



For the City of Foster City, California

**STRATEGIC COMMUNICATIONS & OUTREACH SERVICES FOR THE LEVEE
IMPROVEMENTS PROJECT**

Proposal expiration: 120 days from date of submission deadline

RFP Response Contact

Erin Orr - Director of Engagement and Business Development

Edeveco - Relations and Development

518 Yampa Ave | Craig, CO

Edevecorelations.com

Erin@edeveco.com

May 21, 2021

Priscilla Schaus, Communications Director / City Clerk
610 Foster City Boulevard, Foster City, CA 94404
pschaus@fostercity.org
650-286-3250

Dear, Priscilla Schaus,

Edeveco is pleased to present our proposal to Foster City for a Strategic Communications and Outreach Consultant for the Levee Project.

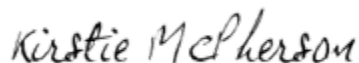
Edeveco is a highly qualified and skilled development and PR firm dedicated to community communications and outreach, our clients are from all over the country focusing on infrastructure, economic development, campaigns, and so much more. Due to this experience we feel Edeveco is a great fit for communication around the Levee Improvements Project.

The services requested in this proposal include communications and strategies as well as implementation services to better communicate with the community around the happenings of the Levee Project. As outlined in the RFP we are proposing to continue work with the foundation that has already been set in regards to the communication already put forth, we will also add new communication aspects including additional digital correspondence, traditional media, and communications to City Staff and Council.

The following proposal is in line with the RFP and has received strong support from our staff and partners. The proposal will remain active for 120 days from the submission deadline of the proposal.

We look forward to working with you!

Sincerely,



Kirstie McPherson | Principal



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Consultant Information, Qualifications, and Experience

Charleston County Economic Development

- Contract Dates: December 2020 - January 2021, we continue to work with CCED as projects arise due to our relationship with the group and our previous experience.
- Contract Spend: \$9,000
- Services: communication strategy for new branding launch, media and PR for the brand launch, and social media scheduling and development, we also created timelines and support logistics for the marketing department and staff
- Contact Information: Ashley Richardson, Director of Strategy and Communications, ARichardson@CharlestonCounty.org, Ph: 843.958.4503
- Complete report on the brand launch available in the appendix

Northeast Kentucky Development

- Contract Dates: ongoing contract beginning in February 2018
- Contract Spend: \$2,500 monthly spend with additional costs due to services as needed
- Services: marketing and communications strategy, social media planning, press releases, content development, and project support.
- Case Study:
 - Northeast Kentucky Development (KY) - Edeveco created a regional brand and strategy to build a targeted communications plan to gain leads and attract new business growth across 12 counties. Project includes brand and communication, targeted industry plan, website development, coordinated social media, trade show strategy, VR familiarization tour, marketing support. (<http://www.nekyd.com>), customer since February 2018.
 - Northeast Kentucky Opportunity Zone - Edeveco developed NEKYD's opportunity zone marketing by completing a variety of objectives including prospectus, opportunity zone landing pages for the website, and a variety of content pieces to target industry. Within the first quarter, announcements have been made for investment, development-ready sites, and new industry moving to the area.
- Contact information: Sam Howard, Director of NorthEast Kentucky Development, samhoward@tracecreek.net, Ph: 606.796.3867



City of Craig Colorado

- Contract Dates: November 2019 - December 2020, we continue to work with the City of Craig as projects arise due to our relationship with the group and our previous experience.
- Contract Spend: \$49,000
- Services: Developed a marketing strategy during phase 1 for the Opportunity Zone, as well as develop a prospectus for the community, phase 2 services included press releases and media relations, content development for blogs and newsletters, social media, creation of social media channels and a website (investnwco.com)
- Contact Information: Peter Brixius, City Manager, pbrixius@ci.craig.co.us, Ph: 970-826-2000
- Complete report available upon request

Northwest Colorado Recreation Foundation

- Ongoing contract for marketing and communications June - August 2021 in preparation for the ballot measure for the Recreation District in November of 2021
- Contract Spend: \$40,000
- Services include: community communications and support, digital marketing, web development, public relations, and copywriting along with graphic design and project management
- Contact information: Elise Sullivan, Board President, necorf@gmail.com, Ph: 970-756-4254

Consultant Organization and Project Management

Roles and organization

Edeveco has a skilled team including the project manager, operations specialist, and engagement director as well as several subcontractors when needed for large projects such as copywriters and graphic designers which all report back to the project manager.



