



May 1, 2026

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

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

RE: Visit Haywood Agency of Record Scope of Work: July 1, 2026 – June 30, 2027

Dear Corrina and Visit Haywood Team,

Thank you for the opportunity to continue our partnership on behalf of Visit Haywood. Entering Year 3 together is a milestone worth celebrating, and we are proud of what this program has built.

Year 2 has delivered strong, measurable results. The Visit Haywood brand continued to gain momentum, the award-winning brand anthem video launched to wide recognition and the program drove across-the-board performance gains, including a 99% increase in total website views a 107% increase in new website users from 2024 to 2025.

Beyond core digital advertising, we continued to support special event campaigns including Ice Fest Weekend, Fat Burger Month, and Gift of Haywood, each contributing to Visit Haywood's growing reputation as a year-round destination.

In the pages that follow, we have outlined the scope of work for a digital advertising program running July 1, 2026 through June 30, 2027



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OBJECTIVE

Our Year 3 strategy maintains a primary focus on digital advertising across Google Ad Suite (including YouTube) and Meta, using a mix of static and video creative to deliver holistic view of all that Haywood County offers to our target audience.

We will continue running CTV ads on both Basis CTV and YouTube CTV to extend reach beyond social and search, connecting with high-intent travel planners in a premium, full-screen environment that reinforces Haywood County's brand at the consideration stage.

Targeting will remain anchored in key Southeast markets, with quarterly refinements informed by advertising performance data and visitor spending data. As a supplemental add-on to this program, we strongly recommend a Brand Health Perception Study Research Review and Target Audience Segmentation Study, which will strengthen our digital marketing efforts. We've included more details on these items in a separate proposal for your consideration.

Across all channels, we will follow a seasonal ad flight approach, scaling spend up during peak travel and booking periods and pulling back during slower months. For CTV specifically, we recommend pausing from November through February given higher CPMs and lower expected return during that window.

SCOPE OF WORK

I. Kick-Off Call

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

II. In-Person All-Agency Meeting

DCI, Visit Haywood, MMGY and OneNet came together for a successful in-person All-Agency meeting in February of 2026. We recommend conducting a similar All-Agency strategy and planning meeting for FY26-27. This enables our teams to collectively align on priorities, workshop challenges and think big on how to further elevate Visit Haywood across all marketing channels in the months and years ahead. DCI envisions a one-day, in-person meeting in Haywood County.

DCI would work with Visit Haywood to develop the agenda and content, ensuring robust input from all agency partners.

III. 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 will continue building upon our existing creative framework developed in Years 1 and 2 to develop the FY2026-2027 program:

Activities include:

- DCI will update existing Evergreen, Fall, Winter and Spring/Summer static advertisements as needed. We have built a very strong foundation of ad creative, and our team will review the data and present Visit Haywood with recommendations for which ads to tweak/update in the year ahead.
- We recommend continuing to use the strongest performing ads in the year ahead, and will advise tweaks/updates to 1-2 of the lowest performers for each ad flight. DCI will continue to test existing and new campaign messaging and replace/update as necessary.

- Additionally, as part of our evergreen seasonal campaigns, DCI will continue conversations with Visit Haywood to launch a Spring 2027-specific advertising campaign, using the creative developed and presented to Visit Haywood in 2026. DCI will also continue conversations with Visit Haywood regarding updates to the Summer 2027 evergreen advertising campaign, and any opportunities to leverage some of the new website elements in the works (such as Spotify playlists/roadtripping, etc.). Please note that this scope of work does not encompass any separate advertising campaigns, and if for example, a campaign similar to OPEN HAYWOOD is required for FY26-27, an add-on scope of work will be developed in conjunction with Visit Haywood.
 - DCI will develop the needed creative assets/elements for the Paid Publisher program in FY26-27 (specifics TBD, based on forthcoming recommendations and conversations with VH)
 - 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.
 - Advertisements will undergo up to two rounds of client review/revisions
- **Our State Advertising Creative Direction:** DCI will support Visit Haywood in the creative direction and design of up to six full page print advertisements, to be run in *Our State*. Visit Haywood will handle the media buys and correspondence with *Our State* and communicate all deadlines/deliverables to DCI. DCI will be responsible for the creation of the ads. Advertisements will undergo up to two rounds of client review/revisions.

