



2020/2021 Hotel/Motel Tax Lodgers Advertising Contract

The following is an agreement between Burnet County, herein after referred to as “County” and 101HighlandLakes.com/STAY, herein after referred to as “101HL/STAY”. The term of this agreement is for one year, beginning on October 1, 2020 and ending on September 30, 2021.

Under Chapter 352.002 (a)(17) of the Texas Tax Code, Burnet County is authorized to collect County hotel occupancy taxes. The County is authorized to collect hotel occupancy taxes (HOT) from hotels that are not located in a city that collects the same tax.

The County strives to promote quality travel-related resources and information about the Highland Lakes area, and to be a reliable and good steward in the hospitality industry. The County is a governmental entity and has the responsibility to promote tourism in order to increase occupancy rates for the lodging entities, which exist in the unincorporated areas of Burnet County.

101 HighlandLakes.com is a regional destination marketing organization entering into this contract with the County to promote travel and tourism.

Under this marketing contract, 101HL/STAY will advertise and promote County lodging properties on behalf of the County in our magazine 101 Fun Things To Do in the Highland Lakes and 101HighlandLakes.com website. Such entities are considered to be “County Lodging Properties”, referred to as “CLP”.

Advertising Plan will include:

- Online, mobile and printed advertising avenues.
- Online advertising includes desktop, tablet and mobile.
- All CLP highlighted in the 101HighlandLakes.com/STAY website.
- Ad placement of the CLP on the official 101HighlandLakes.com website.
- Website will include: WHERE TO STAY Guide Ad, and Tabs Package.
- CLP ads will be included in “101 Fun Things to do in the Highland Lakes” magazine, which is published in the Fall of 2020 and Spring of 2021 and distributed throughout the region and five points of entry in Texas.
 - Full page ad will be placed in both Fall of 2020 and Spring of 2021 editions of the magazines to promote HighlandLakesofBurnetCounty.com site.

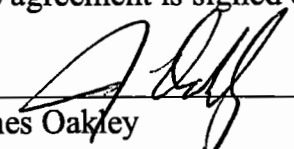
The County will provide a list with contact information for CLP upon execution of the contract. The County agrees to provide current lodging information from the County website. 101HL/STAY will provide each CLP with marketing details and the opportunity to customize their lodging information. Each CLP venue will be responsible for reviewing and providing information and updates to 101HL/STAY. It is understood that County provided information will be used if the CLP does not meet publication deadlines.

The County has the right to review all information listed on 101HighlandLakes.com/STAY and 101 Fun Things to do in the Highland Lakes publication for accuracy prior to publication and/or posting. New lodging venues will be updated on 101HighlandLakes.com/STAY as information is received and will be updated in the next publication of 101 Fun Things to do in the Highland Lakes.

Cancellation of this contract upon mutual agreement with 30 days written notice.

The County agrees to pay a fee of \$49,999.00 to 101HL/STAY for services provided. Payment made in two payments to 101HL/STAY upon approval of the agreement. Invoices will be submitted for payment October 1st, 2020 and April 1st, 2021. The intent is to enter into a long term marketing relationship, reviewing and negotiating annual contracts beginning in May of each year, to begin on October 1 of each year.

The agreement is signed on this 13th day of September, 2020.



James Oakley
Burnet County Judge

Amber Weems
101 Fun Things To Do in the Highland Lakes and 101HighlandLakes.com
Victory Media Marketing, Chief Executive Officer



VICTORY
M E D I A

Marketing Proposal Prepared for:

BURNET COUNTY TOURISM

highlandlakesofburnetcounty.com

September 10, 2020

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VICTORY M E D I A

Stitch Marketing was founded by Amber Weems in 2018 as a marketing firm. At the time, Weems, who is President of Victory Publishing Co., had no ownership in Victory, a 30-year-old family owned business with a remarkable success record of promotion and marketing in the Highland Lakes community. Weems owned Stitch Marketing 100 percent. In December of 2018 one of the owners of Victory Publishing, Dan Alvey, passed away. Alvey's ownership subsequently passed to Amber Weems in October of 2019. Consolidation of Stitch Marketing and Victory Publishing birthed a re-branded Victory Media Marketing, joining expertise and resources that benefits clients working side-by-side with an established team to develop a strategic marketing and branding plan based on solid business goals.