For this project we are proposing that our Principal, Kirstie McPherson, will be the project manager because of her relevant experience to the project itself. Kirstie will also be supported by her team for organizational support.

Project team:

Project Manager: Kirstie McPherson
Communications Specialist: Katie Lee
Operations Specialist: Toni Hess
Engagement Support: Erin Orr
Copywriter/ graphic designer: Contracted as needed

Project Management Approach

It's important for Foster City to have a pulse on the activities happening, because of this we use a project management software called Asana in which the Foster City team has complete access to. We also use a cloud platform such as Google Drive so all materials, content, strategies, etc. are accessible to the entire team in real time.

Our project management approach is flexible depending on the client, we strive to meet the client where they are and what works best for them. We typically work in an **Agile project management approach** due to the nature of working with clients in different communities, cultures, and perspectives.

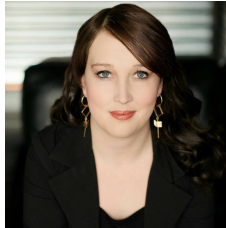
In response to the RFP we will also have the following meetings planned with the client:

- Monthly check-ins of 30 min - 1 hour
- Reports to larger boards as necessary
- Availability weekly if needed for support calls
- Available 24/7 for crisis communication



Roles and Responsibilities

Kirstie McPherson - Principal 2014



Kirstie McPherson is a Behavioral Economist who's research has focused on economic development throughout her career. Working with dozens of communities across the US, Kirstie has identified key practices to enhance community and economic development to answer the most common problems our communities are faced with today.

Kirstie is focused on communication development used to attract media attention to her clients through her work with Edeveco, a company she founded in 2014. Since then Kirstie has built her team to work with communities across the country. Kirstie is committed to staying with this contract from beginning to end, while bringing in additional support staff when necessary.

You can view Kirstie's professional resume in the appendix.

Katie Lee - Communications Specialist 2021

Katie Lee has joined the Edeveco team as the Communications Specialist after graduating with a Communications and PR degree from the University of Wyoming. Katie has worked with multiple community organizations including the Ag Alliance, City of Laramie, and others. She



brings traditional communication skills along with digital marketing to align client projects with the needs of the communities in which she works.

Toni Hess - Director of Operations and Special Projects 2019

Toni Hess joined the Edeveco team after her career with the Moffat County School District, she works with Edeveco as the Director of Operations and Special Projects in which she oversees timelines and logistics for all Edeveco projects.

Erin Orr - Director of Engagement and Business Development 2020

Erin Orr came to Edeveco with a successful career in sales and marketing for the brewing industry in Colorado, she took her experience with this industry and is now relating it back to business and community development for Edeveco. Erin has a proven track record for negotiation on behalf of clients for media relations and advertising, as well as developing key relations to see the project succeed.

Team Adaptability

Our team is agile in the nature that we can move and flex depending on the needs of the client, each project will likely need adjustments or a new focus, due to changes in the economic landscape of the area and other reasons.

We are committed to meeting the client where they are in terms of their needs and expectations.

Scope of Work

Consulting Services

Based on the RFP, we have added the following recommendations to the outlined services:

- Analyze the City's existing public communication platforms and tools. Identify and recommend opportunities for improvement, and propose metrics for measuring success, this will also include a review of impact and goal setting.
- Update the City's internal and external social media policy for communication around the Levee Project.
- Develop a standard strategic communications playbook for the types of issue-specific, strategic communications support including social media, crisis communications, and



general public relations, this will also have a communication standards document for blogs, newsletters, and other outward communication practices.

Ongoing Strategic Communications Support

Based on the RFP we have outlined the following services and recommendations:

- Monthly metric reporting - compile data and report metrics for communications platforms, this will be done in a myriad of ways including use of a project management tool, and additional tools can be added such as Hubspot for tracking communications efforts, as well as reporting for communication activities associated therein.
- Schedule and lead monthly, 30 minute “check-in” calls with City Manager and Assistant to the City Manager, or others as assigned.
- Media Outreach
 - Maintain and update contact and media outlets for community updates around the Levee Project
 - Monitor coverage of Foster City’s Levee Project and work with media responses and social media questions to various news items.
 - Help create and deploy press releases to better promote the project and keep the community informed.

