



AGENDA

TOURISM ADVISORY COMMITTEE

3:00 PM WEDNESDAY, MARCH 15, 2023 –SPECIAL MEETING

VIRTUAL & IN COUNCIL CHAMBER, 1644 OAK STREET, SOLVANG, CA 93463

Committee Members:

Vashti Wilson – Chair
Alexander Grenier – Vice Chair
Tracy Beard
John Jakubek
Kim Jensen
John Martino
Louise Smith

AGENDA AND SUPPORTING MATERIALS – Available for viewing 8:00a.m.-5:00p.m. at City Hall, 1644 Oak Street, Solvang, and on the City’s website <https://www.cityofsolvang.com/agendacenter>. Additional writings that are distributed to a majority of the Committee after the posting of the agenda will be made available at City Hall and on the City’s website.

AGENDA POSTING NOTIFICATION - Subscribe to receive email or text message notifications when agendas are posted online through “Notify Me” at: <https://www.cityofsolvang.com/List.aspx>

PUBLIC COMMENT - The public is encouraged to address the Committee in-person, virtually, or in-writing on agenda and non-agenda items. If provided in writing, comments must be submitted to the City Clerk at cityclerk@cityofsolvang.com by 3:00 p.m. on the Monday before the meeting to be considered. Your comment will be recorded and distributed appropriately. Comments on agenda items will be heard at the time each item is considered, including non-agenda items. In-person speakers will be invited to make public comments first. Virtual speakers will follow.

AMERICANS WITH DISABILITIES ACT - If, as a participant of this meeting, you need special assistance the City will attempt to accommodate you in every reasonable manner. Please contact the City Clerk at either (805) 688-5575 x206 or cityclerk@cityofsolvang.com. 72- hours’ notice is requested.

PARTICIPATING IN THE MEETING - Pursuant to California Assembly Bill 361, Committee meetings will be conducted by video/teleconferencing through Zoom. Meetings will also be broadcast live on Channel 23 and streamed on the City’s website, Vimeo, and YouTube.

- To join by Zoom, visit <https://zoom.us/j/3066529195>. If you wish to speak, please use the “raised hand” symbol.
- To join by phone, call **(888) 788-0099** and enter Meeting ID: **306 652 9195#**. The phone line will be open starting at 3 p.m.

3:00 PM – SPECIAL MEETING

1. CALL TO ORDER

ROLL CALL

PLEDGE OF ALLEGIANCE

2. CONSENT ITEMS

Items on Consent are typically routine and will be approved in one motion. The Chair will call on anyone wishing

to address the Committee on any Consent item on the agenda, which has not been pulled by the Committee for discussion. Each speaker will be permitted to speak only once and comments will be limited to a total of three minutes.

- a. Approve order of Agenda as presented.

3. PUBLIC COMMUNICATIONS – NON- AGENDA

This section is intended to provide members of the public with the opportunity to address the Committee on items not on the Agenda. This section is limited to 30 minutes. Each speaker will be afforded three minutes, and may speak only once. State law does not allow the Committee to discuss or take action on issues not on the agenda, except to briefly respond or to ask Staff to follow up on such items.

4. DISCUSSION ITEMS

- a. Discussion to review Abbi Agency Invoice Audit
- b. Discussion to review Marketing Proposals from previous RFP and new scopes of work.

COMMITTEE MEMBER COMMENTS:

CITY STAFF COMMENTS:

ADJOURNMENT:

AFFIDAVIT OF POSTING

I, Chery Shallanberger, Marketing Manager for the City of Solvang, California, DO HEREBY CERTIFY under penalty of perjury under the laws of the State of California, that the foregoing notice was posted at the City of Solvang City Hall bulletin board at 1644 Oak Street, Solvang, CA and on the City of Solvang website not less than 72 hours prior to the meeting, per Government Code 54954.2.

Dated this 10th Day of March 2023



SUBJECT: Discussion to review Abbi Agency Invoice Audit

PREPARED BY: Cheryl Shallenberger, Marketing Manager

DISCUSSION:

On the February 2, TAC meeting, the committee had asked The Abbi Agency (TAA) to provide a financial audit. With TAA's resignation on February 15th, the agency did not attend the March 2nd TAC meeting.

At the March 2, TAC meeting, a sub-committee was created to conduct an audit on The Abbi Agency invoicing, Chair Wilson and Member Smith.

A scope of work compared against deliverables, prepared by The Abbi Agency, attachment F was given to staff on February 15. The overview shows what was completed, what was not completed, and in red what was above beyond the scope of work and contract. This is broken out by line item.

ATTACHMENTS:

- A. Original Abbi Invoices
- B. Updated Abbi Invoices
- C. Invoice Tracker
- D. Abbi Contract
- E. Paid Receipts
- F. Scope of Work vs Deliverables

8/1/2022

9346

The Abbi Agency - Marketing

15,250.00

CHECK TOTAL

15,250.00

Go Green! You can now receive payment via Direct Deposit.
To enroll, or for more info, contact Accounts Payable at the City of Solvang
(805) 688-5575

08/29/2022

\$15,250.00

43002

---Fifteen Thousand Two Hundred Fifty Dollars and 00/100 Cents---

The Abbi Agency
1385 Haskell Street
Reno, NV 89509-



THE ABBI AGENCY
 1385 HASKELL STREET
 RENO, NV 89509 US
 775-323-2977
 accounting@theabbiagency.com
 www.theabbiagency.com



INVOICE 9346

DATE 08/01/2022 TERMS Net 30

DUE DATE 08/31/2022

BILL TO

City of Solvang
 1644 Oak Street
 Solvang, CA 93463

DESCRIPTION	AMOUNT
City of Solvang : Account Management : Dates of Service : July 1 - July 31, 2022 Monthly Budget: \$2,250 Monthly % Complete: 100% Total Budget \$27,000 Project % Billed: 8.33%	2,250.00
City of Solvang : Public Relations Retainer : Dates of Service : July 1 - July 31, 2022 Monthly Budget: \$3,750 Monthly % Complete: 100% Total Budget \$45,000 Project % Billed: 8.33%	3,750.00
City of Solvang : FAM Planning & Management : Dates of Service : July 1 - July 31, 2022 Monthly Budget: \$0 Monthly % Complete: 0% Total Budget \$4,000 Project % Billed: 0%	0.00
City of Solvang : Brand Refresh & Campaign Guidelines : Dates of Service : July 1 - July 31, 2022 Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$9,000 Project % Billed: 0%	0.00
City of Solvang : Creative Development & Production : Dates of Service : July 1 - July 31, 2022 Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$15,000 Project % Billed: 0%	0.00

DESCRIPTION	AMOUNT
City of Solvang : Social Media Management : Dates of Service : July 1 - July 31, 2022 Monthly Budget: \$3,750 Monthly % Complete: 100% Total Budget: \$45,000 Project % Billed: 8.33%	3,750.00
City of Solvang : Content Curation Trip Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$10,000 Project % Billed: 0%	0.00
City of Solvang : Social Media Boosting Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$3,600 Project % Billed: 0%	300.00
City of Solvang : Immersion Trip Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$4,00 Project % Billed: 0%	0.00
City of Solvang : Research Monthly Budget: \$5,000 Monthly % Complete: 50% Total Budget: \$10,000 Project % Billed: 50%	5,000.00
City of Solvang : Strategy/Marketing Plan Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$5000 Project % Billed: 0%	0.00
City of Solvang : YuleFest Marketing Support Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$10,000 Project % Billed: 0%	0.00
City of Solvang : Media Buy Plan Development Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$2,000 Project % Billed: 0%	0.00
City of Solvang : Media Buy Management & Optimization Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$11,220 Project % Billed: 0%	0.00
City of Solvang : Media Buy Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$54,780 Project % Billed: 0%	0.00

DESCRIPTION	AMOUNT
City of Solvang : Technology Fee Monthly Budget: \$200 Monthly % Complete: 100% Total Budget: \$2,400 Project % Billed: 8.33%	200.00
City of Solvang : Hosting & Domain Registrar Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$650 Project % Billed: 0%	0.00
City of Solvang : Travel Costs - Immersion Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$2,500 Project % Billed: 0%	0.00
City of Solvang : FAM Hard Costs Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$2,000 Project % Billed: 0%	0.00

TOTAL DUE	\$15,250.00
------------------	--------------------

THE ABBI AGENCY
1385 HASKELL STREET
RENO, NV 89509 US
775-323-2977
accounting@theabbiagency.com
www.theabbiagency.com



BILL TO

City of Solvang
1644 Oak Street
Solvang, CA 93463

INVOICE 9419

DATE 09/01/2022 TERMS Net 30

DUE DATE 10/01/2022

DESCRIPTION	AMOUNT
City of Solvang : Account Management : Dates of Service : August 1 - August 31, 2022 Monthly Budget: \$2,250 Monthly % Complete: 100% Total Budget \$27,000 Project % Billed: 16.67%	2,250.00
City of Solvang : Public Relations Retainer : Dates of Service : August 1 - August 31, 2022 Monthly Budget: \$3,750 Monthly % Complete: 100% Total Budget \$45,000 Project % Billed: 16.67%	3,750.00
City of Solvang : FAM Planning & Management : Dates of Service : August 1 - August 31, 2022 Monthly Budget: \$0 Monthly % Complete: 0% Total Budget \$4,000 Project % Billed: 0%	0.00
City of Solvang : Brand Refresh & Campaign Guidelines : Dates of Service : August 1 - August 31, 2022 Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$9,000 Project % Billed: 0%	0.00
City of Solvang : Creative Development & Production : Dates of Service : August 1 - August 31, 2022 Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$15,000 Project % Billed: 0%	0.00

