



RAD Strategies Inc.

Updated Scope of Work 2022-23 Fiscal Year, Virginia City Tourism Commission

\$49,800 annually, \$4,150 monthly

Includes associated estimated hours per month: 42 on the low side, 52 hours on the high side

STRATEGIC PLANNING AND SUPPORT (2 – 4 hours per month)

- Develop strategic marketing plans for advertising, public relations and social media, as needed
- Consultation, strategic planning, insights, opportunity sharing
- Consult and strategize on programs designed to educate and equip the local merchants and community on VCTC and tourism-related activities

ACCOUNT MANAGEMENT (10 – 12 hours)

- Brand oversight and account management of consultants (Antos Agency, Deitz Media & Marketing, videographers, photographers, etc.)
- Creative direction, oversight and management
- Develop the agenda and lead the ongoing marketing meetings
- Present and provide reporting at the VCTC Board of Commissioner monthly meetings
- Attend special event meetings, annual retreat, planning sessions
- Support annual budget development
- Travel Nevada grant support, review marketing sections of requests, provide required estimates or support materials
- Support VCTC with merchant outreach and education including confirming content for media outreach, social media posts, hosting media visits, supporting the marketing efforts, providing educational resources
- Develop and maintain analytic reporting and other tracking tools for project development and implementation

PUBLIC RELATIONS, MEDIA OUTREACH, EARNED MEDIA & INFLUENCERS (10 – 12 hours)

- Write, edit and distribute all press releases, media advisories and media pitches
- Write and edit copy for ticketed special events
- Develop and maintain customized media lists for targeted distribution by audience type, interest and area, locally, regionally, and nationally
- Follow up on all media requests for information promptly
- Collect and secure all media coverage and provide monthly reporting
- Vet all journalists interested in interviews and help determine story angles, support materials, secure questions, prep interviewees, etc.
- Proactively reach out, secure media interested in covering and visiting Virginia City
- For visiting media, develop an itinerary, secure all arrangements, coordinate with local merchants and the VCTC, support the journalist in-market and follow up to ensure coverage is achieved
- Maintain all press material including the press kit that includes background information, fact sheets, etc.
- Maintain and update the press room on the website
- Represent Virginia City on media missions, media visits, and other occasions when media are present



SOCIAL MEDIA CONSULTING & MANAGEMENT (10 – 14 hours)

- Manage, draft, post, respond/comment, engage and support all of the VCTC-owned channels including Facebook, Twitter, Instagram, Pinterest, TikTok, YouTube
- Constant review of platforms, especially keeping up with industry trends and changes, to maximize presence and engagement
- Review engagement analytics and make adjustments or recommendations
- Place, create, manage and evaluate all paid social media ads

EMAIL OUTREACH & EBLASTS (4 hours)

- Draft, edit, revise, distribute and monitor monthly newsletter content for Visitor Eblast, Board Meeting Eblast, Piper's Eblast
- Additional newsletters created throughout the year for parades and events targeting prior ticket holders
- Review analytics for adjustments and recommendations

PAID ADVERTISING (5 hours)

- Consult, develop and oversee the implementation and evaluation of paid branding media buys and mini-campaigns for main ticketed VC-managed special events
- Ensure all creative assets are provided by the deadline to meet the approved schedule

ADMINISTRATIVE (1 hour)

- Provide estimates for all costs related to creative, media buying and for items outside defined scope of work
- Review the creative and the paid media buy invoices to ensure the costs are accurate based on the agreed-upon and approved budgets

ACTIVITIES THAT COME FROM OUR WORK BUT ARE NOT SEPARATED OUT AS TASKS BUT HAPPEN AS PART OF THE ACCOUNT FUNCTION FOR US TO REMAIN EFFECTIVE BUT NOT INCLUDED:

- *Relationship building with VCTC – Board, Director, Business Development Manager, Visitors Center staff, etc.*
- *Maintain relationships with local merchants, to support marketing efforts*
- *Maintain the voice for Virginia City and incorporate throughout all marketing activities (written copy, website, social voice, etc.)*
- *Annually, VCTC is invoiced for a shared cost for the media database subscription service and monthly monitoring for coverage for the fiscal year; annual cost is \$4,500 invoiced mid-way through the current fiscal year*