



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, September 12, 2017

8:30am-12:30pm

Courtyard by Marriott, San Luis Obispo
1605 Calle Joaquin, San Luis Obispo, CA 93405

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

CONSENT AGENDA – *motion required*

B. Burnham

3. **Approval of August 8, 2017 Marketing Committee Meeting Minutes**
Staff will ask for Committee approval of the August 2017 Marketing Committee Meeting Minutes.

BUSINESS ITEMS

B. Burnham

4. **PR Agency Presentations (3.5 hours) – *motion required***
The Committee will review PR agency presentations and make a recommendation to the Board.
5. **Advertising & Marketing Update (10 min)**
Staff will review the progress on current paid media campaign, earned (PR) efforts and owned media efforts.
6. **Marketing Discussions (20 min)**
 - a. **New Website Preparation (10 min)**
Discussion of necessary preparation for VSC's new website.
 - b. **New DAM Needs (10 min)**
Discuss features and needs that the DMOs are looking for in a new digital asset management system (DAM).

ADJOURN.

Brown Act Notice: Each speaker is limited to 2 minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to 2 minutes per speaker. State law does not allow the Marketing Committee to discuss or take action on issues not on the agenda, except that members of the Committee may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the Committee to follow-up on such items and/or place them on the next Committee agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Marketing Committee.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Brendan Pringle at (805) 541-8000 at least 48 hours prior to the meeting.



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee

Meeting Minutes

Tuesday, August 8, 2017

8:30am

Courtyard by Marriott, San Luis Obispo
1605 Calle Joaquin, San Luis Obispo, CA 93405

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Molly Cano, Shari Clark, Cheryl Cuming, Christen Goldie, Gordon Jackson, Heather Muran, Jennifer Porter

ABSENT: Jim Allen, Terrie Banish, Stacie Jacob, Lori Keller, Jennifer Little, John Sorgenfrei, Jill Tweedie

STAFF PRESENT Brooke Burnham, Jordan Carson, Pam Roberts, Brendan Pringle, Michael Wambolt

Call to Order at 8:31 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENT

Burnham reminded the Marketing Committee to copy Records@slocal.com on any emails to VSC Board, Committee and team members.

CONSENT AGENDA

3. Approval of July 11, 2017 and August 3, 2017 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

ACTION: Moved by Akers/Goldie to approve the Consent Agenda as presented.

Motion carried: 7:0:1
Muran abstained

BUSINESS ITEMS

4. Update on Board Action

The Board reviewed the Marketing Committee's recommendations for new Marketing Committee members and approved Jill Tweedie, Shari Clark and Stacie Jacob (representing Paso Robles Destination). The Board asked the Marketing Committee to further vet one of their recommendations, Audrey Arellano. Burnham invited Audrey Arellano to speak in front of the Committee.

The Executive Committee approved the Marketing Committee's recommendation to pursue contract negotiations with Goodway Group as VSC's Media Agency.

Public Comment – Audrey Arellano presented in front of the Marketing Committee and detailed her marketing background and current role.

Committee Discussion – Cuming asked Arellano to speak more about the lodging aspect of her qualifications. Akers asked Arellano to speak about the visitor experience in the local lodging industry and how she will bring that to the Committee role.

The Committee discussed Arellano's application. Akers asked why the Board didn't originally approve the other two recommendations. Burnham stated that the Board did not want to set a precedent of having a sales manager on the Marketing Committee, that they wanted to make sure Arellano had the necessary marketing experience and that her current role is, in fact, marketing and not sales.

Action: Moved by Cuming/Porter to recommend that the Board approve Audrey Arellano to the Marketing Committee.

Motion carried: 8:0

5. Advertising & Marketing Update

Wambolt gave an update on his recent Travel Trade Sales Mission to Los Angeles on July 25-27, 2017 where he met with four Chinese Inbound Operators, as well as Eagle Rider, ATI, American Ring Travel and New World Travel. He distributed the notes from these meetings on August 1. Wambolt provided an update on upcoming travel dates. Wambolt mentioned that IPW will be in Denver May 19-23, 2018 and to contact him if anyone would like to take advantage of early bird pricing, which ends in November. Burnham noted VSC is looking at having other activations in the Denver area during IPW.

Wambolt noted that the Visit SLO CAL Packaging Party will take place on October 19, 2017 at Oyster Ridge. Roberts invited the Committee to the Fall Symposium on September 21, 2017 at the Embassy Suites, which will include speakers from Arrivalist, JBS Hotels and Host Compliance.

Burnham provided an update on Film SLO CAL, including the major motion picture filming in SLO CAL. KSBY interviewed Visit SLO CAL and ran a story on Film SLO CAL outlining the impact of the film industry. Kylee Corliss, Film Commission Liaison, will be attending the FLICS Board Meeting & Retreat on August 30-31, 2017. Film SLO CAL is also working on ways to help support the 2018 SLO International Film Festival and what that future partnership will look like.

Burnham gave an update about several recent press hits, including a story in the Toronto, Calgary, Edmonton and Ottawa Sun Newspapers, and Local Highway 1 stories on KSBY and the Tribune. July press visits included *The Daily Mom*, *Evening Standard*, *Travel Weekly*, *Budget Travel*, *Let's Dine Out*, *Sunset Magazine* and Freelancer Rob McGovern. Burnham outlined several upcoming PR opportunities, including individual media trips and a group FAM October 5-8. She noted that VSC has a new Black Diamond UK Media rep, Katarina, who will be visiting the area for an immersive FAM trip September 13-17, 2017. The Clymb/LeftLane Sports will be arriving in SLO Cal August 21-25, 2017 to begin the content creation phase of the partnership.

Carson provided an update on upcoming social media and blog posts.

Burnham reviewed metrics from the FY 2016/17 SEO report. Burnham noted that BCF is now primarily working on

creative and administrative projects including the FY2016/17 Annual Report, a deeper competitive analysis and a deeper persona analysis. VSC is currently in contract negotiations with Goodway Group and in the process of onboarding.

Burnham reviewed the most recent Arrivalist data, and noted this data shows that investment in Seattle and Denver have had an impact on travel to SLO CAL.

Public Comment – None.

Committee Discussion – Cuming reported out that Vacasa purchased a large vacation rental management company in Cayucos, and Jackson reported that Pismo Beach has been using Host Compliance for a year now.

Porter asked if there is a form that the potential film partners can complete to report their assets to Film SLO CAL. Burnham responded that we will work on putting that piece together. Cano asked if VSC will be attending Visit California's Media Bootcamp in Seattle, which Burnham confirmed. Cano also asked if we've seen an effect on the Seattle flight since there is currently no media being spent in any target markets. Burnham noted that there has been some softening with the Seattle flight numbers, but that it could be following the seasonal trend. Jackson asked if there is a co-op available to get cities broken out in Arrivalist. Burnham noted VSC has talked about it, but will take a closer look. Porter asked to be sent the slides with the Arrivalist data.

Cuming asked that the Marketing Committee to put SLO CAL in parentheses when referencing San Luis Obispo County, to help tie in the destinations to SLO CAL. Cano noted that the City of San Luis Obispo has integrated "In the heart of SLO CAL" into their brand, which will be going to their board for approval. Burnham also reminded the Marketing Committee when using SLO CAL to be sure that the brand name is in all caps.

6. Marketing Discussions

6a. Get to Know the New Media Team

Burnham introduced Tyler Williams, Account Manager, and Donovan Moore, Account Director, from Goodway Group.

Public Comment – Williams and Moore provided introductions and their industry background.

Committee Discussion – Cuming asked for better clarity about why Visit SLO CAL decided to look elsewhere for a Media Agency. Burnham noted the results of the previous campaign with BCF were effective, but that a partner that was more adept at digital strategy and optimization would make the program much more efficient going forward, which is especially important moving from a seasonal media plan to an annual media plan.

Jackson asked how Goodway and BCF will work together. Moore noted that best-practices will be tested and that they will perform A/B testing on the creative so that data backs up all decisions. Jackson asked if these dollars will strictly be going to domestic. Burnham stated that the spend will be for domestic, but that they could potentially look at international spends further down the road.

Jackson asked if the media will be geared towards awareness or bookings. Goodway said that they focus on the data that leans more towards bookings, but noted the importance of the awareness piece. Burnham added that, for Visit SLO CAL, it will always be a mix because SLO CAL is a new brand, and we need that awareness piece in order to drive bookings.

6b. Future Discussion Topics

Burnham asked the Committee members to submit their discussion topics before the next meeting and they will be put on future agendas.

Public Comment – None.

Committee Discussion – None.

6c. Discussion Recap

Public Comment – None.

Committee Discussion – None

ADJOURNMENT

Meeting adjourned at 10:38 am.



TURNER FOR



**SAN LUIS OBISPO COUNTY
CALIFORNIA**



REQUEST FOR PROPOSAL



TURNER

a fahlgren mortine company

3	Services and Activities
4	Letter of Interest & Executive Summary
5	Nature of Services & Activities
7	Agency History & Expertise in Travel & Tourism and Public Relations
9	Primary Address
9	Agency Size
10	Conflict of Interest (TURNER has no conflict of interests with Visit SLO CAL)
10	Current Tourism Clients
11	Current Travel Clients (non-tourism)
13	Personnel and Management
14	Team
14	Primary Team
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17	Organizational Chart
18	Resources
18	Subcontractors
19	Scope of Work
22	Media Relations & Public Relations Services
23	Public Relations Strategic Plan
25	Proactive Programs
32	Familiarization (FAM) Trips
35	Reactive PR Management
36	Public Policy
37	Crisis Communications
38	Tracking and Reporting
40	Account Management
41	Budget



SERVICES AND ACTIVITIES

LETTER OF INTEREST & EXECUTIVE SUMMARY

Provide a letter of interest and an executive summary of your proposal.

August 23, 2017

Dear Visit SLO CAL Team,

Thank you for considering TURNER in your RFP process to support Visit SLO CAL's tourism efforts. Our team is excited about the opportunity to represent such a special destination; many of team have spent time in Central California and would be honored to help tell your story far and wide.

TURNER is a full-service public relations, social media and digital communications firm representing some of the world's best destinations, resorts and brands. We specialize in tourism, travel and active lifestyle brands. (The places you want go and the items you need in your suitcase.) Our client roster includes a deep bench of DMOs including Utah, Bermuda, Alberta, Toronto, Estes Park, Cheyenne, Albuquerque and South Walton.

TURNER was founded in 1997 in Denver, CO, and we have offices in New York, Chicago and Miami to best service our worldwide clients.

We are confident we can take Visit SLO CAL's storytelling and media exposure to new heights. You will find through this RFP that one of our key specialties is generating positive, quality and continual media coverage for tourism destinations, often reshaping and expanding perceptions of the destination.

Thank you for your consideration of TURNER. We have so many stories from our visits, and we would be honored to represent Visit SLO CAL!

Best Regards,

Angela Berardino

Angela Berardino

Chief Strategy & Integration Officer

angela@turnerpr.com

TURNER
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1614 15th Street, Fourth Floor

Denver, CO 80202

303.333.1402 (o)

720.232.4934 (c)

NATURE OF SERVICES & ACTIVITIES

Provide a description of the nature of the proposer's services and activities.

Media Relations

We're trained like journalists and respected for our national relationships and deliberate, well-researched approach. TURNER has established itself as a go-to resource for travel and lifestyle brands among the top editors, freelancers and influencers who drive editorial trends. Our outreach yields unmatched results, building brand awareness, driving sales and inspiring action. Our team continually develops new and creative ways to work across the changing media landscape, from digital broadcast to visual storytelling. We also execute media training services for clients to ensure key brand and message points are clear during speeches, print and broadcast interviews.

Influencer Relations

Through both organic and paid influencer programming, we develop and execute customized programs across verticals. Our team is extremely skilled at finding the

right influencers for your brand and creating lasting relationships that will deliver results for both you and those who drive your business. When campaigns involve paid influencer activation, we negotiate individual contracts, deliver product and experience and ensure the campaign adheres to legal requirements.

Press & FAM Trips

Experience is what counts when it comes to influencer marketing and public relations. On custom-designed press and FAM trips with built-in brand and product positioning, we show off the most unique aspects of our resort and destination clients, giving writers and influencers unforgettable adventures. Press trips are not limited to our travel clients, however. We frequently arrange product and gear reviews for our lifestyle portfolio, and in some cases develop creative partnerships to deliver value to multiple clients during a single trip. The result is coverage that inspires and motivates travelers.

Events & Showrooms

Business is personal for us. In a world filled with screens, getting face-to-face is still the best strategy. Every year, TURNER plans and executes dozens of showroom, branding and consumer events, as well as media days, all of which introduce our clients' collections and destinations to targeted writers, editors, influencers and bloggers in interactive and memorable ways. We are skilled at creative activations in markets of all sizes, and our ideas include a strong social media component to extend events into the digital sphere.

Crisis Communications

We handle the unexpected bumps in the road. TURNER provides rapid, all-encompassing public relations crisis management to help protect, repair and promote clear, transparent messaging and a positive brand reputation for our clients in real time.

Celebrity Placement

We can't deny the power of celebrity influence (even as the definition of celebrity is changing rapidly). The right, carefully chosen influencer can create invaluable assets for brands among consumers, retailers and stakeholders around the globe. TURNER connects brands to the right celebrities, stylists, and designers to grow markets, generating high profile exposure for fashion and luxury brands, hotels and destinations. We also deliver product placement opportunities across major broadcast and print outlets, ranging from location shooting to wardrobe partnerships with major productions.

Travel Trade Relations & Destination Representation

Building and implementing tailored destination distribution and marketing campaigns is our forte. Our data-driven travel trade strategies focus not only on increasing product distribution and awareness, but also boosting overall sales and consumer

bookings. Our campaigns include a mix of approaches: perception studies, special events and roadshows, cooperative marketing programs, tradeshow representation and familiarization and education programs. We also provide strategic counsel for clients on how to best increase their travel trade-marketing footprint and B-to-B strategy, always in a budget-conscious and market-specific manner.

Partnerships

The right collaborations and partnerships create marketing platforms and business opportunities to help brands stand out in their categories. TURNER's creative team excels at finding unexpected partners for our clients, resulting in co-branded marketing programs, fashion capsule collections, stand-out service offerings, and most importantly generating incredible media results and viral social campaigns.

Research

We conduct a substantial amount of research at the onset of an integrated plan and work with clients throughout our partnership to benchmark and regularly capture the data needed to turn insights into action. From audience and competitor analyses to web and social media listening and analytics, we dig deep into market conditions, consumer behaviors, and constantly shifting trends to help futureproof our clients against their always-evolving business landscape. In tandem with the extensive resources of our parent company Fahlgren Mortine, we encompass both generative and evaluative areas, with full-spectrum qualitative and quantitative research methodologies.

AGENCY HISTORY & EXPERTISE IN TRAVEL & TOURISM AND PUBLIC RELATIONS

Provide the year in which your company was formed. Note your company's history and expertise in travel and tourism public relations.

Agency History

Our journey began in 1997 in Denver, CO, rooted in public relations with a steadfast belief in the power of the media to share brand stories.

TURNER quickly earned a reputation as one of the most trusted and effective agencies, establishing a national client base and expanding the business year-over-year. In 2003, we made a passion play and shifted from a generalist practice to a specialty firm focused on travel and lifestyle brands. We opened a second office in New York City in 2005 and became one of the first PR firms to pioneer a social media practice in 2008.

In 2015, we opened an office in Chicago, and this year we've expanded to Miami. Today we're proud to serve our longtime clients with the most talented PR, digital, social media and content specialists brought together by our shared passions for the industries we represent.

Expertise in Travel & Tourism

TURNER has the deepest bench of niche PR and social media experts anywhere. We work exclusively with travel/tourism and active lifestyle brands. (All the places you want to go and the items you'll pack for your journey.) We are selective about our client partners – you won't find 300 brands on our roster because every brand we work with is a big deal to our team. While our roots are in media relations, we've certainly evolved with the changing demands of a fast-paced industry. In 2008, we were the first travel PR firm to pioneer a social media division; and today, we offer a blended PR and digital service designed to tell compelling brand stories across paid, earned and owned channels.

Our current client roster includes the Direct Marketing Offices (DMOs) of Utah, Albuquerque (NM), Bermuda, Alberta, Toronto, South Walton (FL), Cheyenne (WY) and Estes Park (CO), as well as numerous other travel and hospitality brands. You will find through this RFP that one of our specialties is generating positive media coverage for national and international tourism destinations. Our team is results-focused and has an internal culture focused on proactive media results at all times.

40+ TEAM MEMBERS

NEW YORK • DENVER • CHICAGO • MIAMI

330 HOURS
VOLUNTEERING

IN THE PAST YEAR

1430 HOURS HIKING,
BIKING, PADDLING

150+

Journalists
hosted
annually

30

Trips to different
countries

2

Barrels in
the office
kegerator

FOUNDED 1997 WITH DENVER HQ AND NATIONAL
CLIENT BASE IN MULTIPLE INDUSTRIES

OPENED NY OFFICE 2005

OPENED CHICAGO OFFICE 2015

'95

'00

'05

'10

'15

TURNER

SPECIALIZED IN OUR INDUSTRIES 2003

FIRST TRAVEL PR FIRM TO START
SOCIAL MEDIA DIVISION 2008

OPENED MIAMI OFFICE 2017



90%

Of clients served
by more than
one office

100%

Authentic

360°

Innovative &
integrated
solutions for
every client

WE REPRESENT THE WORLD'S BEST PLACES, EXPERIENCES AND LIFESTYLE BRANDS

PRIMARY ADDRESS

List the address from which the primary work on the contract would be performed.

Headquarters:

TURNER
1614 15th Street, Floor 4
Denver, CO 80202
(o) 303-333-1402

Additional Offices:

TURNER New York
250 West 39th Street, Floor 16
New York, NY 10018
(o) 212-889-1700

Secondary Support Offices (as needed):

- Chicago, IL
- Miami, FL
- Our parent company, Fahlgren Mortine, has 11 offices in the U.S. to include Columbus, Cleveland, Cincinnati, Dayton and Toledo, OH; Charleston, WV; Fort Lauderdale, FL; Boise, ID; Lexington, KY.; and Greenville and Myrtle Beach, SC

AGENCY SIZE

Note the size of agency by headcount, listing the number of full and part-time employees.
Do not list any subcontractors in this section.

TURNER currently employs forty (40) full time employees. We currently do not have any part-time employees.

CONFLICT OF INTEREST

List all tourism-related clients for whom you have acted in the United States during the past 18 months. You must certify that there are no conflicts of interest between any existing contracts. Client relationships that could potentially be a conflict of interest must be listed together with a discussion of how the proposer will resolve the potential conflict of interest. The respondent cannot currently be working with a DMO located in San Luis Obispo County.

TURNER has no conflict of interests with Visit SLO CAL.

CURRENT TOURISM CLIENTS

Visit Albuquerque

TURNER has been Visit Albuquerque's agency of record since 2012. Through an aggressive public relations program, TURNER has effectively put Albuquerque in the spotlight on a national and regional level. Our agency worked with the Visit Albuquerque team to turn Breaking Bad (a popular television show with controversial topics) into a pop culture sensation embraced by travelers across the globe. TURNER's successful media campaigns have led to Visit Albuquerque receiving a Bronze PRSA Anvil Award for its Breaking Bad tourism campaign in 2014, year-over-year record-breaking results with more than 109 articles generated in 2015, reaching nearly 700 million impressions, numerous journalists visiting the destination, and resulting in several accolades such as "What to do in Albuquerque" a top 10 Google travel search in 2015.

Utah Office of Tourism

TURNER has been the public relations agency of record for the Utah Office of Tourism since 2013. TURNER has implemented a highly successful North American media relations program for Utah, including proactive media relations, FAM and press trips, in-market media missions, media material creation,

partner webinars and presentations, trade show representation and more. TURNER's work on The Mighty Five™ campaign showcasing Utah's National Park collection led to numerous industry accolades for the tourism office. At the end of 2015, Utah was named Fodor's top destination in the world to visit in 2016.

Visit Cheyenne

TURNER was contracted with Visit Cheyenne on project work for Cheyenne's Frontier Days for the last five years and became the agency of record for all domestic media relations for the charming Western town in 2014. While Frontier Days is their signature event, Cheyenne was looking to expand their tourism reach to other times throughout the year. Through a dedicated PR campaign that highlighted Cheyenne's rich Western culture and proximity to outdoor recreation, the town has been featured in Yahoo! Travel, AAA Via, Cowboys & Indians, Elevation Outdoors, Sunset, The Travel Channel, and more.

Visit Estes Park

TURNER has represented Visit Estes Park for seven years, starting with the organization in 2010. During this time, our agency has increased

media relations results year-over-year, garnered industry awards including the PRSA 2014 Silver Anvil award for crisis communications efforts surrounding the 2013 thousand year flood that occurred in Estes Park, and helped guide and garner a steady momentum of nationally-recognized travel accolades including Travel + Leisure's America's Favorite Towns 2014, Budget Travel's America's Coolest Small Towns 2014 and Smithsonian Best Small Towns to Visit in 2015. In 2015, media efforts from the TURNER team resulted in more than 843 million impressions with an excess of \$9.3 million in advertising value.

Visit South Walton

As Visit South Walton's agency of record, the TURNER team focuses on traditional and nontraditional media relations for the expansive Florida destination. Located along a 26-mile stretch of northwest Florida's Coast, South Walton encompasses an unparalleled strand of 16 distinct beach neighborhoods, each with its own traditions, charm and visual style. TURNER is responsible for supporting their in-house PR team with a strategy targeted at media and influencers that will impact partners through positive

stories and relationships within targeted outlets. Through the 2017 contract year, TURNER will organize deskmeeetings, intimate events in top media markets, and arrange individual and group media FAM trips.

Tourism Toronto

TURNER is contracted for U.S. public relations efforts for Tourism Toronto, focusing on traditional online, print, and broadcast media outlets. In addition to media relations, the cross-office team, with members in New York City and Denver, is responsible for press/FAM coordination, in-market media missions, and special events, trade show representation, and more. While Toronto has been a premier global destination for travelers worldwide, with the increased popularity with other Canadian cities such as Vancouver and Montreal, their PR coverage in the United States was waning. With a robust strategy that highlighted Toronto's diverse neighborhoods, growing culinary and beer scene and unique cultural offerings, TURNER was able to put the city back in the conversation with top tier outlets and niche, tastemaker publications. In 2016, the city was featured in everything from The New York Times, Lonely Planet, Refinery29.com, CNTraveler.com, ChicagoParent.com, PasteMagazine.com, CNN.com, Shape, Afar.com, and New York Post.

Travel Alberta

As Travel Alberta's agency of record for North American public relations efforts, the TURNER team focuses on traditional and nontraditional media relations for the expansive

Canadian province. Alberta is known for their five national parks and the outdoor adventures within, as well as their culturally-rich cities Calgary and Edmonton. TURNER is responsible for supporting their in-house PR team with a strategy targeted at media and influencers that will impact both their urban and rural partners through positive stories and relationships within targeted outlets. TURNER organized deskmeeetings, intimate events in top media markets, and arranged individual and group media FAM trips. These events highlight the diversity of the province, develop newsworthy pitch angles to add share-of-voice and add Alberta's many destinations to travellers' bucket lists and assisted with any community and crisis communications efforts as needed. National Geographic Traveler ranked Banff National Park in Alberta as the top place to visit in 2017.

Bermuda Tourism Authority





















TURNER is employed as the Bermuda Tourism Authority's agency of record for North America and is responsible for creating and implementing results-oriented public relations strategies for the island. Scope of work includes managing a robust PR program including media relations, press/FAM trip coordination, partnership and collaboration development, influencer outreach, crisis/issues management and online press rooms. Results delivered for 2016 include over 500 articles spanning print, online and broadcast, generating 1,163,654,808 impressions and \$16 million in ad value equivalency. 55 media

were hosted including 14 editors and journalists on group trips, 30 journalists on individual trips and 11 on influencer trips. Coverage highlights include sizable features in Robb Report, Wall Street Journal, Men's Journal, Virtuoso Life, and Lonely Planet. Bermuda was recognized with numerous awards including Travel + Leisure's 50 Best Places to Travel in 2017, Frommer's Best Places to Go in 2017, Condé Nast Traveler's The Best Places to Travel in 2017, Lonely Planet's Best in Travel in 2017 and Associated Press' Where to Go in 2017. Additionally, TURNER was awarded the Hospitality Sales and Marketing Association International (HSMIA) Platinum Award as well as Best of Show in the field of Public Relations for its "Finding Bermuda's Adventurous Side" campaign.

Current Travel Clients (non-tourism)

- Aloft Element Austin
- Audley Travel
- Crowne Plaza Denver
- Hoxton Williamsburg
- JW Marriott Austin
- Le Meridien Downtown Denver - AC Hotel
- Park Hyatt Beaver Creek
- Park Terrace Hotel, New York
- REI Adventures
- The Source Hotel Denver
- Viceroy Snowmass
- Waldorf Astoria Park City
- Westin Austin Downtown
- World Nomads

CURRENT LIFESTYLE CLIENTS



PERSONNEL AND MANAGEMENT

TEAM

Identify all individuals on the proposer's team who will assist in managing the work in this contract proposal and list with position title. Include a general description of the duties for each position title.

TURNER employs more than 40 communication professionals and each team is tailored based on the needs of the destination, scope of work and geographic preferences. We are suggesting a team led out of Denver (for time zone ease), however, we can easily rearrange to lead from NYC if that is preferable. Our team works across an integrated platform and our job functions aren't completely aligned with the titles noted in this RFP, however, we've explained roles below.

PRIMARY TEAM

For 'primary' account members, please provide an overview of each individual's experience on tourism accounts, and include current resumes/biographies. Provide education, experience and expertise with pertinent information demonstrating qualifications for this RFP. Include length of time with agency, current position and length of time in any previous related positions. Do not exceed two pages per person.



Deborah Park, VP, Travel

Deborah has been with TURNER for nearly two years, and brings 12 years of tourism and hospitality experience to the team. She understands stakeholder relations and tourism offices inside and out, and will be able to successfully manage the ROI per objective for the account. She currently oversees the tourism accounts for Utah, Toronto and Estes Park, and has a strong tourism and media relations background, previously handling national and international communications for Visit Denver. In her role, she also oversaw all social media channels and content for the Convention & Visitors Bureau. Deborah also spent six years working both at agencies and in-house

for Universal Studios Hollywood overseeing International, Travel, Hispanic and Online Media. Deborah holds a Bachelor's Degree in Journalism and Fine Arts from the University of Colorado, Boulder and a Master's Degree in Sports & Entertainment Marketing from University of Colorado, Denver. She joined the TURNER team in 2015.

