

North Richland Hills Response
BID_RFQ 26-011 Tourism Advertising and Marketing Agency
January 8, 2026



simplifying the complicated



{p.s. we took this photo}



Our Name Has Meaning

In music, the flat five, or "blues note," has been the foundation of rock, blues, and country for over 80 years.

When musicians say they wrote a hit song in 20 minutes, they don't mention the 20 years of practice behind it.

Marketing works the same way. Simplicity is key, but it's not easy. The most successful strategies are built on proven principles. The flat five note is a perfect example. It's simple, but powerful.

We've spent decades mastering marketing so we can **simplify the complicated** for you.



TOURISM / CVB

1. **New Braunfels** - 5 yrs
2. **Brenham, Washington County** - 5 yrs
3. **South Padre Island** - 1 yr
4. **Fredericksburg** - 2 yr
5. **Granbury** - 2 yr
6. **Galveston Island** - 1 yr
7. **Bay Area Houston** - 5 yrs
8. **Cedar Park** - 3 yrs
9. **Arlington** - 1 yr
10. **Georgetown** - 3 yrs
11. **Laredo** - 1 yr
12. **Canyon Lake** - 1 yr
13. **Huntsville** - 2 yr
14. **Uvalde County** - 1 yr
15. **Dripping Springs** - 3 yr
16. **Allen** - 1 yr
17. **Mineral Wells** - 1 yr
18. **Wimberley** - 2 yrs
19. **Nassau Bay** - 3 yrs
20. **Seabrook** - 3 yrs
21. **Kemah** - 4 yrs
22. **Boerne** - 2 yrs
23. **League City** - 2 yrs
24. **Corsicana** - 2 yrs
25. **Alpine** - 1 yr
26. **McCurtain County** - 5 yr
27. **Glen Rose** - active
28. **Bastrop** - 1 yr
29. **Cibolo** - 1 yr
30. **Lockhart** - active
31. **WORD** - 1 yr
(Water Oriented Recreation District)

CVB Success



{p.s. we took this photo}

Our goal is to build your brand foundation and plans for the near future and beyond.

We understand the of work to be, but not limited to:

1. Development of brand creative including logo, tagline and concept
2. New website, including SEO, hosting and maintenance
3. Paid social media and digital campaigns for tourism
4. Social media content design
5. Design and production of visitor collateral
6. Video, photography content for digital and broadcast use
7. Out-of-home creative and media placements
8. Monthly performance reporting with KPIs and analytics
9. Marketing Management

We understand that North Richland Hills desires to differentiate from the nearby local cities from a competitive standpoint. The City needs to establish a unique brand, KPIs, a marketing and media plan and a tactical way to execute and manage and communicate the overall marketing plan to City Council and local stake holders.

Flat Five Marketing is a highly experienced, tourism-focused agency with proven Texas CVB results, strong creative and digital capabilities, and credible leadership.



A Few Case Studies

Case Study 1: Granbury CVB - "More Than a Day Trip"

Challenge: Granbury attracted day visitors who left before dinner. Day trips don't generate hotel tax. The CVB faced contentious local politics with high CVB director turnover.

Strategy: Developed "More Than a Day Trip" campaign positioning Granbury as a two-night weekend getaway. Partnered with Chet Garner (The Daytripper TV host) for TV commercials showing sunset on the lake, dinner theater, wine tasting. Media: DFW broadcast (weekend prime), targeted digital to Dallas-Fort Worth within 90 minutes.

Results:

- Hotel tax revenue increased 10% in year one
- Average length of stay increased from 1.2 to 1.8 nights
- Campaign won MarComm Gold Award for Strategy
- TV creative generated 4.2 million impressions in DFW
- Website traffic increased 34% during campaign period

Case Study 2: Wimberley – “Wander Wimberley”

Challenge: Never had a CVB. We were the first marketing firm hired. There was no organization, branding, media assets, website, logo, etc. Much debate on whether to focus on nature, shopping, wineries, hill country, food, etc.

Strategy: Developed "Why wonder, when you can wander" concept to see it all. Developed a segmented marketing campaign across all mediums.

