

AUGUSTA REGIONAL AIRPORT MARKETING SERVICES AGREEMENT
BETWEEN
AUGUSTA, GEORGIA
AND
MASS MEDIA MARKETING, LTD.

This Agreement made and entered into this _____ day of _____ 2026, by and between Augusta, Georgia, (hereinafter referred to as the Augusta) a political subdivision of the State of Georgia, acting by and through the Augusta Aviation Commission whose address is 1501 Aviation Way, Augusta, Georgia 30906-9600, and Mass Media Marketing, LTD., (hereinafter referred to as the Consultant) a Georgia corporation whose address is 229 Furys Ferry Road, Suite 123, Augusta, Georgia 30907

WHEREAS, the Augusta Regional Airport Aviation Commission (Aviation Commission), which operates the Augusta Regional Airport at Bush Field (Airport) on behalf of Augusta, Georgia, desired to retain the services of a full service advertising agency to provide counsel, perform market research, to develop a comprehensive integrated marketing strategy and to produce a multifaceted advertising campaign to support the mission of the Airport and the Aviation Commission; and

WHEREAS, the mission of the Airport is to serve as the commercial service airport for Augusta and the Central Savannah River Area (CSRA) providing a customer friendly transportation experience; and

WHEREAS, the Airport also facilitates and supports the growth of related industry to strengthen the economic base located at the Airport; and

WHEREAS, Augusta received proposals from several qualified firms in response to its Request for Qualifications (RFQ) 26-172; and

WHEREAS, after reviewing the proposals the Airport determined it would be in its best interest to enter into an Agreement with Consultant to provide these services, and recommended said Consultant for award to the Augusta Commission; and

WHEREAS, on the ____ day of _____, 2026, the Augusta, Georgia Commission approved the award for said marketing services to Consultant.

NOW, THEREFORE, for and in consideration of the mutual promises and covenants contained in this Agreement and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Consultant and Augusta, intending to be legally bound, do hereby covenant and agree as follows:

ARTICLE I.
SCOPE OF SERVICES TO BE PROVIDED

A. Consultant is authorized to purchase advertising space, time, services and materials. Consultant understands its authorization shall be subject to the budgets, plans, policies and terms as approved by the Airport.

B. Consultant may, after receiving written authorization from Airport, execute standard contracts and order forms that are used in the advertising industry to purchase advertising.

C. Consultant may provide marketing for special events, community outreach projects and other marketing tasks as assigned by the Airport.

D. Consultant may provide the Airport with facilitation and assistance with Strategic Plan creation and implementation.

E. Consultant will provide Integrated Marketing Program development and implementation. The Program might include, but not be limited to the development of, detailed annual media plan, public relations campaign, multi-media advertising (design,

produce, and buy for both traditional and non-traditional media), website design and marketing, and direct marketing.

F. Consultant shall facilitate the development and implementation of a comprehensive and cohesive marketing and outreach strategy to help build the brand and identity of the Airport in order to foster economic development through the marketing of Airport properties to prospective industries and businesses.

G. Consultant shall provide consultation and creative support in order to reinforce the Airport's brand positioning, and respond quickly to opportunities that present themselves such as improvements in fares, services or economic development opportunities.

H. Consultant shall research opportunities and outreach strategies to develop strategic alliance partnerships in order to expand the Airport's alliance partner base both for air service development and economic development purposes.

I. Consultant warrants it has a strong understanding of design, branding, economic and commercial development, the Airport and the challenges and opportunities that face the Airport.

J. Consultant warrants is has the ability to develop a complete marketing, branding and communication strategy that draws upon the strengths of the Airport and its available property.

K. Consultant shall provide any other services that were part of Consultant's Response to RFQ 26-172, which is attached hereto as Exhibit "A," and incorporated herein.

ARTICLE II

GENERAL CONDITIONS

A. **Agreement Term.** The initial term of this Agreement will commence upon the date of execution and will continue in effect for a period of three (3) years. This Agreement may

be renewed for two (2) additional one (1) year options upon mutual consent of both parties with all terms and conditions remaining the same.

B. Termination. Augusta may terminate this Agreement any time for breach of contractual obligations by providing written notice of such cancellation. Should Augusta exercise its right to cancel the Agreement for such reasons, the cancellation shall become effective on the date as specified in the notice of cancellation. Furthermore, Augusta may terminate this Agreement at any time upon the giving of written notice as follows:

1. In the event that the Consultant fails to discharge any obligations or remedy any default or breach under this Agreement for a period continuing more than thirty (30) days after the providing written notice specifying such failure or default and that such failure or default continues to exist as of the date upon which such notice so terminating this Agreement is given; or
2. In the event that the Consultant makes an assignment for the benefit of creditors, or commences or has commenced against it any proceeding in bankruptcy, insolvency, or reorganization pursuant to bankruptcy laws or laws of debtor's moratorium; or
3. In the event that appropriate and otherwise unobligated funds are no longer available to satisfy the obligations of Airport.

C. Work Authorization. Each assignment performed under Article I will be initiated upon the specific written or verbal request and authorization of the Airport.

ARTICLE III **AIRPORT RESPONSIBILITIES**

A. Basic Data Provided By the Airport. The Airport will assist the Consultant in obtaining such data and information as are needed and available.

B. Airport Representative. To expedite the undertaking of services performed under this Agreement and to permit the coordination of materials, commitments, and correspondence, the Airport will designate a specific staff member as its representative to whom all correspondence, materials, and requests for conferences and information will be directed. The Airport designates Lauren Smith, Public Relations and Customer Service Manager, 706-849-3641, as its representative to whom all correspondence should be directed.

ARTICLE IV **CONSIDERATION/FEEES**

Airport shall pay to Consultant the fees and expenses as set forth on Exhibit "B" (the "Rate Schedules"), which is attached hereto and incorporated herein. The rates as set forth in Exhibit "B" shall be in effect for the duration of this Agreement. The fees to be paid to Consultant for services under this Agreement will be determined either on the actual time and materials expended on the work or on a per project basis, depending on the nature of the assignment requested and will be subject to the Airport's acceptance and approval for each assignment.

ARTICLE V **REPRESENTATIONS AND WARRANTIES OF CONSULTANT**

Consultant hereby represents and warrants to the Airport as follows:

A. The Consultant warrants that it has knowledge and experience in the CSRA travel and tourism market; knowledge and experience in marketing airports or other travel/tourism products; experience in integrated marketing program development and implementation; working knowledge and success with consumer branding and effective advertising; a proven record in facilitation and designing strategic plans and comprehensive resources in the area of experience, expertise, creative talent and manpower, as well as the necessary systems to provide the required services and programs.

B. Due Authorization and Binding Obligation. This Agreement has been duly authorized, executed and delivered by Consultant and constitutes a legal, valid and binding obligation of Consultant, enforceable against Consultant in accordance with its terms, except to the extent its enforceability may be limited by (i) applicable bankruptcy, reorganization, moratorium or similar laws affecting enforcement of creditors' rights or remedies generally, (ii) general equitable principles concerning remedies, and (iii) limitations on the enforceability of rights to indemnification by federal or State laws or regulations or public policy.

C. No Conflict. To its knowledge, neither the execution nor delivery of this Agreement by Consultant, nor the performance by Consultant of its obligations hereunder (i) conflicts with, violates or results in a material breach of any law or governmental regulation applicable to Consultant, (ii) conflicts with, violates or results in a material breach of any term or condition of any order, judgment or decree, or any contract, agreement or instrument, to which Consultant is a party or by which Consultant or any of its properties or assets are bound, or constitutes a material default under any of the foregoing, or (iii) constitutes a default under or results in the creation of, any lien, charge, encumbrance or security interest upon any assets of Consultant under any agreement or instrument to which Consultant is a party or by which Consultant or its assets may be bound or affected.

D. No Approvals Required. No approval, authorization, order or consent of, or declaration, registration or filing with, any Governmental Authority is required for the valid execution and delivery of this Agreement by Consultant or the performance of its obligations hereunder, except such as have been duly obtained or made.

E. Financial Condition. There has been no material adverse change in the financial condition of Consultant that would impair the ability of Consultant to perform its obligations under this Agreement.

F. No Collusion. Consultant's Proposal is genuine and not collusive or a sham. Consultant has not colluded, conspired, connived or agreed, directly or indirectly, with any other person, to put in a sham proposal, or to refrain from proposing, and has not in any manner, directly or indirectly, sought, by agreement, collusion, communication or conference with any person, to fix the prices of Consultant's proposal or the proposals of any other person or to secure any advantage against any person interested in this Agreement.

G. Information Supplied By Consultant. The information supplied and representations and warranties made by Consultant and in all submittals made in response to the RFQ, including Consultant's Proposal, and in all post-proposal submittals with respect to Consultant (and, to its knowledge, all information supplied in such submittals with respect to any subsidiary or subcontractor) are true, correct and complete in all material respects. Consultant's Proposal does not contain any untrue statement of a material fact or omit to state a material fact required to be stated therein, or necessary in order to make the statements therein not misleading.

H. Ethics: Gratuities and Kickbacks. Neither Consultant, any subsidiary, or any agent or other representative of Consultant has given or agreed to give, any employee or former employee of the Airport or any other person, a gratuity or an offer of employment in connection with any decision, approval, disapproval, recommendation, preparation or any part of a procurement requirement or a purchase request, influencing the content of any specification or procurement standard, rendering of advice, investigation, auditing, or in any other advisory capacity in any proceeding or application, request for ruling, determination, claim or controversy, or other particular matter pertaining to any procurement requirement or an Agreement or subcontract, or to any solicitation or proposal for an Agreement or subcontract. Notwithstanding any other provision hereof, for the breach or violation of this

representation and warranty and upon a finding after notice and hearing, Augusta may terminate this Agreement.

I. Contingent Fees. Consultant has not employed or retained any company or person, other than a bona fide employee working for it to solicit or secure this Agreement; and Consultant has not paid or agreed to pay any company, association, corporation, firm or person, other than a bona fide employee working for the Consultant, any fee, commission, percentage, gift or any other consideration contingent upon or resulting from the award or making of this Agreement. For the breach or violation of these representations and warranties and upon a finding after notice and hearing, Augusta may terminate this Agreement and, at its discretion, may deduct from fees or otherwise recover, the full amount of any such fee, commission, percentage, gift or consideration.

J. Existence and Powers. Consultant is a corporation duly organized and validly existing under the laws of Georgia and is duly qualified to do business in the State of Georgia, with full power, authority and legal right to enter into and perform its obligations under this Agreement.

ARTICLE VI

TERMINATION

A. Augusta may terminate this Agreement upon thirty (30) days written notice to the Consultant for any reason whatsoever at its sole discretion. The Aviation Commission shall upon invoice, pay for all service rendered to the date of termination as provided for herein.

B. Augusta shall have the right to terminate this Agreement for a violation of the terms hereof, at any time after thirty (30) days' notice, other such other time period as set forth in such notice, has been given to the Consultant and unless corrective action has been taken or commenced within said thirty (30) day period and thereafter diligently completed.

C. Augusta shall have the right to terminate this Agreement immediately upon or after any of the following:

1. **Assignment for Creditors:** The Consultant makes a general assignment for the benefit of creditors.

2. **Bankruptcy:** The Consultant files a petition for relief as a debtor under any Article or chapter of the Federal Bankruptcy Code, as amended from time to time.

3. **Receivership:** A receiver, trustee, or custodian is appointed for all or substantially all of the assets of the Consultant in any proceeding brought by or against the Consultant, or the Consultant consents to or acquiesces in such appointment.

ARTICLE VII

MISCELLANEOUS PROVISIONS

A. Consultant will promptly observe and comply with applicable provisions of all published federal, state, and local laws, rules and regulations which govern or apply to the services rendered by Consultant herein, or to the wages paid by Consultant to its employees.

B. Consultant will procure and keep in force during the term of this Agreement all necessary licenses, registrations, certificates, permits, and other authorizations as are required herein.

