

THIS FORM MUST BE INCLUDED WITH RFP PACKAGE; PLEASE CHECK OFF EACH ITEM INCLUDED WITH RFP PACKAGE AND SIGN BELOW TO COMPLETE SUBMITTAL / CONFIRMATION OF EACH REQUIRED ITEM.

**“Webb County Fairgrounds – Marketing and Advertising Services”**

Reference Form

Conflict of Interest Form (CIQ)

Certification regarding Debarment (Form H2048)

Certification regarding Federal lobbying (Form 2049)

Webb County Code of Ethics Affidavit

House Bill 89 Form

Senate Bill 252 Form

Proof of No Delinquent Tax Owed to Webb County

  
\_\_\_\_\_  
Signature of Person Completing this Package

2/2/2024  
Date



### Cover Letter

Dear Webb County Fairgrounds

Our company has provided marketing, advertising, promotion solutions for National, Regional, and Local businesses for over 35 years. We actively operate within a 300 mile radius of Laredo and have a unique understanding of marketing needs in this region. Laredo is our corporate headquarters and we are managed by young, talented, educated individuals that regularly engage with our clients and the prospective audience. We handle the marketing for hundreds of clients in this region. We post, sell, create, produce, design, invoice, collect, and share revenue with municipalities.

The municipal contracts that we hold are pro-active steps that we have taken to serve our clients marketing needs. In order to satisfy our clients demands we reached out to municipal transit systems, school transit systems, airports, and acquired and managed billboard space.

Our company has always complied with our contractual obligations to municipalities. By focusing on sales and marketing we maintained profitability during the 9/11 business drop, the 2007 recession, and the pandemic of 2020 without any contractual revisions. We meet all of our clients marketing needs and satisfy all obligations regardless of the economic climate.

We employ motivated individuals that specialize in internet, web site, social media advertising. The platforms that we offer our clients are Out Of Home advertising that we bolster with social media. Our occupancy rates on all venues remains high, evidence of successful strategies in our marketing projects. We have years of experience in the venues listed below.

- Fleet Transit: Advertising Contracts
- Shelter Transit: Advertising Contracts
- Bus School Fleet: Advertising Contracts
- Billboards: Out of Home Vinyl
- Billboards: Out of Home LED digital
- Airport: Interior Out of Home LED Screen Advertising Contracts
- Social Media: Complete media services to include events and coordination of social media messages with outdoor placement.
- Website : Website implementation along with social media links.

We participate in community events for our clients by manning booths at Air Show, 5K Runs, Business Expos and other events.

Hachar Media Advertising  
4100 San Bernardo Ave, Suite E-7, Laredo, Texas 78041  
Ph. 956-791-0140 Fax 956-615-0031



Cover Letter

We participate in community events for our clients by manning booths at Air Show, 5K Runs, Business Expos and many other events. We boost these events with social media posts, billboards, transit advertising, school bus advertising and more.

We feel that we are the most qualified candidate for WCF. We are capable of amplifying the customer awareness of The Laredo Webb County Fairgrounds due to our familiarity with this region. We are well versed on all advertising options in this area to include: Radio, TV, Newsprint, Magazine, Special Events, Outdoor Billboard, Shelters, Transit, Airport, Web, Social Media. Furthermore we understand discounts, contractual terms, and obligations for all options. We place ads on venues that are owned by us as well as venues from outside companies.

The Webb County Fairgrounds Restaurant, Pavilion, and Outdoor Concert area are unique venues with strong growth potential. The central location, expansive parking, and affordable amenities will continue to attract the Laredo public as well as the surrounding municipalities. Webb County management is taking pro-active steps in hiring a marketing arm for this growth. Our organization is in a unique position to bolster WCF unique venues and establish a brand that this region will immediately recognize. This response will show the services we provide and the key positioning that our company can play in marketing the WCF.

Thank you for your consideration and feel free to call on us at your convenience.

Sincerely

*Robert D Hachar*

Robert D Hachar  
Hachar Media  
January 31, 2024



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**Webb County Fairgrounds Bid Response**  
**Bid Number: 2024-004 marketing and Advertising Services**  
**Bid Title : Webb County Fairgrounds**



Venues that we own or manage.  
Fleet & Shelter : Laredo and Rio Grande Valley. Billboards: RGV to Boerne Texas  
School Bus Advertising : Laredo Airport Advertising : Laredo



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**Marketing & Advertising Service Experience**

Our firm sources large quantities of banner and billboard vinyl at low prices. We are capable of designing, printing and installing all forms of vinyl to include sticky back vinyl.



Licensed Tx Dot / City of Laredo operator.

We can legally placement these out of home messages along Tx Dot and City of Laredo arteries.

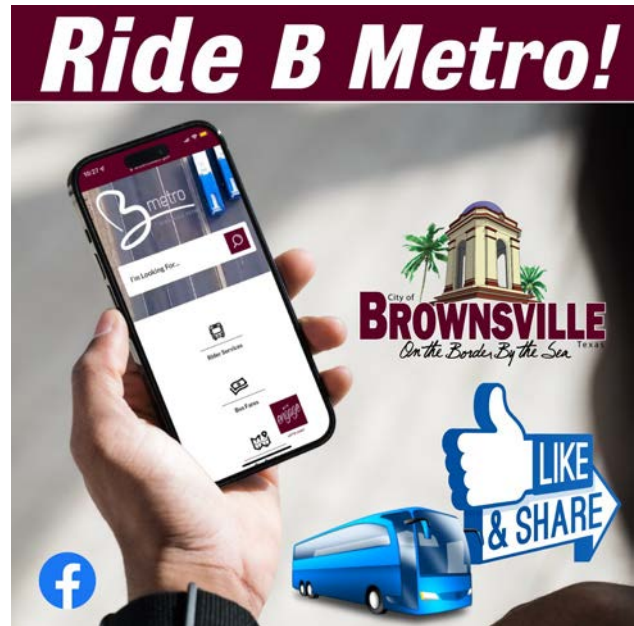
We can print banners for your sponsors at less cost than any other regional vendor.



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Marketing & Advertising Service Experience



Hachar has full time staff that photographs, designs, posts, and monitors social media for numerous clients. This platform will play a key role in building WCF awareness.



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Marketing & Advertising Service Experience

These are a few of our Social Media projects to include giveaways, and raffles. Internet Booking and mirror image billboard branding are also provided by Hachar Media.





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Marketing & Advertising Service Experience

Our company places ads for the Sames Auto Arena, Tecolotes, and The City of McAllen. We are capable of providing the same services for WCF.



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Marketing & Advertising Service Experience

Our company places ads for the Sames Auto Arena, Tecoclotos, and the City of Mcallen. We are capable of providing the same services for WCF. We recently helped promote bullriding at the Laredo Arena. WCF will have similar events to include Livestock Shows. In addition we can promote FFA on Laredo School Buses.



An advertisement for "Nye Weekend" at the Lucky Eagle Casino-Hotel. The background is black with gold and white text. At the top left, it says "KICKAPOO LUCKY EAGLE CASINO-HOTEL". The main text "NYE Weekend" is in large, stylized letters, with "NYE" in gold and "Weekend" in white with a red outline. Below this, it says "You won't want to be anywhere else to ring in 2024!". On the right side, there are three sections of text: "Fireworks Show 12/31 | 8pm | Synchronized music live on KINL Power 92.7", "Lucky Drawings 12/30 \$60,000 Cash | 1/1 at 1am \$20,024 Cash!", and "Que Pasa Lounge 12/29 Gary Hobbs, 12/30 DJ Lucky J, 12/31 Baby Bash". Below the lounge text are three circular photos of the performers. At the bottom, it says "Azul Moet &amp; Chandon New Year's Eve Dinner For reservations call 830.325.1101" and "NYE Party! Party Favors and Photo Opportunities with Casino Show Girls".

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Marketing & Advertising Service Experience

Hachar employs individuals that have been regularly engaged in community events, outreach, and donations to our community. We place outdoor ads for the Laredo Arena and the WBCA and numerous other Laredo organizations. We will use this experience in marketing WCF. Below is a listing of events that we have participated in and organizations that we contribute to.

- Laredo Motor Carriers Association members and donations
- Golf Tournament– For Laredo Food Bank Benefit
- Citizens on Paw Control
- WBCA Air Show
- Pennies for Tennis : Women's City Club LEA Rodeo and Concerts
- Americas Next Top Model
- LEA Rodeo and Concerts
- Bridal Affair at Laredo Civic Center
- Air Fan Summer Drive for the Elderly
- Best Friends for Life
- Xmas Toy Drive for Children
- Shredder Day for the Laredo Public
- VITA
- Keep Laredo Beautiful Pick Up
- North Park / Arroyo Clean Up Drive

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Marketing & Advertising Service Experience

Hachar participates in numerous events for our clients. Community outreach and engagement is key for WCF. Laredo is our home office. We are actively engaged in our community and we can accomplish constant community engagement for WCF.



Laredo, Texas : 5k Airport Run & WBCA Airshow 2023





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Marketing & Advertising Service Experience  
Halloween Trunk or Treat & Best Friends for Life Bowling

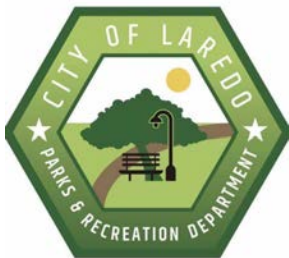


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Marketing & Advertising Service Experience

Our company sponsors, markets, attends events in the community. Past & Present partial listing is shown below.



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Marketing & Advertising Service Experience

Hachar Venues that we own and operate.  
 These venues include placement from New Braunfels Texas to Brownsville Texas.

**HACHAR MEDIA ADVERTISING**  
**ADVERTISE LOCAL**

724.8391  
 0902  
 OTHODONTICS  
 OPEN LATE  
 IBC BANK

Visit our Website!

956.791.0140  
 hacharmedia@laredoad.com 4100 San Bernardo, STE E7



Shelter Advertising in out of town markets.



School Bus Advertising for FFA / WFG

**HACHAR MEDIA ADVERTISING**

**HACHAR MEDIA**  
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Advertise inside Laredo's Airport!

956.791.0140  
 hacharmedia@laredoad.com hacharmedia.com

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Marketing & Advertising Service Experience

Our company owns and operates outdoor billboards in South Texas between Boerne and the Rio Grande Valley. We place advertising on our venues and other company venues. We are familiar with pricing of TV, Radio, Newsprint, Outdoor, and Social Media in these markets.

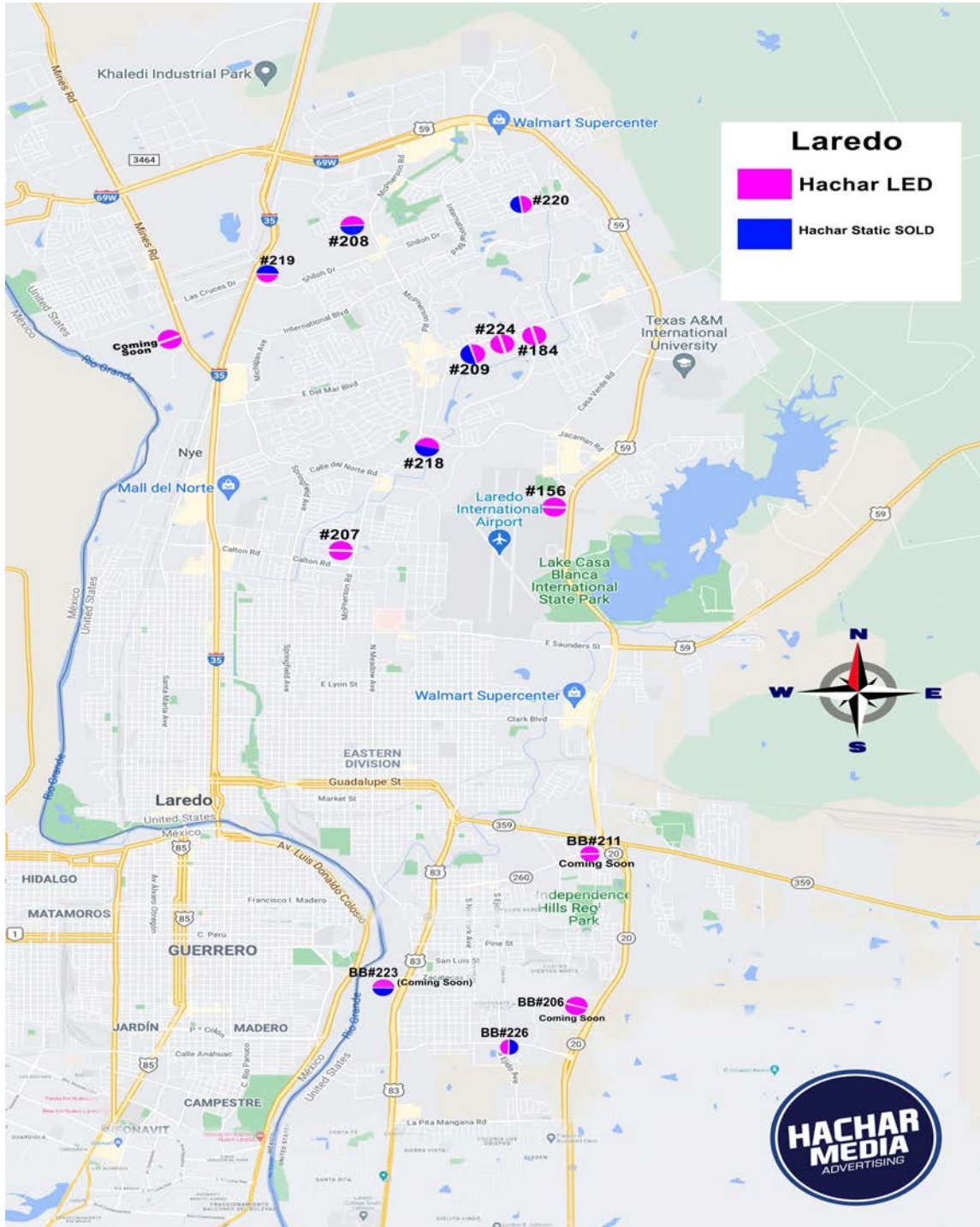




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**Marketing & Advertising Service Experience**

