

Exhibit A

Agency Scope of Work & Budget

Program Strategy and Account Management Board Meetings, Communications and Reporting Marketing Strategic Planning & Research	\$33,000
Web/mobile management Monthly SEO management, analytics, reporting Content Updates and Link Building Site Hosting & Security	\$44,000
Social Media Social Media, Blogs, Video Blogs, Advertorial, Native Ads	\$59,255
E-newsletters Subscriber enews and VCB news	\$18,000
Advertising and Marketing Co-Op Advertising Map Reprints & Certified Folder	\$90,000
Ad Placement Expenses Fall Campaign Placement Coastal Discovery & STP Campaign Spring Campaign Placement Pay Per Click & Retargeting	\$200,000
Public Relations Press Releases, Outreach & Management 4 Canadian Press Release Distribution Journalist Hosting Expenses & Management Vertical Pitches & Millennial Guest Blog Assignments	\$104,000
Creative Services & Tools Fall Campaign Digital Ads Spring Campaign Digital Ads Video Series Script and Creative Direction Video Series Episode Videography & Distribution	\$73,000
Projects, Promotions, Local Fund Programs Itineraries, Tour Content Development & Execution Lodging Web/Mobile Merchandising Enhancement Local Road Trip Mapping Lodging Getaway Promos (2x \$5000) SAVOR Creative & Project Management	\$40,745
Stewardship Travel Programs Campaign Development, Project Management Coastal Discovery & Stewardship Management	\$17,000
Total Contracted Scope	\$679,000

AREA CBID - contract w/ CNT
 FUNDING AMT \$ 679,000
 DATE 6/24/15
 APPROVAL Muler
 APPROVAL Coating

Scope of Work by Budget Category

Program Strategy and Account Management

Board Meetings, Communications and Reporting

- Account Manager & Supervisor meetings with CAO, Marketing Subcommittee and Advisory Board
- Preparation of meeting presentations and hand outs
- 4 quarterly reports and budget reconciliation
- 2 seasonal campaign reports
- Monthly accounting

Marketing Strategic Planning & Research

- CMF meetings with teams, vendors and strategic partners for program strategy
- Strategy and integration with 10 destination
- 4 quarterly reports and budget reconciliation
- 2 seasonal campaign reports
- Monthly accounting

Web/Mobile Management

Highway1DiscoveryRoute.com will be the closely managed, updated and promoted as a user-friendly mobile guide to the 10 destinations along the CAH1DR. *WineCoastCountry.com* will no longer exist. With current, budgeted resources, the Core Marketing Interactive team will provide:

- Monthly SEO management, analytics, reporting
- Content updates for campaigns and events
- Link building and update SEO for Highway1 search
- Site Hosting, Security Scans, Software updates
- Registration & certificates
- Data scrape and post lodging specials and packages

Note: Budget does not include website re-write, database changes or new functionality features. Such upgrades are addressed in separate projects and contingency plans.

Social Media

The goal of the California Highway 1 Discovery Route social media outlets is to increase the fan base while establishing the California Highway 1 Discovery Route as a premier American road trip and conduit to each local destination and local road trips. Integrating social branded content with all programs will stimulate awareness, visitation and longer stays in all 10 destinations.

Increase engagement of destination branded content and establish conversion metrics. Increase followers/fan bases for the various California Highway 1 Discovery Route social media accounts by using frequent, branded content to:

- Enhance relationships with the fan base and industry influencers
- Build enthusiasm for the unique attributes of each destination
- Reinforce PR and marketing campaigns
- Promote events, blogs and website content
- Support lodging promotions & specials
- Establish California Highway 1 Discovery Route as a desired travel destination by creating content to increase visitors, attendance at events, and overnight stays
- Create shoulder season contests to encourage fan interaction
- Analyze Facebook and YouTube Insights to improve engagement and content approach
- Continue to follow the 70/30 rule.
 - 70% of California Highway 1 Discovery Route's content is engaging & shareable; 30% is promotional – Lodging promotions, booking overnight stays, contest, etc.

Objectives

These objectives are for the 2015- 2016 fiscal year.

1. *Facebook*: Increase Page Likes by 25% from 37,167 to 46,459.
2. *Instagram*: Increase followers by 20% from 548 to 685.
3. *Twitter*: Increase followers by 15% from 1,871 to 2,152.
4. *Pinterest*: Increase followers by 20% from 347 to 417.

