

MARKETING & PUBLIC RELATIONS

PROPOSAL FOR VISIT MENDOCINO COUNTY TOURISM BUREAU

FISCAL YEAR
2016-2017 AND 2017-2018
DECEMBER 2, 2016

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INTRODUCTION
LETTER

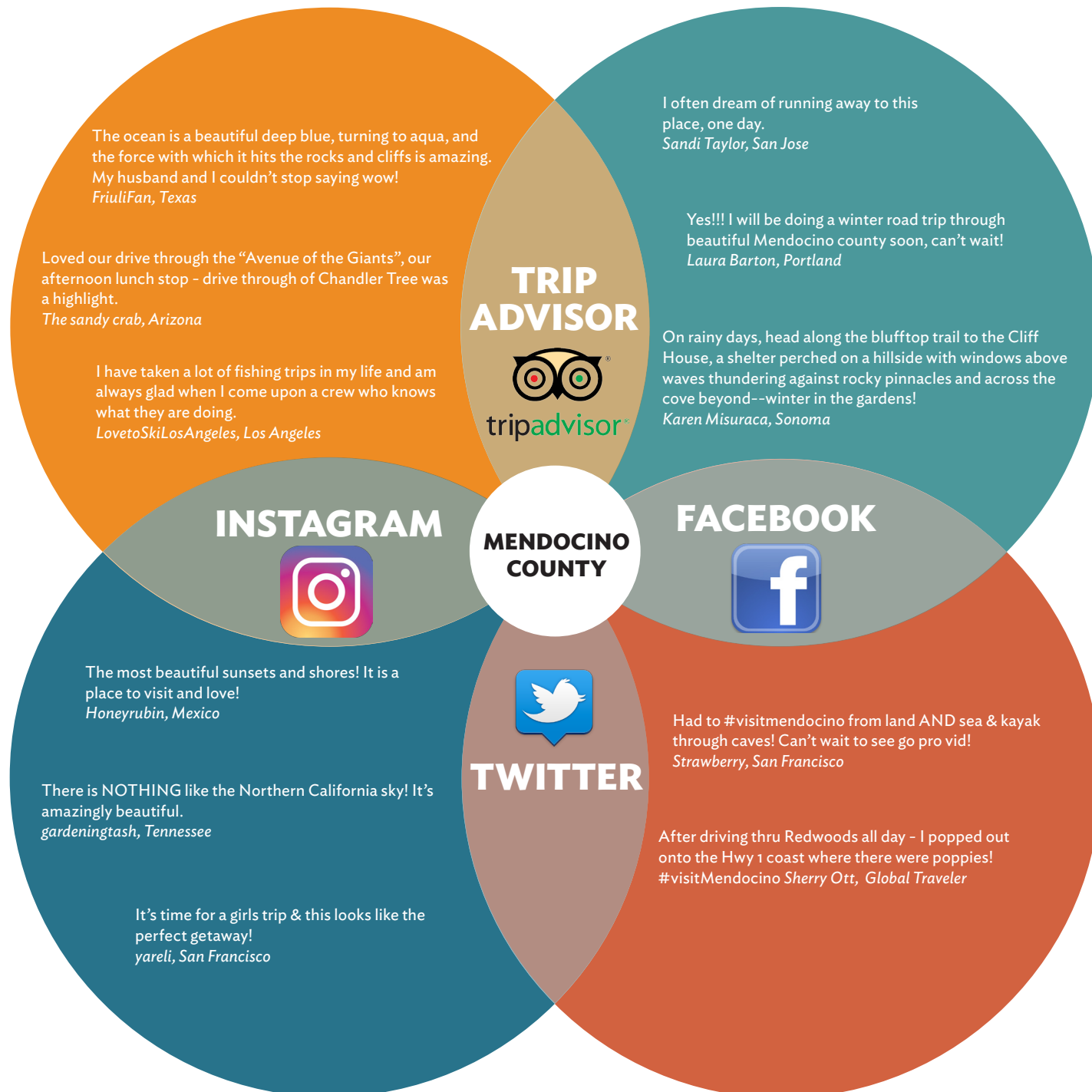
QUALIFICATIONS
& TEAM

AGENCY
APPROACH

RELATED
EXPERIENCE

SCOPE AND
FEES

PEOPLE EVERYWHERE ARE MAD ABOUT MENDOCINO COUNTY!



December 2, 2016

Mr. Brent Haugen
Executive Director
Visit Mendocino County
345 North Franklin Street
Fort Bragg, CA 95437

Dear Brent:

Thank you for considering Mental Marketing as your marketing, branding and public relations partner for Visit Mendocino County. We are thrilled to bring our experience working with coastal CA and Highway 1 destinations, as well as our experience working with wine regions and northern CA clients. We look forward to using this expertise to create a new vision for Visit Mendocino County and help you realize the following goals:

- Increase overall occupancy & hotel/motel revenues, especially during shoulder season (December, January & February)
- Extend the number of average hotel/motel room nights beyond 2 nights
- Bring exposure to Mendocino County as a viable destination for individuals and groups
- Positively impact transient occupancy tax (TOT) for Mendocino County and its municipalities
- Create opportunities to positively impact sales tax businesses & drive economic development throughout Mendocino County
- Assist with the development and growth of events and competitions that attract overnight guests and increase overall visitor spending

Our marketing approach will clarify the Visit Mendocino County brand message and establish an emotional connection with core leisure and group travelers by their lifestyles, interests and decision-making status. We sincerely hope to visit with your team to discuss the integrated relationship in detail. In the interim, please do not hesitate to contact us for any reason whatsoever.

