



Diane Strachan

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Exhibit A

Scope of Work Agreement:

Stewardship Travel Marketing & PR with Diane Strachan Phase II: Deepening the STP Strategy and Expanding Newsworthiness

Date: March 26, 2014

Client: SLO CBID

Contact: Cheryl Cuming
Chief Administrative Officer
SLO County Tourism Business Improvement District
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www.facebook.com/VisitSLOCounty

Time Period: July 1, 2014 to June 30, 2015

Description of Work/Benefits Overview:

Diane Strachan, Stewardship Tourism's creative founder, will continue to "lead the charge" for CBID and take CBID's award winning Stewardship Travel Strategy to the next and higher level of newsworthy effectiveness for marketing and public relation campaigns. Diane will provide depth, leadership, co-planning, and ongoing creative development. Diane will provide the constituent and partnership maintenance needed to enhance, deepen the stability, and collaboratively grow and evolve the newsworthiness of the Stewardship Travel strategy to effectively deliver "heads in beds" for CBID.

The Stewardship Travel strategy will continue to be a strong factor in growing CBID/WineCoastCountry's market share, differentiating and highlighting itself from its competitors, providing ongoing story angles for media attention and online social media content, and be a national model for innovative trend-setting tourism marketing.

1. STP Growth and Development for Newsworthy Effectiveness

Key Tasks:

- Identify and develop new attractions/events that are newsworthy and content rich for use in all marketing tactics. (Media/PR, Ads, online social media, etc.)
- Continue to work closely with CBID's Administrative Director, Cheryl Cuming, and Marketing Committee to update the STP plan, provide pro-active oversight, depth, marketing integration, and strategy implementation.
- Work with regional STP Ambassadors – provide updates, training, assistance, and guidance - hold annual group meetings and one-on-one meetings to drive results.
- Reconnect with each STP attraction partner and constituent to deepen, build relationships, inspire fresh ideas, and maintain the program. (28 non-profit organizations and 8 businesses to date provide visitor STP attractions.)

Key Tasks, cont.:

- Assess and update all existing attractions, tours, and events for 2014-15.
- Manage the incoming requests by partners and constituents for new STP attractions to be included in the WCC STP strategy.
- Provide STP leadership for all realms of community relations, i.e. County Coastal Discovery and Stewardship Month Proclamation content, presentations to SLO Board of Supervisors, State and National level presentations, etc.
- Continue to research competitive “niche” trends for PR success and talking points and continue to establish WCC as a marketing authority for sustainable tourism. i.e. eco-travel, volunteer vacations, green vacations, sustainable travel, Geotourism.
- Provide SLO county public educational meetings if needed for CBID’s program sustainability.

2. Continue to guide and enhance Stewardship Travel’s strategic media outreach.

Key Tasks:

- Tasks with Core Marketing Team include:
 - Serve as the lead STP spokesperson and identify most effective interviews for media contacts and CBID marketing partners
 - Host high-profile media contacts for specific tours/attractions
 - Continue to provide and prepare STP marketing content. i.e. Family Stewardship attractions, and “Make a Difference” WineCoastCountry Tours.
 - Continue to create STP newsworthy story angles
 - Develop and recommend STP itineraries
 - Continue to provide STP editing
 - Provide content for STP marketing
- Regional Fund Boards & Media Outreach
 - Provide STP content and media interviews for individual fund boards and their marketing firms.

3. Research and develop a “WCC’s Geotourism Feasibility Plan” to enhance WCC’s marketing. A ‘Geotourism Designation’ is provided by National Geographic’s Center for Sustainable Destinations when criteria are met. (The STP brand can remain effective as WCC’s high profile niche within the new internationally marketed Geotourism designation and sustainable tourism sector.)

Geotourism is defined as tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents.

http://travel.nationalgeographic.com/travel/sustainable/about_geotourism.html

4. Continue to be pro-active in leveraging all our existing STP content and partners for increased exposure by:

- Working closely with each interested partner that has a media list and successful online marketing and social media campaigns to highlight STP throughout WCC and each region (constituents, visitslo.com, MBNMS, Coastal Commission, Monterey Bay Sanctuary Foundation) etc.

5. Identify newsworthy awards and work with the County and partners to apply for state, national, and international awards for the purpose of expanding our public relations reach and editorial exposure. For

example: http://www.oregonlive.com/travel/index.ssf/2014/02/travel_oregon_honored_for_its.html

Client Responsibilities:

- Assign one co-leader to work with Diane to communicate and provide info. and follow-up with Board and all committees (Cheryl Cuming).
- Provide all phone meeting and conference call logistics that best suits committee(s), constituents, stakeholders. Arrange for meeting spaces to have plenty of wall space, open 2 hours before meetings if possible for charting and preparations, notify attendees of location, meeting pre-work (if any), and have refreshments available if meeting is longer than 3 hours.
- Reproduce and distribute handouts pre, for, and after meetings/workshops when needed.
- Keep Diane informed of committee and board needs, desires, and concerns so Diane can best respond for the success of program.
- Provide additional budget for meeting graphics, chart paper, large format charts, agenda materials, folders for audiences if desired and agreed on before hand.

Work not included: Only the work explicitly described in the Description of Work is considered a part of this agreement. This agreement does not include costs or fees for any special studies or additional tasks that may be requested by the client. Any additional work requested shall be considered Additional Work.

Additional Work: Any Additional Work not specified in the Description of Work but requested by the client shall be agreed upon together along with the additional project fee. In addition, the client will be billed for any expenses associated with the conduct of Additional Work – with agreement only.

Non-Disclosure/Privacy: Diane agrees to abide by any and all restrictions imposed by CBID in regard to the safeguarding of proprietary or confidential data and information furnished to Diane during the course of this assignment.

Cancellation/Termination of Agreement. This contract for Services may be canceled at any time by either party, in writing with thirty (30) days advance notice. If canceled, payment shall be made for only services provided up to the date of cancellation. In the case of early termination, a final payment will be made to the consultant upon receipt of an invoice and final report itemizing the activities performed pursuant to the Description of Work.

Compensation: Total costs for the Description of Work is **\$25,000**

Payment Schedule:

Retainer Deposit Due:	\$2,500
1 st of each month starting July 1, 2014 and ending May 1, 2015	\$1,875

Expenses: Client will cover travel mileage when Diane is “in-County”. Client will cover expenses (travel mileage) to host high profile media trips during months when Diane is not “in-County” upon agreement with CAO. Note: Diane is “in-county” during spring and fall months. (April/May & Nov./Dec.) Diane is available through-out the year for in-person special media and event hosting presentations/interviews.

Make Checks Payable to Positive Futures. Tax ID # 552-02-7715

Thank you!

“The best way to predict the future is to create it.”