

SCOPE OF WORK – 2018/2019

June 1, 2018 – May 31, 2019

Colle McVoy & Jackson Hole Travel and Tourism Joint Power Board

Within the retainer agreement, Colle McVoy will provide the following marketing services for all projects identified within the Scope of Work:

STRATEGIC PLANNING: (120 hours) \$14,400

Strategic planning, strategic brand development and marketing consultation including branding, messaging and tactics; secondary research, account planning, information and analysis of industry trends, and evaluation; Public Relations and social media advising. Also includes time associated with analytics and social listening to inform PR, social and media strategies. Creative rotation recommendations also included.

ACCOUNT SERVICES: (655 hours) \$78,600

Development and implementation of marketing strategies, campaigns and tactics. Client communications and account supervision. Account and project management and interfacing with other agency teams. Billing, tracking and reporting all budgets and retainer costs. Integrating and consulting with internal staff and external partners to insure integration of brand, creative and messaging.

Community Engagement

Includes time associated with creating an annual calendar to include at least three community workshops to engage community in campaign strategy.

CREATIVE SERVICES: (700 hours) \$84,000

Creative concept development including creative strategies, ideas/themes, layouts, concept boards and messaging; creative development, design and production for creative campaigns including online and offline advertising; copywriting, editing, message development, and proofreading; design of layouts, comps, sketches and other visualizations, art direction including supervision of illustration, photography, retouching, and other graphic services. Individual project scopes that fall within this budget will be provided separately, outlining key deliverables and assumptions.

Production Services

Traffic management and supervision of schedules and production processes for print, broadcast and other creative executions. Preparation of final production-ready files and mechanics. Oversee and reconcile production budgets. Source and manage print, broadcast and other production vendors.

SOW only reflects agency fee; out-of-pocket production costs will be estimated and billed separately. Examples of those costs include: retouching, pre-press, proofs, illustrations, photography, video production/editing, development etc.)

MEDIA SERVICES: (700 hours) \$84,000

Reflects agency time associated with holistic media planning and strategy regardless of medium. This will include recommended media mixes, suggested partners as well as a prioritization and allocation of markets and seasonal timing.

The scope specifically includes media planning and buying of offline media plans, digital media and Search Engine Marketing, (SEM) efforts, market research and analysis as well as negotiations, purchase and management of offline media and digital contracts/orders. Verification and reconciliation of media activity and billing. Evaluation of non-digital and digital media performance on a monthly basis in collaboration with analytics team is included.

Agency time based on a total media budget of around \$1.1MM; agency hours and cost subject to change if budget substantially changes.

BASE PUBLIC RELATIONS: (285 hours) \$34,200

Develop strategy and PR plan. Assist local community and partners in amplifying their media pitches. Provide a PR analysis of market.

Influencer strategy and activation

Develop a robust influencer strategy that integrates and reinforces the “Stay Wild” campaign.

Activities will include:

- Identify in-depth partnerships with up to 5 influencers (annually) who reach the “experience chaser” audience
- Negotiate contracts for each paid partnership, including defined deliverables and timing
- Maintain ongoing communication with each partner to nurture relations and share information about Teton County
- Develop content deliverables and timeline surrounding the partnerships in conjunction with proactive media relations story platforms and event priorities
- Define and implement the criteria for reactive opportunities from influencers; evaluate and manage communication and requests
- Assumes all partnerships with influencers will be billed at cost as covered under a separate, pre-approved budget

Social media content

Develop a “Stay Wild” campaign content strategy – including bloggers, hashtags and boosting – in coordination with the local social media team.

- Create a “Stay Wild” playbook to enable on-site community managers to integrate the campaign’s brand messaging, tone, language and visual cues
- The user guide will include a library of sample posts, suggested images and short video content adapted from the advertising campaign
- Assumes ongoing community engagement is managed on-site by local Jackson Hole social team

Social listening

Utilize The Foundry™ social listening platform to identify trending topics and opportunities for community engagement and relevant content and story platforms

- Identify emerging trends and relevant travel topics that appeal to the “experience chaser” audience
- Develop monthly trending topics report to highlight findings and opportunities
- Scope includes Affinio social listening tool costs

ANALYTICS: (135 hours) \$16,200

Utilize Google Data Studio to build a custom Visit Jackson Hole dashboard to track web performance and interaction, media performance and trends, pacing to media spend thresholds, paid keyword search and ad group performance and goal-level engagement on-site. (See appendix for sample dashboard)

Tagging of key conversion points on the website (headers, buttons, tiles, etc.) will be done in conjunction with the migration of VisitJacksonHole.com to a new CMS in order to track the user journey in more detail and make website/content optimization recommendations for year two. Evaluation of website and digital media performance on a monthly basis in collaboration with media team is included.

CRM efforts and/or tools are not included in the current scope.

WEBSITE MIGRATION AND MAINTENANCE: (542 hours) \$65,000

Remove the current Visit Jackson Hole website from the current CMS and migrate it to a new CMS structure built by Colle McVoy. In year one, the priority is to get the website built on a CMS that can be edited, managed and updated without management or involvement of previous partners (Craft is the considered platform at this time). The website will remain live and functional in its current state until new version is ready to launch in August. The scope to migrate the current site includes:

- A content audit of the entire VisitJacksonHole.com website and content recommendations and updates based on audit findings.
- Creation of desktop and mobile friendly layouts and as well as 6-7 unique page templates to be utilized for future content needs.
- Some UX and design changes will be implemented in the migration to the new CMS for instance updates to the main navigation, footer and booking widget, updated fonts to match campaign look/feel.
- Integration of a social aggregation tool into the site to showcase social content, posts, etc. is included in the scope to showcase #staywild content and other brand posts. (Tagboard or similar partner)
- Frontend and backend development of the site and keyword recommendations for SEO purposes.
- Colle McVoy will explore replacing or rebuilding the booking widget to match the user experience on the Cen Res website (i.e. maintain date selections). Booking functionality within VJH.com will not be implemented
- Ongoing maintenance of the website including addressing all new page updates within 1-6 working days on average.
- A CMS overview/training call is included at the conclusion of the site migration to orient you and any other key stakeholders to the new backend and site functionality if desired

This scope does not include:

- Migration of the experience builder page to the new CMS, or updates to its current functionality.
- Revised site mapping or wireframes

GRAND TOTAL: \$376,400

GENERAL ASSUMPTIONS:

- Due to potential realities and limitations of data migration, particularly the booking widget and data, from the previous site to the new CMS, Colle McVoy would like to reserve the right to revise the website migration and maintenance and analytics scope if needed once the conversations with all parties involved begin. This scope was developed based on assumptions that data migration is possible and somewhat seamless.
- Reflects agency time associated with producing materials and tactics included within the “Stay Wild” creative platform. Assumes the core creative idea of “Stay Wild” will not be revised, only tweaked to address key audiences, seasonalities and applications for tactics and mediums (OOH, print, digital, swag, etc.)
- OOP costs associated with travel not included and will be billed separately.

APPROVAL

Authorized representatives of the parties have signed this Project Work Statement effective on the date first above written.

JACKSON HOLE TRAVEL AND TOURISM BOARD

COLLE MCVOY

APPROVED BY

APPROVED BY

PRINT NAME

PRINT NAME

TITLE

TITLE