Results:

- Sales tax revenue increased by 27%, signaling strong growth in visitor spending
- Hotel Occupancy Tax (HOT) funds increased by 12%, despite the absence of traditional hotels
- Wimberley emerged as a top-tier Texas Hill Country destination, gaining recognition well beyond its historical footprint

Campaign Concept and Print Ad Sample.

- **Campaign concept** is the big idea. What is the core image, message and look and feel that will represent North Richland Hills.
- **Process:**
 - “Jump start” program with local hoteliers, entertainment and hospitality businesses, etc.
 - Market research with best visitor profiling and demographics.
 - Competitor research and messaging.
 - Design 3-4 campaign concepts for feedback, revisions and approval.



Campaign Concept and Print Ad Sample Work

visit bay area HOUSTON

THIS IS WHY...
Baycations are Better

- * Birding & Boardwalks
- * Food & Family Fun
- * Nightlife & Nature
- * Spas & Salons
- * Seafood & Spirits
- * Shopping & Space Exploration
- * Waves & Water Sports

Visit BayAreaHouston.com
Kemah | League City | Nassau Bay | Seabrook

It's time you
RECONNECT
RECONNECT
RECONNECT
RECONNECT
RECONNECT
RECONNECT
RECONNECT
RECONNECT
in
Brenham.

WINERIES ★ HISTORY ★ LIVE MUSIC ★ ECLECTIC EATERIES ★ NATURAL BEAUTY

Halfway between Houston and Austin is a place filled with unexpected discoveries. In Brenham, you can two-step into the past, enjoy the local wines, get a scoop of your favorite ice cream flavor at Blue Bell Creameries and search for hidden treasures while geocaching. Here, you'll experience just about everything, except boredom.

Reconnect in Brenham with family, friends and natural beauty.

Brenham
Washington County ★ Texas

Visit BrenhamTexas.com
888-BREHAM

Are we there yet?

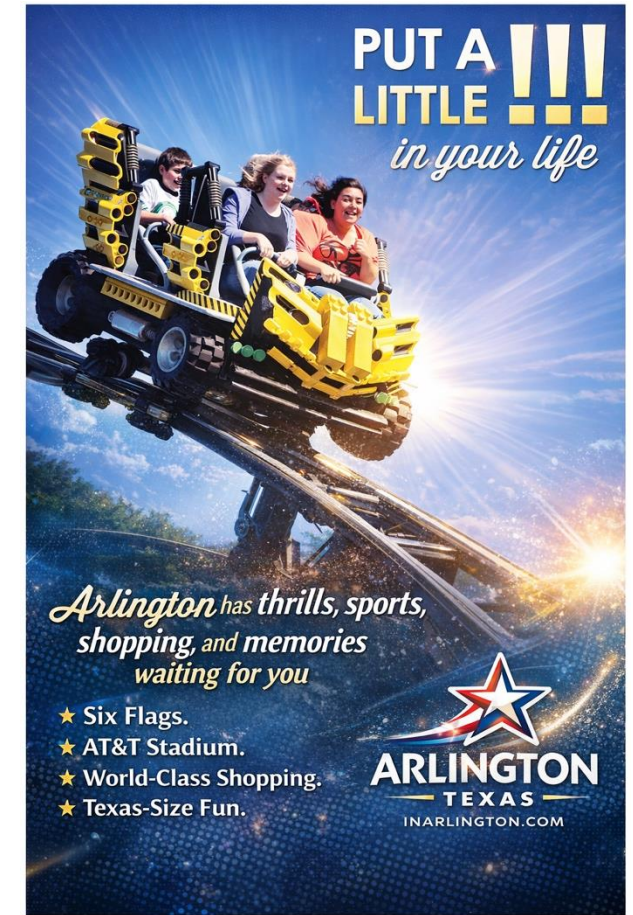
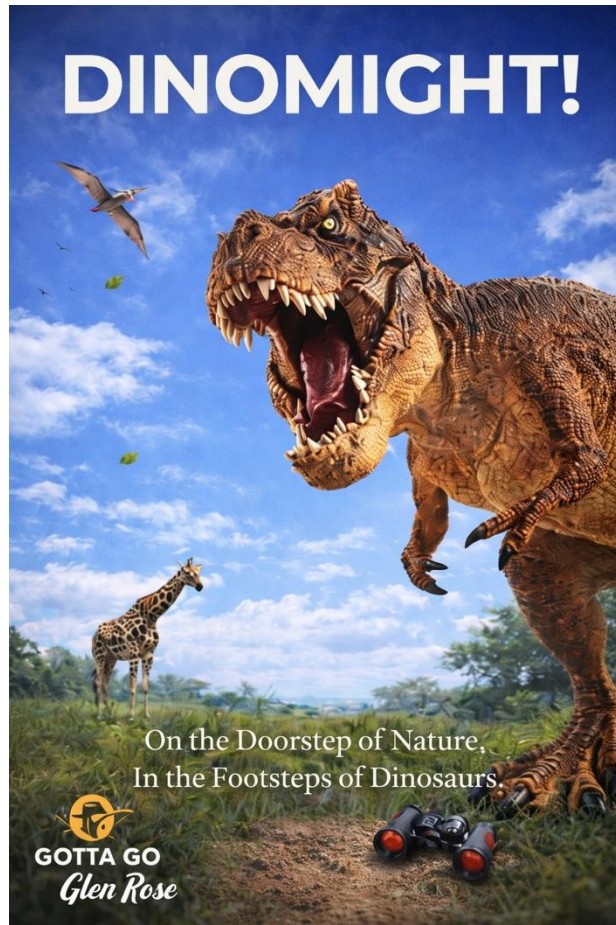
WE'RE EXCITED TOO.