Services include creation and implementation of marketing plans that fit the needs of our clients as well as their budgets. Also included are web development, marketing consultation, and more. Victory's team of writers, editors, graphic designers, web developers, and project managers are located here in the Highland Lakes. The company works with clients locally and throughout the United States including Oklahoma and Chicago. Helping clients reach their goals is our top priority.

Victory Media Marketing is located in Marble Falls, TX, and was created to consult with businesses and entities wanting to create a strategic marketing plan and help them grow to meet their desired goals. Victory Media Marketing has not been involved in any litigation.

MARBLE FALLS EDUCATION FOUNDATION - BURNET CO.

Pam Parkman
(830) 798-3588
pparkman@mfisd.txed.net
Consulting / Development / Branding

Started in 2017 as a vision of MFISD Superintendent Dr. Chris Allen. Executive Director Pam Parkman and her staff nurture community partnerships, manage a teacher grant program, and grow numerous scholarships offered to MFISD students. Victory Media Marketing Marketing was hired to achieve the following.

Objectives:

- Optimize Online User Experience by stakeholder
- Develop an on-going content plan organized by programs and events
- Upgrade individual program branding, logos, document styles
- Re-image and reorganize website, marblefallsef.org

The plan devised and implemented by VMM in consultation with MFEF includes:

Marketing & Advertising

- Developed and organized content plan by stakeholder
 - *Parents - Support & Educate*
 - *Students - Support & Educate + Apply*
 - *Teacher - Support & Apply + Donate*
 - *Community - Educate & Donate*
- Developed Social Media Strategy
 - *Developed a social posting strategy for MFEF overall and specifically for the new College and Career Program. Discussed best practices and determined which social platforms to create profiles*
 - *Training focused on creating a manageable posting and sharing scheduled to meet marketing goals*
 - *Advised regarding posting software and importance of optimizing for each platform, i.e., Instagram being image heavy and twitter with restricted characters in each post*
- Managed and advised on advertising campaign
 - *First community fundraiser effort - Wine, Women, and Shoes*
 - *Bartered available space in local media as donation for ticket sales and follow-up thank you marketing*
 - *Organized print, online, and radio messaging*

Branding

- Created style book for more cohesive branding
- Designed brochures for Student Scholarships for parents/students at scholarship events
- Designed individual program packets branded for an overall design cohesion

Web Development

- Reorganized and upgraded website to optimize user experience
 - Refined existing content
 - Created new pages to showcase new and expanding programs, College and Career Advising program
 - Reorganized student and parent resources
 - Added a community partner path to illustrate partnership benefits
 - Developed an intuitive donation path



Public Relations

- Organized interviews with area media online, on radio, in print, and on social media concerning:
 - *Scholarship endowment announcements*
 - *Inaugural public fundraising event*
 - *Teacher grant announcements, and more*

Outcomes:

- MFEF has doubled its scholarship funding
- Increased scholarship awards by 25%
- Secured funding for college and career advising by showcasing and supporting

Testimonial

"Victory Media Marketing has been instrumental in the success of the Marble Falls Education Foundation. Their expertise and development of content has given us an immediate return on our investment through increased awareness, larger donations, and overall buy-in from our stakeholders."

- Pam Parkman, MFEF Executive Director

Imaging

- Consulted and created photo shoot list for re-imaging photos on new website
 - *Doctors - individual and group*
 - *Staff working in facility and with patients*

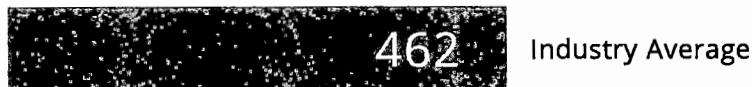
Online Visibility

- Built accurate business listings on the four major data aggregators—Axiom, Factual, Infogroup, and Neustar Localeze.
- Improved search rank by identifying online business listings that are inaccurate or missing from essential directories and online listing sources
- Provided monthly analytics showing online listing visibility and accuracy, tracking reviews including reputation sentiment, and comparing competitive bench

Outcomes:

- 350% increase in website users from the first 5 months compared to last 5 months
- Doubled online listing ranking compared to other doctors' online visibility across the country

SEARCH VISIBILITY RATING



Objective #2 : Increase the number of obstetric patients and procedures including robotic tubal ligation reversal.