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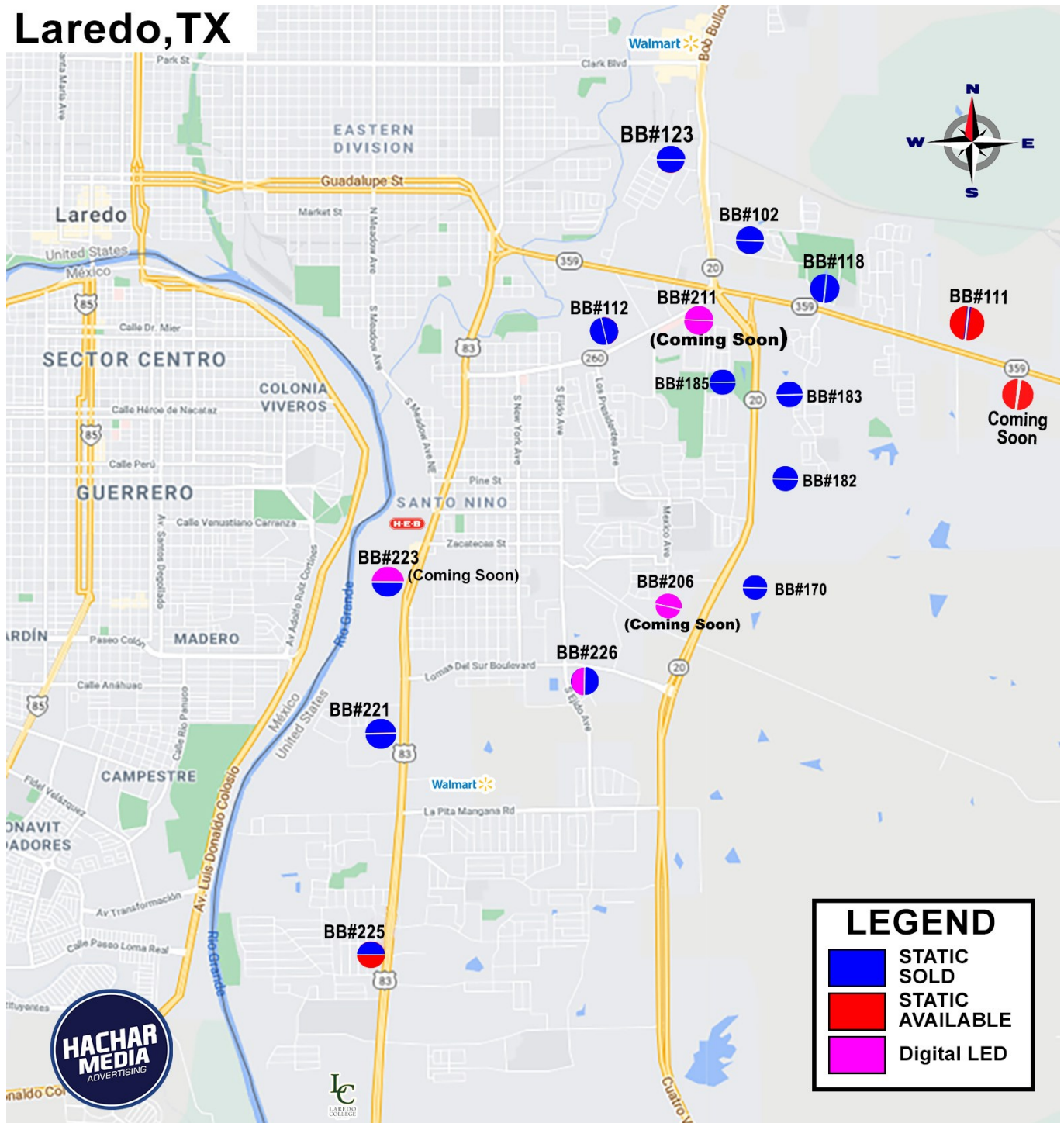




Marketing & Advertising Service Experience

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# Laredo, TX



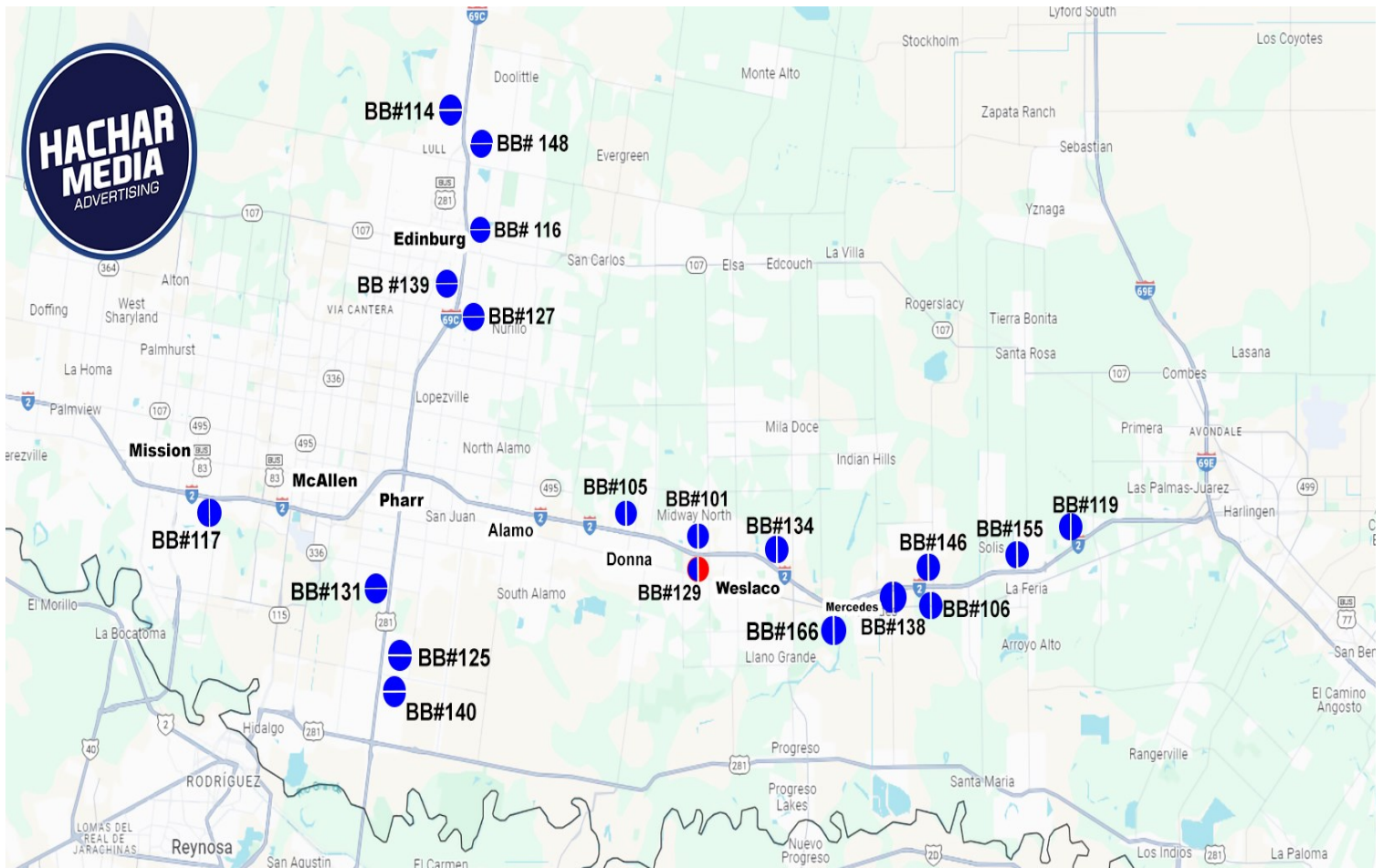




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**Marketing & Advertising Service Experience**

**Our company owns and operates outdoor billboards in South Texas between Boerne and the Rio Grande Valley. We place advertising on our venues and other company venues. We are familiar with pricing of TV, Radio, Newsprint, Outdoor, and Social Media in these markets.**



**Rio Grande Valley Inventory: Edinburg, Pharr, Palmview, Weslaco, Mercedes, Harlingen. Our company also owns the Transit Fleet and Shelter Concession in Brownsville Texas. We are knowledgeable of all advertising pricing in these markets.**

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Marketing & Advertising Service Experience: Additional Services

Our company owns a party venue that does not compete with WCF Pavillion. We market this venue and have high occupancy for our real estate. We are capable of marketing the WCF Pavillion and can provide floral arrangements based on events booked.

This advertisement features a yellow background with a sunburst pattern. At the top center, there are two balloons, one red and one blue. Below them is a red rounded rectangle containing the text "SALON FIESTA" in white, bold, sans-serif font. Underneath that, the phone number "956.237.7468" is written in a large, bold, blue font. At the bottom, a dark blue horizontal bar contains the text "CAPACIDAD 100 \$300 POR EVENTO" in white, bold, sans-serif font.

**SALON FIESTA**  
**956.237.7468**  
CAPACIDAD **100** \$**300** POR EVENTO

This advertisement has a purple background with decorative elements like hearts and floral patterns. The text "SALON FIESTA" is in a large, white, bold, sans-serif font. Below it, "PARA QUINCEAÑERA" is written in a slightly smaller, white, bold, sans-serif font. At the bottom, a dark purple horizontal bar contains the phone number "956.602.9191" and the address "4100 San Bernardo" in white, bold, sans-serif font, followed by the website "salonfiestalaredo.com" in a smaller white font.

**SALON FIESTA**  
**PARA QUINCEAÑERA**  
956.602.9191 4100 San Bernardo  
salonfiestalaredo.com

This advertisement features a white background with a colorful border of balloons and confetti. The text "SALON FIESTA" is in a large, bold, red font with a white outline and a black drop shadow. Below it, the phone number "956.237.5946" is written in a large, bold, black font with a white outline and a red drop shadow. At the bottom, a yellow horizontal bar contains the text "CAPACITY 100 - 400" and "RENTAL STARTING \$200" in a bold, black, sans-serif font.

