

Date: April 19, 2024**Client:** Humboldt Lodging Alliance**To:** Chuck Leishman**CC:****From:** Matt Kolbert / Lauren Fasang**Subject:** Area Guides Proposal

Project Title: Humboldt Lodging Alliance Area Guides**Description:** Development of updating design on the current (12) Humboldt Lodging Alliance Area Guide Marketing materials.

Overview

The below proposal outlines the estimated time and cost needed to update the (12) current HLA Area Guides. Lat 40 will be responsible for providing updated copy and images for the current guides. Misfit will oversee the design/layouts for the current guides and there will be a photo contingency cost associated. All printing and shipping fee's will be provided in a separate proposal.

- Up to 80 hours - LAT 40 to provide and write copy and images
- Up to 40 hours - Misfit design/layout time
- Photo Contingency Cost - Up to \$2,000

Estimated Timeline

Development and updating of the (12) HLA Area Guides: April 30 – June 1, 2024

Total Cost: Not to exceed \$15,500*

***Misfit will bill at \$175 per hour**

***Excludes costs for printing / shipping**

Add P.O. Number here when available.

This estimate is a tentative price based on information available. The estimate does not include applicable sales tax, shipping, or incidental account expenses, if necessary. In accordance with your instructions, we are undertaking obligations on your behalf as your agent involving the materials or services enumerated above. You hereby agree to reimburse the costs of such materials and services to Misfit.

PROJECT CONFIRMATION

Misfit Signature

Date

Humboldt Lodging Alliance, Inc. Signature

Date

Please sign and return to Misfit