All the very best,
William Stansfield
President
Bill@mentalmarketing.com
805.283.6252

INTRODUCTION



MENTAL MARKETING
DEVELOPS BRAND
MARKETING
STRATEGIES THAT
CUT THROUGH THE
CLUTTER AND STICK.

THE RIGHT QUALIFICATIONS

is composed of experts in all the core marketing disciplines required to efficiently manage marketing activities Visit Mendocino County will require. To ensure Visit Mendocino County achieves its goals, we will tailor the campaign strategies to your unique needs, capabilities, assets and working preferences. As Visit Mendocino County Tourism Bureau evolves in terms of funding, structure and leadership, we will shape our team to fit your needs. Our experience in hospitality, destination, nonprofit and corporate brand marketing offers the breadth of skills needed to help Visit Mendocino County engage key stakeholders throughout the planning process, gain consensus, execute effective web/mobile/social toolkits and manage multi-layered brand marketing programs efficiently.

WE PUT HEADS IN BEDS FOR ECONOMIC VITALITY

From our vast experience working with hospitality and destination clients we know the most important deliverables are rooms booked, raising sales tax, TOT and RevPAR. Our team has created and implemented tourism marketing campaigns for organizations and cities with numerous challenges and, through our efforts, generated significant gains in consumer awareness, engagement, response, shoulder-season bookings and TOT.

OUR 360 DEGREE SOLUTIONS

Mental Marketing provides a comprehensive suite of strategic, creative and interactive marketing services to realize your vision and exceed your expectations.



AGENCY OVERVIEW

Mental Marketing is a full-service branding, marketing and communications agency founded in 2006 to provide infinite marketing solutions that cut through the clutter in today's marketplace to meet the brand needs of our clients. Serving the marketing interests of hospitality companies, cities, counties, TBID's and regional DMO's is our primary business. We not only excel in developing and growing new brand identities, but are proficient at invigorating and refreshing existing brands to help increase sales tax, TOT and brand awareness.

We work closely with our clients to visualize their brand's future and strategize the most effective marketing techniques to help them realize their goals and objectives. Our Infinite Solutions Team

WHEN IT COMES TO GENERATING PUBLICITY FOR OUR CLIENTS, MENTAL IS A TRUE LEADER. WE GENERATED **47 BILLION** EARNED MEDIA IMPRESSIONS FOR ONE CLIENT LAST YEAR ALONE.

THE RIGHT TEAM

■ WILLIAM STANSFIELD

President & COO

William Stansfield has achieved a prodigious number of awards for design and creative work over his 25 years of promoting brands. William co-founded the company ten years ago and will be directly overseeing the creative process and all operational issues of the relationship. William is responsible for the day-to-day operation of the creative department, where his extensive knowledge of branding and marketing in print, video and interactive design provide clients with a comprehensive tool kit. William has served the tourism brands including the City of Santa Clarita TMD, Redding and Shasta County VCBs, Visit San Luis Obispo County, the City of Paso Robles, City of Morro Bay, City of Atascadero. He has also worked with retail and various other clients including Wal Mart, Best Buy, Kmart, Sears, Mervyn's, Circuit City, Safeway, Rayovac, Doritos, Oreo, Chevrolet, 3M, Coca-cola, Dove, Colgate, Kodak, Polaroid, Gillette, Galoob Toys, Specialized Bikes, Electronic Arts, Lockheed, AST Computers and Sun Computers. **Hobbies:** Bill is a outdoors and waterman extraordinaire. When not in the office he is backpacking, hiking, surfing, sailing, kayak fishing or any other water sport. He also volunteers for the San Luis Obispo County Search and Rescue.

■ MARK ELTERMAN

CEO

Mark Elterman has a 20 year history of strategic brand marketing planning, development and implementation of marketing programs. Mark co-founded Mental Marketing and will be actively involved throughout all phases of this program. Prior to Mental Marketing, Mark was responsible for the strategic development of custom branded content programs for an array of clients including The CA Highway 1 Discovery Route, The City of Scottsdale, The Ritz Carlton, USAA, 24 Hour Fitness, MADD, Citibank, Chase, Estee Lauder and GlaxoSmithKline. Additionally, Mark has served such organizations for branding and integrated branded content programs including Reader's Digest, American Express, the City of Atascadero, The City of Paso Robles, Hearst Castle, San Luis Obispo County, City of Santa Clarita, and Redding CVB. **Hobbies:** In Mark's spare time, he loves watching his kids play NCAA soccer, NCAA football and high school basketball. He also enjoys pairing his home-made gourmet pizza with wine.

■ MARYANN STANSFIELD

VP of Marketing

Maryann Stansfield will serve as the lead overall strategic marketing manager for this scope of work, bringing over fifteen years of client management experience with an emphasis in branding, advertising, social media, content development and public relations to the table. Over the years, Maryann has developed and managed all facets of client marketing strategies within tourism, real estate, government, wine, healthcare, financial, and b-to-b categories. A champion of the state of CA as a major travel destination, Maryann promoted Paso Robles Wine Country on an international, domestic and regional level, worked closely with tourism partners throughout the state as a board member on the Central Coast Tourism Council, worked with national and international Chambers of Commerce to develop and promote similar tourist attractions for their own cities on behalf of the City of San Luis Obispo's Downtown Association. She also launched the national campaign promoting the first civilian overnight stay at world renowned Hearst Castle since it first became a CA State Park 1958. An award-winning copy writer, Maryann's list of current and past clients include Travel Paso Robles Alliance, Redding and Shasta Cascade CVBs, Morro Bay Tourism, Visit Santa Clarita, La Bellasera Hotel & Suites, La Quinta Inns & Suites Paso Robles, Centex Homes, Robbins Reed Developers, Western Pacific Landgroup, Yahoo.com, wine.com, Edna Valley Vineyards, Byron Vineyards, Atascadero Wine Festival, First Bank of California, SESLOC Credit Union and CellularOne. **Hobbies:** When Maryann is not burning the midnight oil, she can be found wine tasting on the Central Coast, cooking (and wine pairing) for family and friends in her kitchen (or anywhere), or getting away from it all on a sailboat with her husband Bill off the coast of Morro Bay, California.