ROLE WITH VSC: Deborah will serve as account strategist and will ensure all contract terms are met.



Katie Bonneau, Senior Account Supervisor

Katie began her communications career as a bicoastal member of the Baltz & Company team before continuing on to launch Kwittken's Hospitality & Lifestyle division, KFF. Working on a broad scope of clients including hotels, restaurants, food and wine events, wineries, and spirit brands, Katie fostered her passion for the hospitality industry leading accounts in the Los Angeles office and New York headquarters. Past client experience includes American Express, JW Marriott, Wynn Las Vegas, Park Hyatt New York, Food & Wine Classic in Aspen, Chipotle, James Beard Award winning Maison Premiere, Hangar 1 Vodka, Brooklyn Winery, and Hope Family Wines. Katie holds a Bachelor of Science in Government from Claremont McKenna College. She has been with TURNER for one year.

ROLE WITH VSC: As your day-to-day contact and account lead, Katie will manage and ensure the success of the program and pitch your story on a daily basis.



Ashley Cox, Account Executive

Ashley provides account and media relations support for TURNER's ever-expanding portfolio of travel and tourism brands. After receiving her degree in Public Relations from Illinois State University's School of Communications in 2013, Ashley moved to Denver to pursue her dream of living in the mountains and launching her career in public relations, and has been with TURNER since. Utilizing her past experiences, prominent writing skills and creative thinking, Ashley works with hotel and destination teams to secure top media coverage and to ensure all client needs and expectations are exceeded. When not working or traveling, Ashley enjoys hiking with her dog, Iggy Pup, and taking advantage of the great outdoors.

ROLE WITH VSC: Ashley will serve as the key publicist on the team with a focus of securing placement in your Top 100 list of media. She will also be responsible for uncovering unique story ideas at the onset of our collaboration.



Jordan Gover, Junior Account Executive

Jordan came to TURNER as an intern in 2015, but she impressed the team so much that she was quickly offered a full-time position working on a variety of destination and resort accounts. She previously worked for the National Park Service in Yosemite organizing community events and volunteer participation and has worked for the PR/marketing team for Delaware North, a leader in the hospitality and tourism industry. Obsessed with all things outdoor adventure & enthusiastic about "spreading the stoke," Jordan works with media to tell the unique and engaging stories of her destination clients. She handles reporting and provides useful insights and measurable results for all initiatives and coverage. A graduate of Drake University, Jordan has a degree in Journalism and Mass Communication.

ROLE WITH VSC: In addition to assisting with incoming media requests and inquiries, Jordan will spearhead reporting and measurement within our reporting platform, TrendKite.

SECONDARY TEAM

For “secondary” account members, please provide an overview of each individual’s experience (including on tourism accounts), education and expertise, include length of time with agency and current position. Do not exceed one page per person.



Angela Berardino, Chief Strategy + Integration Officer

Overseeing TURNER’s travel and tourism division, Angela delivers brilliant strategy and ensures top results for each and every client. Angela joined TURNER in 2008, bringing with her a deep-rooted background in travel, technology and lifestyle branding, allowing her to integrate traditional PR with a wide variety of new digital channels. Angela oversees all of TURNER’s travel and tourism accounts, including the tourism offices of Bermuda, Utah, Albuquerque, Estes Park, Toronto, Alberta and Cheyenne. She also spearheads the strategic integration between tourism and lifestyle brands to develop cross-promotional partnerships. Prior to TURNER, Angela served in marketing communication roles in-house with hotel company RockResorts, as well as Visit Denver. Today, Angela serves on the national board of Public Relations Society of America (PRSA) Travel + Tourism Section, and is a sought after speaker at tourism conferences. Angela holds a B.A. from Tulane University in International Relations.

ROLE WITH VSC: Angela is involved in strategic planning and is available to your team as needed for brainstorming, branding sessions, etc. Her time is not tracked against your account hours.



Campbell Levy, VP, Media Relations

Campbell serves as TURNER’s VP of media relations and ensures we deliver top tier media strategy and results for clients. Campbell has been with TURNER for more than seven years and has 12 years of relevant tourism and hospitality experience. Working on all TURNER tourism accounts, Campbell is committed to securing coverage in the nation’s top publications. He excels at crafting compelling messages and working with renowned freelancers and editors to deliver relevant story ideas. Campbell has unmatched media relationships in the U.S. and Canada, and specializes in development of creative experiences from the ground up, creating trend ideas and centerpieces before competitors. Prior to TURNER, Campbell worked at a travel PR firm based in Aspen, CO, and has also worked as a backcountry guide. He is also a sponsored mountain biker. Campbell has an English degree from the University of Denver.

ROLE WITH VSC: Campbell leads media strategy at TURNER and will be available for the team to ensure our team continually lands notable media coverage. He will also follow and create trends, ensuring we’re delivering journalists and influencers with unique experiences worth covering.

ORGANIZATIONAL CHART

Include a detailed organizational chart for your entire organization, and an organizational chart for the management and personnel that will be assigned to this account, if applicable.



Vice President	Adel Grobler	Naureen Kazi	Campbell Levy	Deb Park		Melanie Dennig	Kelsey Comstock	Venessa Correa	
Senior Director					Megan Brown	Kate Kulczyk			
Senior Account Supervisor	Lauren Ryback	Megan Warner	Katie Bonneau	Caitlin Martz					
Senior Account Executive					Tyler Wilcox	Sam Bonizzi	Sam Mittman	Molly Early	Jennifer Schraven
Account Executive	Shayna Aiston	Whitt Kelly	Ashley Cox	Audrey Neidenbach	Jessica Stollberg	Alexis Chavez	Laura Kepus	Holly Dugan	Ally Redmond
Junior Account Executive	Danina Kaplan		Jordan Gover				Amanda Leonick	Jessica Schianodicola	
Account Coordinator							Lauren Lopez		

ORGANIZATIONAL CHART OF TURNER'S VISIT SLO CAL TEAM

ANGELA BERARDINO
Chief Strategy & Integration Officer

DEBORAH PARK
Vice President, Travel

CAMPBELL LEVY
Vice President, Media Relations

KATIE BONNEAU
Senior Account Supervisor

ASHLEY COX
Account Executive

JORDAN GOVER
Junior Account Executive

RESOURCES

Please indicate adequate availability and accessibility of agency resources and staff to properly execute to this contract.

TURNER has adequate personnel and resources to service this account. We will not need to hire additional associates.

SUBCONTRACTORS

TURNER will not employ subcontractors for this scope of work.



SCOPE OF WORK

For each of the following project areas, the proposer should prove capability, describing strategies to be used and quality controls. Sufficient detail must be given and must include examples of past projects, ability to meet deadlines and managerial experience. The proposer should demonstrate knowledge of the tourism space, knowledge and understanding of branding in a global marketplace, and the shifting dynamics of how consumers receive and use information today.

RESEARCH & TRENDS

Before we jump into PR recommendations and planning, we begin with current consumer and editorial trend research. TURNER has access to a variety of secondary research data including PRIZM, eMarketer, ORC International, MRI American Consumer Survey and Scarborough. In conjunction with the research from SLO CAL's partners, these tools enable us to ensure all campaigns are effective, efficient and results-driven. A sample of research:

- **As aging Millennials** gain affluence, they continue to change the face of travel booking and consumption. Digital platform disruption is here to stay. Millennials expect to find tailored, personalized information and recommendations. They often travel in large groups and seek out accommodations with plenty of space for everyone. Younger Millennial travelers (20-somethings) tend to be drawn toward gregarious pleasures that can be shared on social media to make friends jealous. This trend presents a great opportunity for SLO CAL to highlight the destination's natural beauty and access to adventure for solo and athletic travelers, as well as family-friendly and accessible offerings ideal for young families.

- **Authenticity:** North American travelers are becoming more selective about where they go, searching for authentic experiences that cater to their interests and offer "only-in" adventures. More travelers want to experience the destination through the eyes of a local; they want to learn about the authentic culture in a destination rather than just being tourists in the traditional sense. SLO CAL can leverage this trend by highlighting the characters, experiences and scenery that are unique to the destinations.

Editorial Trends

Additionally, we begin every plan with research on what both consumers and media are looking for (both current travelers and predictive of editorial trends), and tie our media relations strategy into those trends. A sample of that research is included below, followed by specific campaign ideas we will implement to ensure San Luis Obispo has significant share-of-voice.

- **Discover the Undiscovered:** According to [Booking.com](#), travelers will unleash their inner explorer like never before in 2017 and beyond. Approximately 45 percent plan to be more adventurous in their choice of

destination in the coming year, while 47 percent would like to explore corners of the globe that none of their friends have visited. Inviting media to dive deep into SLO CAL's adventure offerings — showing them an unexpected side of the destination — would garner coverage aimed at the intrepid traveler.

- **Cultural:** One of the most prominent trends in travel is travelers looking for authentic and stimulating experiences. [Travel Market Report](#) identifies that more travelers want to experience the destination through the eyes of a local and they want to learn something new. Local ambassadors can serve as the best voice for the destination, providing essential insight into the true SLO CAL experience via participation in press trips, editorial opportunities and on social media. Additionally, San Luis Obispo has a rich Native American history stretching back to the Chumash people — a heritage that could be highlighted more substantially in public relations campaigns.

- Local Travel:** Millennials value experiences over things, but [Forbes](#) reports that they often don't have the means to book vacations at world-class locations. In 2017, young adults will travel to destinations within their budget, either taking advantage of a strong dollar abroad or within their own country, state or backyards. Capitalizing on drive markets and locations with quick flights to the state, SLO CAL can easily highlight its diverse offerings to travelers who are just a stone's throw away. Not everyone has Hearst Castle in their backyard! A focused effort on drive-market can be measured as a KPI of the public relations program, with a layer of influencers from key feeder markets (including San Diego, Los Angeles, the Bay Area, etc.).
 - Culinary Tourism:** While 95 percent of travelers are interested in some kind of unique food experience when they travel, for other travelers, it's a major factor that drives travel decisions. [Travel Weekly](#) reports that that 95 percent is up from a mere 47 percent in 2013. Travelers are looking for authentic and local experiences such as lessons with a chef or foraging for ingredients. Travelers will love to learn from the best of the best — how to catch rockfish off the coast and the way to cook it to perfection,
- the secret to putting together the ultimate Cal-Mex taco, or a night in the kitchen with a chef at a well-known spot to see the awesome trends he or she is capitalizing on. We have identified this as one of San Luis Obispo's biggest opportunity areas.
- Education and History-Driven Tourism:** Shifting away from merely preoccupying children while traveling, Millennial parents are seeking to make family vacations immersive and instructive for children. A [Trendhunter](#) insight reports parents want to immerse children in the languages, practices and histories of the destinations they visit. A recent report by [U.S. News & World Report](#) cites history-drive trips as a top family travel trend to watch in 2017. San Luis Obispo already has a number of identified attractions that are being promoted — but we'd like to amplify that by targeting a wider reach of publications. This would work ideally with a treasure map format (perhaps even with car or RV rental partner) over a series of days. It could also be developed as a scavenger hunt for media on competing routes.
- Transformational Travel:** For 2017, [Vogue](#) states that "Industry leaders are saying that transformational travel is the next evolution [in experiential travel]. It has similar elements of experiential travel, but taken a step further — it's travel motivated and defined by a shift in perspective, self-reflection and development, and a deeper communion with nature and culture." Tying into the below proposed narrative of Slow/Mindful Travel, SLO CAL's diverse outdoor offerings and various serene vistas make the destination a prime playground for travelers seeking an experience rooted in nature, mindfulness and transformation. Thanks to the presence of Cal Poly, San Luis Obispo is linked inextricably with the past, present and future of agriculture; featuring the innovative people, places, and lifestyle of those in this community, and taking it one step further into how travelers can be a part of it, would be an opportunity to highlight unique experiences and fit within the transformational travel trend.

MEDIA RELATIONS & PUBLIC RELATIONS SERVICES

TURNER has a signature process to ensure we build thoughtful, tailored, effective plans for public relations and strategic communications. In the following sections we illustrate how our process will meet the needs of your scope of work.

Step One: Define Program Objectives

We'll work closely with your team to set clear, measurable goals to reach your target audiences. We will measure against these goals throughout the year to be certain we're delivering ROI.

Step Two: Develop Tailored Strategies

No two brands are identical, and our approach shouldn't be, either. We develop a deeply tailored approach to ensure we're meeting your objectives.

Step Three: Define Narratives

One of our greatest strengths at TURNER is creative storytelling tied to unique selling points and travel trends. We know what journalists are seeking and we're passionate about sharing your stories in a manner that will get attention.

Step Four: Execute Integrated Campaigns/Plan

We are storytellers. It is important that our message is consistent and impactful across all platforms so that we can garner frequent, on-brand placements that reach out target audience.

Step Five: News Bureau Basics

We are detail-oriented specialists who subscribe to important tools and processes to ensure consistency and results.

Step Six: Stakeholder and In-State Media

Our deep expertise in tourism ensures that we understand how to create communication strategies and programs for each group of stakeholders and local media who are critical to ensuring participation, funding and enthusiasm for SLO CAL's efforts.

Step Seven: Monitor, Measure, Report

We utilize Barcelona Principles based measurement and reporting. Starting with a clear definition of success we create a measurement program that is key to our execution. It is also one of the main reasons we have such great partnerships with our clients.

PUBLIC RELATIONS STRATEGIC PLAN

- *Create, implement and measure annual strategic public relations plan to increase awareness through earned media coverage locally, regionally and nationally.*
- *Assist in and support international public relations programs including those conducted through UK contractor, Visit California and other partnerships.*
- *Work with VSC staff and contractors to align the PR plan with owned and paid media strategies for a comprehensive, integrated marketing program.*
- *Provide collaboration on and assistance with the development and execution of an annual strategic content plan, which integrates paid, earned and owned media content development and delivery*

Step One: Define Program Objectives

The purpose of the PR Agency: helping to build and maintain top-of-mind awareness of SLO CAL as a premier destination.

- Increased awareness will drive growth in visitation, spend and market share for SLO CAL
- As an extension of the VSC team, the Representation Firm will ensure all activity represents SLO CAL in ways that support the organization's strategies and mission, while protecting and preserving their integrity and brand

In order to evaluate the success of our PR plan and activities, we will develop a final version of our objectives and goals in collaboration with your team.

A SAMPLE of goals includes:

Ensure SLO CAL is top of mind among key decision makers within identified target markets and nationally relevant media outlets.

- Goal: At least 40 percent of coverage is within the Top 100 list of media
- Goal: At least 60 percent of coverage contains key messaging

Introduce SLO CAL to a broader audience of potential travelers, ensuring the state's share-of-voice among competitors of iconic U.S. destinations.

- Goal: Generate coverage of SLO CAL in round-up articles that positions the destination alongside its main competitors and validates it as a must see destination
- Goal: Host a minimum of 10 writers on assignment

Increased awareness of SLO CAL's tourism product, including a focus on the drive markets of the surrounding areas to encourage increased visitation.

- Goal: Garner media coverage for SLO CAL in each of the top five regional feeder market

Step Two: Develop Tailored Strategies for SLO CAL:

- **Utilize Barcelona Principles-based measurement and reporting.** Starting with a clear definition of success and creating a measurement program is key to our execution. It's also a key reason we have strong partnerships with our destination clients.
- **Create a detailed calendar of activities and pitching themes to ensure consistency and market depth.** Our calendar clearly outlines the timelines for pitches, press trips, trade shows, media events and major consumer events in a clear tactical timeline – but we tie those baseline tactics into larger creative threads so that we're telling the story holistically. This also allows us to carefully track our results to ensure we're giving equal pitching time to the many areas and activities across SLO CAL.

We tailor outreach to targeted journalists and outlets and pair with creative press materials. This includes individualized and proactive pitching, creative releases and storytelling, press trips, and in-market media blitzes (outlined in greater detail in the creative approach in the following pages). We will consistently communicate key messages based on SLO CAL's unique selling points, take advantage of seasonal travel angles and signature events (as well as partners' special offerings and promotions) and continue to utilize trends in travel and the media to ensure that the destination garners consistent, quality coverage.

- Achieve a program mix that balances **topline brand awareness with articles which inspire urgency in booking (especially during shoulder seasons).**
- **Enhance digital integration throughout PR tactics.** From the pressroom to how we define media materials and press visits to in-market media weeks, we will deliver our message in a way that is highly engaging and shareable.

PROACTIVE PROGRAMS

As part of the annual strategic plan, manage proactive efforts to gain earned media exposure for SLO CAL.

- *Plan, execute and manage a pitch calendar for targeted media in all forms of media: broadcast, print, online/ blogs, etc. (consumer travel, hard news/economics reporters, travel/meetings trade publications, destination/leisure publications, food/wine publications) appropriate for SLO CAL.*
- *Maintain strong relationships with key target media, writers, editors and influencers on behalf of Visit SLO CAL and seek all opportunities for stories or other coverage.*

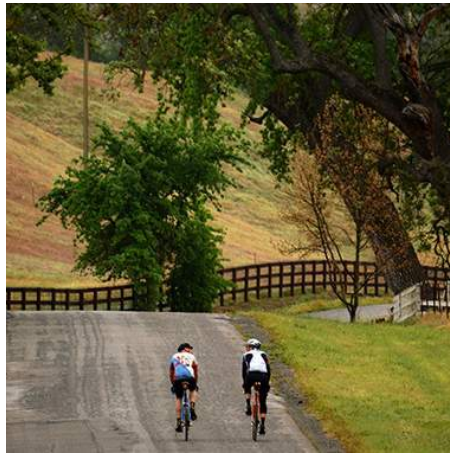
Step Three:

TELLING YOUR STORY: SLO CAL NARRATIVES

One of the greatest assets and biggest challenges of SLO CAL is that there is a vast variety of stories to tell across a wide number of media verticals. Our suggestion is to focus on targeted narratives on a quarterly cycle, allowing efficiencies in gathering assets, targeting media verticals, creating press materials and arranging media events and FAM trips. A sample of campaign themes is presented below, along with tactical executions of each. Once on board, we'll work closely with your team to refine and tailor our campaigns to hit your key messages and priority initiatives for the year.

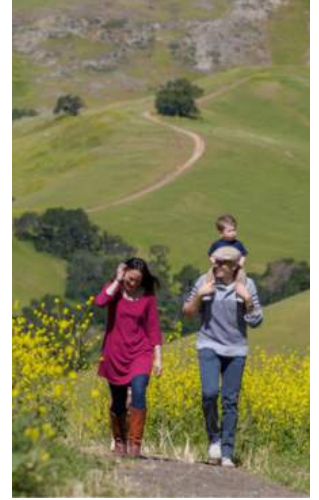
SLO MOTION

San Luis Obispo may give visitors the chance to slow down and savor the moments that make up an unforgettable vacation – but slowing down doesn't mean that excitement and adventure aren't available here. **SLO is a destination in motion**, whether it's exploring Lopez Lake, climbing the coastal dunes in Guadalupe or zipping down the Bob Jones Bike Trail. These active adventures pair perfectly with the wealth of wellness offerings in San Luis Obispo, providing peace of mind and body to match the thrills of the outdoors.



FIND CALIFORNIA'S CENTER

A play on the common meditation mantra of “finding your center” and the fact that SLO is located directly between San Francisco & San Diego, the narrative focuses on how **SLO is the perfect “centered” destination for the current mindful travel trend**. In addition, SLO exists as the intersection of a number of different types of classic Golden State cultures and experiences; cowboy vs. surf culture, culinary vs. oenophiles, adventure travel (kayaking, hiking, etc.) vs. lifestyle/luxury vacation (wine, shopping) vs. family destination. San Luis Obispo County is the ultimate culmination of California.



IT'S ALL RELATIVE

Tying into the family travel trends of celebration travel and multi-generational travel, San Luis Obispo makes for a road-less-traveled family escape to **disconnect from everyday routines and focus on reconnecting with relatives** through the vast variety of experiences the destination offers. From outdoor adventure to wine/beer tasting and wellness to immersive attractions, San Luis Obispo reinvents and re-boots the family getaway, creating shared memories at every turn.

Step Four: Execute Integrated Campaigns/Plan

We'll develop a detailed calendar designed to deliver consistent messaging across multiple channels. We do this through a wide variety of tactics across a number of platforms.

Integrated Calendar

We use a dynamic calendar that maps out our pitch targets each month for the entire year. We'll keep it flexible enough to accommodate events and changes, but this master map ensures that we're giving equal love and attention to all of SLO CAL's vibrant story lines. It will cross-reference:

	PROGRAM	ELEMENT	JUL	AUG	SEPT	OCT	NOV	DEC	
EARNED	What's New		What's New Q1			What's New Q2			
	Stakeholder Training			Training 1: Summer Packages/Pitch Angles			Training 2: FAM Hosting		
	Media Weeks		Front Range (Denver/Boulder Desksides)				Chicago Desksides		
	Long Lead Pitches		Art & Culture	Food / Wine / Beer	Family/Holiday	Artisanal San Luis Obispo	Nature	Valentine's Day Getaways/Packages	
	Short Lead Pitches		Adventure	Family	Nature	Off-Beat SLO	Winter Travel	2018 Travel	
	FAMS	Individual FAMS Group FAM			SLO Motion		Find California's Center		
EXPERIENCES	Calendar of Events		Fourth of July Celebrations	Cruisin' Festival		Halloween	Thanksgiving	Christmas Light Parade	
OWNED	Blog	Story 1	Summer Break Getaways/Packages	Blog Post: Discovery Experiences	Blog Post: #LiveFree Outdoors	Blog Post: Unexpected Culinary Experiences	Blog Post: The Artist in All of Us	Blog Post: Off the Beaten Path	
		Story 2	On the Water San Luis Obispo	SLO Made	Fall Colors	Off-Beat SLO	Outdoor Adventure	SLO Beer & Wine Scene	
	Photo Shoots		TBD Based on Image Needs for Visitor Guide, Website, Social, etc.						
	Social Media Campaigns	SLO Motion Find California's Center Slow/Mindful Travel							

- Major Events:** San Luis Obispo has a large calendar of events, many of which are annual occurrences. TURNER'S approach to handling these events is a proactive, tiered implementation which categorizes events based on the level of support needed/ allocated from the public relations team.
- Key Messages:** We'll clearly outline how key narratives will be pitched to both long- and short-lead media during every quarterly period, ensuring there is plenty of time to gather relative information from stakeholders.
- Seasonality and Geography:** We identify key verticals, top feeder markets and seasonal offerings to ensure that we're promoting accurate timelines. We also map out key areas of the destination to ensure we're promoting each area with equal weight.

Media pitching

For both long and short lead outlets, we'll clearly outline targets, assets needed and timelines that fit with our planned and defined narratives:



Opportunity: “Destination Guide”

We'll work with travel editor Lilit Marcus on a story about “Rediscovering California.” While listicles about San Francisco & Los Angeles have been exhausted to death, we'll highlight SLO as the destination with everything a trip to California is meant to be, without the pretense.



Opportunity: “Travel” section

While San Luis Obispo was featured in the newspaper's “36 hours” section in 2015, that doesn't mean our opportunities in the travel section are over. We'll continue to work with key contacts there to maintain visibility — from Elaine Glusac on adventure travel stories to Shivani Vora in the “InTransit” section.



Opportunity: “Scrapbook” section

We will pitch Managing Editor Laura Teusink a story highlighting the great variation available in San Luis Obispo — a perfect fit for the very visual scrapbook section which tells stories primarily through images. In our pitch, we'll highlight how beauty manifests itself in many different ways in the area, from the Hearst Castle to the Madonna Inn; from wine country to the beach; from cowboy to surf cultures.



Opportunity: “Just Back From” section

We will work with Senior Editor Paul Brady to highlight different aspects of San Luis Obispo over a multi-day period. We will work with the writers to highlight diverse elements that are available to travelers in the area, everything from adventure to shopping to culinary travel.



Opportunity: “The Go List”

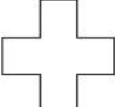
As adventure travel enthusiasts around the world seek the next big destination, “The Go List” is often one of the first places many look. We'll work with contributors to the publication on a story about how San Luis Obispo has become a hot spot for all kinds of outdoor enthusiasts, from climbing coastal dunes to hiking the Nine Sisters to kayaking Pismo Beach.

San Francisco Chronicle**“Travel” section** (Jill Robinson, Contributor)

San Luis Obispo will be featured in a destination piece on finding California’s center highlighting the setting, appeal and insider’s tips to the destination.

Sunset**“Outdoor Adventure” section** (Lauren Ladoceour, Travel Editor)

We would feature San Luis Obispo as a destination in motion highlighting the different outdoor adventures that can be experienced such as exploring Lopez Lake, climbing the coastal dunes in Guadalupe or zipping down the Bob Jones Bike Trail.

WELL  GOOD

“Good Travel” section (Kathryn Romeyn, Editor) Feature San Luis Obispo as the perfect “centered” destination, based on its location between San Francisco and Los Angeles, tying in the current mindful travel trend through SLO’s wealth of wellness offerings.

Parents**“Health” section** (Karen Cicero, Travel Editor)

Pitch San Luis Obispo as the road-less-traveled family escape that truly offers families to disconnect from everyday routines and focus on reconnecting with each other through a variety of verticals SLO has to offer while also tying to the family trends of celebration travel and multi-generational travel.

R H A P S O D Y**“One Fine Day” section** (Ellen Carpenter, Editor in Chief)

We would pitch San Luis Obispo as the destination in a 24-hour itinerary highlighting how the destination ties to three major trends: slow travel, mindful travel and celebration & multi-generational travel.

Familiarization (FAM) Trips:

- *Develop, promote and execute SLO CAL press FAM events and individual media visits in market each year for targeted participants.*
- *Assist with press FAMs in conjunction with other in-market events and PR initiatives through Visit California, Black Diamond and CCTC.*

SLO Motion: Where Outdoor Adventure Meets Wellness & Mindfulness



DAY 1

We'll throw our guests into the deep end right away with a morning kayak adventure to **Fossil Point**, just south of Avila Beach. Accompanied by an expert guides Vincent and Emily Shay, they'll explore hidden coves and ruggedly beautiful cliffs, arches and overhangs where lichen, algae, sea stars, limpets and anemones form a colorful living rainbow. Fossil Point also boasts some of the most impressive kelp forests on the Central Coast, making it a favorite for playful otters, seals and sea lions. Paddling in deeper water also means that we may be joined by dolphins and maybe – depending on the time of year – whales.

