

Board of Commissioners
Agenda Item Transmittal Form
Procurement/Contract Transmittal Form



Type of Contract:		CC Use Only Contract #:
Submission Information:		Vendor Information:
Contact Name: Christopher Tutt		Vendor Name: Source One Marketing & Creative
Department: Tax Commissioner		Address: 2220 Franklin Court Alington, Tx 76011
Project Title: Source One Marketing & Creative		Email: crystal@sourceonecreative.com
Budgeted: No		Phone #: 214-769-6204
Funding Account Number: 521200		Contact: Crystal King
Contract Amount: 64000		Term of Contract: 8 Months
Contract Type: Services		
Contract Action: New		
Original Contract Number:		

Notes and Comments:

2026-391

INDEPENDENT CONTRACTOR AGREEMENT FOR PROFESSIONAL SERVICES

This Consultant Agreement ("Agreement") is made as of the 26th day of May, 2026 between the local government of Rockdale County Georgia, Rockdale County Georgia, (hereafter "County") and Source One Marketing & Creative (hereafter "Consultant"), collectively referred to as the "Parties," individually may be referred to as "Party."

In consideration of the mutual promises and conditions contained in this Agreement, the Parties agree as follows:

1. Services and Obligations of Consultant

1.1 Scope of Services

During the term of this Agreement, Consultant shall provide the Rockdale County Tax Commissioner's Office professional support services described in Exhibit "A", attached hereto and made a part hereof, which shall describe in detail the services to be provided and the compensation for performance and completion of such services.

1.2 Method of Performing Services

Consultant shall determine the method, details and means of performing the services described in Exhibit "A."

1.3 Periodic Progress Reports

Consultant shall provide periodic progress updates at the discretion of the County on a bi-weekly or monthly basis on a date, time and place mutually agreed to by the parties.

1.4 Expenses

Consultant shall be responsible for all expenses incurred by Consultant unless approved by the County in writing prior to incurring the expenses.

1.5 Client Dependencies; Schedule Adjustments; Continuation of Services

The Parties acknowledge that Consultant's ability to complete the services and deliverables outlined in Exhibit "A" within the Term of this Agreement is dependent upon the timely provision of information, materials, data, approvals, feedback, and other required inputs from the County (collectively, "Client Dependencies"). In the event that Consultant's performance is delayed, interrupted, or otherwise impacted due to delays in Client Dependencies, including but not limited to delays in providing requested information, files, access, decisions, approvals, or feedback, such delays shall not constitute a breach of this Agreement by Consultant. The Parties agree that any such delays may reasonably impact the Consultant's ability to complete all services and deliverables within the stated Term. In such cases, any incomplete services or deliverables shall be deferred and may be carried forward into a subsequent agreement, amendment, or extension of services, subject to mutual written agreement of the Parties. Consultant shall make commercially reasonable efforts to notify the County of any material delays resulting from Client Dependencies and to adjust timelines in good faith. The County agrees to use reasonable efforts to provide timely responses and required materials to support project completion.

2. Non-Employment Relationship between County and Consultant

2.1 Consultant Relationship

Nothing in this Agreement shall be construed to create an employer-employee relationship between the Parties. This Agreement shall not render the County an employer, partner, agent of or joint venturer with Consultant for any purpose. Consultant shall have no claim against the County for vacation pay, sick leave, retirement, social security, workers' compensation, health or disability benefits, unemployment insurance benefits, or employee benefits of any kind whatsoever. The consideration set forth in the Consultant Service Agreement shall be the sole payment for services rendered.

2.2 Withholding Taxes and Benefits

Consultant will be responsible for withholding, accruing and paying all income, social security and other taxes and amounts required by law for the Consulting Fees and all payments to Staff, if any. Consultant shall also be responsible for all statutory insurance and other benefits required by law for Consultant and Staff and all other benefits promised to Staff by Consultant, if any. Consultant shall provide the County with a completed W-9 form.

2.3 Confidentiality

The Parties agree that during the term of this Agreement, the Parties may disclose confidential information to the other Party. Parties agree not to disclose any confidential information to third Parties without the express permission of the other Party. Information designated as confidential information shall remain confidential until the Parties designate it otherwise or until the information becomes public through no fault of the other Party.

3. Warranties

3.1 Consultant Warranties

Consultant warrants that it has the right and authority to enter into this Agreement and that this Agreement does not violate the terms of any agreement between Consultant and any third party. If a license is required, Consultant warrants that they are licensed to perform the agreed-upon services enumerated in this Agreement, and covenants that Consultant shall maintain all valid licenses, permits and registrations to perform the agreed-upon services and on behalf of its employees and subagents. Further, Consultant warrants that it possesses the required expertise to render the services required by this Agreement.

3.2 Competent Work

Consultant shall perform all services in a competent fashion in accordance with the applicable standards of the profession.

3.3 Representations and Warranties

Consultant will make no representations, warranties, or commitments binding the County without the County's prior written consent.

