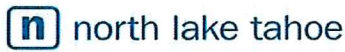


Marketing Approach & Scope of Work



2016-17 Dashboard

Report Dates: July 1, 2016 - July 31, 2016

KEY METRICS

2016-2017	Year Over Year % Change	2015-2016
Media Spend		
Media Impressions		
Media Value		
PR Impressions		
Gotahoenorth.com Web Visits		
DES Metrics		
MTRIP		

GEOGRAPHIC MARKET OVERVIEW

Market	Web Visits	Year over Year % Change	Total Media Spend	PR Impressions	Conversions
National/Non Geo					
Bay Area					
So California					
Market #3					
Total					

ADVERTISING EFFECTIVENESS

	This Month	Last Month	% Change	Year To Date	Year Over Year % Change
Website User Activity					
Unique Lodging Listing Views					
Unique Lodging Book Now					
Events Unique Page Views					
New Visits					
Newsletter Sign Ups					
Group RFPs					
Video Completed Views					
Website Traffic Source					
Direct					
Organic					
Paid					
Social					
Non-Paid Social					
Other					
Social					
Facebook Likes					
Tweets					
Instagram Likes					

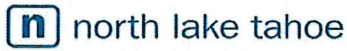
EFFECT OF ADVERTISING/PR AGAINST WEB VISITS

This would be a graph showing effects for web visits due to weather, PR or Media Hits

CREATIVE/MESSAGING HIGHLIGHTS

This would show what the creative/message focus was for the period.

KEY TAKEAWAYS



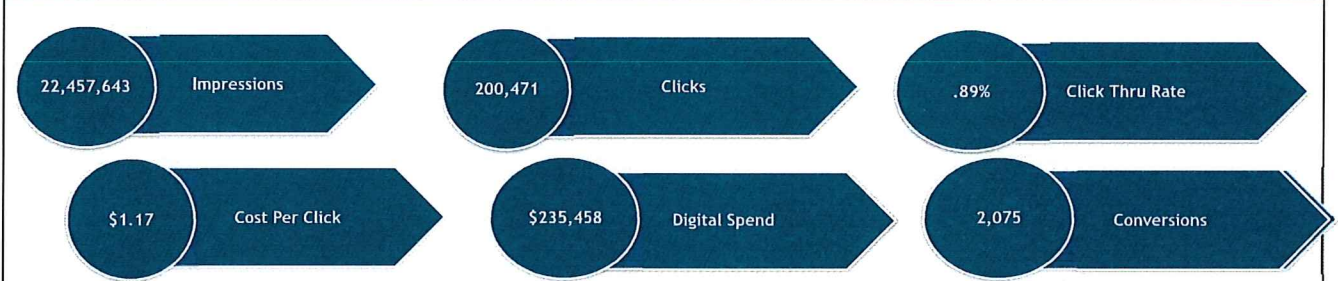
2016-17 Dashboard

Report Dates: July 1, 2016 - July 31, 2016

ADVERTISING CAMPAIGN OVERVIEW

Segment	Spend	% of Spend	Advertising Value	Impressions	% of Impressions
CAMPAIGNS					
Leisure					
Groups					
Events					

DIGITAL MEDIA CAMPAIGN OVERVIEW



DIGITAL ADVERTISING OVERVIEW

Site	Spend	Impressions	Clicks/Views	Click Thru Rate	Cost Per Click	Conversions
Leisure						
Paid Search						
Paid Social						
Display						
Email						
Video						
Groups						
Paid Search						
Email						
Display						

TOP PAID SEARCH TERMS

Keyword	Spend	Impressions	Click/Views	Click Thru Rate	Cost Per Click	Conversions
Leisure						
Groups						

KEY TAKEAWAYS

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Let's get to work!

FIRST 90 DAYS

Audit Current Advertising Initiatives and Research

- Review all available research
- Review previous budgets/campaigns/results
- Google Analytics Website Analysis
- Brand Audit
- Team Meetings

Address Summer/Fall

- Paid Search: Audit, revamp and relaunch July 1st. Website Updates
- Hustle up and develop first niche interim campaign

Campaign to run Mid-August-October.

Examples of some mini campaigns:

- Promote Mid-week events such as High Notes and outdoor events. Focus on the Bay Area to drive midweek visitation July-Mid October or fall campaign to drive business mid-September-October
- Digital Campaign to the destination market to drive 3+ night's visitation mid-August-September.

