

DEVELOPMENT COUNSELLORS INTERNATIONAL

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Visit Mendocino County

California Collective/ Earned Media Program 2016-17 Proposal

PREPARED FOR: Visit Mendocino County, Inc.



About The California Collective

The California Collective" is a program developed exclusively for California-based destination marketing organizations (DMOs). Led by Development Counsellors International (DCI), the public relations and trade marketing agency of record for Visit California, this program provides California DMOs with a proactive scope of work that helps them increase their profile among target consumer.

For Visit Mendocino County, DCI has developed a custom-program, delivering insightful research, earned media strategy development, tactics and content creation.

About DCI

Since 1960, DCI has focused exclusively on marketing places. DCI's unique position as the only firm specializing in economic development and travel marketing has allowed us to build unusually strong relationships with the press. With offices in Los Angeles and San Francisco, as well as Denver, New York City and Toronto, DCI maintains a strong network of talented and experienced marketers, PR professionals and placemakers.

56
YEARS
SPECIALIZING

IN
ECONOMIC
DEVELOPMENT
&
TOURISM
MARKETING

450+ CITIES
STATES
Regions
& COUNTRIES
REPRESENTED

4 OFFICES
New York, Denver, Los Angeles and Toronto

53 With **[A PASSION]**
Dedicated Professionals **[FOR PLACES]**

Proposed Scope of Work

Media Perception Study:

- Research is key to revealing the opportunities and challenges facing Mendocino County.
- Visit Mendocino County will receive **one Media Perception Study**.
- This study will allow Visit Mendocino County to assess what editorial decision makers and content creators feel and know about your destination. It will provide unique, powerful and actionable insights into key messaging and pitch themes.
- Important themelines, program recommendations and key take-aways are provided in the form of a report and presentation for Visit Mendocino County.

Content Creation:

- Content is key for driving organic traffic to visitmendocino.com and providing a compelling endorsement of the destination in the digital space, as such DCI will assist Visit Mendocino County with research and development of content that helps to position the destination alongside its key messaging.
- DCI will assist Visit Mendocino County with content creation, including development of blog posts, newsletters, listicles or website editorial.
- **Visit Mendocino County will receive a total of 6 hours per month** to develop and draft content over the term of the contract.

News Bureau:

- The program includes the **development or reassessment of strategic messaging, including key messages and a customized 'Most Wanted Media' list** for Visit Mendocino County.
- DCI will **research and respond to qualified media leads** with story and content ideas on behalf of Visit Mendocino County.
- Visit Mendocino County will be **included in DCI "all-client" activities** (e.g. press releases, twitter chats, pitches done on behalf of DCI's entire client roster).
- **Strategic insights and recommendations on media leads will be provided** to Visit Mendocino County.

Proactive Pitching:

- Visit Mendocino County will have the power to own its message with the delivery of **two proactive pitches** created and triggered during the course of the program.
- DCI's publicists will help to craft the story pitch which includes your key messages. We will also custom-tailor a pitch list and then conduct telephone outreach to secure editorial interest.

Visiting Journalist/Influencer Program:

- **DCI will secure 8 individual media/digital influencer visits** throughout the 12-month contract for Visit Mendocino County. Our 'Most Wanted Media' list will guide our pitching efforts.
- Instead of individual visits, Visit Mendocino County may opt to coordinate one group press trip consisting of five participants to travel to the destination to experience a themed or specialty itinerary. (not escorted by DCI)

Media Missions:

- **DCI will coordinate six face-to-face meetings** with content creators and editorial decision makers in Visit Mendocino County's target market of choice. This may include New York, or markets closer to home, such as Los Angeles or San Francisco, in addition to other markets.
- **A comprehensive briefing book and insights into opportunities for the destination will be provided**, as will a complete briefing session at DCI's Los Angeles, New York or Toronto offices (or via the phone if outside of these key markets).

