

Geiger & Associates

public relations

MEDIA MARKETING PROGRAM PROPOSAL BURNET COUNTY 2018

OBJECTIVES

The purpose of the media marketing activities in this proposal is to encourage U.S. and Canadian consumers to visit Burnet County; to stay in Burnet County lodging properties; to do business with area service providers, merchants and restaurants; to visit commercial attractions, art galleries, wineries, retail establishments, historic sites, state parks and scenic areas; to attend festivals and cultural performances; and to influence those respective purchasing decisions through favorable editorial coverage of the county's tourism product. This program is designed to generate positive publicity about Burnet County and its offerings for visitors in specifically targeted media outlets in order to:

Increase visibility for the Burnet County tourism industry, and seek new story angles for editorial coverage in media outlets which have featured the area in the past.

Introduce new components of the area's tourism offerings on a regional and national level.

Offset past media coverage which focused on the impact of the drought on Burnet County lakes.

Increase tourism business for Burnet County during off-peak and shoulder season times by placing publicity about the area during appropriate consumer travel planning periods, and by publicizing its off-peak advantages, packages and promotions.

Encourage consumers to view the area as a four-season destination.

Position Burnet County as a destination offering good value for visitors.

Provide ongoing publicity for Burnet County in order to offset the exposure of competing destinations.

Develop and reinforce Burnet County's tourism brand on a national level.

Encourage visitors traveling through the region en route to other final destinations to get off the highway and experience the offerings of Burnet County as well.

Capitalize on current tourism trends by positioning Burnet County as a destination with strong nature-based and outdoor recreational tourism offerings - an authentic Hill Country destination with small town charm in Marble Falls and Burnet.

Broaden Burnet County's reach into relatively untapped U.S. demographic markets (those that would be prohibitively expensive to reach via paid advertising), which should in turn increase length of stay, increase percentage of visitors staying in Burnet County lodging, and increase per person expenditures (without sacrificing any focus on more traditional markets).

Encourage visitors to the area who are participating in meetings and events to extend their stay to experience a variety of offerings within the county.

Increase the visibility of Burnet County on the Internet through an increase in positive and proactive electronic editorial coverage with links to the Burnet County tourism website and those of its tourism industry members.

Leverage the accessibility of other nearby places in the Hill Country by positioning Burnet County as a logical base for visiting regional offerings.

Strengthen the meetings market with meeting trade publicity focusing on event, executive retreat and reunion venues, as well as SMERF-friendly meeting facilities within the county.

Increase perception of Burnet County as an expanding culinary destination with coverage of new restaurants, wineries, and agritourism offerings.

Increase tourism-related expenditures.

Increase lodging tax collections.

Increase inquiries which can be directly tracked to the media marketing program.

Augment and lend credibility to the paid advertisements, sales activities and web site claims of Burnet County and its tourism industry members.

Capitalize on the momentum of Burnet County's existing marketing program by coordinating the media marketing component with all other current marketing efforts.

Lay the groundwork for ongoing publicity and media relations campaigns.

MEDIA MARKETS

In order to accomplish the objectives listed above, Geiger & Associates would target the following media markets on behalf of Burnet County and its tourism industry members:

Daily newspaper and city magazine travel/travel and meeting trade/features/food/sports and recreation/lifestyle sections in all appropriate geographic markets

Syndicated columnists who specialize in travel for syndicates such as Associated Press, McClatchy/Tribune, New York Times, Hearst, Gannett, Universal Press, Creators and Times Mirror

National consumer travel publications such as Travel & Leisure, Condé Nast Traveler, National Geographic Traveler, Frommer's Budget Traveler, Global Traveler and Departures

Inflight publications for all airlines with service into the Austin airport including American Airlines, Delta Air Lines (Sky), Southwest Airlines (Spirit), United Airlines (Hemispheres)

City and regional publications such as Texas Monthly, Texas Highways, H Texas, D (Dallas/Ft. Worth) magazine, FortWorth magazine, Houston magazine, San Antonio magazine, Prime Living (Texas), Austin Monthly, Austin Lifestyle Magazine, Tribeza (Austin), Slice Magazine (Oklahoma), Oklahoma Magazine and Tulsa Lifestyle

Lifestyle and shelter publications such as Southern Living, Better Homes and Gardens, Good Housekeeping, Martha Stewart Living, Traditional Home, House Beautiful, Garden & Gun, 360 West, Cowboys & Indians, Texas Home & Living, Houston House & Home, Austin HOME, Veranda, Country Cabins and Country Living

Women's publications such as Oprah Magazine, Travelgirl, Woman's World, Woman's Day, Redbook, InStyle, Girlfriend Getaways and First for Women

Senior publications such as Where to Retire, AARP The Magazine, LIVING WELL Magazine and Mature Lifestyles

Family and parenting publications such as Parenting, Family Fun, Parents, Family Circle, Working Mother, American Baby, Texas Parenting Magazine, Dallas/Fort Worth/North Texas Child, Houston Family Magazine and Tulsa Kids

