Phase II – Promotion Of District Successes  
Targeted households – 35,000 HHs  
September 2016 - January 2017

• “Quick Fact” #1  
  35,000 target per mailing  
  $18,885

• “Quick Fact” #2  
  35,000 target per mailing  
  $18,885

• “Quick Fact” #3  
  35,000 target per mailing  
  $18,885
  Costs for these three mailings based on printing at same time
All costs are estimated. Final costs will be provided upon approval or artwork, design, quantity and bulk mail postage rates.
CONSULTING SERVICES AGREEMENT

This Consulting Services Agreement (the "Agreement") is entered into as of June 13, 2016 (the "Effective Date") by and between Rebecca Cowan, DBA Caelen Communications (the "Consultant"), and Lewisville ISD (the "Client," and together with the Consultant, the "Parties").

RECITALS

The Client is seeking Communications Consulting; and

The Client wishes to engage the Consultant as an independent contractor for the Client for the purpose of providing the professional services set forth in Exhibit A attached hereto and made a part hereof (the "Services") on the terms and conditions set forth below; and

The Consultant wishes to provide the Services in accordance with the terms of this Agreement; and

Each Party is duly authorized and capable of entering into this Agreement.

Now therefore, in consideration of the above recitals and the mutual promises and benefits contained herein, the Parties hereby agree as follows:

1. RESPONSIBILITIES.

(a) Of the Contractor. The Consultant agrees to do each of the following:

A. Perform the Services set forth in Exhibit A attached hereto; provided, however, that if a conflict exists between this Agreement and any term in Exhibit A, the terms in this Agreement shall control.
B. Perform the Services in a safe, good, and professional manner by fully-trained, skilled, competent, and experienced personnel using at all times adequate equipment in good working order.
C. Communicate with the Client regarding progress the Consultant has made in performing the Services.

(b) Of the Client. The Client agrees to do each of the following:

A. Engage the Consultant as an independent contractor to perform the Services set forth in Exhibit A to this Agreement.
B. Provide relevant information to assist the Consultant with the performance of the Services.
C. Satisfy all of the Consultant's reasonable requests for assistance in its performance of the Services.
4. REPRESENTATIONS AND WARRANTIES.

(b) The Consultant hereby represents and warrants as follows:

A. The Consultant has the sole right to control and direct the means, details, manner, and method by which the Services required by this Agreement will be performed.

B. The Consultant has the right to perform the Services required by this Agreement at any place or location, and at such times as the Consultant shall determine.
5. CREATIVE SERVICES.

(a) Design Services. The Consultant will retain exclusive turnkey responsibility for collateral, advertising and other projects needed to implement the communications plan including direct mail, mailing services, informative videos, informative website, digital media advertising, newspaper, brochures, signage and other advertising projects. Vendors for these projects will be selected by the Consultant.
IN WITNESS WHEREOF,

The Parties have executed this Agreement as of June 13, 2016.

CLIENT

Lewisville ISD

By: [Signature]
Name: Trista Sheffield
President, Board of Trustees

CONSULTANT

Rebecca Cowan, DBA Caelen Communications

By: [Signature]
Name: Rebecca Cowan, DBA Caelen Communications
Title: Owner
EXHIBIT A

JOB

Communications Consulting for Lewisville ISD.

Term of Assignment:

Compensation for design and paid media services will be in the form of project creative/production fees and agency commissions on all deliverables detailed above. These project fees will be billed to the campaign on a project basis, with turnkey project cost estimates presented to you for approval in advance, including our standard creative fees for designing, writing and producing camera-ready art, scripts and brochures, plus costs for printing, mailing, postage, production and media placement. These project fees are separate from the consulting fee.
EXHIBIT A CONTINUED

By signing below, the Parties agree to comply with all of the requirements contained in this Exhibit A.

The Parties have executed this Agreement as of June 13, 2016.

CLIENT

Lewisville ISD

By: [Signature]
Name: Trisha Sheffield
President, Board of Trustees

CONSULTANT

Rebecca Cowan, DBA Caelen Communications

By: [Signature]
Name: Rebecca Cowan, DBA Caelen Communications
Title: Owner
It will mail tomorrow.

Sent from my iPhone

On Mar 30, 2017, at 11:26 AM, Brim, Amanda <BrimA@lisd.net> wrote:

Yes

--

Amanda Brim

Executive Director of Communications

O: 469.948.8108 | C: 469.763.5875

www.lisd.net

For final approval
For final approval
“To maintain our academic successes, the Board of Trustees commissioned a citizens bond committee with a clear directive – develop a comprehensive bond package that provides our teachers, students and community the tools and facilities they need to succeed.