Ongoing, Issue- Specific, Strategic Communications Support

We have also added the following information for the ongoing issue specific communication support and our recommendations:

- Real time updates will be available to the Foster City staff via the cloud drive and project management system.
- Prepare Council and staff responses to media inquiries
- Draft press releases
- Monitor local publications and online alerts including newspapers and digital media stories where Foster City is mentioned through various methods such as Meltwater and Google
- Coordinate with other leaders and communication staff in sister agencies and organizations that serve Foster City residents (utility agencies, school districts, community service groups, etc.) when needed.
- Prepare Communication Calendars, which will include for example, daily/weekly/monthly communication content and graphics suitable for different types of communications tool (i.e. electronic newsletter, social media, press releases, mailers, website, etc.).

Content Management Service - Up-to-date, quality content is essential for online success. Working with the key messaging and direction from the content strategy document, the writers will develop posts and articles that resonate with business owners and individuals in the defined targets. Content will be populated on the website, social media channels and newsletters. Edeveco will provide quarterly reports to track website and social media visitors, gauge effectiveness and make adjustments to ensure success.

Periodic Meetings/Support Administration - Edeveco will meet with your team on a monthly basis to ensure the strategy is executed and the content is published as planned. Quarterly reports will be provided and reviewed in the monthly meetings. The primary purpose of these meetings is to collaborate with staff, local leadership and the community. A complete collaboration plan will be developed during the first several months that outlines areas in which these groups will interact and implement the various marketing components.

Additional Services as Noted in the RFP -

- Drafting content / messaging for Levee Project updates, such as social media, press releases, newsletters, talking points, frequently asked questions (FAQs), flyers, and/or mailers.
- Designing graphics for social media, flyers, signage, and/or mailers and coordinating distribution.
- Managing and maintaining the Levee Project electronic newsletter.
- Managing and maintaining the Levee Project website.
- Developing concepts for and producing Levee Project informational videos.
- Developing outreach strategies for engaging target audiences.
- Managing the Levee Project inquiry hotline and email box.
- Developing memos to keep the City Council informed.
- Coordinating with the Levee Project construction team and other staff on key updates to keep the community informed.
- Organizing and hosting virtual or in-person Community Updates.
- Monitoring social media to understand community sentiment.
- Facilitating media inquiries and developing messaging for interviews.
- Evaluating and measuring outreach efforts.
- Attending and presenting communications efforts at City Council meetings.



Response Time Information

It is our responsibility to perform services in a timely and efficient manner, due to the nature of the RFP. We are committed to our clients and available 24/7 for contracted services, we also make the commitment to respond to general inquiries and requests within 4 hours, other responses times are noted below:

Response time for contracted clients:

- Weekday work hours - 1 - 4 hours (or less)
- Weekday evening hours - typically 8 hours, but available by phone for crisis communication 24/7
- Holidays - offices are closed but available for crisis communications



Appendix

Exhibit 1: Kirstie McPherson Professional Resume

Exhibit 2: Charleston County Economic Development Report

Exhibit 3: City of Craig Project Report

Exhibit 4: Proof of Insurance



KIRSTIE MCPHERSON

EDUCATION

BACHELORS BUSINESS SCIENCE AND IT: MANAGEMENT BACHELORS BUSINESS SCIENCE AND IT: MARKETING

Montana Tech University / 2012 – 2015

Emphasis in community and place marketing, economic development internships, and diverse classes in technology.

MASTERS BEHAVIORAL ECONOMICS

The Chicago School / 2017 - 2019

Behavioral Economics with an emphasis in economic development.

WORK EXPERIENCE

ECONOMIC RECOVERY SPECIALIST - EDA CONTRACTED

Itasca economic development corporation / 2020– Dec 2021

Professional economic development services including the building, maintaining, and development of a county wide Business Retention and Expansion program, development of regional, state, national, and county wide partnerships as it relates to the changing industry within Itasca County. Support and develop entrepreneurial ecosystem including support networks and grants. Maintain and develop all grants in accordance with the position.

