

AGREEMENT NO. _____

INDEPENDENT CONTRACTOR'S AGREEMENT

[Over \$40,000]

This **INDEPENDENT CONTRACTOR'S AGREEMENT** ("Agreement") is made and entered into on _____, by and between the **CITY OF BAKERSFIELD**, a municipal corporation (referred to herein as "CITY"), and **GREENTECH NEWS LLC dba GREENTECH NETWORK**, a Limited Liability Company authorized to do business in California (referred to herein as "CONTRACTOR").

RECITALS

WHEREAS, CONTRACTOR represents that CONTRACTOR is experienced, well qualified and a specialist in the field of marketing and connectivity within targeted industry clusters (Agri-tech, Environmental Services, Oil and Gas, and Renewable Energy); and

WHEREAS, in line with the Economic Development Strategic Plan adopted by Council on September 15, 2021, the Economic and Community Development (ECD) Department desires to position Bakersfield as a destination for innovation and promote the retention, transition and advancement of the region's traditional mainstay industries; and

WHEREAS, CITY does not have expertise currently on staff to produce a marketing plan that showcases Bakersfield's innovations in energy, water and agriculture; and

WHEREAS, CONTRACTOR can assist the CITY in fostering collaboration between industry partners to promote economic resiliency and position Bakersfield as a global leader in technology and innovation.

NOW, THEREFORE, incorporating the foregoing recitals herein, CITY and CONTRACTOR mutually agree as follows:

1. **SCOPE OF WORK.** In exchange for the Compensation (defined below), CONTRACTOR shall perform the following: establish an online media headquarters and industry association; launch an online campaign; create a documentary series featuring Bakersfield's technology and innovation leadership; and host regular networking events as more particularly described in **Exhibit "A,"** attached hereto and incorporated by reference

herein ("Scope of Work"). The Scope of Work shall include all items and procedures necessary to properly complete the task CONTRACTOR has been hired to perform, whether specifically included in the Scope of Work or not.

2. **COMPENSATION/PAYMENT PROCEDURE.** Subject to the conditions of this section, CITY will pay CONTRACTOR for performing the Scope of Work ("Compensation"), a total amount not to exceed **ONE HUNDRED SIX THOUSAND FIVE HUNDRED DOLLARS (\$106,500)** as follows:

- 2.1 Fees shall be paid in nine (9) installments of TEN THOUSAND DOLLARS **(\$10,000)** and (1) installment of SEVEN THOUSAND FIVE HUNDRED DOLLARS **(\$7,500)** for reimbursable project expenses payable within 30 days of receiving an expense invoice; and

- 2.2 Installments not to exceed NINE THOUSAND DOLLARS **(\$9,000)** for reimbursable travel expenses within 30 days of receiving an expense invoice.

CITY will pay CONTRACTOR within 30 days after CONTRACTOR submits an itemized invoice for the portions of the Scope of Work completed and that invoice is approved by CITY. The Compensation will be the total amount paid to CONTRACTOR for performing the Scope of Work and includes, but is not limited to, all out-of-pocket costs and taxes. CITY will pay no other compensation to CONTRACTOR. In no case will CITY compensate CONTRACTOR more than **ONE HUNDRED SIX THOUSAND FIVE HUNDRED DOLLARS (\$106,500)** for performing the Scope of Work.

3. **TERM.** Unless terminated sooner, as set forth herein, this Agreement shall terminate on May 31, 2024.
4. **TERMINATION.** Either party may terminate this Agreement after giving the other party written notice, as provided herein, ten days before the termination is effective.
5. **COMPLIANCE WITH ALL LAWS.** CONTRACTOR shall, at CONTRACTOR's sole cost, comply with all of the requirements of Municipal, State, and Federal authorities now in force, or which may hereafter be in force, pertaining to this Agreement, and shall faithfully observe in all activities relating to or growing out of this Agreement all Municipal ordinances and State and Federal statutes, rules or regulations, and permitting requirements now in force or which may hereafter be in force including, without limitation, obtaining a City of Bakersfield business tax certificate (Bakersfield Municipal

Code Chapter 5.02) where required.

6. **INDEPENDENT CONTRACTOR.** This Agreement calls for CONTRACTOR's performance of the Scope of Work as an independent contractor. CONTRACTOR is not an agent or employee of the CITY for any purpose and is not entitled to any of the benefits provided by CITY to its employees. This Agreement shall not be construed as forming a partnership or any other association with CONTRACTOR other than that of an independent contractor.
7. **DIRECTION.** CONTRACTOR retains the right to control or direct the manner in which the services described herein are performed.
8. **EQUIPMENT.** CONTRACTOR will supply all equipment, tools, materials and supplies necessary to perform the services under this Agreement.
9. **STARTING WORK.** CONTRACTOR shall not begin work until authorized to do so in writing by CITY. No work will be authorized before the date first written above.
10. **KEY PERSONNEL.** CONTRACTOR shall name all key personnel to be assigned to perform the Scope of Work. All key personnel shall be properly licensed and have the experience to perform the work called for under this Agreement. CONTRACTOR shall provide background for each of the key personnel including, without limitation, resumes and work experience performing work similar to the Scope of Work. CITY reserves the right to approve key personnel. Once the key personnel are approved, CONTRACTOR shall not change such personnel without CITY's written approval.
11. **INCLUDED DOCUMENTS.** Any bid documents, including, without limitation, special provisions and standard specifications and any Request for Proposals, Request for Qualifications and responses thereto relating to this Agreement are incorporated by reference as though fully set forth herein.
12. **LICENSES.** CONTRACTOR shall, at its sole cost and expense, keep in effect or obtain at all times during the term of this Agreement any licenses, permits and approvals which are legally required for CONTRACTOR to practice its profession and perform the Scope of Work. If CONTRACTOR is a corporation, at least one officer or key employee shall hold the required licenses or professional degrees. If CONTRACTOR is a partnership, at least one partner shall hold the required licenses or professional degrees.