Men's publications such as GQ, Men's Health, Details, Men's Journal and Esquire

Bridal and honeymoon travel publications such as Brides, Premier Bride, Wedding Style, Martha Stewart Weddings, Destination Weddings & Honeymoons, Town & Country Weddings, The Knot Magazine, Destination I Do and Bridal Guide

Food and wine publications such as Taste of Home, bon appétit, Wine Enthusiast, DRAFT Magazine, Food & Wine, Wine & Spirits, National Culinary Review, Food Network Magazine, EatingWell Magazine, Cooking Light, Cook's Illustrated, Kraft Food & Family, Every Day with Rachael Ray, Relish and Saveur

Outdoor recreation, fitness and sports publications such as Outside, Backpacker, Fly Fisherman, In-Fisherman, Bassin', BassMaster, Canoe & Kayak, Field & Stream, Outdoor Life, Outdoor Fitness, Bicycling, Shape, Fitness, Prevention, Women's Health, Men's Fitness and Outdoor Life

Environmental publications such as E-The Environmental Magazine, Eco Traveler, Sierra, Birds & Blooms, Audubon, Nature Conservancy, National Wildlife, BirdWatching and Wildbird

Art and antique publications such as Southwest Art, Fine Art Connoisseur, Art Showcase, Art & Antiques, Western Art & Architecture, American Style, Craft Report, Art + Auction and American Artist

Auto travel, motorcycle and AAA publications such as Cycle World, Motorcyclist, American Motorcyclist, American Iron Magazine, Rider, AAA Going Places, Via, GO Magazine, Car & Travel, Highroads, Home & Away and AAA Journeys

Auto affinity publications such as those published by BMW, Lexus, Porsche, Mercedes, Acura, Toyota, Subaru, Cadillac and Ford

Professional specialty magazines such as Physicians' Travel & Meeting Guide, Doctor's Review, Just For Canadian Doctors, Just for Canadian Dentists and Bank Travel Management

Travel trade publications such as Recommend, Group Tour, Group Travel Leader, Travel Weekly, Travel Agent and TravelAge West

Meeting trade publications such as Successful Meetings, Meeting News, Convene, Small Market Meetings, One+ (Meetings Professionals International), Prevue, Meetings & Conventions and Texas Meetings + Events

National cable and network broadcast programs that feature travel such as those produced by CNN, The Travel Channel, HGTV, The Food Network and television stations in contiguous states with "One Tank Trips" programming, etc...and network programs such as Good Morning America, The Today Show and CBS This Morning

Large circulation Internet sites that feature travel such as cnn.com, usatoday.com, aol.com, about.com, yahoo.com, huffingtonpost.com and frommers.com

GEOGRAPHIC MARKETS

We would target domestic ADIs which:

- ✓ Are within 50 miles of a major highway leading into the area
- ✓ Are within traditional drive market areas as defined by Burnet County
- ✓ Are within emerging market areas as defined by Burnet County
- ✓ Offer airline flights into the Austin airport

RECOMMENDED SERVICES

In order to work within the budget and effectively penetrate the targeted media markets and to begin achieving the marketing objectives outlined above, Geiger & Associates proposes the following activities:

Administrative Services

Maintain an account team to serve the Burnet County account (so that someone familiar with the area will be available to the media and the county staff every day).

Conduct research, as needed, to familiarize our account team with the area's tourism offerings.

Be available daily by phone and email for consultation on matters of public relations and media marketing.

Have meetings with Burnet County during the year, for the purposes of defining strategies and reviewing progress.

Dialogue with Burnet County tourism staff to identify key social media marketing topics that the Tourism Office plans to focus on and ensure that our editorial strategies support that focus.

Review all available information about Burnet County's tourism marketing program to better understand goals and evaluate successes.

Submit regular reports to the Burnet County's tourism staff, detailing our firm's activities and their results.

Evaluate the program considering how well objectives were met and the amount and quality of publicity generated versus expenditures made. Also make suggestions for future programs.

Develop a comprehensive master media list from our database for agency use specifically for all targeted markets for the dissemination of press materials to all appropriate media outlets.

Provide news bureau functions such as supplying information in response to media requests, providing images to accompany editorial coverage, proofreading copy and verifying factual information, connecting journalists with appropriate tourism industry members for interviews, etc.

Act as liaison between the media and the Tourism Office and its tourism industry partners in order to:

- ✓ Screen journalist's credentials
- ✓ Conduct additional background research necessitated by inquiries from journalists who have received press materials and have further questions
- ✓ Provide copy verification for journalists producing articles about Burnet County
- ✓ Arrange interviews between journalists and Burnet County staff and county tourism industry members

Collateral Materials

Distribute media releases as needed to targeted journalists.

Recommend content for a media room on the Burnet County tourism web site.

Media Tours

Plan, coordinate and conduct one comprehensive group media tour to accommodate targeted journalists within an editorial research experience with numerous optional activity tracks.