Social Media Tactics

1. **Schedule content using Sprout Social to optimize timing and ensure quality posts are curated**
2. **Create Thematic Shoulder Season Contests**
 - a. Fan photo contests to encourage our fan base to share their California Highway 1 Discovery Route road trips for promotional use. (Continue to promote "Featured Fan Fotos" on Fridays) and a new "Road Trip Tuesdays"
 - b. Share any contests hosted on Highway1DiscoveryRoute.com ie the Road Trip contests on social media channels
3. **Frequently share and promote the Travel Show**
 - a. Upload and post initial content/videos on Facebook, YouTube, Twitter and Pinterest.
 - i. Continue to develop the On the Road with Jo Pinterest Board:
 - ii. Continue to develop the On the Road with Jo YouTube Playlist:
 - b. Repost YouTube links to social sites such as Facebook, Twitter, and Pinterest.
 - c. Share organically and by "boosted posts" on Facebook
4. **Heavy imagery content in all social media posts.**

- a. Photos have a higher weight in the Facebook algorithm and result in more impressions and shares.
 - b. Imagery is also an integral part of Twitter, Instagram and Pinterest.
5. **Cross-promote content from the website/blogs to social media channels.**
6. **Highlight lodging experiences, packages and specials on the Facebook page**
7. **Use strategic hashtags to increase impressions of content connecting road trips**
 - a. #Highway1DiscoveryRoute
 - b. #Highway1RoadTrip
 - c. #CAH1DRoadTrip
 - d. #CAH1DRAvilaRoadTrip
 - e. #Highway1Stewardship
8. **Submit content to Visit California and follow up. We have submitted a plethora of content including the itineraries, events, and travel show content and will continue to do so to promote monthly events & promotions.**
9. **Re-post all public relations and guest blog coverage throughout all CAH1DR social channels.**

Newsletters

- **Monthly subscriber enews from refined template**
- **Four special event enews transmission**
- **Monthly SLOVCB news**

Advertising and Marketing

Co-Op Advertising

- Visit California Road Trips -- \$13,000
- Westways - Discover - \$10,000
- Mercury News Advertorial - \$22,000

Map Reprints & Certified Folder

- Extended distribution to conquest Napa/Sonoma/Marin/SJ Airport Visitors: \$45,000

Ad Placement Expenses

Pay Per Click & Retargeting

- Facebook
- YouTube
- Google

Fall Campaign Placement

- BANG Digital
- ADARA
- TripAdvisor
- HomeAway Digital

Coastal Discovery & STP

- PPC
- Weekend Sherpa

Spring Campaign Placement

- PPC Refined
- BANG Digital Refined
- TripAdvisor Refined
- Budget Travel

Public Relations

Media Targets for PR:

- Top Tier National Travel Lifestyle Media
- Top Tier Regional Travel Media
- Top Regional and National Travel Bloggers
- Top Canadian Travel Media – Quarterly

Campaign Program Strategies:

1) Ten Press Releases with Follow Up Pitch Campaigns

Create and transmit to targeted travel and lifestyle media through PR Newswire e-release, augmented by Core Marketing Team's proprietary database of 2,000 top travel journalists. With each press release, the team follows up, pitches stories and arranging press trips. Four of the releases will include a custom Canadian press list and embedded video.

- *Unique Outdoor Adventures* – Biplane and hummer rides and other unique activities along the H1DR
- *Vacationing with your adult kids and grand kids*
- *Historic Sites & Vineyards*
- *Coastal Cowboys, Cowgirls and Ag Adventures*
- *The Artists and Galleries of the CH1DR*
- *The Magical Hikes* – Including Fiscalini Ranch in Cambria
- *Cycling the CH1DR, L'Eroica Vintage Bicycle Ride, timing with Cycle Central Coast*
- *Pick, Crush, Blend, Taste and Travel the Pacific Coast Wine Trail*
- *Celebrate Coastal Discovery & Stewardship Travel*
- *Paradise Picnics for foodies along the CH1DR*

2) Two Thematic Vertical Pitches

Specific targeted media lists will be developed from the top 50 domestic and Canadian contacts. Pitching these stories is in an effort to receive maximum coverage on these specific topics. May result in 1-2 hosted visits per pitch:

The California Highway 1 Discovery Route – One of the Top Road Trips in the World

The 101 mile, CAH1DR is the undiscovered road trip you must take. Connecting with 10 local loops makes CAH1DR an endless pursuit.