■ MICHAEL KIRBY

Creative Director

With over 25 years of brand marketing creative experience, Michael Kirby offers Mental Marketing clients the elusive emotional link that fosters memorability and stimulates motivation between a brand's promise and a consumer's desires. Having served as creative director, writer and producer for some of the world's best-known agencies: Lois/EJL, Grey/LA, Tracy-Locke/LA, Kresser, Craig/LA and The Richard's Group, Mental Marketing's clients enjoy farsighted, award-winning brand creative that exceeds expectations. Among the many clients Mike has served, include non-profits such as ACLU, Affordable Housing Development Corporation, Amnesty International, AT&T Wireless, California Almond Board, California Walnut Commission, CCIM Education Foundation, Community Health Network of Connecticut, Delta College, Disney Resorts, Hong Kong Tourist Board, International Center for Water Technology, Institute of Technology, Oxfam, Pat Tillman Foundation, People For The American Way, State Center Community College District, Surfer's Endowment for the Arts Education, Susan G. Komen 3-Day For The Cure, United Way of Southern California, Washington Coalition to Reduce Underage Drinking, Weimar Institute, West Hills College and Whole Foods.

Hobbies: Michael loves to travel with his amazing wife Daphne to incredible food and wine destinations. Not to mention how much they enjoy all the food and wine they happen to discover right in their own kitchen!

■ DAVID DAVIS

Art Director

Growing up in the San Fernando Vally, David Davis began his career in New York on the classic Lite Beer from Miller campaign and Sony at Backer & Spielvogel. He then moved 6,000 miles west and joined DDB in Hawaii to work on The Hawaii Visitors Bureau, American Airlines and First Hawaiian Bank. David returned home to Southern California to work on Hyundai, Carl's Junior, Taco Bell, AAA, but found a special focus in destination marketing. His experience includes Visit Britain, The Hong Kong Tourism Board, Sweden Tourism, Beverly Hills Visitors & Conference Bureau, Uniworld Cruises and Southern California AAA.

Hobbies: Now residing in Manhattan Beach, David is an avid runner and cyclist, time he spends dreaming up new ways to attract visitors to new locations.

■ TRAVIS FORD

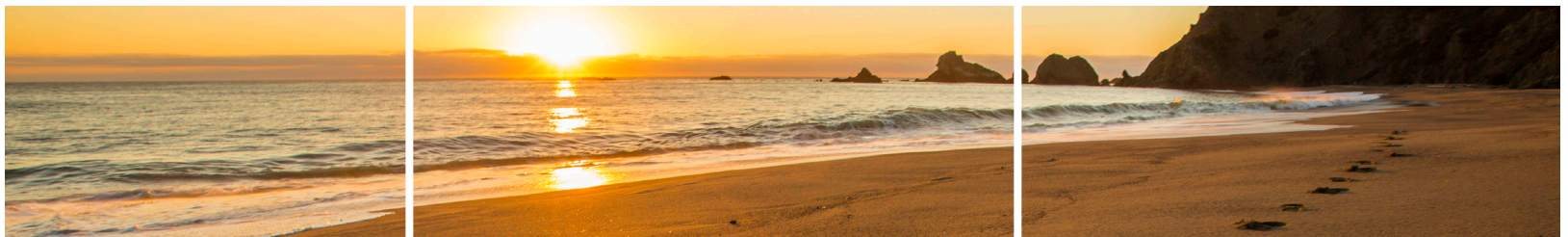
Social Media Director

Travis is a recognized leader in social media and digital marketing on the Central Coast of California and brings more than 10 years of enterprise level experience to the Infinite Solutions team. Enhancing his digital marketing insights, Travis spent 11 years in television advertising and marketing with NBC and CBS working with major regional sports franchises, large retail stores, domestic automotive dealerships groups and National restaurant brands. After finding a wonderful home on the Central Coast he found his passion for integrated social media and digital marketing, where he has served a variety of tourism organizations and food, wine and tourism related events. His experience, creativity and attention to client service have proven to help tourism businesses succeed. **Hobbies:** Travis is the father of two beautiful girls who he dotes on constantly, as long as they'll have him. He and his wife spend time taking advantage of living on the coast in an active outdoor mecca.

■ CASEY DAVIS

Social Media Boots on the Ground

Casey is from Fort Bragg, loves his hometown and all things Mendocino County, and is great at thinking outside the box and sensing what makes people engage when posting on social media. He has experience growing social media followings in Mendocino County for the Mendocino Coast Chamber of Commerce and the Fort Bragg Promotion Committee. He currently is contracted to run the Facebook/Instagram/Twitter for Visit Fort Bragg, CA and has increased FB page likes by 49% and garnered nearly 12,000 followers on Instagram since July, and engagement on all platforms has skyrocketed. **Hobbies:** When Casey is not running around Mendocino County, she is into photography "Big Time". She is a bit of a foodie and loves time when she spend with her dogs.