DESCRIPTION	AMOUNT
City of Solvang : Social Media Management : Dates of Service : August 1 - August 31, 2022 Monthly Budget: \$3,750 Monthly % Complete: 100% Total Budget: \$45,000 Project % Billed: 16.67%	3,750.00
City of Solvang : Content Curation Trip Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$10,000 Project % Billed: 0%	0.00
City of Solvang : Social Media Boosting Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$3,600 Project % Billed: 16.67%	300.00
City of Solvang : Immersion Trip Monthly Budget: \$0 Monthly % Complete: 100% Total Budget: \$4,00 Project % Billed: 100%	4,800.00
City of Solvang : Research Monthly Budget: \$5,000 Monthly % Complete: 100% Total Budget: \$10,000 Project % Billed: 100%	5,000.00
City of Solvang : Strategy/Marketing Plan Monthly Budget: \$0 Monthly % Complete: 100% Total Budget: \$5000 Project % Billed: 100%	5,000.00
City of Solvang : YuleFest Marketing Support Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$10,000 Project % Billed: 0%	0.00
City of Solvang : Website Audit and Implementation Monthly Budget: \$3,000 for 4 months Monthly % Complete: 100% Total Budget: \$12,000 Project % Billed: 25%	3,000.00
City of Solvang : Website Hosting & Maintenance Monthly Budget: \$1,000 Monthly % Complete: 100% Total Budget: \$11,000 Project % Billed: 9.09%	1,000.00
City of Solvang : Media Buy Plan Development Monthly Budget: \$0 Monthly % Complete: 100% Total Budget: \$2,000 Project % Billed: 100%	2,000.00

DESCRIPTION	AMOUNT
City of Solvang : Media Buy Management & Optimization Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$11,220 Project % Billed: 0%	0.00
City of Solvang : Media Buy Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$54,780 Project % Billed: 0%	0.00
City of Solvang : Technology Fee Monthly Budget: \$200 Monthly % Complete: 100% Total Budget: \$2,400 Project % Billed: 16.67%	200.00
City of Solvang : Hosting & Domain Registrar Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$650 Project % Billed: 0%	0.00
City of Solvang : Travel Costs - Immersion Monthly Budget: \$0 Monthly % Complete: 100% Total Budget: \$2,500 Project % Billed: 100%	2,500.00
City of Solvang : FAM Hard Costs Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$2,000 Project % Billed: 0%	0.00

TOTAL DUE	\$33,550.00
------------------	--------------------

The Abbi Agency
 1385 Haskell St
 Reno, NV 89509-2844

 (775) 323-2977
 accounting@theabbiagency.com

Invoice



Invoice Number: 9502
 Invoice Date: 10/1/2022
 Due Date: 10/31/2022
 Terms: Net 30

City of Solvang

 1644 Oak Street
 Solvang, CA 93463
 USA

Comment:

City of Solvang :	Account Management : Dates of Service :September 1 - September 30, 2022 Monthly Budget: \$2,250 Monthly % Complete: 100% Total Budget \$27,000 Project % Billed: 25%	\$2,250.00
City of Solvang :	Public Relations Retainer : Dates of Service : September 1 - September 30, 2022 Monthly % Complete: 100% Total Budget \$45,000 Project % Billed: 25%	\$3,750.00
City of Solvang :	Creative Development & Production : Dates of Service : September 1 - September 30, 2022 Monthly Budget: \$15,000 Monthly % Complete: 100% Total Budget: \$15,000 Project % Billed: 100%	\$15,000.00
City of Solvang :	Social Media Management : Dates of Service : September 1 - September 30, 2022 Monthly Budget: \$3,750 Monthly % Complete: 100% Total Budget: \$45,000 Project % Billed: 25%	\$3,750.00
City of Solvang :	Social Media Boosting Monthly Budget Monthly Budget: \$300 Monthly % Complete: 100% Total Budget: \$3,600 Project % Billed: 25%	\$300.00
City of Solvang :	Website Audit and Implementation Monthly Budget: \$3,000 for 4 months Monthly % Complete: 100% Total Budget: \$12,000 Project % Billed: 50%	\$3,000.00
City of Solvang :	Website Hosting & Maintenance Monthly Budget: \$1,000 Monthly % Complete: 100% Total Budget: \$11,000 Project % Billed: 18.18%	\$1,000.00
City of Solvang :	Technology Fee Monthly Budget Monthly Budget: \$200 Monthly % Complete: 100% Total Budget: \$2,400 Project % Billed: 25%	\$200.00
City of Solvang	City of Solvang : FAM Planning & Management : Dates of Service : September 1 - September 30, 2022 Monthly Budget: \$0 Monthly % Complete: 0%	\$0.00

	Total Budget \$4,000 Project % Billed: 0%	
City of Solvang	City of Solvang : Brand Refresh & Campaign Guidelines : Dates of Service : September 1 - September 30, 2022 Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$9,000 Project % Billed: 0%	\$0.00
City of Solvang	Content Curation Trip Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$10,000 Project % Billed: 0%	\$0.00
City of Solvang	Immersion Trip Monthly Budget: \$0 Monthly % Complete: 100% Total Budget: \$4,00 Project % Billed: 100%	\$0.00
City of Solvang	Research Monthly Budget: \$0 Monthly % Complete: 100% Total Budget: \$10,000 Project % Billed: 100%	\$0.00
City of Solvang	Strategy/Marketing Plan Monthly Budget: \$0 Monthly % Complete: 100% Total Budget: \$5000 Project % Billed: 100%	\$0.00
City of Solvang	YuleFest Marketing Support Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$10,000 Project % Billed: 0%	\$0.00
City of Solvang :	Media Buy Plan Development Monthly Budget: \$0 Monthly % Complete: 100% Total Budget: \$2,000 Project % Billed: 100%	\$0.00
City of Solvang	Media Buy Management & Optimization Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$11,220 Project % Billed: 0%	\$0.00
City of Solvang	Media Buy Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$54,780 Project % Billed: 0%	\$0.00
City of Solvang	Hosting & Domain Registrar Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$650 Project % Billed: 0%	\$0.00
City of Solvang	Travel Costs - Immersion Monthly Budget: \$0 Monthly % Complete: 100% Total Budget: \$2,500 Project % Billed: 100%	\$0.00
City of Solvang	FAM Hard Costs Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$2,000 Project % Billed: 0%	\$0.00

Invoice Total	\$29,250.00
Less Applied Payments	\$0.00
Amount Due	\$29,250.00

The Abbi Agency
1385 Haskell St
Reno, NV 89509-2844

(775) 323-2977
accounting@theabbiagency.com

Invoice



City of Solvang

1644 Oak Street
Solvang, CA 93463
USA

Invoice Number: 1099
Invoice Date: 11/18/2022
Due Date: 12/18/2022
Terms: Net 30

Comment:

City of Solvang - Paid Media	Google Search : October 1 - October 31, 2022	\$782.60
City of Solvang - Paid Media	YouTube : October 1 - October 31, 2022	\$370.83
City of Solvang - Paid Media	Pinterest : October 1 - October 31, 2022	\$382.76

Invoice Total	\$1,536.19
Less Applied Payments	\$0.00
Amount Due	\$1,536.19

The Abbi Agency
1385 Haskell St
Reno, NV 89509-2844

(775) 323-2977
accounting@theabbiagency.com

Invoice



City of Solvang

1644 Oak Street
Solvang, CA 93463
USA

Invoice Number: 1032
Invoice Date: 11/1/2022
Due Date: 12/1/2022
Terms: Net 30

Comment:

Account Management & Strategy	Ongoing Account Management & Strategy : October 1 - October 31, 2022	\$2,250.00
Public Relations	Ongoing Public Relations Retainer : October 1 - October 31, 2022	\$3,750.00
Social Media Retainer	Ongoing Social Media Retainer : October 1 - October 31, 2022	\$3,750.00
Social Media Boosting	Ongoing Social Media Retainer : October 1 - October 31, 2022	\$300.00
Website Hosting & Maintenance	Ongoing Website Hosting & Maintenance : October 1 - October 31, 2022	\$1,000.00
Website Audit & Implementation	Ongoing Website Hosting & Maintenance : 75% billed	\$3,000.00
JuleFest	JuleFest Marketing Support	\$10,000.00
Media Buy Management	October 1 - October 31, 2022	\$2,244.00
Technology Fee	October 1 - October 31, 2022	\$200.00

Invoice Total	\$26,494.00
Less Applied Payments	\$0.00
Amount Due	\$26,494.00

The Abbi Agency
1385 Haskell St
Reno, NV 89509-2844

(775) 323-2977
accounting@theabbiagency.com

Invoice



City of Solvang

1644 Oak Street
Solvang, CA 93463
USA

Invoice Number: 1136
Invoice Date: 12/1/2022
Due Date: 12/31/2022
Terms: Net 30

Comment:

Account Management & Strategy	Ongoing Account Management & Strategy : November 1 - November 30, 2022	\$2,250.00
Public Relations	Ongoing Public Relations Retainer : November 1 - November 30, 2022	\$3,750.00
Social Media Retainer	Ongoing Social Media Retainer : November 1 - November 30, 2022	\$3,750.00
Social Boosting	Monthly Social Media Boosting Budget : November 1 - November 30, 2022	\$300.00
Website Hosting & Maintenance	Ongoing Website Hosting & Maintenance : November 1 - November 30, 2022	\$1,000.00
Technology Fee	: November 1 - November 30, 2022	\$200.00
Paid Media	Ongoing Paid Media Management, Optimization & Reporting : November 1 - November 30, 2022	\$1,122.00
Julefest Support	Additional Julefest Creative and Web Edits	\$4,000.00