13. **STANDARD OF PERFORMANCE.** The Scope of Work shall be performed in conformity with all legal requirements and industry standards observed by a specialist of CONTRACTOR's profession in California.
14. **SB 854 COMPLIANCE.** To the extent Labor Code Section 1771.1 applies to this Agreement, a contractor or subcontractor shall not be qualified to bid on, be listed in a bid proposal, be subject to the requirements of Section 4104 of the Public Contract Code, or engage in the performance of any contract for public work, as defined in this chapter, unless currently registered and qualified to perform public work pursuant to Section 1725.5. It is not a violation of Labor Code Section 1771.1 for an unregistered contractor to submit a bid that is authorized by Section 7029.1 of the Business and Professions Code or by Section 10164 or 20103.5 of the Public Contract Code, provided the contractor is registered to perform public work pursuant to Section 1725.5 at the time the contract is awarded. The prime contractor is required to post job site notices in compliance with Title 8 California Code of Regulations Section 16451. This project is subject to compliance monitoring and enforcement by the Department of Industrial Relations.
15. **NO WAIVER OF DEFAULT.** The failure of any party to enforce against another party any provision of this Agreement shall not constitute a waiver of that party's right to enforce such a provision at a later time and shall not serve to vary the terms of this Agreement.
16. **INSURANCE.**
- 16.1 **Types and Limits of Insurance.** In addition to any other insurance or security required under this Agreement, CONTRACTOR must procure and maintain, for the duration of this Agreement, the types and limits of insurance below ("Basic Insurance Requirements").
- 16.1.1 **Automobile liability insurance,** providing coverage for owned, non-owned, and hired autos on an occurrence basis for bodily injury, including death, of one or more persons, property damage, and personal injury, with limits of not less than \$1,000,000 per occurrence.
- 16.1.2 **Commercial general liability insurance,** unless otherwise approved by CITY's Risk Manager, providing coverage on an occurrence basis for bodily injury, including death, of one or more persons, property damage, and personal injury, with limits of not less than \$1,000,000 per occurrence. The policy must:

- 16.1.2.1** Provide contractual liability coverage for the terms of this Agreement;
- 16.1.2.2** Provide products and completed operations coverage;
- 16.1.2.3** Provide premises, operations, and mobile equipment coverage; and
- 16.1.2.4** Contain an additional insured endorsement in favor of CITY and its mayor, council, officers, agents, employees, and designated volunteers.

16.1.3 **Workers' compensation insurance** with limits of not less than \$1,000,000 per occurrence. In accordance with the provisions of Labor Code Section 3700, every contractor will be required to secure the payment of compensation to his employees. Pursuant to Labor Code Section 1861, CONTRACTOR must submit to CITY the following certification before beginning any work on the Improvements:

I am aware of the provisions of Section 3700 of the Labor Code which require every employer to be insured against liability for worker's compensation or to undertake self-insurance in accordance with the provisions of that code, and I will comply with such provisions before commencing the performance of the work of this contract.

By executing this Agreement, CONTRACTOR is submitting the certification required above.

The policy must contain a waiver of subrogation in favor of CITY and its mayor, council, officers, agents, employees, and designated volunteers.

16.2 General Provisions Applying to All Insurance Types.

16.2.1 All policies required of CONTRACTOR must be written on a first-dollar coverage basis, or contain a deductible provision. Subject to CITY's advance approval, CONTRACTOR may utilize a self-insured retention in any or all of the policies provided, but the policy or policies may not contain language, whether added by endorsement or

contained in the policy conditions, that prohibits satisfaction of any self-insured provision or requirement by anyone other than the named insured or by any means including other insurance or which is intended to defeat the intent or protection of an additional insured.

- 16.2.2** All policies required of CONTRACTOR must be primary insurance as to CITY and its mayor, council, officers, agents, employees, or designated volunteers and any insurance or self-insurance maintained by CITY and its mayor, council, officers, agents, employees, and designated volunteers must be excess of CONTRACTOR's insurance and must not contribute with it.
- 16.2.3** The insurance required above, except for workers' compensation insurance, must be placed with insurers with a Best's rating as approved by CITY's Risk Manager, but in no event less than A-:VII. Any deductibles, self-insured retentions, or insurance in lesser amounts, or lack of certain types of insurance otherwise required by this Agreement, or insurance rated below Best's A-:VII, must be declared prior to execution of this Agreement and approved by CITY in writing.
- 16.2.4** The insurance required in this section must be maintained until the Scope of Work is satisfactorily completed as evidenced by CITY's written acceptance. All policies must provide that there will be continuing liability thereon, notwithstanding any recovery on any policy.
- 16.2.5** Full compensation for all premiums which the CONTRACTOR is required to pay to satisfy the Basic Insurance Requirements shall be considered as included in the prices paid for the performance of the Scope of Work, and no additional allowance will be made therefor or for additional premiums which may be required by extensions of the policies of insurance.
- 16.2.6** It is further understood and agreed by CONTRACTOR that its liability to CITY will not in any way be limited to or affected by the amount of insurance obtained and carried by CONTRACTOR in connection with this Agreement.