Plan Development for 2016-2017

- Explore the revival of a digital group/conference cooperative campaign to launch in September.
- Initiate new research
- Brand awareness
- Develop a new comprehensive performance dashboard (monthly, quarterly, semi-annual)
- Establish new goals, strategies and KPI's
- Create 2016-2017 advertising media budget

6 MONTHS

- Brand Development
- Integration of Marketing Minds Social Media Integration
- PR Integration
- Semi-annual retreat
- Feedback Consensus

Develop and launch second niche Campaign for winter
Activate the following Campaigns

- Paid Search runs continuously
- Interim Leisure Campaign (s) launches: mid-August-October
- Group/Conference annual campaign launch with recommended cooperative buy-in.
Estimated launch date: September
- Winter Campaign

12 MONTHS

Develop and launch third niche campaign: to drive spring-early summer visitation.

Review results of 2016-2017 initiatives
Semi-annual retreat
Development of the 2017/18 Advertising Plan
Integrated Brand Campaign fully in place

Proposed Budget Allocation and Agency Compensation 2016-2017 budget

I. STAN CAN DESIGN

Research

- Semi-annual retreat / workshop / SWOT
- Team building

\$25,000

Brand development

- Graphic standards and guidelines
- Social media and PR standards and guidelines
- Digital standards

\$50,000

New Creative Development and Production

- Print
- Outdoor, etc.
- Video
- Digital

\$175,000

Other

- Web site updates and maintenance
- Email campaigns / database management
- Ad materials
- Special projects
- New initiatives
- Account Service
- Partnership opportunities explored
- Team work with PR and other team members
- Collateral

(legal fees not included)

\$80,000 (approx. 53 hrs/mon)

We will offer a blended rate of \$125/hr for work outside the scope of work.

The day to day business will run through Stan Can Design and Stan Byers will be your main contact and available every business day for general business and billing. You may work directly with designers and we maintain contact with Basecamp software.

Scott Mortimore and Stan Byers will be available for every meeting and all presentations to stakeholders. As a general rule, if you want us, we'll be there!



II. EXL MEDIA

A. Net Media Budget

Leisure: \$500,000 net
Digital with possible supporting traditional media to include
Print and Out of Home.
We may consider some paid radio promotions in the Bay Area.

Conference: \$50,000 net
Digital and some print
We would really like to re-formulate a cooperative program to expand this campaign.

Events/High Notes: \$34,000 net
Digital and Radio
We would like to promote events beyond High Notes via mini digital campaigns to include
Facebook, Retargeting and search.

Total Net Media*: \$584,000
Ad Serving: \$15,000
Agency Fee: \$91,000 (13% total)
Total: \$690,000

*Media does not include an agency commission.

B. Scope of Work

EXL Media prefers a fee based compensation where all media is placed and invoiced at the net amount rather than commission based.

Development of the 2016-2017 media campaigns

This includes evaluating current research, retreat/workshop, strategic planning, development of the planning outlines, development of detailed plans and budget. This includes strategic planning for the 90-day, 6 month and 12 month plans. Annual plans can be adjusted throughout the year and time incurred will be compensated under of the monthly retainer.

Leisure:	Hours: 150	Fee: \$15,000
Meetings/Groups	Hours: 75	Fee \$7,500
Events	Hours: 35	Fee: \$3,500
	Total Planning Fees:	\$26,000

(continues)



Development of the monthly and quarterly Dashboards

Hours: 50

Fee: \$5,000

Monthly Retainer

This monthly retainer covers the following services and expenses:

- Management, optimization, revisions and reconciliation of all media campaigns.
- Account management, including attendance of all monthly NLTRA marketing committee meetings and quarterly NLTRC coop meetings plus any additional meetings requested by the client or scheduled by the advertising vendors.
- Campaign reconciliation including the population and management of the performance dashboards, which includes website analytics as it applies to the advertising campaigns.
- Review of any media vendor proposals or those requested by the client.
- Investigation, review and recommendation of new media initiatives.
- Assistance and participation in pre-campaign and post-campaign market research.
- Cost of all media software and research subscribed to by EXL Media.
- This monthly retainer does not include:
 - Ad serving software.
 - Any approved net media placements, production cost or vendor placements made on behalf of the client by EXL Media.
 - Market research or competitive studies that would be an additional hard cost to EXL Media and purchased solely for the benefit and upon pre-approval of the NLTRC.

Monthly Retainer: Hours: 50 Fee: \$5,000

Total 12 month retainer: \$60,000

Total Hours: 910 Hourly Rate: \$100

Total Annual Fee: \$91,000

If EXL Media exceeds 910 hours we may request additional fees based on the hourly rate of \$100/hour. These fees would only be charged upon pre-approval by the client.

Proposed Budget Allocation and Agency Compensation 2016-2017 budget

GRAND TOTAL: \$1,010,000

Stan Can Design: \$320,000

EXL Media: \$91,000

Net Media: \$599,000

2015-2016 Budget: \$929,223 + 10% projected 2016-2017 increase= \$1,022,145