After working all those muscles out on the ocean, a soak is well earned. Fortunately, **Avila Hot Springs** is not far away. Our guests will sink into this destination's 20' x 20' therapeutic hot mineral soaking pool, its 104-degree water drawn from a natural artesian well. The local Salinan Indians bathed in these local waters for relief from injuries and ailments. Afterwards, independent massage therapist Beverly Aviani will work her magic during a soothing rubdown.

Our first day in SLO Motion will wrap up by getting our hands dirty at the **Cal Poly Organic Farm**, ground zero for sustainable agricultural practices and innovation. Guests will tour the 11-acre production unit (certified organic by California Certified Organic Farmers), and then help pick and prepare a true farm-to-table dinner, complemented by Cal Poly wine, meat and other local ingredients. Dr. Scott Steinmaus, head of the school's horticulture and food science department, will share insight into the past, present and future of food.



DAY 2

The Edna Valley is filled with some of California's best vineyards – but we'll make our guests work for their wine during a spectacular morning bike ride on the **Tiffany Ranch Road Loop**. Guided by local experts from Central Coast Outdoors, they'll meander through the rolling picturesque terrain, with plenty of stops to taste wines at such award winning wineries as Saucelito Canyon, Kynsi, and Chamisal. We'll end up at Baileyana Winery, located in a restored historic schoolhouse, and unwind with a complimentary wine tasting with winemaker Christian Roguenant accompanied by a gourmet picnic lunch — featuring a special to-go helping of **Splash Cafe's** legendary clam chowder, of course.

Next, we'll relax and recharge with some yoga...but it won't be *too* relaxing. Our guests will hook up with **SLO Yoga Center** and head to Tideland Park for a SUP Yoga session out on the water. They'll learn how to adapt to the motion of the board, discovering the continuous challenge to balance, while strengthening their core and leg muscles. The ocean views aren't too shabby, either.

After such an active day, our guests deserve a little comfort food for dinner – and they'll get their fill at **Big Sky Café**, offering an ever-expanding selection of locally sourced organic fruits and vegetables, farmstead cheeses, olive oils, and vintage vinegars used to create market fresh dishes. Word to the wise: the lobster mac and cheese with smoked bacon and peas is pure heaven.

DAY 3

The last day of our whirlwind SLO Motion tour begins with a trip to **Oceano Sand Dunes**. But we won't just be hiking these coastal dunes (the most extensive in California) – we'll zoom across them on ATVs. In between adrenaline rushes, our guests will learn about the unique ecosystem here.

Then it's time for some classic luxury at the **Spa at Dolphin Bay**, where our guests will bring their SLO Motion adventure to a close with a 90-minute hot stone treatment, as small stones are placed on key energy points while luxuriously warmed oils are massaged deeply into the body.

SAMPLE INFLUENCERS TO INVITE ON PRESS TRIP



Garrett King [@shortstache](#)



Matthew Hahnel [@matthewhahnel](#)



Danielle & Laura Kosann [@thenewpotato](#)



Jana Williams [@janawilliamsphotos](#)



Gina Ybarra [@huntforstyles](#)

SAMPLE MEDIA TO INVITE ON PRESS TRIP

Andrea Bartz — USA Today, Vogue, Cosmopolitan, etc.

Jordi Lippe-McGraw — Condé Nast Traveler, TODAY

Stephanie Granada — SHAPE, Brit + CO

Chaney Kwak — Bon Appétit, Saveur

Daniel Duane — Men's Journal, Food & Wine

REACTIVE PR MANAGEMENT

- *Manage all in-bound media inquiries and opportunities.*
- *Thoroughly vet all inquiring media and recommend media opportunities that are viable for the SLO CAL brand.*
- *Manage all media visit requests and work with VSC staff on itinerary development, writer communications and overall story crafting for qualified media.*

Step Five: News Bureau Basics

Our team has a detailed, proactive approach to ensuring that basic communications tasks are always two steps ahead of the media and our client's needs.

- 1. Develop and maintain comprehensive media lists.** We have a subscription to Cision, but our team's industry-specific background means that we have years worth of proprietary contacts across every vertical.
- 2. We monitor editorial calendars and regional and national leads** to ensure inclusion in key round-up stories. We are members of organizations including SATW, ATTA, TMAC, NATJA, and subscribe to media-based services like HARO, Media Kitty and MediaBistro.
- 3. Respond to media requests,** fulfilling all incoming media requests in a timely manner.
- 4. Develop and assist with crisis communications/issues management support.** We work with clients to strategically navigate through a variety of crisis situations from natural disasters and accidents to CEO discrepancies and product tampering.

- 5. Follow key journalists,** publications, bloggers & influencers on social channels, develop lists to filter conversations, uncover opportunities, generate interest and engage.
- 6. Create social media aspects to FAMs,** press events, activation events.
- 7. Integrate press hits into existing social platforms,** creating an additional online dialogue with the writer/outlet (when we have great placements, we recommend sharing them on Facebook & Twitter).
- 8. Press Material and Website Updates:** We compile new information, update press materials as needed and ensure timely updates for the media room. While press releases can be useful tools for pressrooms, SEO, and to support select pitch ideas, **we do not recommend creating and distributing monthly press releases on a broad scale.** Today's journalists are much more responsive to information catered specifically to their publications and interests.
 - **Quarterly What's New Releases:** Detailing new developments, packages, deals, offerings, activities, events, and happenings.

These include brief, bulleted descriptions of each new item with links and contact information.

- **News Releases:** Traditionally reserved for true news announcements (visitor studies, key partnerships, new flight routes, new campaigns, etc). We will also use a wire release supplement for narrative storytelling. For data-heavy items, such as the annual visitation report, we can create an infographic to help illustrate key findings.
- **Media Newsletter:** TURNER can create and maintain a newsletter for media contacts that have visited, cover relevant beats, or have expressed a specific interest in the destination's updates. The newsletter will highlight "What's New" and press release information, as well as upcoming events and press trip opportunities.
- **Themed Fact Sheets/Story Ideas:** With a focus on key niches, target audiences and messages, these evergreen documents will be utilized for story ideas internally and distributed individually to relevant journalists (with a personal pitch from us). Where applicable, these will be associated with a Pinterest Place Pin board, video or other social media platform.

PUBLIC POLICY

- Collaborate with VSC's marketing department on messaging for any public policy issues affecting tourism.
- Assist with local media strategies to help promote Visit SLO CAL as tourism experts in San Luis Obispo County, California's Central Coast region and in the state of California.

TURNER is well-versed on DMO needs regarding public policy and will provide input, editing and perspective on messaging and strategy.

We can also provide ideas and best-practices for local media engagement (best handled by the in-house team).

Local Media Engagement

In coordination with our news bureau program, it is important to keep SLO CAL-area media up-to-date with the latest information on tourism efforts to gain their support. It's key to have media on your side when it comes to voting on tax increases, infrastructure changes that affect tourism, bidding on major events and other major initiatives.

- **Local News Bureau:** Ensure press releases and pitches for local news and events are being distributed out to the appropriate channels and local media. This includes tourism initiatives, tourism numbers, domestic and international outreach efforts and special events that drive tourism throughout the year (major athletic events, festivals, etc.).
- **Quarterly Media Meet-Ups:** Allowing your team and select stakeholders to engage with these media, building relationships and providing them updates on news. These

meet-ups can range from more traditional cocktail style events at a new installation or gallery, to an interactive culinary experience.

- **An Ambassador Program:** Target bloggers and writers who are influential in their field and partner with them to help host inbound media. They could write blog articles for visitsanluisobispocounty.com talking about their favorite places in the state that inspire creativity, make videos on specific niches that fit their audience that can be used on your social networks, or just be an expert source with inbound media (in which payment might be in restaurant gift cards, etc.). Ambassadors also get:
 - VIP access to local events; dining gift cards or expense budget.
 - Produce content for SLO CAL's Instagram accounts.
 - Produce (more) SLO CAL content on their own blogs & social channels. Tag and link visitsanluisobispocounty.com in a measurable way.
 - Create custom itineraries around their niche for travelers and other bloggers to book.

CRISIS COMMUNICATIONS

- *Understand, execute and update VSC's Crisis Communication Plan and assist in managing all crisis communications.*
- *Watch for signs of crisis in the media tracking and anticipate the needs of VSC, SLO CAL and their partners.*
- *Assist the VSC team in times of crisis in messaging, media monitoring, online chatter, cross-organization communications collaboration, talking points, etc.*

The TURNER team is fully trained in crisis management and has worked with clients to strategically navigate through a variety of crisis situations from natural disasters and accidents to CEO discrepancies and product tampering. TURNER will monitor all crisis situations and provide strategic communications plans and messaging that incorporates the use of social media channels to quickly and directly reach consumers and key constituencies. TURNER can provide crisis training to staff, board members and industry partners, and will also develop a clear stakeholder communications plan to make sure that in the event of a crisis, messaging is clear, concise and on point.

TRACKING AND REPORTING

- Provide detailed monthly and annual reports for all resulting earned media, tracking both quantity and quality of articles/stories.
- Track production and results relative to the annual plan, reporting progress on a monthly basis.
- Report on stories to VSC within 24 hours of publication, and include details on quality and performance, providing links, clippings, social media information, etc.
- Develop an accurate and reliable system of measurement and reporting for all corporate communications activities undertaken on behalf of VSC.
- Submit programs and initiatives done for VSC for relevant industry awards and recognition.

We are meticulous in the reporting and measurement of our initiatives and results. We provide real-time digital copies and links to coverage for all placements including print, online, and broadcast, participate in regular status meetings and provide tailored, interactive monthly reporting.

How We Measure

PR measurement is not just about counting clips. Our preference is to focus on outcomes over outputs. Our measurement system is based on the **Barcelona Principles**. We tailor this reporting system to:

- Set clear goals aligned with your business goals, which we track against.
- Measure quality of placements in addition to quantity.
- Evaluate message pull-through: are we reaching the right audience with the right message at the right time?

TURNER monitors and measures monthly progress with TrendKite reporting tools, which reports on what really matters. Brand mentions are just a small component of the PR measurement equation. We dig in deeper to understand if those mentions are making waves or just being drowned out.

Reports include:

- **Media Mentions:** How many times was your brand mentioned in the news?
- **Readership & Reach:** Which articles have the highest readership as well as feature the relevant keywords?
- **AVE:** While we see Ad Value Equivalency as an increasingly antiquated (and often inconsistent) tool of evaluation, we do provide industry standard numbers from third party sources (BurrellesLuce and TrendKite).

- **SEO Impact:** What is the SEO value of the links generated from earned coverage?
- **Web Traffic Integration:** Which articles resulted in the highest web traffic to your website?
- **Geographic Penetration:** Which country, states and cities are your mentions coming from?
- **Key Message Pull-Through:** What is the distribution of specific terms in your coverage?
- **Social Amplification:** How many times were articles shared on social media?
- **Sentiment:** What is the overall tone in your news coverage?
- **Share of Voice:** How does your brand compare to others in your industry?

Qualitative results are analyzed and mapped to goals and presented with the following criteria in mind:

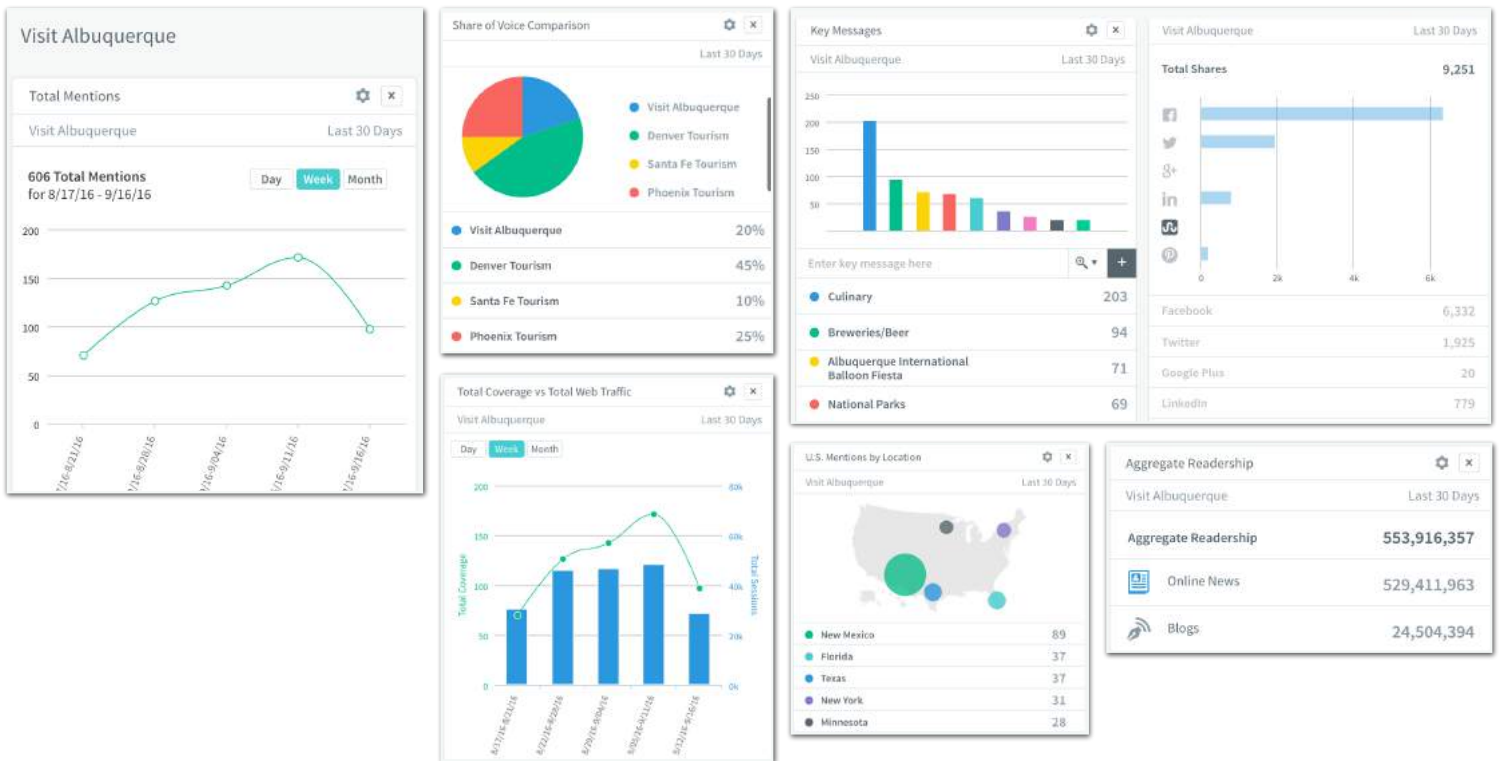
- **Quality of Reach:** How well did we penetrate our target media list and targeted audiences online?
- **Message Pull-Through:** TURNER will target key audiences and measure the quality and quantity of key messages that are conveyed. On digital, we measure the way in which people joined the conversation.

- **Influencer Conversions:** How many influencers we engaged and who shared our message.
- **Brand Building:** While subjective, did we feel the positioning was ideal and had the potential to be a major sales tool?

Influencers

We measure influencer performance not just by the number of social media posts they share or even how many likes their posts receive; we also look at the impact their activity and that of their similarly influential

followers have relative to business-driving, key performance indicators. This includes hard metrics that are more valuable than actions such as likes: referrals to specific web pages and blogs, newsletter sign-ups, social channel follow-backs, video views and content shares. We use a variety of tools such as native social analytics, Google Analytics, Rival IQ, Unmetric and Sysomos to obtain a holistic picture of activity and performance, and customize digestible monthly, quarterly and annual dashboards for our clients to share with key stakeholders.



ACCOUNT MANAGEMENT

- Work with the VP of Marketing and/or the Communications Director on a daily basis to manage communications efforts, execute strategies and oversee tactics.
- Maintain positive relationships with the key communications contacts for industry partners, airlines, tour operators, travel agencies, promotional partners, online booking partners and other trade entities working in SLO CAL or with VSC.
- Represent VSC at key media events, such as SATW, PRSA or other industry events and conferences.
- All billing related to the agreed upon scope of work.

One factor that makes our team unique is that many of us have worked in-house for tourism offices. We understand the incredible demands that your team undertakes each week, and we also understand the politics that a tourism organization must navigate. Our job is to work as an extension of your team, providing leverage (and not creating more work for you). This is how we do it:

Audit Process: This helps us to become experts on the destination. During this phase we will hold detailed Q&A sessions with members of your staff, committee members, key stakeholders and other marketing partners in order to collect information on the tourism priorities, goals, business objectives, as well as determine the detailed plans and approach to marketing, publishing and web services. We invest this time up front and ask your team to do the same so once we hit go, we are well versed on priorities and destination details.

Site Tours: We participate in regular site/FAM tours (as budget allows), visiting key partners and attractions. Our goal is to know as much about your destination as possible so that we not only authentically represent you to the media, but so we do not waste your team's time with basic questions.

Dedicated Account Team: You will have a dedicated account team with a main day-to-day contact who funnels requests and information to the rest of the team. However, there are multiple senior level publicists on your account team so you can be sure to always reach someone to assist you.

Coverage Announcements: With each coverage announcement, we include a list of all stakeholders included in the story along with that outlet's social channels for easy sharing and tagging.

Quarterly Brainstorms: We recommend holding quarterly or bi-annual brainstorms with the full marketing team (in-house and vendors) to plan for bigger campaigns that touch multiple mediums and to discuss opportunities for collaboration.

Google Docs: Our team is a big fan of Google Docs, which allow us to work in real-time with your team on press visit itineraries/schedules, event planning logistics, media desksides/ appointments, etc.

Video Calls: When we cannot be with your team in person, we utilize tools such as Skype and Google Hangouts when possible so that we can talk face-to-face, creating better team engagement and creativity.

Thursday, January 21, 2016 at 7:54:06 AM Mountain Standard Time

Subject: Coverage: Dorado Magazine
Date: Tuesday, January 5, 2016 at 3:59:23 PM Mountain Standard Time
From: Jordan Gover
To: Brenna Moore, Kalani Cropper, Tania Armenta, Erin Scott
CC: Albuquerque, Campbell Levy

Good afternoon ABQ team,

Below please find link to Albuquerque coverage which appeared in Dorado Magazine online. If the article is large feature in Albuquerque's NoHo Hill, it describes the history of the NoHo Hill, the build up of the neighborhood, and the current restaurants, shops and people found in the area. If this coverage is a result of the Jaime Moya's visit to Albuquerque in October 2015, we also expect this feature to be printed and will send you updated announcements when published.

The coverage includes the following partners and ABQ businesses:

- Zacatecas Tacos & Fajitas
- Kellys Brew Pub
- Matanza
- Ryde Shack
- La Montanita Co-op
- Gertrude Zachary
- Oloro Ogurt Studio
- Squeeze Juice Bar
- Chocolate Dude Coffee & Candy
- Flower Shop & NoHo Hill
- A Celebration of Love
- Hiway House Motel
- Sachs Body Modification
- Off Roadway Vintage Clothing & Costumes
- QB Burgers & Beer & Bistonomy
- Satellite Coffee
- Tractor Brewing Company

Dorado Magazine is so proud to share this article via Twitter @DoradoMag. We recommend that if any of our social media include Dorado Magazine and @JaimeMoya.

Article: Hill town
<http://doradomagazine.com/hill-town/>

Barcelona Principles Score: 75

About Dorado Magazine: Celebrates the experience and culture of the Southwest, focusing on the greater Four Corners area. Content focuses on the region's landscapes, people, small towns, outdoor adventures and highlights the pleasures of luxury lifestyle in the rugged sensibility of the West. Unique Monthly Visitors: 50,000.

Please let us know if you have any questions regarding this coverage.

Thank You,
 Jordan Gover
 Jordan Gover
 TURNER
 NEW ORLEANS CHICAGO DENVER



BUDGET

All proposals must include proposed costs to complete the tasks described in the project scope of work. Please note any one-time or non-recurring costs. Program expenses should be estimated and listed in the right-hand column. These expenses will come from budget allocations separate from and in addition to the \$60,000 for agency services. Pricing should be listed for each of the following items in accordance with the format below.

TURNER is compensated via monthly retainer and signs annual contracts with each client. This retainer fee is established and agreed upon by both parties based on the scope of work, size of PR team, depth of the media lists, number of FAM trips, desk sides or events, and so on. For contracting, we use a blended rate of \$150 USD/per hour (lower than the industry average). **You will never receive an hourly bill from us;** it's our team's job to work within the scope of the retainer and we generally overservice our accounts each month.

We have outlined our proposed mix of time below but can be flexible on the percent of allocation. We are suggesting that the entire \$60,000 goes toward retainer; this budget reflects approximately 34 hours of account time per month.

Monthly Out-of-Pocket Expenses: We use a flat expense fee to cover recurring costs such as basic postage, phones, supplies, copies and Cision media database at \$400 USD per month. This does not include expenses such as airfare, hotel or FedEx, which are billed without a mark-up fee.

CATEGORY	CONTRACT COST (\$)	CONTRACT PERCENT (%)	ESTIMATED EXPENSES (\$)
Account Management	\$9,000	15%	
Strategic Planning	\$3,000	5%	
Proactive Pitching & Media Relations	\$27,000	45%	
FAM Trips and/or Media Visits	\$12,000	20%	Flights, hotel, meals, transport for 20 media. Funding will depend on how much partners contribute at comp.
Deskside Visits and/or Media Events	Not included in base in proposed scope but can be added as projects.		
Reactive Efforts	\$3,000	5%	
Tracking & Reporting	\$3,000	5%	Included in flat exp fee (\$400/month)
Agency Team Travel & Administration	\$3,000	5%	Flights for 3 people from Denver (\$1,000) for audit; assumes hotel/meals are provided by partners.
Other			
TOTAL	\$60,000	100%	

SCOPE OF WORK FOR SLO CAL

Based on a monthly retainer of \$5,000/month plus project-based expenses listed above, the TURNER team will provide an average of 34 hours per month to accomplish SLO CAL's public relations goals. We will closely monitor scope of work and hours to ensure we're delivering the most value within the contract terms.

I. Development Phase

- Conduct team immersion and full audit in order to develop strategy and plan.
- Create integrated PR plan for the targeted contract period scope of work. Our plan will include approach, strategies and tactics.
- Create a targeted Top 100 publication list, with supplementary top 10 influencer list that directly relates to agreed upon priority outlets and focus initiatives.
- Draft tailored media pitches for our designated scope of work, including monthly editorial calendar of pitches with themes identified in the strategy document.
- Update internal pitch document featuring short-lead and long-lead angles, to be shared with VSC.

II. Implementation Phase

- Act as the VSC news bureau/press office for U.S. media ensuring all in-bound and out-bound media leads are handled in a timely manner. Fulfill information and image requests by journalists.
- Launch each strategic media announcement via a strong PR campaign to key journalists in the categories mentioned above. Our strategic plan will outline one theme per month as well as specific goals per category of media. TURNER will tailor personal pitches per each journalist.
- Write and distribute Search Engine Optimized press releases throughout the contract period. (Please note that TURNER does not recommend oversaturating the media with press releases, and should instead target media with proactive pitching--it has proven to deliver stronger, more relevant coverage.)
- Provide copywriting services for additional information needed for pressroom and media pitches (fact sheets, bios, etc.).
- Research and develop/edit a quarterly Hot Sheet to be delivered to VTC for distribution on a pre-set schedule.
- Arrange for 20-22 media and/or influencer visits during the length of the contract, in both group and individual formats.
- Organize 10-14 individual media visits pending available budget. Each visit will be thoroughly vetted with assignment/outlets, recommendations on hosting levels and itinerary suggestions.
- Organize and staff two group press tours (goal of 4-6 journalists per trip or as budget permits). Agency to handle invitations, coordination and travel logistics for journalists. NOTE: One or both of these trips can be replaced with another initiative (like a media tour in an additional market or more individual visits) if requested by the VSC team.
- Conduct all follow-up with the visiting media, including post-trip information, planned placement, images, interview needs. Provide forecast for coverage and copies of coverage once available.
- TURNER will provide crisis communications as needed, and within budgeted scope of hours.
- Comprehensive tracking, monitoring of media coverage for formal monthly PR report.
- Monthly meetings to review PR report, up-to-date budget, current priorities, upcoming initiatives, updates and brainstorming for upcoming pitches.



THANK YOU

NEW YORK

250 W. 39th Street
Suite 802
New York, NY 10018
212.889.1700

DENVER

1614 15th Street
Fourth Floor
Denver, CO 80202
303.333.1402

CHICAGO

111 W. Illinois St.
Chicago, IL 60654

TURNER

a fahlgren mortine company



LIFE'S TOO BEAUTIFUL TO RUSH

Visit San Luis Obispo County PR Proposal

Presented by Mfa Marketing & PR

August 2017

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Introduction



Letter of Interest / Executive Summary

To the Visit San Luis Obispo County Review Committee:

We are honored to present a proposal for public relations services from Missy Farren & Associates (Mfa Marketing & PR / Mfa). Mfa is a New York-based agency with 23 years of experience delivering dynamic communication success to brands, organizations and people that we believe in and admire. We are an innovative, passionate and creative team of adventurers, outdoor devotees, cyclists, cultural explorers, culinary enthusiasts, and travelers. We seek culture-rich experiences in our daily lives; our work aligns with what motivates us most, and we are thrilled about the possibility of working with Visit SLO CAL.

With the development of the new “Life’s Too Beautiful to Rush” campaign, VSC’s partnership with Visit California, and the implementation of the first countywide crisis communications plan, VSC has made significant PR strides to build awareness in key markets and nationally. If given the opportunity to work together, Mfa would build upon recent success through the development of dynamic PR programs, distinctive FAM trips, strategic management of reactive PR inquiries, and aggressive proactive media outreach to create even greater awareness of SLO CAL and increase the demand for overnight stays.

We understand that one of Visit SLO CAL’s goals is to be featured in unexpected, niche publications, and this is an area of specialty at Mfa. We consistently deliver national and regional feature coverage across a variety of spectrums, promoting our travel clients beyond the tourism industry – think culinary stories in *Outside*, wellness travel features in *Vogue*, fashion business segments on *CBS This Morning*, or family features in *The New York Times*. We take this creative and aggressive approach with FAM trips, partnerships and events, as well.