16.2.7 Unless otherwise approved by CITY, if any part of the Scope of Work is subcontracted, the Basic Insurance Requirements must be provided by, or on behalf of, all subcontractors even if CITY has approved lesser insurance requirements for CONTRACTOR, and all subcontractors must agree in writing to be bound by the provisions of this section.

- 17. THIRD PARTY CLAIMS.** In the case of public works contracts, CITY will timely notify CONTRACTOR of third party claims relating to this Agreement. CITY shall be allowed to recover from CONTRACTOR, and CONTRACTOR shall pay on demand, all costs of notification.
- 18. INDEMNITY.** CONTRACTOR shall indemnify, defend, and hold harmless CITY and CITY's officers, agents and employees against any and all liability, claims, actions, causes of action or demands whatsoever against them, or any of them, before administrative or judicial tribunals of any kind whatsoever, arising out of, connected with, or caused by CONTRACTOR or CONTRACTOR's employees, agents, independent contractors, companies, or subcontractors in the performance of, or in any way arising from, the terms and provisions of this Agreement whether or not caused in part by a party indemnified hereunder, except for CITY's sole active negligence or willful misconduct.
- 19. ASSIGNMENT.** Neither this Agreement nor any rights, interests, duties, liabilities, obligations or responsibilities arising out of, concerning or related in any way to this Agreement (including, but not limited to, accounts, actions, causes of action, claims, damages, demands, liabilities, losses, obligations, or reckonings of any kind or nature whatsoever, for compensatory or exemplary and punitive damages, or declaratory, equitable or injunctive relief, whether based on contract, equity, tort or other theories of recovery provided for by the common or statutory law) may be assigned or transferred by any party. Any such assignment is prohibited, and shall be unenforceable and otherwise null and void without the need for further action by the non-assigning party or parties.
- 20. ACCOUNTING RECORDS.** CONTRACTOR shall maintain accurate accounting records and other written documentation pertaining to all costs incurred in performance of this Agreement. Such records and documentation shall be kept at CONTRACTOR's office during the term of this Agreement, and for a period of three years from the date of the final payment hereunder, and made available to CITY representatives upon request at any time during regular business hours.

21. **BINDING EFFECT.** The rights and obligations of this Agreement shall inure to the benefit of, and be binding upon, the parties to the Agreement and their heirs, administrators, executors, personal representatives, successors and assigns.
22. **CORPORATE AUTHORITY.** Each individual signing this Agreement on behalf of entities represents and warrants that they are, respectively, duly authorized to sign on behalf of the entities and to bind the entities fully to each and all of the obligations set forth in this Agreement.
23. **COUNTERPARTS.** This Agreement may be executed in any number of counterparts, each of which shall be considered as an original and be effective as such.
24. **EXECUTION.** This Agreement is effective upon execution. It is the product of negotiation and all parties are equally responsible for authorship of this Agreement. Section 1654 of the California Civil Code shall not apply to the interpretation of this Agreement.
25. **EXHIBITS.** In the event of a conflict between the terms, conditions or specifications set forth in this Agreement and those in exhibits attached hereto, the terms, conditions, or specifications set forth in this Agreement shall prevail. All exhibits to which reference is made in this Agreement are deemed incorporated in this Agreement, whether or not actually attached.
26. **FURTHER ASSURANCES.** Each party shall execute and deliver such papers, documents, and instruments, and perform such acts as are necessary or appropriate, to implement the terms of this Agreement and the intent of the parties to this Agreement.
27. **GOVERNING LAW.** The laws of the State of California will govern the validity of this Agreement and its interpretation and performance. Any litigation arising in any way from this Agreement shall be brought in Kern County, California.
28. **INTERPRETATION.** Whenever the context so requires, the masculine gender includes the feminine and neuter, and the singular number includes the plural.
29. **MERGER AND MODIFICATION.** This Agreement sets forth the entire agreement between the parties and supersedes all other oral or written representations. This Agreement may be modified only in a writing approved by the City Council and signed by all the parties.

30. **NON-INTEREST.** No CITY officer or employee shall hold any interest in this Agreement (California Government Code section 1090).
31. **NOTICES.** All notices relative to this Agreement shall be given in writing and shall be personally served or sent by certified or registered mail and be effective upon actual personal service or depositing in the United States mail. The parties shall be addressed as follows, or at any other address designated by notice:

CITY: **CITY OF BAKERSFIELD**
CITY HALL
1600 Truxtun Avenue
Bakersfield, California 93301

CONTRACTOR: **GREENTECH NEWS LLC**
5700 Roundup Way
Bakersfield, CA 93306

32. **RESOURCE ALLOCATION.** All CITY obligations under the terms of this Agreement are subject to the appropriation and allocation of resources by the City Council.
33. **TITLE TO DOCUMENTS.** All documents, plans, and drawings, maps, photographs, and other papers, or copies thereof prepared by CONTRACTOR pursuant to the terms of this Agreement, shall, upon preparation, become CITY property.
34. **TAX NUMBERS.**

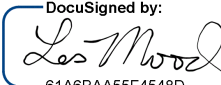
CONTRACTOR's Federal Tax ID Number _____
 CONTRACTOR is a corporation? Yes _____ No X _____
 (Please check one.)