4. County Prohibitions to Create a Safe Work Environment

4.1 Drug/Alcohol — Free Workplace

Consultant and all Staff, if any, shall not be in possession of or use of a controlled substance or marijuana during the performance of this Agreement. Consultant, and all Staff, if any, shall also adhere to the County's policies which prohibit the use of any alcohol products while on the premises.

4.2 Prohibition on Unlawful Discrimination and Harassment

Consultant does not discriminate on the basis of race, color, national origin, sex, age, religion or disability in any employment policies and practices. Consultant prohibits unlawful discrimination or harassment, including sexual harassment. Consultants and Staff, if any, shall not engage in unlawful harassment or discrimination while on the premises of the County.

5. Term and Termination

5.1 This Agreement shall be effective as of the date first set forth above. The term of this Agreement shall be eight (8) months ("Term") from the date of this Agreement through December 31, 2026. This contract has the option to renew two (2) additional one-year periods, renewable each year and agreed upon by both parties in writing.

5.2 Termination by Either Party

This Agreement may be terminated for convenience by either party upon thirty (30) days written notice.

5.3 Merger

This Agreement shall not be terminated by the merger or consolidation of the County into or with any other entity.

5.4 Notices

All notices required or permitted to be given under this Agreement shall be in writing (the "Notice") and deemed given when (a) hand delivered by the sender and properly receipted for by a responsible person of the receiving party, (b) deposited in the United States Mail, properly addressed, with sufficient postage affixed, via first class mail, return receipt requested, (c) via Federal Express, UPS or similar national overnight courier service with delivery charges prepaid, (d) Electronic delivery/email; or (e) via facsimile with a copy sent that same day via (a), (b) or (c). All Notices shall be addressed as follows:

County:

Rockdale County Finance Dept.
Attn: Tina Malone, Purchasing Division
958 Milstead Avenue, Suite 300
Conyers, GA 30012
Email: Tina.Malone@RockdaleCountyga.gov

Consultant:

Source One Marketing & Creative
Attn: Crystal King
2220 Franklin Court
Arlington, TX 76011
Email: crystal@sourceonecreative.com

6. Non-Exclusivity

This Agreement is a non-exclusive agreement. Both Parties may enter into similar agreements with third parties.

7. Indemnification

Consultant hereby waives, releases, relinquishes, discharges and agrees to indemnify, protect and save harmless the County, its officers and employees, (collectively, Releases), from any and all claims, demands, liabilities, losses, costs or expenses, including attorneys' fees, for any loss or damage for bodily injury, property damages and attorneys' fees related thereto caused by, growing out of, or otherwise happening in connection with this Agreement, due to any act or omission on the part of Consultant, its agents, employees, subcontractors, or others working at the direction or on behalf of Consultant. Consultant's obligation to indemnify any Releases shall survive the expiration or termination of this Agreement by either Party for any reason.

8. Waiver

The waiver by County of any breach of any provision contained in this Agreement shall not be deemed to be a waiver of such provision on any subsequent breach of the same or any other provision contained in this Agreement. Any such waiver must be in writing in order to be effective, and no such waiver or waivers shall serve to establish a course of performance between the Parties contradictory to the terms in this Agreement.

9. Force Majeure

Neither Party shall be liable for any loss or damage suffered by the other Party, directly or indirectly, as a result of the first Party's failure to perform, or delay in performing, any of its obligations contained in this Agreement (except any obligations to make payments hereunder), where such failure or delay is caused by circumstances beyond the first Party's control or which make performance commercially impracticable, including but not limited to fire, flood, storm or other natural disaster, explosion, accident, war, riot, civil disorder, government regulations or restrictions of any kind or any acts of any government, judicial action, power failure, acts of God or other natural circumstances.

10. Publicity

Consultant and County shall not release, without prior written approval, from the other Party, any publicity ~~regarding the program or services provided herein, including but not limited to notices, information pamphlets, press releases, research, reports, signs and similar public notices prepared by or for either Party, identifying either Party receiving goods or services under this Agreement.~~

11. Governing Law and Venue

This Agreement shall be governed by the laws of the State of Georgia. Venue shall be in any court of competent jurisdiction in Rockdale County, Georgia.

12. Titles, Captions and Headings

The titles, captions and paragraph headings are inserted for convenience only and are in no way intended to interpret, define, or limit the scope or content of this Agreement.

13. Insurance

Contractor shall maintain insurance throughout the term of this Agreement that is consistent with industry standards.

14. Counterparts

This Agreement may be executed in separate counterparts. This Agreement shall be fully executed when each Party whose signature is required has signed at least one counterpart, even though no one counterpart contains all of the signatures of all the Parties to this Agreement. A scanned and/or photocopy of this document carries the same validity of an original agreement.

15. Amendment

This Agreement may not be modified or amended except by agreement in writing signed by the Parties hereto.

16. Exhibits

All exhibits attached to this Agreement are incorporated by reference into and made a part of this Agreement.

17. Severability

If any provision of this Agreement is held as a matter of law to be unenforceable or illegal, the remainder of the agreement shall be enforceable without such provision.

