUDIENCE ANALYSIS

Know exactly what your customers want from your brand by creating thorough customer personas that represent your target demographics.

### COMPETITION ANALYSIS

Evaluate what's working and what's not working for competitors to help inform your own branding and design choices.

### DEFINE VOICE

You want all communication, from social media to press releases, to have the same tone and use a similar vocabulary. Consider how you want your customers to feel when they interact with your brand.

### VISUAL ELEMENTS

The visual elements of your branding are key for your customers. They help the public recognize your brand and have an image to associate the brand's personality and feeling with. All brand elements should share a similar feel and design for brand cohesion.

- Logos
- Colors
- Documents
- Photography
- Infographics
- Videos
- Digital Ads
- Social Media
- Web Design

### BRAND STYLE GUIDE

A thorough guide to your brand identity. Ensure everyone on the team knows the voice of the brand and projects the company's values and mission through their work choices and communication by providing them with a useful, detailed document.

### LAUNCH AND IMPLEMENT YOUR BRAND IDENTITY

The final step is implementing your new brand identity. Update all of your physical and digital brandings to reflect your new visual branding elements. Ensure the language used on your website and social media platforms reflects the voice of your brand. Offer training to new employees on the brand identity to make sure they understand it and reflect it in their internal and external communications.

**LINE ITEM BUDGET**

**Renaming Strategy** ..... \$1,500

1-2 meetings

Convene Organization and Community Focus Groups to draw upon respondents' attitudes, feelings, beliefs, experiences and reactions to existing and proposed naming options.

**Logo Design** .....\$3,500

2-3 weeks

Brand Research and Evaluation | Logo Concepts | Create digital drafts as vector  
 Refine your logo design with feedback | Prepare and deliver the final logo files

**Brand Style Guidelines** .....\$1,200

1-2 weeks after finalization

- Design and on brand attractive presentation of logo files, fonts, color palettes
- Brand imagery and complementary design elements, fonts, and color schemes
- Design of brand identity template files for: business cards, #10 envelope, letterhead, email signature, and presentation deck

**Launch Marketing Concepts** .....\$1,500

1 week

- Launch strategy for rebranding campaign
- Creative brand ideas for ads, marketing collateral, marketing booths, and signage.

**Website Refresh** .....\$150/hour

as requested

Concept and design website content, to match the rebranding, on the existing platform. Site reorganization to help drive education, awareness, and engagement on our services, programs, and organization. Necessary content development for taglines, page headers, and some copy writing to complement the new image.

- Articulate our role as a community health organization and service provider.
- Provide images, color schemes, and copy to refresh website
- Design aesthetic to utilize a combination of text, photos, and video for a visually
- Engaging site.

