



CV WATER COUNTS

Agency Services Agreement
2026–2027 Year
June 30, 2026

This shall serve as an agreement between Hunter|Johnsen and CV Water Counts for the purposes of monthly marketing, advertising, design, and public relations assistance.

We estimate the number of ongoing Agency hours for general account services, design services, and public outreach to be approximately 35-40 hours per month.

The Agency's standard non-retained account rate is \$175 per hour. For CV Water Counts, the Agency's rate is \$125 per hour. For this Retainer, the Agency will provide approximately 35-40 hours per month at a rate of \$125 per hour, for a total of \$4,500 per month. Retainers are invoiced in advance (in the month prior) for the following month. All invoices are due within thirty (30) days of the date issued. This agreement will commence on July 1, 2026.

Hunter|Johnsen will provide ongoing monthly marketing, advertising, design, and public outreach assistance to CV Water Counts. All time related to these efforts will be tracked, and a summarized report can be made available on request.

The account management, copywriting, and media planning/buying services will involve the time of Chris Hunter (President/Account Director), the creative or production services will involve the time of Steve Johnsen (Vice President/Creative Director), the public relations services may involve the time of Ellen Paris or Sydney Weisman (Public Relations Counsel), the online services will involve the time of Casey Dolan (Director of Digital).

If a project falls outside the scope of this agreement, such as projects that involve extensive non-budgeted account services, public relations services, creative services and/or production services, an estimate will be submitted for Client approval. For these projects, account services and creative services may be billed at the Agency's account rate of \$125 per hour.

Any production, printing, products or miscellaneous services sub-contracted will be invoiced to CV Water Counts and will be marked up 10%, unless otherwise agreed to by both parties. Vendor invoices and/or receipts will be provided. In addition, Hunter|Johnsen will collect a 15% commission on all digital media placed/purchased through the Agency, and the standard 15% agency media commission on all traditional media placed/purchased through the Agency.



The total CV Water Counts budget (see attached Exhibit A) for the 2025-2026 year is summarized below:

Production, Printing, Products, and/or Miscellaneous Costs	\$3,000
Media (Digital, Television, Radio, Outdoor, and Print)	\$100,000
Agency Services	\$54,000
	\$157,000

The actual Regional Ad Buy (\$100,000) and the Miscellaneous (\$3,000) budgets may fluctuate based on new initiatives, opportunities, or miscellaneous costs that arise, however the total dollar amount will not exceed \$103,000.

This contract is in effect from July 1, 2026 to and including June 30, 2027.

The dated signatures of all parties (below) indicates acceptance of this agreement.

Chris Hunter
President
Hunter|Johnsen, Inc.

Tuesday, June 30, 2026

Date

Brian Macy
General Manager Mission Springs Water District
on behalf of CV Water Counts

Date



EXHIBIT A

CV WATER COUNTS
2026-2027 YEAR
WATER DISTRICT BUDGET BREAKDOWN

WATER DISTRICT	ANNUAL CONTRIBUTION	CONSULTANT*	MISCELLANEOUS*	REGIONAL AD BUY** (Digital, TV, Radio, Outdoor, Print)
CVWD	\$59,500	\$9,000	\$500	\$50,000
DWA	\$24,500	\$9,000	\$500	\$15,000
IWA	\$24,500	\$9,000	\$500	\$15,000
MSWD	\$17,500	\$9,000	\$500	\$8,000
CWA	\$17,500	\$9,000	\$500	\$8,000
MDWC	\$13,500	\$9,000	\$500	\$4,000
	\$157,000	\$54,000	\$3,000	\$100,000
	Total Contract			

* Equal Cost Share

** By Size

* The actual Regional Ad Buy (\$100,000) and the Miscellaneous (\$3,000) budgets may fluctuate based on new initiatives, opportunities, or miscellaneous costs that arise, however the total dollar amount will not exceed \$103,000.