Geiger & Associates
public relations

BURNET COUNTY – GEIGER & ASSOCIATES
Letter of Agreement 2019

Geiger & Associates Public Relations, Inc. and Burnet County enter into this mutual agreement, whereby Geiger & Associates agrees to provide the services outlined below:

Objectives:

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.

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

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.

Develop content and present a tourism industry workshop that will:

- Inform the Burnet County tourism industry about the county's tourism marketing efforts, and accountable use of lodging tax funds.
- Provide information to tourism industry members about their options to participate in the county's media tours.
- Demonstrate how similar programs provided significant financial benefits to other Texas destinations.
- Educate county tourism industry members about ways to enhance their own individual branding and marketing efforts.

Client Responsibilities:

Inform Geiger & Associates of any research data or changing marketing priorities that might influence our media invitation process.

Participate in the media tour as representatives of Burnet County to be able to respond to media inquiries for additional information about Burnet County during and after the tour.

Contract Dates/Financial Summary:

These services are to be performed by Geiger & Associates during the time period between January 16, 2019 and July 16, 2019.

Burnet County agrees to pay Geiger & Associates $48,000 in 2 equal installments of $24,000 each with the first payment due upon signing of this contract and the final payment due March 15, 2019.

This amount includes all expenses required to implement this program.

It is understood that 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 group (including G&A staff coordinating the press tour). It is also understood that Geiger & Associates' media database and media contact information related to the provision of the services in this proposal are considered proprietary information held by Geiger & Associates and are not considered a part of this agreement.

In the event of a termination of this agreement, the parties agree that payment to Geiger and Associates will be based upon the percentage of the project completed at the time of the termination.

Debbie Geiger
President
Geiger & Associates PR, Inc.

1/16/19
Date

Judge James Oakley
Burnet County, Texas

Jan 23, 2019
Date