Ultimate Family Gatherings– Pitch CH1DR as the Cape Cod of the west coast with better weather – quirky vacation rentals up and down the beach front towns and approachable small towns peppered along the coast with great culinary and beach experiences, with adventure and wine country. Includes Reunions and Weddings messaging. Launched after completion of On the Road with Jo multi-generational segment.

- 3) **Visiting Journalist Program:** This program will streamline creative story ideas to focus more on traditional media, older demographic and include strong international outreach.
- Include additional international press distribution outlets
 - Host 8-10 core market journalists
 - Host 2-4 Canadian journalists (additional hosting expense required)
 - Connect journalists to pertinent events taking place during their stay
 - Alert local destination agencies when journalist visits are confirmed
- 4) **Millennial blogger assignments:** Target, host and assign top media reaching millennials and specific vertical market messaging using current strategic vetting approach and gear story assignments to key interests of audiences. Millennials are first gen born and raised by computer; 80% do everything online; postponing marriage, families and buying a home, traveling more, larger than baby boomers and the largest workforce segment in the US.
- Topics: Top Coastal Road Trip, Outdoor Adventure
 - Assignments: 2 top journalists. Requires writing fee, travel expenses and 10 hours of agency coordination
 - Alert other agencies when journalist visits are confirmed
 - Connect journalists to pertinent events taking place during their stay
 - Report on extensive social media impact of these assignments
 - Re-post and share all coverage

Additional Programs Recommended within Contingency Budget:

- 1) **Media-Exclusive Themed Getaway Giveaway Contests:** Media outlets often are looking for exclusive giveaways to offer their audience. Example: a KTLA contest giveaway that generated extensive media coverage for a special getaway. The outlet received over 60,000 texts to enter. This approach allows our press coverage to increase web traffic and email subscriptions.

Target packages can include a product or target audience focus. Ideas include: vacation rental focused contest/giveaway, boomer focused giveaway, adventure focused giveaway, etc.

Hard Cost Expenses: \$2500 per giveaway package

- 2) **Co-op Broadcast Publicity Program:** As part of providing shared asset opportunities with all 10 destinations, develop more media partnerships for co-op content generated PR programs. Targeted broadcast teams include Travel Guys from Canada & Peter Greenburg Broadcast TV.

Creative Services & Tools:

Fall Campaign Digital Ads

- 1 In banner video digital ad
- 6 static banner ads
- 3 website banners for Highway1DiscoveryRoute.com

Spring Campaign Digital Ads

- 1 In banner video digital ad
- 6 static banner ads
- 3 website banners for Highway1DiscoveryRoute.com

Video Series Creative Direction – Up to 4 Videos

- Primary Marks for Feature Videos
- Primary Scripting key messages
- Scheduling and administration

Video Series Episodes, Talent, Videography, Post Production & Distribution

Four, On the Road with Jo Feature Travel Videos (3-5 minutes) with goal of more than 3 million views. Distribution investment will include county education network, PBS, other networks and in-room lodging channels.

- Family Gatherings, Vacation Rental
- Getaway Winner Vacation Tour
- Paradise Picnics for Foodies
- Coastal Cowboys, Cowgirls & Ag Adventures

Animation & Additional Creative Projects

- Flash animation for campaigns
- Creative for web mobile apps or other requests

Projects, Promotions, Local Fund Programs

Itineraries, Tour Content Development & Execution

- Create local loop itineraries from local fund supplied list
- Post to local destination pages

Lodging Web/Mobile Merchandising Enhancement

- Coordinate 2 seasonal getaway giveaway contests

Local Road Trip Mapping

- Provide mobile interactivity to all local routes

Lodging Getaway Promos (2x \$5000)

- Coordinate 2 seasonal getaway giveaway contests with lodging, dining, activities

SAVOR Creative & Project Management

- Provide content creative and project management for SAVOR exhibits & marketing
- Produce 3 minute SAVOR hosted video with On the Road

Stewardship Travel Program

Campaign Development, Project Management

- Coordinate with STP director updated key messaging matrix and program updates
- Execute CA EPA awards entry

Coastal Discovery & Stewardship Management

- Update campaign creative banners with new STP photography
- Coordinate promotion
- Post lodging specials and packages
- Edit video
- Ad placement