

CAMPOLMI MEDIA CONSULTING

Brent Haugen, Executive Director

10/11/16

Mendocino County Tourism Commission
345 North Franklin Street
Fort Bragg, CA 954437

Dear Brent,

As we discussed on the phone, here is a summary of consulting services I believe would be a good fit for you at the Mendocino County Tourism Commission. Of course this is a two-way partnership, so I am open to discussing anything within this contract that may need further clarification. My goals are the same as yours, to increase heads in beds and visits to your website. I believe together we can accomplish those goals.

The following is a general overview of the ways I may support your team.

Campolmi Media Consulting will provide analysis, recommendations, support, execution and tracking, as needed, for MCTC marketing department and executive director with the following services:

Media analysis including:

- Review of past media plans as available.
- Review of current marketing plan, including all marketing goals and performance benchmarks.
- Review of current and future media strategies and goals.
- Recommendations for improvements or changes as needed.
- Recommendations on current tourism, technology and digital trends as they may apply to MCTC.
- Conferencing or corresponding with key staff & MCTC media partners as needed.
- Regular performance monitoring where available.
- Daily or weekly conference calls with all key personnel.
- Monthly (or as needed) stat reporting on advertising performance.

Review and recommendations may include but not be limited to:

Media Platforms

- Review of all current platforms and performance.
- Analysis of platforms to consider as needed.

Media Placement

- Geographic, lifestyle and behavioral targeting.
- Recommendations on targeting as needed.
- Regular monitoring, tracking and reporting of digital campaigns.

Campolmi Media Consulting

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6520 Edna Road, San Luis Obispo, CA 93401

Creative Overview

- Review of creative messaging (imagery, copy, call to action, concepts) for specific platform use.
- Review and recommendations for continuity and best practices.

General Marketing Overview

- Integration of PR and social strategies with media plans.
- Support with promotions or contests to drive web clicks.

Budget and Billing

- Total consulting budget from 10/15/16 to 1/15/17: \$2500
- Hourly billable rate for Campolmi Media Consulting: \$43
- Total billable hours: 58
- Hours can be increased as needed by MCTC executive director.
- MCTC executive director may cancel contract at any time with payment for completed services due upon cancellation.
- Campolmi Media Consulting will communicate in regards to budget usage regularly.
- Campolmi Media Consulting will bill MCTC at the end of each calendar month with a detailed accounting of billing and services.

Putting the goals of Mendocino County Tourism Commission first will always be the top priority of the partnership. Campolmi Media Consulting will not share *any* information regarding *any* activities of MCTC, honoring the confidentiality of the relationship. Campolmi Media Consulting will not converse with MCTC media partners without prior approval of the MCTC staff and executive director.

Lisa Campolmi

Date

Brent Haugen

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Mendocino County Tourism Commission