PUBLIC RELATIONS AND DEVELOPMENT

Edeveco / 2015 – Present

Work with a variety of start-up businesses and projects to build a strong consumer following, and to get attraction from investors, key market players, and consumer markets. Assist with digital marketing plans and primary public relations such as blog and influencer attraction. Work in a freelance capacity.

Economic Development Services including business retention and expansion, community PR and communications/ marketing, business retention and expansion program development, opportunity zone development, and entrepreneurship programming. Additionally, provide support by tapping into a large industry

CO-OWNER and GENERAL MANAGER

518 Wine Bar / 2019- present

Develop and maintain 518 Wine Bar by hiring staff, creating systems, and developing a space for community and culture involvement.

CO-FOUNDER and PARTNERSHIP DIRECTOR

Women in Rural / 2016 - present

Membership organization focused on connecting women in rural communities across the US for education and support. Main job duties include membership development.

OWNER AND DESIGNER

The Find, Co. / 2015 – Present

Created a space to attract new tourism in a small rural community. Business owner of The Find, Co. a company in Hayden, Colorado focusing in the restoration of antiques and home decor. This store offers a variety of creativity outlets and is expanding.

CONTACTS

Location

Craig CO, 81625

Phone

970 629 5915

E-mail

kirstie@edeveco.com

EXPERTISE

Partnership Development

Contract Negotiations

Nonprofits

Business Relations

Innovation and Strategy

Economic Development

BOARDS AND VOLUNTEER

TREASURER

Moffat County Affiliated Junior College
District – Colorado Northwestern Community
College

Overseeing college operations and program
development according to the needs of Moffat

PRESIDENT

The Network – Young Professionals

Supporting local young professionals.

BOARD MEMBER

Colorado Workforce Development Council

Workforce development board appointed by Governor
Polis to serve 3 years to oversee and advise workforce
development initiatives across the state of Colorado

REFERENCES

Peter Brixius

City Manager | Craig CO | pbrixius@ci.craig.co.us

Wyatt Mello

Owner the Mello Group | San Luis Obispo CA |
wmello@mellogroupllc.com

Ashley Richardson

Marketing and Strategy Director, Charleston County
Economic Development | Charleston SC |
ARichardson@charlestoncounty.org

SOCIAL



linkedin.com/KirstieMcPherson

kirstie@edeveco.com

TECHNICAL SKILLS

MICROSOFT SUITE

Extensive Knowledge

ADOBE SUITE

Extensive Knowledge

POLICY ISSUES

Extensive Knowledge

SOCIAL MEDIA

Extensive Knowledge

EMAIL MARKETING

Extensive Knowledge

TECHNICAL WRITING

Extensive Knowledge

PERSONAL SKILLS

Community Focused
Organized
Time Management
Innovation
Gov't Relations

Creative
Economy Based
Communications
Leadership
Problem Solving

Grant Management
Investor Relations

WORK EXPERIENCE

(Continued)

STRATEGY DIRECTOR

Golden Shovel Agency / 2017 – 2020

Marketing director for a national communication firm in the Economic Development landscape. Responsible for branding consistency, content curation management, public relations, digital marketing, and all other associated marketing tasks for the company and client. Primary projects include place marketing (travel and tourism/ lifestyle), integration of virtual reality into community marketing, robust marketing strategies for target audience attraction. Active and engaging, remote/virtual position and contracted.

BUSINESS SERVICES SPECIALIST

Colorado Department of Labor and Employment / 2016 – 2018

Through the Workforce Center of Colorado, my position works with the local area businesses in both Moffat County and Rio Blanco to search out business needs within the workforce and then tailor the job seekers to fit those needs. This included workforce development survey's, federal and state regulation updates, and economic development planning, as well as marketing the company for skilled labor. Industries range from energy, travel/tourism, and retail.

INTERIM MARKETING DIRECTOR

Colorado Northwestern Community College / 2016 – 2016

Responsible for the protection and promotion of the CNCC brand, making sure that branding is consistent across all channels both internal and external. Actively worked with the recruiting department and program directors to develop and coordinate media coverage, marketing strategies, and activities. Responsible for both internal and external marketing and communication needs. I successfully completed a full marketing audit as well as a marketing strategy for continued marketing success.

