



August 20, 2024

TO: Corrina Ruffieux, Executive Director
Haywood County Tourism Development Authority

FROM: Susan Brake, Partner
Sarah Reinecke, Vice President
Development Counsellors International

RE: Visit Haywood Agency of Record Scope of Work: Sept. 1, 2024 – June 30, 2025

Corrina – Development Counsellors International (DCI) is pleased to submit this scope of work to the Haywood County Tourism Development Authority (TDA) for agency of record marketing services, beginning September 1, 2024 and running through June 30, 2025. The primary goal of this campaign is to raise awareness of Haywood County as a year-round travel destination for travelers in the Southeast U.S. Through increased awareness, we will drive sustainable growth to Haywood County by inspiring new visitors and increasing overnight stays.

DCI/Visit Haywood will discuss/refine key target markets for the campaign at the outset of the program. Suggested key target markets for consideration include, but are NOT limited to:

North Carolina

- Charlotte
- Raleigh-Durham
- Greensboro-High Point-Winston Salem

South Carolina

- Columbia

Florida

- Jacksonville
- Orlando-Daytona Beach-Melbourne
- Tampa-St. Petersburg
- Miami-Fort Lauderdale

Georgia

- Atlanta

Tennessee

- Knoxville
- Nashville-Davidson-Murfreesboro

Digital measurement will show an emphasis on CTRs, on-site engagement and website conversions (as opposed to purely clicks and impressions).

Conversions include:

- Ad impressions
- Total sessions to the landing page
- Clicks and click-through-rate
- More than 90 seconds spent on the site



Development Counsellors International

215 Park Avenue South, Suite 1403 / New York, NY 10003 / 212 725 0707 / aboutdci.com

- Conversions, such as clicks to lodging options page, Google Map clicks, newsletter signups, contact forms, visitor guide downloads and other downloads.

SCOPE OF WORK

I. Kick-Off Call

DCI/Visit Haywood will meet for a virtual kick-off call week of Sept. 9 to discuss program logistics, timeline and next steps.

II. All-Agency Kick-Off Meeting

DCI recommends setting up a 90-minute virtual meeting with all agency partners to connect, align and build relationships – setting our teams up to successfully share information and collaborate in the years ahead. DCI will coordinate the meeting to include Visit Haywood, along with your Public Relations and Website agencies, and any other key players that Visit Haywood recommends. DCI will work with Visit Haywood on best-bet timing for the call (likely to take place after the Brand Summit).

III. Immersion Tour

In conjunction with the already-scheduled September 24 Brand Summit, DCI recommends conducting an immersion tour with our creative service team. DCI/Visit Haywood will work together to coordinate logistics. DCI recommends adding the immersion tour on to the Brand Summit, enabling our collective team to conduct site visits/get a lay of the land on the afternoon of Sept. 24 and all day Sept. 25.

IV. Unfiltered Video

DCI and the Visit Haywood team must first determine out of the two concepts presented, which concept is the right fit for Visit Haywood from both a creative and budgeting standpoint (and if any modifications need to be made). DCI/Visit Haywood will discuss and align on concept to move forward, and will discuss options for music, jingle, voiceovers, etc, to be used in the video.

We understand Visit Haywood has a preference to partner with photographers and directors of photography that are locally or regionally based whenever possible. We are open to any partnerships but our main objective, when it comes to creative asset development, is that we maintain a high level of production value to be able to set Visit Haywood apart from its competition and allow the production to have a smooth and seamless experience. We will help vet any and all creative partners and provide recommendations for the best crew.

SUGGESTED DELIVERABLES *(to be refined/finalized by Visit Haywood/DCI. DCI to provide a full scope of work and budget based on final direction chosen/agreed upon by both parties):*

- Vetting/Selecting a Director of Photography & Photographer (We will work closely with the Visit Haywood team and come with strong recommendations of who to choose.)
- Video shoot (Minimum 2 days; pending extra budget available we strongly recommend 3-4 days to do a long format and cut downs)

VIDEO PRODUCTION PROJECT BREAKDOWN

Pre-production includes *(within \$70K price range):*

- Creative Direction
- Art Direction
- Copywriting & Scripts

- Visual Storyboard
- Location Scouting
- Production Coordination and Organization
- Production Book and Schedule for Shoot
- Travel Coordination and Scheduling

Additional budget items to consider (to be discussed/scoped out with Visit Haywood):