■ SCOT APATHY

Director of Interactive and Social Networking

Scot Apathy has extensive experience in the social networking space. In the mid-90s, Scot Apathy's award winning site for CBS Radio's Silicon Valley affiliate, KOME Rock Radio 98.5, featured cutting-edge web applications developed specifically to promote community interaction and an augmented music experience for station listeners. Through the development and implementation of heavily customized real-time chat, guestbook, forum posting and real-time traffic reporting software, Scot Apathy pioneered community-based interaction and established the early social network lifestyle paradigms that are still in use today. In 2007, Scot Apathy began work on the Dipdive platform, the artist media-centric social network and fan community vision of will.i.am (of the Black Eyed Peas). Over the course of four years, Scot Apathy developed Dipdive into one of the most feature-rich platforms in the social network/media space. To efficiently manage any interactive development and management requirement, Scot oversees an extensive global web, mobile and application development team. His vast list of website management clients include: Hewlett-Packard, San Jose Convention Center, San Luis Obispo County Tourism Business Improvement District, Specialized Bicycles and many more. **Hobbies:** When Scot is not busy with his head buried deep into tech, web and social, he is a darn good musician who burns the midnight oil playing gigs with his band in San Jose.

■ SUSAN HARTZLER

Public Relations Manager

Susan Hartzler is recognized as a leader in public relations with 25+ years of experience. Susan Hartzler brings her dedication of creating top-of-mind awareness to our clients in the tourism and hospitality industries using her extensive network of media and co-promotional relationships to generate editorial coverage in traditional media outlets and digital media networks. An award-winning writer, Susan uses her journalism background to create compelling stories that get noticed. Susan has represented such tourism and hospitality clients as Morro Bay Tourism, Renaissance Hollywood Hotel, the California Highway 1 Discovery Route, Marriott Desert Ridge in Phoenix, Renaissance Esmeralda Spa and Marriott Desert Springs in Palm Springs, the City of Carmel, California, State of South Australia, Cousteau Fiji Islands Resort in Fiji, The Old Course Hotel in St. Andrews, Scotland, and Post Ranch Inn in Big Sur, California - landing them on the cover of Travel & Leisure when they first launched. She is also an active blogger and writes pet travel features for Examiner.com. **Hobbies:** When Susan is not furiously creating amazing results for our clients, she is tending to her amazingly talented actor and model dogs Bliss and Seven, whose credits include TV spots, print ads and lots of kisses for sick kids in the hospital.

■ CARRIE SOUZA

Media Director

Carrie brings our team over 15 years of experience in national and international media planning and buying throughout all mediums including digital, television, radio, print, outdoor, and native. Prior to developing tourism media strategies for Mental Marketing clients, Carrie worked for over 10 years as an account executive in San Francisco Radio Broadcast outlets such as ABC Radio, CBS Radio and Clear Channel Communications, as well as in print medium for the San Francisco Chronicle. Having worked for so long on the advertising sales side, Carrie knows how media buying works from the inside out and knows how to negotiate and obtain the best deals possible. In addition to the media buy, Carrie increases our client's campaign exposure by securing added value through sponsorships and uncovering promotional opportunities. Carrie is also well versed in buying media targeting the Hispanic, Asian and ethnic markets. She has managed media campaigns for many clients that involved community engagement and encouraging behavioral change. Some of Carrie's media buying campaigns include First 5 California, BayROC Stop Junk Mail campaign, multi-cultural print ads for San Mateo County Supervisorial District Lines Advisory Committee, mainstream and multicultural ads for Energy Upgrade California, Stop Waste County of Los Angeles and Statewide, Energy Upgrade California - a program of the California Public Utilities Commission in collaboration with the California Energy Commission, California counties, cities, non-profit organizations and the state's investor-owned utilities. **Hobbies:** When not delving into media masses, Carrie is tending to her two teenagers in Sausalito, or out and about singing the blues with her band throughout the Bay Area.



THE RIGHT STUFF

HOW WE RATE

Mental's Infinite Solutions team offers comprehensive expertise in all facets of destination marketing disciplines. Our clients would offer this rating on a scale from 1 to 5:

Creative Partnerships = 5

For many years, Mental has engineered and managed successful cooperative marketing relationships amongst destinations and their marketing partners.

Destination Marketing/PR=5

Mental is a recognized leader in destination marketing and PR, backed by client results throughout California.

Non-Profit Rebranding=5

From banking and education to tourism and healthcare, our non-profit rebranding efforts have proven to move the needle.

Digital, Print, Broadcast Media = 5

Mental's creative and media strategies are not only award winning but constantly innovating to achieve incremental success with each campaign.

Industry Partnerships = 5

Mental has extensive experience leveraging partnerships with local, regional and state tourism entities, associations, and agencies that deliver efficiencies and business.

Online Portals = 5

Our Infinite Solutions approach to digital marketing is described in our approach. We offer clients the highest level of actionable intelligence through online portals and dashboards.

Photography & Videography = 5

Mental's photography and videos are effective for our client's brand marketing and, in the case of Visit Mendocino County, used by other tourism partners, offering extended reach.

Website Production = 4

Mental manages a team of highly experienced destination interactive specialists who develop, optimize and enhance the effectiveness of the digital web/mobile/social experience.

