

STATEMENT OF WORK NO. 3

SOW Effective Date:	7/1/21
Name of Customer:	Watauga County TDA
Initial Term:	12 months
Renewal Term:	Annual

This statement of work ("Statement of Work" or "SOW") is entered into as of the SOW Effective Date set forth above and is made a part of the Master Services Agreement entered into between Miles Partnership, LLLP and the Customer identified above (the "Agreement"). Capitalized terms not defined in this Statement of Work have the meanings given in the Agreement.

Term

The term of this Statement of Work will begin on the SOW Effective Date and unless terminated earlier as provided in the Agreement, will continue in effect for the length of the Initial Term set forth above, and will automatically renew for the period of the Renewal Term set forth above, unless either party provides to the other party written notice no later than ninety (90) days prior to the then-current scheduled expiration of the Initial Term or Renewal Term of that party's intention that the Statement of Work not be renewed.

Services

Miles will provide the following Services and Deliverables:

- Strategic Planning
 - Recommend needed research and integrate research findings into the marketing plan and implementation
 - Aid in the development of a marketing strategy and written plan that leads the travel and tourism industry for Boone, NC
 - Participate in planning and strategic development sessions with client team
 - Assist with establishing marketing goals, measurable objectives and developing marketing dashboard to track progress
 - Collaborate in the development of a research-driven content calendar
 - Assist CVB Team with community relations and advocacy strategy as needed
 - Provide ongoing recommendations of latest and most effective marketing
- Brand Campaign & Creative
 - Manage the production of creative concepts and their distribution
 - Ensure all marketing and advertising is on brand
- Media Planning
 - Collaborate in the development of a detailed annual media plan for client-determined markets of focus
 - Negotiate, purchase and service media buys in execution of the media plan
 - Strategy and content direction for print publications and digital marketing channels
- Other

- Other specific projects may include, but are not limited to: campaign development and execution, assisting partners with their marketing needs, develop a strategic media plan, creation and design of print and digital advertising, television and radio ad development
- Account Services & Project Management
 - Collaborate with other third-party vendors/agencies including public relations, influencer, website, social, email, CRM and our advertising partners

Compensation

- Media Management
 - Miles will invoice \$[9,150] per month for managing approx. \$1.2M in media
 - The initial media plan will be presented to Customer for approval within 60 days of the SOW Effective Date. Thereafter, annual media plans will be presented to Customer for approval at least 60 days prior to the end of Customer's fiscal year.
 - Media will be pre-billed on the 15th of each month based on the approved media plan, then reconciled the following month on the 10th. An adjustment to the next pre-bill will consider the reconciled billing from the month prior.
 - Proof of run and a corresponding media vendor invoice will be included as back up for each monthly reconciliation.
 - All ad serving fees will be included as part of any media plan proposed and will be paid for out of the allocated media budget based on actual impressions delivered. These fees range from 1-2% of the total digital media impressions delivered.
 - **Media Management Subtotal: \$109,800**
- Creative Development, Strategy & Account Management
 - Miles will invoice \$[10,416.66] per month for managing all creative development needs
 - This assumes for 75 hours/month of team management time
 - Miles has a blended hourly rate of \$140/hour
 - This includes all travel costs incurred by Miles
 - **Creative Development, Strategy & Account Management Subtotal: \$125,000**

Total Budget for SOW #3: \$234,800

Miles will invoice Customer for the fees as provided in the Agreement. The parties have executed this Statement of Work No. 2 as of the date first set forth above.

Miles Partnership, LLLP

Signature Ileana Frascone

Printed name Ileana Frascone

Title Account Director

Date 6/14/21

Watauga County TDA

Signature Matt Vincent

Printed name Matt Vincent

Title Chair

Date 6.15.21

Date

[Signature page – Statement of Work No. 3]

This instrument has been preaudited in the manner required by the local Government Budget and Fiscal Control Act.

6-15-21 Matt Vincent
Date Finance Director