Invoice Total	\$16,372.00
Less Applied Payments	\$0.00
Amount Due	\$16,372.00

The Abbi Agency
1385 Haskell St
Reno, NV 89509-2844

(775) 323-2977
accounting@theabbiagency.com

Invoice



City of Solvang

1644 Oak Street
Solvang, CA 93463
USA

Invoice Number: 1178
Invoice Date: 12/15/2022
Due Date: 1/14/2023
Terms: Net 30

Comment:

Paid Media	Google Search : November 1 - November 30, 2022	\$1,636.12
Paid Media	Google Display : November 1 - November 30, 2022	\$78.63
Paid Media	YouTube : November 1 - November 30, 2022	\$1,055.64
Paid Search	Pinterest : November 1 - November 30, 2022	\$847.54

Invoice Total	\$3,617.93
Less Applied Payments	\$0.00
Amount Due	\$3,617.93

The Abbi Agency
 1385 Haskell St
 Reno, NV 89509-2844

 (775) 323-2977
 accounting@theabbiagency.com

Invoice



Invoice Number: 1280
 Invoice Date: 2/1/2023
 Due Date: 3/3/2023
 Terms: Net 30

City of Solvang

 1644 Oak Street
 Solvang, CA 93463
 USA

Comment:

Account Management & Strategy	Ongoing Account Management & Strategy : January 1 - January 31, 2023	\$2,250.00
Public Relations	Ongoing Public Relations Retainer : January 1 - January 31, 2023	\$3,750.00
Social Media Retainer	Ongoing Social Media Retainer : January 1 - January 31, 2023	\$3,750.00
Social Media Boosting	Social Media Boosting Budget : January 1 - January 31, 2023	\$300.00
Website Hosting & Maintenance	Ongoing Website Hosting & Maintenance : January 1 - January 31, 2023	\$1,000.00
Paid Media	Paid Media Management, Optimization & Reporting : January 1 - January 31, 2023	\$1,122.00
Technology Fee	: January 1 - January 31, 2023	\$200.00

Invoice Total	\$12,372.00
Less Applied Payments	\$0.00
Amount Due	\$12,372.00

The Abbi Agency
 1385 Haskell St
 Reno, NV 89509-2844

 (775) 323-2977
 accounting@theabbiagency.com

Invoice



Invoice Number: 1246
 Invoice Date: 1/1/2023
 Due Date: 1/31/2023
 Terms: Net 30

City of Solvang

 1644 Oak Street
 Solvang, CA 93463
 USA

Comment:

Account Management & Strategy	Ongoing Account Management & Strategy	\$2,250.00
Public Relations	Ongoing Public Relations Retainer	\$3,750.00
Social Media Retainer	Ongoing Social Media Retainer	\$3,750.00
Social Media Boosting	Social Media Boosting Budget : December 1 - December 31, 2022	\$300.00
Website Hosting & Maintenance	Ongoing Website Hosting & Maintenance	\$1,000.00
Paid Media	Media Buy Management, Optimization & Reporting : December 1 - December 31, 2022	\$1,122.00
Technology Fee	December 1 - December 31, 2022	\$200.00
Website	Tempest Web Transfer	\$500.00
Website	Website Transfer Time	\$500.00
Paid Media	LA Weekly Julefest Ad Hard Cost	\$500.00

Invoice Total	\$13,872.00
Less Applied Payments	\$0.00
Amount Due	\$13,872.00

The Abbi Agency
1385 Haskell St
Reno, NV 89509-2844

(775) 323-2977
accounting@theabbiagency.com

Invoice



City of Solvang

1644 Oak Street
Solvang, CA 93463
USA

Invoice Number: 1264
Invoice Date: 1/2/2023
Due Date: 2/1/2023
Terms: Net 30

Comment:

Paid Media	Search Ads : December 2022 - March 2023	\$6,487.74
Paid Media	Display Ads : December 2022 - March 2023	\$7,012.62
Paid Media	Facebook/Instagram : February 2023 - March 2023	\$3,600.00
Paid Media	TikTok : February 2023 - March 2023	\$2,400.00
Paid Media	Pinterest : December 2022 - March 2023	\$3,350.56
Paid Media	YouTube : December 2022 - March 2023	\$4,331.51

Invoice Total	\$27,182.43
Less Applied Payments	\$0.00
Amount Due	\$27,182.43

8/1/2022

9346

The Abbi Agency - Marketing

15,250.00

CHECK TOTAL

15,250.00

Go Green! You can now receive payment via Direct Deposit.
To enroll, or for more info, contact Accounts Payable at the City of Solvang
(805) 688-5575

08/29/2022

\$15,250.00

43002

---Fifteen Thousand Two Hundred Fifty Dollars and 00/100 Cents---

The Abbi Agency
1385 Haskell Street
Reno, NV 89509-



THE ABBI AGENCY
 1385 HASKELL STREET
 RENO, NV 89509 US
 775-323-2977
 accounting@theabbiagency.com
 www.theabbiagency.com



INVOICE 9346

DATE 08/01/2022 TERMS Net 30

DUE DATE 08/31/2022

BILL TO

City of Solvang
 1644 Oak Street
 Solvang, CA 93463

DESCRIPTION	AMOUNT
City of Solvang : Account Management : Dates of Service : July 1 - July 31, 2022 Monthly Budget: \$2,250 Monthly % Complete: 100% Total Budget \$27,000 Project % Billed: 8.33%	2,250.00
City of Solvang : Public Relations Retainer : Dates of Service : July 1 - July 31, 2022 Monthly Budget: \$3,750 Monthly % Complete: 100% Total Budget \$45,000 Project % Billed: 8.33%	3,750.00
City of Solvang : FAM Planning & Management : Dates of Service : July 1 - July 31, 2022 Monthly Budget: \$0 Monthly % Complete: 0% Total Budget \$4,000 Project % Billed: 0%	0.00
City of Solvang : Brand Refresh & Campaign Guidelines : Dates of Service : July 1 - July 31, 2022 Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$9,000 Project % Billed: 0%	0.00
City of Solvang : Creative Development & Production : Dates of Service : July 1 - July 31, 2022 Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$15,000 Project % Billed: 0%	0.00

DESCRIPTION	AMOUNT
City of Solvang : Social Media Management : Dates of Service : July 1 - July 31, 2022 Monthly Budget: \$3,750 Monthly % Complete: 100% Total Budget: \$45,000 Project % Billed: 8.33%	3,750.00
City of Solvang : Content Curation Trip Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$10,000 Project % Billed: 0%	0.00
City of Solvang : Social Media Boosting Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$3,600 Project % Billed: 0%	300.00
City of Solvang : Immersion Trip Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$4,00 Project % Billed: 0%	0.00
City of Solvang : Research Monthly Budget: \$5,000 Monthly % Complete: 50% Total Budget: \$10,000 Project % Billed: 50%	5,000.00
City of Solvang : Strategy/Marketing Plan Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$5000 Project % Billed: 0%	0.00
City of Solvang : YuleFest Marketing Support Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$10,000 Project % Billed: 0%	0.00
City of Solvang : Media Buy Plan Development Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$2,000 Project % Billed: 0%	0.00
City of Solvang : Media Buy Management & Optimization Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$11,220 Project % Billed: 0%	0.00
City of Solvang : Media Buy Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$54,780 Project % Billed: 0%	0.00

DESCRIPTION	AMOUNT
City of Solvang : Technology Fee Monthly Budget: \$200 Monthly % Complete: 100% Total Budget: \$2,400 Project % Billed: 8.33%	200.00
City of Solvang : Hosting & Domain Registrar Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$650 Project % Billed: 0%	0.00
City of Solvang : Travel Costs - Immersion Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$2,500 Project % Billed: 0%	0.00
City of Solvang : FAM Hard Costs Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$2,000 Project % Billed: 0%	0.00

TOTAL DUE	\$15,250.00
-----------	-------------

THE ABBI AGENCY
 1385 HASKELL STREET
 RENO, NV 89509 US
 775-323-2977
 accounting@theabbiagency.com
 www.theabbiagency.com



BILL TO

City of Solvang
 1644 Oak Street
 Solvang, CA 93463

INVOICE 9419

DATE 09/01/2022 TERMS Net 30

DUE DATE 10/01/2022

DESCRIPTION	AMOUNT
City of Solvang : Account Management : Dates of Service : August 1 - August 31, 2022 Monthly Budget: \$2,250 Monthly % Complete: 100% Total Budget \$27,000 Project % Billed: 16.67%	2,250.00
City of Solvang : Public Relations Retainer : Dates of Service : August 1 - August 31, 2022 Monthly Budget: \$3,750 Monthly % Complete: 100% Total Budget \$45,000 Project % Billed: 16.67%	3,750.00
City of Solvang : FAM Planning & Management : Dates of Service : August 1 - August 31, 2022 Monthly Budget: \$0 Monthly % Complete: 0% Total Budget \$4,000 Project % Billed: 0%	0.00
City of Solvang : Brand Refresh & Campaign Guidelines : Dates of Service : August 1 - August 31, 2022 Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$9,000 Project % Billed: 0%	0.00
City of Solvang : Creative Development & Production : Dates of Service : August 1 - August 31, 2022 Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$15,000 Project % Billed: 0%	0.00