Mfa is eager to facilitate press trips to San Luis Obispo for travel, culinary and lifestyle media, leveraging our understanding of journalists’ professional demands and personal interests to craft truly immersive experiences. Every FAM is crafted so that resulting coverage drives measurable results, makes a positive impact on the destination, and influences consumer bookings. This is in our DNA. As representatives of tourism boards and the public sector, we have in-depth experience highlighting destination messaging and working closely with private sector partners to build itineraries that incorporate many aspects of the destination. We also have experience working with local and regional departments of tourism to ensure that our clients’ messaging is incorporated into destination-based trips hosted by broader tourism entities.

You’ll read in the following slides our proposed strategy for working with VSC’s existing partners, as well as our approach to exploring and solidifying new brand alignments for our clients. At the heart of every strategic partnership is the ability to drive media coverage and consumer demand for both brands, tapping new audiences for maximum impact. Our varied client roster enables strong connections with a variety of brands, and we excel at creating compelling partnerships for our clients both within and beyond Mfa’s client roster.

Letter of Interest

We have forged relationships for Ski Utah with outdoor/adventure brands such as G-Form and Lifeproof; paired the Cayman Islands with Food & Wine to create a culinary experience now in its 10th year; aligned Westin Hotels & Resorts with indoor cycling mega-brand Peloton; and created a bike-rental program with Schwinn Bikes in Colonial Williamsburg, to name just a few of the highlights.

Our proposal also explores initial concepts and ideas to showcase VSC through annual events in key markets to grow brand awareness. From intimate cocktail parties, to “sweat sessions” (media workouts), every media event we plan is carefully crafted to align with clients’ priorities and aesthetics. We consistently set out to create event programming that stands out to media and influencers, integrating ‘instagrammable’ design components and including appropriate branding. Our event services comprise of the entire event process—from initial conceptualization, to styling, set-up, staffing and event breakdown.

Our agency expertise also extends beyond traditional media relations and we brainstormed a handful of potential social media ambassadors based on VSC’s aesthetic, brand and target audiences. We create, engage and manage influencer campaigns, implement blogger programs, build content calendars, and guide clients’ written contributions to various digital/written platforms. Mfa has experience creating hashtags, managing clients’ social channels, and finding ways to insert clients into topical conversations to reach key audiences.

The Mfa team thoroughly enjoyed diving into our proposal for VSC. Over the past two-plus decades, the agency has put departments of tourism and destinations on the map; launched hotel properties (independent, boutique and international brands); opened spas and restaurants; garnered international exposure for archaeological discoveries and cultural/heritage tourism; created social media campaigns; and implemented paid blogger programs. Simultaneously, we’ve facilitated exceptional brand and athlete campaigns at six Olympic Games and numerous other sporting events, worked with large- and small-scale sports/adventure product companies, and more. **We are confident in our ability to build awareness and demand for VSC and the destination’s assets, and would be honored to be your partners.**

Please let us know if we can provide additional information. Thank you for this opportunity, and for your consideration.



Samantha Lacher
Vice President
Mfa Marketing & PR



Agency Snapshot

Services and Expertise

Why Mfa?



Founded in 1994

Based in NYC

20 full-time staff

**Full-service
communications
firm**

The Mfa Mindset is that every consumer is a traveler. This, paired with our diverse top-tier client roster, allows us to create excitement and exposure for our partners in both expected and unexpected places.

Our extensive database and deep media relationships are second to none.

20+ years in the tourism/hospitality industries, launching hotel properties into the mainstream, putting destinations and attractions on the map, and distinguishing brands in and out of the travel space as industry leaders and next generation innovators.

Long history of delivering of dynamic communications success to brands, organizations and people that we believe in and admire – including The Little Nell, Colonial Williamsburg, Ski Utah, The Cayman Islands, Westin Hotels and Resorts, and Chatham Bars Inn, for example.

Core Practices

Varied passion points have built six pillars of expertise. Complementary practices provide clients with diverse and deep experience, allowing for creative thinking and vision, greater partnership opportunities and truly multi-tiered campaigns.



Travel & Tourism



Culinary



Wellness



Consumer Products



Outdoor & Adventure



Social Good

Services



Campaign Development



Media Relations



Content Marketing



Social and Digital Media



Cause Marketing



Crisis Communication



Influencer Engagement



Launches and Openings



Blogger Programs



Corporate Communication



Lifestyle Marketing



Press and Consumer Activations

Expertise: Travel Destinations & Hospitality

Our roots in hospitality extend back to Mfa's first days (and even earlier!). Our team specializes in drawing connections between consumer passion points and destinations, hotel brands and unique programs to build interest and drive demand. Mfa's robust experience in hospitality spans boutique hotel properties and independent restaurants to global destinations, hotel chains and multi-city restaurant groups. We've been known to create big news out of little news, conceptualize travel programming to tap new audience segments, infiltrate travelers from families and couples to solo adventure getaways, and keep our hospitality clients top-of-mind for media and consumers even in the most saturated marketplaces.



Expertise: Outdoor Adventure

Our team of avid adventurers hikes, bikes, runs, skis, snowboards, meditates, practices yoga and surfs in New York and around the globe. Our personal passions also keep us connected with likeminded brands, advocates and influencers. In fact, we pioneered the movement to get media out of the office and active, and you'll most often find us foregoing the traditional lunch, coffee or cocktail hour appointment in favor of trying the latest boutique fitness class, an outdoor run or hike alongside media and influencers. This all translates to authentic success for our client partners.



Expertise: Family

Mfa prides itself on not only securing placements for clients within their respective industry, but for finding ways to introduce clients to new audiences, landing coverage in unexpected outlets. In the family market, we seek opportunities to incorporate journalists' children into storylines, events, activations and press trips so media can have authentic experiences with their families that translate into top-tier coverage. From business hotels to adventure products and gear, Mfa has succeeded at infiltrating family-centric storylines into publications such as *Parents*, *Family Circle*, *The New York Times*, *Travel + Leisure*, *Wall Street Journal*, *TODAY Show*, *Fit Pregnancy & Baby*, *POPSUGAR Moms*, *MomTrends* and more.

Tropp Family LodgeSTANCENOKID
HUNGRY
SHARE OUR STRENGTHCAYMAN ISLANDS
GRAND CAYMAN / CAYMAN BRAC / LITTLE CAYMANDisneyland.KaBOOM!SKI UTAH
THE GREATEST SKIING ON EARTHgiggle.
healthy. happy. baby.limelight
HOTEL • ASPENWESTIN
HOTELS & RESORTSTARGETSQUAW VALLEY
ALPINE MEADOWSColonial
WilliamsburgSCHWINN

Expertise in Key Markets

With an office in New York City and representatives in the Midwest, Colorado, California, and the Pacific Northwest, Mfa has the geographic diversity and national reach to create truly unique, cost-effective PR programs. Over the years, Mfa has facilitated media tours, coordinated FAM trips, and secured A-list placements in key markets including Los Angeles, Dallas/Fort Worth, New York City, Denver, Houston, Chicago, Washington DC, Baltimore, Miami, Vancouver, Montreal, and more. Please see below for a sampling of outlets where we have secured stories in key markets:



austin360

5 hotel pools in Austin with passes or free hours for locals to have fun in the sun

Hotels in the heart of Austin are providing for an outdoor retreat of sorts for their guests. From a handful of luxury hotel pools accessible for locals and top amenities to a hot tub in a room, here are five of the best.

Although some hotels, like the Four Seasons and the Omni Barton Springs Resort & Spa, offer access to their pools for guests, many of the pools are open to the public. Here are five of the best.

The Austin Hotel's Pool

Located in the heart of downtown Austin, the Austin Hotel's pool is a great spot for a swim. The pool is open to the public and is a great spot for a swim. The pool is open to the public and is a great spot for a swim.



Los Angeles Times

These three Utah ski resorts aren't just for locals anymore. Here's why they will intrigue you

Utah's ski resorts are no longer just for locals. Here's why they will intrigue you.

Utah's ski resorts are no longer just for locals anymore. Here's why they will intrigue you

Utah's ski resorts are no longer just for locals anymore. Here's why they will intrigue you.

San Francisco Chronicle



Sunset



San Antonio Magazine

Taste and Sea in Hamburg

Hamburg's nautical roots influence every aspect of the city.

Hamburg's nautical roots influence every aspect of the city

Hamburg's nautical roots influence every aspect of the city.

Star-Telegram

The itinerary: Utah's ski areas get ready for season

By COMPILED BY SANDY GUERRA-CLINE
scgline@star-telegram.com

Utah gears up for skiing

It's November, and that's a cue for Utah's many ski areas and resorts, from ski-only Alta Mountain to Robert Redford's Sundance Resort, to put out the welcome mat. Alta Mountain is scheduled to open Nov. 21; Sundance, which offers skiing, snowboarding, night skiing, cross-country skiing and snowshoeing, is to open Dec. 6; kid-friendly Brighton Resort, near Salt Lake City, is set to open Nov. 22; and the luxurious Deer Valley Resort opens Dec. 6. For updates and details on all of the state's many ski areas, go to www.skicutah.com.

— Sandy Guerra-Cline

Crisis Communication Experts



When it comes to crisis and issues management, we are the best in the business. Our expertise is called upon time and again to mitigate and minimize crises, damaged images, and emergency situations. Throughout the last two decades, we have actively utilized our entire team, training and skills on behalf of various tourism organizations and corporations. Originally trained in crisis communications by El Al Israel Airlines, Mfa has worked successfully to handle natural disasters, weather emergencies, death and safety issues, CEO transitions, and company turnaround plans.

Our team is prepared to activate immediately and our practices continually expand as new and social media tools become important. Aside from our always-available culture, there is no one-size-fits-all approach to issues management at Mfa. We handle each and every circumstance aggressively, with personal attention, an individualized management plan, and compassion – and we have successfully navigated a positive outcome in every situation.

We would work with the Visit SLO CAL team to assess present communication plans, pinpoint areas for improvement, and establish an efficient and effective communications protocol.



Visit San Luis Obispo County: Getting Started Public Relations Strategic Plan

Visit SLO CAL+ Mfa: Recommendations

Let's get right to it!

The strategy and ideas outlined in the following slides are designed to illustrate our initial thoughts for an aggressive, successful legacy PR program that focuses on story-telling, programming and partnerships.

In today's evolving media landscape, Mfa balances a carefully curated and creative range of earned, owned and paid media that **reaches your target demographic at every stage of the consideration set and booking process.**

Our strategy will **place Visit SLO CAL in the expected, 'have to be there' outlets, in addition to the unexpected places** that will broaden your audience.

Mfa does this time and time again for clients. Each PR program is personalized for our partners and geared to achieve maximize success. We very much hope to have the opportunity to work with you in the coming months – we are prepared to jump right in!

Parents

TRAVEL+
LEISURE

Sunset

Condé Nast
Traveler

Outside
MAGAZINE – TELEVISION – ONLINE

WSJ.
THE WALL STREET JOURNAL MAGAZINE

AFAR

Golf Digest

Goals and Strategies

Increase visitation to SLO CAL by growing the audience and consumer base, with a particular focus on key feeder markets (CA, TX, WA, CO, AZ, IL) and through national media relationships.

Establish SLO CAL as a year-round travel destination with segmented positioning to targeted demographics.

Ignite consumers' awareness of and interest in the destination through an aggressive, creative, multi-channel campaign, building conversations in traditional and unexpected mediums.



Implement a multi-tiered and calendarized communications approach, leveraging seasonal and nearby events to create timely storylines that resonate with the target demographic year-round.

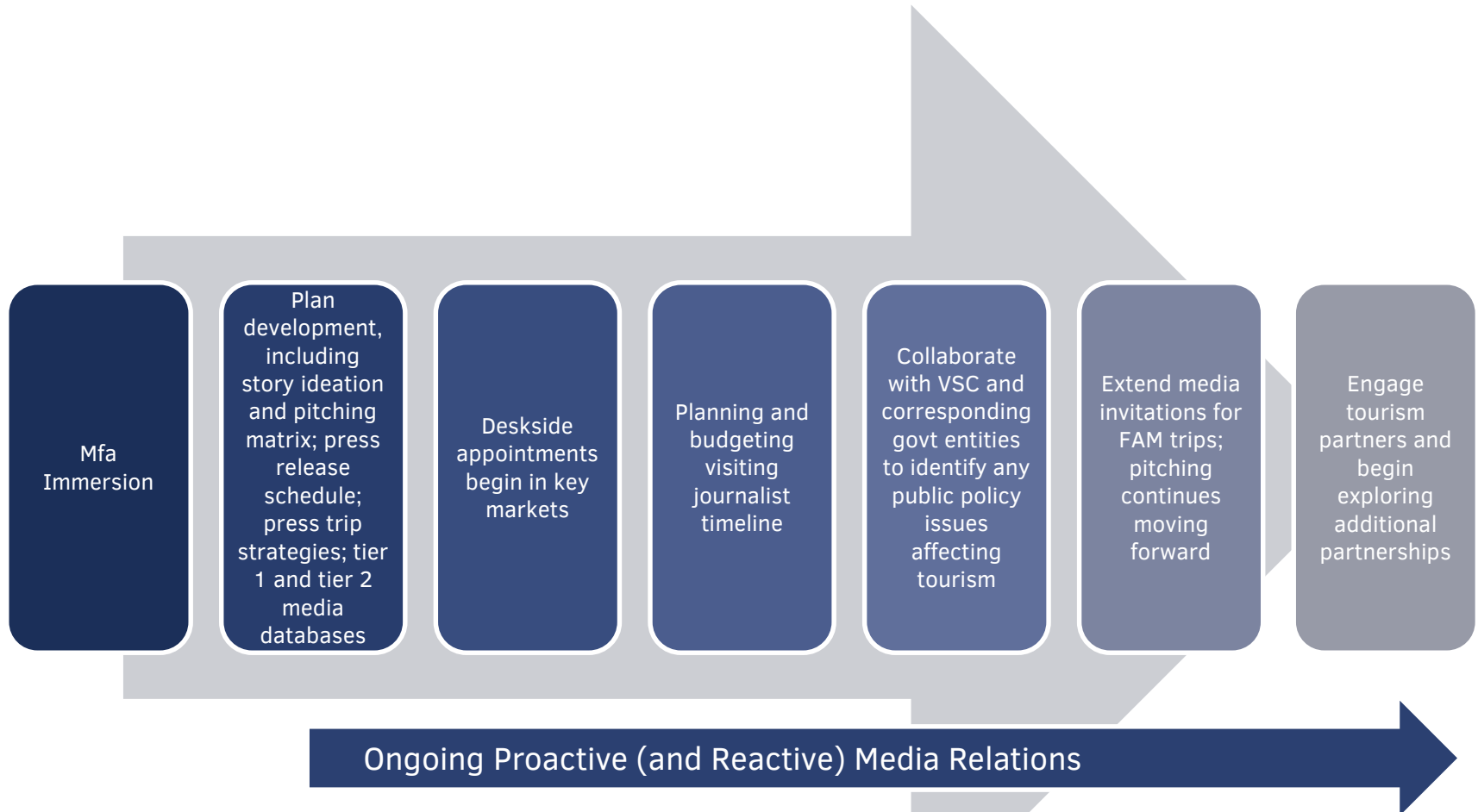
Further build the SLO CAL brand story, shaping the messaging of the Life is too Beautiful to Rush campaign to appeal to multiple key consumer segments: families, couples, culinary aficionados, history buffs, outdoor adventures, explorers, etc.

Ongoing pitching, press trip and individual visit coordination to showcase the destination while highlighting newsworthy initiatives and programming.

Activate media tours, events and influencer engagements in key media and consumer markets.

Assist in and support public relations programs including those conducted by Visit California and CTTC.

Tactics Timeline



Hit the Ground Running

Mfa Immersion

Mfa will travel to San Luis Obispo County to immerse ourselves in the destination, should we have the honor of working with you.

PR Plan Development

Post-immersion, the team would craft messaging and story ideas; develop the story matrix; brainstorm and deliver visiting journalist concepts and program ideas; build out the media tour strategy; and create a print, online and broadcast top-tier media database.

Media Tour – Meet the Faces of VSC

Ideally, key members from Visit SLO CAL would be available to meet with target media in strategic high-yield markets in the spring. Mfa has just completed a dozen travel and lifestyle media tours in these markets, and they are ripe for new news and new faces.

Long Lead Pitching Spring/Summer 2018

National high-end magazines and themed sections in key newspapers have long lead times, which require story ideas and information to be presented to editorial teams four to eight months in advance, on average. On day one of a partnership with Visit SLO CAL, Mfa will reach out to key contacts at top-tier publications to ensure that Visit SLO CAL is considered for annual issues.

Government Partners and Public Policy

Once a month, Mfa will convene with Visit California and California's Central Coast Region to ensure messaging is consistent across organizations. Mfa will also work closely with VSC to assess government policy changes that could influence public perception of San Luis Obispo County and impact tourism regionally and nationally.

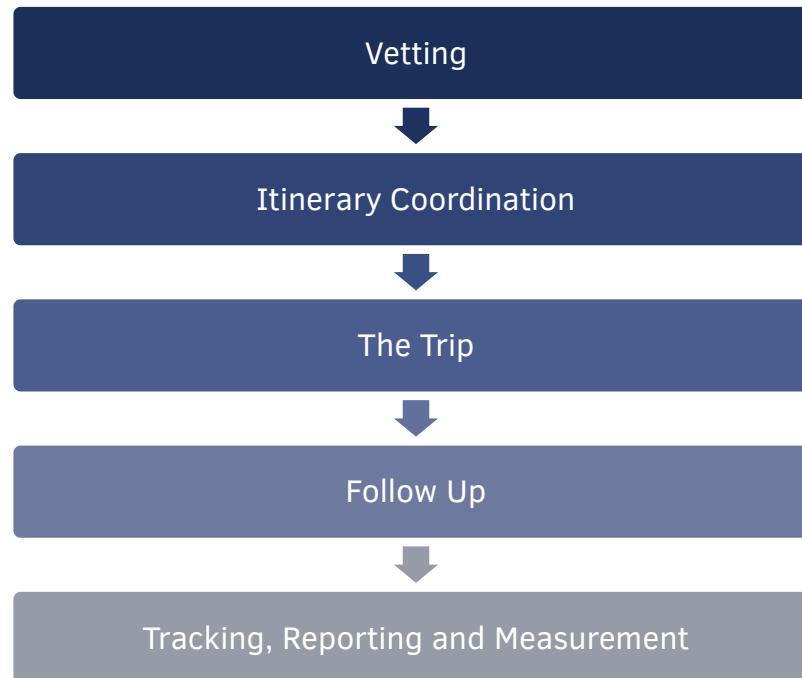
Strategic Partnerships

Upon working together, Mfa will work with Visit SLO CAL to identify strategic partnerships in the outdoor adventure, culinary, and wellness sectors. Mfa will also explore additional partnerships with like-minded, mutually agreed upon brands and businesses in order to continue to generate media awareness.

Visiting Journalist / Influencer Program

A creative, thoughtful, and organized visiting journalist and influencer program increases likelihood that a journalist or influencer will generate meaningful coverage and buzz for Visit SLO CAL, seed multiple stories, and become an informal ambassador for the destination.

The following provides a breakdown of how Mfa would select, review, invite, and facilitate media visits for individual members of the media and social media influencers.



Visiting Journalist / Influencer Program

Vetting

A successful trip would start during the vetting process, when Mfa would work with Visit SLO CAL to identify target media outlets, journalists and social media influencers who should have an opportunity to experience SLO CAL firsthand. For those writers/influencers who are already planning visits to the area, Mfa would work with Visit SLO CAL and other key partners to discuss entitlements and work to create a memorable itinerary. Journalists with confirmed stories and clout-carrying influencers would receive priority, as would writers who could place stories in multiple outlets.

Itinerary Coordination

Throughout the planning process, Mfa would be in regular dialogue with journalists/influencers to ensure that itineraries match their intended story ideas, while simultaneously containing aspects that would provide elements of surprise to engage them during their visit. Mfa would work with Visit SLO CAL, its members and various tourism partners to coordinate specifics about the visit, including lodging, dining, and special touches. All itinerary materials would include relevant hashtags and social media handles to encourage journalists to post throughout their travels.

The Trip

Some journalists/influencers prefer to travel on their own, while others require accompaniment. Based upon story placement opportunities, editors/influencers' needs, and whether the journalist/influencer is traveling alone or with companions, Mfa would work with Visit SLO CAL to determine if a representative escort would be necessary. Either way, each visit will incorporate an in-person meeting with one of Visit SLO CAL's representatives, along with social media interactions with the visiting journalist/influencer.

Follow-Up

Aggressive follow-up after a journalist/influencer returns to work is an essential piece of feature story development. From discussing components of the trip and answering questions, to providing photography and planting new ideas, follow-up is what turns stories into multi-page features. Mfa would maintain regular contact with every visiting journalist until the placement comes to fruition. Additionally, Mfa would monitor and report back on social media posts uploaded by the journalist/influencer from the trip and after to ensure maximum communications impact from each.

Partner FAMs

Mfa will also work with Visit California, Black Diamond and CCTC to ensure VSC messaging is incorporated into press trips hosted by those organizations, and will vet opportunities to incorporate aspects of San Luis Obispo County into regional press trips when appropriate.

Themed FAM Trips

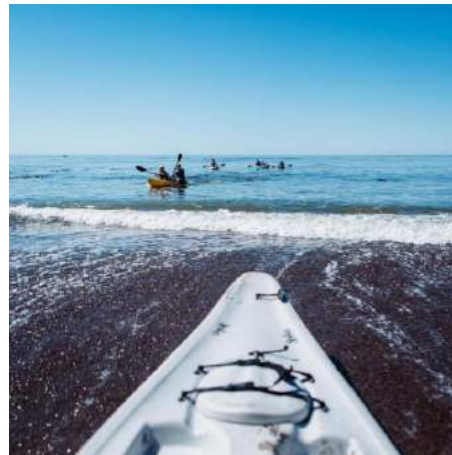
Certain programs are **better maximized** with **diverse group** familiarization trips. Mfa will facilitate group FAM trips throughout the year, and **build itineraries** that showcase the **breadth of offerings** available in SLO CAL. Select trips will be hosted in conjunction of seasonal events and activities.

Culinary

Mfa will plan and host a press trip to discover SLO CAL's rich culinary landscape by exploring local farmers markets in Arroyo Grande, dining at farm-to-table restaurants in Edna Valley, visiting wineries in Paso Robles, and discovering the culinary culture through the eyes of a local chef. The trip will also highlight the new activations and initiatives associated with SAVOR—A San Luis Obispo County Experience. Target publications include *Saveur*, *bon appétit*, *Food & Wine*, *TastingTable*, as well as culinary social influencers such as @DevourPower, @TastesBetterHere, and @NoLeftovers.

Rugged Adventure

Boasting countless miles of hiking and biking trails, epic bouldering, and pockets of unexplored wilderness areas, SLO CAL is the ideal destination for the outdoor enthusiast. Mfa will plan and host an outdoor adventure FAM trip highlighting the top experiences including ziplining in Santa Margarita, surfing Oceano's white sand dunes, hiking and biking along Cambria's breathtaking coast, and more. Target outlets include *Outside*, *Men's Journal*, *Gear Patrol*, *Popular Mechanics*, *Backpacker*, and more.



Themed FAM Trips

Family Fun

From jumping through waves at Moonstone Beach, to exploring the tide pools at Pismo Beach, SLO CAL is the ideal destination for family fun. Mfa will plan and host a family-focused FAM trip highlighting a variety of experiences perfect for the whole family to enjoy. Target publications include *Family Circle*, *Parents*, *Family Fun*, *MomTrends*, *Red Tricycle*, *Redbook*, and more.

Wellness Retreat

According to a recent survey performed by the Global Wellness Summit, wellness travel is growing 50% faster than any other leisure travel segment, a trend that will continue in 2018 and beyond. Mfa will plan a wellness-themed FAM trip highlighting the swanky beach towns, off-the grid destinations, spas, and more. Target outlets include *Women's Health*, *Porter*, *VOGUE*, *Allure*, *goop*, *Well + Good*, and more.

Arts and Culture

With unique galleries, museums and cultural attractions, SLO CAL is an lesser-known arts and culture destination. Mfa will work in tandem with Visit SLO CAL to develop an arts and culture-focused press trip for mainstream travel journalists.



Storytellers

Mfa will promote Visit SLO CAL with a strategy that **captures** the **distinctive, sophisticated aesthetic** and the **rich history** of the destination.

SLO CAL has a strong story to tell. Mfa's goal is to communicate that story in new, meaningful ways to raise awareness and solidify SLO CAL as a multifaceted year-round destination.

The following slides will outline clearly defined story ideas, digital influencer program, strategy for reactive PR management, media desksides, events, and partnership management.



Story Matrix Snapshot

A sampling of the types of story angles the team will consistently develop and share with media.

Adventure Time:

Experience the great outdoors through hiking, biking, climbing, cycling and playing golf.



Target Outlets

Outside

BACKPACKER

GEAR PATROL

San Francisco Chronicle

SLO CAL is for Lovers:

In need of a romantic weekend getaway, or planning a honeymoon? SLO CAL has you both covered.



Target Outlets

GLAMOUR

PureWow.  **REFINERY29**

MARTHA STEWART **weddings**

BRIDES

Like a Local:

Surf the white sand dunes and see the sights that give SLO CAL its under-the-radar cool-factor.



Target Outlets

COOL HUNTING

GQ

AFAR

Condé Nast **Traveler**

The New York Times

Refined Luxury:

Hearst Castle, Madonna Inn and other unparalleled experiences that guarantee a luxurious California lifestyle.



Target Outlets

TRAVEL+ LEISURE

Robb Report

DEPARTURES

T THE NEW YORK TIMES STYLE MAGAZINE

Story Matrix Snapshot

SLO CAL is for Families

Whether it's hiking, biking, surfing Pismo Beach, or relaxing, SLO CAL has something for each member of the family.



Target Outlets



Wine and Dine SLO CAL

Boasting wineries, breweries, and unique dining experiences in Paso Robles, Edna Valley, and beyond, SLO CAL is a premier culinary destination.



Target Outlets



Wake Up To Wellness

SLO CAL's spas and numerous off-the-radar locales like the Monterey Pine forests, make for the ultimate rejuvenating vacation experience.