CO-FOUNDER AND DIRECTOR OF INNOVATION

Hero App / 2015 - 2016

Assisted with the startup ventures to build the development team and structure of the organization as well as promote and engage different partnerships within local, state, and national governments, communities, and media. Worked alongside the CEO to secure funding for the seed round of the venture. Techstars company in Techstars Mobility Class 2016.

CHARLESTON COUNTY
ECONOMIC DEVELOPMENT

BRAND LAUNCH REPORT

FEBRUARY 2021

Provided for Charleston
County Economic
Development

Brand Launch

kirstie@edeveco.com
970-629-5915

SUMMARY



CHARLESTON COUNTY ■ SC ECONOMIC DEVELOPMENT

Edeveco assisted with the brand launch with Charleston Economic Development Partnership by utilizing the brand strategy and marketing strategy created for the organization.

While the original plan was to have a complete name-change, the organization still underwent a significant change to their overall brand look and feel.

Edeveco worked to help Charleston County Economic Development with these major items:

- Social media
- Brand transition
- Public relations
- Timelines and logistics for the launch

Through this 3 month effort, we created a Twitter account that obtained organic followers, content that was shared online, 3 press releases, and several direct messages to press for the brand change.

Edeveco was excited to work with the organization and is looking forward to additional partnerships as it makes sense within the brand strategy!

MAJOR MILESTONES

SOCIAL MEDIA

DEVELOPMENT OF NEW CHANNELS

Created and managed the Twitter account along with supporting the LinkedIn social media channel. Over 40 organic followers were created during this time.

32 DIRECT CONTACTS MADE

PRESS

Over 32 individual contacts have been made through email and digital marketing that addressed the brand change.

SUPPORT

TIMELINE AND LOGISTICS

Support with timeline and logistics for the brand launch as a whole.

CLOSING



CHARLESTON COUNTY ■ SC ECONOMIC DEVELOPMENT

While the original plan was to make a giant splash, COVID and the changes to the organizational structure changed those plans slightly.

Using the current resources including the press lists from the county, existing social media, and more, there were over 10,000 impressions made through social media (including videos) and press that helped align the new brand with the forward message of "Creating a Global Brand"

Charleston County Economic Development is well on its way to being the most talked about Economic Development group in the country and we were excited to be part of this activity!

kirstie@edeveco.com
970-629-5915



CITY OF CRAIG

OPPORTUNITY ZONE FINAL REPORT

SEPT - DEC

Provided for the
City of Craig
by Edeveco, LLC

Opportunity Zone
Marketing
Implementation

kirstie@edeveco.com
970-629-5915

SUMMARY



The marketing strategy created by Edeveco for the City of Craig's opportunity zone is a cumulative effort resulting from research and findings gathered within an eight-month process that engaged with stakeholders, review of past research and documentation, and local business. From these findings, Key Marketing Objectives and the Marketing Target Audiences have been identified. In addition, a SWOT Analysis has been prepared to highlight the strengths, weaknesses, opportunities, and threats that exist.

The report covers September and October numbers for the digital marketing components of the implementation strategies.

Within this summary you will find notes on activities, major milestones, budget information and remaining implementation yet to complete during 2020.

As a whole, the strategy and therefore the implementation report lays out an ambitious plan for marketing Craig in two separate ways, first being the Opportunity Zone, second, developing a marketing strategy around the City as a whole for economic development success, many of the marketing strategies referenced here can be utilized to promote both objectives in a seamless and integrated way.

MAJOR MILESTONES



4 PUBLICATIONS MENTIONED CRAIG OPPORTUNITY ZONES

Most notable included Fortune Magazine with a note on the Craig Opportunity Zone Project: The Warehouse, this project laid the space for more impact investment opportunities.

32 DIRECT CONTACTS MADE INVESTORS

Over 32 individual contacts have been made through email and digital marketing for investor attraction. Which has led to several additional contacts.

OVER 1,500 VIEWS TO THE WEBSITE

With a combination of PR, direct email, and digital marketing, the website is grossing over 1,000 views monthly.

2 VIRTUAL EVENT IN PARTNERSHIP WITH OEDIT

Included funding partners from across the state where we were able to showcase current projects and incentives.

