

October 13, 2025

Robert Johnson
Executive Director
Freeport Economic Development Corporation
1201 North Avenue H
Freeport, TX 77541

Re: Freeport Branding and Identity Master Plan

Dear Robert,

We are pleased to provide this proposal for professional design services for the Freeport Branding and Identity Master Plan located in Freeport, Texas. For the purposes of this proposal, you will be referred to as the Client, Clark Condon Associates, Inc., as the Landscape Architect, and the consultant team as the Design Team.

SCOPE OF WORK – The City of Freeport is located on Texas' Gulf Coast, east of the Brazos River's mouth in Brazoria County, Texas. The Freeport Economic Development Corporation ("EDC" and "the Client") is considering updating the city's brand identity as part of a city-wide master plan for monumentation, wayfinding, and signage, to assist the Client's mission of community improvement and increased economic development.

The Landscape Architect and Design Team shall be responsible for providing master planning, design, and documentation services for the project. This shall be accomplished by working closely with the Client, stakeholders, and Design Team to develop the guiding documents for the EDC and the City. The detailed scope items and process to complete this work are as follows.

PROJECT START, DATA COLLECTION, AND MEETINGS – (Approx. 4 Months)

1. Collect all existing information and data available from the Client and Design Team research to use as background information for the project.
2. Visit the Client to understand the history, background, opportunities, concerns, and goals for the project.
3. Conduct visioning stakeholder meetings and/or workshops (approximately 2) to solicit feedback at various stages of the project.
4. Attend board meetings (4 meetings are assumed in the scope and fee).
5. Visit the site to become familiar with the existing conditions that will inform the opportunities and constraints.

VISIONING AND BRAND UPDATE – (Approx. 2 Months)

1. Develop 2 to 3 brand identity concepts based on all data collected and Client feedback.
2. Present concepts to Client and stakeholder group and solicit feedback.
3. Collect all data from the stakeholder and client meetings and refine the brand concept into a final graphic standard and brand guideline.
4. Brand guidelines and standards shall be delivered to the Client in digital and hardcopy format for their use.

SIGNAGE FAMILY CONCEPTUAL DESIGN – (Approx. 2 Months)

1. Upon final acceptance of the revised brand guidelines, graphic standards, and Notice to Proceed by the Client, the Design Team will develop a wayfinding and signage family, with associated locations, costs, and potential phasing for implementation.
2. The Landscape Architect and Design Team will develop 2 to 3 concepts for the signage family for review by the Client and stakeholders.
3. Present the signage concepts to the Client and stakeholders.
4. Consolidate all feedback from the Client and stakeholders into a single City-branded signage and wayfinding family.
5. The Landscape Architect and Design Team will develop an opportunity and constraints exhibit that will assist the Client in the selection of potential site locations for evaluation.