**SALON FIESTA**  
**956.237.5946**  
**CAPACITY 100 - 400**  
**RENTAL STARTING \$200**



**Marketing and Advertising Experience Background Qualifications**

**16 Years: Transit Fleet & Shelter Concession Brownsville Texas:**

**20 buses over 100 shelter/benches**

**19 Years: Transit Fleet Advertising Concession Laredo, Texas :**

**52 buses**

**12 Years: Airport Advertising Concession LIA:**

**20 LED static & 5 Video displays**

**12 Years: Transit Fleet UISD school bus advertising contract holder:**

**270 buses**

**10 Years: Transit Fleet Advertising Concession Webb County :**

**8 buses**

**5 Years : Transit Fleet Advertising Concession CCRTA Corpus Christi : 2010-2015 :**

**70 buses**

**5 Years: Social Media Marketing.**

**20 Years : Billboard advertising Ownership and Operation in the following cities.**

**Over 100 faces for out of home advertising in the following cities:**

**City of Pharr, Texas**

**City of Edinburg, Texas**

**City of Donna, Texas**

**City of Palmview, Texas**

**City of Laredo, Texas**

**City of Cotulla, Texas**

**City of Pearsall, Texas**

**City of Weslaco, Texas**

**City of La Feria, Texas**

**City of Mercedes, Texas**

**City of Harlingen, Texas**

**City of Linn, Texas**

**City of Dilley, Texas**

**City of Boerne, Texas**

**City of New Braunfels, Texas**

**City of Los Fresnos, Texas**

**City of Moore, Texas**

**City of Lytle, Texas**

**City of New Braunfels, Texas**

**City of Bergheim, Texas**



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**Marketing and Advertising Experience Background Qualifications**

- **Experience in Selling / Creating / Producing / Installing / Collecting Outdoor Advertising for over 20 years.**
- **Over 60 years combined selling experience.**
- **Fully Staffed bilingual sales organization in The Rio Grande Valley, Laredo, Brownsville, Harlingen, San Antonio, Texas.**
- **Corpus Christi, Laredo, Brownsville: Awarded 5 major Transit / Shelter / Airport advertising contracts over national companies.**
- **Corpus Christi Fleet : We exceeded 88% occupancy.**
- **Brownsville Fleet: We exceed 85% Transit Fleet occupancy. Historically more revenue paid to BUS than any other advertising contractor. Contract extensions.**
- **Laredo, Texas Fleet: We exceed 82% Transit Fleet occupancy. Historically more revenue paid to Laredo Metro than any other advertising contractor. Contract extensions with value of \$950,000 (Nine Hundred and Fifty Thousand Dollars).**
- **Highest Airport Revenue per passenger in South Texas > \$.45 cents**
- **Rio Grande Valley & South Texas billboard venues. Current occupancy is 87%.**
- **Over \$15,000,000 overall advertising revenue generated in South Texas.**
- **Over \$2,500,000.00 yearly advertising revenue generated in South Texas.**



**Marketing and Advertising Experience Background Qualifications**

**Chronology**

**1981 - Land leasing and acquisition for erecting of billboards and outdoor advertising.**

**2004– The City of Laredo awards fleet advertising contract to Hachar. Our company is selected over other national firms.**

**2007– The City of Laredo renews fleet advertising contract with Hachar.**

**2007– The City of Brownsville awards fleet advertising contract to Hachar. Our company is selected over other nationally recognized firms.**

**2007– The City of Brownsville awards shelter and bench contract to Hachar. Our company is selected over other nationally recognized firms.**

**2008– The City of Laredo again renews fleet advertising contract with Hachar.**

**2008– The City of Laredo unanimously votes to extend Metro fleet advertising contract with Bus Ads.**

**The total value of the contract extension is \$950,000.00**

**El Metro has been pleased with the service provided by Hachar Bus Ads and continue the contract for over ten years.**

**2010- The CCRTA awards fleet advertising contract to Hachar. Our company is selected over the national incumbent national contractor.**

**2011– The City of Laredo awards the Laredo International Airport Advertising concession contract to Hachar.**

**2011– The UISD 270 school buses : advertising contract is awarded to Bus Ads.**

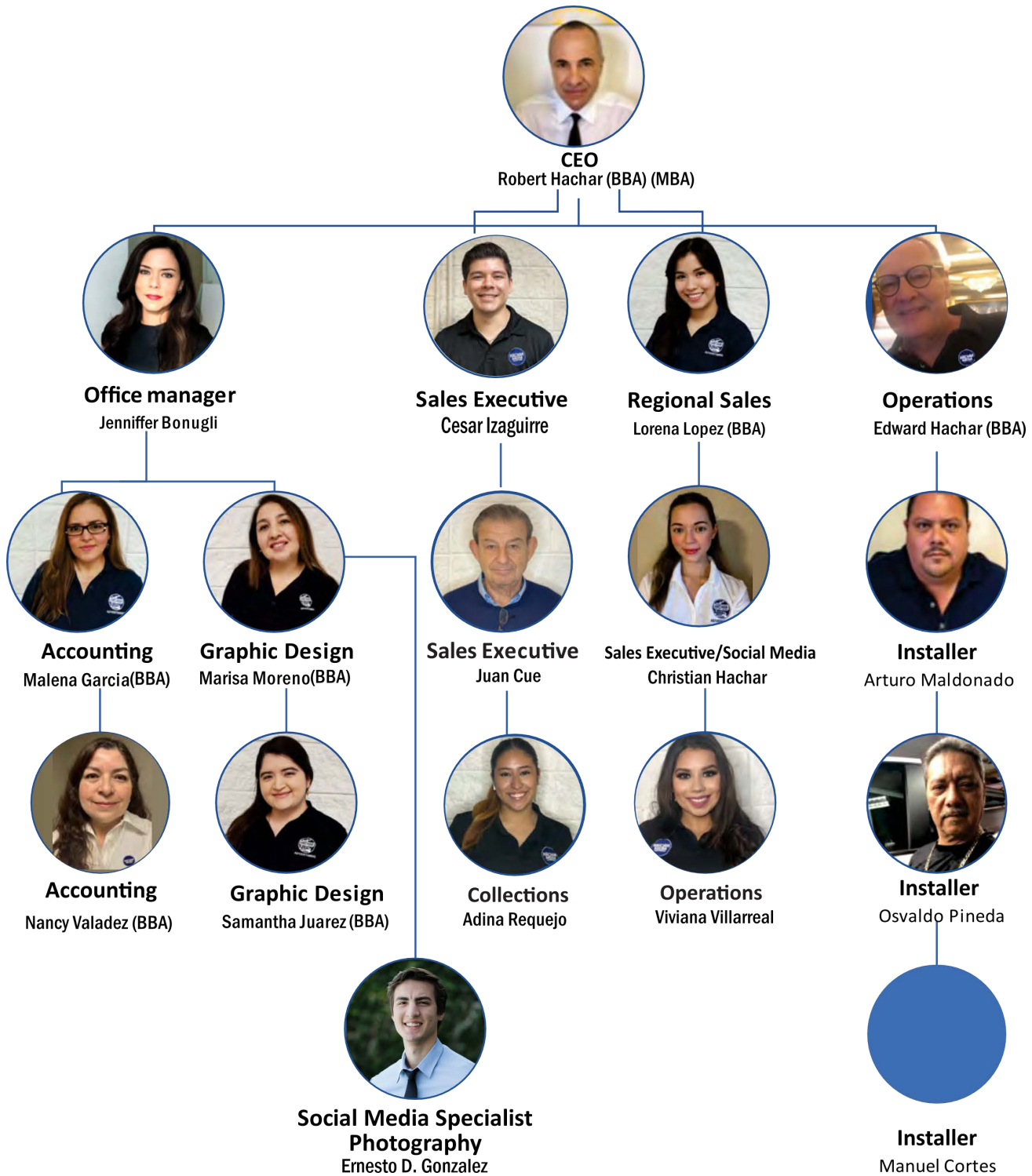
**2013– The CCRTA extends Bus Ads fleet advertising contract.**

**2014– The CCRTA extends Bus Ads fleet advertising contract.**

**2016 thru 2018— Multiple LED digital outdoor faces conversion and doubling our billboard face inventory.**



**Personnel Qualifications**



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### **Personnel Qualifications**

**Robert D Hachar** : BBA / MBA University of Texas at Austin. Robert has been involved in outdoor ad selling for over 20 years. Robert's main function is to oversee all sales for Metro Bus and monitoring the collection of revenue. Robert has worked with IT contractors in planning sales with both BCM and OCM Microsoft programs. Robert believes in approaching the City Sales strategy by concentrating on Business Categories and planning to sell to the major players in each category.

**Malena Garcia** : Universidad del Bravo - Accounting. Malena is responsible for all billing and accounts payable. Malena is proficient in providing clients with proof of performance and matching the ad dates and billing periods via Quick Books. Malena works with Marissa Vela our outside accountant in order to prepare monthly reports for B- Metro.

**Nancy Valadez** : Texas A&M International - Accounting. Nancy is responsible for municipal and lease compliance. Nancy's responsibilities include Accounts Payable and Intercompany money receivables.

**Jennifer Bonugli** : Laredo College - Accounts Receivable Collections. Jennifer keeps in touch with all clients and handles all Accounts Receivable. Jennifer performs audits and reconciliations to make sure all clients are being billed for the length of the advertising cycle.

**Marissa Vela** : Dan Vasco University - Graphic Artist. Marissa is our full-time graphic artist. Marissa provides art proofs and art renditions to clients and to B-Metro. Fleet advertising requires very specific art placement and sizing. Marissa has over 10 years of experience with Fleet graphics to include window perforation films and sticky back flat finish film.

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### **Personnel Qualifications**

**Samantha Juarez** : Mary Hardin-Baylor - Graphic Artist, Social Media posting. Samantha is a full - time graphic artist. Samantha creates shelter, billboard, and client proximity to venue mapping. Samantha also designs ads for social influencer media that matches outdoor branding for our client base. Samantha is familiar with the latest social media trends. Samantha is familiar with the differences in art & graphics for static, digital, shelter, and fleet.

**Juan Cue** : Sales Manager. Juan has over 45 years of sales experience. Juan was a national ad executive in Television for over 30 years. Juan leads our sales team by establishing daily sales planners and training. Juan makes use of his sales knowledge by being involved in every facet of National sales at all of our companies.

**Lorena Lopez** : Texas A&M International - Sales Planning / Account manager. Lorena works with Robert Hachar in planning OCM sales. Lorena prospects for sales leads and converts these leads into a sales funnel in OCM. Lorena is proficient in mass emails and creates client business proposals for all venues. Lorena and Robert are continuously planning and pricing in order to maximize revenue for all companies.

**Christian N Hachar** : BBA Marketing Incarnate Word University / MA Business Marketing Krens University Austria / MBA Southern Methodist University Marketing Analytics Strategy and Entrepreneurship - Sales management. Christian is keenly aware of all data required for the national client base as well as Regional and Local clients. Christian is assisted by our graphic artists in planning social media campaigns that dove tail with outdoor ad purchases.

**Cesar Izaguirre** : Sales Executive. Cesar is an account manager for Regional and Local Accounts. Cesar has a complete knowledge of outdoor signage regulations as well as Tx Dot traffic counts. Cesar is able to judge transit advertisings competing venues and provides comparative price studies for our teams.

**Viviana Villareal** : Sales Executive. Viviana is our newest team member. Viviana is a sales associate for all outdoor venues. Viviana enjoys meeting and working with new clients. Viviana is a hands on passionate sales executive.

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### **Personnel Qualifications**

**Adina Requejo** : Customer Service, Client scheduling, Work order processing. Adina is a multi-tasker. Adina schedules all advertising and reconciles ad placement against inventory worksheets. Adina schedules work order placement for the timely installation and removal of customer advertising.

**Arturo Maldonado** : Arturo has installed fleet ads and billboard ads for over 17 years. Arturo trains all of our installers for Transit and Billboard advertising. Arturo is also versed in replacing faulty LED parts to include modules and power supplies.

**Osvaldo Pineda** : Osvaldo installs fleet and shelter advertising. Osvaldo is in charge of all quality assurances and vinyl replacement as well as cataloging images for client billing.

**Neto Gonzalez**: Texas A&M International University / Mass communications and Studio Arts. Neto has won multiple awards in photo, art, and film competitions. TAMIU Office of Alumni Relations handling social media and growing the client base by 300% in the first year. RGISC social media and graphic design. TAMIU Bridge Student Newspaper director of photography and Editor-in-Chief.