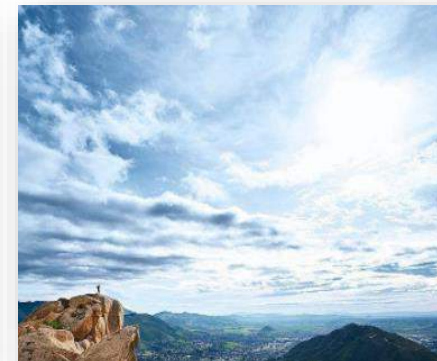


Target Outlets



Ultimate Staff Retreat

Host your company's next big retreat in SLO CAL, where ample room and beautiful vistas come together to form an inspiring environment.



Target Outlets



Digital Influencer Program

In today's rapidly evolving media landscape, digital influencers play an increasingly important role in growing brand awareness, shaping consumer perception, and portraying brand authenticity in a format that is visual, interactive, and immediate. We will identify social media influencers in the active lifestyle, family, and culinary segments that will help move the needle for Visit SLO CAL in the digital space and enhance the overall PR program. Influencers such as those below could leverage Visit SLO CAL's growing social media audience by using approved hashtags, executing daily posts, and leveraging promotional giveaways.

@ChrisBurkard
2.7million followers



@Taza
414k followers



@CheatDayEats
354k followers



Reactive PR Management

In addition to proactive PR pitching, Mfa will manage all in-bound media inquiries and opportunities on behalf of Visit SLO CAL.

Process

Once we begin working together, we will establish a cohesive plan for handling reactive media requests. Mfa will work with Visit SLO CAL to determine protocols for when we should handle requests and when to pass off more localized, specific opportunities directly to partners.

Vetting

Mfa will thoroughly vet all inquiring media and recommend media opportunities that are viable for the SLO CAL brand.

Reliable Sources

We respond to inquiries in a timely fashion to take advantage of potential opportunities and process relevant leads for our clients, and specializing in turning smaller reactive opportunities into large-scale feature stories. Mfa receives hundreds of media inquiries each month because journalists trust us as reliable sources. Journalists often reach out to us when seeking cross-country examples to substantiate their trend features.

Website Inquiries

We have found that numerous press leads come via website inquiries. For this reason, we suggest that our contact information is included on the Visit SLO CAL website for more efficient processing of those inquiries.

Media / Influencer Visit Requests

Mfa will work very closely with the Visit SLO CAL team to respond to relevant media inquiries and take full advantage of media opportunities that will achieve VSC's goals.



Media Desksides

Mfa suggests holding a series of deskside meetings where A-list media will be able to hear about the elements of Visit SLO CAL firsthand.

Key Markets

Mfa will coordinate meetings with key destination executives in the following target markets, focusing on key destination messaging:

- Los Angeles
- San Francisco
- Seattle
- Phoenix
- Las Vegas
- Houston
- Dallas / Ft Worth
- Chicago
- NYC

Media Training

Mfa works with several preferred partner companies who are adept in professional media training for media tours. These professionals are at our your disposal should media training be of interest.

Sample Target Outlets (not limited to):

Events

In addition to representing VSC at key media events such as SATW and PRSA, Mfa will plan two annual events in key markets to promote SLO CAL as a premier destination.

A Taste of Visit SLO CAL

Mfa recommends holding two media events (one in Los Angeles and one in New York City) to leverage the presence of VSC representatives and bring SLO CAL's culinary offerings to life. These events would provide valuable facetime with media for destination spokespeople across industries (culture, golf, adventure, food and beverage, hotel/hospitality), allowing key message delivery and collaborative story ideation with key writers.

- Coordinate the events featuring vignettes from the different areas of the county, representing the many facets of the SLO CAL travel experience, and utilizing clearly branded with relevant social media handles and hashtags.
- Secure a private dining room at a sought-after New York City / Los Angeles-based restaurant to further entice media attendance.
- Tap a prominent SLO CAL chef to attend the event and create dishes highlighting local cuisine, adding an additional layer of education about the destination and a chance to experience the breadth of Visit SLO CAL's culinary offerings.
- Visit SLO CAL representatives would rotate seats with every course, ensuring media could mix and mingle with a variety of media.



Partnership Management

With the assistance of VSC, Mfa will reach out to the organization's promotional, strategic, and local partners to ensure seamless communication for media outreach, press releases, press trips, events and other opportunities through the following:

- Constant contact with key tourism partners and their PR agencies through a monthly conference call where we will share destination updates and secure updates on upcoming events and initiatives.
- Work in tandem with Visit California, CCTC, Black Diamond, and other key partners to seamlessly integrate SLO CAL into their FAM trips and in-market events, ensuring inclusion of SLO CAL's partners and additional exposure for the destination.
- Maintain positive relationships with the key communications contacts for industry partners, airlines, tour operators, promotional partners, online booking partners, and other trade entities working in SLO CAL.

Looking beyond existing partnerships, Mfa will identify like-minded brands in the outdoor, adventure, culinary, and wellness sectors that could serve as strong partners for VSC. Whether through mutual marketing arrangements, combined press trips or integrated story lines, target partners will be selected with the ultimate goal of generating media coverage among new audiences.

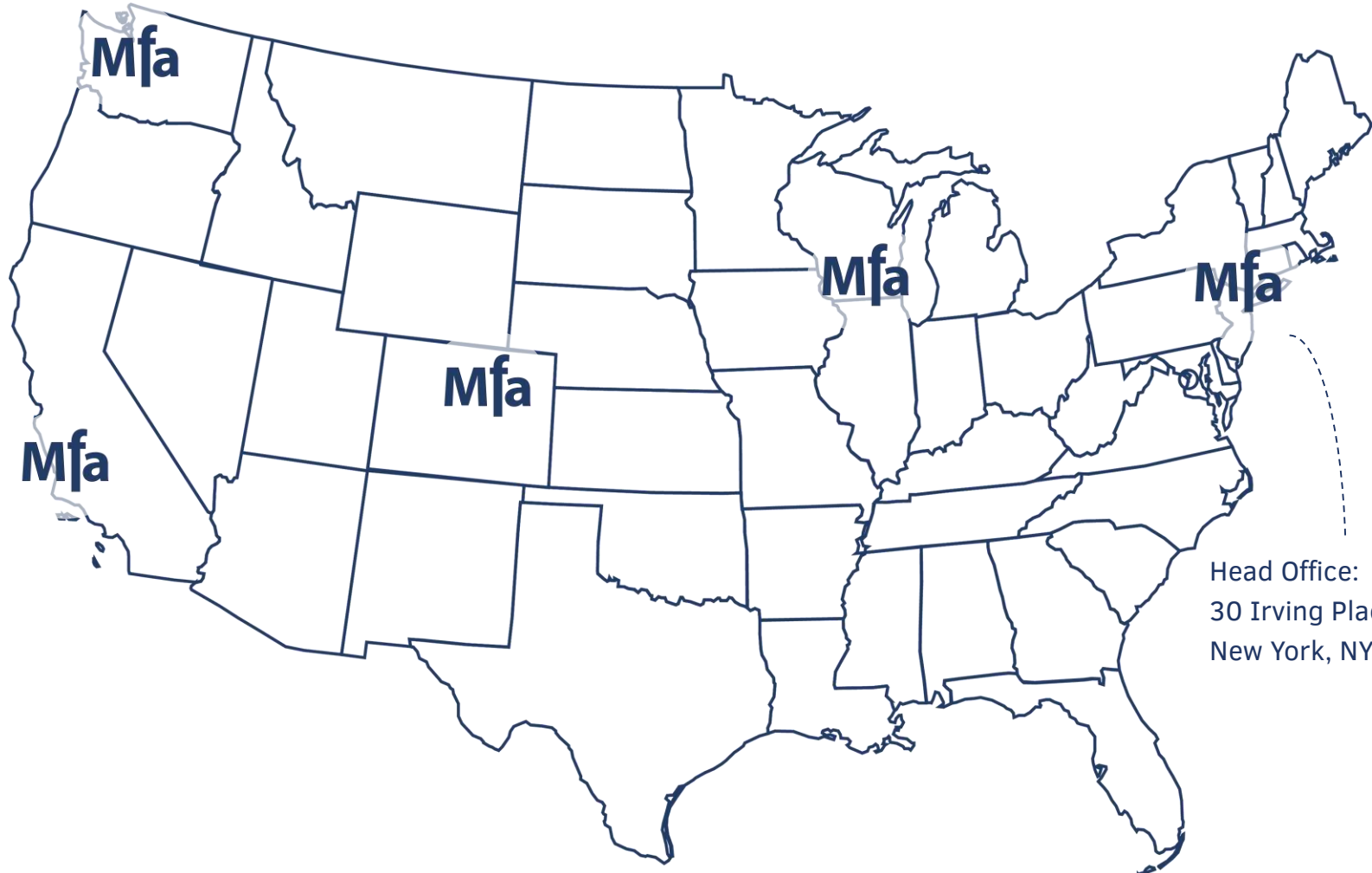




About Mfa

Mission and Values, Your Team, Client List,
Case Studies and References

Headquartered in New York City, Mfa has outposts in California, Colorado, the Midwest and the Pacific Northwest, maximizing our reach throughout the country.



Head Office:
30 Irving Place, Floor 3
New York, NY 10003

Mission + Values

Mission Statement

Passion with purpose.
That's the backbone for delivering 20+ years of dynamic PR, digital and marketing communication success to brands, organizations and people that we believe in and admire.

Company Values

S
H
I
N
E

Seize **OWNERSHIP**

Harness **POSITIVITY**

INNOVATE Every Day

Nurture **COLLABORATION**

Engage **PROACTIVELY**

“Psychedelic Walk in the Park” by Nathan Jurevicius is photographed above.

Our very own Central Park is filled with owls symbolizing wisdom, peace and creative thought, accompanied by sunflowers that evoke positive energy.

Commissioned by Mfa in 2008, the mural incorporates the colors and imagery meaningful to the core elements of Mfa.

Meet Your Team



Missy Farren, CEO

Travel PR has been at the heart of Missy's career, from working directly with luxury hotels and travel destinations, to positioning consumer products as must-buys for travelers. Missy's holistic approach to PR strategy and media and influencer relations is rooted in the knowledge that every consumer is a traveler: a successful campaign infiltrates all stages of consideration and booking to drive results. Over the years, she has put The Little Nell's culinary program in the spotlight; brought the Cayman Islands back to global tourism prominence in the Caribbean; transformed Disneyland's 50th birthday into an 18-month celebration with consistent mainstream media coverage across travel and lifestyle publications; and through her work with the Aspen Skiing Company, helped to make Aspen a year-round vacation destination.

Relevant client experience: Too many to list! Highlights include more than a decade with the Cayman Islands Department of Tourism and longstanding partnerships with Aspen, The Little Nell, Colonial Williamsburg Foundation and Disney.

Amount of experience: 30 years

Account role: Missy will provide overall strategic direction.



Samantha Lacher, Vice President

As VP overseeing Mfa's Travel and Tourism group, Sam has a special talent for crafting distinctive brand stories by conceptualizing large-scale campaigns out of singular news. She has proven this over the last 12 years by driving the PR narrative for the 75th anniversary and renovations of the Williamsburg Inn; creating and implementing a PR and consumer engagement campaign connected with the current millennial-driven sweat-working trend for Westin Hotels & Resorts; leading a communications campaign driving visitation to Historic Jamestowne up 15%; and managing launch campaigns for hotels and restaurants from NYC and Berlin to Nashville and Milwaukee, among numerous other successful initiatives.

Relevant client experience: Westin Hotels and Resorts, Cayman Islands Dept of Tourism, The Little Nell, Sandals Resorts, Colonial Williamsburg, Ski Utah, Mountain Collective, Von Mandl Family Estates (winery group), Disney, Cayman Cookout, Colorado Ski Country, Chatham Bars Inn, The Ritz-Carlton Hotels of New York

Amount of experience: 12 years

Account role: Sam will serve as the contract manager and will oversee the strategic direction of campaign planning.

Meet Your Team



Betsy Carlson, Senior Account Executive

Betsy has a vast rolodex of travel media, and expertise working with luxury hotels, resorts and destinations. She got her start working in the hospitality industry in-house at Rancho Valencia Resort & Spa, and since then has spearheaded luxury hotel openings, facilitated strategic partnerships with like-minded brands, and has created game-changing results for a variety of luxury resorts and global destinations.

Relevant client experience: Tourism Western Australia, Ojai Visitors Bureau, Visit Telluride, Alisal Guest Ranch & Resort, Rancho Pescadero, Langham Place, The Troubadour, Ferguson Crest, The Retreat at Blue Lagoon, The Cape Lodge, COMO The Treasury, and many more.

Amount of experience: 6 years

Account role: Betsy will be a day-to-day contact, creating and implementing the ongoing strategy, liaising with partners, managing media, running FAM trips, and pitching A-list media.



Alexis Giua, Senior Account Executive

Alexis' exceptional media relations skills are augmented by her ability to activate PR strategies and storylines across travel, wellness, culinary, sports and lifestyle national and regional outlets. She has led the charge on initiatives from producing large-scale media events, booking multi-day media tours/deskside visits, and conceptualizing and hosting property FAM Trips from Hawaii and Aspen to Chatham and Los Angeles.

Relevant client experience: The Little Nell, Ski Utah, Dart Real Estate's Kimpton Seafire Resort + Spa, Westin Hotels & Resorts, Charlie Bird (NYC), Squaw Valley, and more.

Amount of experience: 5 years

Account role: Alexis will be a day-to-day contact, managing media and influencer engagements, reporting and analysis, coordinating and securing tone setting results focusing on consumer and trade media.



Krista Ritterhoff, Jr. Account Executive

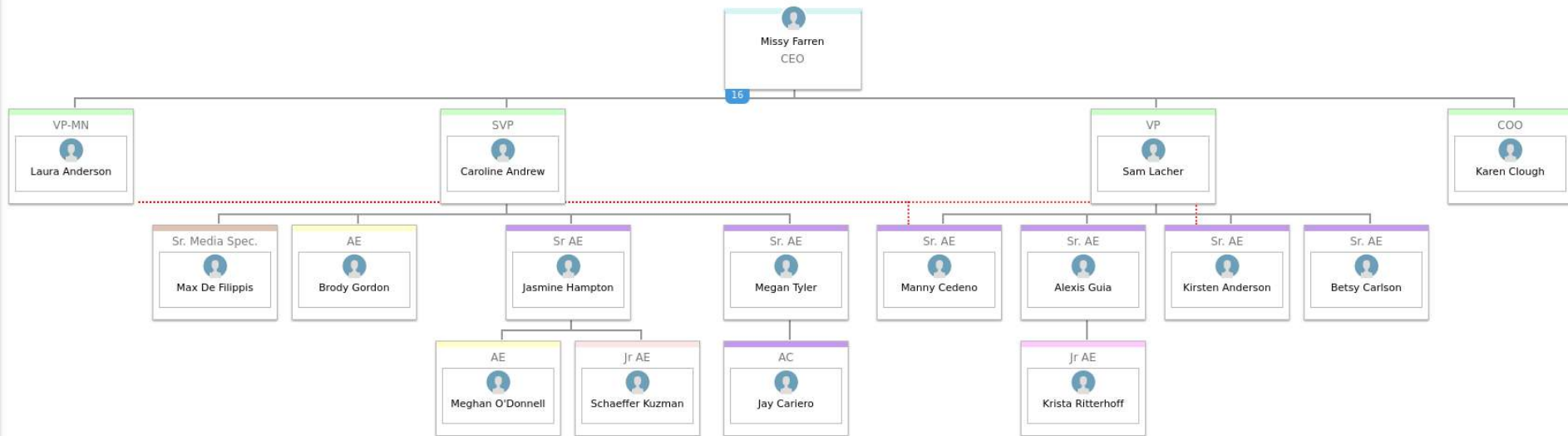
Krista brings a unique perspective to Mfa's travel/hospitality clients: Millennial media-consumption expertise. She excels at staying ahead of the news, creating thoughtful pitches and forging meaningful relationships with media. Krista also brings social media expertise to the team, developing strategic posts for clients and uncovering compelling influencers who align with clients' target audiences across industries. Her ability to craft powerful messaging and forge media connections has led to print and online placements in Cosmopolitan, MIC, Forbes, Parents, U.S. News & World Report and many more.

Relevant client experience: Ski Utah, Mountain Collective, Squaw Valley, Dart Real Estate's Kimpton Seafire Resort + Spa, Westin Hotels & Resorts, and Mission Hill Family Estates.

Amount of experience: 3 years

Account role: Krista will provide support for the ongoing strategy, pitching A-list media and securing tone setting results.

Company Organization Chart



*Account staff only; chart does not include admin / accounting staff.

*Mfa is available and properly staffed to immediately execute the contract on behalf of Visit SLO CAL.

Current & Recent Client List

Alex and Ani
Anna Victoria
Alli, Alliance of Action Sports
Back on My Feet
Burton Snowboards
C9 by Champion for Target
Cannondale
Care 2
Cayman Airways
Cayman Cookout
Cayman Islands Dept. of Tourism
Charlie Bird
Charles & Colvard
Chatham Bars Inn
Colorado Ski Country
Colonial Williamsburg, Va.
Cross Pens
Cycling Sports Group
Dart Real Estate (Cayman Islands)
Dew Tour
Disney
Dorel Recreational / Leisure
Endeavour
G-Form
Giggle

Global Surf Industries
Golden Horseshoe Golf Club
GT Bikes
Gunter Seeger
Historic Jamestowne
Journeymen
JUJA Active
KaBOOM!
Kenton's
Learn to Ski and Snowboard Month
LifeProof / Otterbox
Library Foundation of Los Angeles
Limelight Hotel
lululemon athletica
Maysville
Megpies
Michelin Food & Travel
Mike's Hard Lemonade Co.
Mission Hill Family Estate winery
Mountain Collective
No Kid Hungry / Share Our Strength
OluKai
OneWheel
Participant Media
Pasquale Jones

Peet's Coffee
philosophy
Polaris
Rastaclat
The Ritz-Carlton Hotels of NY
Roam Fitness
Roxy
Sandals Resorts Royal Plantation
Schwin
Snow Industries America (SIA)
Ski Utah
Stance Socks
Squaw Valley
Target
The Little Nell / Aspen Ski Co.
The Spa of Colonial Williamsburg
TheraGun
Traeger
Trapp Family Lodge
Trek
Quiksilver
US Ski & Snowboard Association
Von Mandl Family Estates
Westin Resorts & Hotels

Recent travel/hospitality clients in **bold. Mfa has **no conflicts of interest**.*

Destination Experts

Mfa has worked with numerous destinations, hotels and resorts in various capacities, including building increased brand awareness, implementing revenue generating programs, and expanding social media presence through impactful activations. Through our work with Ski Utah, Ojai Visitors Bureau, The Cayman Islands, Colonial Williamsburg and more, we have expertise working with marketing organizations that bring together multiple hospitality and tourism partners. Everyone is a traveler and we understand the importance of remaining top-of-mind throughout all stages of the planning process—from wanderlust to booking.

We approach each client on a holistic level, while simultaneously developing strategies for each unique component to maximize high-impact media coverage that supports brand positioning, builds awareness, and drives bookings.

These examples illustrate the strategic, results-driven approach our team takes to ensure every angle of a destination is exposed to media in a meaningful way.



The Little Nell

Challenge: Elevate a Snow Destination Beyond the Winter Months

Known for being an exceptional ski-in/ski-out property, since 1996, The Little Nell has tasked Mfa with garnering mainstream exposure for the property's year-round culinary offerings, as well as active spring and summer experiences available to guests.



Mfa Way

- Worked with property team to develop an Adventure Concierge position, raising the bar for bespoke active experiences to appeal to high-end travelers.
- Capitalized on the presence of the annual *Food & Wine Classic* to interact with on-site media and build awareness for food and beverage personalities through media visits and in-person interactions.
- Facilitated media FAMs during the summer months so top tier journalists could write first-hand accounts of the destination beyond the snow.
- Redefined the luxury guest in order to reach new audiences and target unexpected publications.
- Launched The Little Nell's new restaurant through a phased approach, tapping trends and positioning the restaurant in front of aging millennials with money to spend on travel.
- Brought key hotel personnel to NYC to meet with journalists two seasons in advance, to capitalize on long-lead coverage opportunities.

Impact

- Media and consumers awareness of The Little Nell's adventure offerings increased significantly, with the concierge team booking 20% more adventure experiences following the press push.
- Coverage of the opening of the new restaurant led to sell-outs over the first few months.
- Adventure and spring/summer outreach led to additional support for on-site cycling team through integrated messaging.
- Increased bookings among younger audiences throughout the year.

DEPARTURES

DUJOUR

AD
ARCHITECTURAL DIGEST



Westin Hotels & Resorts

Challenge: Owning the Wellness Space with Adventure Trend Stories

With the wellness industry growing exponentially year over year, Westin Hotels & Resorts came to Mfa seeking stronger awareness of its global commitment to guests' wellbeing, while simultaneously maintaining the brand's leadership as the premiere hotel choice for leisure travelers and families. Upon learning of property-specific adventure offerings and 'adventure concierges' PR set out to tell a cohesive brand story that would leverage these offerings and tied them together under the umbrella of Westin's new crop of concierges who can now provide expert insight into surfing, skiing, hiking, tennis and golf experiences at and around properties.

Mfa Way

- Gathered insights from properties about guest demand for active leisure experiences and the ways guest requests shaped the program; worked with the hotels to send their active concierge to NYC for a media launch.
- Brought media from across the country to NYC for a FAM trip hosted by the concierges, with an itinerary that brought to life multiple facets of the program (surf experience at Rockaway Beach, golf at Chelsea Piers, hike in Bear Mountain State Park, ski-focused dinner co-hosted by a ski/snow industry expert).
- Included NYC-based media in various aspects of the itinerary.
- Partnered with the Westin New York at Times Square to coordinate accommodations for out of town media and concierge team.



The Boston Globe



GRINDTV



Impact

- Media participants in the FAM trip from outlets including Chicago Tribune, Travel + Leisure, Men's Journal, Wall Street Journal, GrindTV, The Inertia, VICE Sports, Greatist, Vogue, and more.
- Westin reached new audiences through inclusion in lifestyle/adventure outlets where Westin is not usually in the consideration set.
- Messaging extended beyond coverage of the launch and continued throughout the year, as Westin was at the forefront of trend pieces discussing the growth of adventure travel.
- Increased bookings among younger audiences throughout the year.

Colonial Williamsburg

Challenge: Create a broader consumer base with diverse audiences, with an emphasis on the NYC and Washington D.C. metro areas.

Colonial Williamsburg



Mfa Way

- Created a Guest Artist program starring nationally-recognized talent (Mamie Gummer, Jesse Williams, among others) to draw a younger audience to the destination.
- Coordinated a Mormon Tabernacle Choir flash mob with 3,000 participants to drive social buzz.
- Implemented a luxury travel program rooted in golf and culinary experiences.
- Created a technology game that connected history to new family audiences.
- Program development with journalists Andrea Mitchell and Jim Lehrer, as well as Supreme Court Justice Sandra Day O'Connor.
- Facilitated the #historymeetshorsepower social media campaign in conjunction with NASCAR partnership.

Impact

[Click here to watch The Colonial Williamsburg case study video.](#)

Password: MfaCWFCaseStudy

- Performances sold out at 1,000 tickets per artist.
- YouTube seeding resulted in Colonial Williamsburg's largest social media success to date.
- Spa and culinary events sold out.
- 80,000+ game plays over three summer seasons.
- Digital and social content development with NASCAR's Kyle Busch.
- Global trending topic on Twitter, major news coverage, increased visitation at Historic Jamestowne.
- Increased visitation from Washington D.C. metro area.

Cayman Islands Department of Tourism

Challenge: Help a Brand Break Through the Clutter

In a crowded region like the Caribbean, the Cayman Islands needed to differentiate itself. To stand out – both in the travel industry and to the appropriate consumer population – Mfa needed to change perceptions of the Cayman Islands, engage new audiences, and create programming that would drive visitation to all three islands, during all 12 months of the year.



Mfa Way

- Built a dynamic strategy to bolster the destination's reputation and programming, targeting families, culinary enthusiasts, adventurers, romance seekers and the wedding industry.
- Incorporated partnerships and activations that sizzled with strong social media appeal, including Nickelodeon's SpongeBob, Shaun White, engage! luxury wedding summit, Grace Gealey, Food & Wine, and National Geographic Traveler, among others.
- Each year, adapted strategy and methods of communicating with media through Instagram takeovers, the Cayman Cookout culinary festival, partnerships with JetBlue, Delta, National History Museum, Shedd Aquarium and more.
- Created content for tourism ministers and directors through blogs, LinkedIn, travel trade events and media outlets.
- Counseled and created annual crisis protocols with Cayman Islands government entities for weather, social and emergency situations.
- Implemented a variety of social programs including comprehensive coverage of Cayman Cookout across Instagram, Twitter and Facebook.

Impact

- Guided the development of a typical sun, sand and sea destination to a world class must-experience vacation, renowned for culinary, adventure, authenticity, romance and family.
- Record breaking visitor arrivals in 2014 and 2015.
- Award-winning press coverage in vertical media and mass consumer press, complemented by consistent growth in social media engagement.
- Revamped visiting journalist program increased ROI by more than 300%.
- Airline and hotel partners saw increased bookings resulting from targeted promotions-based outreach.
- A 17-year client relationship with four different Directors of Tourism.
- Seven years of sold out food festival Cayman Cookout with the biggest names in the food industry in attendance.

Ski Utah

Challenge: Identify Utah as a must-visit ski destination within North America

Leverage the Ski Utah marketing organization and the 14 participating resorts, to set Utah apart from other premier ski destinations in the U.S. Mfa generated awareness around the state's "Greatest Snow on Earth" and illustrated the variety of amenities offered across the organization's members.



Mfa Way

- Working in tandem with Ski Utah, Mfa gathered details and leveraged exclusive offerings at each of Utah's fourteen resorts to position Utah as the ultimate ski destination.
- Facilitated six multi-resort media trips per year, organizing trips thematically and crafting itineraries that showcase various components of a Utah ski experience.
- Planned and executed two media events per year that highlighted different features at each of the fourteen resorts.
- Implemented partnerships for the organization with like-minded brands in the adventure space, creating opportunities to reach new audiences through financial and added-value partnerships.
- Coordinated social media content and influencer programs through fam trips and content agreements.