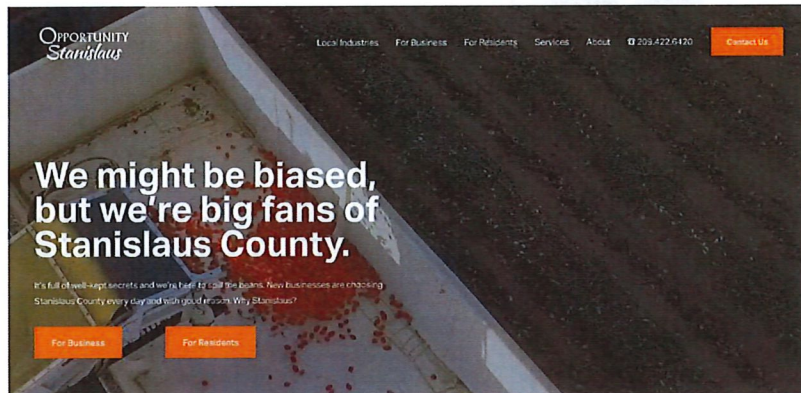
REFERENCES

BUSINESSES WE'VE WORKED WITH ON REBRANDING



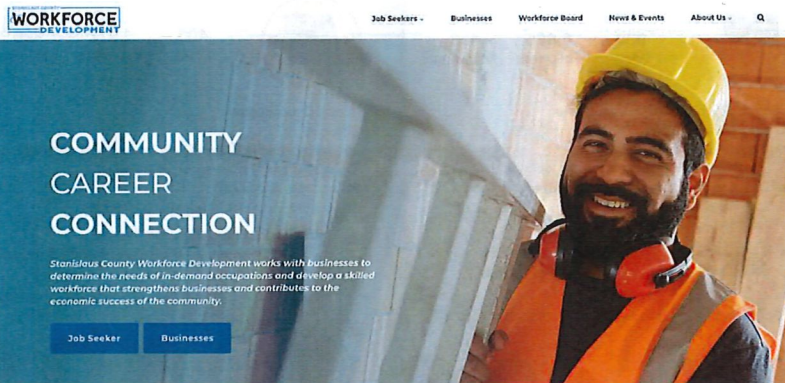
OPPORTUNITY STANISLAUS

Dave White  
Chief Executive Officer  
(209) 422-6432

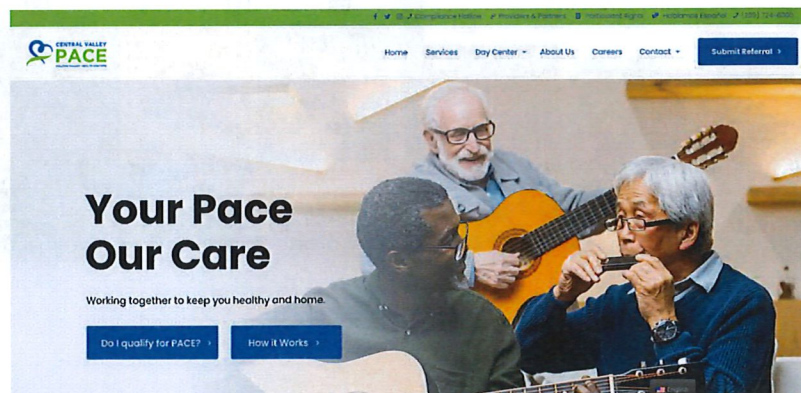


STANISLAUS COUNTY  
WORKFORCE DEVELOPMENT

Doris Foster  
Director  
(209) 652-2458

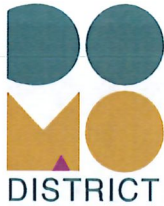


GVHC  
CENTRAL VALLEY PACE  
Amy Collier Carroll  
Chief Communications Officer  
(209) 383-1848



