



VISIT MENDOCINO COUNTY  
**MEMORANDUM OF UNDERSTANDING**  
2016-17 SCOPE OF WORK

February 8, 2017

## Objective

This is our understanding of the budget and scope of work for the 2016-17 Visit Mendocino County (VMC) tourist campaign.

## Anticipated Scope of Work

The scope of work for the March-June 2017 period will include:

- Generation of a new creative idea for the County and the work involved in preparing the campaign for publication later in the Summer.
- Development of a multi-platform communications strategy that supports VMC's Strategic Plan. This plan will outline key audiences, tactics and broad strokes as to budget allocation. A formal media plan for campaign launch be developed in the Fiscal Year 2017-2018.
- A clearly articulated audience definition that details our conclusions about demographic and psychographic targeting.
- Development and approval of a single-page brief detailing VMC's "strategic marketing decision" and matching "A-ha Moment".
- The creation of three (3) distinct creative concepts for review and approval by VMC. These concepts will include (1) one refresh of the current brand and at least (2) two new concepts (including logo design).
- If required, Agency may test concepts with members of the target audience in San Francisco.
- Following approval, the agency will publish the agreed brand and messaging guidelines as a preliminary style guide so the concept can be translated within all areas of the organization and consumer outreach (advertising, collateral, website, social media, and email).
- Before June 30, 2017, the Agency will participate in at least three in-person meetings with VMC: 1. During output from Coraggio Group to understand VMC's strategic plan, 2. Presentation of the A-ha brief. 3. Presentation of Creative Concepts and Marketing Plan and Budget.
- Agency will provide regular written (email) and verbal reporting (at least monthly) of the progress to Visit Mendocino County staff, Marketing Committee and Board of Directors.

## Budget

We understand the budget will not exceed \$100,000. This budget will cover the steps outlined below:

### Phase

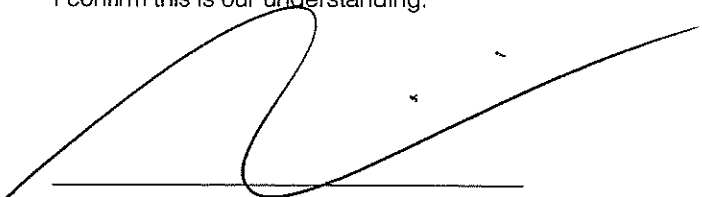
Discovery & Briefstorm	Included in \$100,000 budget.
Creative Brief	Included in \$100,000 budget.
Creative Concept Development	Included in \$100,000 budget.
Testing	If selected, concept will be tested with 5-8 members of the audience in SF
Revision	\$100,000 budget includes one round of revisions.
Design and Production	Not included. Design and Production to occur in 2017-2018 year.
Communications Strategy & Launch Plan	Included in \$100,000 budget.
Preliminary Brand Messaging Guidelines	Included in \$100,000 budget.
<b>Total 2016-2017 Budget:</b>	<b>\$100,000.00</b>

**Clarifications**

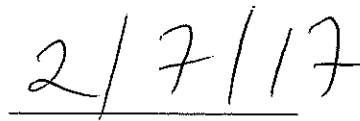
- Change orders will be invoiced as they are approved.
- Mortar terms are net 30. A fee of 2.5% will be added to invoices paid outside of terms.
- Mortar estimates allow for one (1) presentation and one (1) round of revision at each phase. A "revision" is defined as changes that require four (4) labor hours or less.
- Presentations and reports will be provided in Keynote or PDF. Let us know in advance if you require us to work in PowerPoint. Rendering materials into PowerPoint will incur an additional charge.
- Out-of-pocket costs are not included within project fees, are subject to a mark-up/commission, and are due upon approval. Examples include: production costs (such as for photo and video shoots, motion graphics animation, and broadcast recording), recruiting, incentive, image licensing, and facility rental.
- Hard travel costs are not included within project fees. Staff travel is billed at one half of hourly rates. Travel for the meetings we have identified in the SOW will be covered in our fees.
- Sales tax is not included and will be added as required.
- Funds for media purchases must be deposited with the agency before we will issue an insertion order. Mortar draws a commission on media.
- For licensed material, such as music, photos or video, Mortar will handle any initial asset licensing and billing, however the agency is not responsible for maintaining or managing licenses beyond the initial engagement. Applicable costs are not included in agency fees.
- Only materials that have been approved, executed and/or delivered as source assets are owned by Client. Mortar retains ownership of materials that are not approved or executed.
- A minimum of 50% of agreed fees will be charged for work that is cancelled or postponed after it has been started. Resumption of work at a later date may also incur additional fees.

**Authorization**

I confirm this is our understanding:



Mark Williams, Mortar



Date