DESCRIPTION	AMOUNT
City of Solvang : Social Media Management : Dates of Service : August 1 - August 31, 2022 Monthly Budget: \$3,750 Monthly % Complete: 100% Total Budget: \$45,000 Project % Billed: 16.67%	3,750.00
City of Solvang : Content Curation Trip Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$10,000 Project % Billed: 0%	0.00
City of Solvang : Social Media Boosting Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$3,600 Project % Billed: 16.67%	300.00
City of Solvang : Immersion Trip Monthly Budget: \$0 Monthly % Complete: 100% Total Budget: \$4,00 Project % Billed: 100%	4,800.00
City of Solvang : Research Monthly Budget: \$5,000 Monthly % Complete: 100% Total Budget: \$10,000 Project % Billed: 100%	5,000.00
City of Solvang : Strategy/Marketing Plan Monthly Budget: \$0 Monthly % Complete: 100% Total Budget: \$5000 Project % Billed: 100%	5,000.00
City of Solvang : YuleFest Marketing Support Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$10,000 Project % Billed: 0%	0.00
City of Solvang : Website Audit and Implementation Monthly Budget: \$3,000 for 4 months Monthly % Complete: 100% Total Budget: \$12,000 Project % Billed: 25%	3,000.00
City of Solvang : Website Hosting & Maintenance Monthly Budget: \$1,000 Monthly % Complete: 100% Total Budget: \$11,000 Project % Billed: 9.09%	1,000.00
City of Solvang : Media Buy Plan Development Monthly Budget: \$0 Monthly % Complete: 100% Total Budget: \$2,000 Project % Billed: 100%	2,000.00

DESCRIPTION	AMOUNT
City of Solvang : Media Buy Management & Optimization Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$11,220 Project % Billed: 0%	0.00
City of Solvang : Media Buy Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$54,780 Project % Billed: 0%	0.00
City of Solvang : Technology Fee Monthly Budget: \$200 Monthly % Complete: 100% Total Budget: \$2,400 Project % Billed: 16.67%	200.00
City of Solvang : Hosting & Domain Registrar Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$650 Project % Billed: 0%	0.00
City of Solvang : Travel Costs - Immersion Monthly Budget: \$0 Monthly % Complete: 100% Total Budget: \$2,500 Project % Billed: 100%	2,500.00
City of Solvang : FAM Hard Costs Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$2,000 Project % Billed: 0%	0.00

TOTAL DUE	\$33,550.00
------------------	--------------------

The Abbi Agency
 1385 Haskell St
 Reno, NV 89509-2844

 (775) 323-2977
 accounting@theabbiagency.com

Invoice



Invoice Number: 1032
 Invoice Date: 11/1/2022
 Due Date: 12/1/2022
 Terms: Net 30

City of Solvang

 1644 Oak Street
 Solvang, CA 93463
 USA

Comment:

Account Management & Strategy	Ongoing Account Management & Strategy : October 1 - October 31, 2022 Monthly Budget: \$2,250 Monthly % Complete: 100% Total Budget \$27,000 Project % Billed: 33.33%	\$2,250.00
Public Relations	Ongoing Public Relations Retainer : October 1 - October 31, 2022 Monthly Budget: \$3,750 Monthly % Complete: 100% Total Budget: \$45,000 Project % Billed: 33.33%	\$3,750.00
Social Media Retainer	Ongoing Social Media Retainer : October 1 - October 31, 2022 Monthly Budget: \$3,750 Monthly % Complete: 100% Total Budget: \$45,000 Project % Billed: 33.33%	\$3,750.00
Social Media Boosting	Ongoing Social Media Retainer : October 1 - October 31, 2022 Monthly Budget: \$300 Monthly % Complete: 100% Total Budget: \$3,600 Project % Billed: 33.33%	\$300.00
Website Hosting & Maintenance	Ongoing Website Hosting & Maintenance : October 1 - October 31, 2022 Monthly Budget: \$1,000 Monthly % Complete: 100% Total Budget: \$11,000 Project % Billed: 27.27%	\$1,000.00
Website Audit & Implementation	Ongoing Website Hosting & Maintenance Monthly Budget: \$3,000 Monthly % Complete: 100% Total Budget: \$12,000 Project % Billed: 75%	\$3,000.00
JuleFest	JuleFest Marketing Support Monthly Budget: \$10,000 Monthly % Complete: 100% Total Budget: \$10,000 Project % Billed: 100%	\$10,000.00
Media Buy Management	October 1 - October 31, 2022 Monthly Budget: \$2,244 Monthly % Complete: 100% Total Budget: \$11,220 Project % Billed: 20%	\$2,244.00
Technology Fee	October 1 - October 31, 2022 Monthly Budget: \$200 Monthly % Complete: 100% Total Budget: \$2,400 Project % Billed: 33.33%	\$200.00

FAM Planning	FAM Planning & Management : Dates of Service : September 1 - September 30, 2022 Monthly Budget: \$0 Monthly % Complete: 0% Total Budget \$4,000 Project % Billed: 0%	\$0.00
Creative Development	Brand Refresh & Campaign Guidelines : Dates of Service : September 1 - September 30, 2022 Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$9,000 Project % Billed: 0%	\$0.00
Creative Development	Creative Development & Production : Dates of Service : September 1 - September 30, 2022 Monthly Budget: \$0 Monthly % Complete: 100% Total Budget: \$15,000 Project % Billed: 100%	\$0.00
Content Curation	Content Curation Trip Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$10,000 Project % Billed: 0%	\$0.00
City of Solvang	Immersion Trip Monthly Budget: \$0 Monthly % Complete: 100% Total Budget: \$4,00 Project % Billed: 100%	\$0.00
City of Solvang	Research Monthly Budget: \$0 Monthly % Complete: 100% Total Budget: \$10,000 Project % Billed: 100%	\$0.00
City of Solvang	Strategy/Marketing Plan Monthly Budget: \$0 Monthly % Complete: 100% Total Budget: \$5000 Project % Billed: 100%	\$0.00
Paid Media	Media Buy Plan Development Monthly Budget: \$0 Monthly % Complete: 100% Total Budget: \$2,000 Project % Billed: 100%	\$0.00
Website	Hosting & Domain Registrar Monthly Budget: 0 Monthly % Complete: 100% Total Budget: \$650 Project % Billed: 0%	\$0.00
City of Solvang	Travel Costs - Immersion Monthly Budget: \$0 Monthly % Complete: 100% Total Budget: \$2,500 Project % Billed: 100%	\$0.00
City of Solvang	FAM Hard Costs Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$2,000 Project % Billed: 0%	\$0.00

Invoice Total	\$26,494.00
Less Applied Payments	\$0.00
Amount Due	\$26,494.00

The Abbi Agency
 1385 Haskell St
 Reno, NV 89509-2844

 (775) 323-2977
 accounting@theabbiagency.com

Invoice



Invoice Number: 1136
 Invoice Date: 12/1/2022
 Due Date: 12/31/2022
 Terms: Net 30

City of Solvang

 1644 Oak Street
 Solvang, CA 93463
 USA

Comment:

Account Management & Strategy	Ongoing Account Management & Strategy : November 1 - November 30, 2022 Monthly Budget: \$2,250 Monthly % Complete: 100% Total Budget \$27,000 Project % Billed: 41.67%	\$2,250.00
Public Relations	Ongoing Public Relations Retainer : November 1 - November 30, 2022 Monthly Budget: \$3,750 Monthly % Complete: 100% Total Budget: \$45,000 Project % Billed: 41.67%	\$3,750.00
Social Media Retainer	Ongoing Social Media Retainer : November 1 - November 30, 2022 Monthly Budget: \$3,750 Monthly % Complete: 100% Total Budget: \$45,000 Project % Billed: 41.67%	\$3,750.00
Social Boosting	Monthly Social Media Boosting Budget : November 1 - November 30, 2022 Monthly Budget: \$300 Monthly % Complete: 100% Total Budget: \$3,600 Project % Billed: 41.67%	\$300.00
Website Hosting & Maintenance	Ongoing Website Hosting & Maintenance : November 1 - November 30, 2022 Monthly Budget: \$1,000 Monthly % Complete: 100% Total Budget: \$11,000 Project % Billed: 36.36%	\$1,000.00
Technology Fee	: November 1 - November 30, 2022 Monthly Budget: \$200 Monthly % Complete: 100% Total Budget: \$2,400 Project % Billed: 41.67%	\$200.00
Paid Media	Ongoing Paid Media Management, Optimization & Reporting : November 1 - November 30, 2022 Monthly Budget: \$1,122 Monthly % Complete: 100% Total Budget: \$11,200 Project % Billed: 30%	\$1,122.00
Julefest Support	Additional Julefest Creative and Web Edits Monthly Budget: \$4,000 Monthly % Complete: 100% Total Budget: \$4,000 Project % Complete: 100%	\$4,000.00
City of Solvang	FAM Planning & Management Monthly Budget: 0	\$0.00