The Plan:

- Performed keyword research for overall practice and doctor specialties
- Created content plan around research that included each doctor and their specialties
- Wrote and edited doctor bios, articles, and website text/descriptions for website
- Built individual pages for each doctor to increase their individual visibility with custom web addresses
- Created a full sub-directory of practice offerings and specialties as part of strategic growth plan
 - *Edited and posted an article Dr. Gehring wrote about his specialty of robotic tubal ligation*
 - *Optimized and tracked user experience to ensure procedures were indexed and displayed in organic searches in and around Tulsa, Oklahoma*
- Interviewed staff and doctors to determine most common questions to add to content plan
- Built Voice Search optimized pages
- Consulted on Social Media Strategy to create a manageable sharing and posting schedule

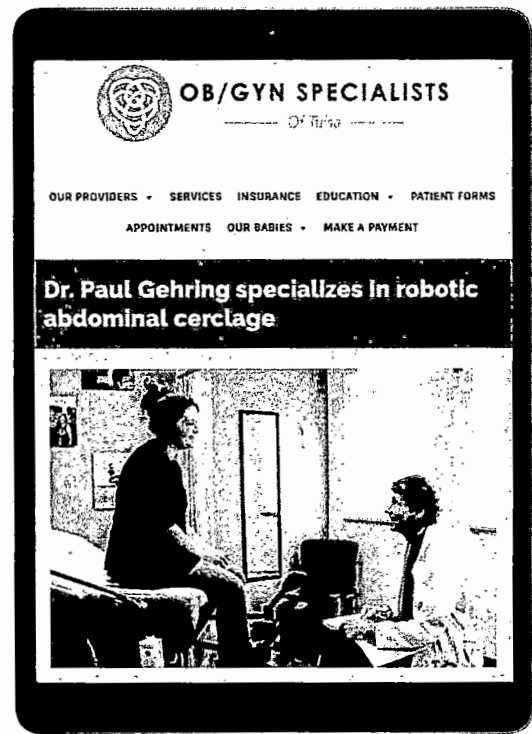
Outcomes:

- Overall practice growth in obstetric cases for all five doctors including newest addition, Dr. Hildbrand, who needed to build her practice.
- Dr. Gehring reported significant and notable increase in inquiries and procedures of his robotic tubal ligation surgery. Subsequently submitted two additional articles to replicate the success.

Testimonial

"My practice grew 25% in the year I contracted with VMM. Seeing the analytics, I can see a direct path from the online strategy to patients coming into my practice."

— Dr. Sarah Shepherd



MARKETING CHALLENGES

Victory Media Marketing has worked closely with Burnet County Tourism to develop a marketing plan that has grown through discovery, historical reflection, and stakeholder collaboration. VMM, together with the county, developed a custom tourism website, keyword specific search engine optimization, a full content plan, and advertising campaigns.

The website HighlandLakesofBurnetCounty.com showcases County lodging properties and optimizes Burnet County's online visibility for increasing "heads in beds." The challenge for 2020 is to maintain continuity and continue to optimize and build on these past accomplishments by further highlighting Burnet County tourism assets and availability.

In this bid Victory Media Marketing's team will provide expert, attentive, and comprehensive marketing services to:

- Cultivate a unique brand to distinguish the County as a place for overnight vacation options
- Analyze traffic usage and sources from multiple platform analytics and optimize the website to convert visitors to "heads in beds"
- Create and maintain online and offline marketing campaigns and a content plan to build and attract new and repeat users to the County Tourism site through advertising, search results, and social media posts
- Craft a marketing message shared across online and offline media connecting showcase lodge properties to a variety of audiences

Our intent is to meet Burnet County Tourism's requests laid out in the Tourism Marketing Services RFP by recommending the following marketing services:

ADVERTISING/MARKETING

The creative team includes marketing project consultants, SEO-trained content writers, and graphic designers who will collaborate with the County in continuing to develop a strategic plan that aligns with County Tourism's long-term vision. The VMM team will coordinate the advertising campaigns for Burnet County tourism through print, broadcast, digital, online, email, and more by:

- Researching and assessing current marketing strategies, collaborating with the County Tourism Committee, taking a look at similar tourism competitors, and identifying new opportunities to develop and implement Destination Marketing Strategies
- Providing comprehensive branding and design of cohesive advertising and branding collateral
- Creating original copy to boost visitor engagement through advertising campaigns, social media platforms, blog posts, press releases, media interviews, and email newsletters

- Managing media planning and buying, negotiations, meetings, and overall correspondence related to media buys. To include advertising collateral and optimizing ad campaign budgets online for social media platforms, search engine platforms and also offline for print and broadcast advertising. (Burnet County to pay ad fees separately)
- Continuing to improve imagery on website, social media postings, email newsletters, and advertising campaigns

The end result will be a unique written and graphic advertising and marketing strategy that sets Burnet County apart and leaves an unforgettable impression on visitors looking to book overnight stays.

PUBLIC RELATIONS

We will develop a comprehensive messaging strategy to support and coordinate communication efforts by:

- Applying the content plan through blog posts, email newsletters, press releases, fact sheets, media interviews, and press conferences
- Creating a long-term plan to expand social media presence by crafting posts, hashtags, images, and videos optimized for each platform
- Research and coordinate with media to develop a list of targeted contacts

The end result will be to substantially boost visibility of all that Burnet County has to offer in terms of recreation and lodging, promoting an increase in "heads in beds."

WEBSITE DEVELOPMENT AND MAINTENANCE

Our project team will continue to maintain and develop the current County Tourism website, managing all security updates and hosting to ensure maximum uptime. The team will:

- Provide analysis of target audiences, objectives, overall imaging (photos/videos), and user experience including site navigation and essential search engine optimization features
- Create and update content including blog articles, event submissions, lodger listings, places of interest, restaurants, golf courses, entertainment venues, etc.
- Implement and maintain email-list-building widget on County Tourism website to collect email addresses from visitors interested in Burnet County

✦ SCOPE OF WORK

- Train and support internal staff to use site's CMS to update content if requested and as needed
- Website Analytics through custom Google Analytics reports, including web traffic analysis, path analysis, visitor trends, and page views

The end result will be to make the County's Tourism website, HighlandLakesofBurnetCounty.com, best-in-class in content and usability, showcasing Burnet County as a vacation destination.

ACCOUNT MANAGEMENT & REPORTING

Regular meetings to review analytics and collaborate on implementation of strategies, budgets, expenditures, advertising campaigns, and content plans.

Monthly reports include:

- Website Analytics through custom Google Analytics reports, including web traffic analysis, path analysis, visitor trends, and page views
- Content plan reporting, and email list building
- Cost schedules for media buying, online and offline advertising expenditures, including other related costs
- Social media analytics and strategy briefing with internal staff for cooperation of effort

The end result will enable the tourism team to fully visualize plan implementation based on solid facts and figures.

WHY CHOOSE VICTORY MEDIA MARKETING?

Burnet County's stated goal is to hire a marketing firm to serve as an expert advisor to develop and implement destination marketing strategies.

Victory Media Marketing has a proven track record in working with the county leadership team in developing the current website. VMM is an established authority on Burnet County tourism, with 30 years plus experience in reporting on and writing about what makes the Highland Lakes a great place to visit. We know the people and the places that make this a unique vacation destination.

We custom built HighlandLakesofBurnetCounty.com for Burnet County Tourism in 2019 and are eager to continue advising and developing strategies to meet the Hotel Occupancy Tax requirement of "heads in beds."

The end result will enable the tourism team to fully visualize plan implementation based on solid facts and figures.

RATE AND FEE SCHEDULE

Price, Data and Specifications

Hourly Rate N/A

Maximum Monthly Rate \$3,500

List any other applicable service fees.

All fees for printing requests including flyers, presentation material, trade show marketing, advertising spend charges associated with advertising on social media, in print publications, on billboards, with social media influencers, for custom photo shoots, or for custom video creation will be invoiced separately.