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed as of the date first written above.

"CITY"
CITY OF BAKERSFIELD

By: _____
KAREN GOH
 Mayor

"CONTRACTOR"
GREENTECH NETWORK LLC

DocuSigned by:

 By: _____
LES MOOD
 CEO

[Additional Signatures on Following Page]

APPROVED AS TO CONTENT:
**ECONOMIC AND COMMUNITY
DEVELOPMENT DEPARTMENT**

DocuSigned by:
By: Jennifer M. Byers
B8BFEC5FD685486
JENNIFER M. BYERS
Acting Economic & Community
Development Director

APPROVED AS TO FORM:
VIRGINIA GENNARO
City Attorney

By: _____
JOSHUA H. RUDNICK
Deputy City Attorney II

Insurance: _____

COUNTERSIGNED:

By: _____
RANDY MCKEEGAN
Finance Director

JHR:ag
Attachment: Exhibit A



+ Proposal

GreenTech News LLC DBA GreenTech Network

Be with one of the most success
companies in the last years. Find out what
is the different between us and our market
competitors.

Prepared by:

Les Mood

GreenTech Network
Bakersfield, CA
lesmood.com
contact@lesmood.com

Proposal Issued
09.05.23

Statement of Confidentiality

This proposal and supporting document contains confidential proprietary business information of creator. This material may be printed or photocopied for use in evaluating the proposal project, but not to be shared with other parties



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Executive Summary

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Executive Summary

Christian Clegg
City Manager
City of Bakersfield
1600 Truxtun Avenue
Bakersfield, CA 93301

Subject: GreenTech Talks Proposal in Alignment with Bakersfield PSVS Economic Development Strategic Plan

Delivered electronically

Dear Mr. Clegg:

GreenTech Talks is proud to present a comprehensive proposal to collaborate with the City of Bakersfield in promoting its economic and community agenda outlined in the PSVS Economic Development Strategic Plan.

Our influential media platform is dedicated to showcasing cutting-edge advancements in the green technology sector. By partnering with Bakersfield, we aim to create engaging video and audio content that highlights the city's leadership in innovation and aligns with its economic plan.

Our objectives include spotlighting Bakersfield's advancements in targeted industry clusters, amplifying the economic and community agenda, fostering collaboration and partnerships among industry leaders, and creating networking opportunities.

We will leverage our LinkedIn presence, particularly Les Mood's Top Voice for Tech and Innovation status, to reach the target audience and facilitate connections within the community. The attached table demonstrates the alignment of GreenTech Talks campaign objectives with Bakersfield's PSVS Economic Development Strategic Plan objectives.

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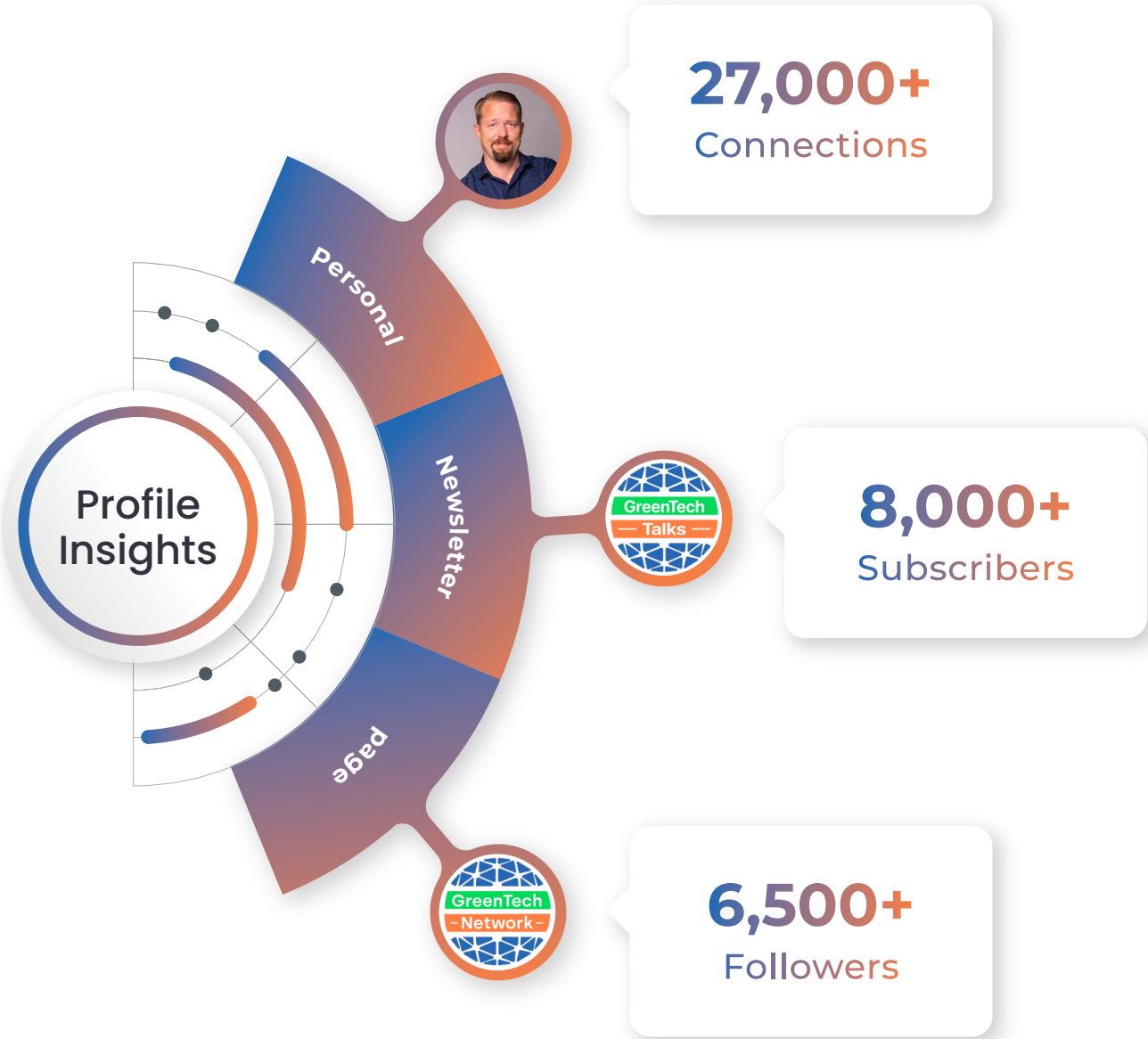
Company Profile

