



May 29, 2025

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

FROM: Carly Steele Johnson, Senior Director
Sarah Raynor, Vice President
Development Counsellors International

RE: Visit Haywood Agency of Record Scope of Work: July 1, 2025 – June 30, 2026

Dear Corrina and Visit Haywood Team,

Thank you for the opportunity to submit this contract to continue our marketing program on behalf of Visit Haywood. Our Year 1 work to-date has allowed us to lay a solid marketing foundation and in Year 2, we'll move full speed ahead to continue the momentum to elevate Visit Haywood's image among key target audiences, ultimately raising the destination's profile as a premier travel destination.

Looking back on Year 1 (which began on Sept. 1, 2024), our DCI team worked alongside Visit Haywood to set strategy and craft a hyper-targeted digital advertising program. We unveiled fresh creative concepts and plans for highly visual, attention-grabbing ads. Post-Hurricane Helene, we pivoted our strategy to a "Know Before You Go" campaign, aiming to raise awareness and answer questions about the state of the area. We also launched the holiday-focused Gift of Haywood ad campaign, successfully driving the shop local message, as well as the Winter campaign to help test the waters before launching our spring, summer and evergreen advertising.

Our core advertising program officially launched in February and is off to a strong start. While it's still early in the program, we've already earned nearly 370K visits to the website, resulting in over 2,500 POI clicks to hotels, rental properties, restaurants, attractions and more. Additional special campaigns included Ice Fest and Fat Burger Month, helping to increase local and nearby drive market attendance.

In the pages that follow, we've outlined the scope of work for a digital advertising program to begin on July 1, 2025, and conclude on June 30, 2026.



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OBJECTIVE

DCI has laid a strong foundation and is excited to continue the momentum in our core advertising program for FY2025-2026. Our strategy for Year 2 includes a continued primary focus on digital advertising channels including Google Ad Suite and Meta, as well as the inclusion of selected opportunities from the Visit NC Partnership programs or other paid media partnerships.

Upon completion of our new video ads, we will implement video advertising existing platforms like Meta and Google as well as new mediums, including YouTube and CTV. Through video advertising, we'll be able to provide a fuller and richer view of Haywood County to our target audience and better inspire them to book a trip.

We'll continue to target visitors in key Southeast markets but refine our targeting on a quarterly basis as we receive insights from our advertising data as well as visitor spending data.

For all of our advertising efforts, we would recommend following a seasonal ad flight approach, ramping up ad spend in the high season travel and booking months and ramping down spend during the less popular months.

SCOPE OF WORK

I. Kick-Off Call

DCI/Visit Haywood will meet for a virtual kick-off call week on July 8 to discuss program logistics, timeline and next steps and review June advertising results.

II. Paid Advertising

- **Creative Direction:** DCI will be responsible for all creative direction and production, developing all creative assets needed for the program and handling all design and content elements. DCI anticipates using the existing creative framework developed in FY 2024-2025 to build out the program for FY 2025-2026. Activities include:
 - DCI will create new advertisements for fall and winter campaigns
 - DCI will update existing Spring/Summer and Evergreen advertisements with new photography as it becomes available
 - DCI will continue to test existing and new campaign messaging and replace/update as necessary
 - This scope of work includes traditional and digital production on paid media advertising, including copywriting, mechanicals, pre-press, digital display ad development, proofing, creative asset management/gathering, client meetings, photo search and selection, final file pre.
 - Advertisements will undergo up to two rounds of client review/revisions
- **Paid Media Plan:**

DCI will develop an updated paid media plan for FY25-26 at the beginning of our program. The media plan will include recommended platforms, audience targeting and spend allocation. DCI will present the media plan in late July during a one-hour Teams call to obtain Visit Haywood's approval. While the new FY25-26 media plan is in development, paid advertising will continue to run normally, continued from FY24-25 with no interruption.

The paid advertising strategy **will include** a mix of the following channels:

- **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 90 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 utilizing the Visitor's Guide.
- **Google Performance Max:** Google's latest AI-driven ad channel, Performance Max 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. This is an effective channel to place not only static ads, but also our new video advertising.
- **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 our new video content, retargeting or to boost organic posts.
- **YouTube:** Managed through Google Advertising with similar targeting capabilities, YouTube ads allow us to reach potential visitor through video ads, in-search ads, and in-display ads on the second largest search engine on the internet.
- **CTV:** Advertising that allows us to place ads on smart TVs and other streaming devices, the platform offers a very targeted approach with the ability to reach audiences by viewing habits, interests and demographics. We recommend utilizing Disney Advertising as our CTV vendor.
- **Paid Publishers/Traditional Advertising:** While our primary focus for the core advertising program is digital, we have allocated \$100,000 worth of media spend to be used for a combination of paid publisher programs and/or co-op programs. DCI will be available to provide advice and counsel to Visit Haywood in identifying the best-bet approach for these programs. DCI will also be responsible for managing the programs and developing all creative assets/elements needed for the chosen opportunities that are part of the \$100,000 scope.
- **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 stakeholders.