After campus tours and extensive research, the diverse, 80-member committee comprised of people from across our entire community agreed upon a basic, no-frills bond package that will deliver the schools, classrooms, fine arts facilities, new career and technical center, security upgrades, technology, basic maintenance and renovations that are needed to provide a well-rounded education for Lewisville ISD’s next generation.”

Dr. Kevin Rogers
Lewisville ISD Superintendent

Lewisville ISD 2017 Bond Referendum.

Tax impact on Lewisville ISD homeowners:

- The tax impact of the school bond package will be less than $16 per month on the average priced home. With the passage of this bond package the projected tax rate will be lower than the 2006 rate.

- Homeowners 65 years of age and older will see no increase in their tax rate because of the senior citizen homestead exemption.

- Lewisville ISD will finance the bond package with shorter 20-year bonds, providing millions of dollars in interest savings for taxpayers. Technology will be financed with short term bonds to meet the life of the item.

Lewisville Independent School District
1565 W. Main Street
Lewisville, Texas 75067

The facts about the 2017 Lewisville ISD Bond Referendum.

A comprehensive, $737 million plan to maintain our academic excellence.

www.LewisvilleISDBonds.com
For information en español, por favor llame 469-713-5200.
Lewisville Independent School District
1565 W. Main Street
Lewisville, Texas 75067
The new career and technical center will help provide job skills and certifications to prepare students to enter college or the workforce after high school. There currently is a waiting list for other career and technical centers in the district.

Some Lewisville ISD schools are close to being overcrowded due to student growth. These bonds will provide the schools and classrooms needed to protect students from a crowded learning environment.

The bond package will provide the computers, technology and related technology infrastructure we need to educate our next generation of entrepreneurs, medical professionals, attorneys, business executives, teachers, tradesman and many other career fields.

The bonds will pay for improvements for roofing, flooring, electrical, heating and cooling so educators can worry less about safety and infrastructure and focus more on teaching our children.

Students and school campuses will be made safer with improved lighting, security cameras and visitor access systems, among other safety and security upgrades.

Improvements will take place in athletic and fine arts facilities to assist with the growing student involvement in our championship and award winning extracurricular offerings.

With the new Hedrick Middle School needing a larger footprint, Hedrick Elementary will be retired, and students will be moved to newer elementary schools a short distance from their neighborhood with the academic opportunities and services they currently enjoy.

Lewisville ISD Bond Referendum Frequently Asked Questions

How was the Lewisville ISD bond package developed? To maintain our academic successes and to manage the influx of new students in our high growth areas, the Board of Trustees commissioned a citizens bond committee comprised of citizens from across the entire community that included 80 parents, grandparents, educators, and business leaders.

What kind of research went into the formation of the recommendations by the citizens bond committee? For four months the committee worked with district staff to analyze financial data, study growth patterns and revenue construction, capital improvements, and technology needs for every part of Lewisville ISD. After campus tours and extensive research the committee put forth a comprehensive $737 million bond package.

What is going to be addressed by the $737 million bond package? It is approved by voters, this 2017 bond package will provide the schools, classrooms, fine arts facilities, new career and technical center, security upgrades, technology, basic improvements and renovations to provide a well-rounded education for our students.

Why the need for an additional career and technical center? There currently is a waiting list of more than 600 students for other career and technical centers in the district. Listening to the input from parents, the citizens bond committee decided to build another career and technical center to help provide job skills and certifications to prepare our students to enter the workforce after high school.

Is anything planned for the fast growth areas of the district? Yes. With some of the Lewisville ISD schools getting close to overcrowded, these bonds will provide the new schools and additional classrooms needed to keep class sizes small.

What is the plan for Hedrick Middle School and Hedrick Elementary School? The new Hedrick Middle School will require a larger footprint; and that will include land where Hedrick Elementary School currently stands. To make room, the elementary school will be retired, and students will be transferred to newer, less crowded elementary schools a short distance from their neighborhood. It is important to note these students will enjoy the academic opportunities and services they currently enjoy.

What is going to be the tax impact of the bond package on Lewisville ISD taxpayers? The tax impact of the school bond package will be less than $5 per month on the average priced home while the projected property tax rate will remain lower than the 2006 rate. Homeowners 65 years of age and older will see no increase in their tax rate because of the senior citizen homestead exemption.

How many years will the district finance the bonds? To provide millions of dollars in interest savings for taxpayers, Lewisville ISD will finance the bond package with shorter 20-year bonds. It’s also important to note that much of the technology and other items with a limited life span will be funded with even shorter term bonds.

For a bond package of this size, does the district have policies in place to make sure our tax dollars are spent efficiently? Yes. Because of the work of our administration and the input of our citizens, Lewisville ISD has earned the highest rating possible from the Texas Education Agency Financial Integrity Rating System for prudent management of our tax dollars. In fact, our property tax rate is lower today than it was in 2006 — even though our enrollment has grown by 6,000 students.