	Monthly % Complete: 100%	
	Total Budget: \$4,000	
	Project % Complete: 0	
City of Solvang	Brand Refresh & Campaign Guidelines	\$0.00
	Monthly Budget: 0	
	Monthly % Complete: 100%	
	Total Budget: 0 - Budget moved to Alternative Planning Allowance	
	Project % Complete: 0%	
City of Solvang	Creative Development & Production	\$0.00
	Monthly Budget: 0	
	Monthly % Complete: 100%	
	Total Budget: \$15,000	
	Project % Complete: 100%	
City of Solvang	Content Curation Trip	\$0.00
	Monthly Budget: 0	
	Monthly % Complete: 100%	
	Total Budget: \$5,000	
	Project % Complete: 0%	
City of Solvang	Immersion Trip	\$0.00
	Monthly Budget: 0	
	Monthly % Complete: 100%	
	Total Budget: \$4,800	
	Project % Complete: 100%	
City of Solvang	Research	\$0.00
	Monthly Budget: 0	
	Monthly % Complete: 100%	
	Total Budget: \$10,000	
	Project % Complete: 100%	
City of Solvang	Strategy & Marketing Plan	\$0.00
	Monthly Budget: 0	
	Monthly % Complete: 100%	
	Total Budget: \$5,000	
	Project % Complete: 100%	
City of Solvang	JuleFest Marketing Support	\$0.00
	Monthly Budget: 0	
	Monthly % Complete: 100%	
	Total Budget: \$10,000	
	Project % Complete: 100%	
City of Solvang	Website Audit & Implementation	\$0.00
	Monthly Budget: 0	
	Monthly % Complete: 100%	
	Total Budget: \$12,000	
	Project % Complete: 75%	
City of Solvang	Media Buy Plan Development	\$0.00
	Monthly Budget: 0	
	Monthly % Complete: 100%	
	Total Budget: \$2,000	
	Project % Complete: 100%	
City of Solvang	Hosting & Domain Registrar	\$0.00
	Monthly Budget: 0	
	Monthly % Complete: 100%	
	Total Budget: \$650	
	Project % Complete: 0	
City of Solvang	Travel Costs: Immersion	\$0.00
	Monthly Budget: 0	
	Monthly % Complete: 100%	
	Total Budget: \$2,500	
	Project % Complete: 100%	
City of Solvang	FAM Hard Costs	\$0.00
	Monthly Budget: 0	
	Monthly % Complete: 100%	
	Total Budget: \$2,000	
	Project % Complete: 0%	

Invoice Total	\$16,372.00
Less Applied Payments	\$0.00
Amount Due	\$16,372.00

The Abbi Agency
 1385 Haskell St
 Reno, NV 89509-2844

 (775) 323-2977
 accounting@theabbiagency.com

Invoice



Invoice Number: 1246
 Invoice Date: 1/1/2023
 Due Date: 1/31/2023
 Terms: Net 30

City of Solvang

 1644 Oak Street
 Solvang, CA 93463
 USA

Comment:

Account Management & Strategy	Ongoing Account Management & Strategy : December 2022 Monthly Budget: \$2,250 Monthly % Complete: 100% Total Budget: \$27,000 Project % Complete: 50%	\$2,250.00
Public Relations	Ongoing Public Relations Retainer: December 2022 Monthly Budget: \$3,750 Monthly % Complete: 100% Total Budget: \$45,000 Project % Complete: 50%	\$3,750.00
Social Media Retainer	Ongoing Social Media Retainer: December 2022 Monthly Budget: \$3,750 Monthly % Complete: 100% Total Budget: \$45,000 Project % Complete: 50%	\$3,750.00
Social Media Boosting	Social Media Boosting Budget : December 1 - December 31, 2022 Monthly Budget: \$300 Monthly % Complete: 100% Total Budget: \$3,600 Project % Complete: 50%	\$300.00
Website Hosting & Maintenance	Ongoing Website Hosting & Maintenance : December 2022 Monthly Budget: \$1,000 Monthly % Complete: 100% Total Budget: \$11,000 Project % Complete: 45.45%	\$1,000.00
Paid Media	Media Buy Management, Optimization & Reporting : December 1 - December 31, 2022 Monthly Budget: \$1,122 Monthly % Complete: 100% Total Budget: \$11,220 Project % Complete: 40%	\$1,122.00
Technology Fee	December 1 - December 31, 2022 Monthly Budget: \$200 Monthly % Complete: 100% Total Budget: \$2,400 Project % Complete: 50%	\$200.00
Website	Tempest Web Transfer Monthly Budget: \$500 Monthly % Complete: 100% Total Budget: \$1,000 Project % Complete: 50%	\$500.00
Website	Website Transfer Time Monthly Budget: \$500 Monthly % Complete: 100% Total Budget: \$500 Project % Complete: 100%	\$500.00

Paid Media	LA Weekly Julefest Ad Hard Cost Monthly Budget: \$500 Monthly % Complete: 100% Total Budget: \$500 Project % Complete: 100%	\$500.00
City of Solvang	FAM Planning & Management Monthly Budget: 0 Monthly % Complete: 100% Total Budget: \$4,000 Project % Complete: 0	\$0.00
City of Solvang	Brand Refresh & Campaign Guidelines Monthly Budget: 0 Monthly % Complete: 100% Total Budget: 0 - Budget moved to Alternative Planning Allowance Project % Complete: 0%	\$0.00
City of Solvang	Creative Development & Production Monthly Budget: 0 Monthly % Complete: 100% Total Budget: \$15,000 Project % Complete: 100%	\$0.00
City of Solvang	Content Curation Trip Monthly Budget: 0 Monthly % Complete: 100% Total Budget: \$5,000 Project % Complete: 0%	\$0.00
City of Solvang	Immersion Trip Monthly Budget: 0 Monthly % Complete: 100% Total Budget: \$4,800 Project % Complete: 100%	\$0.00
City of Solvang	Research Monthly Budget: 0 Monthly % Complete: 100% Total Budget: \$10,000 Project % Complete: 100%	\$0.00
City of Solvang	Strategy & Marketing Plan Monthly Budget: 0 Monthly % Complete: 100% Total Budget: \$5,000 Project % Complete: 100%	\$0.00
City of Solvang	JuleFest Marketing Support Monthly Budget: 0 Monthly % Complete: 100% Total Budget: \$10,000 Project % Complete: 100%	\$0.00
City of Solvang	Website Audit & Implementation Monthly Budget: 0 Monthly % Complete: 100% Total Budget: \$12,000 Project % Complete: 75%	\$0.00
City of Solvang	Media Buy Plan Development Monthly Budget: 0 Monthly % Complete: 100% Total Budget: \$2,000 Project % Complete: 100%	\$0.00
City of Solvang	Hosting & Domain Registrar Monthly Budget: 0 Monthly % Complete: 100% Total Budget: \$650 Project % Complete: 0	\$0.00
City of Solvang	Travel Costs: Immersion Monthly Budget: 0 Monthly % Complete: 100% Total Budget: \$2,500 Project % Complete: 100%	\$0.00
City of Solvang	FAM Hard Costs Monthly Budget: 0 Monthly % Complete: 100% Total Budget: \$2,000 Project % Complete: 0%	\$0.00

Invoice Total	\$13,872.00
Less Applied Payments	\$0.00
Amount Due	\$13,872.00

The Abbi Agency
 1385 Haskell St
 Reno, NV 89509-2844

 (775) 323-2977
 accounting@theabbiagency.com

Invoice



Invoice Number: 1280
 Invoice Date: 2/1/2023
 Due Date: 3/3/2023
 Terms: Net 30

City of Solvang

 1644 Oak Street
 Solvang, CA 93463
 USA

Comment:

Account Management & Strategy	Ongoing Account Management & Strategy : January 1 - January 31, 2023 Monthly Budget: \$2,250 Monthly % Complete: 100% Total Budget: \$27,000 Project % Complete: 58.33%	\$2,250.00
Public Relations	Ongoing Public Relations Retainer : January 1 - January 31, 2023 Monthly Budget: \$3,750 Monthly % Complete: 100% Total Budget: \$45,000 Project % Complete: 58.33%	\$3,750.00
Social Media Retainer	Ongoing Social Media Retainer : January 1 - January 31, 2023 Monthly Budget: \$3,750 Monthly % Complete: 100% Total Budget: \$45,000 Project % Complete: 58.33%	\$3,750.00
Social Media Boosting	Social Media Boosting Budget : January 1 - January 31, 2023 Monthly Budget: \$300 Monthly % Complete: 100% Total Budget: \$3,600 Project % Complete: 58.33%	\$300.00
Website Hosting & Maintenance	Ongoing Website Hosting & Maintenance : January 1 - January 31, 2023 Monthly Budget: \$1,000 Monthly % Complete: 100% Total Budget: \$11,000 Project % Complete: 54.55%	\$1,000.00
Paid Media	Paid Media Management, Optimization & Reporting : January 1 - January 31, 2023 Monthly Budget: \$1,122 Monthly % Complete: 100% Total Budget: \$11,220 Project % Complete: 50%	\$1,122.00
Technology Fee	: January 1 - January 31, 2023 Monthly Budget: \$200 Monthly % Complete: 100% Total Budget: \$2,400 Project % Complete: 58.33%	\$200.00
City of Solvang	FAM Planning & Management Monthly Budget: 0 Monthly % Complete: 100% Total Budget: \$4,000 Project % Complete: 0	\$0.00
City of Solvang	Brand Refresh & Campaign Guidelines Monthly Budget: 0 Monthly % Complete: 100% Total Budget: 0 - Budget moved to Alternative Planning Allowance	\$0.00