Analytics & Reporting

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

To effectively track paid advertising ROI, DCI will continue to maintain a robust campaign tracking and measurement framework. We will continue to maintain a custom reporting dashboard that provides you real-time access to campaign performance data as well as create new pages for the recommended new advertising platforms. We provide actionable monthly insights and recommendations during our strategy calls, along with ongoing data storytelling to illustrate key trends and performance shifts. Additionally, our team continuously monitors campaigns to implement timely optimizations, maximizing effectiveness and return on investment. Our scope of work includes:

- Campaign Tracking and Measurement
 - Performance Tracking
 - Website Conversion Tracking
- Data Collection, Processing, and Maintenance
 - Data Collection and Integrity
 - Data Processing
- Real-Time Reporting Dashboard Development and Maintenance
 - Custom Dashboard
 - Ongoing Optimization
 - Data Retention

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)
- Insights & Benchmarks
- Google Search Ad Performance
- Google Display Ad Performance
- Google Performance Max Performance
- Meta (Instagram & Facebook) Performance
- YouTube Ad Performance
- CTV Ad Performance
- Website Performance: All Traffic

III. Special Event Advertising

- **Ice Fest Weekend, Gift of Haywood & Fat Burger Month**

- DCI will deploy a paid advertising campaign and develop creative materials to support Ice Fest Weekend 2026, Gift of Haywood 2025, and Fat Burger Month 2026.
- Our goal for each event will be to:
 - Ice Fest: Increase awareness of Ice Fest Weekend among the target audience and increase traffic to the Ice Fest Weekend webpage.
 - Gift of Haywood: increase awareness of the campaign among the target audience and increase traffic to the Gift of Haywood landing page and shop page.
 - Fat Burger Month: increase awareness of the campaign among the target audience and increase traffic to the Fat Burger Month landing

page.

- The paid advertising channels and strategies will include:
 - Google Display (Ice Fest only)
 - Meta (Facebook & Instagram)
- DCI will develop the creative ads needed for the above campaigns. We will edit creative from 2025 for the ads and develop audience targeting before submitting these items for your approval. Following approval of the content and audience targeting, DCI will begin implementing the plan. Once launched, we will optimize the campaign frequently to continually improve the return on investment with the campaign goals in mind.
- DCI will also design and develop the following creative elements to help support advertising efforts:
 - Rack Card/Brochure (Ice Fest only)
 - Swag or any other small collateral
 - Billboard design for up to one billboard
- The timeline for each campaign will be as follows:
 - Ice Fest: November 2025 – January 2026
 - Gift of Haywood: October 2025- December 2025
 - Fat Burger Month: March 2025 – April 2025

IV. 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.

V. 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.

VI. Timeline

The program will begin on July 1, 2015 and run through June 30, 2026. The program shall continue into Fiscal Year 26-27 – running from July 1, 2026 – June 30, 2027. DCI/Visit Haywood will meet prior to the conclusion of FY 25-26 to discuss workplan specifics for FY 26-27 to ensure there is no hiatus/gaps in advertising.

VII. Staffing

Sarah Raynor, Vice President, Brand Management, will serve as lead strategist for the program. Carly Steele Johnson, Senior Director, SEM & Media, will serve as account lead and day-to-day support as well as managing all aspects of the advertising program. Carly will be supported by a deep bench of digital specialists at DCI. 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.

VIII. Budget

This campaign has been designed as a 12-month program to begin July 1, 2025 and continue through June 30, 2026.

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

For your convenience, DCI will bill our professional fees in equal installments of \$24,441.67 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 Digital Advertising Marketing Budget July 1,2025 - June 30, 2026	
Paid Advertising Program (Main Program)	
Digital Advertising & Publisher Program Strategic Planning, Implementation & Management	\$85,800
Paid Media 10% Commission Fee	\$48,700
Data Analytics, Tracking & Reporting	\$20,100
Creative Direction/Production	\$108,000
Professional Fees (Main Program) Subtotal	\$262,600
Expenses (Main Program)	
Ad Spend- Google Suite & Meta (Static)	\$312,000
Ad Spend - Publisher Programs	\$100,000
Ad Spend - Video Ads (YouTube and TBD CTV Vendor)	\$75,000
Program Technology/Communication Expense	
Digital & Analytics Tools, Phone, Stock Imagery, Software, Databases, Other Misc. Expenses \$350/month x 12 months	\$4,200
Expenses (Main Program) Subtotal	\$491,200
MAIN PROGRAM TOTAL BUDGET	\$753,800
Special Event Advertising (Ice Fest, FBM and Gift of Haywood)	
Digital Advertising Strategic Planning, Implementation & Management	\$11,200
Creative Direction/Production <i>(Including all advertising, swag development, brochures/rack cards, billboard, posters, collateral, etc.)</i>	\$19,500
Professional Fees Subtotal (Special Events)	\$30,700
Expenses (Special Events)	
Media Spend	\$29,500
Expenses Subtotal (Special Events)	\$29,500
SPECIAL EVENTS TOTAL BUDGET	\$60,200
COMBINED PROFESSIONAL FEES SUBTOTAL	\$293,300
COMBINED EXPENSES SUBTOTAL	\$520,700
ADVERTISING PROGRAM GRAND TOTAL	\$814,000

IX. Offer of Service

Thank you for the opportunity to extend our engagement with your team. Signing below and returning to our attention will acknowledge acceptance of this contract and all the terms herein. Thank you.

Sincerely,



Carly Steele Johnson
Senior Director, SEM & Media



Sarah Raynor
Vice President, Brand Management

Accepted for Haywood County Tourism Development Authority

Name

Date