A large, stylized wavy line that starts as a thin orange line from the top right, curves down and left, then loops back up and right, ending as a thin orange line at the bottom right. The line has a blue-to-orange gradient.



Who We Are

GreenTech Talks is an influential media platform specializing in highlighting the latest advancements in green technology. Our mission is to connect energy, agriculture, and water professionals and position cities like **Bakersfield as global leaders in technology and innovation**. We provide a platform for sharing knowledge and fostering collaboration, ensuring that cities reach their full potential in sustainable development.



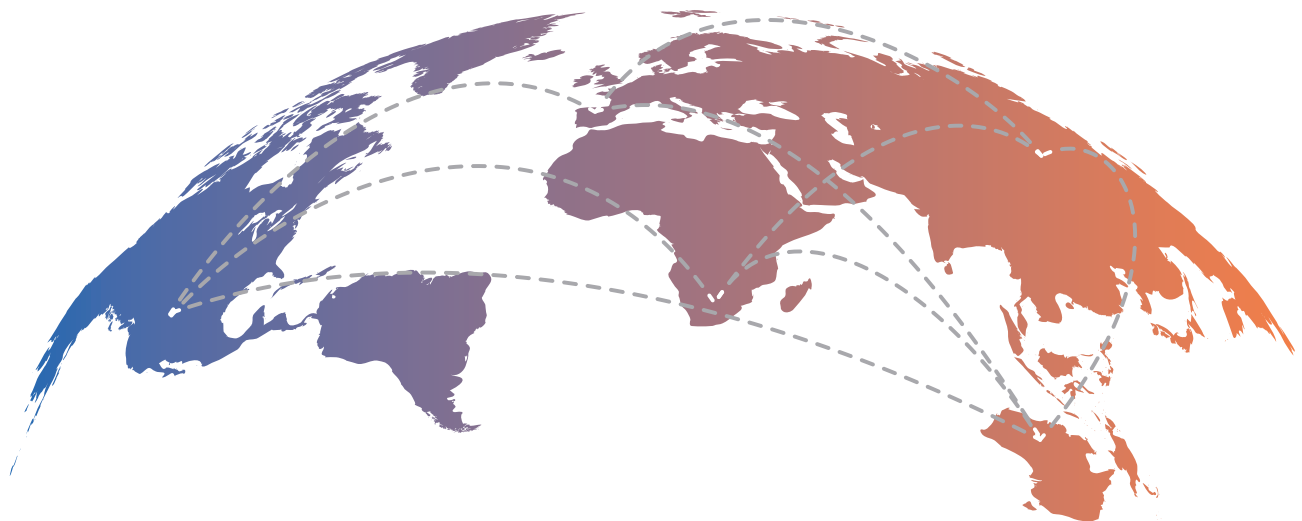
Please note that the followers count mentioned here is based on the latest data collected as of May 2023. We strive to provide accurate and up-to-date information to our audience. We will make efforts to regularly update the follower count to reflect the most current data available.



Why LinkedIn?

LinkedIn's mission is to "**connect the world's professionals to make them more productive and successful.**"

LinkedIn, as a professional networking platform, offers an unparalleled reach to industry leaders, innovators, and policymakers. Les Mood's status as a Top Voice for Tech and Innovation on LinkedIn ensures that our campaign will have extensive visibility and impact. By utilizing LinkedIn, we can effectively target the right audience, foster connections, and facilitate collaborations among professionals in the energy, agriculture, and water sectors. LinkedIn also provides a platform for sharing knowledge, promoting events, and engaging with industry experts, making it the ideal choice for our GreenTech Talks campaign.