C. All reports, documents, data bases, commercials, and other deliverable products produced by Consultant for sole purposes of the Airport under the terms of this Agreement will at all times be the exclusive property of the Airport.

D. **Governing Law.** This Agreement and any questions concerning its validity, construction or performance shall be governed by the laws of the State of Georgia, irrespective of the place of execution or the place or places of performance.

E. Counterparts. This Agreement may be executed in more than one counterpart, each of which shall be deemed to be an original and all of which taken together shall constitute one and the same instrument.

F. Severability. In the event that any part, provision or term of this Agreement shall, for any reason, be determined to be invalid, illegal, or unenforceable in any respect, the Parties shall negotiate in good faith and agree to such amendments, modifications, or supplements of or to this Agreement or such other appropriate actions as shall, to the maximum extent practicable in light of such determination, implement and give effect to the intentions of the Parties as reflected herein, and the other provisions of this Agreement shall, as so amended, modified, supplemented, or otherwise affected by such action, remain in full force and effect.

G. No Third Party Beneficiary. This Agreement is intended to be solely for the benefit of Consultant and Augusta and their respective successors and permitted assigns and is not intended to and shall not confer any rights or benefits on any Person not a signatory hereto.

H. Airport Approvals and Consents. When this Agreement requires any approval or consent by the Airport to a Consultant submission, request or report, the approval or consent shall be given by the Airport's Authorized Representative in writing and such writing shall be conclusive evidence of such approval or consent, subject only to compliance by the Airport with the applicable law that generally governs its affairs. Unless expressly stated otherwise in this Agreement, and except for requests, reports and submittals made by the Consultant that do not, by their terms or the terms of this Agreement, require a response or action, if the Airport does not find a request, report or submittal acceptable, it shall provide written response to Consultant describing its objections and the reasons therefore within thirty (30) days of the Airport's receipt thereof. If no response is received, the request, report or submittal shall be deemed rejected.

I. Notices and Authorized Representatives. All notices, consents, approvals or communications required or permitted hereunder shall be and may be relied upon when in writing and shall be (i) transmitted by registered or certified mail, postage prepaid, return receipt requested, with notice deemed to be given upon receipt, or (ii) delivered by hand or nationally recognized courier service, or (iii) sent by facsimile transmission with confirmed receipt thereof, with a hard copy thereof transmitted pursuant to (i) or (ii) above. All such notices, consents, approvals or communications shall be addressed as follows:

For Augusta:

Office of the Mayor
535 Telfair Street
Suite 200
Augusta, Georgia 30901

Augusta Regional Airport
1501 Aviation Way
Augusta, Georgia 30909
Attn: Lauren Smith, Deputy Executive Director

With a Copy to:
General Counsel
Augusta Law Department
535 Telfair Street, Building 3000
Augusta, GA 30901

For Consultant:

Mass Media Marketing, LTD
229 Furys Ferry Road, Suite 123,
Augusta, Georgia 30907
Attn: Rick Donaldson

J. Nondiscrimination. During the performance of services under this Agreement, Consultant agrees that it will not discriminate against any employee or applicant for employment because of race, color, religion, sex, age, or national origin. Consultant will take affirmative action to ensure that applicants are employed, and employees are treated during

employment, without regard to their race, color, religion, sex, age, or national origin. Such action will include but not be limited to the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship.

K. Indemnification. Consultant hereby agrees to hold harmless, indemnify and defend Augusta, the Airport, its members, elected officials, officers and employees, against any claim, action, loss, damage, injury (whether mental or physical, and including death to persons, or damage to property), liability, cost and expense of whatsoever kind or nature including, but not by way of limitation, attorneys' fees and court costs, caused by negligent acts or acts of commission or omission by Consultant its officers, employees, sub-consultants, or other representatives.

L. Federal Requirements. Funding for this Agreement may include federal funds provided by the U.S. Department of Transportation (DOT) and/or other federal agencies. All DOT funded projects are subject to the requirements of 49 CFR Part 26; additionally some federally funded projects may be subject to 49 CFR Part 23. These requirements are mandatory and non-negotiable. Augusta enforces Disadvantage Business Enterprise (DBE) requirements and/or DBE goals set by Federal and/or State Agencies in accordance with State and Federal laws. Consultant acknowledges that the U.S. District Court for the Southern District of Georgia has entered an Order enjoining the Race-Based portion of Augusta, Georgia's DBE Program. Thus, Augusta, Georgia does not have or operate a DBE, MBE or WBE Program for projects (or portions of projects) having Augusta, Georgia as the source of funding.

M. Compliance with laws: The Consultant shall obtain and maintain all licenses, permits, liability insurance, workman's compensation insurance and comply with any and all other standards or regulations required by federal, state or City statute, ordinances and rules

during the performance of any contract between the Consultant and Augusta. Consultant shall also provide, pay for, and maintain with companies, reasonably satisfactory to Augusta, the types of insurance as set forth in the Augusta-Richmond County Code, and Georgia law as the same may be amended from time to time.

N. Independent Contractor. The Consultant shall act at all times as an independent contractor, not as an agent of Augusta or Airport; and shall retain control over its employees, agents, servants and subcontractors.

O. Assignment and Subcontracting. The Consultant shall not sell, convey, transfer, mortgage, subcontract, sublease or assign this Agreement or any part thereof, or any rights created thereby, without the prior written consent of Augusta. Any assignment or transfer of this Agreement or any rights of the Consultant hereunder, without the prior written consent of Augusta shall be invalid, and shall convey to Augusta the right to terminate this Agreement at its sole discretion.

P. Choice of Law and Venue. This Agreement shall be performable and enforceable in the Superior Court of Richmond County, Georgia, and shall be construed in accordance with the laws of the State of Georgia. Consultant by execution of this Agreement specifically consents to jurisdiction and venue in the Superior Court of Richmond County and waives any right to contest same.

Q. Invalid Provisions: If any covenant, condition or provision contained in this Agreement is held to be invalid by any Court of competent jurisdiction, the invalidity of any such covenant, condition or provision shall in no way affect any other covenants, conditions or provisions contained in this Agreement; provided, that the validity of such covenant, condition or provision does not materially prejudice either the Airport or Consultant in its respective rights and obligations contained in the valid covenants, conditions or provisions of this Agreement.

R. Waivers. Failure by Augusta to insist upon the strict performance by the Consultant of any of the terms herein contained shall not constitute a waiver of Augusta's right to thereafter enforce any such term, but the same shall continue in full force and effect. The exercise of any right to terminate arising under this Agreement shall not operate to deprive Augusta of any coexisting right to seek damages or other remedies arising from the default of the Consultant.

S. Entire Agreement. This Agreement constitutes the entire agreement between the parties and will supersede and replace all prior agreements or understandings, written or oral, in relation to the matters set forth herein. Notwithstanding the foregoing, however, Consultant hereby affirms the completeness and accuracy of all of the information provided by it in its proposal to Augusta in pursuit of this Agreement. Should there be a conflict between any provision in this Agreement and the Consultant's response to RFQ 26-172 (Exhibit "A"), the Consultant's response to RFQ 26-172 shall take precedence over this Agreement.

[SIGNATURES ON THE FOLLOWING PAGE]

IN WITNESS WHEREOF, the Parties have executed this Agreement as of the day and year written above.

AUGUSTA, GEORGIA

MASS MEDIA MARKETING, LTD.

Garnett Johnson
Mayor



Rick Donaldson
President/CEO

Attest: _____
Lena J. Bonner, Clerk of Commission

AUGUSTA AVIATION COMMISSION

Ronic West
Chairwoman

Attest: _____

EXHIBIT A
CONSULTANT'S RESPONSE TO RFQ 26-172



Airport Marketing Agency

Proposal

RFQ/P 26-172 Marketing Services for the Augusta Regional Airport

submitted by

M3 Agency

229 Furys Ferry Road • Suite 123
Augusta, GA 30907

presented:

May 11, 2026



SECTION I:
Procurement Documents

**Exhibit A**

Augusta, Georgia Procurement Department

ATTN: Procurement Director

535 Telfair Street, Suite 605

Augusta, Georgia 30901

Name of Bidder: M3 Agency

Street Address: 229 Furys Ferry Rd. Suite 123

City, State, Zip Code: Augusta, GA 30907

Phone: 706-651-0053 Email: ashley@m3agency.com

Where/How did you hear about this solicitation? Mail, online

Attach a copy of your Business License and your General Contractor License.

If applicable, provide a copy of the following:

Utility Contractors License - MUST BE LISTED ON FRONT OF ENVELOPE

Acknowledgement of Addenda: (#1) ☒: (#2) ☐: (#3) ☐: (#4) ☐: (#5) ☐: (#6) ☐: (#7) ☐: (#8) ☐

NOTE: CHECK APPROPRIATE BOX (ES) - ADD ADDITIONAL NUMBERS AS APPLICABLE

Statement of Non-Discrimination

The undersigned understands that it is the policy of Augusta, Georgia to promote full and equal business opportunity for all persons doing business with Augusta, Georgia. The undersigned covenants that we have not discriminated, on the basis of race, religion, gender, national origin, or ethnicity, with regard to prime contracting, subcontracting, or partnering opportunities. The undersigned covenants and agrees to make good faith efforts to ensure maximum practicable participation of local small businesses on the proposal or contract awarded by Augusta, Georgia. The undersigned further covenants that we have completed truthfully and fully the required forms regarding good faith efforts and local small business subcontractor/supplier utilization.

The undersigned further covenants and agrees not to engage in discriminatory conduct of any type against local small businesses, in conformity with Augusta, Georgia's Local Small Business Opportunity Program. Set forth below is the signature of an officer of the proposer/contracting entity with the authority to bind the entity.

The undersigned acknowledge and warrant that this Company has been made aware of understands and agrees to take affirmative action to provide such companies with the maximum practicable opportunities to do business with this Company;

That this promise of non-discrimination as made and set forth herein shall be continuing in nature and shall remain in full force and effect without interruption;

That the promises of non-discrimination as made and set forth herein shall be and are hereby deemed to be made as part of and incorporated by reference into any contract or portion thereof which this Company may hereafter obtain and;

That the failure of this Company to satisfactorily discharge any of the promises of nondiscrimination as made and set forth herein shall constitute a material breach of contract entitling Augusta, Georgia to declare the contract in default and to exercise any and all applicable rights remedies including but not limited to cancellation of the contract, termination of the contract, suspension and debarment from future contracting opportunities, and withholding and or forfeiture of compensation due and owing on a contract.

Non-Collusion of Prime Bidder

By submission of a proposal, the vendor certifies, under penalty of perjury, that to the best of its knowledge and belief:

(a) The prices in the proposal have been arrived at independently without collusion, consultation, communications, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other vendor or with any competitor.

(b) Unless otherwise required by law, the prices which have been quoted in the proposal have not been knowingly disclosed by the vendor prior to opening, directly or indirectly, to any other vendor or to any competitor.

(c) No attempt has been made, or will be made, by the vendor to induce any other person, partnership, or corporation to submit or not to submit a proposal for the purpose of restricting competition. Collusions and fraud in proposal preparation shall be reported to the State of Georgia Attorney General and the United States Justice Department.

Conflict of Interest

By submission of a bid, the responding firm certifies, under penalty of perjury, that to the best of its knowledge and belief:

1. No circumstances exist which cause a Conflict of Interest in performing the services required by this BID, and

2. That no employee of the County, nor any member thereof, nor any public agency or official affected by this BID, has any pecuniary interest in the business of the responding firm or his sub-consultant(s) has any interest that would conflict in any manner or degree with the performance related to this BID. By submission of a bid, the vendor certifies under penalty of perjury, that to the best of its knowledge and belief:

(a) The prices in the bid have been arrived at independently without collusion, consultation, communications, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other vendor or with any competitor.

(b) Unless otherwise required by law, the prices which have been quoted in the bid have not knowingly been disclosed by the vendor prior to opening, directly or indirectly, to any other vendor or competitor.