Impact

- Increased occupancy at resorts, hotels, and sold out events.
- Leveraged strong relationships with popular travel publications to deliver timely multi-page feature stories.
- Secured opportunities for resort representatives and the Ski Utah team to meet with 200+ top tier media through desk-side appointments, media tours in feeder markets, events and immersive trips to Utah.

Client References

Below please find contact information for three current contacts representing tourism destination/hospitality clients:

Paul Marshall

Ski Utah Tourism,
Communications Director

Phone: 435.647.6456
Email: paul@skiutah.com
2014-Present

Ian Galbraith

Von Mandl Family Estates, Director of
Corporate Communications

Phone: 604.269.7071
Email: igalbraith@markanthony.com
2011-Present

May Selby

The Little Nell, Director of
Communications

Phone: 970.544.6269
Email: mselecty@thelittlenell.com
1996-Present



Reporting and Budget

Media Monitoring and Reporting

Ongoing PR monitoring will prove success in real-time and guide where to place future efforts.

Our monitoring process:



Mfa would provide reporting services to the VSC team with real-time coverage alerts, regular PR calls and a program recaps, outlining key metrics and overall impact on business objectives.

Weekly Calls

Focus on strategy, media updates, story development and content generation

Monthly Recaps

Net result against goals; earned and social media coverage; metrics and strategy realignment

Budget

Below is a suggested budget and start date based off of the scope of work outlined in the RFP document.

Timing: We're ready to engage!

Fee: \$6,600/month (\$59,400 over the 9 month period), or the equivalent of 33 hours of blended staff time per month.

Please note: the ideas outlined in this proposal are examples. Specific program components would be determined through follow-up discussion. The monthly retainer includes agency media outreach, strategy development, implementation of campaigns, partnership development and basic administration expenses.

Mfa does not mark-up expenses (i.e. that pesky 18% increase on pass-through invoices) and you'll never receive surprise 'hours overage' invoices. Once we commit to a budget, we stick to it. Adept at working within prescribed client budget parameters, Mfa strives to meet all agreed-upon goals.

Agency fees do not include out of pocket expenses including travel, meals with media, media mailings, promotions, events, partnership activations, influencer management program, experiential tactics, social media campaign execution, or newswire distributions. Event management fees are determined separately and based on size and scope of individual events.

The line-itemized chart you provided in the rfp is included on the following slide.

Please know that our team is very eager to work with VSC, and as such, we are flexible and will ensure we work within expense budget parameters.

Budget - Chart

Category	Contract Cost \$	Contract %	Est. Expenses \$
Account Management	\$5,000	8%	n/a
Strategic Planning	\$9,000	15%	\$1,000
Proactive Pitching and Media Relations	\$13,000	22%	\$2,000
FAM Trips and/or Media Visits	\$12,000	20%	Mfa would work with lodging, attraction and hospitality partners to cover expenses for media visits whenever possible; goal would be for VSC to only pay for airfare and ground transport. Estimated airfare of \$500 per person.
Deskside Visits and/or Media Events	\$9,000	15%	TBD based on scope
Reactive Efforts	\$4,000	7%	n/a
Tracking and Reporting	\$4,000	7%	\$4,000
Agency Team Travel & Administration	\$3,400	6%	\$10,000 (flexible based on number of in-person meetings, how many press trips Mfa would escort, attendance at desksides, and travel to trade shows/events)
Other	n/a	n/a	n/a
Total	\$59,400.00	100%	\$17,000 base. Out of pocket expenses are flexible based on the scale and scope of the contract agreement. Expenses are driven by the number of FAM trips and media tours, as well as by agency attendance at events and in-person appointments.



Appendix

Resumes

Mary Elizabeth Farren

206 Bon Air Avenue, New Rochelle, NY 10804

mfarren@mfaltd.com • 914-841-7050

WORK EXPERIENCE

Missy Farren and Associates, Ltd.

New York, NY, 1994 – Present

President and CEO

- Serve as a resource for clients seeking management counsel, C-suite support, creative thought leadership and crisis communications
- Advise on strategic marketing planning and client leadership during image management and crises issues
- Lead a team of dynamic PR professionals
- Keep the agency at the forefront of emerging media
- Oversee new business outreach efforts and business development initiatives
- Develop creative marketing and social media campaigns for clients and new business proposals
- Implement and maintain an environment of creativity, teamwork and focus for the agency

Swatch Group

New York, NY, 1991-1994

Director of Public Relations and Special Events (1991-1993)/ Vice-President (1993-1994)

- Responsible for public relations programs and campaigns for Swatch, Omega, Rado, Tissot and Hamilton watch brands
- Successfully launched numerous Swatch collections including Chrono and Swatchetables
- Opened US Swatch-owned stores
- Created and launched the Swatch Collectors Club in the United States
- Established Swatch as a major player in the watch industry, leading to annual sales of \$10 million

Dorf and Stanton Communications

New York, NY, 1987-1991

Account Executive/Senior Account Executive (1987-1988)

Account Supervisor/Account Director (1988-1991)

- Managed PR campaigns for Cunard and re-launched the Queen Elizabeth II
- Responsible for marketing and PR campaigns for all Cunard ships and resorts
- Implemented marketing and PR strategies for all travel accounts including Cunard, El Al Israel Airlines, National Ski Areas Association, and more
- Led the team that re-launched Mr. Peanut through work with RJR Nabisco

AJ Lazarus Associates

New York, NY, 1983-1986

Account Coordinator/Account Executive

- Developed communication tools for PR campaigns including: press releases, talking points, coverage reports, speeches and presentations
- Managed account work, media outreach, and administrative tasks for travel clients
- Promoted to Account Executive within one year

EDUCATION

Marquette University

Bachelor of Arts, Journalism

Milwaukee, WI, 1978-1982

ABOUT

PR professional specializing in strategic communications; guiding and crafting messaging that leads to compelling and meaningful media coverage; conceptualizing and implementing engaging social/digital campaigns; team leadership; and overseeing high level strategy for consumer products, global hotel brands, destinations, restaurants and nonprofits. Extremely detail oriented with ability to identify and focus on big picture goals to impact bottom line.

WORK EXPERIENCE

Missy Faren & Associates (Mfa Marketing & Public Relations) Aug. 2006 – Present

Vice President (2016-present)

- Facilitate integrated marketing campaigns for brands including Westin Hotels & Resorts, No Kid Hungry, Dart Real Estate (Cayman Islands), von Mandl Family Estate wineries/wine labels, giggle, No Kid Hungry and more.
- Manage up to 6 accounts at once. Account management includes: overseeing strategy and consistent delivery of strong results; development of internal and external client messaging; spearheading media relations and social media/influencer campaigns; conceptualizing media/consumer events and activations
- Negotiate blogger partnerships, including editorial content, social media posts and attendance at events
- Ensure teams are working against KPIs
- Establish KPIs for new client accounts
- Identify and pursue new business opportunities, leading team through rfp and presentation processes.
- Grow existing client accounts, increasing von Mandl Family Estate and Westin accounts by 20% year over year.
- Supervise and mentor up to 7 staff including annual reviews, goal setting, compensation planning, ongoing training.
- Image management / crisis communications around layoffs, C-level transition, weather for clients including ALEX AND ANI, Colonial Williamsburg, Cayman Islands Dept. of Tourism, Ritz-Carlton Hotels of New York

Director (2013-2016)

- Drafted comm. strategies
- Led media and blogger outreach for campaigns spanning Westin's new visual identity and No Kid Hungry's Dine Out initiative, to destination features for the Cayman Islands Dept. of Tourism and Colonial Williamsburg.
- Supervised up to 4 staff at once, including ongoing training, goal setting, guidance
- Facilitated events, overseeing vendor research and relationships, media attendance, run of show, client prep, staffing, media follow-up, and more
- Managed tracking and reporting
- Identified KPIs for new client accounts
- Pursued new business opportunities, including working on proposals, creating presentation decks, and participating in pitch meetings
- Day-to-day client communications
- In addition to agency work, spent 2-3 days/week for 5 months working internally at Colonial Williamsburg Foundation headquarters, overseeing integrated marketing projects, leading marketing efforts across multiple business units, and managing agencies during staff transition

Account Supervisor (2011-2013)

Senior Account Executive (2009-2011) / Account Executive (2007-2009) / Junior Account Executive (2006-2007)

Colonial Williamsburg

Nov. 2010 – June 2011

Marketing Manager for Hospitality

SKILLS

Strategy development and execution
Team leadership and mentoring staff
Message and story idea creation
Account management

EDUCATION

Amherst College, Amherst, MA

Sept. 2002 – May 2006

Dual Bachelor of Arts in Law, Jurisprudence and Social Thought and Psychology
Recipient of the Samuel Bowles Journalism Award, May 2006

Completed UVA's Darden School of Business "Foundations of Business Strategy" class through Coursera

Nov. 2014

Betsy Carlson

72 Barrow Street, Apartment 1U | New York, NY, 10014 | (970) 948-8092 | betsyncarlson68@gmail.com

Experience

Missy Farren Associates, Ltd.—Senior Account Executive—New York, NY **July 2017–Present**

- Manage a variety of travel, hospitality and real estate clients
- Pitch target media to generate feature story placements in print, digital and broadcast media outlets
- Draft and execute new business proposals for prospective clients
- Lead new client presentations, ensuring a successful onboarding process
- Develop and maintain strong relationships with media contacts in local, regional and national markets

Wagstaff Worldwide—Account Executive—New York, NY / Los Angeles, CA **October 2013–July 2017**

- Manage a variety of hospitality clients including Tourism Western Australia, Ojai Visitors Bureau Langham Place, New York, The Troubadour Hotel, Visit Telluride, and many more
- Prepare client agendas and lead monthly agenda meetings
- Pitch target media to generate feature story placements in print, digital and broadcast media outlets
- Plan and attend press trips and individual media visits, coordinating details related to the trip

J Public Relations—Intern—San Diego, CA **June–September 2013**

- Developed new story pitches, media opportunities and outlets for a variety of hospitality-focused clients
- Maintained social media pages for clients, posting weekly on Facebook, Twitter and Instagram
- Gathered necessary collateral to draft press kits, bios and fact sheets for clients

San Diego Magazine—Intern—San Diego, CA **June–August 2013**

- Directed a photo shoot and created the concept for the Oct/Nov 2012 issue of *Exquisite Wedding's Magazine*, *San Diego Magazine's* semi-annual bridal publication
- Worked closely with the editorial staff to fact-check content for editorial
- Executed daily blog posts for The Bride Suite, *Exquisite Wedding's* daily blog

Rancho Valencia Resort & Spa—Sales and Catering Employee—San Diego, CA **May–September 2010**

- Coordinated weddings and special events at Rancho Valencia Resort & Spa, a five-star resort in San Diego
- Evaluated resort availability and booked meetings and special event space
- Represented Rancho Valencia at weddings, meetings and corporate events

Rancho Valencia Resort & Spa—Front Desk Employee—San Diego, CA **May–September 2010**

- Served as the guest's liaison for both hotel and non-hotel related services
- Resolved problems arising from guest complaints
- Managed both the concierge and front desk phones

Education

Occidental College—Los Angeles, CA **Fall 2009–Spring 2013**

Major in English and Comparative Literature Studies

University of Amsterdam—Amsterdam, The Netherlands **January–June 2012**

CIEE Study Abroad

Parsons Paris School of Art & Design—Paris, France **May–August 2011**

Photography Techniques Summer Course

COMMUNICATIONS EXPERIENCE

Missy Farren and Associates, Ltd.

New York, NY, **September 2015 – Present**

Account Coordinator(2015)/Account Executive (2016)/Senior Account Executive (2017)

- Execute earned media relations for travel, culinary and hospitality clients
- Communicate daily with clients and partner agencies
- Establish strong media relationships with top-tier publications, bloggers and social media influencers
- Develop creative marketing and social media campaigns for clients and new business proposals

Spanish Ministry of Education, CEIP María Martín

Madrid, Spain, **September 2014 – June 2015**

Language and Culture Assistant

- Instructed bilingual classes (English, Art, Social and Natural Sciences) from first through fifth grade
- Collaborated with colleagues to develop and conduct lessons targeting various language skills

Private English Tutor

- Retained by six families to design and direct personalized English lessons, catering to students' specific interests

WRL Advertising

Canton, Ohio, **Summer 2014**

Public Relations Specialist

- Owned several aspects of client campaigns including: social media, marketing, video, web and print elements
- Exceeded deadlines for preparing requests such as: drafting proposals, survey design, speech writing, Power Point development, media training, advertisements, press releases talking points and website content
- Managed the internal and external operations of campaigns via campaign progress tracking and reporting, submission of materials, client communication and case study research

The Advertising Council, Public Relations/Social Media Team

Washington, D.C., **Summer 2013**

Intern

- Developed communication tools related to news for 20 campaigns including: press releases, talking points, coverage reports, speeches and presentations; wrote for the Ad Council's blog.
- Managed communication among campaign managers, agencies and sponsors on all aspects of campaigns

Results Radio B94.5, Morning Zoo Radio Show

State College, PA, **January 2011 - May 2011**

Intern and Part Time Co-host

- Content creation: Discovered and drafted editorial content and show topics to be broadcast
- Listener engagement: Updated social media, answered listener calls, hosted promotional events

EDUCATION

CIEE Council on International Educational Exchange

Madrid, Spain **2014**

Teaching English as a Foreign Language (TEFL) Certification with Distinction

The Pennsylvania State University 3.72/4.0 GPA

University Park **Class of 2014**

B.A. in Public Relations and Spanish; Minors in Business and International Studies

The University of Seville

Seville, Spain, **Spring 2013**

HONORS & AWARDS

Silver Addie Award, Canton Advertising Association February 2015

- Social media copywriting for the Ralph Hay public relations and marketing, awareness campaign

PROFICIENCIES

Simmons OneView and Cision Point; Adobe InDesign

Mastery of Microsoft Office programs (Word, Excel, PowerPoint)

Conversational in Spanish

COMMUNICATIONS EXPERIENCE**Missy Farren and Associates, Ltd.**

New York, NY, September 2016 – Present

Account Coordinator

- Execute earned media relations for travel and hospitality clients
- Communicate daily with clients, partner agencies, and internal team.
- Establish a rolodex of strong media relationships
- Handle client administration and organizational tasks
- Execute client events and activations.

South Carolina Aquarium

Charleston, South Carolina, February 2014 – September 2016

Marketing Outreach Assistant

- Managed media presence at various high visibility events, including sea turtle releases
- Handled Aquarium's community outreach program, as well as marketing and public relations responsibilities
- Published several articles about Aquarium happenings
- Served as a community ambassador for the Aquarium's message of stewardship and sustainability.

Public Relations Intern

- Responsible for editing, press releases, media relations, social media marketing and blogging.

Central Caribbean Marine Institute

Little Cayman, Cayman Islands, Summer 2015

Rutgers Summer Intern

- Research intern studying human impact on environment.
- Presented finalized research project and data on the impact of plastic debris in the ocean.
- Gained experience crafting conversation messaging and designing communication plans for nonprofits.

ParyLove Birds,

Charleston, South Carolina September 2014- April 2015

Communications Intern

- Helped newly formed event planning company build online presence through blogging and social media marketing.
- Gained experience in event planning and management, serving as onsite support during events.

CisternYard Media

Charleston, South Carolina Spring 2013-2014

Blog Editor and Contributor

- Online blog editor for College of Charleston's student run publication, focusing on current events, politics and social issues.

EDUCATION**The College of Charleston** 3.5/4.0 GPA

Charleston, South Carolina Class of 2016

- B.A. in both Political Science and Communications

The University of Stellenbosch

Stellenbosch, South Africa, Fall 2014

EDUCATIONAL EXPERIENCE**William V. Moore Student Research Conference**

Charleston, South Carolina Spring 2016

- Student Thesis Presenter

Model Organization of American States

Washington, D.C. Spring 2015

- College of Charleston Delegate on panel concerning refugee interests

PROFICIENCIES

Cision Point; IQMedia; Trendkite

Mastery of Microsoft Office programs (Word, Excel, PowerPoint)

Conversational in French



Mfa **MARKETING & PUBLIC RELATIONS**

30 Irving Place, Floor 3
New York, NY 10003

mfaltd.com



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[MissyFarrenPR](https://www.facebook.com/MissyFarrenPR)



[missyfarrenPR](https://twitter.com/missyfarrenPR)



[Missy Farren PR \(Mfa Ltd.\)](https://www.linkedin.com/company/MissyFarrenPR)

VISIT SLO CAL



**PUBLIC RELATIONS
PROPOSAL**

**THE
BRANDMAN
AGENCY**

1.0

ABOUT TBA

| agency ethos

| our founder

| key team members

| capabilities

| current clients

| case studies

agency ethos.



THE BRANDMAN AGENCY

is a dynamic, results-driven public relations firm, specializing in luxury travel. We live and breathe the hospitality business, and, as a result, have earned a reputation as being a “one-stop-shop” for media and industry insiders looking for the best travel partners. We shape opinions - on a global scale - and we deliver what we promise. Our creative campaigns and forward-thinking strategies impact the bottom line.

Our clients are the best of the best, and therefore, lend themselves to incredible synergies across our portfolio. We have exceptionally high standards and we deliver exceptional results.

We began our journey in 2000 and now reside at 261 Fifth Avenue in the world’s media capital, New York City. We are more than 40 members strong with successful offices in Los Angeles, London, and Sydney.

our founder.

MELANIE BRANDMAN | FOUNDER & CEO



Melanie’s clients are the “who’s who” in the luxury travel and lifestyle industries. Like most Australians (although she’s been a New Yorker for 17 years), travel is in her DNA –she’s traveled to 70+ countries and has called Sydney, London, and Tel Aviv home. In 2011 Melanie founded Travel Curator, a luxury travel and lifestyle editorial site and content distribution channel where she chronicles destinations, hotels, restaurants, art and culture stops worth traveling for.

IN THE NEWS...

In early 2017, Melanie was awarded the Winthrop W. Grice Lifetime Achievement Adrian Award for Public Relations. Presented by the Hospitality Sales & Marketing Association International (HSMIAI), the Adrian Awards celebrated the many great achievements in the hospitality industry honoring outstanding entries in the 2016 HSMIAI Adrian Awards competition. This multifaceted event celebrates lifetime achievement; award-winning approaches to advertising, public relations, and digital marketing; and the teams that make it all happen.

Melanie oversees top-level strategy for all agency accounts along with President, Kristen Vigrass.

account leadership.



Ty Bentsen
Managing Director

Bringing over 14-years of PR experience, Ty provides strategic oversight for some of the agency's most prestigious brand and tourism board accounts including Visit Victoria, and Experience Scottsdale. Under her guidance, both clients have experienced significant growth as a direct result of a strategic and tactful PR plan and execution. Ty has also served as the account lead on Discover Los Angeles, and was instrumental in implementing successful campaigns such as Car Free LA and helping to secure over \$6 million in annual EAV. Ty attended University of California, Los Angeles receiving a B.A. in Psychology

Contract Manager and Lead Strategist



Shelby Callas
Account Supervisor

Shelby joins The Brandman Agency with extensive knowledge of top luxury hotel brands, working in in-house roles at both Morgans Hotel Group and SLS Hotel at Beverly Hills. During her time in these roles, Shelby had strong partnerships and regular collaborations with Visit WeHo and Beverly Hills CVB. At The Brandman Agency, Shelby managed and oversaw strategy and execution for Discover Los Angeles and currently oversees some of the agency's most prestigious accounts from Enchantment Group, and several properties under The Ritz-Carlton portfolio. Shelby received her B.A. in Public Relations from Fresno State University.

Lead Strategist



Daphne Barahona
Account Manager

Daphne brings extensive experience in international lifestyle and travel brands including luxury hotels, destinations, airlines, and cruise lines to The Brandman Agency. Her tourism board experience includes leading The Agency's Visit Victoria (Australia) and Barbados Tourism Marketing Inc. accounts with previous experience working with the Dallas and Greater Fort Lauderdale CVBs. She prides herself in cultivating strong media relationships which have lead her to secure feature placements in top-tier media such as *The New York Times*, *LA Times* and *Conde Nast Traveler*. Daphne earned a B.A. in Journalism from Texas Tech University and commenced her PR career in New York City.

Primary Contact specializing in client relations and management



Hannah Townsend
Account Executive

A valued member of The Brandman Agency since 2014, Hannah has extensive tourism board experience, having played a vital part on the agency's work with Discover Los Angeles for two years and Experience Scottsdale for three. Her family resides in Cambria, CA, so wine tasting and camping trips up the Central Coast are frequent and near and dear to her heart. An outdoor enthusiast and an avid foodie, Hannah enjoys exploring the world through the lens of adventure and enjoying each destination's vast culinary landscape. Hannah received her B.A. in Communications from University of California, Santa Barbara

Media manager and account execution

agency + account team organizational chart

CEO AND FOUNDER

PRESIDENT

MANAGING DIRECTORS/SVP

VICE PRESIDENTS

ACCOUNT DIRECTORS

ACCOUNT SUPERVISORS

ACCOUNT MANAGERS

SENIOR ACCOUNT EXECUTIVES

ACCOUNT EXECUTIVES

ASST. ACCOUNT EXECUTIVES

ACCOUNT COORDINATORS

TY BENTSEN
Managing Director

SHELBY CALLAS
Account Supervisor

DAPHNE BARAHONA
Account Manager

HANNAH TOWNSEND
Account Executive

capabilities.

HOTEL GROUPS

BOUTIQUE & LUXURY HOTELS

TRAVEL & TOURISM

CONSUMER PRODUCTS & EVENTS

REAL ESTATE & DESIGN

WINE & SPIRITS

SERVICES

brand development

openings, renovations, launches

social media

digital marketing

influencer engagement

creative activations

partnership development

global media strategy

campaign development

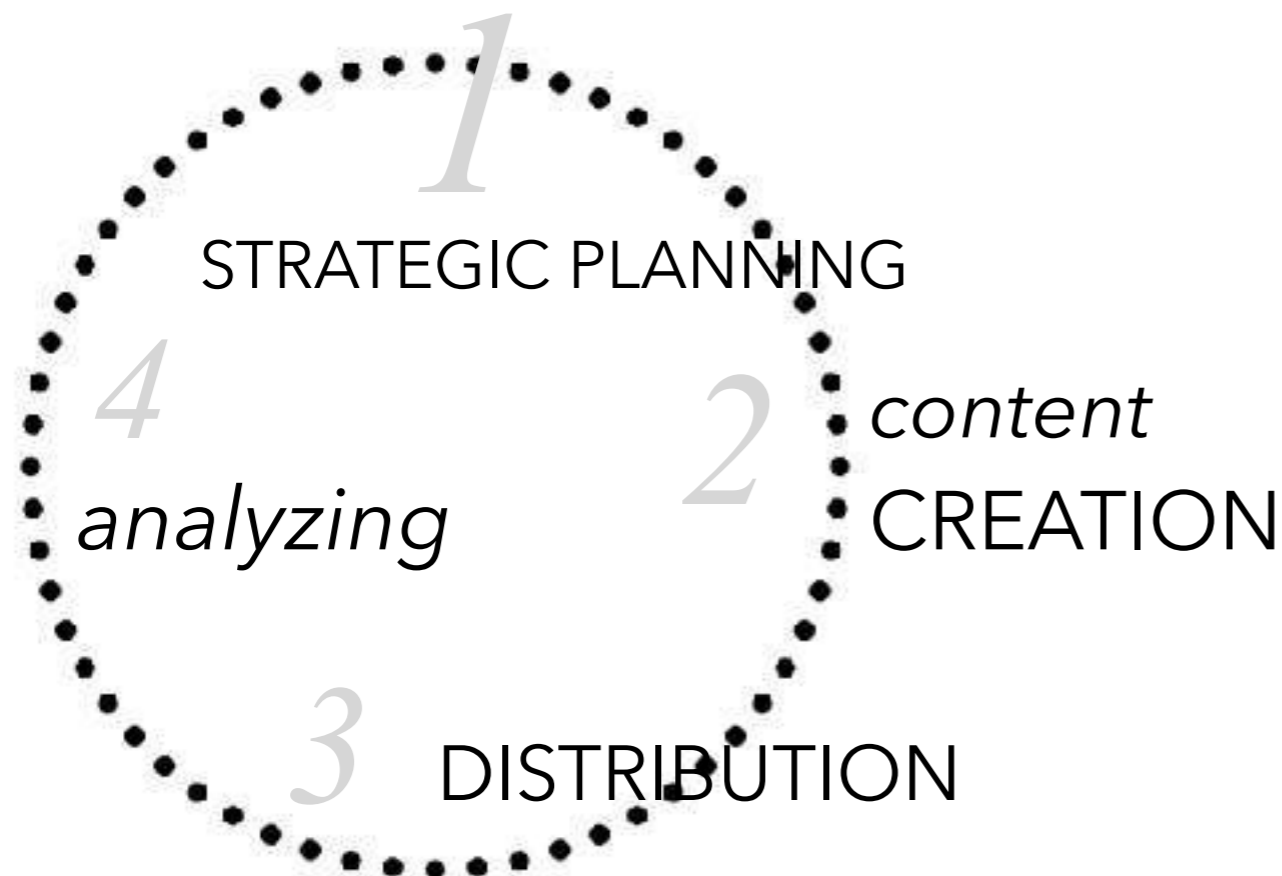
We can develop digital strategies to help tell SLO CAL's story



Audits
Competitive Analysis
Content Calendars
Hashtag Campaigns
Social-First Content
Short-Form Video & Photography
Social Media Training for Staff



Instagram Takeovers
Influencer Campaigns
Brand Partnership Activations
Travel Curator Distribution Access
Sweepstakes & Promotions
Voice Guidelines
Infographics



Sphere of Strategy

Drive awareness and engagement with high-end lifestyle brands within travel, design, culture, arts, food and drink communities from the ground up.

current global clients.