900+
Million

**Members
Worldwide**

4X

**Content
Engagement**

92%

**B2B
Marketers**

We understand the importance of accurate and reliable statistics, especially when it comes to platforms like LinkedIn. Therefore, we want to assure you that the statistics count mentioned here for LinkedIn is based on the latest data collected from reputable web sources. We strive to regularly update our data to reflect the most current information available.

Company Profile



Experience

Over the last three years, GreenTech Network has successfully executed **content campaigns** for numerous startups and industry organizations, leading to visible online growth, economic development and partnerships even here in the City of Bakersfield by promoting their innovations and leadership in the green technology sector.

Our campaigns have led to increased visibility, investment opportunities, and the establishment of fruitful collaborations between industry leaders, innovators, and policymakers.

In 2022, Les Mood was selected by **LinkedIn Creator Accelerator Program** to launch a campaign series called GreenTech Talks which includes video interviews, audio events, newsletters, live broadcasts and networking opportunities among other marketing services.

He has since been named as **5 Top Voice for Technology and Innovation**, one of four in the world, tasked to elevate conversations across the world.

Top demographics ?

Seniority ▾

Senior · 30.2%

Entry · 18.4%

Director · 11.8%

CXO · 10.4%

Manager · 6.5%

Content performance ?

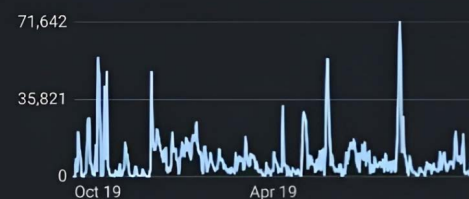
2,951,741

Impressions

30,052

Engagements

Impressions ▾



Daily data is recorded in UTC

Top demographics ?

Industries ▾

Renewable Energy Semiconductor Manufacturing · 18.6%

Motor Vehicle Manufacturing · 5.3%

IT Services and IT Consulting · 5.3%

Oil and Gas · 4.9%

Software Development · 4.3%



Success Stories



Les Mood was my mentor in the inaugural LinkedIn Creator Accelerator program We met in January 2022 The ability/trait that stands out to me is how he can build communities effortlessly He's a genuine connector and has outstanding leadership We joke in the program that he was our team captain! True leaders are not elected, they assume the role naturally, and he's a perfect example! If there's anyone who can change the world, especially in the green technology space, you've found the right person! - **Megan Schoenbauer Lewczyk CPA, CMA, Owner Megan D Lewczyk CPA LLC**



Les Mood is a true professional! I'm honored to call him a friend and have had a great experience going through the LinkedIn Creator Accelerator program together He is someone who you can always count on to be there for you and to get the job done well I highly recommend sponsoring and or hiring Mr Les Mood! - **Cory Connors, Sustainable Packaging Consultant, Landsberg Orora Host Sustainable Packaging Podcast**



Les is an unparalleled expert and leader in his field He has a lofty vision not only for the acceleration of the energy transition, but for involving and benefiting people and groups across all facets of society in the process I say this not based on some abstract sense about him but based upon the way Les has helped me and others I know well Les is a great friend to anyone with an earnest spirit, a willingness to grow and learn, and a desire to help others in the process of pursuing their own goals.

- **Dan Shulman, CEO, Shulman Advisory**

& more clients...





Our Team

Our project team consists of experienced professionals in various fields, including green technology, public affairs, media production, SEO, and event planning. We are dedicated to creating high-quality content that resonates with our target audience and aligns with the city's objectives.

Key Personnel Bios



Les Mood

Les holds a CSUB degree in business administration and finance, with expertise in green technology and public affairs. He is a LinkedIn Top Voice for Tech & Innovation, which ensures that our campaign will have a broad reach and a positive impact on Bakersfield's economic growth and sustainability.



Richard Forrester

Richard is an experienced entrepreneur with a degree in computer science. He has skills in media production, SEO, and event planning, making him an invaluable asset to our team and the success of our campaigns.



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Process & Scope of Work

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Scope of Work & Deliverables

Our 10-month campaign includes the production of 36 high-quality video episodes, featuring interviews with key industry stakeholders, innovators, and policy-makers in Bakersfield or through delegations outside of Bakersfield. Additionally, the campaign will comprise nine online audio or webinar networking events, as well as planning for a year-end, in-person forum in partnership with local industry, the startup ecosystem, policymakers, and LinkedIn. The total budget for the campaign is \$97,500.

Phase	Description	Timeline
Phase 1: Planning	Campaign pages and website, design, build, and planning	First Month
	Establish online media headquarters in Bakersfield	First Month
Phase 2: Video Production	36 high-quality video episodes, interviews, and 9 U.S. trips outside of Bakersfield	Months 2 - 10 (9 months)
Phase 3: Audio Events	9 online audio or webinar networking events	Months 2 - 10 (9 months)
Phase 4: Year-End Forum	Plan for year-end, in-person forum, and generate report	End of Month 6
	Preliminary planning and budget for year-end forum	End of Month 6

Please note that the total cost of the campaign, including the planning phase, online media headquarters, video production, audio events, and year-end forum, is \$97,500. The first month is dedicated to planning, website design, and establishing the online media headquarters in Bakersfield, followed by 9 months of video production and audio events. The year-end forum will be planned during the first 6 months of the campaign and a report generated with preliminary planning and budget, leaving time for promotion during the rest of the campaign.