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### **Personnel Qualifications Technical Approach and Methodology**

**We feel that the qualifications of our staff and our experience in this region places our company in a position of best fitting the needs for Marketing WCF. We use Hubspot programs to track our the sales process. We will use Hubspot to track WCF projects such as Website development, Social Media postings, WCF postings on outdoor venues. We are capable of providing monthly reports at WCF request.**

**Our company uses different programs in order to keep up with space availability, inventory sold, expiration of advertising for removal and resale. All of our sales / operational staff have real time access to our inventory and availability. We use Sharepoint, Excel, and Map Customizer to keep track of vinyl inventory. We use Venus and Novastar for our digital inventory and scheduling.**

**Our Hubspot dashboard is designed to allow all departments to view the stages of particular projects. Our full time graphic art department works with client logos for maximum ad exposure. Our ads cannot be ignored since this form of advertising is viewed quickly where brand awareness is key. Our artists stress effective advertising by limiting wording and allowing the client to visually understand the ad without lengthy text.**



### Personnel Qualifications

**Best Practices and Trends in Advertising: The Sales / Marketing team on our staff will follow Best Practices in marketing WCF.**

#### **Best Practices:**

- 1. Target Audience Research: We understand our target audience and their commuting habits. Different modes of transportation cater to different demographics, we tailor transit advertising accordingly.**
- 2. Clear and Concise Messaging: Many venues typically have a few seconds to capture the audience's attention. We use simple and impactful visuals with concise copy to convey messages effectively.**
- 3. Eye-Catching Design: We create visually appealing ads that stand out in a busy transit environment. Bold colors, high-quality images, and creative design elements help grab attention.**
- 4. Strategic Placement: We choose transit routes and advertising locations that align with the target audience's daily routines. We consider high-traffic areas, popular routes, and locations near key points of interest. We do the same with newsprint social media and standard outdoor placement.**
- 5. Consistent Branding: We aim to reinforce brand recognition.**
- 6. Mobile Integration: We use QR codes or other mobile elements that allow commuters to interact with ads via their smartphones, such as accessing more information or special offers.**
- 7. Seasonal and Timely Campaigns: We tailor ads to align with seasonal events, holidays, or current trends to make campaigns more relevant and engaging.**
- 8. Measurement and Analytics: We implement tracking mechanisms to measure the effectiveness of advertising campaigns. This involves tracking website visits, coupon redemptions, or other relevant KPIs and metrics. We use data analytics to target specific demographics and locations to maximize campaign impact.**
- 9. Sustainable Messaging: We are involved in eco-friendly advertising and advertising with a positive social impact.**





## Personnel Qualifications

### Best Practices and Trends

10. **Data Analytics:** We continuously monitor and analyze campaign performance to make real-time adjustments.
11. **User-Generated-Content:** We encourage to share the our audience / attendees to share their experiences on social media.
12. **Social Responsibility:** We support local causes and community events to build a positive brand image.
13. **Influencer Collaborations:** We partner with local influencers who can promote brands to their followers.

Trends are continually evolving, so we stay up-to-date with the latest technologies and consumer behaviors. These updates are essential for successful campaigns.

### Trends in Transit Advertising:

1. **Digital Screens and Dynamic Content:** Many transit vehicles now feature digital screens that enable dynamic content updates. This allows for real-time advertising updates and interactive elements.
2. **Geotargeting and Location-Based Advertising:** Utilize GPS technology to deliver ads that are contextually relevant to a commuter's location, such as promoting nearby businesses or events.
3. **Augmented Reality (AR) Integration:** AR can enhance transit ads by providing interactive experiences. Commuters can use their smartphones to engage with AR elements in your ads.
4. **Sustainability Messaging:** Highlighting eco-friendly products or practices in your transit ads can resonate with environmentally-conscious consumers.
5. **Data-Driven Advertising:** Leveraging data analytics and audience insights can help fine-tune transit advertising campaigns for better results and ROI.
6. **Personalization:** Tailoring ads based on user profiles and preferences can enhance engagement and drive better results.



**Personnel Qualifications Technical Approach and Methodology**

Our staff and experience in this region will best fit the needs for Marketing WCF. We use HubSpot programs to track our the sales and project stages. We will use HubSpot to track WCF projects such as Website development, Social Media postings, WCF postings on outdoor venues. We are capable of providing monthly reports at WCF request.



**HubSpot CMS for Developers**

**CERTIFICATION**  
8 lessons | 2 hours

This track contains lessons and resources to help web developers learn how to build and manage websites on the HubSpot CMS. You'll learn how to use...

MARKETING

**Nurture Leads and Customers With HubSpot**

**COURSE**  
6 lessons | 2 hours

Attract, engage, and delight. Each piece of the inbound methodology comes together to spin your business's flywheel. Nurturing your customers—and...

2 hours left

MARKETING SALES SERVICE

**Going From the Funnel to the Flywheel in HubSpot**

**COURSE**  
4 lessons | 2 hours

In this course, you'll learn how you can take your business from a funnel to a flywheel model. Along the way, you'll discover strategies that place...

MARKETING

**Marketing Made Easy with Marketing Hub Enterprise**

**COURSE**  
6 lessons | 2 hours

You shouldn't have to sacrifice productivity to get power – the best tools combine both power and ease-of-use. When you focus on delighting your...

MARKETING SALES SERVICE

**Inbound**

**CERTIFICATION**  
7 lessons | 2 hours

Discover the fundamentals of inbound, the inbound methodology and the flywheel and learn how to apply them to your business. The Inbound...

✓ Completed    [View certification](#)

MARKETING

**Lead Management: Segmentation, Nurturing, and Lead Qualification**

**COURSE**  
5 lessons | 2 hours

Learn how to manage sales leads, organize them into segments, nurture, qualify, and hand them off to sales in this course featuring our top lead...



**Personnel Qualifications Technical Approach and Methodology**

**We use a Hubspot dashboard to follow the sales and project process from Lead to Prospect to Sale to Art to Install. We can customize this program for WCF tasks and projects.**

The screenshot shows a HubSpot CRM dashboard with a sales pipeline. The pipeline stages and their respective deal counts are: PROSPECTS (15), CONTRACT SIGNED (4), ARTWORK PENDING (17), ARTWORK FINISHED (6), ORDERED (2), RECEIVED (18), and READY TO INSTALL (15). Each stage contains several deal cards. For example, in the 'PROSPECTS' stage, there are deals like 'Kickapoo 2024' (Amount: \$7,500) and '#111 - Wildcat Truck Parts' (Amount: \$1,500). In the 'RECEIVED' stage, there are deals like 'SANBORNS (REORDER VINYL 14X48)' (Amount: \$7,200) and '#130 RYOAK Chevron Vinyl Change' (Amount: \$29,800). The bottom of each stage shows a total amount and weighted value for that stage.

This screenshot shows a different view of the HubSpot CRM dashboard, focusing on the 'INSTALL' stages of the pipeline. The stages are: INSTALL - LAREDO (6), INSTALL - IH 35 (6), INSTALL - RGV (2), INSTALL - HWY 46 (0), INSTALL - METRO (1), INSTALL - AIRPORT (1), and INSTALL - SCHOOL BUS (0). Deal cards in this view include 'tops taxi-JJ transport windows, outdoor signs' (Amount: \$0), 'BBB#180 - 4 KINGS Vinyl 18 x 48 / Remove Gamez Law' (Amount: \$0), and 'Fix Lights - Zambrano Law Firm BBB#159 in Edinburg' (Amount: \$0). The bottom of each stage shows a total amount and weighted value, which is \$0 for all these stages.



**Personnel Qualifications Technical Approach**

Our essential tools for satisfying this RFP



**SharePoint Program**

We share documents with SharePoint:  
Work orders Maintenance Updates & Schedules ,  
Payments to contractors



**HubSpot : CRM**

We charge sales information with HubSpot.  
Salesmen tasks, communication with  
clients, Mass emails.



We use Klipfolio to customize our HubSpot  
dashboards.



In House Accounting is handled with Intuit  
QuickBooks. We also employ 3 outside  
accountants for municipal reporting.



**Personnel Qualifications Technical Approach**

Our essential tools for satisfying this RFP



Our Graphics Department uses Canva for custom presentations.  
On a daily basis we use Adobe Photoshop & Illustrator and Corel Draw.





**Personnel Qualifications Marketing & Campaign Strategy**

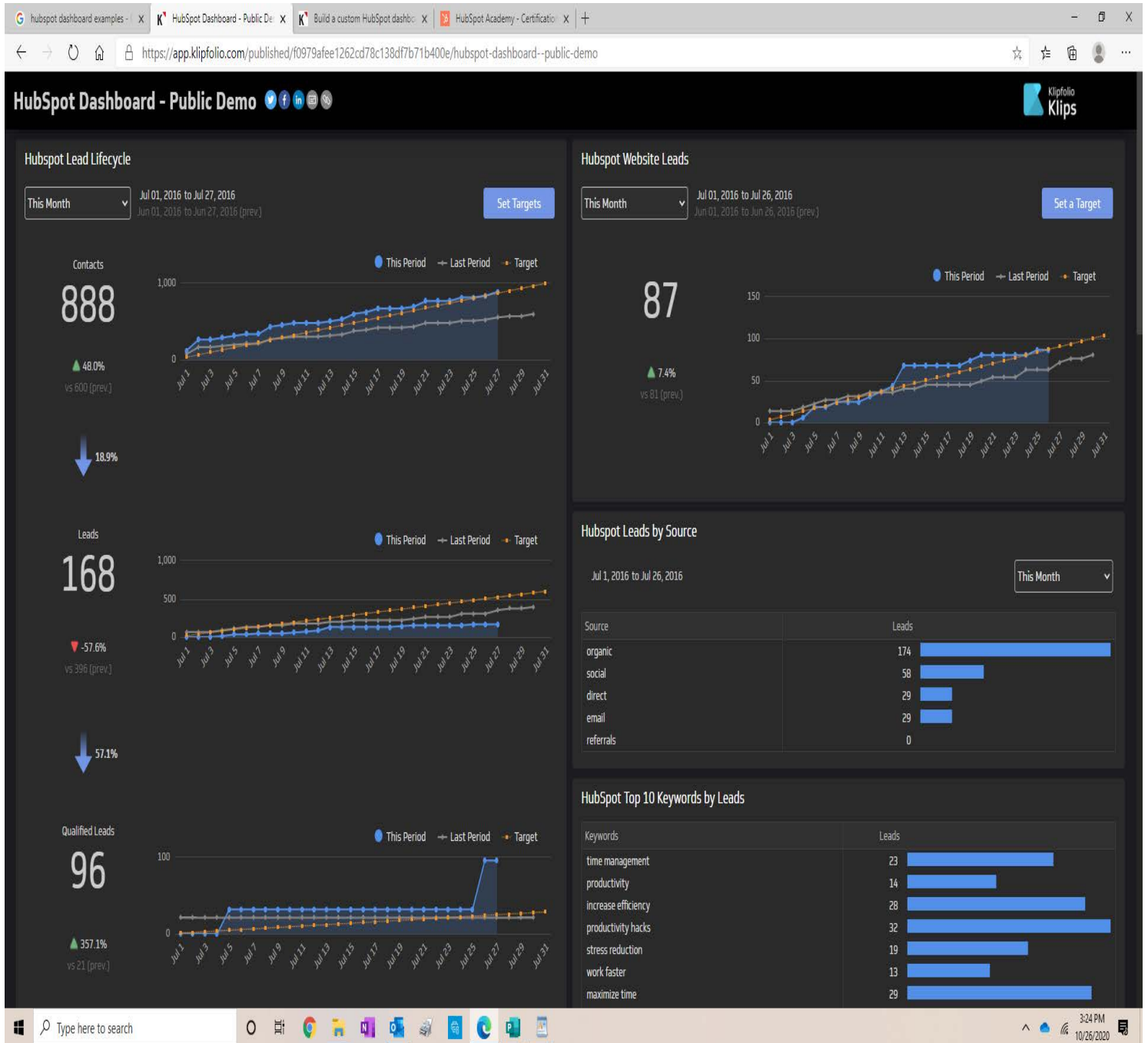
**HubSpot Filters**

This screenshot shows the 'All filters' panel in HubSpot. The panel has a teal header with the text 'All filters' and a close button (X). Below the header, there is a search bar with the placeholder text 'Search' and a magnifying glass icon. Underneath the search bar, there are two sections: 'Contact properties' and 'Most used properties'. The 'Most used properties' section is currently expanded, showing a list of properties: 'Industry', 'Interested in', 'Lead score', 'Contact information', 'Annual revenue', 'Associated Company', 'Became a customer date', 'Became a lead date', 'Became a marketing qualified lead date', 'Became a sales qualified lead date', 'Became a subscriber date', 'Became an evangelist date', 'Became an opportunity date', 'Became an other lifecycle date', 'Buying Role', 'Campaign of last booking in meetings tool', 'City', 'Close date', 'Comments', 'Company name', 'Company size', and 'Contact owner'. A vertical scrollbar is visible on the right side of the list.

This screenshot shows the 'All filters' panel in HubSpot, specifically the 'Industry' filter. The panel has a teal header with the text 'All filters' and a close button (X). Below the header, there is a '&lt; Back' link and the text 'Industry'. Underneath, there is a radio button labeled 'is any of' and a dropdown menu. The dropdown menu is open, showing a search bar with the placeholder text 'Search' and a magnifying glass icon. Below the search bar, there is a list of industry categories with checkboxes: 'Accounting', 'Advertising/Public Relations/M...', 'Apparel / Fashion', 'Attorney, Law Firms, Lawyers', 'Automotive', and 'Real Estate / Financial Services'. A vertical scrollbar is visible on the right side of the list.