- Consideration/extra budget for rain dates/weather implications
(DCI will make every effort to avoid weather complications)
- Location fees additional
- Pre-casting & casting session
- Crew teaming/ Grip truck
- Props supplied by destination
- Hair/ make-up and wardrobe
- Securing/hiring talent*
(Non-Union Additional talent will be quoted separately)
- Craft services (meals while filming)
- Equipment rental
- Travel expenses for crew to be on-site to creative direct video shoot

**Average cost for talent is \$1,000.00 per day / per talent.*

Post-production includes (within \$70K price range):

- Review footage
- Bucket footage
- Editing (Brand Video: 30sec 16x9 only)
- Editing (:30 sec)
- Color correction
- Rough cut edits (2 rounds)
- Custom SFX
- Audio editing
- Final audio mix for all video versions
- Art card graphics
- Final single master H.264 in a 16x9 format :30 (All dubs are additional)

Additional budget items to consider (to be discussed/scoped out with Visit Haywood):

- Long Form and cut downs to :60 sec / :15 sec / :10sec / :06 sec)
- Custom music score/Balsam Range recording
- CGI
- V.O. Talent
- Audio Auditions
- Audio recording session if VO is used (1 VO Talent if needed)
- Any rescales required by multimedia outlets

Still Photography Budget Note: We prefer to shoot stills simultaneously while shooting the brand video. This alleviates duplicating some of the production costs when we do a major shoot such as talent, wardrobe, make-up, styling, scouting ... all would be done in conjunction with the brand video shoot to take advantage of the cost savings. **However, the current budget DOES NOT allow for still photography. All still photography costs would require add-on fees (estimated at \$25,000).**

Budget Note: We'll provide you with a final proposal for video production and cost options, upon further creative direction/discussion and approval by your team. Typically, these type of video projects can range anywhere from \$70,000 on the extreme low end to upwards of \$200,000+.

DCI/Visit Haywood to further discuss video options and costs. DCI is available to consider shifting FY 24-25 budget around, but please note this would require a reduction in media spend. Alternatively, we would need to seek additional budget resources in order to create a higher-production quality video, and additionally add still photography into the mix.

V. Paid Advertising

Strategy & Startup:

- **Creative Direction:** This starts with a full immersion in the destination, recommended to take place week of Sept. 23.

DCI will collaborate with members of the Visit Haywood team during all relevant creative phases to aid in the success of the project, providing strategic input and creative expertise where/when needed. The creative direction can seamlessly develop in parallel with the media strategy and plan as they're being developed.

We will review all concepts developed for the presentation and decided which ones we all love and want to move forward with in our campaign. We'll also look at other concepts that may need to be slightly re-imagined and also look at opportunities that we may want to explore further.

We will utilize all existing Visit Haywood assets for any near-term media dates if the plan has items that need to be deployed prior to the video/still shoot.

Once the shoot is complete, we will start creating specific targeted assets for the paid media plan.

- **Paid Media Plan:** At the outset of the program, DCI will develop a paid media plan based on the goals of the campaign. DCI will consider a variety of channels, taking into account available budget and overall program goals, and will provide an outline of best-bet platforms for reaching your target visitor audience. The media plan will include recommended ad flight topics and spend allocation.

DCI will present the media plan in mid-October during a one-hour Teams call to get Visit Haywood's approval before beginning campaign work. While the new campaign media plan is in development, DCI will work closely with Visit Haywood to determine how to maintain momentum with the existing program until the new campaign is ready for launch.

The paid advertising strategy **could include** a mix of the following channels, based

on media plan recommendations and available budget:

- **Google Paid Search:** Google Search Ads captures online users who have an intent to search specific topics. These ads are the highest-converting digital medium. We will serve ads to travelers who are interested in what activities and experiences Haywood County has to offer, conquest targeting of competitor destinations, audience targeting and seasonal targeting. Google, the dominant search engine, has a 97 percent market share in the United States.
- **Google Display Ad Retargeting:** We implement display campaigns only in targeted ways to focus on intent and behavior, limit waste and ensure quality over quantity. By using our search program, remarketing audiences and other tools at our disposal, we'll keep Haywood County top of mind for our drive market targets. We can also serve display retargeting ads focusing on the different diverse towns and their experiences, depending on the keyword search ads previously clicked.
- **Google Demand Gen:** Demand Gen is Google's latest AI-driven ad channel that lets us serve ads on Google's most-immersive, visual surfaces, including Discover, YouTube and Gmail, and stay in front of our target travelers when they open their browser or check their email. We can use Google AI to create uniquely tailored placements, so we can drive users through the sales funnel and convert them.
- **Meta (Instagram & Facebook):** Meta leads all social channels in level engagement and time spent, making it an ideal place to get in front of target visitors. Ads on Meta will also encourage travelers to consider Haywood County for their next vacation by showcasing the area as a destination that provides diverse and memorable experiences year-round. We will run ads on Facebook and Instagram and maximize our reach by using strategic ads in stories, feeds and reels. This is also an effective place to utilize video content, retargeting or to boost organic posts.
- **Demand-Side Platform Advertising (DSP):** Demand-side platform advertising, a form of programmatic advertising, features hyper-targeting audience reach, real-time bidding capabilities, data-driven insights, a wide range of ad inventory and cost efficiency. DSP is a great way to increase awareness at scale, since it opens up websites that are not a part of Google's display network. DSP offers advanced contextual and regional targeting, allowing us to control where ads are seen.
- **Paid Publishers/Traditional Advertising:** While our program will be largely focused on digital marketing (the most effective technique for targeting visitors), DCI will review appropriate publications, for both digital and print advertising opportunities. We will also review other print advertising and traditional opportunities, like billboards and radio, in which to place ads that align with our target audience.

Implementation:

- **Creative Production: Design, Development & Content Creation:**
DCI will work closely with your team to develop all of the creatives needed for your campaigns. We will expand upon the foundation for increasing brand awareness as well as conceiving specific targeted project(s) to drive destination visits. The scope will include traditional and digital production on paid media advertising.

Traditional & Digital Production includes:

- Creative & Art Direction
- Copywriting
- Mechanicals
- Pre-Press
- Digital Display Ad DEV
- Landing page DEV are additional and will be estimated
- Proofing
- Creative assets management/gathering
- Client meetings
- Photo search & selection
- Final file prep
- 2 rounds of revisions

- **Paid Program Setup, Management & Optimizations:**

Following approval of the paid media plan and content, DCI will develop audience targeting and creative for review and begin implementing the plan upon approval. Once launched (by the end of month two of the program), we will optimize the campaign frequently to continually improve the return on investment with the campaign goals in mind.

Every month, DCI will hold a call with Visit Haywood to walk through campaign performance, recommended optimizations and next steps. The reporting framework is intended to demonstrate ROI to your leadership.

Analytics & Reporting

- **Analytics & Reporting Set-Up & Maintenance:**

DCI will maintain the current conversions listed above and tracking parameters for paid media performance. DCI will also take the necessary steps for proper data retention in Google Analytics, including the creation of audience segments. The analytics scope does not include any updates or creation of new conversion tags.

DCI will continue to maintain the reporting dashboard on Looker Studio, which will provide you with real-time access to exclusively track your target audience's journeys and engagement through ad performance. Visit Haywood will receive a link to the reporting dashboard, which includes:

- Overview Page (Marketing Funnel)
- Google Search Ad Performance
- Google Display Ad Performance
- Google Demand Gen Performance
- Meta (Instagram) Performance
- Meta (Facebook) Performance
- DSP Display & Video Performance
- Website Performance: All Traffic

VI. Brand Activation

DCI understands that Visit Haywood has allocated \$55,000 for a brand activation. DCI will work closely with Visit Haywood to provide recommendations and best practices for launching

such a brand activation and is available to implement the activation accordingly, working within the allocated budget.

VII. Advice & Counsel

DCI will allocate up to 5 additional hours per month for advice and counsel that goes beyond the scope of work outlined here. Anything further will be charged at our combined hourly rate of \$195/hour.

VIII. Additional Terms & Conditions

For regular, monthly advertising on paid channels such as Meta, Google, etc., expenses will be billed to Visit Haywood after the ads run. DCI will invoice Haywood County Tourism Development Authority monthly (with no additional markup) for ad buys, providing appropriate receipts/documentation for purchases. Haywood County Tourism Development Authority will be responsible for reimbursing DCI.

For any media insertion orders or contracts with publishers or events that exceed one-time fees of \$25,000, we request that Haywood County Tourism Development Authority sign the contract and be listed as the billing contact. DCI is still able to process payment and manage the campaign. Haywood County Tourism Development Authority will be billed upon signature of the contract. For this type of insertion order/contract that exceeds \$25,000, publications often require pre-payment. As such, DCI requires that Haywood County Tourism Development Authority handle the pre-payment.