Our Content Approach: GreenTech Talks

We will leverage community events, such as those hosted by the California Renewable Energy Laboratory (CREL) and California Energy Research Center (CERC), to showcase Bakersfield's innovations in energy, water, and agriculture. The campaign will also provide opportunities for delegations outside of Bakersfield, offering interviews, tours, networking events, and participation in industry-related gatherings.





Alignment with Bakersfield PSVS Economic Development Strategic Plan Objectives

This table illustrates how the GreenTech Talks campaign aligns with the objectives outlined in the Bakersfield PSVS Economic Development Strategic Plan. By working together, we aim to fulfill the city's vision of nurturing a dynamic business culture, promoting economic resiliency, and positioning Bakersfield as a global leader in technology and innovation.

GreenTech Talks Objectives/Actions	Bakersfield PSVS Economic Development Strategic Plan Objectives
Spotlight Bakersfield's leadership and advancements in targeted industry clusters	Targeted Industry Clusters (Agri-tech, Environmental Services, Oil & gas/renewable energy)
Amplify the economic and community agenda outlined in the PSVS Economic Development Strategic Plan	Position Bakersfield as a “destination for innovation”
Foster collaboration and partnerships among industry leaders, innovators, and policymakers	Organize and facilitate entrepreneur networking groups, building on B3K entrepreneurship initiatives
Create networking opportunities and platforms for diverse industry and policy participants	Support cluster networking groups through the workgroups established as part of the B3K process
Produce 36 episodes of high-quality video content showcasing Bakersfield's innovations	Develop and implement a multi-channel marketing approach that creates a positive business image
Host nine online audio or webinar networking events	Organize and promote signature events focused on raising the profile of Bakersfield's entrepreneurial ecosystem
Plan for year-end, in-person forum in partnership with local industry, the startup ecosystem, policymakers, and LinkedIn, along with a proposed budget.	Develop a process and outreach plan to leverage the individual networks of community leaders to support the marketing program



