

## SCOPE OF WORK

### **Services Agreement for July 1, 2023 – June 30, 2024**

Subject to Master Agency Agreement between Haywood County Tourism Development Authority ("Client" or "TDA") and Crawford Strategy, LLC, ("Crawford") dated July 1, 2023.

## AGENCY SERVICES

For the period of July 1, 2023 – June 30, 2024, Crawford will provide destination marketing support to the Haywood County TDA leadership and marketing team as detailed below.

### **HAYWOOD COUNTY TDA MARKETING**

#### **Haywood County TDA Marketing Account Strategy, Planning, and Management**

Crawford will provide ongoing, marketing leadership and monthly support for Haywood County TDA's marketing efforts. This includes:

- Ongoing marketing consultation
- Regular meetings and meeting recaps
- Creation and management of master fiscal year plan flowchart (to be managed throughout the year in partnership with TDA staff)

*Note: Travel expenses will be billed as reimbursable expenses and will be estimated and approved in advance of all travel.*

#### **Haywood County TDA Media Management and Reporting**

Crawford will provide monthly management of approved paid media placements, including Search Engine Marketing, Paid Social Advertising, as well as other digital and traditional media efforts (print, outdoor, OTT, YouTube, native, etc.). This includes:

- Launch, manage, and optimize seasonal ad campaigns
- Ongoing monthly monitoring, optimization, and reporting
- Media research, planning, and consultation
- Vendor management, communication, negotiation, and insertion order management
- (Development of ad creative will be funded by the Creative/Website Support budget line item)

#### **Haywood County TDA Creative Services**

Crawford will provide ongoing creative and technical support. This includes:

- Creative services and project management support for print and digital advertising, social media, website, video, etc.
- Budget management throughout the year

- All creative and production projects will be estimated in advance for approval

#### **ZIP CODE DESTINATION MARKETING**

Crawford will provide ongoing account planning and management, management of approved paid media placements, metrics reporting, and creative support to the Maggie Valley and Waynesville zip codes as agreed to in marketing plans and budgets as approved by the TDA board. Crawford will additionally provide creative support as needed for the Canton and Clyde zip codes. All creative and production projects will be estimated in advance for approval.

**Fee Summary**

| AGENCY SERVICE  | FY 23-24 (month) | FY 23-24 (fiscal year) |
|---|------------------|------------------------|
| TDA Marketing Account Strategy, Planning, and Management                    | \$3,725          | \$44,700               |
| TDA Marketing Media Management and Reporting                                | \$3,875          | \$46,500               |
| TDA Creative Services   | As approved      | \$110,000              |
| Maggie Valley Zip Code Marketing Account Strategy, Planning, and Management | \$775            | \$9,300                |
| Maggie Valley Zip Code Marketing Media Management and Reporting             | \$1,550          | \$18,600               |
| Maggie Valley Zip Code Creative Services                                    | As approved      | \$18,600               |
| Waynesville Zip Code Marketing Account Strategy, Planning, and Management   | \$775            | \$9,300                |
| Waynesville Zip Code Marketing Media Management and Reporting               | \$1,550          | \$18,600               |
| Waynesville Zip Code Creative Services                                      | As approved      | \$15,000               |

Agreed and dated as of \_\_\_\_\_.

**Client: Haywood County Tourism  
Development Authority**

**Crawford Strategy, LLC**

By: \_\_\_\_\_ (signature) By: \_\_\_\_\_ (signature)  
Andy Windham

Title: \_\_\_\_\_ (print name/title) Title: President, Chief Strategy Officer