For amounts less than \$25,000, Haywood County Tourism Development Authority still acknowledges that it assumes all legal liability for outstanding payments to media vendors.

Please note: Exact amounts for digital advertising are not always possible based on how the channels manage their bidding system and delivery. Our guarantee is that we will spend within 98% of the ad budget forecast, or we will issue a refund at the program conclusion for the difference in the amount collected versus that which was spent directly on the channel. Also, reallocations across each channel may occur to optimize the performance of the campaign, as is customary with performance marketing. To streamline workflow and communication, Haywood County Tourism Development Authority authorizes DCI to make adjustments across channels of up to 10% of the total advertising budget. If changes are required that exceed that amount, a change order will be initiated, and the new agreement terms will act as the primary governing document.

IX. Timeline

The program will begin on September 1, 2024 and run through June 30, 2025. A full 10-month campaign timeline will be delivered to Visit Haywood in September at the start of the program.

The program shall continue into Fiscal Year 25-26 – running from July 1, 2025 – June 30, 2026. DCI/Visit Haywood will meet prior to the conclusion of FY 24-25 to discuss workplan specifics for FY 25-26 to ensure there is no hiatus/gaps in advertising.

X. Staffing

Susan Brake, Partner & Senior Vice President, Digital Strategy, will serve as lead strategist for the program. Sarah Reinecke, Vice President, will serve as account lead and day-to-day support, with Carly Johnson, Senior Director, SEM & Media managing all aspects of the advertising program. Carly will be supported by a deep bench of digital specialists at DCI, including Richie Gaiser, Senior Manager, SEM & Media. Rob DeLuke will serve as Chief Creative Officer for the program and be supported by a full team of creative professionals to carry out the program deliverables.

XI. Budget

This campaign has been designed as a 10-month program to begin September 1, 2024 and continue through June 30, 2025.

The outlined budget below is divided into two elements: professional fees and projected out-of-pocket expenses. The latter item involves considerable variation but represents our current estimates based on recent experience.

For your convenience, DCI will bill our professional fees in equal installments of \$29,444 a month, billed at the beginning of each month.

This rate includes the 10% agency fee as a part of advertising spend and is calculated based on the total advertising budget.

A communications and technology fee of \$350 a month will cover ongoing communication expenses, digital analytics/metrics reporting software, telephone, stock imagery, internet access while traveling, regular postage and databases.

Out-of-pocket travel expenses will be billed separately with appropriate documentation. Valerie Wilson Travel (VWT) will book all transportation, and a VWT booking fee of \$55 will appear on invoices involving travel purchases. Client payment is requested within 15 days of billing.

If either time needed or client requests for deliverables increase significantly beyond the scope of work outlined above, DCI's hourly blended rate of \$195/hour will be used to calculate the additional hours needed to complete the work. DCI will request Haywood County Tourism Development Authority approval prior to increasing hours toward the program of work. If for any reason the project is cancelled, or the dates for the project are changed, DCI will invoice the Haywood County Tourism Development Authority for all hours expended on the project to date at a rate of \$195/hour.

The program shall continue on a month-to-month basis after the conclusion of the contract, under the same terms and conditions unless both parties mutually agree upon new terms.

This agreement may be canceled by either party, Haywood County Tourism Development Authority or DCI, for any reason upon 60 days written notice to the other. Both parties agree that they will not offer employment or consulting opportunities to staff members of the other party.

Budget

Visit Haywood FY 24-25 Marketing Budget September 1, 2024 - June 30, 2025	
DCI Professional Fees	
Strategic Development & Planning	\$25,000
Media Planning & Buying	\$50,940
Paid Media % Commission Fee	\$40,000
Data, Analytics & Reporting	\$18,500
Creative Direction & Production for Advertising	\$90,000
Video Shoot & Production (includes management of shoot, creative development, pre & post-production, etc.)	\$70,000
PROFESSIONAL FEES SUBTOTAL	\$294,440
Estimated Expenses	
Immersion Tour Travel Expenses (3 DCI Staffers)	\$5,000
Media Spend/ Direct Media Buy	\$400,000
Video Shoot (Hiring a videographer)	\$25,000
Brand Activation (Note: DCI/Visit Haywood to discuss the best use of these funds.)	\$55,000
Program Technology/Communication Expense	
Digital and Analytics Tools, Phone, Stock Imagery, Software, Databases, other miscellaneous expenses, etc. \$350/month x 10 months	\$3,500
EXPENSES SUBTOTAL	\$488,500
TOTAL BUDGET	\$782,940