MAJOR MILESTONES



Major milestones include various PR successes, touch points with major investors, and an increase in digital presence.

8 ARTICLES DEVELOPED ARTICLES BASED ON THE ZONE

These articles are posted to the website and then to LinkedIn. They are then boosted to drive traffic back to the website, average impressions per LinkedIn post and ad is 2,876 - ranging in total from 800 views to 3200 views.

VIRTUAL SITE VISITS

HOSTING SITE VISITS FOR PROPERTIES

Using the solid footing that has been gained through PR, direct conversations, digital marketing, and other activities. A hosted live virtual site tour will wrap up the 2020 implementation cycle.

Rescheduled for Q1 2021 due to high demands of time during January for investors, etc.



BUDGET RECOMMENDATIONS

RETURN ON INVESTMENT

BUDGET SPENT

The total budget allocated for the opportunity zone marketing included \$24,000 for a mixed media campaign that far exceeded expectations.

The total ROI will be further evaluated in upcoming months based on communication with investors, potential companies, and capital projects with the City of Craig. However, based on the total number of contacts made, it is reasonable to assume over 25% will be expected.

Additional benefits of the total ad spend include building a foundation for future marketing activities, having a dedicated web presence to the the outbound investment attraction, and developing a foothold for economic development marketing as a whole.

Budget recommendations for future use include a consistent \$25,000 - \$35,000 to be used for outbound and inbound marketing strategies.

BUDGET RECOMMENDATION

FUTURE CAMPAIGNS

CLOSING



Much has changed in the Craig community since this project began, Opportunity Zone projects are underway, conversations with investors have taken place, and a strategic marketing plan has been implemented creating a showcase of the community and why it is a competitive marketplace to locate a business.

The finished implementation has shown numbers that are worth being proud of, we will however be rescheduling the virtual site tours which will further impact the marketing ROI.

We have included a generalized budget recommendations for future campaigns and are willing to elaborate further.

Any questions about the marketing efforts and implementation can be directed to Kirstie McPherson with Edeveco at the contact details below:

kirstie@edeveco.com
970-629-5915



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

03/27/2020

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Hiscox Inc. 520 Madison Avenue 32nd Floor New York, NY 10022	CONTACT NAME: PHONE (A/C. No. Ext): (888) 202-3007	FAX (A/C. No):
	E-MAIL ADDRESS: contact@hiscox.com	
INSURER(S) AFFORDING COVERAGE		NAIC #
INSURER A: Hiscox Insurance Company Inc	10200	
INSURED Edeveco 518 Yampa Ave Craig CO 81625	INSURER B:	
	INSURER C:	
	INSURER D:	
	INSURER E:	
	INSURER F:	

COVERAGES**CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input type="checkbox"/> OTHER:						EACH OCCURRENCE \$ DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COMP/OP AGG \$ \$	
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$	
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input type="checkbox"/> RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$	
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y / N If yes, describe under DESCRIPTION OF OPERATIONS below		N/A				PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$	
A	Professional Liability			UDC-4448070-EO-20	03/27/2020	03/27/2021	Each Claim: \$ 1,000,000 Aggregate: \$ 1,000,000	

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER**CANCELLATION**

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

© 1988-2015 ACORD CORPORATION. All rights reserved.