LET'S MEET AT PLAYA NEGRO IN VIEQUES

DISCOVER **Puerto Rico**

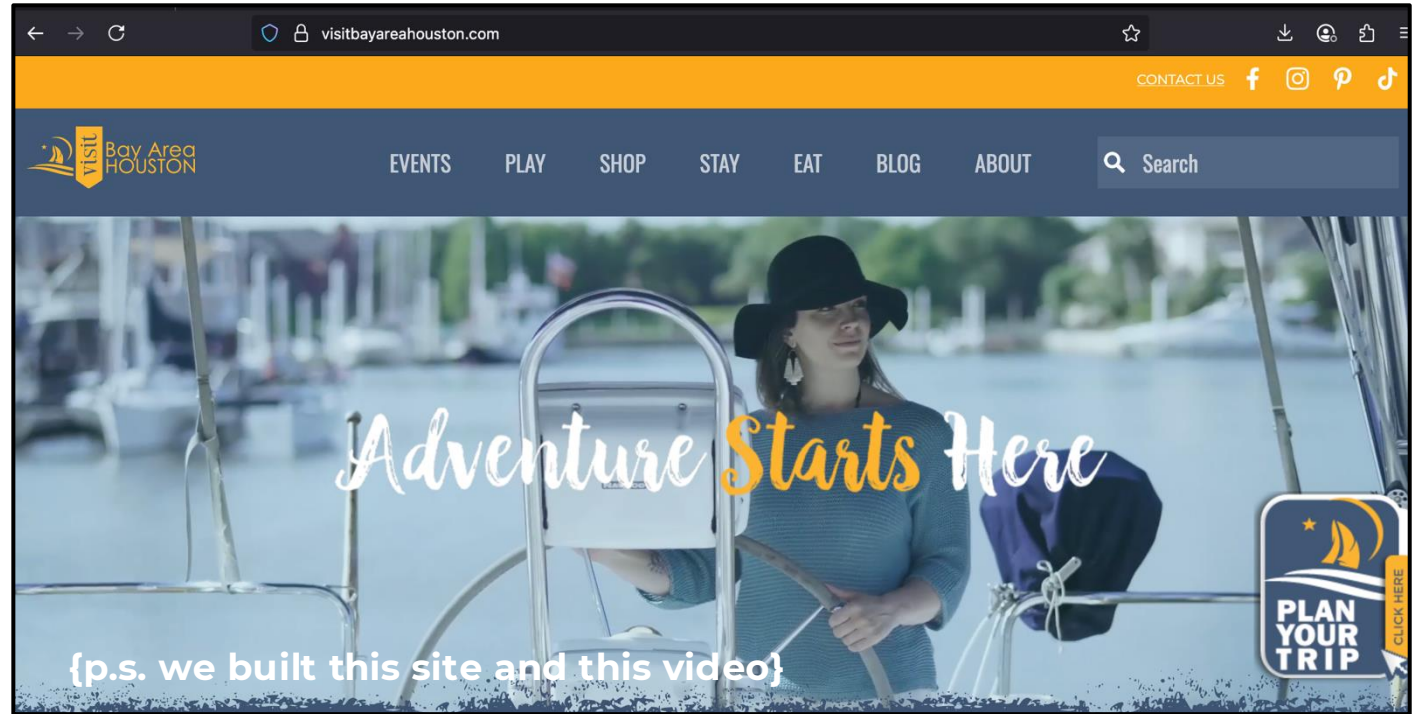
#DISCOVER *Puerto Rico*
www.DiscoverPuertoRico.com