INDIVIDUAL HOTELS

Andaz Peninsula Papagayo Resort, Costa Rica
Atlantis, The Palm, Dubai
Belmond El Encanto, Santa Barbara, California
Blue Horizons Garden Resort, Grenada
David Citadel Hotel, Jerusalem, Israel
Grand Hotel Kronenhof, Pontresina, Switzerland
Grand Wailea, A Waldorf Astoria Resort, Maui, Hawaii
Hotel Indigo Los Angeles Downtown, California
InterContinental Hong Kong
Jamaica Inn, Ocho Rios, Jamaica
Kulm Hotel, St. Moritz, Switzerland
La Mamounia, Marrakech, Morocco
Laucala Island, Fiji
LUMA Hotel Times Square, New York, New York
Moxy NYC Times Square, New York, New York
Omni Berkshire Place
Palazzo Victoria, Verona, Italy
Palmer House Hilton, Chicago, Illinois
Park Hyatt Aviara Resort, San Diego, California
Park Hyatt New York, New York
Rome Cavalieri, Waldorf Astoria Hotels & Resorts, Italy
Round Hill Hotel & Villas, Montego Bay, Jamaica
Spice Island Beach Resort, Grenada
The Crane Resort & Residences, Barbados
The Oberoi, Bali
The Oberoi, Lombok
The Ritz-Carlton, Bachelor Gulch, Colorado
The Ritz-Carlton, Grand Cayman
The Ritz-Carlton, Half Moon Bay, California
The Ritz-Carlton, Kapalua, Hawaii
The Ritz-Carlton, Key Biscayne, Miami, Florida
The Ritz-Carlton, San Francisco
The Ritz-Carlton Residences, Waikiki Beach
Whare Kea Lodge & Chalet, Glendhu Bay, New Zealand

HOTEL GROUPS

COMO Hotels & Resorts
Enchantment Group
Six Senses Hotels Resorts Spas
The Ritz-Carlton Hotel Company, L.L.C.

DESTINATIONS

Experience Scottsdale
Visit Victoria

ARCHITECTURE + DESIGN

Champalimaud
Hart I Howerton
Tzelan

REAL ESTATE

Christophe Harbour
Wanda One Sydney

CRUISE

Wiltrans International

AVIATION

Qantas

TOUR PROVIDERS

Walk Japan

** The Brandman Agency sees no conflict of interest with existing clients*

references.



Visit Victoria
Diana Morgan
Manager of
International
Markets
+61 3 9002 2264
*Current Client
(Since July 2016)*



Experience
Scottsdale
VP of
Communication
Laura McMurchie
+1(480)429.2253
*Current Client
(Since July 2012)*



Discover Los
Angeles
VP of Global
Communication
Jamie Foley
+1(213)236.2315
*Past Client
(Jan. 2012-June
2016)*

RELEVANT CLIENT HISTORY

Barbados Tourism Authority

Gold Coast Tourism

Tourism Council of Bhutan

Discover Los Angeles

Brandman Helped Overcome #1 Barrier to Visitation Via Creation of Award-Winning "Car Free L.A." Campaign

THE ISSUE

After commissioning an extensive consumer survey, Discover Los Angeles reaffirmed what it knew, anecdotally, to be true - that the city's notorious traffic was not only a problem for locals, but was a true barrier for travel to the destination.

THE APPROACH

Challenging the perception head-on that "Nobody Walks in LA," The Brandman Agency developed a campaign entitled Car Free LA - a series of six, self guided itineraries around the city - encouraging travelers and locals alike to explore the city's distinct neighborhoods and iconic heritage (including its connection to the music, film, and LGBT history) via foot, bike, and METRO.

THE RESULTS

Launched on Earth Day 2013, Discover Los Angeles' Car Free L.A. campaign remains one of the city's most successful and well-received marketing programs to date. Winner of an HSMIA Silver Award in Tourism Marketing, the program also resulted in numerous pieces of A-list coverage in *The New York Times*, *USA Today* and *AFAR* to name a few, successfully sharing the message that travelers can easily navigate the City of Angels without a car.



Barbados Tourism Marketing Inc.

Brandman Secured Feature-Length Coverage, Highlighting Lesser-Known Island Attributes

THE ISSUE

Barbados had become a victim of its own media success. During The Brandman Agency's 15 year tenure with the island destination, we achieved broadranging success including multiple broadcast segments, feature stories in major newspapers and magazines, and hosted top media and influencers to experience Barbados firsthand. Media and consumer awareness of the destination was high and newer, more under-the-radar destinations were starting to capture media headlines.

THE APPROACH

Re-engage media who we had hosted in the past and highlight lesser-known aspects of the Barbados travel experience, while offering a chance to re-visit some of the island's most beloved treasures.

THE RESULTS

The Brandman Agency secured a COVER STORY and accompanying 12-page feature entitled "Back to Barbados" in the January 2017 issue of Conde Nast Traveler by Horatio Silva, who had previously visited the destination via The Brandman Agency in 2008. The estimated advertising value for this story exceeded \$2 million USD and included tips from historians, island photography, and painted a compelling picture of the authentic Barbados experience as told from the perspective of a returning traveler.



Experience Scottsdale

Brandman Strengthened Media Relations Through an Aggressive Media Mission & Visiting Journalist Program Strategy

THE ISSUE

Experience Scottsdale's Communications Team wished to expand and strengthen their media relationships in the US market - in particular in the greater New York area and the Southern California market.

THE APPROACH

Experience Scottsdale retained The Brandman Agency to proactively work with media in the two identified markets via proactive pitching, creative pitch development, one-to-one media meetings, media missions and media events and finally a robust visiting journalist program. The agency was tasked with introducing new media to the client and strengthening existing media relationships.

THE RESULTS

Over the last five years, the Brandman Agency has, through proactive and aggressive media outreach activity:

Personally introduced Experience Scottsdale to 573 media in the greater New York and Los Angeles markets through one-to-one meetings, small-group lunches and events

Secured visits to the destination from 124 individual media and influencers, resulting in feature coverage from each visit (negotiated and secured in advance)



Visit Victoria

Brandman Leveraged High-Profile Event To Reinforce Key Destination Driver: Culinary Tourism

THE ISSUE

Anecdotally known as Australia's foodie capital, Visit Victoria had an opportunity to further cement this reputation - while appealing the lucrative culinary tourism market - during the World's 50 Best Restaurant events, being held in Melbourne in March 2017.

THE APPROACH

To showcase the depth and breadth of culinary experiences on offer in the destination and share this prestigious event in real-time, The Brandman Agency targeted three high-profile food bloggers from Victoria's key domestic markets (NYC and LA) to join the worldwide media and high-profile chefs descending on the destination for World's 50 Best Restaurants. The Agency created signature hashtags for attendees - to unify efforts and messaging across each of their individual audiences - and worked closely with airline partners, to ensure their messaging was conveyed alongside the destination and event.

THE RESULTS

Over the course of the five-day event, the three attending influencers reached a combined audience of 805,000 with 87 dedicated Instagram posts along with complimenting blog posts. These efforts generated 287,638 likes and over 6 million total social impressions, reinforcing Victoria as the ultimate foodie destination.



noleftovers
Melbourne, Victoria, A... [Follow](#)

2,765 likes

noleftovers In Melbourne for @theworlds50best Awards! ☺☺☺ Landed early this morning & immediately hit the ground running- Thanks to everyone who's been messaging me you! recommendations (keep 'em coming!) and huge shoutout to @Qantas-flow their business class here and it was beyond incredible. Full layflat beds, pj's, specially curated menu & Australian wine list, the works! From the second I got on the plane I felt like I was already in #Australia. SO EXCITED for what's in store! #noleftoverstravels #visitmelbourne #Seeaustralia

[View all 37 comments](#)

noleftovers
Royal Exhibition Build... [Follow](#)

1,192 likes

noleftovers No better way to round out my #Australia trip than at @theworlds50best awards in Melbourne. Incredibly grateful to have spent the past couple of days getting to know some of the worlds most legendary culinary superstars & celebrating their much deserved successes! ☺☺☺ Definitely making it a priority to go visit as many as I can throughout my travels...Who wants to join? wearing @zimmermann #australia #worlds50best #noleftoverstravels

stastecofoko Me! ☺☺☺ looking beautiful Jackie!

noleftovers #melbournefoodandwine #melbourne #melbournefoodie #foodies #melbourneeats #food #australiagasm #australia #seeaustralia #bloggers

[Add a comment...](#)



case studies.

Gold Coast Tourism

Helped Drive Key Destination Awareness

THE ISSUE

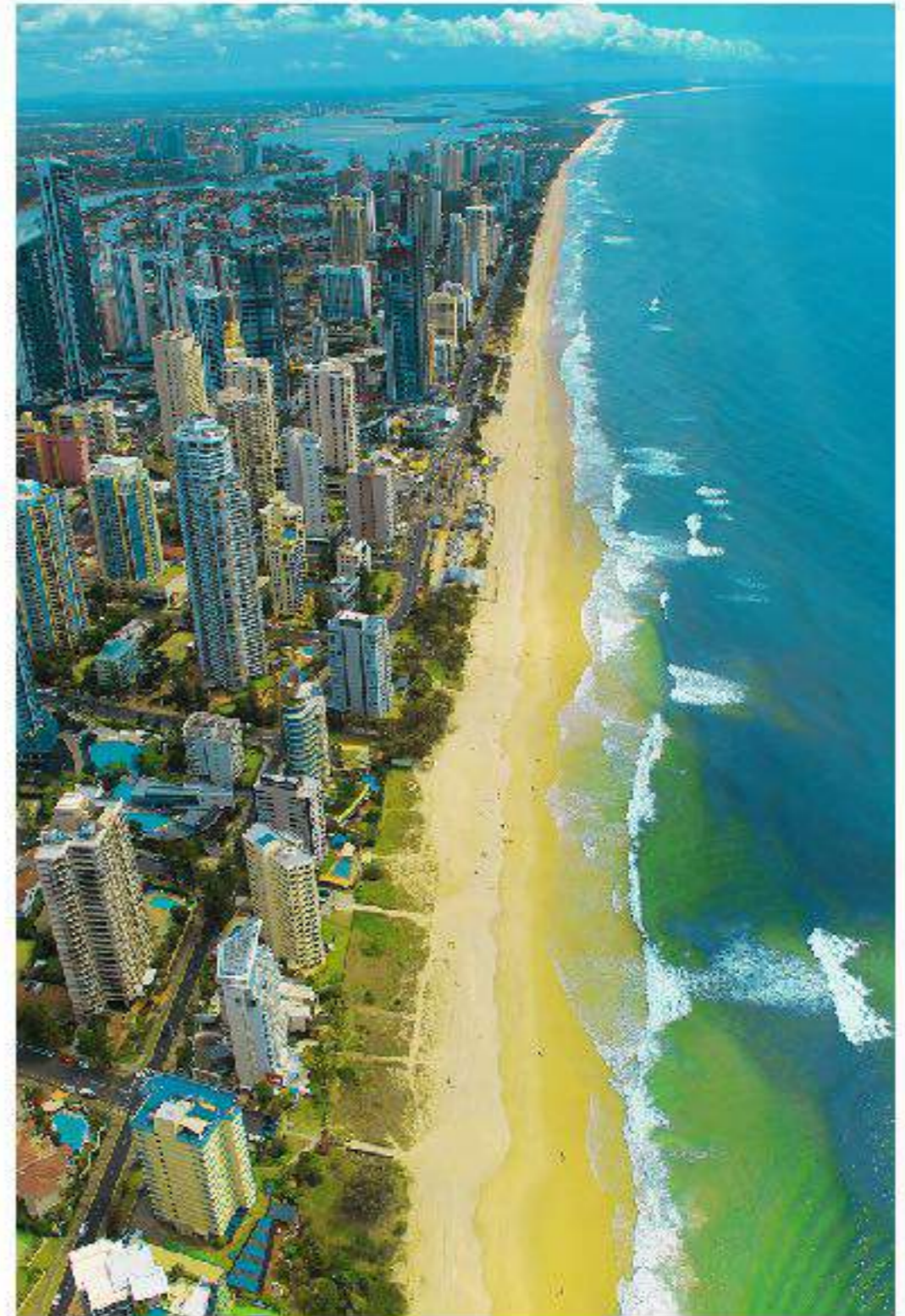
The Brandman Agency was brought on to fully introduce and promote this heretofore unknown destination in the North American market.

THE APPROACH

In order to maximize limited resources, the Agency undertook an aggressive and comprehensive pitch campaign and targeted visiting journalist program. Via ongoing communication with top media and two top tier group press trips, the Agency was able to achieve the following results.

THE RESULTS

Through this campaign, the Agency was able to put Australia's Gold Coast on the map with US travelers via a wide array of targeted press placements and feature stories including prestigious inclusion with Travel + Leisure's list of the best up-and-coming destinations and a destination story on National Geographic Traveler online.



Crisis Management

Brandman's Strong Issues Management Helps Mitigate Corporate Crises

THE ISSUE

Major travel and hospitality brands are often highly regarded for their systems of management and organization, having clear strategies in place for handling day-to-day matters. Their buttoned-up and pristine approaches to hospitality help them achieve top global status and acclaim. However, despite the best planning unforeseen crises arise at a moment's notice and the need for a well-conceived issues management strategy and strong crisis communications team remains a top priority to alleviate any negative situations that develop.

THE APPROACH

Brandman is well-versed in issues management, acting as an extension of a crisis communications team and working strategically to mitigate any negative communication on behalf of our clients. Our crisis communication strategy is on-going for our clients and adaptable to suit any individual crisis so we can be prepared at a moment's notice.

THE RESULTS

Brandman was part of the team that managed the crisis with One57 and the crane collapse during Hurricane Sandy. Brandman has also worked closely with hotel clients including The Setai, Miami Beach and the Waikiki EDITION to handle unforeseen ownership/management changes and create targeted global media strategy plans to assist the hotels in moving forward after these major disruptions. Additionally, The Agency has overseen crisis communication regarding a fleet-wide grounding of QANTAS aircrafts and other crises, and a shooting at LAX via Discover Los Angeles. We are also currently advising Caribbean clients on strategic crisis communications as the Zika virus epidemic continues.

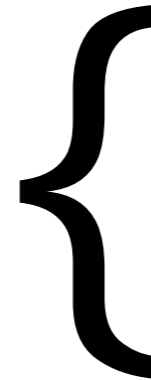


we build

executive profiles



Kathy Smits, Vice President, Tourism



Discover Los Angeles

Secured four minute live segment on Fox Business on how to market and sell tourism in Los Angeles to the rest of the world during international Pow Wow



Secured Ian Schrager on the cover of Surface Magazine among other outlets including Bloomberg Businessweek, Financial Times and The New York Times

EDITION Hotels & Resorts

Ian Schrager, Hotelier

Following the acquisition of FRHI, drove broadcast coverage to announce the deal and position Bazin as a leader in shaping the future of travel



Sebastien Bazin, CEO

ACCOR

we have access to

a-list media

Relationships are everything. We have access to the best of the best and deliver for our clients.



“Do you know that yours are the only media lunches I leave the office for? I otherwise have a strict no-lunch policy.”

Pavia Rosati, Founder of EathomAway.com

Nathan Lump, Editor-in-Chief, Travel + Leisure

Pilar Guzman, Editor-In-Chief, Conde Nast Traveler

Bruce Wallin, Editorial Director, Robb Report

Brekke Fletcher, Managing Editor, CNN Travel

editors on speed-dial

Meg McGuire, Editor-in-Chief, Angeleno

Spencer Beck, Editor-in-Chief, LA Confidential

Catharine Hamm, Travel Editor, Los Angeles Times

Jennifer Flowers, Deputy Editor, AFAR

David Kaufman, Travel Editor, New York Post

Klara Glowczewska, Editor-at-Large, Town & Country Travel

Stephanie Rosenbloom, Travel Writer, The New York Times

Nick DeRenzo, Senior Editor, Rhapsody



we are on the frontline of today's evolving

influencer strategy

Influencers are the new editors and we can connect you with those that make an impact. We drive awareness and engagement with high-end lifestyle brands within travel, design, culture, arts, food and drink communities from the ground up.

CAPABILITIES

Blogging
Social First Content
Influencer Campaigns
Hashtag Campaigns
Instagram Takeovers
Sweepstakes & Promotions
Follower Growth
Reporting



Lindsey Calla of Calla in Motion
@lindseycalla

KEY INFLUENCER RELATIONSHIPS



Chiara Ferragni, The Blonde Salad, 6.1 Million Followers @ La Mamounia, Marrakech

The Ritz-Carlton, Kapalua

Elevated profile of iconic resort by curating high-profile fitness experts for wellness retreat. Health-focused influencers brought the story to life.

Chiara Ferragni, The Blonde Salad
Meagan Morrison, Travel, Write, Draw
Katie Rodgers, Paper Fashion
Shay Mitchell, Celebrity
Max Samis, Mister Spoils
Athena Calderone, EyeSwoon
Patrick Janelle, A Guy Named Patrick
Sam Horine, Photographer
Christina Caradona, Troup Rouge
Julie Sarinana, Sincerely Jules
Grant Legan, Photographer
Lee Abbamonte, Explorer
Marianna Hewitt, Life with Me
Leo Chan, Levitate Style
Annie Georgia Greenberg, Refinery 29
Julia Engel, Gal Meet Glam
Adam Gallagher, I am Galla
Laura Brown, InStyle

we create compelling

brand partnerships

who we've worked with recently

Ariana Rockefeller, Accessories Designer
Temple St. Clair, Fine Jewelry
La Perla, Lingerie
Soludos, Espadrilles
Barneys New York
Sotheby's
Rebecca Minkoff, Ready-to-Wear
Onia, Swimwear
Nina Runsdorf, Fine Jewelry
Carnegie Hall
Mount Gay Rum
Bergdorf Goodman
Cadillac
Leica
Harper's Bazaar

Noll Surfboards
Tumi, Luggage
Smythson, leather goods
Audi
Pure Wow, Lifestyle blog
Reebok
InStyle
Henri Bendel
Jared Dietch, Music Curator
Colin Cowie
Cartwheel Arts, Tour Company
Manrepeller
Guest of a Guest
Racked

Faherty Brothers x Andaz Peninsula Papagayo Resort, Costa Rica



*Developed
"Cultural Insiders
Program"; yielded
extensive coverage
in FASHION, MEN'S
INTEREST, FRINGE
publications*

The Nomad
Collection, inspired
by La Mamounia



Temple St. Clair X La Mamounia

Onia Swimwear x Banyan Tree Lang Co



2.0

A U D I T

| state of the industry + trends

| current situation

| swot

| objectives + strategy

| media strategy

state of the industry.

As fewer and fewer Americans are taking advantage of their annual vacation days, expectations are at an all time high. The majority of these trips are being booked digitally from smartphones, tablets, and desktops. While word of mouth continues to be a strong driver of destination consideration, content-rich social media channels are increasingly overshadowing magazines, newspapers, and broadcast - especially amongst millennials, whose spending power strengthens by the day.

Meanwhile, geopolitical instability has more and more Americans choosing to forego international travel in favor of exploring their own backyards. Residents of cities like Denver, Phoenix, Seattle, San Francisco and Los Angeles are searching for new and exciting destinations that feel far, but keep them close to home.

What does all this mean? Visit San Luis Obispo County is poised to take advantage of this increased demand. A recent AARP poll (across all age groups) noted that 51% will only be traveling domestically this year. Within that same group, nearly 85% of these trips are yet to be booked, meaning travelers are still in the planning phase of their journey and are primed for consideration.



ART IS THE NEW FOOD



Food was once a quintessential expression of local, a placemaking tool, a destination-maker, and a refuge for connoisseurs and the curious. Today, art is the new food. And travelers, wealthy and otherwise, are developing a taste for it.

BEYOND LOCAL



Beyond "local" like artisanal hand soaps or "locally sourced, free-range bacon," travel brands need to start thinking more about celebrating local community.

CO-EVERYTHING



(Communal, Community, Collaboration) – the rapid growth of industry disruptors (AirBnB, etc.) has led to the rise in travelers increasingly seeking authentic, homestay experiences during their travels.

WELLNESS



Wellness will go beyond the morning yoga routine, with new spiritual bathing exercises and meditation which connects travelers with nature and astronomy.

MOBILIZING MOBILE



Travelers are more likely to use a mobile device for choosing a destination, comparing or selecting a travel product or sharing trip experiences on social networks than for a travel purchase – a direct opportunity for the PR-impacted 'discovery' phase of the customer life-cycle

INSTAGRAM-MUSTS



Creating instagrammable moments for travelers is crucial. If it's not captured on instagram, were you really there?

current situation.

SLO CAL boasts 25 distinct communities stretched across roughly 3,600 square miles and nearly 80 miles of pristine Central California coastline. The destination encompasses some of the state's most sought after locales including Paso Robles, Big Sur, Cambria, and the city of San Luis Obispo. With world renowned wine regions, countless miles of hiking and biking trails, and the ideology of a destination free of the frenetic everyday lifestyle, SLO CAL represents a place where travelers from all over can SLOW down and enjoy life's most cherished moments.

Located halfway between two major hubs, San Francisco and Los Angeles, SLO CAL is the ideal quick getaway for those looking to escape the hustle and bustle of a fast paced city. Building upon the momentum of a new marketing campaign and with SLO CAL tourism consistently on the rise, the destination has the opportunity to further to engage (or re-engage) key demographic and psychographic markets, generate awareness in new high-spend markets, extend length of stay, and increase overall tourist visitation by telling the story of this Central California gem.

Though traditional media is relatively strong, SLO CAL has an opportunity to strengthen and expand its presence in not only that space, but also emerging platforms on the digital front including influencer engagement and establishing connections with new audiences of potential travelers.

Now is the ideal time to engage with a results-driven partner to elevate awareness, create new programs and activations, and streamline PR strategy in order to clearly position the destination and truly illustrate and bring to the life the "Life's Too Beautiful to Rush" campaign.

With extensive experience in destination marketing, content creation, out-of-the-box events, and partnership activations, alongside unmatched traditional media and social influencer relationships, The Brandman Agency is uniquely qualified to help SLO CAL meet - and exceed! - its PR goals.



STRENGTHS

Stunning 3,600 square miles and nearly 80 miles of sought after coastline made up of 25 unique communities

Appeals to a wide variety of leisure travelers, outdoor adventure seekers, couples, family, and more

Proximity to Los Angeles, San Francisco and other draw markets

Two new nonstop flight routes from key feeder markets (Seattle and Denver)

Geographic variety including beaches, mountains, vineyards, cliffs

Consistent tourism growth for San Luis Obispo County

OPPORTUNITIES

Help elevate overall awareness of destination and further unify the SLO CAL brand and marketing campaign through proactive and strategic media relations

Create fresh, unique, and creative programming that speaks to each of the communities as well as the overall destination

Design and implement destination-specific experiential offerings and partnerships with likeminded brands to develop compelling reasons to visit (and revisit) SLO CAL

Utilize carefully selected influencers and tastemakers to help uniquely tell the story each community as well as the overall destination

Capitalize on the fact that SLO CAL is a more-or-less undiscovered destination without crowds, lines, or traffic

WEAKNESSES

High cost of airfare for small-scale airports and difficulty getting to the destination from large airports

Lesser known communities and overall minimal media knowledge of SLO CAL

Misconception of inaccessibility to the Central Coast

THREATS

Consumer economic climate

Changes in traveler tastes and demand

Media and consumers' stronger knowledge and identification of other parts of California (e.g. Napa Valley, Sonoma County, Southern California, etc.)

objectives + strategies.

OBJECTIVES

To establish SLO CAL as a premiere Central Coast tourism destination, and a leader in the California tourism community by securing media coverage across travel, lifestyle, niche market media, broadcast, online, blogs and social media

Develop strong and deeper engagement with visitors through creative programming and memorable experiences unique to the Central Coast

Drive demand for visitation to the county through a comprehensive results-driven public relations strategy

Work as a synergistic partner to support CVB, marketing partners, and other existing communications efforts



STRATEGIES

Create compelling narratives around the diverse experiences and signature touch points offered in SLO CAL in order to inspire and convert target market travelers (culinary, coastal, cultural)

Utilize strategic PR communications, in-person meetings and events to demonstrate key destination attributes in local, regional, and national media markets

Implement a robust editorial calendar strategy to continually feed destination news into the market via traditional media, digital, broadcast, and via influencers/social channels

Leverage SLO CAL's existing relationships with relevant CVB's and DMO's to ensure that interested media and influencers are invited to experience specific destination touch points

Create, Implement and Measure Annual Strategic PR Plan

Strategic Partnerships with Likeminded Brands

Media Roadshows in New York and Los Angeles

Thematic Visiting Journalist Program

Destination Story + Pitch Calendar Development

Press Releases and Proactive Targeted Pitching

Reactive PR Management

Public Policy and Crisis Communications Support

Position key Visit SLO CAL representatives as destination industry thought leaders

Represent Visit SLO CAL at key industry events

Submit Visit SLO CAL for relevant awards and recognition

Ongoing key media cultivation

Competitor + Trend Tracking

Press Kit and Materials Development



media targets.

The Brandman Agency will target the right outlets to help tell SLO CAL's story.

TRAVEL

Conde Nast Traveler
Travel + Leisure
American Way
CNN Travel
Hemispheres
Delta Sky
AFAR
Elite Traveler
Forbes
Town & Country Travel
Ultra Travel



BRIDAL + HONEYMOON

BRIDES
Destination Weddings
Premiere Bride
T&C Weddings
Inside Weddings
Martha Stewart
Weddings
Bridal Guide
Wedding Style

FAMILY

Good Housekeeping
Mommy Poppins
Cup of Jo
Family Magazine
Redbook

NICHE + LIFESTYLE

Architectural Digest
Bloomberg Pursuits
DuJour
LUXURY
ForbesLife
Private Air Luxury
Homes
Robb Report
T: The New York Times
Style Magazine
Wine Enthusiast
WSJ Magazine
Wine Spectator
Men's Journal
Time OUT
GQ
Esquire
bon appetit
Surface
Golf Digest
Trendland
Fathom
PureWow
ELLE
Marie Claire
New York Magazine
Vogue
Saveur
Food & Wine
American Spa



DIGITAL

CoolHunting
Create + Cultivate
Departures Dispatch
Electrify
FATHOM
Inside Hook
Miles + Miles
Mister Spoils
PureWow
Refinery29
Stella Spoils
The Manual
Thrillist
Tiny Atlas
Travel.Dose
Trendland
Eater
Grub Street
Daily Meal

TRADE

Global Traveler
HOTELS
Hotel Business
Luxury Travel Advisor
Premier Traveler
Recommend
Travel Agent
TravelPulse
Travel Weekly
Vacation Agent
Bizbash
LODGING
Meetings & Conventions
Skift

REGIONAL + NEWSPAPERS

Wall Street Journal
The New York Times
USA Today
Los Angeles Times
New York Post
Modern Luxury Media
360 West
The Dallas Morning News
The Chicago Tribune
The Washington Post
Prime Living
Ranch & Coast
Haute Living
C Magazine
Los Angeles Magazine
Sunset
D Magazine
Los Angeles Travel
Bask
Coast Magazine
San Diego Magazine



BROADCAST

4 NY News Weekend
ABC News
After the Bell - FOX
Business Network
America This Morning
Bloomberg TV
CBS Sunday Morning
CBS This Morning
CNN
FOX & Friends
Fox News Channel
Good Afternoon
America on ABC
Good Day New York
Good Day Wake Up
Good Morning America
Good Morning America
Weekend
KTLA
MSNBC Morning Joe
News All Morning
One On 1
The TODAY Show
TODAY with Kathie Lee
& Hoda
Travel with Val (NY1
News)
Squawk Box



3.0

BIG IDEAS

| moms unplugged

| journey through nature's gym

| SLO giving

| SLO viticulture + culinary FAM

moms unplugged

72 hours in SLO CAL catering to the ever-important matriarch

OVERVIEW:

According to current studies and sources (e.g. Harvard Business Review, Forbes, etc.) women consumers now drive the world travel economy. Women are earning more, spending more and influencing all levels of the travel industry. Women's purchasing power in the travel segment has never been higher.