Website Audit:

- Visit Mendocino County will receive a thorough Website Audit analyses delivered by DCI's expert digital team in New York.
- The website audit ranks and scores visitmendocinocounty.com on a variety of digital best practices, content requirements and user experience.
- Additional strategic recommendations are provided following the report.
- **DCI will deliver one Website Audit Analysis Report.**

Advice, Counsel & Reporting:

- Visit Mendocino County will **enjoy access to key insights developed by DCI's talented placemakers**, including POV requests, media insights, media metrics and advice and counsel as it relates to the core work program.
- Every month, **Visit Mendocino County, as part of the California Collective will receive a summary of the proactive and reactive work undertaken during the previous month in the form of a report**, as well as an overview of relevant Canada and U.S. Media Trends & Updates.

DCI TEAM STRUCTURE



Daniel Guerrero, Account Director

Daniel joined DCI in 2013. Daniel has extensive experience in public relations at such CVBs as Newport Beach & Co., San Diego Tourism Authority and Visit West Hollywood. In addition to a degree in Political Science and Marketing from the University of California, Riverside, Daniel completed a UCLA Anderson School of Management fellowship and a Harvard Business School management program.

Daniel will lead the strategic work and contribute advise and counsel, as well as team leadership working with Visit Mendocino County.



Kimberly Miller, Account Manager

Kimberly manages earned media and trade marketing initiatives for Chile Tourism Board, CityPass and California Collective clients.

Kimberly leads the California Collective's powerful media relations program, implementing broadcast, digital and traditional earned media tactics across California, including the HSMIAI "Best of Show" – Adrian Award-winning "Big Board" Campaign for Visit Huntington Beach.

Kimberly is Visit Mendocino County's day to day contact.



Laura Cyrille, Earned Media Specialist/Reporting

Laura joined DCI with a Bachelor's Degree from St. John's University and experience executing public relations, social media and marketing initiatives for a variety of travel, hospitality, fashion, food and beverage accounts. Her most recent work includes support of the Los Cabos Tourism Board, Solmar Hotels and Resorts, Mexico Grand Hotels, MarketPlace Development and The Kimberly Hotel.

Laura will assist the team with its earned media efforts as well as take the lead on the reporting function.

Contractual Costs

This campaign has been designed as a 12-month program that will begin on July 1, 2016, and continue through June 31, 2017. Approximately eight weeks before the conclusion of this program, DCI will provide a detailed report outlining recommendations for the program's continuation in the new fiscal year.

DCI's monthly professional retainer fee of \$7,000.00 will be billed in one invoice at the beginning of each month. This will be accompanied by DCI's standard \$300 fixed-expense fee. The fixed expense fee covers communication expenses (telephone, postage, copies, delivery, results, etc.). Client payment is requested within 15 days of billing.

Any media or staff travel or ancillary expenses not detailed above will be billed separately as they occur, with documentation. DCI does not charge markup on any expense items.

Cancellation Clause: This agreement may be canceled by either party, Visit Mendocino County, Inc. or DCI, for any reason upon 60 days written notice to the other. Time costs for program elements which have been implemented will be required.

Both parties agree that they will not offer employment or consulting opportunities to staff members of the other party.

VISIT MENDOCINO COUNTY/DCI BUDGET FOR CALIFORNIA COLLECTIVE PROGRAM

July 1, 2016 – June 30, 2017

I. TOTAL RETAINER	\$87,600
PROFESSIONAL FEES	\$84,000
DCI Time Costs for Program Design and Execution (\$7,000/month x 12 months)	
FIXED EXPENSES	\$3,600
Ongoing Communications Expenses (Email campaigns, telephone, copies, etc.) (\$300/month x 12 months)	
TOTAL	\$87,600

Approved and Accepted By:

Date: _____
Alison de Grassi, Communications Coordinator, Visit Mendocino County, Inc.

Date: _____
Andy Levine, President, Development Counsellors International

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