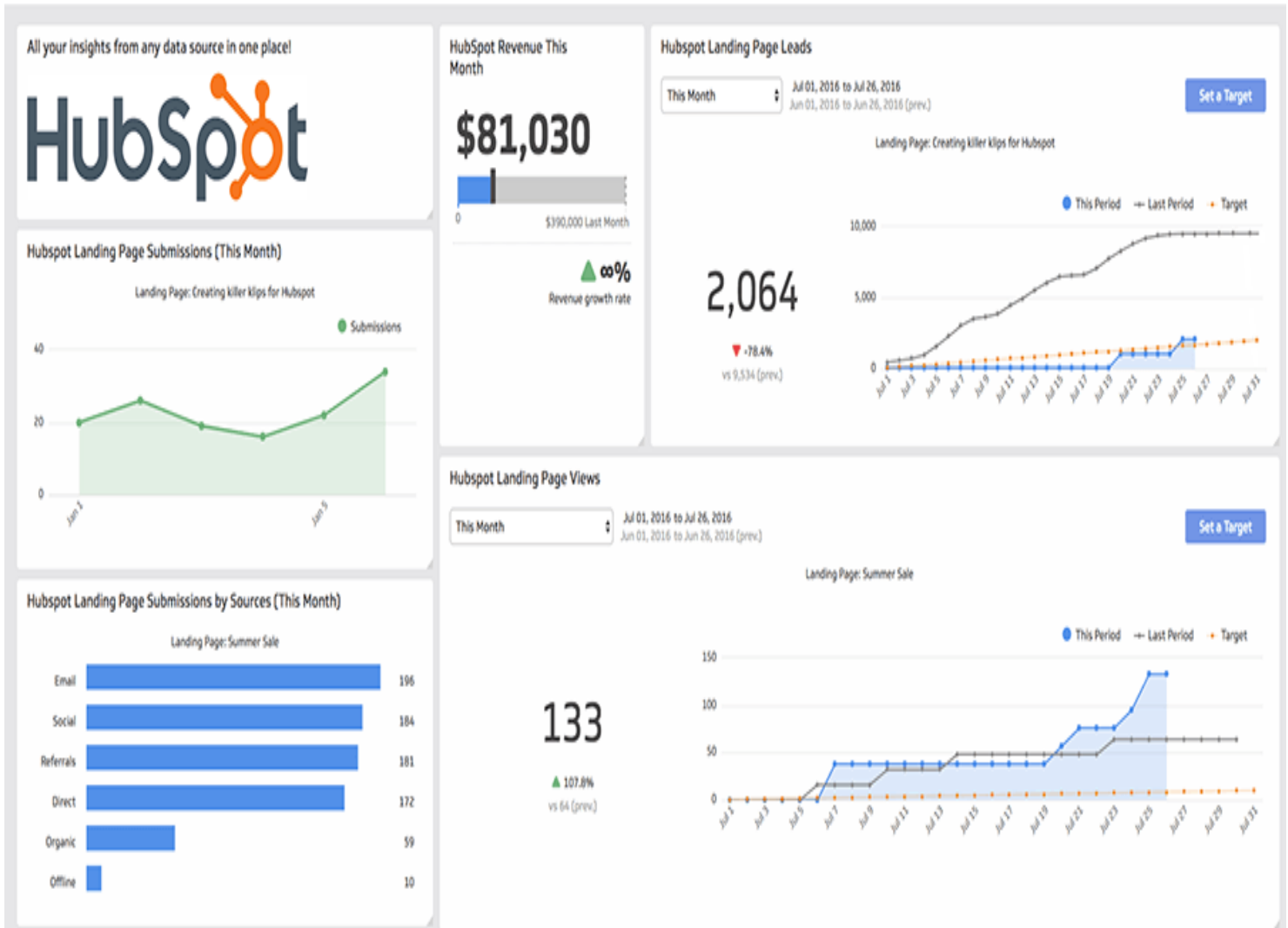


**Personnel Qualifications Marketing and Campaign Strategy**





**Personnel Qualifications Marketing and Campaign Strategy**







**Personnel Qualifications Marketing and Campaign Strategy**

**We create email flyers and are able to track open emails and time spent reading. We track on an hourly basis. We know when recipient explores areas of interest.**

[Back to all emails](#)

Laredo International Airport Information

Sent

Actions ▾ Export ▾ Clone



Subject  
Laredo International Airport Information

Included lists  
LMCA

Sent date  
January 29, 2020 3:05 PM UTC-06:00 by Samantha Juarez

[See details](#)

Performance Recipients

Sent	43	Filter by: <b>All opens</b> ▾	<input type="text" value="Search for a contact"/>												
Delivered	42														
<b>Opened</b>	<b>14</b>	<b>Opened 14</b> <a href="#">List actions</a> ▾													
Clicked	0	<table border="1"> <thead> <tr> <th>RECIPIENT</th> <th>ACTION</th> </tr> </thead> <tbody> <tr> <td>&gt; <a href="mailto:jorge.blanco@actifreight.us">Jorge Blanco &lt;jorge.blanco@actifreight.us&gt;</a></td> <td>Opened</td> </tr> <tr> <td>&gt; <a href="mailto:billing@alterri.com">Ramiro &lt;billing@alterri.com&gt;</a></td> <td>Opened</td> </tr> <tr> <td>&gt; <a href="mailto:cfilops@cfidrive.com">&lt;cfilops@cfidrive.com&gt;</a></td> <td>Opened</td> </tr> <tr> <td>&gt; <a href="mailto:alexa.barrera@directo-express.com">Alexa Barrera &lt;alexa.barrera@directo-express.com&gt;</a></td> <td>Opened</td> </tr> <tr> <td>&gt; <a href="mailto:jramos@es-logistics.net">Marketing marketing &lt;jramos@es-logistics.net&gt;</a></td> <td>Opened</td> </tr> </tbody> </table>		RECIPIENT	ACTION	> <a href="mailto:jorge.blanco@actifreight.us">Jorge Blanco &lt;jorge.blanco@actifreight.us&gt;</a>	Opened	> <a href="mailto:billing@alterri.com">Ramiro &lt;billing@alterri.com&gt;</a>	Opened	> <a href="mailto:cfilops@cfidrive.com">&lt;cfilops@cfidrive.com&gt;</a>	Opened	> <a href="mailto:alexa.barrera@directo-express.com">Alexa Barrera &lt;alexa.barrera@directo-express.com&gt;</a>	Opened	> <a href="mailto:jramos@es-logistics.net">Marketing marketing &lt;jramos@es-logistics.net&gt;</a>	Opened
RECIPIENT	ACTION														
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> <a href="mailto:billing@alterri.com">Ramiro &lt;billing@alterri.com&gt;</a>	Opened														
> <a href="mailto:cfilops@cfidrive.com">&lt;cfilops@cfidrive.com&gt;</a>	Opened														
> <a href="mailto:alexa.barrera@directo-express.com">Alexa Barrera &lt;alexa.barrera@directo-express.com&gt;</a>	Opened														
> <a href="mailto:jramos@es-logistics.net">Marketing marketing &lt;jramos@es-logistics.net&gt;</a>	Opened														
Bounced	1														
Unsubscribed	0														
Spam reports	0														
Not sent	2														

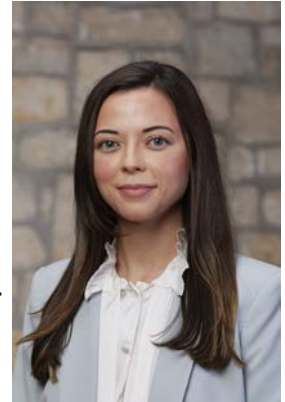
Help



**Personnel Qualifications Reporting and Analytics**

Christian Hachar—Marketing Analyst specializing in OOH and Digital Marketing

Christian plays a role in guiding businesses to make informed, data-driven decisions in their marketing efforts, ensuring that their resources are used efficiently and effectively to grow and reach business goals.



**Market Research:** Conducting market research to understand industry trends, competitor strategies, and market opportunities. This can involve surveys, focus groups, or analyzing existing research reports.

**Reporting and Visualization:** Creating reports and dashboards to present findings in a clear and understandable way. This often involves using data visualization tools to help stakeholders easily interpret the data.

**Campaign Analysis:** Evaluating the effectiveness of marketing campaigns by analyzing key performance indicators (KPIs) like return on investment (ROI), conversion rates, and customer engagement levels.

**Customer Segmentation and Targeting:** Identifying different customer segments and analyzing their behaviors and preferences. This helps in tailoring marketing strategies to target specific groups effectively.

**Predictive Analytics:** Using statistical models and forecasting techniques to predict future market trends, customer behaviors, and the potential impact of different marketing strategies.

**Recommendations and Strategy Development:** Based on their analysis, Marketing Analysts make recommendations to improve marketing strategies, increase customer engagement, optimize spending, and enhance overall business performance.

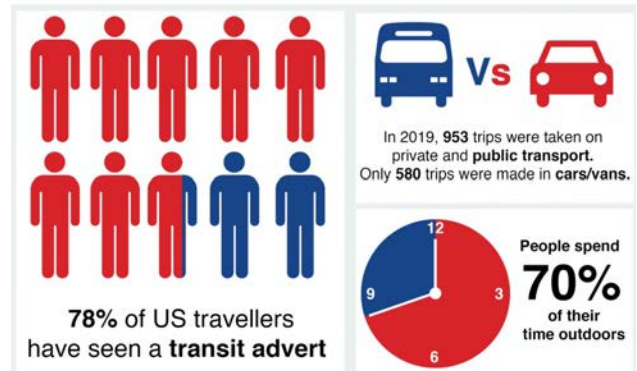
**Collaboration with Marketing Teams:** Working closely with marketing teams to implement and refine strategies based on data-driven insights. They may also collaborate with other departments like sales and product development.

**Staying Current with Market Trends and Tools:** Keeping up-to-date with the latest trends in the market and advancements in analytical tools and techniques.

**Performance Measurement:** Continuously measuring and monitoring the performance of marketing activities, adjusting strategies as necessary to achieve optimal results.