18. Entire Agreement

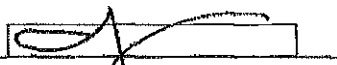
The Parties acknowledge that this Agreement sets forth the entire agreement and understanding between the County and Consultant and fully supersedes any and all prior agreements or understanding among the Parties pertaining to the same subject matter. The County and Consultant affirm that the only consideration for their agreement to execute, and their execution of the Agreement, are the terms as stated herein, and that there are no other promises or agreement of any kind which have caused them to execute this Agreement. This Agreement and the covenants and conditions contained herein shall be binding upon and in use to the benefit of each of the Parties hereto and their respective successors, assigns and successors in title. The Parties further acknowledge that they fully understand the meaning and intent of this Agreement, including but not limited to its binding effect. The Parties acknowledge that they have had the benefit of consulting an attorney before executing this Agreement.

19. Payment Terms

County shall pay Consultant monthly in the fixed amount of Eight Thousand Dollars and .00/100 (\$8,000.00) for consultation services. Total not-to-exceed the amount of Sixty-Four Thousand Dollars and .00/100 (\$64,000) for the performance period. Billing will be every thirty (30) days.

Wherefore, the Parties, having read and understood the terms of this agreement, do hereby agree to such terms by execution of their signatures below.

SOURCE ONE MARKETING & CREATIVE

By: 
Crystal King

____ Crystal King, Co-founder ____
Name & Title (Typed or Printed)

Federal Tax I.D. Number: ____33-4360234 ____

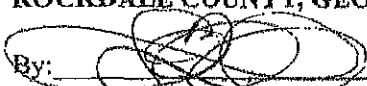
Attest:

____ Jennifer Rutledge, Director/County Clerk ____

Approved As to Form:

____ M. Qader A. Baig, County Attorney ____

ROCKDALE COUNTY, GEORGIA

By: 
Tisa Smart-Washington, Tax Commissioner

ROCKDALE COUNTY, GEORGIA

By: _____
JaNice Van Ness, Chair & CEO

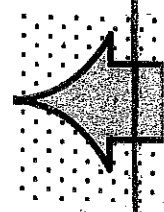


Exhibit A
Rockdale County Tax Commissioner
Scope of Services

SOURCE ONE MARKETING & CREATIVE agrees to provide a set of strategic deliverables focused on leadership visibility, marketing, and modernization initiatives to strengthen operational performance, transparency, and taxpayer experience as follows:

Strategic Improvement Plan: Includes Smart Washington Academy of Taxation (S.W.A.T.)

- Educating & Empowering Citizens
- Provide tax relief program partner support
- Community partner for seniors
- Homestead exemption education
- Senior exemption education age 65+
- Create a comment box for customers to rate their experience while visiting the Tax Office

Marketing & Community Engagement

Objective: Develop and execute a comprehensive marketing and community engagement strategy that elevates the Commissioner's visibility, informs the public, and deepens community connection. Execution budgets for marketing and community engagement activities are provided by, owned, and managed by the client.

Social Media Strategy

- Source One will develop and own the overall social media strategy, including platform recommendations, content pillars, posting cadence, and audience engagement frameworks
- Rockdale County Tax Commissioner's Office staff will be responsible for drafting and posting all social media content in alignment with the approved strategy

Publication & Advertising

- Source One will draft content for placement in On Common Ground News and other publications of general circulation, including digest notices, tax sale advertisements, and public information campaigns
- A content calendar will be developed to ensure proactive scheduling of legally required and discretionary publications, including advance promotion of tax sales, digest ads, and public meetings

- Source One will provide guidance on publication cadence and placement recommendations across channels, including both legally required organs and discretionary publications such as On Common Ground News

Podcast Development

- Source One will support the launch of a Commissioner-hosted podcast focused on property tax relief, community education, and local government transparency
- Communication pillars will be established prior to launch to ensure consistent messaging; key topics will include property tax relief (e.g., HB 439 and excess tax relief opportunities), taxpayer education, and community advocacy
- Inaugural episode recommended as a live taping to build an immediate community following

Community Engagement Programs

- Source One will oversee the design and coordination of youth-focused community engagement initiatives, leveraging existing partnerships. Contingent upon budget and timing, the following options are examples of the initiatives:
 - Potential partnerships with Hills Academy, public school co-op/work programs, Top Teens of America, and other youth organizations such as Jack and Jill of America, and Alpha Kappa Alpha Sorority, Incorporated.
 - Programs may include internships and, based on available client budgets, may also include potential stipend-supported summer opportunities for students to learn the inner workings of the Tax Commissioner's Office, with potential for a 2026 summer and/or winter break short-term program as an early pilot
 - A legislative simulation program will be developed to engage youth from across community organizations, connecting students with local elected officials and culminating in a multi-week simulation where participants experience the full legislative process and advocate for their own proposed initiatives
 - A leadership pipeline initiative targeting young women who have campaigned for student office will be incorporated to encourage civic participation and future public service

Expected Outcomes

- Elevated Commissioner visibility and public trust
- Stronger community connection through youth engagement and educational outreach

- Proactive, consistent public communications across print, digital, and broadcast channels
- Improved transparency
- Better taxpayer experience through education programs

We will go over the customer responses on a weekly basis with staff. This will allow us to make real time corrections and improve the customer experience.