Trade Media = 5

We understand the sales side of tourism having managed tour and travel trade programs for clients, including attending domestic and international travel trade shows. We have coordinated and attended appointments, followed up w/sales information, passed leads to hotels, developed travel trade materials and managed public relations programs and outreach to this niche industry segment.



THE RIGHT APPROACH

Phase 1

THREE STEP PROCESS



TASK

We understand that every brand evolves over time. Knowing this, Mental's Infinite Branding Solutions teams will Visualize, Strategize and Realize Infinite Marketing Solutions, delivering the best marketing results to nurture the growth of Visit Mendocino County's brand.

[PHASE 1] VISUALIZE VICTORY

GOAL SETTING AND BRAND ASSESSMENT

We understand that the most sustainable brands begin with the people who care most about the brand. Working closely with the Coraggio Group, we will seek out the growth and marketing vision you have for Visit Mendocino County. Mental Marketing will begin with a thorough analysis of your existing research, website and social media analytics and conduct interviews with local stakeholders, including representatives from the lodging members, attractions, transportation, chamber of commerce, city council and parks & recreation directors, event planners and wedding planners. The effort will quickly refresh and clarify the most actionable knowledge base, answering:

- What are Visit Mendocino County's unique selling propositions to each prioritized leisure & group segments?
- Which audience segments and tactics are under-performing?
- Which audiences can most effectively be converted within allocated budget?
- What criteria should be established to identify, support and promote events?
- What digital web/mobile/social tools and strategies must be enhanced or developed to achieve the desired results?
- What key performance indicators should be established for ongoing marketing evaluation?
- What is the most complete reporting dashboard for Visit Mendocino County leadership reviews?

[PHASE 1 DELIVERABLES]

- Conduct interviews with staff, leadership and key stakeholders
- Assimilate Visit Mendocino County research data
- Write executive summary including an overview of our findings
- Provide updated insights on marketing goals and key performance standards
- Revise budget guidelines and scope of work for fiscal year PR, marketing and advertising.

[PHASE 1 TIMING]

Start: Immediately
Duration: 3 – 4 Weeks



THE RIGHT APPROACH

Phase 2

[PHASE 2] STRATEGIZE SOLUTIONS

ESTABLISH INFINITE MARKETING SOLUTIONS

With a renewed and unified understanding of your core marketing vision and situation from Phase 1, we put the Infinite Solutions team to work shaping the strategies and tactics that set Visit Mendocino County apart. Clearly defining the brand platform so that it is memorable, enticing, inviting and one that tells the greatest story about the destination is our goal.

The Infinite Solutions Action Plan will include:

- Brand positioning and evolution
- Key messaging matrix for the prioritized market segments
- Short term - long term outreach strategies using both traditional and new media tactics
- Public Relations strategies, tactics and outreach timeline
- Multi-platform social media strategy including blogs and viral marketing approaches
- Newsletter strategy and tactics to nurture audiences into longer stays and repeat stays
- Media buying strategy and calendar showing monthly campaign costs
- Evaluation metrics: to maximize effectiveness of all outreach efforts,



[PHASE 2 DELIVERABLES]

Integrated Strategic Action Plan Including:

- Brand Evolution Strategy
- Diversified Media Plan offering Traditional and Digital Executions
- Digital Programming Tactics including mobile, e-blast and content mgmt. strategies
- Social Media Plan and Tactics
- Web Content and Recommendations
- Public Relations Plan
- Video and Photography Strategy & Resource Plan
- Mental will provide a comprehensive measurement strategy and ongoing dashboard.

[PHASE 2 TIMING]

Start: Week 4

Duration: 4 – 6 Weeks



OUR APPROACH TO VISIT
MENDOCINO COUNTY'S
BRAND DEVELOPMENT
BEGINS WITH A PASSION
AND CONVICTION
NEEDED TO BECOME
EFFECTIVE BRAND
STEWARDS.

THE RIGHT APPROACH

Phase 3

[PHASE 3] REALIZE RESULTS

CAMPAIGN EXECUTION, MONITORING AND EVALUATION

Upon approval of the strategic outreach plan Mental will execute all assigned activities including creative, content development and production of all deliverables including

- Promotional campaign headlines and visuals with strong calls to action
- Creative layouts for digital, print, mobile, social and other approved media options
- Creative approaches to collateral materials

Mental's team will work closely with the Visit Mendocino County leadership on an ongoing basis including deadline management, weekly or monthly conference calls and campaign updates. Mental will be available for in person meetings as often as Visit Mendocino County requires.

BUDGETS

To ensure budgets are carefully maintained, we provide an agency program budget worksheet in Excel. Mental Marketing will create an annual agency budget worksheet listing all scope of work deliverables that show expenses as they incur, as well as brief campaign status summaries with each monthly agency invoice.

REPORTS

Mental will manage a campaign results dashboard including a complete campaign monitoring of all digital advertising and PR metrics. At the end of each seasonal campaign Mental will provide a final campaign summary report.