## Measuring Your Advertising ROI

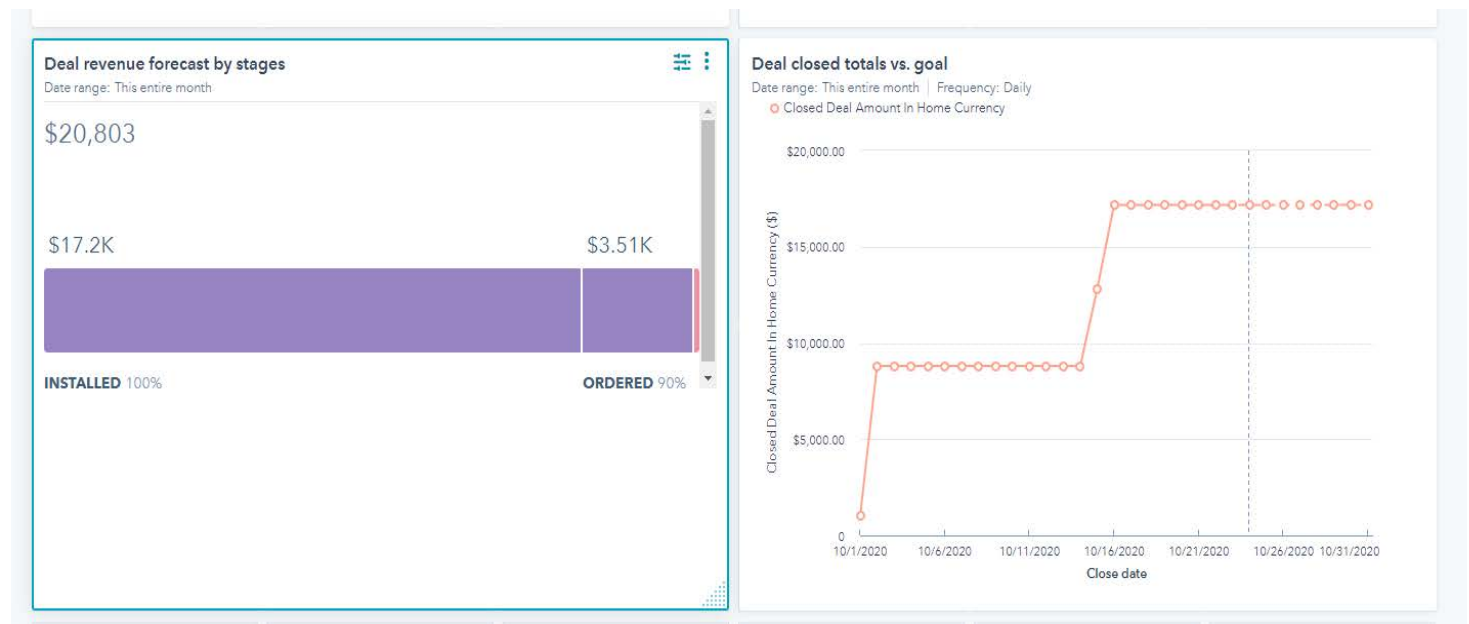
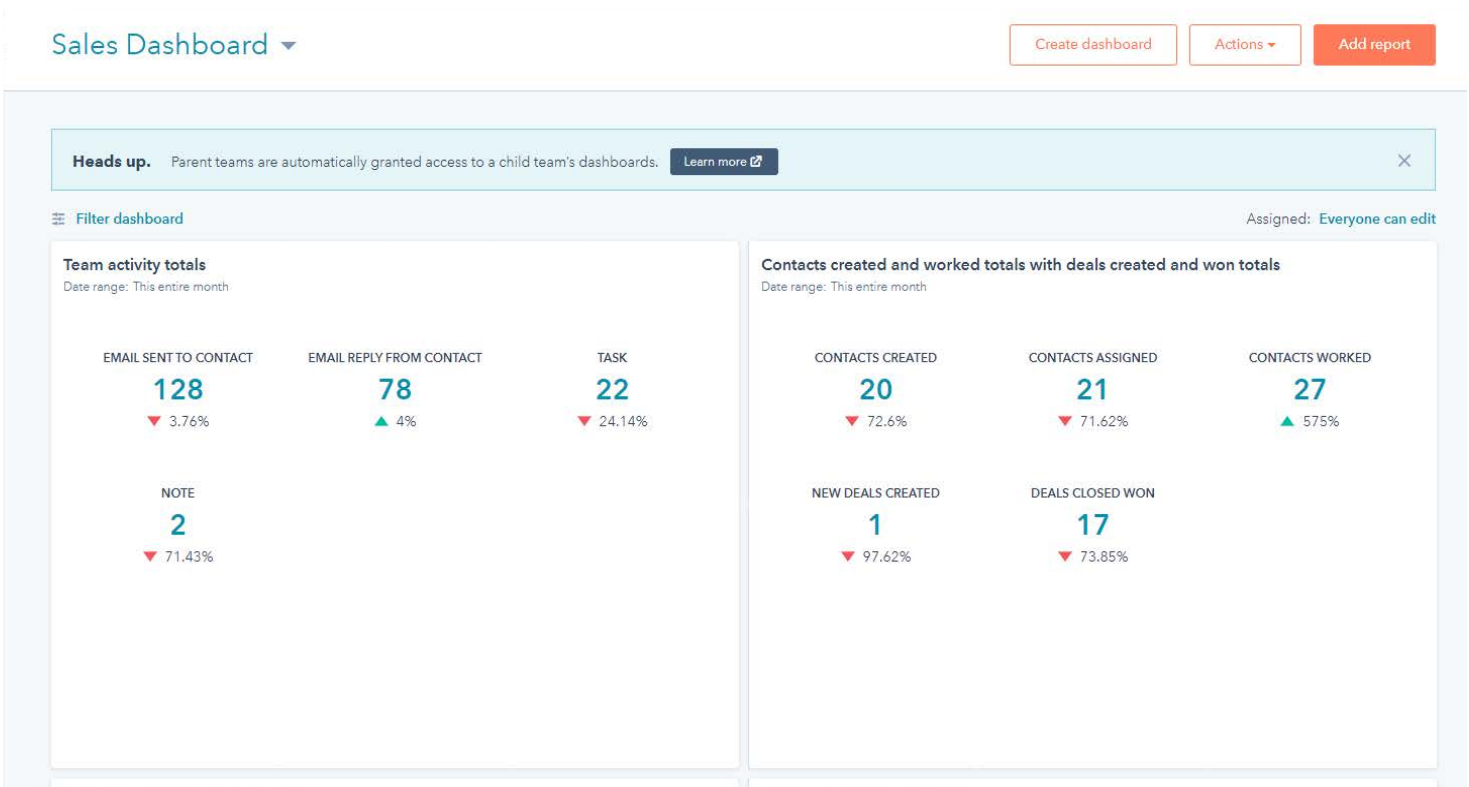
Your business' ROI can be measured for all forms of marketing and advertising. It can also help **evaluate coupon advertising** campaigns, bench ads, various grocery store advertising methods, and digital marketing. Calculating the return of your business' advertising investments helps guide your advertising budget and strategies. Your advertising ROI looks more specifically at the growth of your sales and your advertising costs. To calculate your ROI, you'll find your net profit by subtracting your advertising costs from your sales growth. **The basic formula is:**  $(\text{Growth in Sales} - \text{Advertising Costs}) / \text{Advertising Costs} \times 100 = \text{Advertising ROI} \%$  Knowing your advertising ROI can help you choose which methods are successful enough for you to continue using. In addition, it helps your business determine how much money it needs to spend on advertising campaigns to see growth in your sales. This impacts your cash flow and budgeting decisions.





**Personnel Qualifications Reporting and Analytics**

**The following are HubSpot Sales Dashboard screenshots  
 Our marketing team uses this data for effective campaigns.**





**Personnel Qualifications Reporting and Analytics**

Filter dashboard

Assigned: Everyone can edit

**Closed deal amount vs. goals**

Date range: This entire month | Frequency: Daily

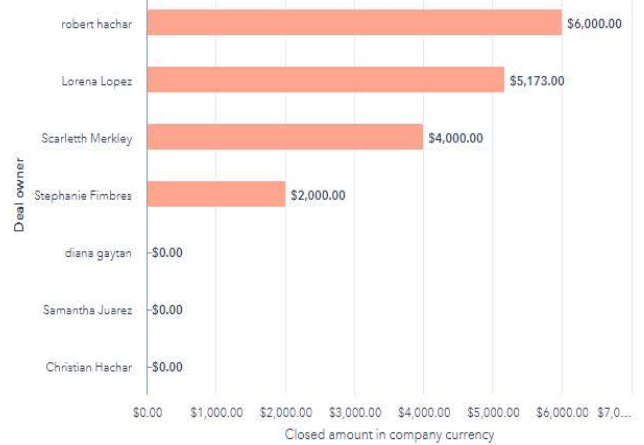
● Closed amount in company currency



**Closed revenue by team member**

Date range: All time

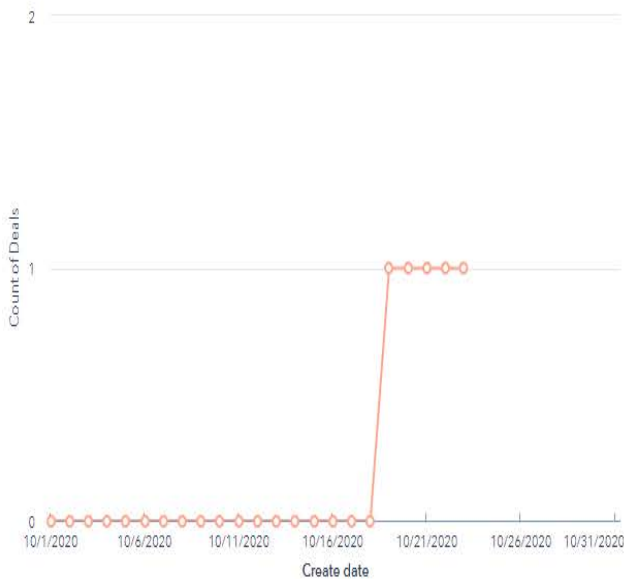
● Closed amount in company currency



**Deals created totals vs. goal**

Date range: This entire month | Frequency: Daily

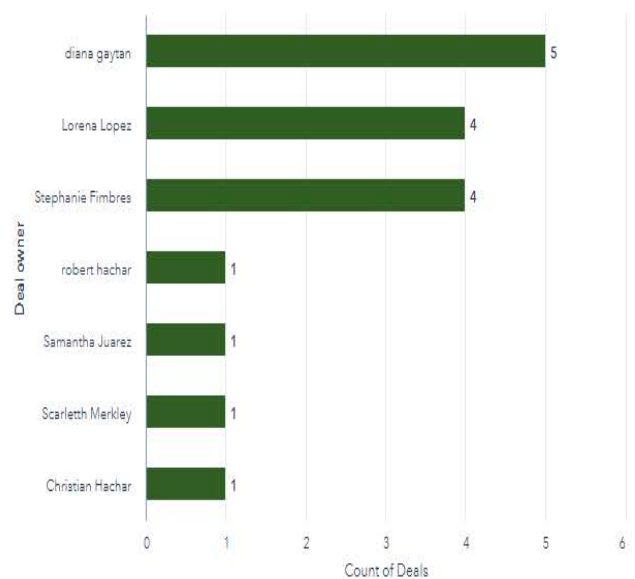
● Count of Deals



**Deals won this month**

Date range: All time

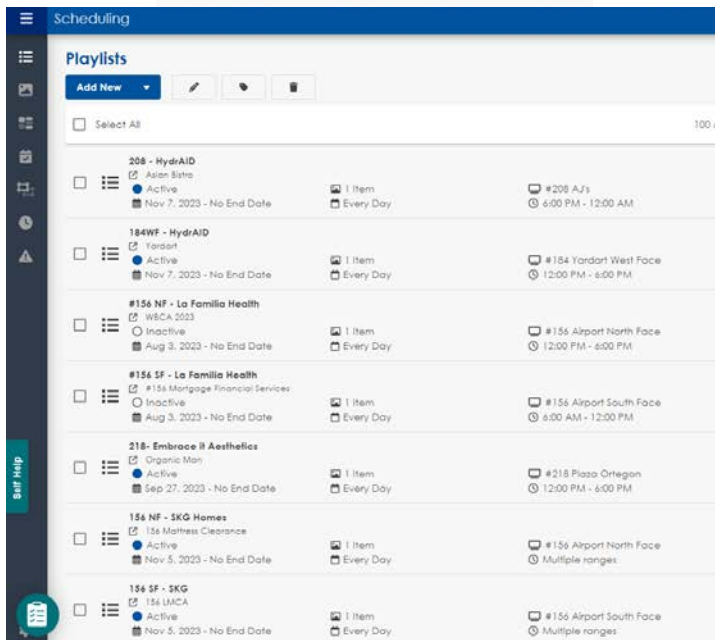
● Count of Deals





**Personnel Qualifications Reporting and Analytics**

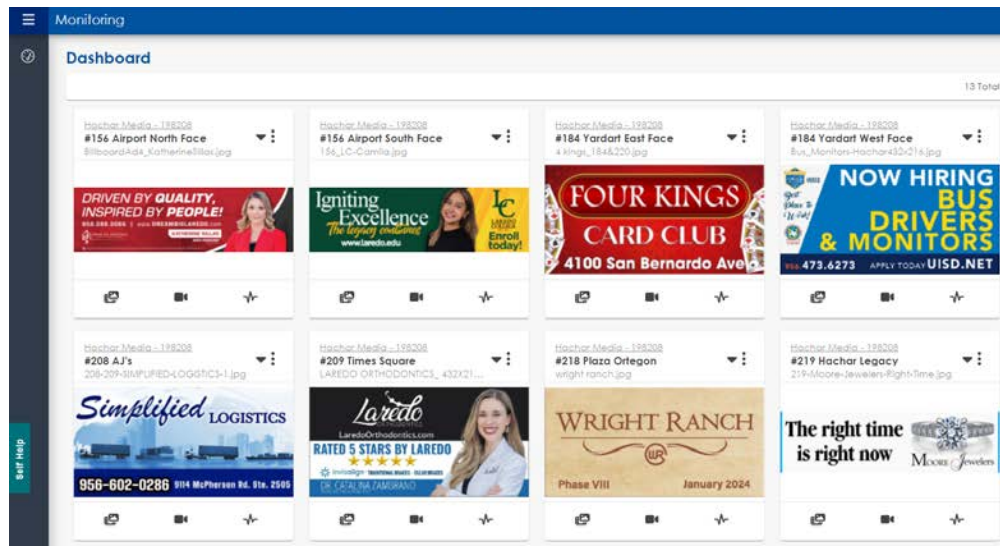
All digital billboard ads are uploaded onto Daktronics Venus software webpage. This ad space allocation format can be programmed for different time slots and used for WCF.