**Please note that we've allocated time costs to complete 6 full page print ads. Should additional ad buys be secured, DCI is able to support on creative for an add-on rate of \$1,500 per full page ad.*

- **Paid Media Plan:**
DCI will develop an updated paid media plan for FY26-27 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 FY26-27 media plan is in development, paid advertising will continue to run normally, continued from FY25-26 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 an 87 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 and retargeting ads for the Visitor's Center.

- **Google Performance Max:** Google's 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.
- **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 continuing with Basis CTV and YouTube CTV.
- **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 identify best-bet approach and recommended program(s) to pursue for FY 26-27. DCI will meet with Visit Haywood prior to October 1 to review recommendations and solidify a gameplan for FY2026-2027.

DCI will also be responsible for managing the program 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 & Maintenance:**
To effectively track paid advertising ROI, DCI will maintain a robust campaign tracking and measurement framework, including a custom reporting dashboard that provides real-time access to campaign performance data.

Monthly strategy calls will include actionable insights and recommendations, supported by ongoing data storytelling to surface key trends and performance shifts. Our team continuously monitors campaigns to implement timely optimizations and maximize return on investment.

Additionally, as Visit Haywood transitions to a new website, DCI will dedicate up to 25 hours to update all required performance and conversion tracking and refresh the custom dashboard to reflect the new site's data structure. While we anticipate 25 hours should cover the time required, should additional time be needed/required, DCI/Visit Haywood will work together to develop an add-on scope of work to support.

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

IV. Special Event Advertising

DCI will support THREE Special Events for Visit Haywood, as outlined below. Should additional support be requested/required or additional special event needs arise, DCI is available to support through an add-on scope of work, to be outlined and approved by DCI/Visit Haywood as the need arises.

- **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, Gift of Haywood and Fat Burger Month.

- Our goal for each event will be to:
 - Ice Fest: Increase awareness of Ice Fest Weekend among the target audience, increase traffic to the Ice Fest Weekend webpage and increase clicks to the ticket page (if applicable).
 - 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 FY25-26 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. Advertisements will undergo up to two rounds of client review/revisions.

- 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

- The timeline for each campaign will be as follows:
 - Ice Fest: November 2026 – January 2027
 - Gift of Haywood: November 2026- December 2026
 - Fat Burger Month: March 2027 – April 2027

V. 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.

VI. 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.

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 and Sarah will be supported by a deep bench of 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. Timeline & Budget

This campaign has been designed as a 12-month program to begin July 1, 2026 and continue through June 30, 2027. 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 \$26,529 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.

DCI/Visit Haywood will meet prior to the conclusion of the program to discuss workplan specific for FY2027-2028. 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 Agency of Record Marketing Budget July 1, 2026 - June 30, 2027	
Paid Advertising	
Digital Advertising, Publisher Program Strategic Planning, Implementation & Management	\$90,948
Special Events Strategic Planning Implementation & Management	\$11,200
Paid Media 10% Commission Fee	\$54,000
Creative Direction/Production for Digital Advertising Program & Paid Publisher Program & Six Our State Ads	\$117,720
Special Events Creative Direction/Production <i>(Including all advertising, swag development, brochures/rack cards, posters, collateral, etc.)</i>	\$19,500
Reporting & Analytics	
Data Analytics, Tracking & Reporting for Paid Advertising	\$20,100
Website Performance, Tracking & Dashboard Updates (New Website)	\$4,875
Professional Fees Subtotal	\$318,343
Expenses (Main Program)	
Ad Spend- Google Suite & Meta (Static & Video)	\$330,000
Ad Spend - Publisher Program(s) & Media Partnerships	\$100,000
Ad Spend - CTV Ads	\$84,000
Ad Spend - Special Events	\$26,000
All-Agency Travel (3 DCI staff X \$2,000/person)	\$6,000
DCI Staff Travel for Visit NC Conference (1 staffer @ \$1,000)	\$1,000
Program Technology/Communication Expense	
Digital & Analytics Tools, Phone, Stock Imagery, Software, Databases, Other Misc. Expenses \$350/month x 12 months	\$4,200
Expenses Subtotal	\$551,200
ADVERTISING PROGRAM GRAND TOTAL	\$869,543

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,



Sarah Raynor
Vice President, Brand Strategy

Accepted for Haywood County Tourism Development Authority

Name

Signature

Date