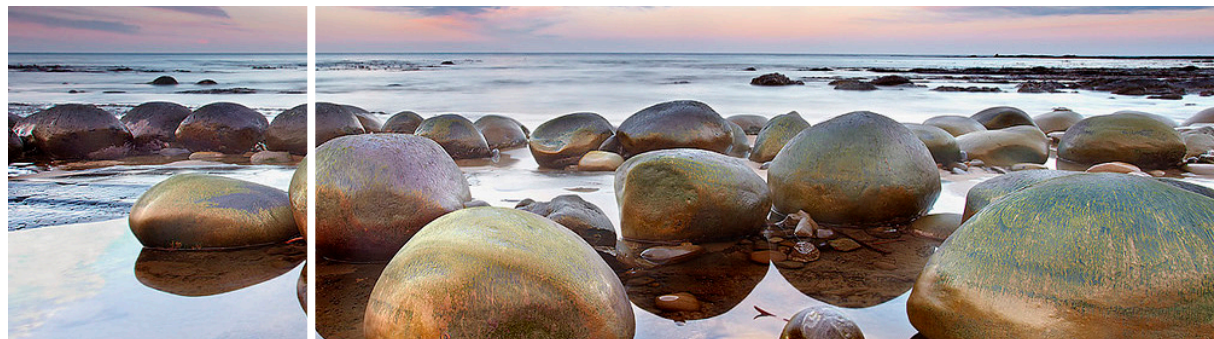
Our comprehensive monthly public relations reports include press clippings with links, KPIs including earned media coverage, ad equivalency, social media syndication of articles, visiting journalist status and more.

[PHASE 3 DELIVERABLES]

PROGRAM MILESTONES

From the outset of our collaboration with the MCTC leadership, Mental will create a timeline for the sundry steps of the program phases. For initial discussion, below is sample timeline of milestones that will be modified according to your preferences, deadlines and operational imperatives.

[ACTIVITY	START	REVIEWS	APPROVAL]
Phase 1: Visualize	Week 1	Week 3	Week 4
Phase 2: Strategize	Week 4	Week 7	Week 8
Phase 3: Book Media Contracts	Week 9	Week 11	Week 12
Phase 3: Develop Campaign Creative	Week 9	Week 11	Week 12
Phase 3: Launch Campaign	Week 12	-	-
Phase 3: Evaluation - Reports	Week 16	Monthly	Monthly



THE RIGHT EXPERIENCE

INFINITE SOLUTIONS FOR DESTINATION MARKETING

We have proven time and again that our strategies lift brand awareness, visitor engagement, transient occupancy tax and other key performance indicators. This is our comfort zone.

DESTINATION MEDIA PLANNING EXPERTISE

Mental Marketing's media team has been planning, buying and managing media buys for clients in a variety of categories regionally, nationally and globally for fifteen years. For tourism and hospitality clients our media assignments have included negotiations and management of all media channels

PUBLIC RELATIONS KNOW-HOW

Mental Marketing offers our clients our proprietary travel database of over 5000 travel and lifestyle media bloggers, editors, and journalists. We develop creative story ideas, apply strategic communications and rely on our long-standing relationships with the media, to consistently deliver highly-visible and effective results. As an added bonus, Mental coordinates media FAMs in conjunction with other DMO clients, and works with Visit CA on travel costs that save our clients' money.

SOCIALLY ENGAGE YOUR AUDIENCE IN AND OUT OF MARKET

Mental has local social media boots on the ground in Mendocino County allowing for a seamless integration with our social media strategic team. Social media is about building relationships with your audience and Mental offers Visit Mendocino County extensive experience developing integrated social media strategies to increase awareness, collaboration, engagement and conversion of your core visitors.

WE PROFILE PEOPLE FOR ALL THE RIGHT REASONS 😊

Mental Marketing will fine tune your data and produce existing customer profiles that help you understand the demographics of Visit Mendocino County's visitors, fine tune your ability to drive targeted campaigns and ultimately encourage guest advocacy, longer stays and repeat visitation.



SLO COUNTY TOURISM BID

New Brand, New Life

[RESULTS] DURING FISCAL 2015-2016

47
MILLION
PAID
IMPRESSIONS

175,000
PAID CLICKS
+24% YOY

17,797
EMAIL
SUBSCRIBERS
+93% YOY

578,122
SOCIAL
ENGAGEMENTS
+120%

47.2
BILLION
EARNED MEDIA
IMPRESSIONS

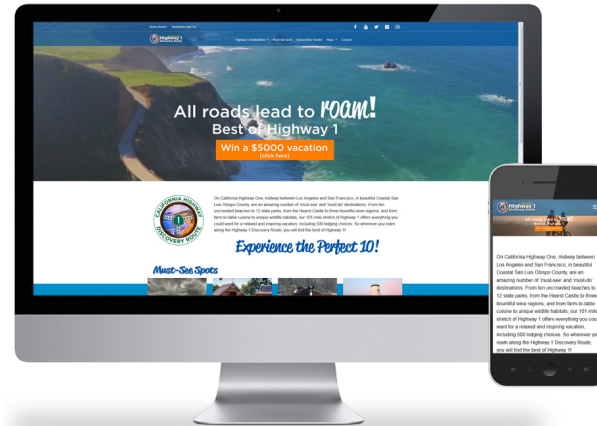
\$24.9
MILLION
PUBLICITY VALUE

EVOLVING A REGIONAL BRAND

In Spring of 2012, the San Luis Obispo Unincorporated County TBID engaged Mental Marketing to evolve its robust 10 destination coastal brand into a cohesive narrative that connected with their regional, national and international audiences. Mental phased the rebrand approach starting with positioning the region as a Discovery Route connecting all the destinations as the ultimate rural road trip on California's Central Coast. We created a new logo, key messaging and PR platform, and collateral and campaign materials to support the launch. From there, Mental delivered compelling integrated marketing campaigns to attract more visitors to stay along the route in over 500 vacation rentals, B&Bs, hotels and motels. The marketing tactics were engaged throughout the year with a focus on mid-week and shoulder season business. Currently we are launching a new website that reflects the new brand identity and messaging.