REFERENCES

BRANDS WHOSE MARKETING WE MANAGE



**DOWNTOWN MODESTO PARTNERSHIP**

Josh Bridegroom  
President/CEO  
(209) 303-0411



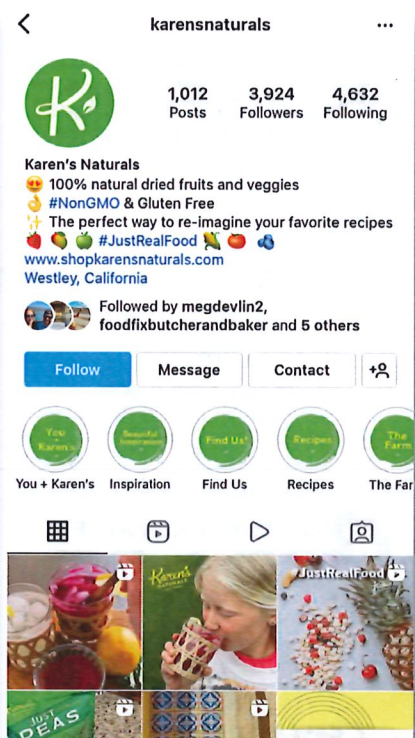
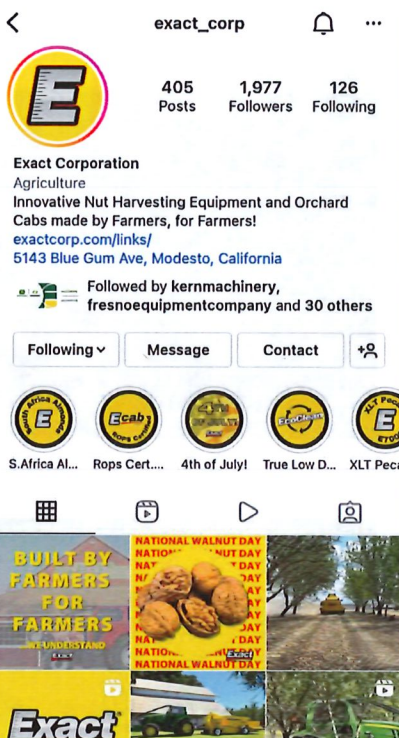
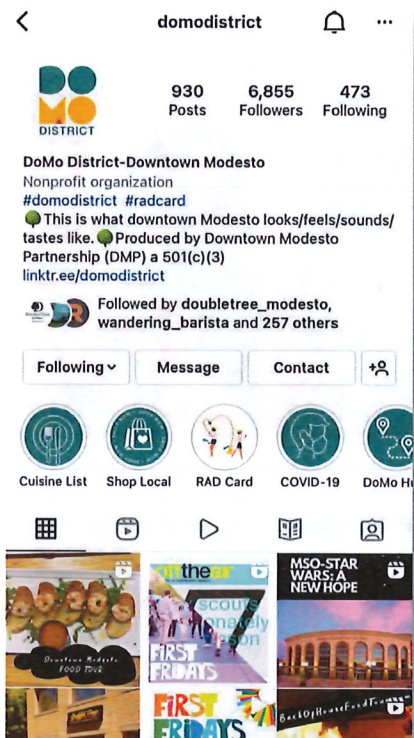
**EXACT CORPORATION**

Jason Bayer  
Marketing Manager  
(209) 604-4300



**KAREN'S NATURALS**

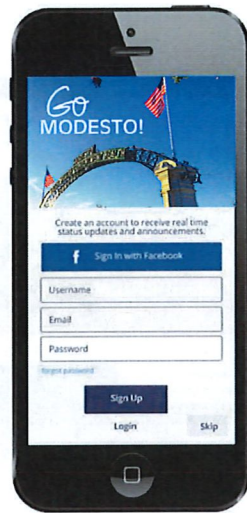
Megan Devlin  
Owner, General Manager  
(805) 698-5118



ADDITIONAL PORTFOLIO

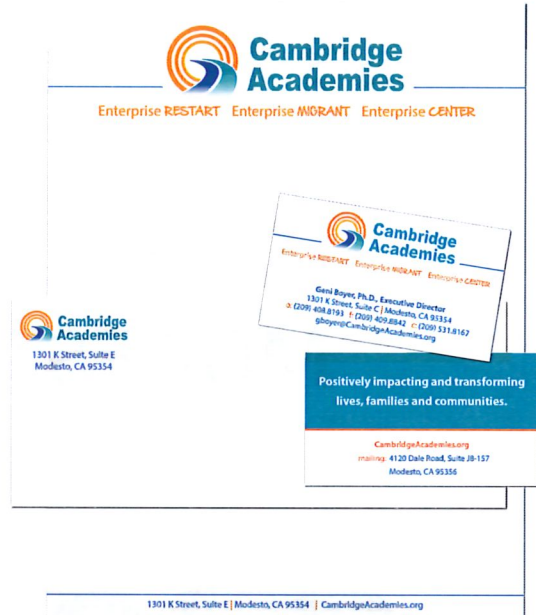
CITY OF MODESTO  
APP IDENTITY BRANDING

Go  
MODESTO!