Campaign Concept and Print Ad Sample Work



New Website Sample and Process

- Create a fully turnkey new website that is tourism specific.
- Includes fully written copy, SEO set up and project management.
- We have our own dedicated hosting and maintenance service in-house.
- **Our process is:**
 - Determine needs and goals
 - Develop look and feel based on 3 websites liked by management
 - SEO Keyword research
 - Write all meta titles, headers and meta data for SEO
 - Write copy and wireframe
 - Gain approval each step of the way
 - Build for desktop and mobile
 - Test and launch
 - We favor original photos and videography when available



Our Experience and Active Samples

- Built 7 CVB websites + 30 more hospitality-entertainment sites.
- Current examples include, but not limited to:
 - <https://exploreglenrose.com>
 - <https://visitbayareahouston.com>
 - <https://visitlockharttx.org>



New Logo and Tagline

What

- A **logo and tagline** are core elements of a destination's brand identity. The **logo** is a visual symbol that captures the personality, uniqueness, and appeal of a place, while the **tagline** is a short, memorable phrase that communicates the destination's promise or essence in words.

Our Process

- The process typically begins as a component of the brand platform and campaign concept. Tourism logos should be different than the City's government logo.
- We start with understanding NRH's brand, audience, market position, competitors, and long-term goals. From there, we by explore brand personality, messaging, color psychology, typography, and symbolism. Client feedback is incorporated through structured revisions, ensuring the final logo communicates the brand's core message clearly AND differentiates the City in the marketplace, and remains effective over time.
- We include a color palette and font instructions like this recent one from Explore Glen Rose.



COLOR PALETTE & CONVERTER

BLACK	PMS 7770	PMS 466	PMS 400	PMS 7607	PMS 423	PMS 7528	PMS 7494
C 0	C 48	C 22	C 25	C 8	C 40	C 22	C 22
M 0	M 48	M 33	M 18	M 69	M 23	M 24	M 0
Y 0	Y 72	Y 59	Y 30	Y 67	Y 32	Y 38	Y 50
K 100	K 36	K 0	K 0	K 0	K 20	K 0	K 30
R 100	R 100	R 192	R 192	R 200	R 135	R 195	R 155
G 100	G 92	G 166	G 192	G 111	G 145	G 183	G 168
B 100	B 69	B 122	B 176	B 90	B 141	B 159	B 119
HEX #000000	HEX #645C45	HEX #C0A67A	HEX #C0C0B0	HEX #C86F5A	HEX #87918D	HEX #C3B79F	HEX #9BA877

Videography & Photography

- We have produced over 50 videos for high-end social media videos, TV ads, website videos and paid digital video advertising.
- We've shot several hundred social media video content such as Instagram reels.
- Same for photography.
- A few samples. Click on links in presentation mode. We have dozens more on our YouTube Channel.

