



VISIT MENDOCINO COUNTY  
**MEMORANDUM OF UNDERSTANDING**  
2017-18 SCOPE OF WORK

February 8, 2017

**Objective**

This is our understanding of the budget and scope of work for the 2017-18 Visit Mendocino County (VMC) tourist campaign.

**Anticipated Scope of Work**

The scope of work for the July 2017-June 2018 period will build on the work performed in Phase 1 of the program (see MOU Phase 1 2016-17), and include:

- Execution of the new marketing strategy developed and approved in the 2016-17 fiscal year.
- Development of a formal media plan outlining campaign and budgets.
- Design, copywriting and production of creative assets/deliverables for Visit Mendocino County advertising and marketing needs, as defined by the media plan and strategic plan.
- Collaboration with Visit Mendocino County staff and contractors to ensure brand guidelines are being properly implemented.
- Management of all elements of the advertising campaign (trafficking, reporting, optimizations etc).
- Continued monitoring of strategy and recommendations for campaign optimizations for future fiscal year(s) by staying current with industry trends and research
- Media buying will be a shared responsibility among the organization and agency. The agency will be prepared to provide up to 80% of media buying services for Visit Mendocino County, depending on the final approved plan. Note: at this budget level, the agency may opt for a consolidated planning process that involves planning the media for a full year in advance to maximize savings, and to save on production, planning and buying fees.
- Agency to provide approximately 60% design services for advertising design and creation.
- Agency to ensure full and appropriate communication with VMC staff. This will include regular (seven) conference calls with the Marketing Committee, plus written reporting to Visit Mendocino County staff, Marketing Committee and Board of Directors.
- Agency will participate in up to five in-person meetings. These include the Marketing Committee, Board of Directors and stakeholders.

**Budget**

We understand the budget for fees and media may not exceed \$350,000. We expect it to be allocated across these two ranges (below). However final, actual allocations may vary depending on media mix and complexity of creative units. Regardless of final split, we can confirm that the project can be completed within the budget.

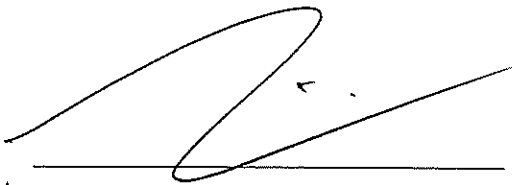
<b>Phase</b>	<b>Low range</b>	<b>High range</b>
Design, copywriting, production & ongoing strategy and account management plus media planning and buying	\$84,000.00	\$175,000.00
Assumed media budget	\$266,000.00	\$175,000.00
Revisions	As required	As required
Up to 5 x Meetings (face to face)	Included	Included
7 x calls and reports	Included	Included
<b>Total Agency Budget:</b>	<b>\$350,000.00</b>	<b>\$350,000.00</b>

**Clarifications**

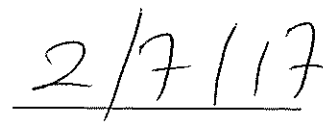
- Change orders will be invoiced as they are approved.
- Mortar terms are net 30. A fee of 2.5% will be added to invoices paid outside of terms.
- Mortar estimates allow for one (1) presentation and one (1) round of revision at each phase. A "revision" is defined as changes that require four (4) labor 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