(c) No attempt has been made, or will be made, by the vendor to induce any other person, partnership, or cooperation to submit or not to submit a bid for the purpose of restricting competition. For any breach or violation of this provision, the County shall have the right to terminate any related contract or agreement without liability and at its discretion to deduct from the price, or otherwise recover, the full amount of such fee, commission, percentage, gift, payment, or consideration.

Contractor Affidavit and Agreement: Contractor Affidavit under O.C.G.A. § 13-10-91(b) (I)

GEORGIA E-Verify and Public Contracts: The Georgia E-Verify law requires contractors and all sub-contractors on Georgia public contract (contracts with a government agency) for the physical performance of services **over \$2,499 in value to enroll in E-Verify, regardless of the number of employees.** They may be exempt from this requirement if they have no employees and do not plan to hire employees for the purpose of completing any part of the public contract. Certain professions are also exempt. All requests for proposals issued by a city must include the contractor affidavit as part of the requirement for their bid to be considered.

The undersigned contractor ("Contractor") executes this Affidavit to comply with O.C.G.A. § 13-10-91 related to any contract to which Contractor is a party that is subject to O.C.G.A. § 13-10-91 and hereby verifies its compliance with O.C.G.A. § 13-10-91, attesting as follows:

a) The Contractor has registered with, is authorized to use, and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program;

b) The Contractor will continue to use the federal work authorization program throughout the contract period, including any renewal or extension thereof;

c) The Contractor will notify the public employer in the event the Contractor ceases to utilize the federal work authorization program during the contract period, including renewals or extensions thereof;

d) The Contractor understands that ceasing to utilize the federal work authorization program constitutes a material breach of Contract;

e) The Contractor will contract for the performance of services in satisfaction of such contract only with subcontractors who present an affidavit to the Contractor with the information required by O.C.G.A. § 13-10-91 (a), (b), and (c);

f) The Contractor acknowledges and agrees that this Affidavit shall be incorporated into any contract(s) subject to the provisions of O.C.G.A. § 13-10-91 for the project listed below to which Contractor is a party after the date hereof without further action or consent by Contractor; and

g) Contractor acknowledges its responsibility to submit copies of any affidavits, drivers' licenses, and identification cards required pursuant to O.C.G.A. § 13-10-91 to the public employer within five business days of receipt.

Georgia Law requires your company to have an E-Verify*User Identification Number (Company I.D.) on or after July 1, 2009.

For additional information or to enroll your company, visit the **State of Georgia** website:

<https://e-verify.uscis.gov/enroll/> and/or http://www.dol.state.ga.us/pdf/rules/300_10_1.pdf

Federal Work Authorization User Identification Number: E-VERIFY REQUIRED FOR ALL CONTRACTS OVER \$2,499.00

**** (E-Verify Number)** 785162

Mass Media LTD dba M3 Agency
Name of Public Employer

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on May 6, 2026 in Augusta (City), Georgia (State).

Ashley Drummond
Signature of Authorized Officer or Agent

Ashley Drummond, Account Supervisor
Printed Name and Title of Authorized Officer or Agent

NOTARY COMMISSIONING

Subscribed and sworn before me on this 11th day of May, 2026

Amanda Moore
Notary Public

June 15, 2027
My Commission Expires:

NOTARY SEAL

The undersigned further agree to submit a notarized copy of Exhibit A, and any required documentation noted as part of the Augusta, Georgia Board of Commissioners' specifications which govern this process. In addition, the undersigned agrees to submit all required forms for any subcontractor(s) as requested and or required. **I further understand that my submittal will be deemed non-compliant if any part of this process is violated.**

You Must Complete and Return the two (2) pages of Exhibit A with Your Submittal. Document Must Be Notarized.

Revised 11/24/25

RFQ/P Item #26-172 Airport Marketing Agency

RFQ/P Due: Tuesday, May 5, 2026 @ 11:00 a.m.

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Amanda Moore
5/6/2026

THIS CERTIFICATE IS TO BE POSTED IN A CONSPICUOUS PLACE IN THE BUSINESS HEREIN DESCRIBED.

BUSINESS CERTIFICATE



AUGUSTA RICHMOND COUNTY
535 TELFAIR ST SUITE 300, AUGUSTA, GA 30901
1803 MARVIN GRIFFIN RD, AUGUSTA, GA 30906
LICENSING@AUGUSTAGA.GOV
706-312-5050

MAILING ADDRESS INFORMATION
MASS MEDIA, LTD
229 FURYS FERRY RD
AUGUSTA, GA 30907

2026

BUSINESS LICENSE NUMBER: LCB20100000631

ISSUE DATE: 01/05/2026

EXPIRATION DATE: 12/31/2026

BUSINESS NAME: MASS MEDIA, LTD

DOING BUSINESS AS: MASS MEDIA, LTD

CLASSIFICATION(S): 54181 - ADVERTISING AGENCIES (3)

BUSINESS TYPE: BUSINESS

PHYSICAL LOCATION: 229 FURYS FERRY RD , AUGUSTA, GA 30907
SUITE:

CERTIFICATE HOLDER: RICK DONALDSON

THIS OCCUPATIONAL TAX CERTIFICATE IS VALID FOR CALENDAR YEAR ENDING 12/31/2026 AND IS SUBJECT TO RENEWAL BY 1/31/2027. THE PLANNING AND DEVELOPMENT DEPARTMENT SHALL HAVE THE RIGHT TO SUSPEND ANY CERTIFICATE IF THE BUSINESS VIOLATES ANY LAW OR ORDINANCE OF THE UNITED STATES, THE STATE OF GEORGIA, OR AUGUSTA, GEORGIA.

LATE FEES ARE IMPOSED FEBRUARY 1ST. BUSINESSES THAT FAIL TO RENEW BY MAY 1ST WILL HAVE A PAST DUE COLLECTION (1ST) ADDED. BUSINESSES THAT FAIL TO RENEW BY AUGUST 1ST WILL HAVE A PAST DUE COLLECTION (2ND) ADDED.

CERTIFICATES AND LICENSES ARE NOT TRANSFERABLE OR REFUNDABLE.

CHANGES IN OWNERSHIP OR BUSINESS LEGAL ENTITY REQUIRES A NEW APPLICATION AND APPROVAL.

CHANGES IN LOCATION REQUIRE AN AMENDED APPLICATION AND APPROVAL. APPROVAL SHOULD BE OBTAINED BEFORE THE BUSINESS MOVES.

IF THE BUSINESS CLOSSES BEFORE THE EXPIRATION DATE, PLEASE SEND WRITTEN NOTIFICATION BY EMAIL OR MAIL TO THE LICENSING DEPARTMENT. THE NOTICE MUST INCLUDE BUSINESS NAME, LICENSE NUMBER, SENDER'S NAME, TITLE WITHIN THE ORGANIZATION, AND THE DATE THE BUSINESS CLOSED.



Systematic Alien Verification for Entitlements (SAVE) Program

Affidavit Verifying Status for Augusta, Georgia Benefit Application By executing this affidavit under oath, as an applicant for an Augusta, Georgia Business License or Occupation Tax Certificate, Alcohol License, Taxi Permit, Contract or other public benefit as reference in O.C.G.A. Section 50-36-1, I am stating the following with respect to my proposal for an Augusta, Georgia contract for

RFQ/P #26-172 Airport Marketing Agency
[RFQ/P Project Number and Project Name]

Ashley Drummond

[Print/Type: Name of natural person applying on behalf of individual, business, corporation, partnership, or other private entity]

Mass Media LTD dba M3 Agency

[Print/Type: Name of business, corporation, partnership, or other private entity]

- 1.) ☒ I am a citizen of the United States.
- 2.) ☐ I am a legal permanent resident 18 years of age or older.
- 3.) ☐ I am an otherwise qualified alien (8 § USC 1641) or nonimmigrant under the Federal Immigration and Nationality Act (8 USC 1101 et seq.) 18 years of age or older and lawfully present in the United States.*

In making the above representation under oath, I understand that any person who knowingly and willfully makes a false, fictitious, or fraudulent statement or representation in an affidavit shall be guilty of a violation of Code Section 16-10-20 of the Official Code of Georgia.

Ashley Drummond

Signature of Applicant

Ashley Drummond

Printed Name

* Alien Registration Number for Non-Citizens

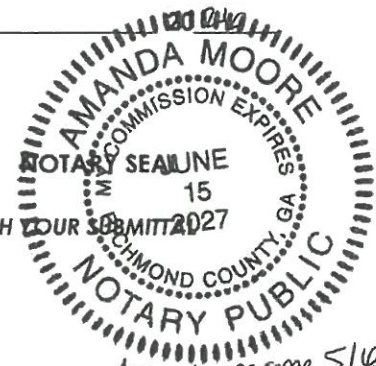
NOTARY COMMISSIONING

Subscribed and sworn before me on this 14th day of May

Amanda Moore
Notary Public

My Commission Expires: June 15, 2027

THIS FORM MUST BE COMPLETED, NOTORIZED AND RETURNED WITH YOUR SUBMITTAL



Amanda Moore 5/10/2026



In accordance with Chapter 10C of the AUGUSTA, GA, CODE, Augusta has placed a 1% goal for Minority Participation. This goal must be met or a Good Faith Effort (GFE) must be made to utilize minorities on this project.

Project Name: Marketing Services for
Augusta Regional Airport

Bid Number: 26-172

LETTER OF INTENT
Minority Participation

(This page shall be submitted for each minority-owned firm to be utilized on this project)

Bidder/Officer:

Name: M3 Agency
Address: 229 Furys Ferry Rd. Suite 123
City: Augusta State: GA Zip: 30907

Minority-Owned Firm:

Firm: Agape Printing and More
Address: 2605 Tobacco Road, Suite A
City: Hephzibah State: GA Zip: 30815

Contact Person:

Name: Millicent E. West Phone: 702 444-2440

Classification:

☐ Prime Contractor ☐ Subcontractor ☐ Joint Venture
☐ Manufacturer ☒ Supplier

Work item(s) to be performed by Firm	Description of Work Item	Quantity	Total
Printing	Event Flyers	100	150.00
Printing - Santa Fly in	Event Tshirts	30	450.00
Printing - PALS	Event Tshirts	50	750.00
Awards	Trophies/medals for event	54 medals / 6 trophies	1150.00

Printing - Run the Runway Event tshirts 600 9,000.00
The Bidder/Officer is committed to utilizing the above-named Minority-owned firm for the work described above. The estimated participation is as follows:

Minority contract amount: \$ 11,500 Percent of total contract: ~3.5%

AFFIRMATION:

The above-named Minority-Owned firm affirms that it will perform that portion of the contract for the estimated dollar value as stated herein above.

By: Millicent E. West CEO
(Signature) (Title)

** In the event the bidder/officer does not receive award of the prime contract, any and all representations in this Letter of Intent and Affirmation shall be null and void.



In accordance with Chapter 10C of the AUGUSTA, GA, CODE, Augusta has placed a **1%** goal for **Minority participation**. This goal must be met or a Good Faith Effort (GFE) must be made to utilize minorities on this project.

Project Name: Marketing Services for
Augusta Regional Airport

Bid Number: 26-172

**UTILIZATION STATEMENT
Minority-Owned Firms**

The Minority participation goal for this project is 1%.

The undersigned bidder/offeror has satisfied the requirements of the bid specification in the following manner. (Please mark the appropriate box)

- ☒ The bidder/offeror is committed to the minimum of **1%** minority utilization on this contract
- ☐ The bidder/offeror, while unable to meet the contract goal of **1%**, hereby commits to a minimum of _____% minority utilization on this contract and submits the attached documentation as evidence demonstrating good faith efforts (GFE) in seeking participation of minority-owned firms.

The undersigned hereby further assures that the information included herein is true and correct, and that the Minority-owned firm or firms identified within the submitted Letter of Intent form(s) have agreed to perform a commercially useful function (CUF) for the indicated work elements.