Wimberley, Texas

Wimberley Video

Brenham, Texas

Reconnect in Brenham

Platinum Ink

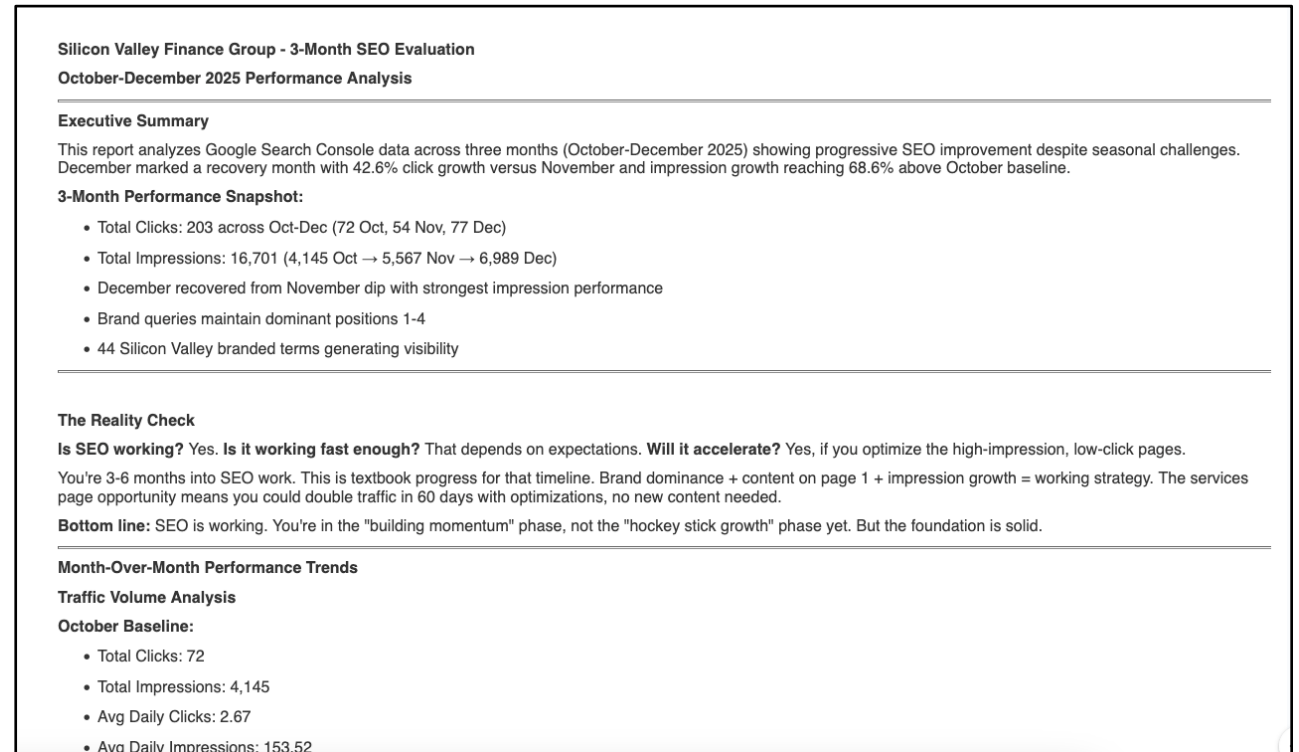
Platinum Ink Award Winning Video



Monthly Reporting Samples



Snippet of Paid Digital Reporting or SEM.



Snippet of Organic Digital Reporting or SEO.



Out of Home Placement Samples



"Edutainment" Center for Cars and Motorcycles.




Billboard for a year-long highway construction project in Kemah, Tx. Near NASA in Houston.



High-end restaurant billboard.



Visitor Collateral Samples



Bring your business travel to the heart of Texas Hospitality

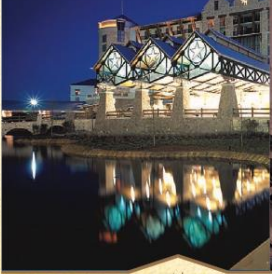

To experience it for yourself, log on to www.gaylordtexas.com or for reservations call 817-778-3050 or 1-866-782-7898

Experience these other spectacular Gaylord Hotels! Gaylord Opryland® in Nashville, Tennessee, a \$1.5-billion resort, Gaylord Palms® in Kissimmee, Florida and opening in 2009 Gaylord National® on the banks of the Potomac River in Maryland.