CERTIFICATE OF PROPERTY INSURANCE

DATE (MM/DD/YYYY)
03/27/2020

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

PRODUCER Hiscox Inc. 520 Madison Avenue 32nd Floor New York, NY 10022	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2">CONTACT NAME:</td> </tr> <tr> <td>PHONE (A/C. No. Ext):</td> <td>(888) 202-3007</td> </tr> <tr> <td>FAX (A/C. No):</td> <td></td> </tr> <tr> <td colspan="2">E-MAIL ADDRESS:</td> </tr> <tr> <td colspan="2">contact@hiscox.com</td> </tr> <tr> <td colspan="2">PRODUCER CUSTOMER ID:</td> </tr> <tr> <td colspan="2"></td> </tr> <tr> <td style="text-align: center;">INSURER(S) AFFORDING COVERAGE</td> <td style="text-align: center;">NAIC #</td> </tr> <tr> <td>INSURER A: Hiscox Insurance Company Inc</td> <td style="text-align: center;">10200</td> </tr> <tr> <td>INSURER B:</td> <td></td> </tr> <tr> <td>INSURER C:</td> <td></td> </tr> <tr> <td>INSURER D:</td> <td></td> </tr> <tr> <td>INSURER E:</td> <td></td> </tr> <tr> <td>INSURER F:</td> <td></td> </tr> </table>	CONTACT NAME:		PHONE (A/C. No. Ext):	(888) 202-3007	FAX (A/C. No):		E-MAIL ADDRESS:		contact@hiscox.com		PRODUCER CUSTOMER ID:				INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A: Hiscox Insurance Company Inc	10200	INSURER B:		INSURER C:		INSURER D:		INSURER E:		INSURER F:	
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COVERAGES **CERTIFICATE NUMBER:** **REVISION NUMBER:**

LOCATION OF PREMISES / DESCRIPTION OF PROPERTY (Attach ACORD 101, Additional Remarks Schedule, if more space is required)
 518 Yampa Ave,
 Craig, CO 81625

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YYYY)	POLICY EXPIRATION DATE (MM/DD/YYYY)	COVERED PROPERTY	LIMITS
A	<input checked="" type="checkbox"/> PROPERTY	UDC-4448070-BOP-20	03/27/2020	03/27/2021	<input type="checkbox"/> BUILDING	\$
	CAUSES OF LOSS				<input checked="" type="checkbox"/> PERSONAL PROPERTY	\$ 10,000
	DEDUCTIBLES				<input checked="" type="checkbox"/> BUSINESS INCOME	\$
	BASIC				<input checked="" type="checkbox"/> EXTRA EXPENSE	\$
	BUILDING				RENTAL VALUE	\$
	BROAD				BLANKET BUILDING	\$
	CONTENTS				BLANKET PERS PROP	\$
	SPECIAL \$ 500				BLANKET BLDG & PP	\$
	EARTHQUAKE					\$
	WIND					\$
FLOOD		\$				
						\$
	INLAND MARINE	TYPE OF POLICY				\$
	CAUSES OF LOSS	POLICY NUMBER				\$
	NAMED PERILS					\$
						\$
	CRIME					\$
	TYPE OF POLICY					\$
						\$
	BOILER & MACHINERY / EQUIPMENT BREAKDOWN					\$
						\$
						\$
						\$

SPECIAL CONDITIONS / OTHER COVERAGES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER	CANCELLATION
	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

03/27/2020

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Hiscox Inc. 520 Madison Avenue 32nd Floor New York, NY 10022	CONTACT NAME: PHONE (A/C. No. Ext): (888) 202-3007		FAX (A/C. No.):
	E-MAIL ADDRESS: contact@hiscox.com		
INSURER(S) AFFORDING COVERAGE			NAIC #
INSURER A: Hiscox Insurance Company Inc			10200
INSURED Edeveco 518 Yampa Ave Craig CO 81625	INSURER B:		
	INSURER C:		
	INSURER D:		
	INSURER E:		
	INSURER F:		

COVERAGES**CERTIFICATE NUMBER:****REVISION NUMBER:**

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INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> CGL is on BOP Form GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			UDC-4448070-BOP-20	03/27/2020	03/27/2021	EACH OCCURRENCE	\$ 1,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	\$ 100,000
							MED EXP (Any one person)	\$ 5,000
							PERSONAL & ADV INJURY	\$ S/T Each Occ.
							GENERAL AGGREGATE	\$ 2,000,000
							PRODUCTS - COMP/OP AGG	\$ S/T Gen. Agg.
								\$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident)	\$
							BODILY INJURY (Per person)	\$
							BODILY INJURY (Per accident)	\$
							PROPERTY DAMAGE (Per accident)	\$
								\$
	UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB OCCUR <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$						EACH OCCURRENCE	\$
							AGGREGATE	\$
								\$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below						<input type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER	
							E.L. EACH ACCIDENT	\$
							E.L. DISEASE - EA EMPLOYEE	\$
							E.L. DISEASE - POLICY LIMIT	\$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER**CANCELLATION**

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AUTHORIZED REPRESENTATIVE

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