



SCHEDULE 1
January 1, 2021

THE Z!MMERMAN AGENCY

OVERVIEW

The Zimmerman Agency currently provides public relations for the Crystal Coast under a separate Agreement. This attachment is considered Schedule 1, for the Agreement for Destination Advertising Services.

This Schedule represents an outline of the scope of services to be provided by the agency, and the associated compensation. The monthly fee represents a comprehensive engagement. All of the services outlined in the scope are included in the fee. Any service that is considered outside of the scope covered by the fee is highlighted on page 3 of this document as services that will result in additional costs.

Should the client utilize services that are outside of the scope covered by the fee, the agency will prepare a written estimate for client approval in advance of any implementation. The published hourly rates included in this document will apply.

The actual services provided by the agency will be dictated by the plan, and the needs of the Client. Each year, within 60 days of the anniversary of the agreement the Client and Agency will review the scope of work, and compensation and make adjustments based on the mutual agreement of both parties. Any adjustments will be detailed in a revised Schedule to be attached to the Agreement.



2021 Agency Engagement

Agency fees are based on our current understanding of the scope-of-services and the manpower required to provide those services.

Agency Fees

The fee is comprehensive and includes all services included in this proposal, with the exception of those highlighted on this page.

The comprehensive fee for agency services is \$34,000 per month.

The cost for media, production and any third-party services or technology required to execute and implement this contract shall be billed at the net cost. All such costs are billable to the client and paid on a reimbursable basis.

Should any third party require advanced billing for production, the agency will bill those costs at the time the estimate is approved by the client.

Prior to undertaking any project related expenditures, the agency will provide an estimate of costs and receive written permission in advance.

Out-of-pocket expenses will be billed at the net cost.

Services Included Within The Fee

The Zimmerman Agency will provide the TDA with comprehensive agency services including the following:

- Account supervision and day-to-day account management.
- Development and implementation of Momentum Planning.
- Destination brand stewardship and the development of the annual strategic marketing communications plan.
- Creative and content development including, but not limited to concept development, art direction, copywriting, design, etc.
- Media research, planning and placement.
- Development of digital strategy including, but not limited to search engine marketing and paid digital media.
- Create and design digital assets, including digital advertising, dynamic creative executions, and templates that can be deployed through digital channels.
- Work collaboratively with TDA's website partner to elevate and amplify efforts to improve the performance of the website.
- Development of social media strategy and activation across platforms including: Facebook, Instagram, Twitter and YouTube.
- Project management for creative, digital and production related assignments.
- Production management and oversight.
- Manage agency budget for client's marketing efforts.
- Manage primary and secondary research.
- Provide oversight of relevant analytics measuring the impact of all marketing communications efforts.
- Preparation of presentations for select client meetings.
- Participation in select client meetings.
- Coordinate status meetings / calls and ongoing reporting.

Additional Services and Cost

Content Production / Editing

The cost for in-house photography or video production or editing of content will be estimated and approved in advance at the published hourly rate.

Digital Programming / Site Development

Should there be any content requiring programming and / or the design and development of web, landing pages, etc., time will be estimated in advance at the published hourly rate.

Business Intelligence / Analytics

The agency can provide a custom dashboard and reporting related to marketing communications activity for \$500 per month. Should the client require a greater depth of business intelligence including predictive insights and foresights related to business, the agency will provide a separate proposal.

Paid Search

The cost of paid search will include a 12.5% commission to cover the cost of technology, bidding, and third party measurement.

Client Portal

The agency will provide a custom client portal to aid the management of day-to-day communications, approvals and the sharing and management of assets. The cost for the client portal is \$500 per month.

PUBLISHED HOURLY RATES FOR PROJECTS OUTSIDE OF THE SCOPE.

Compensation for the Crystal Coast is a comprehensive monthly flat fee, with media and production to be billed at the net cost. Should there be any services required outside of the

agreed to scope that is covered by the fee, the agency will estimate those costs in advance using the published hourly rates outlined on this page.

Video Production / In-House Photography / Editing

- Content Director \$225 per hour
- Videographer \$200 per hour
- Photographer \$150 per hour
- Editor \$175 per hour
- Processing \$100 per hour

Digital Development

- Digital Director \$225 per hour
- Digital Strategist \$175 per hour
- Senior Designer \$175 per hour
- Designer \$150 per hour
- Production Manager \$140 per hour
- Developer \$150 per hour
- Project Manager \$100 per hour
- Studio Tech \$100 per hour

Event / Activation Execution

- On-site Staffing \$125 per hour
- Production Manager \$150 per hour
- Social Media Support \$135 per hour

THANK YOU

THE Z!MMERMAN AGENCY

We appreciate the opportunity to provide marketing communications services for the Crystal Coast. We look forward to growing our relationship and the great things to come.

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