GAYLORD TEXAN®
RESORT & CONVENTION CENTER
on Lake Grapevine

1901 Capital Trail, Grapevine, TX 76051-1945

Property Chain Code - GE
Apollo/Galaxy - 62612 Wildpines - DPWR2
Saba - 60597 Audubon - DPWR2

In all your travels you've never seen a world-class resort like Gaylord Texan! We're in the business of meetings, so we know exactly what business requires... and meet! Imagine the magnificence of the Lone Star State brought to life in soaring atriums under glass. The comfort of elegant guestrooms designed with a Southwest flair.

The delight of authentic regional cuisine. And the beauty of having every amenity and convenience at your fingertips, from a high-tech business center to championship golf!

Come to Gaylord Texan and experience the legendary color, drama and heritage of Texas.

Bring Your Business Travel to the Heart of Texas Hospitality.

Who Says Business Travel Has To Be All Business

Mimicking the look and feel of a cattle baron's ranch, Gaylord Texan® presents a resorting retreat to the Lone Star State. Here, all the legendary color, drama and heritage of Texas are showcased in lush, climate-controlled glass atriums. Distinctive accommodations include:

- 1,511 sophisticated guestrooms, including 127 luxury suites.
- Richly appointed guestrooms and suites reflect the individual influences of three distinctive Texas locales:
 - Riverwalk
 - Texas Hill Country
 - Lone Star

Guestrooms include:

- Richly appointed beds
- Luxurious closets
- Double vanity with lighted make-up mirror and hair dryer
- Refrigerator, coffee maker, iron and ironing board

High-tech conveniences include:

- In-room safes that accommodate and recharge laptop or cellular phone
- High-speed Internet access
- Multi-function doorthel system with LED display for mail service and room status

Also included are electronic locking system, intelligent digital thermostat for maximum comfort at all times, stereo CD/Alarm Clock Radio, and 27" television with cable access.

Everything to Make Business a Pleasure

- Full-service Business Center
- Room service and valet service
- On-site meet coordinator and guest services providing assistance with hotel and local attractions
- Special VIP registration area

Relax Texas Style

- Dallas Cowboys Golf Club adjacent to property offers 18 holes of championship golf and is the only NFL-sanctioned golf club in the US.
- Contemporary Southwestern-style outdoor pool and indoor lap pool
- Marina access on Lake Grapevine for recreational watercraft
- Reflects, our 100,000 sq ft European inspired spa/salon and fitness center with 12 treatment rooms and 20 exercise indoor lap pool
- Nearby Grapevine Mills and historic downtown Grapevine for exclusive shopping, unique dining and entertainment

Star-Studded Dining Choices With a Southwest Flair

- **Old Hickory Steakhouse** - Dine in the old-world charm and romantic atmosphere of a Texas vineyard wine cellar. Specializing in certified Black Angus beef and fine regional wines.
- **Anna Lar** - Located in the Hill Country Atrium, Anna Lar features the innovative food of celebrity Chef Stephen Pyles, a founding father of Southwestern Cuisine. The vibrant cooking of the American Southwest is derived from the busy ingredients of Native American, Mexican and Central and South American cultures. Anna Lar delights the palate with the bold flavors of wood-fired meats and fish, robust herbs and chiles and new interpretations of tacos and tamales. Private dining rooms and party rooms are available.
- **Riverwalk Café** - Discover the taste and sensation of the Riverwalk with this market-style eatery featuring regional foods and festive Texan experiences
- **Silver Bar** - The elegance and sophistication of this bar are punctuated by a large Russell-esq painting and hand-forged silver bar setting, reminiscent of a time gone by.
- **Texas Tavern** - Offering state-of-the-art virtual games and multiple sports bars, with a variety of dining options, all in one energetic setting.
- **The Pool Bar & Grill** - Enjoy a variety of sandwiches, salads and snacks with quick service at this outdoor café.
- **Java Coast** - Serving sandwiches, salads and coffee all hours of the day
- **In-Room Dining** - Available

GAYLORD TEXAN®
RESORT & CONVENTION CENTER
on Lake Grapevine

Reservations at 817-778-3050 and 1-866-782-7898 or log on to www.gaylordtexas.com

Gaylord Texan

PIONEER DAYS

For tens of thousands of years, on through the 1800s, Native Americans lived amongst our springs, creeks, caves, hills and rocky terrain. Evidence of Spaniards' entrance into the area dates to the late 1500s.