	Project % Complete: 0%	
City of Solvang	Creative Development & Production Monthly Budget: 0 Monthly % Complete: 100% Total Budget: \$15,000 Project % Complete: 100%	\$0.00
City of Solvang	Content Curation Trip Monthly Budget: 0 Monthly % Complete: 100% Total Budget: \$5,000 Project % Complete: 0%	\$0.00
City of Solvang	Immersion Trip Monthly Budget: 0 Monthly % Complete: 100% Total Budget: \$4,800 Project % Complete: 100%	\$0.00
City of Solvang	Research Monthly Budget: 0 Monthly % Complete: 100% Total Budget: \$10,000 Project % Complete: 100%	\$0.00
City of Solvang	Strategy & Marketing Plan Monthly Budget: 0 Monthly % Complete: 100% Total Budget: \$5,000 Project % Complete: 100%	\$0.00
City of Solvang	JuleFest Marketing Support Monthly Budget: 0 Monthly % Complete: 100% Total Budget: \$10,000 Project % Complete: 100%	\$0.00
City of Solvang	Website Audit & Implementation Monthly Budget: 0 Monthly % Complete: 100% Total Budget: \$12,000 Project % Complete: 75%	\$0.00
City of Solvang	Media Buy Plan Development Monthly Budget: 0 Monthly % Complete: 100% Total Budget: \$2,000 Project % Complete: 100%	\$0.00
City of Solvang	Hosting & Domain Registrar Monthly Budget: 0 Monthly % Complete: 100% Total Budget: \$650 Project % Complete: 0	\$0.00
City of Solvang	Travel Costs: Immersion Monthly Budget: 0 Monthly % Complete: 100% Total Budget: \$2,500 Project % Complete: 100%	\$0.00
City of Solvang	FAM Hard Costs Monthly Budget: 0 Monthly % Complete: 100% Total Budget: \$2,000 Project % Complete: 0%	\$0.00

Invoice Total	\$12,372.00
Less Applied Payments	\$0.00
Amount Due	\$12,372.00

The Abbi Agency
 1385 Haskell St
 Reno, NV 89509-2844

 (775) 323-2977
 accounting@theabbiagency.com

Invoice



Invoice Number: 9502
 Invoice Date: 10/1/2022
 Due Date: 10/31/2022
 Terms: Net 30

City of Solvang

 1644 Oak Street
 Solvang, CA 93463
 USA

Comment:

City of Solvang :	Account Management : Dates of Service :September 1 - September 30, 2022 Monthly Budget: \$2,250 Monthly % Complete: 100% Total Budget \$27,000 Project % Billed: 25%	\$2,250.00
City of Solvang :	Public Relations Retainer : Dates of Service : September 1 - September 30, 2022 Monthly % Complete: 100% Total Budget \$45,000 Project % Billed: 25%	\$3,750.00
City of Solvang :	Creative Development & Production : Dates of Service : September 1 - September 30, 2022 Monthly Budget: \$15,000 Monthly % Complete: 100% Total Budget: \$15,000 Project % Billed: 100%	\$15,000.00
City of Solvang :	Social Media Management : Dates of Service : September 1 - September 30, 2022 Monthly Budget: \$3,750 Monthly % Complete: 100% Total Budget: \$45,000 Project % Billed: 25%	\$3,750.00
City of Solvang :	Social Media Boosting Monthly Budget Monthly Budget: \$300 Monthly % Complete: 100% Total Budget: \$3,600 Project % Billed: 25%	\$300.00
City of Solvang :	Website Audit and Implementation Monthly Budget: \$3,000 for 4 months Monthly % Complete: 100% Total Budget: \$12,000 Project % Billed: 50%	\$3,000.00
City of Solvang :	Website Hosting & Maintenance Monthly Budget: \$1,000 Monthly % Complete: 100% Total Budget: \$11,000 Project % Billed: 18.18%	\$1,000.00
City of Solvang :	Technology Fee Monthly Budget Monthly Budget: \$200 Monthly % Complete: 100% Total Budget: \$2,400 Project % Billed: 25%	\$200.00
City of Solvang	City of Solvang : FAM Planning & Management : Dates of Service : September 1 - September 30, 2022 Monthly Budget: \$0 Monthly % Complete: 0%	\$0.00

Total Budget \$4,000
 Project % Billed: 0%

City of Solvang	City of Solvang : Brand Refresh & Campaign Guidelines : Dates of Service : September 1 - September 30, 2022 Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$9,000 Project % Billed: 0%	\$0.00
City of Solvang	Content Curation Trip Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$10,000 Project % Billed: 0%	\$0.00
City of Solvang	Immersion Trip Monthly Budget: \$0 Monthly % Complete: 100% Total Budget: \$4,00 Project % Billed: 100%	\$0.00
City of Solvang	Research Monthly Budget: \$0 Monthly % Complete: 100% Total Budget: \$10,000 Project % Billed: 100%	\$0.00
City of Solvang	Strategy/Marketing Plan Monthly Budget: \$0 Monthly % Complete: 100% Total Budget: \$5000 Project % Billed: 100%	\$0.00
City of Solvang	YuleFest Marketing Support Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$10,000 Project % Billed: 0%	\$0.00
City of Solvang :	Media Buy Plan Development Monthly Budget: \$0 Monthly % Complete: 100% Total Budget: \$2,000 Project % Billed: 100%	\$0.00
City of Solvang	Media Buy Management & Optimization Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$11,220 Project % Billed: 0%	\$0.00
City of Solvang	Media Buy Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$54,780 Project % Billed: 0%	\$0.00
City of Solvang	Hosting & Domain Registrar Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$650 Project % Billed: 0%	\$0.00
City of Solvang	Travel Costs - Immersion Monthly Budget: \$0 Monthly % Complete: 100% Total Budget: \$2,500 Project % Billed: 100%	\$0.00
City of Solvang	FAM Hard Costs Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$2,000 Project % Billed: 0%	\$0.00

Invoice Total	\$29,250.00
Less Applied Payments	\$0.00
Amount Due	\$29,250.00

The Abbi Agency
1385 Haskell St
Reno, NV 89509-2844

(775) 323-2977
accounting@theabbiagency.com

Invoice



City of Solvang

1644 Oak Street
Solvang, CA 93463
USA

Invoice Number: 1099
Invoice Date: 11/18/2022
Due Date: 12/18/2022
Terms: Net 30

Comment: Monthly Budget: \$1,536.19, Monthly % Billed: 100%, Total Budget: \$54,780, Total % Billed: 2.8%

City of Solvang - Paid Media	Google Search : October 1 - October 31, 2022	\$782.60
City of Solvang - Paid Media	YouTube : October 1 - October 31, 2022	\$370.83
City of Solvang - Paid Media	Pinterest : October 1 - October 31, 2022	\$382.76

Invoice Total	\$1,536.19
Less Applied Payments	\$1,536.19
Amount Due	\$0.00

The Abbi Agency
1385 Haskell St
Reno, NV 89509-2844

(775) 323-2977
accounting@theabbiagency.com

Invoice



City of Solvang

1644 Oak Street
Solvang, CA 93463
USA

Invoice Number: 1178
Invoice Date: 12/15/2022
Due Date: 1/14/2023
Terms: Net 30

Comment: Monthly Budget: \$3,617.93, Monthly % Billed: 100%, Total Budget: \$54,780, Total % Billed: 9.41%

Paid Media	Google Search : November 1 - November 30, 2022	\$1,636.12
Paid Media	Google Display : November 1 - November 30, 2022	\$78.63
Paid Media	YouTube : November 1 - November 30, 2022	\$1,055.64
Paid Search	Pinterest : November 1 - November 30, 2022	\$847.54

Invoice Total	\$3,617.93
Less Applied Payments	\$0.00
Amount Due	\$3,617.93

The Abbi Agency
1385 Haskell St
Reno, NV 89509-2844

(775) 323-2977
accounting@theabbiagency.com

Invoice



City of Solvang

1644 Oak Street
Solvang, CA 93463
USA

Invoice Number: 1264
Invoice Date: 1/2/2023
Due Date: 2/1/2023
Terms: Net 30

Comment: Quarter Budget: \$27,182.43, Monthly % Billed: 100%, Total Budget: \$54,780, Total % Billed: 59.03%

Paid Media	Search Ads : December 2022 - March 2023	\$6,487.74
Paid Media	Display Ads : December 2022 - March 2023	\$7,012.62
Paid Media	Facebook/Instagram : February 2023 - March 2023	\$3,600.00
Paid Media	TikTok : February 2023 - March 2023	\$2,400.00
Paid Media	Pinterest : December 2022 - March 2023	\$3,350.56
Paid Media	YouTube : December 2022 - March 2023	\$4,331.51