Project Pricing

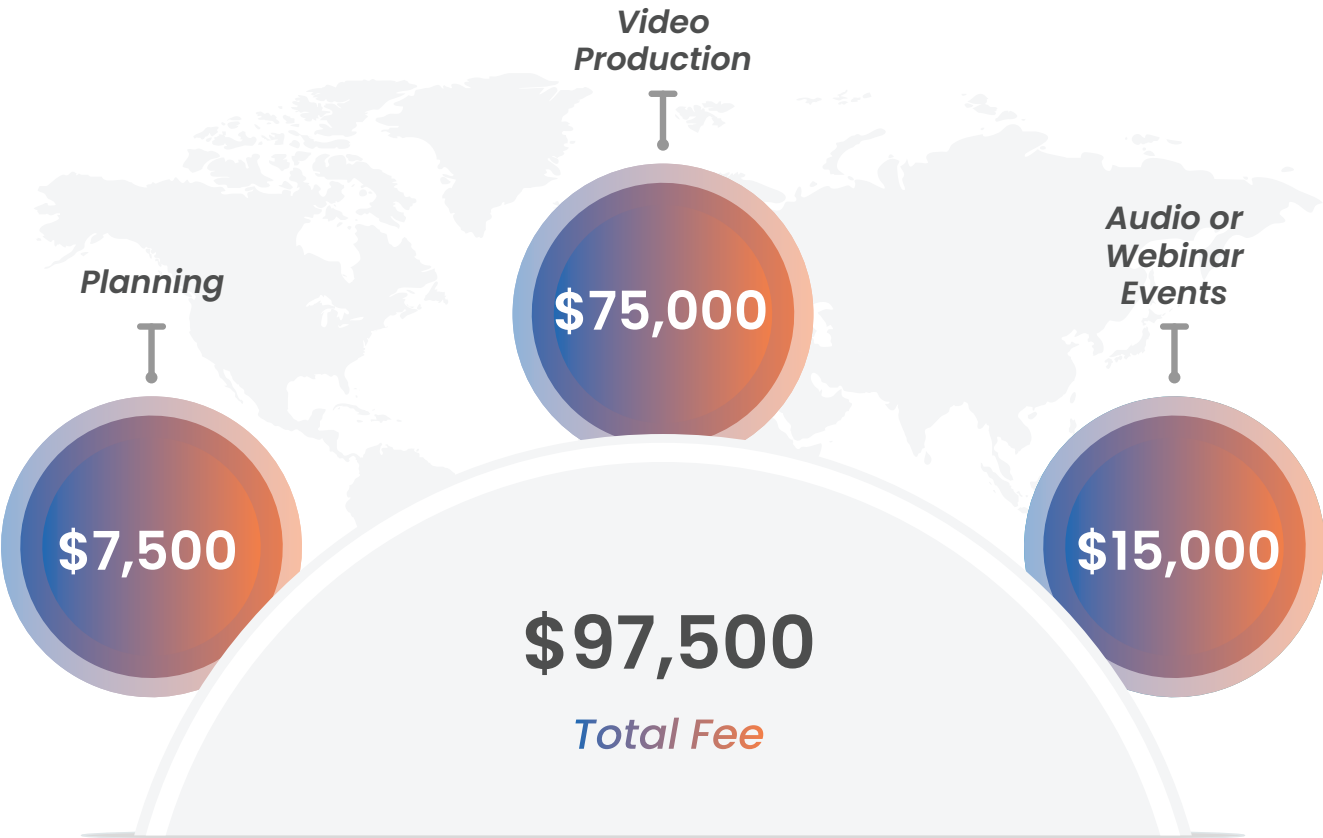


Reimbursable Expenses:

- A not to exceed amount of \$9,000 for travel reimbursements.
- The filming limited to in state and adjacent states.

Innovation Forum:

For a Bakersfield Tech and Innovation Forum, we would expect the costs for facilities, potential key note speaker fees, video and audio, and staff to not exceed \$40,000. It will be important to work closely with the City to plan, budget and facilitate. A report will be provided with a plan and budget in month 6 for the City to review and approve. If approved, promotions for the event would be included in the remaining campaign content.





Conclusion



Conclusion

GreenTech Talks is honored to collaborate with the City of Bakersfield to bring visibility to its economic and community agenda. By harnessing the power of media and leveraging **Les Mood's 5 Top Voice for Tech and Innovation on LinkedIn**, we will highlight the city's leadership in innovation, foster collaboration, and attract investments. We are confident that this campaign will contribute to the realization of Bakersfield's economic goals and further establish its reputation as a hub for green technology advancement.

We value your understanding and strive to provide you with all the necessary information in our handbook. However, we understand that questions may arise. In such cases, we kindly encourage you to approach Green Tech Network for any clarifications. Our team is dedicated to assisting you and ensuring that all your queries are addressed promptly and comprehensively. Whether it's regarding the content, procedures, or any other aspect, don't hesitate to reach out to Green Tech Network.

Certificate Of Completion

Envelope Id: 3B740435046D4731B8C042D9D0621539

Status: Completed

Subject: Complete with DocuSign: Docu_Greentech_Agr.pdf, Insurance Certificates.pdf

Source Envelope:

Document Pages: 29

Signatures: 2

Envelope Originator:

Certificate Pages: 5

Initials: 0

City Clerk's Office

AutoNav: Enabled

city_clerk@bakersfieldcity.us

Envelopel Stamping: Enabled

IP Address: 174.46.226.5

Time Zone: (UTC-08:00) Pacific Time (US & Canada)

Record Tracking

Status: Original

Holder: City Clerk's Office

Location: DocuSign

6/9/2023 12:04:20 PM

city_clerk@bakersfieldcity.us

Security Appliance Status: Connected

Pool: StateLocal

Storage Appliance Status: Connected

Pool: City of Bakersfield

Location: DocuSign

Signer Events**Signature****Timestamp**

Les Mood

les@lesmood.com

Security Level: Email, Account Authentication
(None)

DocuSigned by:



61A6BAA55F4548D...

Sent: 6/9/2023 12:12:28 PM

Resent: 6/9/2023 2:31:05 PM

Viewed: 6/9/2023 2:35:27 PM

Signed: 6/9/2023 2:39:55 PM

Signature Adoption: Drawn on Device

Using IP Address: 107.127.56.4

Signed using mobile

Electronic Record and Signature Disclosure:

Accepted: 6/9/2023 2:35:27 PM


ID: ea93e8d8-7a49-488c-9f24-bfcbcafb8496

Jennifer M. Byers

jbyers@bakersfieldcity.us

Security Level: Email, Account Authentication
(None)

DocuSigned by:



B8BFEC5FD685486...

Sent: 6/9/2023 2:39:56 PM

Viewed: 6/9/2023 4:21:17 PM

Signed: 6/9/2023 4:22:20 PM

Signature Adoption: Pre-selected Style

Using IP Address: 174.46.226.5

Electronic Record and Signature Disclosure:

Accepted: 5/26/2023 10:13:24 AM

ID: ab9ab9e6-74d8-43a0-b6e5-e1f3271042ea

In Person Signer Events**Signature****Timestamp****Editor Delivery Events****Status****Timestamp****Agent Delivery Events****Status****Timestamp****Intermediary Delivery Events****Status****Timestamp****Certified Delivery Events****Status****Timestamp****Carbon Copy Events****Status****Timestamp****Witness Events****Signature****Timestamp****Notary Events****Signature****Timestamp****Envelope Summary Events****Status****Timestamps**

Envelope Sent

Hashed/Encrypted

6/9/2023 12:12:28 PM

Envelope Summary Events	Status	Timestamps
Envelope Updated	Security Checked	6/9/2023 2:31:04 PM
Certified Delivered	Security Checked	6/9/2023 4:21:17 PM
Signing Complete	Security Checked	6/9/2023 4:22:20 PM
Completed	Security Checked	6/9/2023 4:22:20 PM
Payment Events	Status	Timestamps
Electronic Record and Signature Disclosure		

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