In 1836, the Texas frontier defense force known as the Texas Rangers built and occupied an outpost just north of Cedar Park. Captain John J. Tomlinson and his men built a fort, which became known as Tomlinson Fort, Black House Spring, and Black House Fort. The Texas Rangers eventually vacated the fort and it was burned down by Comanches. After Texas' independence was won, much of the land in the area was donated to those who served in the military or helped provide war supplies.

Pioneers, primarily the Dodd, McEan, and Crumley families, came here in the 1840s and formed the communities of Running Brushy and Doddshire. Doddshire was eventually named Doddville, then Buttercup. Buttercup had a cotton gin, store, and post office; the old Buttercup townsite is now under water behind the conservation dam just west of US 183 and Avery Ranch Boulevard.

George Washington Cluck and his wife Harriet "Hattie" were also primary colonizers of Cedar Park. The Clucks arrived in Running Brushy in 1873, purchasing 329 acres situated at the head waters of Brushy Creek. The Cluck home was located on what would become the Northwest corner of US 183 and Buttercup Creek Boulevard; the settlement had a post office, and in 1874, Hattie Cluck became the community's first postmistress.

Much of the land around Cedar Park today was once part of the Cluck Ranch. The community was renamed "Brungsportoff" after a railroad official, then in 1887, "Cedar Park"; by then, the Austin and Northwestern Railroad ran through Cedar Park. Emmett had a store built on the east side of the railroad, and built his home near the store. When the Cluck Family sold to the railroad some land that was next to Emmett's home, they stipulated that a portion of it be made into a park; the park was situated along the railroad tracks at what is now Brushy Creek Road; it's said to have been fully landscaped, complete with benches along walking paths.

RAILROAD

The railroad obviously played an integral part of the development of Cedar Park. Proud of our railroad heritage, Cedar Park is home to antique steam locomotive "Number 786." While passenger service along the line was discontinued in about 1937, the Austin Steam Train Association provides weekend excursions from Cedar Park to the Texas Hill Country via the Hill Country Flyer. Visit CedarParkFun.com to book a ride!

What's in a name?

Cedar Park is appropriately named, as it not only had a "park," but was also home to an abundance of mountain cedar trees; the trees, prolific throughout the region today, are not believed to be native to the area but are thought to have been tracked here by horses and other livestock moving through the area—nonetheless, cedar posts became a popular industry here in the late nineteenth and early twentieth centuries, as outlaws sought to fence their stakes of rural land with cedar posts and newly-invented barbed wire. George Cluck saw an opportunity and opened a cedar yard, where he made and sold cedar posts.

CEDAR PARK ROCKS!

Limestone and other rock have been quarried in the area since the early 1850s but the industry really took off in 1897, when Cedar Park became the heaviest freight loader between Austin and Llano. Cedar Park was also the only source in the United States for shell stone, which is found in many notable buildings throughout the country.

www.CedarParkHistory.com

Cedar Park CVB



Social Media Content and Strategy

Our approach to social content is:

1. Original photos and videos
2. Humanize the brand
3. Infotainment. Don't oversell in social
4. Capture moments, point-of-view, smiling faces
5. Create content calendar
6. Work with NRH in-house video team to coordinate content and concepts





Team Bios

Terms of Condition

{not counted as 15 pages per RFQ}

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Darren Drewitz

- Hired by 32 Texas CVBs for marketing
- Marketing strategist
- Media + Digital expert
- Brand positioning + builder
- Award winning marketer
 - MarComm, 5 ADDY Awards

Decima Mullen

- VP of Marketing & PR at the Arlington CVB for 16 years
- Team director
- Branding expert
- Digital and SEO excellence
- TPID Expert
- Lives in Arlington



The Leaders

Team Bios

These are key Flat Five Marketing Employees supporting this partnership.