The Agency recommends targeting the destination's "Mom to the Max" demographic through an ongoing visiting journalist program geared toward American matriarchs looking for curated experiential travel with their families.

FORMAT:

- The Brandman Agency would select key freelance writers and influencers that have families of their own to experience SLO CAL in 72 hours, and explore the best of the region. From outdoor adventure (think Harmony Headlands State Park), to fun food and drink (think Pismo Beach's Splash Cafe), and arts & culture (think Hearst Castle), we would help curate the ultimate family road-trip.
- As an added layer to this idea, we suggest seeking a partnership with one of the latest ride-sharing companies taking off in the marketplace - Turo - the Airbnb of cars, which allows you to rent the car of your dreams for an affordable price.

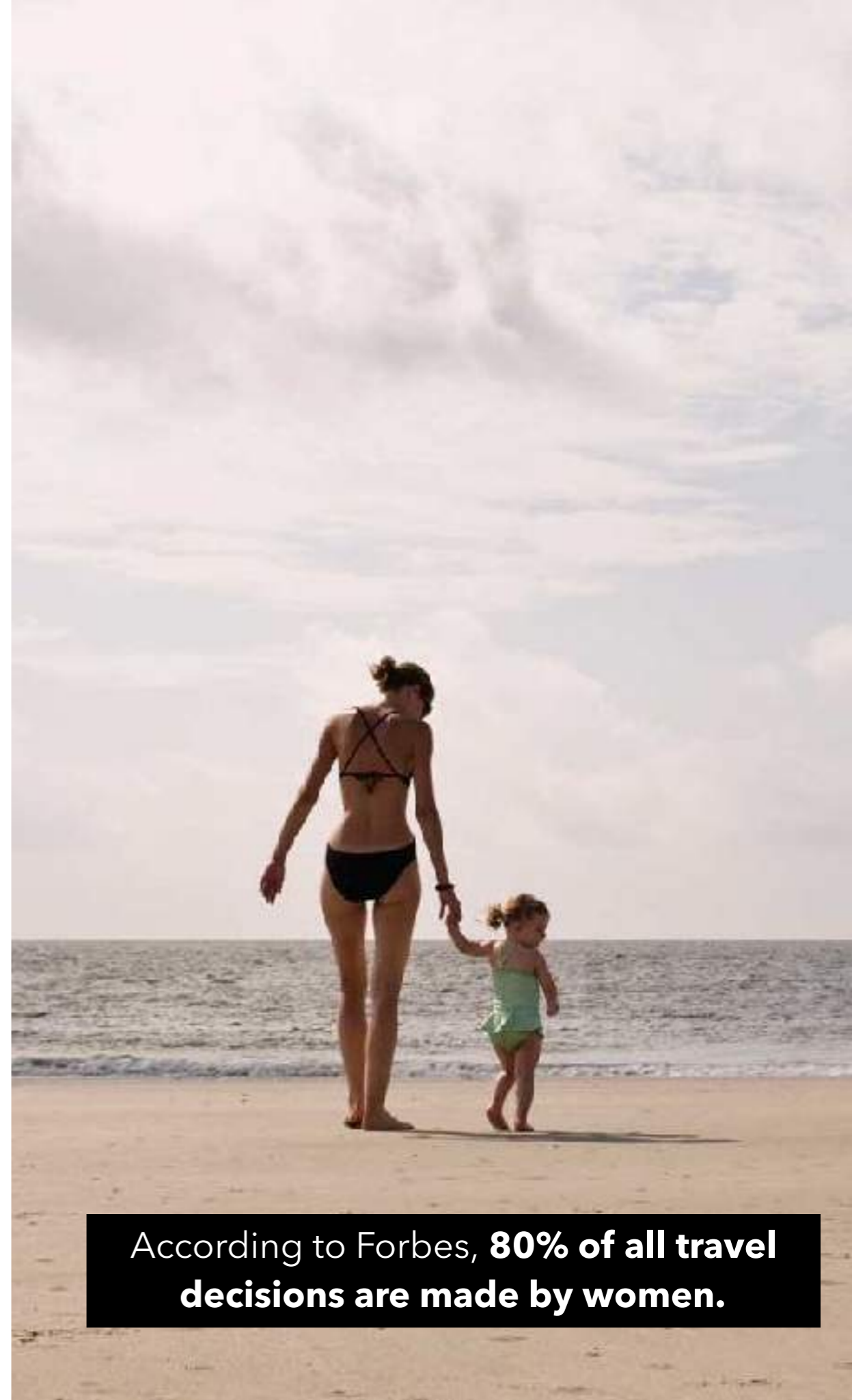
The Agency also sees an opportunity to leverage this partnership as a unique offering and way to cross-promote the destination with the service's growing number of users.

BUDGET CONSIDERATIONS:

- RT flights, accommodations, F&B, activities for 5 media and their children (8-10 total guests); approximately cost: \$9,600

EXPECTED RESULTS:

- Extensive media coverage across travel, lifestyle, and family outlets
- Increased awareness of the destination by utilizing the Turo partnership as a cross-promotional tool



According to Forbes, **80% of all travel decisions are made by women.**

journey through nature's gym

experience a taste of SLO Cal outdoors in LA's famed Griffith Park

OVERVIEW:

Adventure and the great outdoors come together perfectly in SLO CAL providing a much needed escape for city dwellers in search of repose and relaxation. The Active Adventurer is a key target audience for the destination and also connects directly with the Los Angeles market audience. In an effort to connect the outdoor adventure lifestyle of SLO CAL with some of Los Angeles' top wellness focused media and influencers (who are often caught up in a fast pace and can't take trips) we propose bringing the SLO CAL outdoor experience to their doorstep via a media cultivation event in one of LA's iconic nature oases - Griffith Observatory Park.

FORMAT:

- The Agency suggests bringing some of SLO CAL's adventure and wellness experts from its top state parks such as Montaña de Oro State Park, along with key tourism board representatives, to give first-hand accounts of the major offerings in this domain within the county.
- During the event we will utilize nature's gym (Griffith Park) to reenact some of the outdoor activities visitors can enjoy in SLO CAL such as hiking, mountain biking, and horseback riding led by Visit SLO CAL spokespeople. We would also provide local and healthy SLO CAL refreshments throughout the journey to bolster SLO CAL food and beverage product and further tell the healthy-living story, which Angelenos place significant importance in. The media cultivation event will provide a dynamic, exciting vehicle to immerse media in the product while educating them on the overall destination of San Luis Obispo County.

BUDGET CONSIDERATIONS:

- Activities, F&B costs and potential parks & recreation fees for activation in Griffith Park for 5-6 media; approximate cost \$800
- RT travel and accommodation in Los Angeles for 2-3 SLO CAL adventure and wellness experts; approximate cost \$2,000

EXPECTED RESULTS:

- Elevated awareness for SLO CAL's adventure and outdoor products within travel, lifestyle, and health & wellness publications
- After gauging the success of the LA activity, The Agency would look into mimicking this event in other key market cities such as San Francisco, Denver, Seattle, Phoenix and Las Vegas which also have similar urban oases.



SLO giving

media gifting campaign in key markets with the best of SLO Cal

OVERVIEW:

An extension of the Visiting Journalist Program, “SLO Giving” would be a targeted media gifting campaign whereby The Agency would identify a list of A-List editors, freelancers and social influencers to receive curated packages filled with items that showcase the vibrancy of the destination. From delicious Paso Robles wines, to sweet delights from the Brown Butter Cookie Company and unique crafts from local farmers’ markets, the gifted items will distinctly connect the destination’s key message points while inspiring the SLO lifestyle.

The final touch? A beautifully-designed mock airplane ticket with an invitation to visit in the calendar year.

FORMAT:

- The Agency recommends coordinating the package deliveries ahead of key events, holidays and other major SLO CAL festivals such as Paso Robles’ California Wine Month, Morro Bay’s Avocado Margarita Festival and Pismo Beach’s Billabong Surf Festival in order to provide ample lead time for media to cover these events.
- Additionally, we would provide social media tool kits to encourage social postings along with a suggested itinerary of things to see/do/experiences based on the theme of their news beats and which audience segments they speak to: active adventurers, moms to the max, and cultured class.

BUDGET CONSIDERATIONS:

- Hard costs shipping & handling to media; approximately \$500
- Potential costs for package items; The Agency would seek donations from partners first

EXPECTED RESULTS:

- Brandman anticipates widespread awareness across travel, lifestyle, food & beverage, and family media



viticulture + culinary FAM

cultured class fam through SLO CAL's vineyards & eateries

OVERVIEW:

Exploration and education continue to be major factors in today's travel decision making. Whether venturing into a new frontier or revisiting a beloved destination, today's discerning traveler is in search of immersive and transformative experiences. In an effort to further engage and capture the attention of the "cultured class" audience we suggest a unique and upscale FAM with traditional writers and social influencers that leads them through the vineyards of Paso Robles, and top dining experiences in Morro Bay and Arroyo Grande while taking in the scenic routes of the Pacific Coast Highway.

FORMAT:

- The FAM, which would target luxury travel media in our key markets (e.g. Seattle, Las Vegas, Los Angeles, Denver, etc.), would include stops in vineyards where media could meet with and learn about wine from local viticulture experts, taste the best of local ingredients and cuisine, and discover the ease and beauty of road tripping the Central Coast.
- Plan and execute a pop-up al fresco dining experience in Paso Robles or another scenic SLO CAL locale inviting one or two of the county's top restaurants (such as Paso Robles' Thomas Hill Organics, Morro Bay's Windows on the Water, and Cambria's Centrally Grown) to curate an elevated dining experience amongst the breathtaking scenery.

BUDGET CONSIDERATIONS:

- Hard costs for RT flights for 5-6 media; approximately \$2,500
- Potential F&B, activities, alternative hotel accommodations for 5-6 key media.
Please note we would seek no-cost partnerships first to provide experiences

EXPECTED RESULTS:

- Extensive media coverage across travel, lifestyle and food & beverage titles
- Share-worthy content for social channels and word-of-mouth marketing
- First-hand experience and elevated awareness of lesser known points of interest within SLO CAL



4.0

ADDITIONAL TACTICS

- | media roadshows
- | thematic visiting journalist program
- | thought leadership
- | aligning earned and paid media
- | best practices

bi-coastal roadshow

media missions in NYC and Los Angeles

One of the best tactics to keep the destination top-of-mind and forge new media and influencer relationships is via face-to-face meetings. The Brandman Agency recommends tapping into two of Visit SLO CAL's domestic draw markets - and the country's two biggest media markets - New York and Los Angeles- to host a series of deskside meeting and small events.

The goal of this roadshow will be to educate and cultivate media - whose editorial policies and/or demanding schedules will not allow them to visit SLO CAL firsthand via hosted FAM trips - through an in-depth destination storytelling session and destination product. This is an extremely valuable tactic to build meaningful long-term relationships, and personally engage with over-taxed and over-pitched domestic media.



By nurturing a multi-city presence for Visit SLO CAL we will cement destination identity and **build preference with key media, influencers, and partners.**

visiting journalist program

seeing is believing

OVERVIEW:

Firsthand experience remains extremely important in generating larger, feature length pieces as well as influencer integration and ambassadorship.

FORMAT:

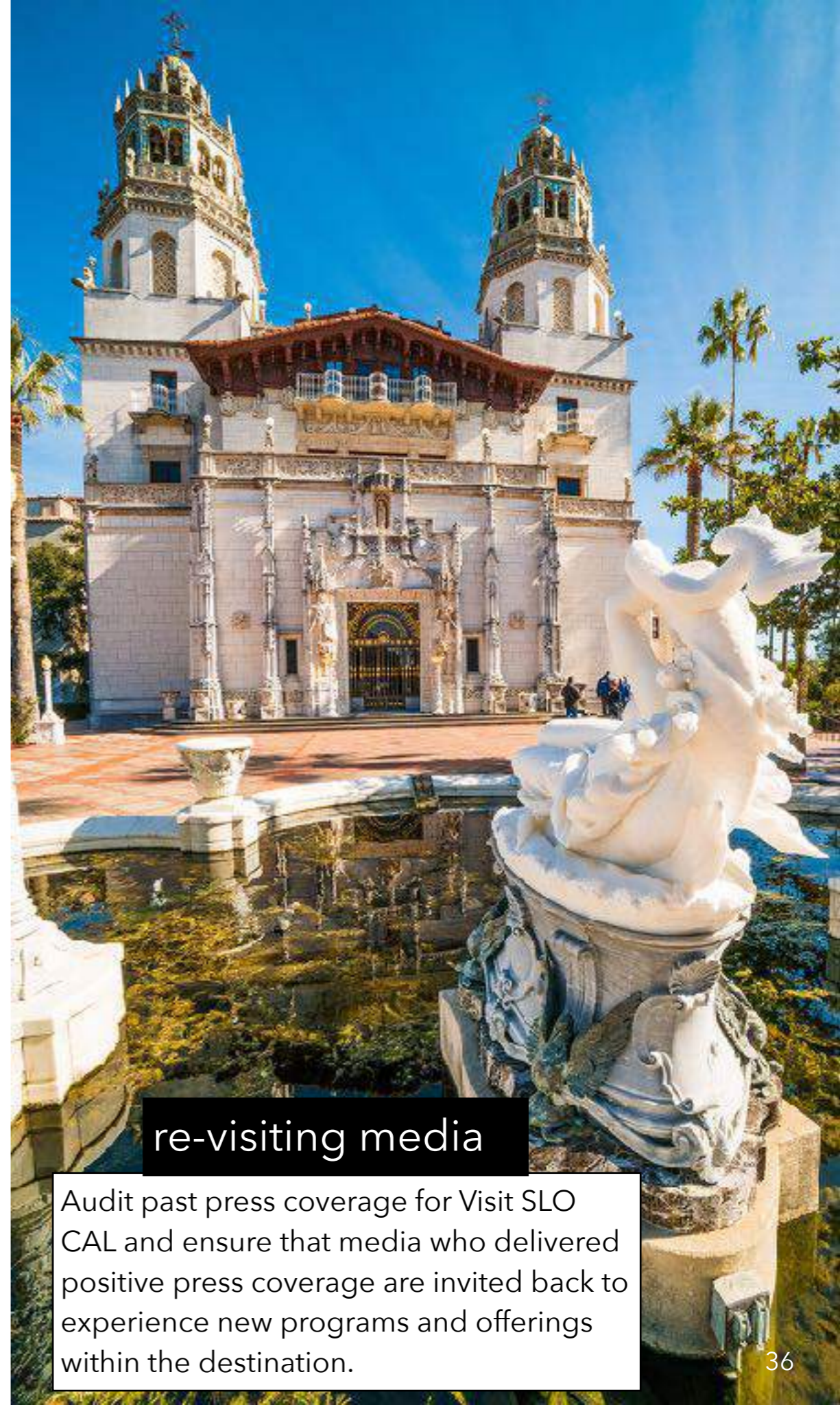
Through a combination of individual visits and thematic group press trips, The Brandman Agency will deliver a steady pipeline of print/online/social media results. An ongoing element of The Agency's brand-level support, these trips are designed to foster ongoing excitement and awareness for Visit SLO CAL - underscoring key destination attributes. Our approach would be two-pronged:

Group Press + Influencer Trips

Targeting on-staff, freelance writers, and influencers that Visit SLO Cal would consider a "win," curate targeted group press trips around major themes such as culinary, arts & culture and adventure & outdoors travel.

In addition to thematic group press trips, The Agency will help vet and identify individual writers and influencers to visit the destination on an ongoing basis to ensure a steady stream of coverage

Individual Press + Influencer Visits



re-visiting media

Audit past press coverage for Visit SLO CAL and ensure that media who delivered positive press coverage are invited back to experience new programs and offerings within the destination.

thought leadership

To further strengthen and solidify face-to-face relationships with key Visit SLO CAL executives and stakeholders, The Agency recommends strategic media interaction with press via desk side meetings and appointments, as well as broadcast and business/trade interviews. Ongoing media relations efforts would include pitching key Visit SLO CAL executives for expert comments or opinions on relevant travel trend stories, continually elevating destination awareness and position key executives as thought leaders within the tourism marketing industry.

In addition, The Agency would seek out speaking opportunities for executives at relevant industry events such as The New York Times Luxury Travel Conference, SKIFT Hospitality Conference, NYU Hospitality Conference and ILTM, among others, as well as leverage executive presence at these events by securing one-on-one meetings with key North American press whenever possible.

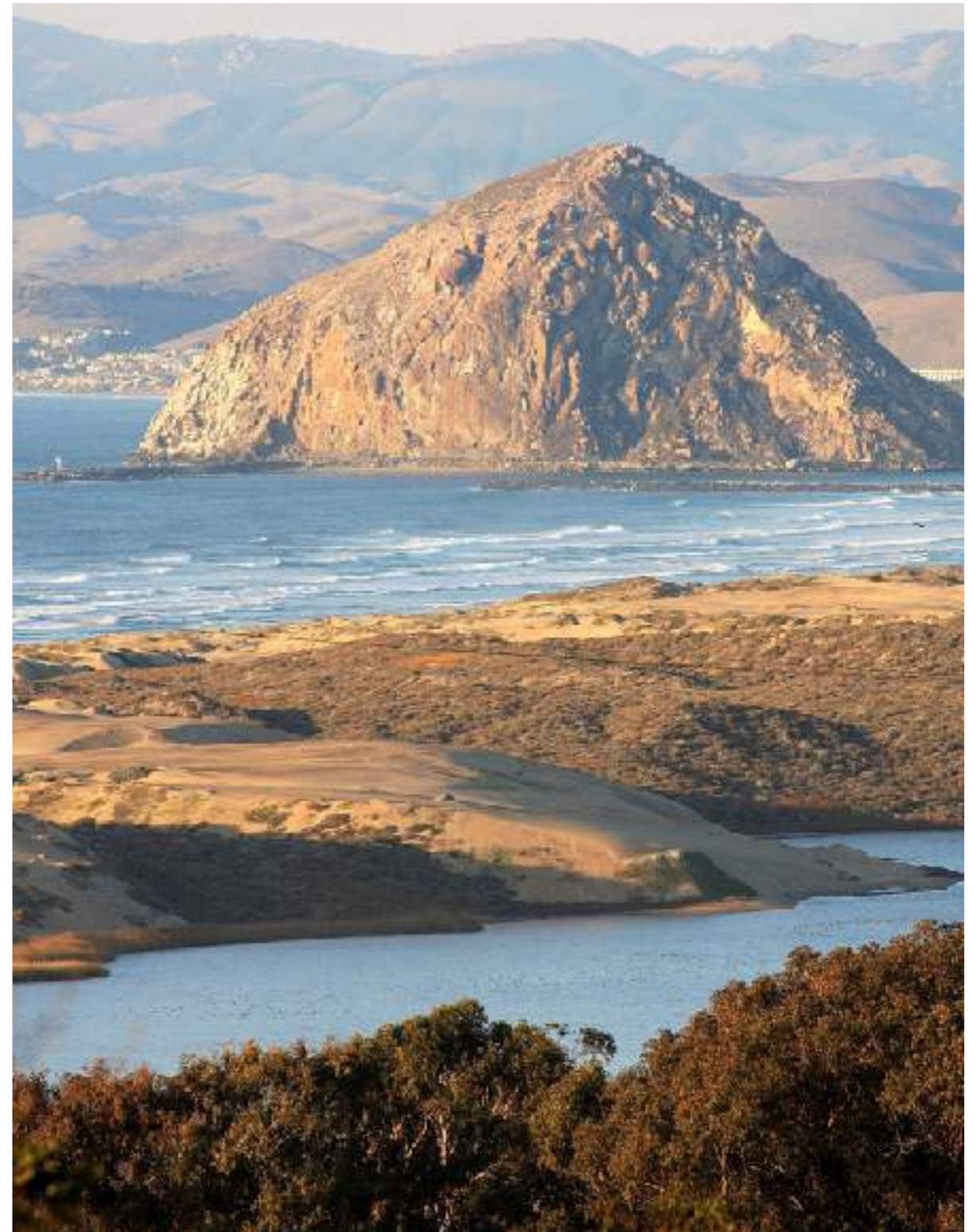


aligning earned and paid media

collaborative strategies to maximize impact

No stranger to playing nice in the sandbox, The Brandman Agency would work closely with all of SLO CAL's partner agencies to ensure that communications are streamlined and effective.

We can also work closely with in-house marketing teams and with advertising and media planning partners, to ensure targets and timelines are aligned across all sectors of the marketing and communications mix. When applicable, The Brandman Agency would also utilize media buys to leverage editorial pitching and placements.



5.0

TIMELINE + BUDGET

| 9-month broad scope

| best practices

| reporting

| budget

sample timeline.

The following is a sample timeline for Visit SLO CAL. The Brandman Agency would develop a tailored plan and timeline to incorporate key initiatives for Agency kick-off.*

SLO GIVING MEDIA CAMPAIGN

during holiday season in order to stay top of mind with top-tier media

JOURNEY THROUGH NATURE'S GYM

focused on cultivating new and existing key media relationships in #1 draw market - Los Angeles

HOST CULTURED CLASS PRESS TRIP

focused on travel/ lifestyle and food & beverage journalists

PLANNING

2018/2019 planning session

OCT NOV DEC JAN FEB MAR APR MAY JUN

PLANNING

messaging session, identify goals and KPIs

INITIATE MEDIA PITCHING + VISITING JOURNALIST PROGRAM

press release development/ distribution and proactive pitch efforts; individual media/influencer visits

MULTI-CITY ROAD SHOW

ahead of high spring season

ONGOING PARTNERSHIP DEVELOPMENT

with Turo, select SLO CAL hotels, restaurants, artisans, tour operators, etc.

HOST MOMS UNPLUGGED PRESS TRIP

aligned with Spring Break to allow for media to attend with children

*Note that this timeline is fluid and adjustable to specific needs established during initial planning session

Ongoing Media Entertaining Agency
Wide

Targeted Pitching. 50,000+ media
worldwide in Agency database

Agency-Wide News-bytes and Trend
Roundups...a media favorite.

Reactive Media Leads

Vetting Media, Coordinating Photo
Shoots, Fact-Checking, and more

Media Results Shared in Real Time
with Circulation and Estimated Ad
Value

Weekly PR Status Meetings with
Agendas Shared in Advance

Crisis Communications Council



reporting.

The Brandman Agency would supply Visit SLO CAL with a detailed monthly activity report outlining efforts undertaken, along with monthly media highlights showcasing coverage secured along with its circulation/reach and corresponding advertising equivalency value (EAV). This report also includes detailed results on ongoing projects and initiatives.



A wide variety of additional metrics remain at the disposal of the tourism board including reporting on tone of coverage, media tier rankings, inclusion extents, etc. The Brandman Agency will work with the marketing and sales team to identify the reporting methods that works best for key stakeholders.

Metrics typically include:

Finalized PR Plan

Development of a digital brand media kit

Monthly Activity Reports

Evaluations of frequency, size, tone and location of placements

Evaluation of share-of-voice among defined comp set

Annual report

monthly retainer.

The Brandman Agency would bill at a monthly retainer on the first of each month for the duration of the contract agreement. Selected services covered under the retainer include the following:

PR Retainer \$6,000

- North America proactive and reactive media and influencer relations for Visit SLO CAL
- Develop and execute 9-month PR plan
- Press release writing and distribution
- Account team immersion and messaging session
- Vetting of media requests and general counsel
- Ongoing individual media and influencer visits
- Editorial Calendar
- Media list development
- One agency-hosted press trip per year
- One bi-coastal roadshow per year in major media markets (Los Angeles and New York)
- Research and outreach to strategic partners
- Regularly scheduled PR meetings
- Media monitoring and tracking
- Strategic counsel
- Monthly media activity and clipping reports
- Year-end digital report
- Inclusion within Agency news-bytes and round-ups
- Development and maintenance of press kit
- Crisis Communication

Monthly Administration Fee \$650

- Photo copies, couriers, phone bills, printing costs, taxis, media entertaining, clipping services in Los Angeles office

The Agency retainer allows for the allocation of services against the above scope of work. Any hard costs (activations, editorial site development and management, social media and content development, partnership implementation, flights, event venues, etc.) above and beyond the aforementioned retainer will be approved in writing in advance by the client and billed back at cost without a mark-up.



thank you

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la@brandmanagency.com

London
london@brandmanagency.com

Sydney
sydney@brandmanagency.com



CATEGORY	CONTRACT COST \$	CONTRACT %	EST. EXPENSES \$
ACCOUNT MANAGEMENT	\$3,000	5	
STRATEGIC PLANNING	\$6,000	10	
PROACTIVE PITCHING AND MEDIA RELATIONS	\$18,000	30	\$1,000
FAM TRIPS AND/OR MEDIA VISITS	\$12,000	20	\$20,000
DESKSIDE VISITS AND/OR MEDIA EVENTS	\$9,000	15	\$8,000
REACTIVE EFFORTS	\$6,000	10	
TRACKING AND REPORTING	\$3,000	5	
AGENCY TEAM TRAVEL & ADMINISTRATION	\$3,000	5	\$5,000
OTHER	N/A	0	
TOTAL	\$60,000.00	100%	\$34,000

NOTE: All costs and fees must be clearly described in each proposal.

INTERNAL CONTROL STRUCTURE

Please provide a discussion of your internal control structure for ensuring key controls are in place and operating effectively for such items as:

- Sales and use taxes