Upon login to webpage,

Ads are loaded onto Media Library & placed into various playlists.

Playlists are labeled with client names & time slots are assigned according to inventory.



Once uploaded, ads can be monitored through the dashboard.

Current Rotation of clients is on display in real time.

Hachar Media Advertising  
4100 San Bernardo Ave, Suite E-7, Laredo, Texas 78041  
Ph. 956-791-0140 Fax 956-615-0031



### References & Projects

We have included a list of 5 references in the forms provided by Webb County. In addition we have participated in various community projects. This images shown are a few of the projects that we have been involved in from planning, graphic art, printing, and installing.



Laredo International Airport: Historic Project, Restaurant Project



Hachar Media Advertising  
4100 San Bernardo Ave, Suite E-7, Laredo, Texas 78041  
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References & Projects



Laredo Landmark project



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### References & Projects



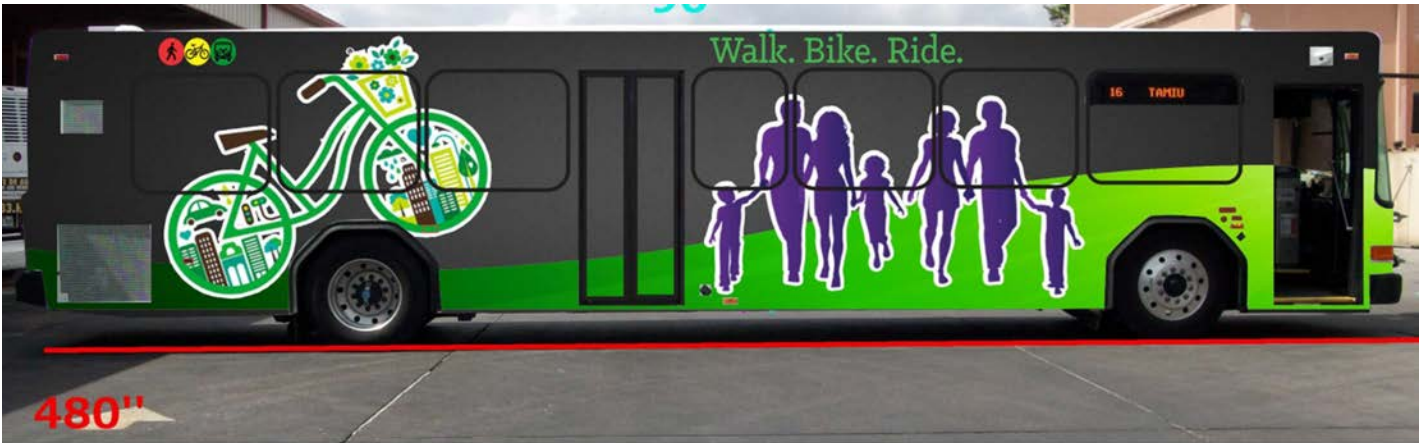
Laredo Veterans Project & Metro Project







### References & Projects



### Laredo Walk & Ride Project



**Hachar Media Advertising**  
4100 San Bernardo Ave, Suite E-7, Laredo, Texas 78041  
Ph. 956-791-0140 Fax 956-615-0031



**Additional Information**

Our companies own and operate over 200 billboard faces in 20 cities. Our company is expanding with state of the art LED digital screens. By 2024, we will operate and control over 24 digital screens with a potential of 150 different ads. Our office sells, invoices, collects, creates art, and programs these LED venues.



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**Additional Information**

We are the concessionaire for one of the largest school districts in the State of Texas with over 200 school buses. This is a key venue for FFA.



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References & Projects

Present Past Partial Client List: National, Regional & Local



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References & Projects

Present Past Partial Client List: National, Regional & Local



**HUBLOT**

*Cartier*

*A Family Tradition For Over 70 Years!*  
**DEUTSCH & DEUTSCH**  
FINE JEWELRY AND WATCHES



**ROLEX**

Hachar Media Advertising  
4100 San Bernardo Ave, Suite E-7, Laredo, Texas 78041  
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References & Projects

Present Past Partial Client List: National, Regional & Local





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References & Projects

Present Past Partial Client List: National, Regional & Local



**FLYING J**



Hachar Media Advertising  
4100 San Bernardo Ave, Suite E-7, Laredo, Texas 78041  
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References & Projects

Present Past Partial Client List: National, Regional & Local



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References & Projects

Present Past Partial Client List: National, Regional & Local



## References Form

Please list at minimum five (5) local governmental entities where similar scope of services were provided.

***THIS FORM MUST BE RETURNED WITH YOUR OFFER.***

### REFERENCE ONE

Government/Company Name: Laredo College

Address: West End Washington St, Laredo, TX 78040

Contact Person and Title: Obed Guerrero - Marketing Director

Phone: 956-721-5248 Fax: \_\_\_\_\_

Email Address: obed.guerrero@laredo.edu Contract Period: 2013 - Present

Description of Goods / Services Provided: Fleet transit and billboard advertising.

### REFERENCE TWO

Government/Company Name: Texas A&M International University

Address: 5201 University Blvd., Laredo, TX 78045

Contact Person and Title: Mika Akikuni - Marketing Director

Phone: 956-326-2180 Fax: \_\_\_\_\_

Email Address: makikuni@tamiu.edu Contract Period: 2010 - Present

Description of Goods / Services Provided: Fleet transit and billboard advertising.

**REFERENCE THREE**

Government/Company Name: Laredo International Airport

Address: 5210 Bob Bullock Loop, Laredo, TX 78041

Contact Person and Title: Manuel De Luna - Marketing Director

Phone: 956-795-2000 Fax: \_\_\_\_\_

Email Address: mdeluna@ci.laredo.tx.us Contract Period: 2011- Present

Description of Goods / Services Provided: Advertising concessionaire

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**REFERENCE Four**

Government/Company Name: El Metro Transit

Address: 1301 Farragut St. 2nd Floor, Laredo, TX 78040

Contact Person and Title: Oscar Gomez Jr. - Marketing & Public Information Officer

Phone: 956-795-2288 Fax: \_\_\_\_\_

Email Address: ogomez@ci.laredo.tx.us Contract Period: 2004 - Present

Description of Goods / Services Provided: Advertising concessionaire

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**REFERENCE Five**

Government/Company Name: City of Brownsville BMetro Transit

Address: 1001 E Elizabeth St. Brownville, TX 78520

Contact Person and Title: Denise Trevino

Phone: 956-548-6083 Fax: \_\_\_\_\_

Email Address: denise.trevino@brownsvilletx.gov Contract Period: 2007 - Present

Description of Goods / Services Provided: Advertising concessionaire

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- **\*\*Additional pages are permitted if more space is required\*\***

Space intentionally left Blank

**CONFLICT OF INTEREST QUESTIONNAIRE**  
For vendor doing business with local governmental entity

**FORM CIQ**

This questionnaire reflects changes made to the law by H.B. 23, 84th Leg., Regular Session.

This questionnaire is being filed in accordance with Chapter 176, Local Government Code, by a vendor who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the vendor meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the vendor becomes aware of facts that require the statement to be filed. See Section 176.006(a-1), Local Government Code.

A vendor commits an offense if the vendor knowingly violates Section 176.006, Local Government Code. An offense under this section is a misdemeanor.

**OFFICE USE ONLY**

Date Received

**1 Name of vendor who has a business relationship with local governmental entity.**

Hachar Bus Ads

**2**  Check this box if you are filing an update to a previously filed questionnaire. (The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date on which you became aware that the originally filed questionnaire was incomplete or inaccurate.)

**3 Name of local government officer about whom the information is being disclosed.**

N/A

\_\_\_\_\_  
Name of Officer

**4 Describe each employment or other business relationship with the local government officer, or a family member of the officer, as described by Section 176.003(a)(2)(A). Also describe any family relationship with the local government officer. Complete subparts A and B for each employment or business relationship described. Attach additional pages to this Form CIQ as necessary.**

A. Is the local government officer or a family member of the officer receiving or likely to receive taxable income, other than investment income, from the vendor?

Yes       No      N/A

B. Is the vendor receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer or a family member of the officer AND the taxable income is not received from the local governmental entity?

Yes       No      N/A

**5 Describe each employment or business relationship that the vendor named in Section 1 maintains with a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership interest of one percent or more.**

N/A

**6**  Check this box if the vendor has given the local government officer or a family member of the officer one or more gifts as described in Section 176.003(a)(2)(B), excluding gifts described in Section 176.003(a-1).      N/A

**7**  
Robert D Hachar  
Signature of vendor doing business with the governmental entity

2/2/2024  
Date

## **CONFLICT OF INTEREST QUESTIONNAIRE**

### **For vendor doing business with local governmental entity**

A complete copy of Chapter 176 of the Local Government Code may be found at <http://www.statutes.legis.state.tx.us/Docs/LG/htm/LG.176.htm>. For easy reference, below are some of the sections cited on this form.

**Local Government Code § 176.001(1-a):** "Business relationship" means a connection between two or more parties based on commercial activity of one of the parties. The term does not include a connection based on:

- (A) a transaction that is subject to rate or fee regulation by a federal, state, or local governmental entity or an agency of a federal, state, or local governmental entity;
- (B) a transaction conducted at a price and subject to terms available to the public; or
- (C) a purchase or lease of goods or services from a person that is chartered by a state or federal agency and that is subject to regular examination by, and reporting to, that agency.

**Local Government Code § 176.003(a)(2)(A) and (B):**

(a) A local government officer shall file a conflicts disclosure statement with respect to a vendor if:

\*\*\*

(2) the vendor:

(A) has an employment or other business relationship with the local government officer or a family member of the officer that results in the officer or family member receiving taxable income, other than investment income, that exceeds \$2,500 during the 12-month period preceding the date that the officer becomes aware that

- (i) a contract between the local governmental entity and vendor has been executed;
- or
- (ii) the local governmental entity is considering entering into a contract with the vendor;

(B) has given to the local government officer or a family member of the officer one or more gifts that have an aggregate value of more than \$100 in the 12-month period preceding the date the officer becomes aware that:

- (i) a contract between the local governmental entity and vendor has been executed; or
- (ii) the local governmental entity is considering entering into a contract with the vendor.

**Local Government Code § 176.006(a) and (a-1)**

(a) A vendor shall file a completed conflict of interest questionnaire if the vendor has a business relationship with a local governmental entity and:

- (1) has an employment or other business relationship with a local government officer of that local governmental entity, or a family member of the officer, described by Section 176.003(a)(2)(A);
- (2) has given a local government officer of that local governmental entity, or a family member of the officer, one or more gifts with the aggregate value specified by Section 176.003(a)(2)(B), excluding any gift described by Section 176.003(a-1); or
- (3) has a family relationship with a local government officer of that local governmental entity.

(a-1) The completed conflict of interest questionnaire must be filed with the appropriate records administrator not later than the seventh business day after the later of:

(1) the date that the vendor:

- (A) begins discussions or negotiations to enter into a contract with the local governmental entity; or
- (B) submits to the local governmental entity an application, response to a request for proposals or bids, correspondence, or another writing related to a potential contract with the local governmental entity; or

(2) the date the vendor becomes aware:

- (A) of an employment or other business relationship with a local government officer, or a family member of the officer, described by Subsection (a);
- (B) that the vendor has given one or more gifts described by Subsection (a); or
- (C) of a family relationship with a local government officer.



**CERTIFICATION**  
REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY  
EXCLUSION FOR COVERED CONTRACTS

**PART A.**

Federal Executive Orders 12549 and 12689 require the Texas Department of Agriculture (TDA) to screen each covered potential contractor to determine whether each has a right to obtain a contract in accordance with federal regulations on debarment, suspension, ineligibility, and voluntary exclusion. Each covered contractor must also screen each of its covered subcontractors.

In this certification "contractor" refers to both contractor and subcontractor; "contract" refers to both contract and subcontract.

By signing and submitting this certification the potential contractor accepts the following terms:

1. The certification herein below is a material representation of fact upon which reliance was placed when this contract was entered into. If it is later determined that the potential contractor knowingly rendered an erroneous certification, in addition to other remedies available to the federal government, the Department of Health and Human Services, United States Department of Agriculture or other federal department or agency, or the TDA may pursue available remedies, including suspension and/or debarment.
2. The potential contractor will provide immediate written notice to the person to which this certification is submitted if at any time the potential contractor learns that the certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
3. The words "covered contract", "debarred", "suspended", "ineligible", "participant", "person", "principal", "proposal", and "voluntarily excluded", as used in this certification have meanings based upon materials in the Definitions and Coverage sections of federal rules implementing Executive Order 12549. Usage is as defined in the attachment.
4. The potential contractor agrees by submitting this certification that, should the proposed covered contract be entered into, it will not knowingly enter into any subcontract with a person who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the Department of Health and Human Services, United States Department of Agriculture or other federal department or agency, and/or the TDA, as applicable.