Darren Drewitz, Founder and CEO

Darren brings 30+ years of marketing leadership across hospitality, retail, logistics, and service industries, helping brands turn strategy into measurable growth. He specializes in strategic planning, audience segmentation, integrated campaign development, and media, with a reputation for “simplifying the complicated” for boards and stakeholders. A member of the 254 Club who has visited every county in Texas, Darren brings uncommon insight into regional travel behaviors and Texas market nuance.

David Drewitz, Creative Director

David is an award-winning Creative Director and Brand Strategist with 25+ years of experience shaping brands through bold visual storytelling and high-performing campaigns. He leads creative that captures what makes a place distinctive, translating destination personality into visitor-ready brand systems, content, and campaigns. Known for strong concepting and flawless execution, David guides complex projects from idea to final deliverable with clarity and momentum.

Decima Mullen, Fractional CMO

Decima is a senior, tourism-tested marketing and PR leader and former Vice President of Marketing and Public Relations for the Arlington Convention and Visitors Bureau. She specializes in destination strategy, stakeholder alignment, and public-facing messaging that earns trust, builds community support, and drives visitation. With deep experience in public institutions and partner ecosystems, she’s skilled at guiding TPID-style organizations with board-ready plans, accountability, and results.



Team Bios

These are key Flat Five Marketing Employees supporting this partnership.

Erin Cardona Director of, Creative Design

Erin creates meaningful visual communication that resonates with diverse audiences and motivates action. She blends analytical thinking with strong design craft to build destination brand identities, campaign creative, and visitor-facing collateral that is clear, modern, and memorable. A video and photography specialist, Erin leads concept-to-completion storytelling that brings places to life across print, digital, and social.

Andy Gonzalez, Director of Digital Marketing Services

Andy leads digital strategy and performance marketing that turns interest into visitation and measurable economic impact. He specializes in traveler journey mapping, paid media, social, analytics, and conversion optimization across websites and campaign funnels. Andy's approach is data-driven and board-friendly, with clear reporting, transparent benchmarks, and continuous optimization tied to KPIs.

Jamie Locklin, Director of Web Services

Ryan is a technical web specialist who builds fast, accessible, user-friendly websites designed around real visitor behaviors. He specializes in technical SEO, performance optimization, and multilingual experiences that improve discoverability and reduce friction from inspiration to trip planning. Jamie focuses on practical outcomes like stronger engagement, easier itinerary building, and cleaner pathways to bookings and partner referrals.

Jaime Smith, CFO

Jaime manages the financial side of client accounts with disciplined oversight, clear reporting, and complete transparency. She ensures budgets stay on track while maximizing marketing effectiveness through ROI-focused tracking and smart allocation. Jaime is especially strong in structured accountability environments, including public-sector style reporting and fund stewardship.

Blended Rate: \$125/hour across all team members (simplifies billing)



Terms & Conditions

1. Payment Terms:

- a. Set up investment monies is paid net 30 days of signature
 - b. Remaining monies are due on a monthly basis.
2. No work will begin until the agreement is approved and signed. Delay of receiving signature approval may delay the delivery time of the project.
 3. Flat Five Marketing is not responsible for any legal ramifications associated with these services or any project associated with this project. The Client agrees to indemnify, defend, and hold harmless Flat Five Marketing, its officers, employees, contractors and agents from and against any and all claims, liabilities, damages, losses, costs, and expenses (including reasonable attorneys' fees) arising out of or related to the Client's materials, approvals, instructions, or use of deliverables under this Agreement.
 4. Client signature establishes estimated pricing as a firm quote based solely on the stated description.
 5. Client changes, additions, and/or revisions relative to the scope of the project may affect pricing and/or delivery schedule.
 6. Payments made via credit card will incur a 3% credit card processing fee.
 7. Pricing does not include any applicable sales tax or additional shipping.

CONTACT

Flat Five Marketing

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