Invoice Total	\$27,182.43
Less Applied Payments	\$0.00
Amount Due	\$27,182.43

Invoice #	#9346	#9419	#9502	#1099	#1032	#1178	#1136	#1280	#1246	#1264	Total Spent	Total Budget	Budget Left to Spend
	July	August		Oct - Media		Nov Media	November	Jan Invoice	Dec	Q1 Media Buy			
Account Management	\$ 2,250.00	\$ 2,250.00	\$ 2,250.00		\$2,250.00		\$ 2,250.00	\$ 2,250.00	\$ 2,250.00		\$ 15,750.00	\$ 27,000.00	\$ 11,250.00
PR retainer	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00		\$3,750		\$ 3,750.00	\$ 3,750.00	\$ 3,750.00		\$ 26,250.00	\$ 45,000.00	\$ 18,750.00
FAM Planning & Management	\$ -										\$ -	\$ 4,000.00	\$ 4,000.00
Brand Refresh & Campaign Guidelines	\$ -										\$ -	\$ -	\$ - This moved to Alt. Planning Allowance
Creative Development & Prod	\$ -		\$ 15,000.00								\$ 15,000.00	\$ 15,000.00	\$ -
Social Media	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00		\$3,750.00		\$ 3,750.00	\$ 3,750.00	\$ 3,750.00		\$ 26,250.00	\$ 45,000.00	\$ 18,750.00
Contention Curation Trip	\$ -										\$ -	\$ 10,000.00	\$ 10,000.00
Social Media Boosting	\$ 300.00	\$ 300.00	\$ 300.00		\$300.00		\$ 300.00	\$300.00	\$300.00		\$ 2,100.00	\$ 3,600.00	\$ 1,500.00
Immersion Trip	\$ -	\$ 4,800.00									\$ 4,800.00	\$ 4,800.00	\$ -
Research	\$ 5,000.00	\$ 5,000.00									\$ 10,000.00	\$ 10,000.00	\$ -
Strategy Marketing Plan	\$ -	\$ 5,000.00									\$ 5,000.00	\$ 5,000.00	\$ -
Julefest Marketing	\$ -				\$ 10,000.00						\$ 10,000.00	\$ 10,000.00	\$ -
Media Buy Plan Development	\$ -	\$ 2,000.00									\$ 2,000.00	\$ 2,000.00	\$ -
Media Buy Management & Opt	\$ -				\$ 2,244.00		\$ 1,122.00	\$1,122.00	\$1,122.00		\$ 5,610.00	\$ 11,220.00	\$ 5,610.00
Media Buy	\$ -						\$ -				\$ 32,336.55	\$ 54,780.00	\$ 22,443.45
Search Ads				\$ 782.60		\$ 1,636.12				\$ 6,487.74	\$ 8,906.46		
Display Ads						\$ 78.63				\$ 7,012.62	\$ 7,091.25		
Faceook/Insta										\$ 3,600.00	\$ 3,600.00		
Tik Tok										\$ 2,400.00	\$ 2,400.00		
Pinterest				\$ 382.76		\$ 847.54				\$ 3,350.56	\$ 4,580.86		
YouTube				\$ 370.83		\$ 1,055.64				\$ 4,331.51	\$ 5,757.98		
Website Audit and Implementation		\$ 3,000.00	\$ 3,000.00		\$ 3,000.00						\$ 9,000.00	\$ 12,000.00	\$ 3,000.00
Website Hosting		\$ 1,000.00	\$ 1,000.00		\$ 1,000.00		\$ 1,000.00	\$1,000.00	\$1,000.00		\$ 6,000.00	\$ 11,000.00	\$ 5,000.00
Technology Fee	\$ 200.00	\$ 200.00	\$ 200.00		\$ 200.00		\$ 200.00	\$200.00	\$200.00		\$ 1,400.00	\$ 2,400.00	\$ 1,000.00
Hosting Domain Register	\$ -										\$ -	\$ 650.00	\$ 650.00
Travel Costs Immersion	\$ -	\$ 2,500.00									\$ 2,500.00	\$ 2,500.00	\$ -
Tempest Web Transfer									\$500.00		\$ 500.00	\$ -	\$ (500.00)
Website Transfer Time									\$500.00		\$ 500.00	\$ -	\$ (500.00)
LA Weekly Julefest Ad Cost									\$500.00		\$ 500.00	\$ -	\$ (500.00)
FAM Hard Costs	\$ -										\$ -	\$ 2,000.00	\$ 2,000.00
Alternative Planning Costs							\$4,000.00				\$ 4,000.00	\$ -	\$ (4,000.00) Julefest
TOTAL	\$ 15,250.00	\$ 33,550.00	\$ 29,250.00	\$ 1,536.19	\$26,494.00	\$ 3,617.93	\$ 16,372.00	\$ 12,372.00	\$ 13,872.00	\$ 27,182.43	\$ 179,496.55	\$ 277,950.00	\$ 98,453.45
												\$ 300,000.00	

Dec-March



CITY OF SOLVANG
PROFESSIONAL SERVICES AGREEMENT

PARTIES AND DATE. This Agreement is made and entered into this **1** day of **July, 2022** (“Effective Date”) by and between the **CITY OF SOLVANG**, a Municipal Corporation and Charter City organized under the Constitution and laws of the State of California with its principal place of business at 1644 Oak Street, Solvang, CA 93463 (“City”) and The Abbi Agency, a Nevada corporation, with its principal place of business at **1385 Haskell Street, Reno, NV 89509** (“Consultant”). City and Consultant are sometimes individually referred to as “Party” and collectively as “Parties” in this Agreement. The parties hereto, in consideration of the mutual covenants contained herein, hereby agree to the following terms and conditions:

1.0 GENERAL PROVISIONS

1.01 **Term:** This agreement will become affective on the date of execution set forth below, and will continue in effect until **June 30, 2024**, and will continue in effect until terminated as provided herein.

1.02 **Services:** Consultant shall perform the **scope of work (tasks)** described and set forth in **Exhibit A**, attached hereto and incorporated herein as though set forth in full. Consultant shall complete the tasks according to the **project schedule** which is also set forth in **Exhibit A**. Scope of work will be reviewed and updated annually.

Consultant shall determine the method, details and means of performing the above-referenced services.

Consultant may, at their own expense, employ such assistants and subconsultants, as Consultant deems necessary to perform the services required of Consultant by this agreement. However, Consultant may not assign this agreement to any other person or entity in the performance of required project-related services, and the City may not control, direct or supervise Consultant’s assistants or employees in the performance of those services.

1.03 **Standard of Performance:** Consultant’s services shall be performed in accordance with generally accepted professional practices and principles and in a manner consistent with the level of care and skill ordinarily exercised by members of Consultant’s profession currently practicing under similar conditions. Whenever the scope of work requires or permits approval by the City, it is understood to be approval solely for the purposes of conforming to the requirements of the scope of work and not acceptance of any professional or other responsibility for the work. Such approval does not relieve the Consultant of responsibility for complying with the standard of performance or laws, regulations, industry standards, or from liability for damages caused by negligent acts, errors, omissions, noncompliance with industry standards, or the willful misconduct of Consultant or its subcontractors. By delivery of completed work, Consultant certifies that the work conforms to the requirements of this contract and all applicable federal, state and local laws. If Consultant is retained to perform services requiring a license, certification, registration or other similar requirement under California law, Consultant shall maintain that license, certification, registration or other similar requirement throughout the term of this Contract.

1.04 **Compensation:** In consideration for the services to be performed by Consultant, City agrees to pay Consultant monetary consideration for professional services in accordance with the **fee schedule** set forth in **Exhibit A**. The parties agree that total compensation for fees and

2.03 **Tools and Instrumentalities**: Consultant shall provide all tools and instrumentalities to perform the services under this agreement.

2.04 **Workers' Compensation and Other Employee Benefits**: City and Consultant intend and agree that Consultant is an independent contractor of City and agree that Consultant and Consultant's employees and agents have no right to Workers' Compensation and other City-sponsored employee benefits. Consultant agrees to provide Workers' Compensation and other employee benefits, where required by law, for Consultant's employees and agents. Consultant agrees to hold harmless and indemnify City for any and all claims arising out of any claim for injury, disability, or death of Consultant and any of Consultant's employees or agents.

2.05 **Indemnification**

(a) **Non-design, non-construction Professional Services**: To the fullest extent permitted by law (including, but not limited to California Civil Code Sections 2782 and 2782.8), Consultant shall indemnify, defend, and hold harmless the City, and its elected officials, officers, employees, volunteers, and agents ("City Indemnitees"), from and against any and all causes of action, claims, liabilities, obligations, judgments, or damages, including reasonable legal counsels' fees and costs of litigation ("claims"), arising out of the Consultant's performance or Consultant's failure to perform its obligations under this Agreement or out of the operations conducted by Consultant, including the City's active or passive negligence, except for such loss or damage arising from the sole negligence or willful misconduct of the City. In the event the City Indemnitees are made a party to any action, lawsuit, or other adversarial proceeding arising from Consultant's performance of this Agreement, the Consultant shall provide a defense to the City Indemnitees or at the City's option, reimburse the City Indemnitees their costs of defense, including reasonable legal fees, incurred in defense of such claims.

(b) **Non-design, construction Professional Services**: To the extent the Scope of Services involve a "construction contract" as that phrase is used in Civil Code Section 2783, this paragraph shall apply in place of paragraph (a). To the fullest extent permitted by law (including, but not limited to California Civil Code Sections 2782 and 2782.8), Consultant shall indemnify, defend, and hold harmless the City, and its elected officials, officers, employees, volunteers, and agents ("City Indemnitees"), from and against any and all causes of action, claims, liabilities, obligations, judgments, or damages, including reasonable legal counsels' fees and costs of litigation ("claims"), arising out of the Consultant's performance or Consultant's failure to perform its obligations under this Agreement or out of the operations conducted by Consultant, except for such loss or damage arising from the active negligence, sole negligence or willful misconduct of the City. In the event the City Indemnitees are made a party to any action, lawsuit, or other adversarial proceeding arising from Consultant's performance of this Agreement, the Consultant shall provide a defense to the City Indemnitees or at the City's option, reimburse the City Indemnitees their costs of defense, including reasonable legal fees, incurred in defense of such claims.

