



CITY OF TAMPA

Bob Buckhorn, Mayor

Water Department

Chuck Weber, P.E., Director

December 31, 2015

To Whom It May Concern:

Uppercase, Inc., began consulting with the Tampa Water Department to provide marketing, design, and communication expertise in 2013.

Uppercase, Inc., is working currently with water department and City of Tampa Cable Communications to complete a 30-minute video project to document the colorful history of the dam that is at the heart of the City's potable water supply. They have been involved with this project since inception, providing guidance, research, and scripting. With the project now in production, they are completing several animated clips to support portions of the narrative and other visuals to add depth and texture to the completed piece.

Work also is in progress to develop animation to support a series of water conservation public service announcements. As this project has progressed, input provided by the Uppercase team has resulting in project refinements to ensure that the messaging will resonate with targeted audiences.

Throughout our working relationship, Uppercase, Inc., has consistently brought insight and professionalism to the table, meeting each request in a timely fashion with competitive pricing options. We recently renewed our contract with Uppercase, Inc., for an additional 12-month period. We look forward to receiving the benefits of the energy they bring to the table.

Please contact me if you have questions or would like additional comment about my experiences working with Uppercase, Inc.

Sincerely,

Phoenix McKinney
Water Conservation Coordinator