The undersigned further understands that no changes to this statement may be made without prior approval from the Owner.

M3 Agency

Bidder's/Offeree's Firm Name

Ashley [Signature]

Signature

May 11, 2026

Date

MINORITY UTILIZATION SUMMARY

<u>Percentage</u>	<u>Contract Amount</u>	<u>Minority Amount</u>	<u>Contract</u>
Minority Prime Contractor	\$ _____ x 1.00 =	\$ _____	_____ %
Minority Subcontractor	\$ _____ x 1.00 =	\$ _____	_____ %
Minority Supplier	\$ <u>11,500</u> x 1.00 =	\$ <u>11,500</u>	<u>~ 3.5</u> %
Minority Manufacturer	\$ _____ x 1.00 =	\$ _____	_____ %
Total Amount Minority		\$ <u>11,500</u>	<u>~ 3.5</u> %
Minority Participation Goal		\$ <u>3,300</u>	<u>1</u> %

* If the total proposed Minority participation is less than the established Minority goal, bidder must provide written documentation of the good faith efforts in accordance with Chapter 10C of the AUGUSTA, GA, CODE.

SECTION II:
Organization Information

Purpose

M3 Agency, an independent contractor, is submitting a proposal for the specific purpose of becoming the airport marketing agency for the Augusta Regional Airport.

Executive Summary:

Mass Media LTD dba M3 Agency
229 Fury's Ferry Rd., #123
Augusta GA 30907

Business Hours:
Monday-Friday 8:30 am - 5:30 pm
After hours: by appointment

Established 1998
John (Rick) Donaldson, President /CEO

706-651-0053 (p)
706-651-0535 (f)

Mass Media, LLC was founded in 1998 and later incorporated on February 25, 2000, in the state of Georgia. John Donaldson is the founder and original stockholder, who currently serves as Chairman and President and owns 75% of Mass Media, LTD shares. The Chief Financial Officer is Terry Randolph, who owns 25% of Mass Media, LTD shares. The treasurer and secretary of Mass Media, LTD since 2011 is Amy Padgett. The original address of Mass Media, LTD (DBA) M3 Agency was 3720 Executive Center Dr., Suite B, Martinez, Georgia 30907. In September of 2008, the firm moved to 229 Fury's Ferry Road, Suite 123, Augusta, GA 30907, where current business operations take place.

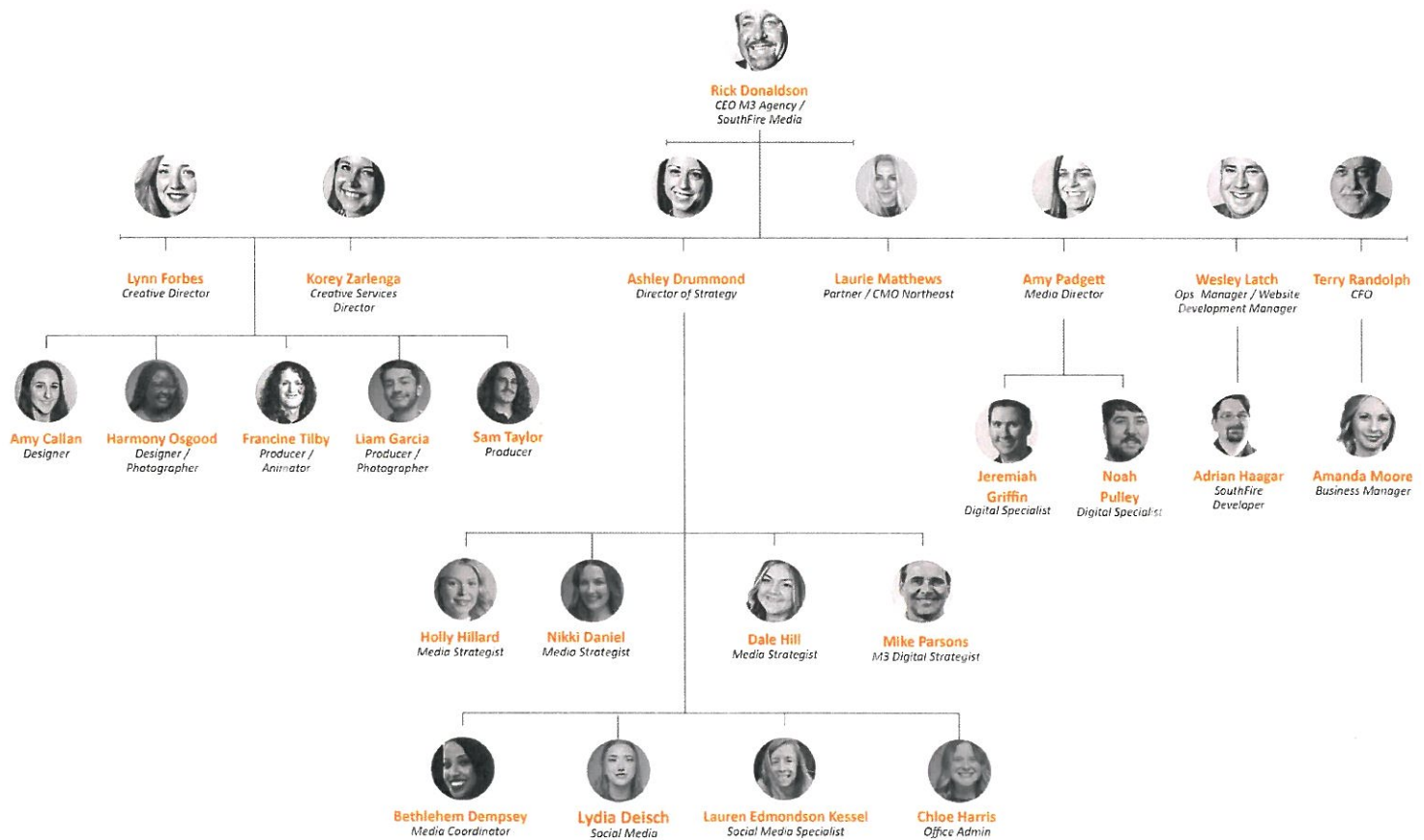


SECTION III:
Management Capabilities and Experience

1. Briefly describe your knowledge and experience in the marketing industry.

M3 Agency is a full-service advertising agency based in Augusta, GA, established in 1998. We provide marketing services including media placement (both traditional and digital), graphic design, video production, public relations, event coordination, social media management, database/lead management, and website development. To date, we have expanded into regional and national markets across the United States and have reached many company milestones, including designing over 300 logos, building over 600 websites, and producing over 5,000 commercials and web videos. M3 strives to provide unmatched customer service by offering clients account management, as well as an in-house staff, including:

- 4 graphic designers
- 2 website programmers
- 3 audio/video producers, including a drone operator
- 2 animators
- Social Media Management team
- 2 photographers
- A media buyer
- Digital director with a team of 3 digital specialists
- 6 account managers and 1 project manager/account assistant



2) Briefly describe your knowledge and experience in the marketing commercial properties/entities.

Whether we are preparing or executing a marketing plan, we strive to set goals to not only meet, but exceed the client's expectations. Our client base is very diverse which has given us the expertise to manage a wide variety of industries.

- Automotive
- Financial
- Government
- Healthcare
- Industrial
- Legal
- Personal Transportation Vehicles/Golf Cars
- Real Estate (Residential, Commercial, and Land Development)
- Restaurant/Food and Beverage
- Retail

No matter the client, we use our unparalleled experience, expertise and the knowledge that comes from years of successfully mapping the needs and desires of our clients. This allows us to determine the most effective route through the complexities of contemporary marketing. Whether it's developing a digital footprint, leveraging traditional techniques for maximum impact or a combination of both to reach the broadest possible audience, M3 gives clients more than marketing, we provide direction – a guide to those goals that define success.

3) Briefly describe your knowledge and experience of the CSRA travel and tourism market.

Since 2021, M3 Agency has served as the Agency of Record for Augusta Regional Airport (AGS). During this time, we have developed a deep understanding of both the airline industry and the internal operations that drive airport success. This knowledge has allowed us to strategically support AGS in achieving key growth and marketing objectives.

Our work has included:

- Leading a comprehensive brand launch to reflect the airport's growth and transformation as part of its "Advancing. Growing. Stronger." campaign. This initiative included the execution of a fully integrated brand rollout across all touchpoints—interior and exterior signage, vehicle decals, a redesigned website, business collateral, social media platforms, and new advertising campaigns.
- Implementing ongoing, strategic marketing efforts to keep Augusta Regional Airport top of mind within the MSA. Campaigns focused on building recognition of "AGS" as the airport code, while also educating travelers on the benefits of flying local. This included promoting tools such as a cost comparison calculator, as well as highlighting key advantages like convenient parking, shorter security lines, and overall ease of travel.
- Driving measurable growth in passenger traffic. Since 2021, our efforts have contributed to a 25% increase in enplanements, positioning AGS closer to its pre-COVID benchmark. Notably, 2019 marked the strongest year in the airport's history for enplanements, and current performance reflects a strong trajectory toward that level.

Through a combination of strategic branding, targeted messaging, and data-driven campaigns, M3 Agency has played a key role in strengthening awareness, helping to increase airport usage, and supporting the continued growth of Augusta Regional Airport.

Prior to our time with Augusta Regional Airport, M3 served as the Agency of Record for the Columbia County Convention and Visitors Bureau from 2006-2011, assisting them with long and short-term goals to help drive economic growth by marketing the county as a destination for tourists, business travel, and events.

4) Describe at least two documented successes in designing strategic plans.

Success One

AUGUSTA SOLID WASTE

Background:

In 2013, Augusta Solid Waste, a division of the Augusta-Richmond County Government, engaged M3 Agency to lead a full rebranding effort and manage public perception ahead of significant changes to garbage collection services.

Plan Objectives:

Our team was tasked with rebranding the department and effectively communicating upcoming service changes to Richmond County residents, specifically the shift from twice-weekly to once-weekly collection. To address potential concerns, M3 positioned Augusta Solid Waste as a leader in creating a cleaner, greener community. This included highlighting the city's transition to environmentally friendly vehicles fueled by CNG (Compressed Natural Gas), which was produced locally at the landfill, resulting in sustainability benefits and cost savings for residents.

Tactics Used:

We began with research, including focus groups, stakeholder interviews, and site visits to the landfill and natural gas facility.

We developed the tagline “**Cleaner. Greener. Smarter.**”, supported by a new visual identity, including updated logos and branding for the 311 system to streamline customer communication.

A redesigned website served as a central hub for updates, clearly communicating schedule changes while reinforcing the department's modern, forward-thinking approach.

Garbage trucks were transformed into mobile billboards, using engaging visuals to promote the new brand and environmental commitment.

A multi-channel communications strategy ensured broad reach, including press releases, direct mail (letters and postcards), strategically placed billboards, and on-the-ground engagement through community events with branded materials and staff presence.

Results:

When the service changes launched in 2013, residents were well-informed and prepared. Given the scale of the transition, Augusta Solid Waste considered the campaign a success, with strong community awareness and a smooth rollout of the new service model.

Contact:

Current Contact:

Shane Capitosti
Maintenance Manager
Augusta Richmond County
Engineering & Environmental Services Department
Cell- 706-830-1826

Former point of contact:

Lori M. Videtto
Former Deputy Director
Augusta Environmental Services Department

Former point of contact:

Mark Johnson
Former Director
Augusta Environmental Services Department



Success Two

SAVANNAH LAKES VILLAGE

Background:

Savannah Lakes Village (SLV) historically relied heavily on referrals from previous buyers, with minimal digital engagement. Prior to campaign efforts, web activity was limited, averaging just 1–2 form fills per month, indicating a significant opportunity to expand awareness and lead generation through targeted marketing.