SIGNATURE OFFERINGS

Mental also devised and launched a premier multi-destination Stewardship Traveler program, recently recognized by Visit CA with a 2015 Poppy Award, which helps set this destination apart from its comp set, leading the way in ecofriendly tourism. On the event front, Mental launched the Coastal Discovery & Stewardship Month program to drive bookings in January and February. The program is currently exceeding expectations through targeted public relations programs, social media engagement, and print & digital media campaigns targeting their core market of empty nesters in Northern & Southern California and the Central Valley.



EXAMPLES

TRAVEL PASO ROBLES

We Know Wine
and So Much More

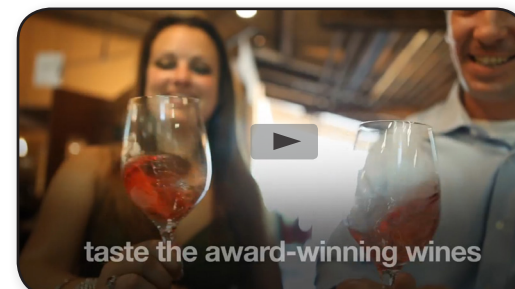
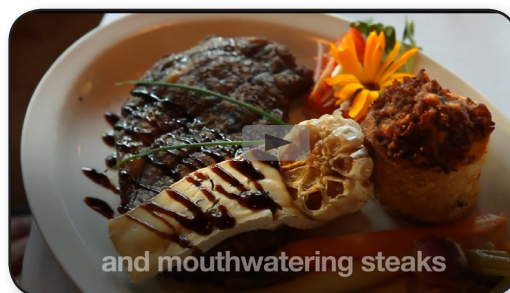
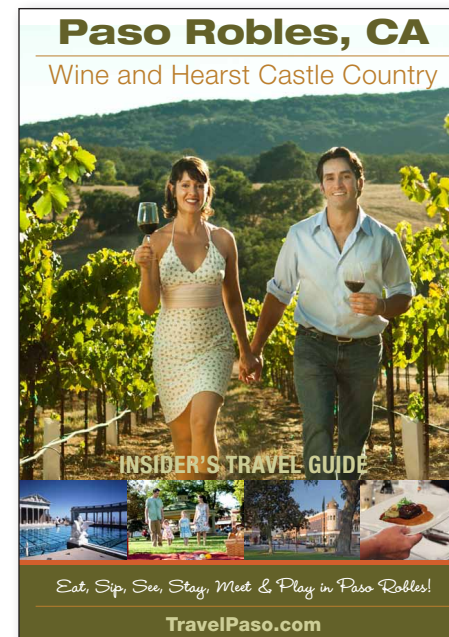
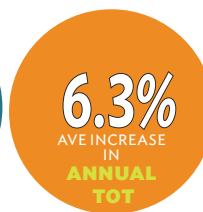
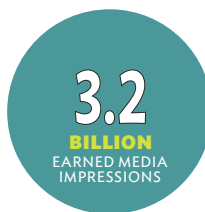
THE LITTLE KNOWN WINE COUNTRY THAT COULD

From 2009 – 2014, Mental Marketing accelerated growth of the Travel Paso Robles brand and established their first tourism marketing programs. These marketing strategies helped shine a broader spotlight on Paso Robles as a wine destination and established an agri-tourism foothold in the region focused on the farm to table and local artisan product movement.

We launched the first city tourism brand, assessed member and destination visitation profiles, created annual strategic marketing plans, and managed all creative, advertising, media buying, public relations, social media strategy, and event marketing. Mental also developed a series of one minute videos showcasing the variety of activities, attractions and attributes of the city as well as a 30 second branded TV spot with a custom song about Paso Robles. Maryann Stansfield represented Paso Robles as the tour and travel sales arm of the organization throughout our five year relationship, attending domestic and international tour and travel shows that helped establish more bus, group and FIT traffic to the city.



[RESULTS] DURING FISCAL 2009-2014



EXAMPLES

REDDING AND SHASTA CASCADE

Growing Rural and
Regional Brand
Awareness

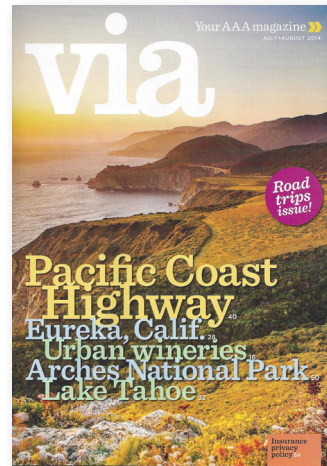
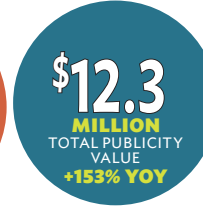
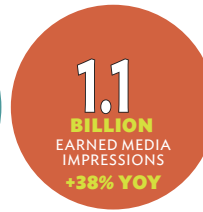
EIGHT COUNTIES, I-5, AND PR

Just south of Oregon, in the far north eastern region of California exists a vast wonderland filled with lakes, rivers, mountains, historic trails and scenic byways, outdoor adventures and historic attractions all anchored by the city of Redding and Interstate 5. Our objective has been to educate targeted media about all the benefits of travel to this rural corner of the state, and we have made great progress.

Since 2013 Mental Marketing has been managing strategic public relations outreach for the Redding and Shasta Cascade CVBs keeping them top of mind in the media, attending media trade shows, and sending travel journalists and bloggers to the region in exchange for feature coverage. We work closely with travel and niche lifestyle media sources pitching stories from Oregon and Washington to Los Angeles and beyond and, well, the results speak for themselves.