ADDITIONAL PORTFOLIO

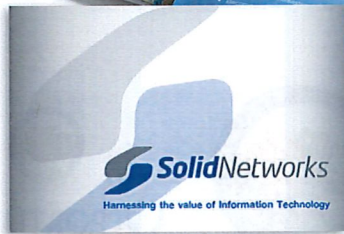
CAMBRIDGE ACADEMIES  
BRANDING & MARKETING MATERIALS





ADDITIONAL PORTFOLIO

SOLID NETWORKS  
MARKETING & IDENTITY COLLATERAL



**THERE IS NO BAND-AID FIX FOR LOST DATA!**

DON'T WAIT UNTIL YOU HAVE A TECHNOLOGY **EMERGENCY** TO MAKE A DATA RECOVERY PLAN!

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**Solid Networks**

5686 Pirrone Road Salida, CA 95368  
888.82.SOLID | 209.338.1400 | [SolidNetworks.com](http://SolidNetworks.com)

**Karla Mlinar**  
Business Development  
[Karla.Mlinar@solidnetworks.com](mailto:Karla.Mlinar@solidnetworks.com)  
direct: 209.338.1429  
office: 209.338.1401

**Solid Networks**

5686 Pirrone Road Salida, CA 95368  
888.82.SOLID | 209.338.1400 | [SolidNetworks.com](http://SolidNetworks.com)

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*The stronger your team is, the smoother your operations will be.*

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- STRENGTHEN SYSTEM SECURITY
- GAIN A WIDE KNOWLEDGE BASE
- INCREASE PRODUCTIVITY
- AVOID POTENTIAL DISASTERS
- BECOME COST EFFECTIVE
- INCREASE BOTTOM LINE

[SOLIDNETWORKS.COM](http://SOLIDNETWORKS.COM)  
888.82.SOLID

ADDITIONAL PORTFOLIO

OPPORTUNITY STANISLAUS  
BRANDING, MARKETING & IDENTITY COLLATERAL



ADDITIONAL PORTFOLIO

LOGO DESIGN



## **ADDITIONAL SERVICES**

### **DIGITAL MARKETING**

#### **PAID ADS (PPC CAMPAIGNS)**

Get your message heard! Paid advertising is the way to cut through the noise out there. Our strategists design multi-channel advertising campaigns that are targeted, specific, and relevant to your business.

Paid Ads are only as good as the keywords behind them. We will help you figure out which words to use, while also taking into account any search engine guidelines

#### **SEO**

Search Engine Optimization is vital for the long-term survival of any company as it will help your business Authority and Higher rankings on Google. We create content; targeting keywords relevant to your industry.

In addition, we ensure that your website is optimized for local search by making sure your listings are up to date across the web. We use valuable insights gained through analytics reporting to serve the most viable and relevant content to your web visitors.

#### **ANALYTICS AND REPORTING**

Do you want your ads to be successful and work on all devices? Do we have the answers you are looking for! We will set up analytics reporting and tracking, which will help give you the advantage over other companies in the industry that might not have as much information.

---



## **ADDITIONAL SERVICES**


### **SOCIAL MEDIA MANAGEMENT**

Keep up with the latest trends and tips from experts. Use social media to generate more leads, get more customers, and grow your community.

Let us create a customized plan for your social media strategy.

### **CONTENT CREATION**

We tell your brand story while sharing how you create solutions for your customers. From Videography, Photography to Copy writing we are a one-stop-shop for your content.



Creative, compelling content that builds authentic connections between brands and people is a brand identity's top goal. We help brands share their stories in a creative setting for a digital world.

### **ANALYTICS AND REPORTING**

Do you want your ads to be successful and work on all devices? Do we have the answers you are looking for! We will set up analytics reporting and tracking, which will help give you the advantage over other companies in the industry that might not have as much information.

*This is NOT a contract but a proposal of work.  
A detailed contract will be sent once both parties agree upon*

---