Plan Objectives:

At the beginning of 2026, M3 Agency was tasked with increasing brand awareness, driving qualified traffic, and generating leads from a highly targeted audience of retirees. The strategy focused on positioning Savannah Lakes Village as an ideal alternative for those familiar with active adult communities, specifically targeting residents of The Villages, Florida, by offering a similar lifestyle with a more relaxed, peaceful environment. The campaign aimed to communicate that SLV delivers the amenities retirees value, without the density and pace of larger communities.

Tactics Used:

A fully integrated campaign launched on March 1, utilizing a mix of television, digital, and social media advertising to reach the target audience.

Creative messaging was built around the compelling tagline: “Love The Villages, but want something quieter? Introducing Savannah Lakes Village!”

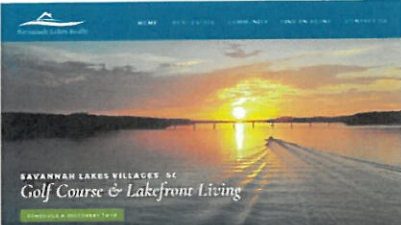
Targeting strategies focused on retirees in The Villages, Florida, leveraging demographic and behavioral data to ensure precision reach. Digital efforts drove users to a dedicated website experience designed to convert interest into inquiries, while social media and display advertising reinforced messaging with lifestyle imagery and maintained frequency. Television placements helped build credibility and broad awareness within the target market.

Results:

The campaign delivered immediate and measurable impact. Website traffic more than doubled, increasing from 11,837 in February to 25,194 in April. This surge in engagement resulted in a 200% increase in conversions and a 98% improvement in conversion rate. Since launching, the campaign has generated 84 form fills and over 100 phone calls, significantly expanding the sales pipeline. Beyond lead generation, these efforts have translated into real business outcomes, with four closed home sales directly attributed to buyers from The Villages, Florida, and an additional five to six sales currently in progress. This campaign successfully shifted Savannah Lakes Village from a referral-based model to a scalable, results-driven marketing approach, driving both awareness and revenue growth.

Contact:

Savannah Lakes Realty / Capital Home Builders LLC.
Dwight D. Fleming
Managing Partner / Realtor, New Construction
864.391.8020
dwightdfleming@gmail.com
101 Village Dr, McCormick, SC 29835



SAVANNAH LAKES VILLAGES, SC
Golf Course & Lakefront Living

COMMERCIAL & RESIDENTIAL REAL ESTATE

FEATURED HOMES

 207 Riverwood Lane Macon, GA 31206 \$1,195,000	 207 Riverwood Lane Macon, GA 31206 \$1,195,000	 207 Riverwood Lane Macon, GA 31206 \$1,195,000	 207 Riverwood Lane Macon, GA 31206 \$1,195,000
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VIEW ALL

Where Relaxation Meets Adventure




Stay in the Wake.

DON'T MISS WHAT'S NEW AT THE LAKE



Looking for your next home – or just curious about what's new on the market?

Stay up to date with what's happening in Savannah Lakes real estate. Follow Savannah Lakes Realty on Facebook today.



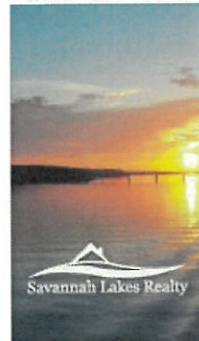
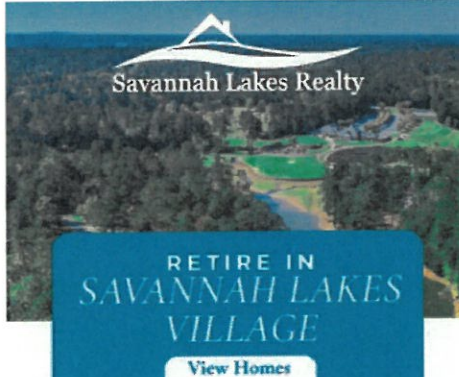
Keep Up With
the Lake Life

SavannahLakesRealty.com



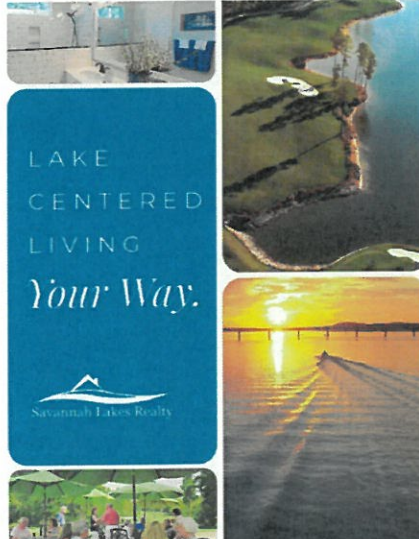
Build the life you've
been dreaming of



RETIRE IN
SAVANNAH
LAKES
VILLAGE

View Homes



MODEL HOMES

 Flowering Peach Macon, GA 31206 \$1,195,000	 Flowering Peach Macon, GA 31206 \$1,195,000	 Flowering Peach Macon, GA 31206 \$1,195,000	 Flowering Peach Macon, GA 31206 \$1,195,000
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Stay and Play



The Perfect Home
is Waiting for You



You've worked hard.
Now it's time to live well.

First Name _____
Last Name _____
Email Address _____
Phone Number _____
Submit



5) Describe at least four documented successes in designing and implementing an integrated marketing strategy.

Client One

DAVE'S HOT CHICKEN

Background:

In March of 2026, Built Different Brands was preparing to open its first Dave's Hot Chicken in the CSRA. They approached M3 Agency to help launch the first Dave's Hot Chicken in Augusta, Georgia, build brand awareness, and entice the target audience to come by and try Augusta's newest concept.

Tactics:

With the timing of the grand opening rollout, we established some key events leading up to the big event to help ensure success.

KEY DATES & THEMES

DATE	DAY	THEME
March 25	Wednesday	FAMILY & FRIENDS DAY
March 26	Thursday	SOFT OPENING + MEDIA INVITE /INFLUENCER NIGHT
March 27	Friday	GRAND OPENING TO PUBLIC
March 28	Saturday	COMMUNITY DAY <i>(Fire & Police)</i>

KEY PROMOTIONAL DELIVERY

MARCH 24 – PRESS RELEASES

(Aiken Standard, Augusta Chronicle, Augusta Press, Augusta Business Daily, WRDW, WAGT, WJBF, WFXG, WGAC, WKSP)

MARCH 25 – FAMILY & FRIENDS DAY

Assist Built Different Brands with invites/Communication to select audience of friends and family.

MARCH 26 – SOFT OPENING + MEDIA INVITE/INFLUENCER LAUNCH

PURPOSE:

Generate early buzz, test operations under moderate volume, and capture pre-opening content.

HOST INFLUENCER EVENT FROM 5-8PM:

- Invite, schedule 15-20 local influencers, select community members, and content creators for event at Dave's Hot Chicken. M3 on site to host and coordinate.

KEY ACTIVITIES:

- Influencer dining experience immediately posted on social platforms
- M3 to capture content with video and photography (food, reactions, store visuals)
- To be scheduled – Morning food delivery/ interview with WKSP, top market radio personalities, requesting on-air trial
- Afternoon radio appearance on WPWR with food trial
- Morning appearance on NBC/CBS news morning show
- Afternoon appearance on ABC midday show

MARCH 27 – GRAND OPENING TO PUBLIC

Ribbon cutting: 10:30 am (M3 video & photography)

Opening Time: 10:30 AM

PURPOSE:

Officially open of the store

CEREMONY: 10:30 AM (DUSTIN / LEADERSHIP TEAM CHAMBER?)

- Ribbon cutting
- Welcome remarks
- Group photos

ON-SITE ASSETS:

- 2-4 PM live ticket stop (Mega Ticket Giveaway with kicks 99)
- Create :10 / :30 promotional messages to be aired throughout the day on a variety of top stations.
- Continue on-line influencer posts (we would have them produce 2 to 3 content posts)
- Social content creation as requested (Design/Video)

MARCH 28 – COMMUNITY DAY

M3 to capture video & photography. Offer to share with media outlets.

Contact:

Dustin Portillo
Director of Culture & Community
Built Different Brands
813.417.6232
dportillo@bdbrands.com

PRESS RELEASES



EVENT MANAGEMENT AND PHOTO/VIDEO COVERAGE



INFLUENCER CONTENT



@richrich762
tiktok
33.1k impressions
3,397 likes



@harriotpottor_
tiktok
32.5k impressions
3847 likes



@thisisaugusta
tiktok
20.9k impressions
1,491 likes



Client Two

SRP FEDERAL CREDIT UNION

Background:

SRP Federal Credit Union sought M3 Agency to develop a feel-good, comprehensive brand awareness campaign for SRP Federal Credit Union designed to position the institution as a lifelong financial partner, from childhood savings to legacy planning. The goal was to position SRP as a trusted, lifelong partner, helping individuals and families navigate each milestone with confidence.

Tactics:

Our team produced various materials, including a :60 video spot, which was also shortened to :30, original photography, billboards, and digital ads as a cohesive campaign. This campaign ran from September through December 2025. Although it was more brand awareness versus a sales or membership-driven, the rollout successfully reinforced SRP's presence in the community "every step of the way."

Contact:

Josh Rhoden, CUCME, CUDE
Marketing and Communications Manager
803.202.4368
jrhoden@srpfcu.org
1070 Edgefield Road, North Augusta, SC 29860



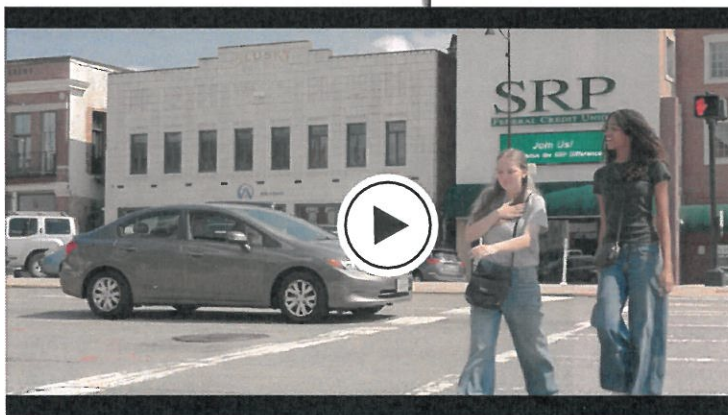
PRINT ADS



BILLBOARD CAMPAIGN



DIGITAL ADS



TV SPOT



Client Three

AUGUSTA TRANSIT

Background:

In early 2017, Augusta Transit was looking to highlight its functionality and increase its visibility and the diversity of its patrons by educating more people about the services that they provide, as they felt it was an untapped resource by many in the area, such as students and business professionals. They also wanted to put a spotlight on their paratransit service, which is unique as it is a curb-to-curb van service that is available to qualifying persons with permanent or temporary disabilities.

Tactics:

To better understand ridership, demographics, and key challenges, our team conducted hands-on market research by riding Augusta Transit buses and analyzing customer feedback through social media reviews. This provided valuable insight into current users, service perception, and areas for improvement.

We then developed an integrated, cross-media marketing strategy, including a refreshed visual identity with an updated color palette, modern design, and imagery to support the goal of reaching untapped audiences and highlighting the paratransit service. Supporting materials included brochures, maps, and a user-friendly "how-to ride" guide covering fares, routes, and accessibility.

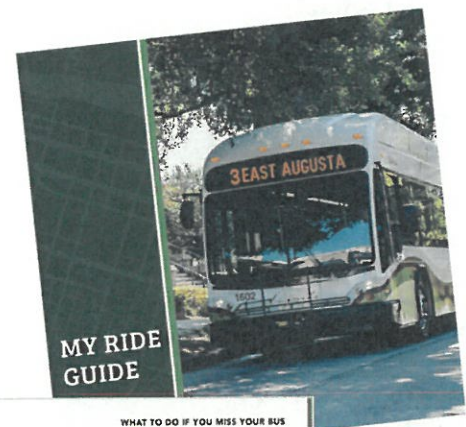
To expand awareness, we launched billboard campaigns and commercials featuring a more diverse, emerging audience not currently utilizing public transit. We also strengthened Augusta Transit's social media presence with engaging content and targeted Facebook ads that highlighted real riders and the everyday benefits of using the system.