[RESULTS] DURING FISCAL 2015-2016



THE RIGHT PROMOTIONAL COLLABORATIONS

COLLABORATION FOR DESTINATION MARKETING

Mental offers several years of effective visioning, management, execution and reporting of collaborative tourism marketing relationships. These efforts have successfully galvanized State Parks, BrandUSA, Visit California, cities, counties, nonprofits, regional tourism BID's and other marketing firms to participate in promotions, co-op advertising campaigns, trade and consumer events. Mental Marketing was recognized in 2015 with a Poppy Award from Visit California for the development and promotion of a signature Stewardship Travel Program that brought 10 destinations together for this regional collaboration, setting the Highway 1 Discovery Route apart from its comp set.

Recently, Mental Marketing connected two central coast DMOs together to collaborate on a national and international promotion with BrandUSA, Visit California Outdoor and Road Trips with State Parks. Mental coordinated efforts with Brand USA and Visit CA to develop and execute branded native content and digital advertising that ran in the US, Germany, Canada, AU and UK. The promotion also included ad content with road trip ideas from San Diego to Mariposa and Tuolumne Counties and has delivered extensive impressions at a 50% Visit California Partner discount.

Components included:

- Branded Editorial in NationalGeographic.com Travel section: <http://www.nationalgeographic.com/travel/destinations/united-states/california/top-ten-10-outdoor-adventures-activities-san-luis-obispo-county-route-1/>
- BrandUSA.com Editorial <http://outdoors.visittheusa.com/californias-highway-1-discovery-route-160-kilometers-enriching-coastal-adventures>
- Brand USA Social Promotion on Facebook, Twitter Posts and digital ads, currently running
- Two day hero promotion on the Visit CA Outdoor Hub and four weeks of homepage content
- Expedia Digital Ads and Landing page (use the creative from PDF attached)
- Custom video on BrandUSA's the The Great Outdoors - <https://youtu.be/1M7QsekoBUg>



REFERENCES

MEG WILLIAMSON

Assistant City Manager
City of Paso Robles
805.237.3888
mwilliamson@prcity.com

Description: Turnkey brand marketing strategy, key messaging, implementation, reporting and management, website development and maintenance. \$700k contract included ongoing multi-layered campaign outreach supporting destination marketing, the primary driver of City economic development.

CHERYL CUMING

Chief Administrative Officer
San Luis Obispo County Business Improvement District
805.471.0182
admin@slocountybid.com

Description: Turnkey stakeholder assessment, brand development, marketing strategy, key messaging and development of 10 destination cooperative branded campaigns, website development and maintenance. \$650k contract includes branded toolkit and seasonal campaigns supporting seven distinct unincorporated destination advisory boards providing marketing for 1000+ stakeholders of local restaurants, wineries, events, attractions, nonprofits and lodging.

LAURIE BAKER

Chief Executive Officer
Redding Visitor and Conference Bureau
530.225.4485
laurie@shastacascade.org

Description: Turnkey public relations strategy, key messaging and press kit development area comprised of eight rural counties historically known for being part of the pioneer gold rush in the mid-1800s, this majestic region of northeastern California is abundantly scattered with lakes, rivers, mountains, historic trails and scenic byways that offer adventure at every turn.

The scope of work includes executing seasonal campaigns and creative development.



“Mental Marketing helped Paso Robles meet and exceed its marketing goals. We couldn’t have accomplished so many of our significant milestones without their dedication and leadership. Most importantly, we never felt like we were just an “account” for Mental Marketing, ever. I would, and regularly do, highly recommend Mental Marketing.”

—Shonna Howenstine
Tourism Coordinator for the
City of Paso Robles

SCOPE AND FEES

The three-phased approach outlined in this proposal emphasizes the value of an orchestrated agency- client collaboration, which directs all resources to work together at predictable intervals.

The final approved strategic plan will establish detailed budgets for projects requested and assigned by Visit Mendocino County. The plan will contain all the requirements for all disciplines required for digital programming, media placement strategy, brand creative development and execution, placement and management for Fiscal Year .

Terms: Mental will invoice client on a monthly basis for all approved hours and costs within that month. Payment due within 30 days. Approved hard costs for photography, video creation, and web programming will be invoiced 50% upon acceptance of scope of work. Payment for completion of hard costs due within 30 days of delivery.

All client requirements for insurance, accounting, administration, reporting, meetings and account management will be met by Mental Marketing.



ESTIMATED SCOPE OF WORK BUDGET

2017-18

January 2017 - June 2018 (18 months)
Average 27k per month

FISCAL YEAR 2016-17

Phased Program Deliverables

Phase 1 Deliverables: Goal Setting, Assessment:	\$15,000
Phase 2 Deliverables: Strategic Plan, Toolkit:	\$30,000
Phase 3 Execution and Reporting:	\$55,000

FISCAL YEAR 2018

Planning, Meetings, Account Management Retainer:	\$48,000
Rebranding Creative and Implementation:	\$50,000
Execution Outreach, Media, Public Relations, Promotions:	\$302,000

Terms and Hard Costs: Program estimates and agency monthly retainer are based on blended hourly rate of \$125. Invoicing and payment terms are consistent with a 30 day period. All hard costs paid directly to vender by agency are marked up 15%. Travel expenses are billed at cost.

“We appreciate Mental Marketing’s approach to strategy and their creative approach to working with our in-house team. They have helped us take our destination marketing to the next level.”

— Laurie Baker, Executive Director/Redding Visitor & Conference Bureau.