For the tour, Geiger & Associates would assume responsibility for the following activities:

- Conduct an on-site research trip to include meetings with key area stakeholders for input on primary offerings and existing marketing strategies to be highlighted/incorporated in the media tour.
- Target media from master list.
- Issue tour invitation packets to specified media.
- Receive RSVPs from journalists who wish to participate and provide that list to Burnet County.
- Plan activities for media participants and produce an itinerary with optional activity choices for the tour.
- Coordinate ground transportation, accommodations, meals and activities for the tour.
- Negotiate with airlines serving the region for sponsored air transportation for media participants (we guarantee to be able to obtain sponsored air transportation for the journalists we invite or we will pay for it ourselves).
- Plan the travel itineraries for each media participant.
- Encourage media tour participants to blog about Burnet County while they are in the county (in addition to their primary editorial assignments). A specific group blog hashtag would be designated for this purpose.
- Provide Geiger & Associates staff members to accompany the journalists for the duration of the tour.
- Follow up the tour with personal thank-you letters to participants and provide any additional information requested.
- Secure copies of editorial coverage produced as a result of the tour.
- Determine the dollar value of publicity generated (as though it had been purchased as advertising) and provide that information, along with copies of the editorial coverage to Burnet County.

Additional Services

Liaise with the Burnet County tourism staff to connect staff with journalists who contact our firm because they are unable to participate in the media tour, but would like to visit the county for editorial research at a later date.

MEASUREMENT & EVALUATION

We expect to be able to measure the effectiveness of the media marketing program on a number of levels including:

1. Determining which of our targeted media outlets came to visit Burnet County as a result of this program.
2. Determining how many of those targeted media outlets actually produced editorial coverage as a result of this program.
3. Determining how effective we were at getting specific and desired media messages into the editorial content of the articles.
4. Determining the amount of sponsored goods and services (air transportation, ground transportation, lodging, meals, activities, etc.) donated to the program by major co-sponsors and tourism industry members within the area. These represent expenditures that Burnet County did not have to make to support this program and demonstrate community support for the county.
5. Determining the advertising equivalency of the editorial coverage generated by this program (as if it had been purchased as paid advertising).
6. Determining (as much as possible) how many inquiries result from each article or broadcast segment based on any data provided by the county or tourism industry sponsors.
7. Determining an increase in the number of click-throughs to the Burnet County tourism web site based on information provided by the county.
8. Finally, increases in tourism-related tax collections should demonstrate the effectiveness of all marketing activities.

Of course, with an increase in travel media coverage you should also see a corresponding increase in the number of consumers who indicate in future research questionnaires that they were influenced by this media coverage.

FEES

The fee for this program of services would be \$48,000, to be paid in two equal installments. This amount includes all expenses such as postage, telephone charges, photocopying, express mail costs and staff travel required to implement this program.

Because of our long-standing relationships with airline sponsors, there will be no separate billing for airfare related to journalists' participation in the media tour.

It is understood that we will not be required to work with any Burnet County tourism industry member who is unwilling to provide goods and services for the visiting media tour group (including G&A staff coordinating the press tour) on a complimentary basis.

Geiger & Associates

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LETTER OF AGREEMENT

Geiger & Associates Public Relations, Inc. and Burnet County enter into this mutual agreement whereby Geiger & Associates agrees to provide the services in the attached proposal, and Burnet County agrees to pay Geiger & Associates the sum of \$48,000 for that work.

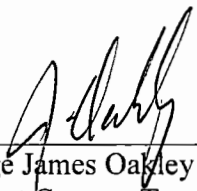
The work outlined in the proposal will be performed by Geiger & Associates during the time period between March 15, 2018 and November 15, 2018. Burnet County agrees to pay the \$48,000 fee in two installments of \$24,000 with the first invoice due upon receipt and the second invoice due November 1, 2018.

Expenses such as those for air and ground transportation, lodging, meals and activities for all participants in the media tour; postage; telephone charges and the duplication of editorial coverage are included in that fee.

Geiger & Associates will not be obligated to utilize the goods or services of any tourism industry sponsor which will not provide those goods and services on a complimentary basis for all media tour participants. It is also understood that Geiger & Associates' media database and media contact information related to the provision of the services in the attached proposal are considered proprietary information held by Geiger & Associates and are not considered a part of this agreement.

Debbie Geiger
President
Geiger & Associates PR, Inc.

Date



Judge James Oakley
Burnet County, Texas

3-27-18

Date

Geiger & Associates

public relations

Stephanie McCormick
Commissioner's Court Coordinator
Burnet County, Texas
220 S. Pierce
Burnet, TX 78611

RETAINER INVOICE # 1 OF 2

For media marketing services rendered in conjunction with the 2018 marketing program
for Burnet County.

Due this invoice.....\$24,000.00

**Due upon receipt
Thank you.**

Please remit payment to:
Geiger & Associates
1846 Junwin Court
Tallahassee, FL 32308

Tax ID# 20-5059950

Geiger & Associates

public relations

Stephanie McCormick
Commissioner's Court Coordinator
Burnet County, Texas
220 S. Pierce
Burnet, TX 78611

RETAINER INVOICE # 2 OF 2

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for Burnet County.

Due this invoice.....\$24,000.00

Due November 1, 2018
Thank you.

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