Contact:

Dennis B. Skelley PT, DPT, MSA, FACHE
President/CEO
Georgia Rehabilitation Institute, Inc.
523 13th Street
Augusta, GA 30901
706-823-8505
DENNISS@georgiarehabilitationinstitute.com



OUTDOOR BILLBOARD CAMPAIGN



NEW MARKETING COLLATERAL

Client Four

NORTH AUGUSTA CHAMBER

Background:

The North Augusta Chamber of Commerce was preparing for the opening of SRP Park in April 2018, while facing an outdated brand and stagnant membership growth. President Terra Carroll led a rebranding initiative, aiming for a more progressive direction despite a traditionally conservative membership and board.

Tactics:

We began by defining branding goals and conducting interviews with the president, board members, chamber members, and city leaders to gather feedback. This insight was paired with nationwide research of chamber and CVB branding, allowing us to refine visual and messaging directions through a form of A/B testing. These findings informed the development of a new tagline and visual identity, shaped through collaborative stakeholder focus groups.

We then executed a full brand rollout, supported by a strategic press campaign targeting members, community leaders, and local media, culminating in a public unveiling at SRP Park. The launch featured a custom animated video showcasing the brand evolution on the stadium's video board, along with the debut of a new website with an enhanced user experience—resulting in strong media coverage and positive community response.

Our team also developed and coordinated new branded collateral for the launch, including business cards, staff and board name tags, and window clings for members to display their affiliation with the refreshed Chamber brand.

Contact:

Terra Carroll
North Augusta Chamber of Commerce
President/ CEO
Terra@northaugustachamber.net
803.279.2323

NEW ONLINE PRESENCE
WEBSITE OVERHAUL

<http://www.northaugustachamber.org>



NEW BRANDING LOGO



NEW ICON SUPPORT GRAPHIC



NEW SUPPORT STATIONERY



6) Describe the ability of your firm to place the media buys for the airport, including providing reach and frequency reports (include a sample report) to Airport staff. Identify any family members that perform work or provide consulting services for any of the media outlets with which the Airport might place media buys.

We've spent the last 28 years purchasing media in the Augusta market, as well as areas in the Southeast region and across the United States. As an agency, we provide the convenience of an in-house media buyer, at no charge, which allows us to bypass the middle-man. This results in better quality scheduling and programming, specifically to fit a client's goals. We use our expertise in traditional and digital media, along with research data from sources like Nielsen, to achieve optimum reach and frequency to target a selected demographic. We can offer our clients the most competitive rates due to our high-volume purchases. We deliver a hands-on approach by monitoring schedules and affidavits verification to ensure that you get the best return on your investment. M3 Agency evaluates the effectiveness of digital campaigns through comprehensive performance reporting, leveraging tools like Google Analytics to track key metrics such as engagement, reach, conversions, and return on investment. Our dedicated digital specialists continuously monitor campaign performance in real time, using data-driven insights to make ongoing optimizations that maximize results.

We are unaware of any family members that perform work or consulting services for the media outlets with which the Airport might place media buys, and none within our agency.

Tv Schedule



Station	Daypart	Days	Time	Length	Program	Rate	CPP	Apr-01	Apr-05	Apr-12	Apr-19	Apr-26	Spots	A25-64	Cost
WRDW-TV 12.1		MTWRF--	0600A-0700A	30	NEWS 12 6A	120.00	\$54.55	0	3	3	3	0	9	2.20	\$1,080.00
Comments :															
WRDW-TV 12.1		MTWRF--	0500P-0630P	30	NEWS 12 ROTATOR	135.00	\$51.92	0	4	4	4	0	12	2.60	\$1,620.00
Comments :															
WRDW-TV 12.1 Station Spot Totals								0	7	7	7	0	21		
WRDW-TV 12.1 Total Spend								\$0.00	\$900.00	\$900.00	\$900.00	\$0.00			\$2,700.00
WJBF 6.1		-----S-	0700A-0800A	30	GOOD MORNING AUGUSTA	65.00	\$20.31	0	2	1	1	0	4	3.20	\$260.00
Comments :															
WJBF 6.1		-----S-	0800A-0900A	30	GOOD MORNING AMERICA SAT	110.00	\$26.19	0	1	1	1	0	3	4.20	\$330.00
Comments :															
WJBF 6.1		MTWRF--	0700A-0900A	30	GOOD MORNING AMERICA	225.00	\$56.25	0	2	2	2	0	6	4.00	\$1,350.00
Comments :															
WJBF 6.1 Station Spot Totals								0	5	4	4	0	13		
WJBF 6.1 Total Spend								\$0.00	\$690.00	\$625.00	\$625.00	\$0.00			\$1,940.00
WFXG 54.1		MTWRF--	0600A-0800A	30	FOX NEWS NOW	15.00	\$30.00	0	5	5	5	5	20	0.50	\$300.00
Comments :															
WFXG 54.1		MTWRF--	0700P-0800P	30	FAMILY FEUD	125.00	\$0.00	0	4	4	4	0	12	0.00	\$1,500.00
Comments :															
WFXG 54.1 Station Spot Totals								0	9	9	9	5	32		
WFXG 54.1 Total Spend								\$0.00	\$575.00	\$575.00	\$575.00	\$75.00			\$1,800.00
WAGT 26.1		MTWRF--	0700A-0900A	30	TODAY SHOW	75.00	\$150.00	0	2	2	2	0	6	0.50	\$450.00
Comments :															
WAGT 26.1		-----S-	0800A-0900A	30	TODAY SHOW SAT	40.00	\$44.44	0	1	1	1	0	3	0.90	\$120.00
Comments :															
WAGT 26.1 Station Spot Totals								0	3	3	3	0	9		
WAGT 26.1 Total Spend								\$0.00	\$190.00	\$190.00	\$190.00	\$0.00			\$570.00
Spot totals								0	24	23	23	5	75		\$7,010.00

Reach and Frequency Report

WRDW : WRDW-TV 12.1

Month	Spots	GRPs	Reach	Freq	Gross	Net	CPP	ACPM	TCPM
Apr	21	51	34.28%	1.49	\$2,700.00	\$2,295.00	\$52.94	\$14.95	\$14.89
Totals	21	51	34.28%	1.49	\$2,700.00	\$2,295.00	\$52.94	\$14.95	\$14.89

WJBF : WJBF 6.1

Month	Spots	GRPs	Reach	Freq	Gross	Net	CPP	ACPM	TCPM
Apr	13	49.4	33.63%	1.47	\$1,940.00	\$1,649.00	\$39.27	\$11.22	\$11.60
Totals	13	49.4	33.63%	1.47	\$1,940.00	\$1,649.00	\$39.27	\$11.22	\$11.60

WFXG : WFXG 54.1

Month	Spots	GRPs	Reach	Freq	Gross	Net	CPP	ACPM	TCPM
Apr	32	10	8.10%	1.23	\$1,800.00	\$1,530.00	\$180.00	\$11.60	\$13.40
Totals	32	10	8.10%	1.23	\$1,800.00	\$1,530.00	\$180.00	\$11.60	\$13.40

WAGT : WAGT 26.1

Month	Spots	GRPs	Reach	Freq	Gross	Net	CPP	ACPM	TCPM
Apr	9	5.7	4.72%	1.21	\$570.00	\$484.50	\$100.00	\$36.33	\$35.09
Totals	9	5.7	4.72%	1.21	\$570.00	\$484.50	\$100.00	\$36.33	\$35.09

Total

Month	Spots	GRPs	Reach	Freq	Gross	Net	CPP	ACPM	TCPM
Apr	75	116.1	58.62%	1.98	\$7,010.00	\$5,958.50	\$80.38	\$15.44	\$14.04
Totals	75	116.1	58.62%	1.98	\$7,010.00	\$5,958.50	\$80.38	\$15.44	\$14.04

M3 Agency represents the listed client for public relations purposes and the placing of advertising only. All rates are GROSS. It is expressly understood that acceptance of this order does not render M3 Agency or its agents liable for payment of any indebtedness incurred by the client in this matter. M3 Agency will in good faith undertake to collect and forward monies due the vendor under this order. M3 Agency reserves the right to resell time. All spots are to run AS ORDERED. All makegoods must be approved in writing. Any spot running outside of the ordered time period without written approval will be credited. Please contact the agency Media Buyer ASAP if there are any clearance problems. EQUAL ROTATION WITH DAYS AND TIME PERIODS IS REQUIRED OR A CREDIT WILL BE TAKEN. Minimum 5 minutes separation is required.

7) Comprehensive resources, experience, creative talent, manpower of our agency.

Being a full-service advertising agency, with expertise in traditional and digital marketing, we're able to provide our services for clients without use of subcontractors or sub-consultants. We've found that by offering these services by employees who are on staff, we're able to control costs and ensure consistent and cohesive messaging across all media outlets.

WE ARE FULLY PREPARED

Our Services are All-Inclusive:

In-House Design

- Art Director
 - Creative Direction
- Creative Development & Design
 - Digital & Social Assets
 - Logos & Branding
 - Brochures / Direct Mail
 - Ad Creation
 - Outdoor
 - Signage & Promotional Displays
 - Promo Item (t-shirts, mugs, hats, swag)

In-House Content Creation

- On-site Production Studio
 - 3 Video Producers
 - Drone Operator
 - Animator
- On-site Photography Studio
 - 2 Photographers
 - Lighting Specialists
- Production
 - Television
 - Radio
 - Corporate Video
- Editing
 - Fast turn-around
 - Management of frequent revisions
- Podcasting
 - In-House Studio
 - Recording
 - Development

Social Media Management

- Research, Planning, & Calendar Creation
- Post Creation & Development
- Posting across all Platforms
- Monthly Reporting & Analytics

In-House Web Services

- Website Development
- Web Host
- Web Programming
- SEO (Search Engine Optimization)
- Web Maintenance
- Custom Video Content
- Web Ad Creation

In-House Media

- Digital Planning & Placement
 - Google Partner
 - Buy Direct from Exchanges
 - Google/Bing/Yahoo Certified
 - SEM / SEO
 - Paid Social Media (*Facebook Partner, Instagram, LinkedIn, TikTok, Snapchat, YouTube, etc.*)
- Media Planning & Placement
 - Target GRPs
 - Target Demographics
 - Media Buying Software/Auditing
 - OTT / DSP Procurement
- Research
 - Nielsen / Comscore
 - Arbitron
 - Google Analytics
 - Ahrefs

In-House Account Management

- Consulting
 - Develop a media strategy that will be effective in your industry
- Flexibility
 - Changes can be made at any time
- Reliability
- Focus
 - Sending targeted messages to the correct audience

Specialty Services

- Account Management
- Public Relations
- Grand Opening & Event Planning
- Promotional Items
(*Pens, t-shirts, caps, giveaways & much more*)
- Banners
- Window Clings
- Wall / Real Estate Signage
- Mascot Development
- Sales Center Development

8) Resumes of M3 Team Members who would lead the work on projects for the Airport.

Rick Donaldson

President/CEO

- Formed agency in November of 1998 after feeling that agencies did not always look after their clients interest.
- Over 35 years of multi-media experience. Television, cable, outdoor, direct mail, digital, website, social media, SEO & SEM management.
- **Involvement:** Aid in developing marketing plan including marketing strategies, budget, and marketing support for public special events, and with creative development.

Ashley Drummond

Account Supervisor / Day-to-Day Contact

- 18 years in marketing, account management
- Bachelor of Arts in Mass Communication: Advertising and Public Relations
- With M3 Agency since 2008
- **Involvement:** Aid in developing brand including strategies, budget and support for events and with creative development
- Has 5+ years of marketing experience for a regional airport, leading strategic campaigns that have helped to increase passenger enplanements, strengthen brand visibility, and further establish the airport as a trusted community partner.