Do you have or do you anticipate having subcontractors under this proposed contract?

Yes

No

5. The potential contractor further agrees by submitting this certification that it will include this certification titled "Certification Regarding Debarment, Suspension, Ineligibility, and Voluntary Exclusion for Covered Contracts" without modification, in all covered subcontracts and in solicitations for all covered subcontracts.
6. A contractor may rely upon a certification of a potential subcontractor that it is not debarred, suspended, ineligible, or voluntarily excluded from the covered contract, unless it knows that the certification is erroneous. A contractor must, at a minimum, obtain certifications from its covered subcontractors upon each subcontract's initiation and upon each renewal.
7. Nothing contained in all the foregoing will be construed to require establishment of a system of records in order to render in good faith the certification required by this certification document. The knowledge and information of a contractor is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
8. Except for contracts authorized under paragraph 4 of these terms, if a contractor in a covered contract knowingly enters into a covered subcontract with a person who is suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the federal government, Department of Health and Human Services, United States Department of Agriculture, or other federal department or agency, as applicable, and/or the TDA may pursue available remedies, including suspension and/or debarment.

**PART B. CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION FOR COVERED CONTRACTS**

Indicate in the appropriate box which statement applies to the covered potential contractor:

- The potential contractor certifies, by submission of this certification, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this contract by any federal department or agency or by the State of Texas.
- The potential contractor is unable to certify to one or more of the terms in this certification. In this instance, the potential contractor must attach an explanation for each of the above terms to which he is unable to make certification. Attach the explanation(s) to this certification.

Name of Contractor	Vendor ID No. or Social Security No.	Program No.

Robert D Hachar  
Signature of Authorized Representative

2/2/2024  
Date

Robert D. Hachar  
Printed/Typed Name and Title of  
Authorized Representative

**CERTIFICATION REGARDING FEDERAL LOBBYING**  
**(Certification for Contracts, Grants, Loans, and Cooperative Agreements)**

**PART A. PREAMBLE**

Federal legislation, Section 319 of Public Law 101-121 generally prohibits entities from using federally appropriated funds to lobby the executive or legislative branches of the federal government. Section 319 specifically requires disclosure of certain lobbying activities. A federal government-wide rule, "New Restrictions on Lobbying", published in the Federal Register, February 26, 1990, requires certification and disclosure in specific instances.

**PART B. CERTIFICATION**

This certification applies only to the instant federal action for which the certification is being obtained and is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$100,000 for each such failure.

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No federally appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a member of Congress, an officer or employee of Congress, or an employee of a member of Congress in connection with the awarding of any federal contract, the making of any federal grant, the making of any federal loan, the entering into of any cooperative agreement, or the extension, continuation, renewal, amendment, or modification of any federal contract, grant, loan, or cooperative agreement.
2. If any funds other than federally appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a member of Congress, an officer or employee of Congress, or an employee of a member of Congress in connection with these federally funded contract, subcontract, subgrant, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying", in accordance with its instructions. (If needed, contact the Texas Department of Agriculture to obtain a copy of Standard Form-LLL.)

3. The undersigned shall require that the language of this certification be included in the award documents for all covered subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all covered subrecipients will certify and disclose accordingly.

Do you have or do you anticipate having covered subawards under this transaction?

Yes

No

Name of Contractor/Potential Contractor	Vendor ID No. or Social Security No.	Program No.
N/A		

Name of Authorized Representative	Title

Robert D Hachar  
Signature – Authorized Representative

2/2/2024  
Date

**WEBB COUNTY PURCHASING DEPT.  
QUALIFIED PARTICIPATING VENDOR CODE OF ETHICS  
AFFIDAVIT FORM**

STATE OF TEXAS \*

KNOW ALL MEN BY THESE PRESENTS:

COUNTY OF WEBB \*

BEFORE ME the undersigned Notary Public, appeared Robert D. Hachar, the herein-named "Affiant", who is a resident of Webb County, State of Texas, and upon his/her respective oath, either individually and/or behalf of their respective company/entity, do hereby state that I have personal knowledge of the following facts, statements, matters, and/or other matters set forth herein are true and correct to the best of my knowledge.

*I personally, and/or in my respective authority/capacity on behalf of my company/entity do hereby confirm that I have reviewed and agree to fully comply with all the terms, duties, ethical policy obligations and/or conditions as required to be a qualified participating vendor with Webb County, Texas as set forth in the Webb County Purchasing Code of Ethics Policy posted at the following address: <http://www.webbcountytx.gov/PurchasingAgent/PurchasingEthicsPolicy.pdf>*

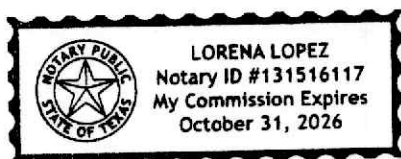
*I personally, and/or in my respective authority/capacity on behalf of my company/entity do hereby further acknowledge, agree and understand that as a participating vendor with Webb County, Texas on any active solicitation/proposal/qualification that I and/or my company/entity failure to comply with the Code of Ethics policy may result in my and/or my company/entity disqualification, debarment or make void my contract awarded to me, my company/entity by Webb County. I agree to communicate with the Purchasing Agent or his designees should I have questions or concerns regarding this policy to ensure full compliance by contacting the Webb County Purchasing Dept. via telephone at (956) 523-4125 or e-mail to the Webb County Purchasing Agent to [joel@webbcountytx.gov](mailto:joel@webbcountytx.gov).*

Executed and dated this 2nd day of February, 2024.

Robert D. Hachar  
Signature of Affiant

ROBERT D. HACHAR  
Printed Name of Affiant/Company/Entity

SWORN to and subscribed before me, this 2nd day February, 2024



[Signature]  
NOTARY PUBLIC, STATE OF TEXAS

**Offeror: Complete & Return this Form with Response Submission.**

**House Bill 89 Verification**

I, Robert D. Hachar, the undersigned representative of (company or business name) Hachar Billboards (heretofore referred to as company) being an adult over the age of eighteen (18) years of age, after being duly sworn by the undersigned notary, do hereby depose and verify under oath that the company named above, under the provisions of Subtitle F, Title 10, Government Code Chapter 2270:

1. Does not boycott Israel currently; and
2. Will not boycott Israel during the term of the contract.

Pursuant to Section 2270.001, Texas Government Code:

1. "Boycott Israel" means refusing to deal with, terminating business activities with, or otherwise taking any action that is intended to penalize, inflict economic harm on, or limit commercial relations specifically with Israel, or with a person or entity doing business in Israel or in an Israeli-controlled territory, but does not include an action made ordinary business purposes; and

2. "Company" means a for-profit sole proprietorship, organization, association, corporation, partnership, joint venture, limited partnership, limited liability partnership, or an limited liability company, including a wholly owned subsidiary, majority-owned subsidiary, parent company or affiliate of those entities or business association that exist to make a profit.

Robert D Hachar  
Signature of Company Representative

2/2/2024  
Date

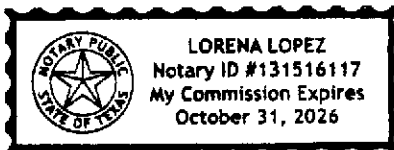
On this 2<sup>nd</sup> day of February, 2024, personally appeared

Robert D. Hachar, the above named person, who after by me being duly sworn, did swear and confirm that the above is true and correct.

Notary Seal

[Signature]  
Notary Signature

2/2/24  
Date



**Offeror: Complete & Return this Form with Response Submission.  
Senate Bill 252 Certification**

SB 252 CHAPTER 2252 CERTIFICATION I, Robert D. Hachar, the undersigned representative of Hachar Billboards (Company or business name) being an adult over the age of eighteen (18) years of age, pursuant to Texas Government Code, Chapter 2252, Section 2252.152 and Section 2252.153, certify that the company named above is not listed on the website of the Comptroller of the State of Texas concerning the listing of companies that are identified under Section 806.051, Section 807.051 or Section 2253.153. I further certify that should the above-named company enter into a contract that is on said listing of companies on the website of the Comptroller of the State of Texas which do business with Iran, Sudan or any Foreign Terrorist Organization, I will immediately notify Mr. Jose Angel Lopez III, Webb County Purchasing Agent at (956) 523-4125 or via email at [joel@webbcountytx.gov](mailto:joel@webbcountytx.gov)

Robert D. Hachar Name of Company Representative (Print)

Robert D Hachar Signature of Company Representative

2/2/2024 Date

PROOF OF NO DELINQUENT TAXES OWED TO WEBB COUNTY

Name Robert D. Hachar owes no delinquent property taxes to Webb County.

Hachar Billboards owes no property taxes as a business in Webb County.  
(Business Name)

Hachar Billboards owes no property taxes as a resident of Webb County.  
(Business Owner)

Robert D Hachar

Person who can attest to the above information

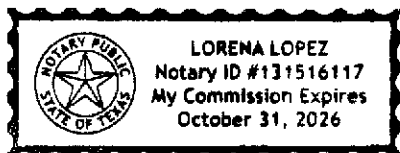
**\* SIGNED NOTORIZED DOCUMENT AND PROOF OF NO DELINQUENT TAXES TO WEBB COUNTY.**

The State of Texas  
County of Webb

Before me, a Notary Public, on this day personally appeared Robert D. Hachar, know to me (or proved to me on the oath of Robert D. Hachar) to be the person whose name is subscribed to the forgoing instrument and acknowledged to me that he executed the same for the purpose and consideration therein expressed.

Given under my hand and seal of office this 2<sup>nd</sup> day of February 2024.

Notary Public, State of Texas



Lorena Lopez

(Print name of Notary Public here)

My commission expires the 31<sup>st</sup> day of October 2024



**ADDENDUM NUMBER 2 TO THE RFP DOCUMENTS**

Addendum Date: January 22, 2024

RFP DOCUMENT NUMBER RFP 2024-004

“Webb County Fairgrounds – Marketing and Advertising Services”

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A. This Addendum shall be considered part of the RFP documents for the above-mentioned project as though it had been issued at the same time and shall be incorporated integrally therewith. Where provisions of the following supplementary data differ from those of the original bid documents, this Addendum shall govern and take precedence. **RESPONDENTS / BIDDERS MUST SIGN THE ADDENDUM AND SUBMIT IT WITH THEIR BIDS/PROPOSALS.**

B. Respondents/Bidders are hereby notified that they shall make any necessary adjustments in their estimates as a result of this Addendum. It will be construed that each Respondent/bidder's proposal is submitted with full knowledge of all modifications and supplemental data specified herein.

Except as described below, the original RFP/bid document remains unchanged. The RFP/Bid documents are modified and/or clarified, as follows:

1.) **Addendum No. 1 is voided in its entirety**, system error caused incorrect changes to RFP documents to be posted. Addendum No. 2 will replace what the original intent was to inform the general public regarding new public notice posting in the general circulation and extension of sealed bid/proposal deadline.

2.) **Section 1.41 RFP Schedule of Events Updated time/ Dates as follows:**

**Original** publication dates for Public Notice/Newspaper postings

✓ *Friday, January 19, 2024 and Friday, January 26, 2024.*

**Revised** publication dates for Public Notice/Newspaper postings

✓ *Tuesday, January 23, 2024 and Tuesday, January 30, 2024.*

**Original** Sealed Bids/Proposal due date and time

✓ *January 31, 2024 @ 3 pm (CT)*

**Revised** Sealed Bids/Proposal due date and time

✓ *February 07, 2024 @ 10 am (CT)*

**RESPONDENT/BIDDER MUST ACKNOWLEDGE THIS ADDENDUM BY SIGNING BELOW AND ATTACHING THE SIGNED ADDENDUM TO THE PROPOSAL/BID FORM(s):**

Company Name

Hachar Billboards

Contact Person

Robert D. Hachar

Signature

*Robert D Hachar*

Date

2/2/2024

**THIS CONCLUDES ADDENDUM NO. 1 IN ITS ENTIRETY.**

This Addendum is being transmitted electronically via our E-Bid site @ <https://webbcountybid.ionwave.net/Login.aspx>. If you have any questions, please direct them to; Juan Guerrero Jr. (956) 523-4149 or email at [juguerrero@webbcountytx.gov](mailto:juguerrero@webbcountytx.gov).