Amy Padgett

Digital Director & Media Buyer

- Over 35 years in marketing, account management, media buying, SEO and SEM management
- Google Ads and Analytics Certified
- Bachelor of Fine Arts in Broadcasting
- With M3 Agency since 2000
- Past President, AAF Augusta
- **Involvement:** Oversee the digital team's SEM activities. Responsible for all digital campaign activities, including making recommendations, monitoring campaigns, and providing campaign performance results. Aid in research and developing traditional media plans, including marketing strategies, budget recommendations, and suggested media placement.

Noah Pulley

Digital Specialist

- With M3 Agency since 2019
- 17 years working in marketing research/analysis and search engine marketing.
- Bachelor of Business Marketing
- Google Ads and Google Analytics Certified
- **Involvement:** Aid in developing marketing plan, including digital strategies and campaigns, monitoring digital performance, and providing reporting.

Lynn Forbes

Art Director

- Over 35 years in advertising, print and web design
- Bachelor of Arts from Savannah College of Art & Design
- With M3 Agency since 2001; numerous AAF Augusta
- **Involvement:** Create and produce marketing materials and aid in creative development.

Korey Zarlenga

Creative Services Director

- Over 18 years in advertising, print and web design, web development
- Degree in Media Communication and Print and Graphic Technologies
- With M3 Agency since 2007
- **Involvement:** Aid in with creative development and project management of creative services projects, including design, video, photography, and social media.

Wesley Latch

Lead Programmer

- Over 25 years in web development
- Degree in Math and Computer Science
- With M3 Agency since 2010
- **Involvement:** Provide any updates or recommendations for website activity. If any changes are needed to the website, will work with current provider to help facilitate.

Fran Tilby

Video Production Supervisor, Animator, Drone Operator

- Joined M3 Agency in 2013
- Bachelor of Fine Arts in Animation
- FAA Remote Pilot Certification
- **Involvement:** Establish video strategies, budgets and guidelines for video projects, assist with any talent recruitment, and lead the production team with filming and editing, as well as provide drone and animation support for projects.

Bethlehem Dempsey, PMP®

Team Project Manager, Events Specialist

- With M3 Agency since 2020
- Background in non-profit events and fundraising
- Project Management Professional with Certificates in Event and Meeting Management, Content Marketing and Email Marketing
- **Involvement:** Aid in any day-to-day needs as determined by the Account Manager, would be essential in planning and preparation for any events, from planning to execution, production/content shoot support and talent acquisition.

Lydia Deisch

Social Media Director

- Joined M3 Agency in 2025
- Over 4 years of digital and social media experience
- **Involvement:** Aid in developing social content, along with posting strategies and schedules to align with the marketing goals.

Jeremiah Griffin

Digital Specialist

- Bachelor of Arts in Communication
- Google Video Certified, Google Display Certified, Bing Certified, various SEO certifications, and Meta Ads certification
- **Involvement:** Aid in developing marketing plan, including digital strategies and campaigns, as well as paid social campaigns.

Harmony Osgood

Graphic Design / Photographer

- Joined M3 Agency in 2025
- Over 12 years of experience in design and photography
- **Involvement:** Capture photography content, providing professional, high-quality imagery that tells a story and strengthens the brand identity, as well as create and produce marketing materials, aiding in creative development.

Liam Garcia

Videographer

- Joined M3 Agency in 2025
- Over 4 years of videography experience
- Bachelor of Science, Media and Entertainment
- Lighting Specialist
- **Involvement:** On-set cinematography, supporting post-production, as well as assisting with select social media content and photography to maintain visual consistency across campaigns.

9) Our recommendation on placement and budget tracking.

We recognize that every client has unique goals, so we avoid a one-size-fits-all approach to marketing. Instead, we develop fully customized strategies rooted in each client's specific objectives, audience needs, and performance expectations, an approach we would apply to the Airport as well. Once the target audience(s) are clearly defined for the campaign, the M3 team conducts a detailed evaluation of available media outlets to determine the most effective mix for reaching and influencing those audiences. These recommendations are always guided by data, market research, and budget efficiency to ensure maximum impact.

To maintain strong financial oversight and transparency throughout each campaign, we utilize a centralized internal project management system that assigns dedicated budgets to every initiative, tracks time spent on deliverables in real time, and provides full visibility to the entire team. This ensures that every dollar is accounted for and aligned with strategic priorities. By continuously monitoring performance and spend together, our team is able to make informed adjustments when needed, helping clients stay agile while maximizing return on investment.

10) M3, the best partner for the Airport.

M3 Agency is uniquely positioned to serve as the ideal marketing partner for Augusta Regional Airport due to our strong local presence, understanding of the region, and proven experience supporting organizations with growth-focused goals. We are fully capable of supporting Augusta Regional Airport's goals, including increasing passenger enplanements, expanding air service offerings, and strengthening community engagement. We should be seen as a seamless extension of your marketing team that is fully invested in your success.

Our strength lies in combining creative capabilities with comprehensive in-house services, allowing us to efficiently execute campaigns while maintaining a high standard of quality and consistency across all channels. From strategy development and content creation to media planning, digital execution, and performance reporting, our team delivers fully integrated solutions tailored to your goals. What sets M3 apart is our results-driven approach, by actively managing and optimizing campaigns based on real-time data to ensure measurable impact.

With a strong foundation in strategic marketing and a track record of helping clients grow visibility, engagement, and performance, we are confident that M3 Agency can help take Augusta Regional Airport to new heights and further position AGS as a thriving regional gateway.

11) Conflicts of Interest

While we do not see any conflicts of interest within our client base, it was requested that we list any Georgia or South Carolina airports, Chambers of Commerce, Economic Development Agencies or travel and tourism firms you are working for now, or in the past year.

- North Augusta Chamber of Commerce: website hosting and maintenance, email service, and design support.
- Masters Housing Bureau (Augusta Metro Chamber of Commerce) - website development, hosting, and maintenance, as well as SEO services.
- Augusta Metro Chamber of Commerce - website development, hosting, and maintenance for program website (Students2work.org)
- Augusta Entertainment Complex - website development, hosting, and maintenance, marketing of select concerts/events
- Columbia County Performing Arts Theater - marketing of select concerts/events
- Georgia Peach Festival (Peach County Board of Commissioners, Fort Valley Utility Commission, the City Governments of Byron and Fort Valley, the Byron Convention and Visitors Bureau, and the Peach County tourism committee) - marketing of the annual event, day of video/photography content

SECTION IV:
Financial Information



3617 Walton Way Extension, Augusta, Georgia 30909
Phone: (706) 731-1407 Fax: (706) 731-5902

Mass Media, LTD
229 Furys Ferry Road
Suite 123
Augusta, GA 30907

April 28, 2026

To whom it may concern:

This letter is in reference to Mass Media, LTD who has open, active and in good standing accounts with Queensborough National Bank and Trust Company. Should you have any questions, concerns or need additional information regarding this customer, please do not hesitate to contact me directly.

Sincerely,

A handwritten signature in black ink, appearing to read 'Katie J. Douglas'.

Katie J. Douglas

Vice President

706-731-1407

Katie.douglas@qnbtrust.bank

CLEVELANDGROUP
CERTIFIED PUBLIC ACCOUNTANTS

**Mass Media, LTD
Financial Statements -
Accrual Basis
January 31, 2026**

M3 Agency/Mass Media
Statement of Assets, Liabilities, and Equity - Tax Basis
As of January 31, 2026

	Jan 31, 26
ASSETS	
Current Assets	
Checking/Savings	761,924.87
Accounts Receivable	1,002,318.96
Other Current Assets	182,591.06
Total Current Assets	1,946,834.89
Fixed Assets	
ACCUMULATED AMORITIZATION	-520.00
ORGANIZATIONAL COSTS	520.00
SERVER	9,298.77
VEHICLES	220,332.68
154 · FURN. & EQUIPMENT	209,148.16
155 · ACCUMULATED DEPR.	-415,897.87
Total Fixed Assets	22,881.74
TOTAL ASSETS	1,969,716.63
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	989,851.38
Credit Cards	-93,647.60
Other Current Liabilities	78,925.99
Total Current Liabilities	975,129.77
Long Term Liabilities	827,396.19
Total Liabilities	1,802,525.96
Equity	
TREASURY STOCK	-20,000.00
296 · STOCKHOLDERS' DRAWS - RICK	-75,000.00
297 · STOCKHOLDERS' DRAWS - TERRY	-25,000.00
301 · COMMON STOCK	500.00
305 · ADDITIONAL PAID IN CAPITAL	30,890.86
320 · RETAINED EARNINGS	50,257.67
Net Income	205,542.14
Total Equity	167,190.67
TOTAL LIABILITIES & EQUITY	1,969,716.63

For management purposes only. No assurance is provided on these financial statements.

M3 Agency/Mass Media
Statement of Assets, Liabilities, and Equity - Tax Basis
As of January 31, 2026

	<u>Jan 31, 26</u>
ASSETS	
Current Assets	
Checking/Savings	
FIRST CITIZENS	9,838.08
QBNT - 4544	364,364.30
US BANK	387,722.49
Total Checking/Savings	761,924.87
Accounts Receivable	
129 · ACCOUNTS RECEIVABLE	1,040,416.26
130.1 · ALLOWANCE FOR DOUBTFUL ACCOUNTS	-38,097.30
Total Accounts Receivable	1,002,318.96
Other Current Assets	
DUE TO/FROM SOUTHFIRE	2,574.99
N/R - Officer	250,000.00
PREPAID INSURANCE	7,839.15
12000 · Undeposited Funds	-77,823.08
Total Other Current Assets	182,591.06
Total Current Assets	1,946,834.89
Fixed Assets	
ACCUMULATED AMORITIZATION	-520.00
ORGANIZATIONAL COSTS	520.00
SERVER	9,298.77
VEHICLES	220,332.68
154 · FURN. & EQUIPMENT	209,148.16
155 · ACCUMULATED DEPR.	-415,897.87
Total Fixed Assets	22,881.74
TOTAL ASSETS	1,969,716.63
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
210 · ACCOUNTS PAYABLE	989,851.38
Total Accounts Payable	989,851.38
Credit Cards	
American Express	-107,294.76
AMEX - AMAZON	1,024.58
CITI	2,515.01
US BANK CC	10,107.57
Total Credit Cards	-93,647.60
Other Current Liabilities	
Current Portion Long Term Debt	44,769.00
220 · FEDERAL INCOME TAX W/H	13,937.38
223 · MEDICARE W/H	1,433.29
224 · FICA TAX WH	6,128.62
226 · ACCRUED FICA	7,561.91
227 · ACCRUED FUTA/SUTA	626.98
240 · GA WITHHOLDING	4,468.81
Total Other Current Liabilities	78,925.99
Total Current Liabilities	975,129.77

For management purposes only. No assurance is provided on these financial statements.

M3 Agency/Mass Media
Statement of Assets, Liabilities, and Equity - Tax Basis
As of January 31, 2026

	<u>Jan 31, 26</u>
Long Term Liabilities	
Less Current Portion LTD	-44,769.00
N/P - SBA LOAN 1	347,168.90
N/P - SBA LOAN 2	489,939.70
270 · N/P - TERRY RANDOLPH	20,000.00
272 · N/P - TUNDRA	3,816.96
274 · N/P - AMY'S GENESIS	11,439.63
Total Long Term Liabilities	827,396.19
Total Liabilities	1,802,525.96
Equity	
TREASURY STOCK	-20,000.00
296 · STOCKHOLDERS' DRAWS - RICK	-75,000.00
297 · STOCKHOLDERS' DRAWS - TERRY	-25,000.00
301 · COMMON STOCK	500.00
305 · ADDITIONAL PAID IN CAPITAL	30,890.86
320 · RETAINED EARNINGS	50,257.67
Net Income	205,542.14
Total Equity	167,190.67
TOTAL LIABILITIES & EQUITY	1,969,716.63

M3 Agency/Mass Media
Statement of Revenues and Expenses - Tax Basis
January 2026

	<u>Jan 26</u>	<u>% of Income</u>	<u>Jan 25</u>	<u>% of Income</u>
Ordinary Income/Expense				
Income				
487 PROMO ITEMS	\$ -	0.0%	\$ 2,144.00	0.21%
489 SOCIAL MEDIA	18,275.47	2.04%	11,100.00	1.11%
400 · ONLINE ADVERTISING	0.00	0.0%	500.00	0.05%
401 · SPOT RADIO	170,409.06	19.01%	155,010.65	15.47%
402 · SPOT TV	115,357.35	12.87%	76,916.28	7.68%
403 · PRINT MAGAZINES	24,752.35	2.76%	25,628.82	2.56%
404 · SPOT CABLE	65,811.94	7.34%	75,048.12	7.49%
405 · PRINT NEWSPAPER	500.00	0.06%	6,106.49	0.61%
406 · OUTDOOR DIRECTIONAL	57,463.99	6.41%	73,432.26	7.33%
407 · MEDIA DIRECT MAIL	2,359.33	0.26%	540.00	0.05%
408 · CALL CENTER	0.00	0.0%	100.00	0.01%
409 · WEBSITE DEVELOPMENT	9,093.50	1.01%	10,120.00	1.01%
410 · WEBSITE HOSTING	20,312.00	2.27%	24,195.00	2.42%
413 · GOOGLE ADWORDS	256,949.30	28.66%	253,379.47	25.29%
415 · FACEBOOK	19,278.00	2.15%	27,492.53	2.74%
422 · SEO	11,586.00	1.29%	16,042.00	1.6%
423 · E-MAIL/DOMAIN NAMES	3,210.42	0.36%	2,170.46	0.22%
428 · DESIGN CONCEPT/LAYOUT	16,881.60	1.88%	47,894.00	4.78%
448 · AGENCY FEES	41,083.34	4.58%	98,511.66	9.83%
460 · PHOTOGRAPHY	0.00	0.0%	2,681.00	0.27%
463 · TALENT	9,070.00	1.01%	20,135.00	2.01%
470 · DUBS	2,660.00	0.3%	5,390.00	0.54%
472 · PRINTING	22,195.51	2.48%	20,274.22	2.02%
478 · AUDIO/VIDEO PRODUCTION	29,180.00	3.26%	46,972.75	4.69%
Total Income	896,429.16	100.0%	1,001,784.71	100.0%
Cost of Goods Sold				
587 COGS - PROMO ITEMS	0.00	0.0%	1,353.89	0.14%
500 · COS - ONLINE ADVERTISING	531.92	0.06%	409.60	0.04%
501 · COS - SPOT RADIO	38,126.41	4.25%	54,145.12	5.41%
502 · COS - SPOT TV	102,470.52	11.43%	69,258.57	6.91%
503 · COS - PRINT MAGAZINES	20,457.50	2.28%	22,559.50	2.25%
504 · COS - SPOT CABLE	62,321.45	6.95%	69,626.40	6.95%
505 · COS - PRINT NEWSPAPER	1,100.00	0.12%	0.00	0.0%
506 · COS - OUTDOOR DIRECTIONAL	54,115.10	6.04%	66,994.83	6.69%
507 · COS - MEDIA DIRECT MAIL	1,203.44	0.13%	328.85	0.03%
510 · COS - WEBSITE MAINTENANCE	60.20	0.01%	1,728.50	0.17%
513 · COS - GOOGLE ADWORDS	154,010.08	17.18%	175,375.98	17.51%
515 · COS - FACEBOOK	17,587.39	1.96%	23,547.88	2.35%

For management purposes only. No assurance is provided on these financial statements.

M3 Agency/Mass Media
Statement of Revenues and Expenses - Tax Basis
January 2026

	Jan 26	% of Income	Jan 25	% of Income
522 · COS - SEO	5,599.00	0.63%	11,928.12	1.19%
523 · COS - E-MAIL/DOMAIN NAMES	0.00	0.0%	150.00	0.02%
526 · E-MAIL/DOMAIN NAME	2,112.28	0.24%	1,578.69	0.16%
548 · COS - AGENCY FEES	5,539.00	0.62%	0.00	0.0%
560 · COS - PHOTOGRAPHY	0.00	0.0%	1,216.00	0.12%
563 · COS - TALENT	6,135.00	0.68%	14,368.00	1.43%
572 · COS - PRINTING	17,913.60	2.0%	16,198.93	1.62%
Total COGS	489,282.89	54.58%	530,768.86	52.98%
Gross Profit	407,146.27	45.42%	471,015.85	47.02%
Expense				
LEGAL AND ACCOUTING	0.00	0.0%	2,000.00	0.2%
605 · MISC. CONTRACT LABOR	13,726.76	1.53%	387.50	0.04%
607 · PAYROLL TAXES				
600 · DIGITAL/WEB SALARIES	34,689.20	3.87%	33,910.30	3.39%
601 · DESIGN SALARIES	23,206.39	2.59%	24,564.59	2.45%
602 · ADMIN SALARIES	49,021.17	5.47%	51,556.80	5.15%
603 · SALES SALARIES	40,860.68	4.56%	60,940.36	6.08%
604 · PRODUCTION SALARIES	12,593.66	1.41%	24,706.92	2.47%
607 · PAYROLL TAXES - Other	15,619.10	1.74%	20,108.18	2.01%
Total 607 · PAYROLL TAXES	175,990.20	19.63%	215,787.15	21.54%
608 · STORAGE EXPENSE	304.00	0.03%	279.00	0.03%
609 · WEBSITE COSTS	5,060.93	0.57%	4,170.25	0.42%
614 · BANK CHARGES	2,392.62	0.27%	1,799.99	0.18%
615 · CREDIT CARD FEES	2,953.41	0.33%	1,608.75	0.16%
620 · ADVERTISING - AGENCY				
642 · PROMOTIONS/ADVERTISING	5,496.96	0.61%	1,575.16	0.16%
Total 620 · ADVERTISING - AGENCY	5,496.96	0.61%	1,575.16	0.16%
632 · BAD DEBT EXPENSE	(52,509.51)	-5.86%	0.00	0.0%
640 · COPIER EXPENSE	305.45	0.03%	122.84	0.01%
648 · DEPRECIATION EXPENSE	872.48	0.1%	1,056.78	0.11%
652 · DUES, FEES, & SUBSCRIPTIONS	8,733.79	0.97%	5,657.63	0.57%
653 · DUES - NON DEDUCT	0.00	0.0%	740.00	0.07%
656 · MEALS 50%	56.92	0.01%	189.04	0.02%
660 · INSURANCE	3,359.66	0.38%	2,202.52	0.22%
661 · HEALTH INSURANCE	9,460.11	1.06%	10,915.81	1.09%
664 · OFFICE SUPPLIES	7,762.23	0.87%	2,506.58	0.25%
668 · POSTAGE/DELIVERY	290.40	0.03%	329.15	0.03%
672 · OFFICE - RENT	6,266.00	0.7%	6,166.00	0.62%
676 · PROFESSIONAL SERVICES	4,229.75	0.47%	3,984.75	0.4%
684 · TELEPHONE - TELEGRAPH	1,179.88	0.13%	2,045.11	0.2%

For management purposes only. No assurance is provided on these financial statements.

M3 Agency/Mass Media
Statement of Revenues and Expenses - Tax Basis
January 2026

	<u>Jan 26</u>	<u>% of Income</u>	<u>Jan 25</u>	<u>% of Income</u>
687 · GAS EXPENSE	516.37	0.06%	508.47	0.05%
688 · TRAVEL TRANSPORTATION	9.00	0.0%	496.02	0.05%
691 · UTILITIES	1,124.58	0.13%	1,102.65	0.11%
802 · INTEREST EXPENSE	3,708.61	0.41%	3,851.63	0.38%
803 · CONTRIBUTIONS	500.00	0.06%	350.00	0.04%
Total Expense	<u>201,790.60</u>	<u>22.51%</u>	<u>269,832.78</u>	<u>26.94%</u>
Net Ordinary Income	205,355.67	22.91%	201,183.07	20.08%
Other Income/Expense				
Other Income				
701 · DISCOUNTS EARNED	0.00	0.0%	5.47	0.0%
702 · INTEREST EARNED	186.47	0.02%	0.00	0.0%
Total Other Income	<u>186.47</u>	<u>0.02%</u>	<u>5.47</u>	<u>0.0%</u>
Net Other Income	<u>186.47</u>	<u>0.02%</u>	<u>5.47</u>	<u>0.0%</u>
Net Income	<u><u>\$ 205,542.14</u></u>	<u><u>22.93%</u></u>	<u><u>\$ 201,188.54</u></u>	<u><u>20.08%</u></u>

For management purposes only. No assurance is provided on these financial statements.

SECTION V:
References

MASTER AUTOMOTIVE
(BUICK, GMC, CHEVROLET, CADILLAC)

William Schafer
President
wschafer@masterautomotive.com
706.855.9400
3710 Washington Rd, Augusta, GA 30907

SAVANNAH LAKES REALTY /
CAPITAL HOME BUILDERS LLC.

Dwight D. Fleming
Managing Partner / Realtor, New Construction
864.391.8020
dwightdfleming@gmail.com
101 Village Dr, McCormick, SC 29835

SRP FEDERAL CREDIT UNION

Josh Rhoden, CUCME, CUDE
Marketing and Communications Manager
803.202.4368
jrhoden@srpfcu.org
1070 Edgefield Road, North Augusta, SC 29860

MELLOW MUSHROOM
(EVANS, AUGUSTA, AND AIKEN)

Alexandra Bauer
Regional Manager
716.622.1010
alexandrabauer2@gmail.com
4348 Washington Rd, Evans, GA, 30809

WEINBERGER'S FURNITURE &
MATTRESS SHOWCASE

Karly Weinberger
Vice President of Weinberger's Furniture &
Mattress Showcase
706.830.0626
karly@weinbergersfurniture.com
3021 River Watch Pkwy, Augusta, GA 30907
1010 Commerce Dr, Greensboro, GA 30642

SECTION VI:
Additional Information

A SAMPLING OF OUR WORK ▶

Please scan the QR code to view a sampling of our creative work to include brand development, identity positioning and collateral support.



<https://vimeo.com/908628858/64402f6c6e?share=copy>

EXHIBIT B
RATE SCHEDULE

FEE PROPOSAL

Name of Company: M3 Agency

*No fee for tradition
media placement, retain
agency commission

Fee for Traditional Placement of Ads Material
(% Markup if applicable)

0 %

Fee for Digital Placement (% Markup)

18 %

Production Fee

125 /hr.

Design / Creative Services

100 /hr.

Event Planning

75 /hr.

Project Coordination

0 /hr.

Clerical

0 /hr.

You are to include your price for each line in the increments in the unit of measure listed above, either percentage or hourly rate. Please do not deviate from the unit of measure that is listed for each item.

No Additional Fees will be accepted. All fees must be listed in line items above

PROPOSAL SUBMITTED BY:

NAME: Ashley Drummond

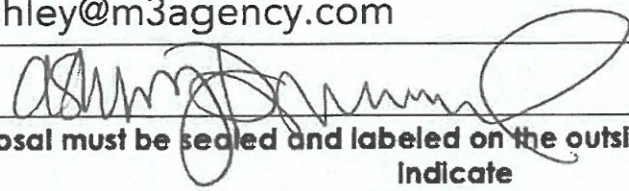
COMPANY: M3 Agency

ADDRESS: 229 Furys Ferry Road, Suite 123

CITY/STATE: Augusta, GA

TELEPHONE: 706-651-0053 FAX: 706-651-0535

EMAIL: ashley@m3agency.com

SIGNATURE: 

Fee Proposal must be sealed and labeled on the outside of the package to clearly
indicate

That it is in response to RFQ/P #26-172 Airport Marketing Agency.