(c) **Design Professional Services**: In the event Consultant is a "design professional", and the Scope of Services require Consultant to provide "design professional services" as those phrases are used in Civil Code Section 2782.8, this paragraph shall apply in place of paragraphs (a) or (b). To the fullest extent permitted by law (including, but not limited to California Civil Code Sections 2782 and 2782.8) Consultant shall indemnify, defend and hold harmless the City and its elected officials, officers, employees, volunteers and agents ("City Indemnitees"), from and against all claims, damages, injuries, losses, and expenses including costs, attorney fees, expert consultant and expert witness fees arising out of, pertaining to or relating to, the negligence, recklessness or willful misconduct of Consultant, except to the extent caused by the sole negligence, active negligence or willful misconduct of the City. Negligence,

recklessness or willful misconduct of any subcontractor employed by Consultant shall be conclusively deemed to be the negligence, recklessness or willful misconduct of Consultant unless adequately corrected by Consultant. In the event the City Indemnitees are made a party to any action, lawsuit, or other adversarial proceeding arising from Consultant's performance of this Agreement, the Consultant shall provide a defense to the City Indemnitees or at the City's option, reimburse the City Indemnitees their costs of defense, including reasonable legal fees, incurred in defense of such claims. In no event shall the cost to defend charged to Consultant under this paragraph exceed Consultant's proportionate percentage of fault. However, notwithstanding the previous sentence, in the event one or more defendants is unable to pay its share of defense costs due to bankruptcy or dissolution of the business, Consultant shall meet and confer with other parties regarding unpaid defense costs.

(d) Payment by City is not a condition precedent to enforcement of the indemnities in paragraph (a), (b), or (c). In the event of any dispute between Consultant and City, as to whether liability arises from the active negligence, sole negligence or willful misconduct of the City or its officers, employees, or agents, Consultant will be obligated to pay for City's defense until such time as a final judgment has been entered adjudicating the City as having been actively negligent, solely negligent or as having engaged in willful misconduct. Except as otherwise required by Civil Code Section 2782.8, Consultant will not be entitled in the absence of such a determination to any reimbursement of defense costs including but not limited to attorney's fees, expert fees and costs of litigation. The provisions of this Section 2.05 shall survive completion of Consultant's services or the termination of this Agreement.

2.06 **Insurance:** Consultant shall maintain prior to the beginning of and for the duration of this Agreement insurance coverage as specified in Exhibit B attached to and part of this agreement.

3.0 OBLIGATIONS OF CITY

3.01 **Cooperation:** City agrees to comply with all reasonable requests of Consultant necessary to the performance of Consultant's duties under this agreement. City employees, agents and officers of the City agree to disclose all information relevant to this project to Consultant. Consultant shall be entitled to reasonably rely upon the accuracy and completeness of information furnished by City, provided that Consultant shall give City prompt written notice of any known defects in such information.

4.0 TERMINATION OF AGREEMENT

4.01 **Termination Notice:** Notwithstanding any other provision of this agreement, any party hereto may terminate this agreement, at any time, without cause, by giving at least 30 (thirty) days' prior written notice to the other parties to this agreement.

4.02 **Termination on Occurrence of Stated Events:** This agreement shall terminate automatically on the occurrence of any of the following events:

- a. Sale of the business of any party;
- b. The end of the 30 (thirty) days as set forth in section 4.01;
- c. End of the contract to which Consultant's services were necessary; or
- d. Assignment of this agreement by Consultant without the consent of City.
- e. Death of any party.

4.03 **Termination by any Party for Default:** Should any party default in the performance of this agreement or materially breach any of its provisions, the non-breaching party, at its option, may terminate this agreement, immediately, by giving written notice of termination to the breaching party.

4.04 **Termination:** This agreement shall terminate on June 30, 2024, unless earlier extended as set forth in this Section. The City, with the agreement of Consultant, is authorized to extend the term of this agreement beyond the termination date, as needed, under the same terms and conditions as set forth in this agreement. Any such extension shall be in writing and be an amendment to this agreement.

5.0 SPECIAL PROVISIONS

5.01 **Additional Tasks as May Be Assigned by the City Manager:** Prior to initiating any Consultant work on matters relating to the purposes of this Agreement, but outside the Scope of Services for this Agreement, it shall be the responsibility of Consultant to obtain written approval of the City Manager, prior to initiation of such tasks.

5.02 **Time Schedule:** Consultant is to begin work upon receipt and execution of City contract. It is contemplated that most of the services hereunder will be completed on or before June 30, 2024. **TIME IS OF THE ESSENCE OF THIS CONTRACT.** Consultant agrees to engage its best efforts to adhere strictly to the schedule set forth in **Exhibit A** and incorporated herein.

5.03 **Work Outside Contract Scope:** No payment for changed or additional work shall be made unless the changed or additional work has first been approved in writing by the City Manager and the parties have agreed upon the appropriate adjustment, if any, to the payment schedule and maximum payment amount for the changed or additional work. The Contract Manger may order changes or additions to the scope of work. Whether a change or addition to the scope of work is proposed by the Consultant or ordered by the City Manager, the parties shall in good faith negotiate an appropriate adjustment, if any, to the payment schedule and maximum payment for the changed or additional work. An approved change or addition, along with the payment adjustment, if any, will be effective upon an amendment to this contract executed by both parties. The amendment shall not render ineffective or invalidate unaffected portions of this contract.

5.04 **Confidentiality:**

- (a) Confidential Nature of Information. Consultant shall treat all information obtained from the City in the performance of this contract as confidential and proprietary to the City. Consultant shall treat all records and work product prepared or maintained by Consultant in the performance of this contract as confidential.
- (b) Limitation on use and disclosure. Consultant agrees that it will not use any information obtained as a consequence of the performance of work for any purpose other than fulfillment of Consultant's scope of work. Consultant will not disclose any information prepared for the City, or obtained from the City or obtained as a consequence of the performance of work to any person other than the City, or its own employees, agents or subcontractors who have a need for the information for the performance of work under this contract unless such disclosure is specifically authorized in writing by the City.

- (c) Security plan. If requested by the City Manager, Consultant shall prepare a security plan to assure that information obtained from the City or as a consequence of the performance of work is not used for any unauthorized purpose or disclosed to unauthorized persons. Consultant shall advise the City of any request for disclosure of information or of any actual or potential disclosure of information.
- (d) Survival. Consultant's obligations under this paragraph shall survive the termination of this contract.

6.0 MISCELLANEOUS

6.01 **Notices:** Except as otherwise expressly provided by law, any and all notices or other communications required or permitted by this agreement or by law to be served on or given to any party to this agreement shall be in writing and delivered or, in lieu of such personal service, when deposited in the United States mail, first class postage prepaid, to the following address for each respective party:

PARTY	ADDRESS
TO: CITY OF SOLVANG	City of Solvang 1644 Oak Street Solvang, CA 93463 Attention: City Clerk

Copy to:	Dave Fleishman City Attorney Richards, Watson & Gershon 847 Monterey Street, Suite 206 San Luis Obispo, CA 93401
----------	--

TO CONSULTANT:	The Abbi Agency Attn: Ty Whitaker 1385 Haskell Street Reno, NV 89509
-----------------------	---

6.02 **Governing Law:** This agreement and all matters relating to this agreement shall be governed by the laws of the State of California in force at the time, should any need for interpretation of this agreement or any decision or holding concerning this agreement arise.

6.03 **Binding Effect:** This agreement shall be binding on and shall inure to the benefit of the heirs, executors, administrators, successors and assigns of the parties hereto, but nothing in this Section shall be construed as consent by City to any assignment of this agreement or any interest in the agreement.

6.04 **Remedies:** The remedies set forth in this agreement shall not be exclusive, but shall be cumulative with, and in addition to, all remedies now or hereafter allowed by law or equity.

6.05 **Due Authority:** The parties hereby represent that the individuals executing this agreement are expressly authorized to do so on and in behalf of the parties.

6.06 **Ownership of Work Product:** Upon delivery, the work product, including without limitation, all original reports, writings, recordings, drawings, files, and detailed calculations

developed under this contract are the property of the City. Consultant agrees that all copyrights, which arise from creation of the work pursuant to this contract, shall be vested in the City and waives and relinquishes all claims to copyright or other intellectual property rights in favor of the City. City acknowledges that its use of the work product is limited to the purposes contemplated by the scope of work and that the Consultant makes no representation of the suitability of the work product for use in or application to circumstances not contemplated by the scope of work.

6.07. **Integration and Modification:** This contract represents the entire understanding and agreement of the City and Consultant as to those matters contained herein. This agreement correctly sets forth the obligations of the parties hereto to each other as of the date of this agreement. All agreements or representations respecting the subject matter of this agreement not expressly set forth or referred to in this agreement are null and void. No prior oral or written understanding shall be of any force or effect with respect to those matters covered hereunder. This contract may not be modified, amended, or altered except in writing signed by the City and Consultant.

6.08. **Advice of Counsel:** The parties agree that they are aware that they have the right to be advised by counsel with respect to the negotiations, terms, and conditions of this contract, and that the decision of whether or not to seek the advice of counsel with respect to this contract is a decision which is the sole responsibility of each of the parties hereto. This contract shall not be construed in favor or against either party by reason of the extent to which each party participated in the drafting of the contract.

6.09. **Independent Review:** Each party hereto declares and represents that in entering this contract it has relied and is relying solely upon its own judgment, belief and knowledge of the nature, extent, effect and consequence relating thereto. Each party further declares and represents that this contract is being made without reliance upon any statement or representation not contained herein of any other party, or any representative, agent, or attorney of any other party.

6.10. **Attorney Fees:** In the event of any controversy, claim or dispute between the parties hereto, arising out of or relating to this agreement, or the breach hereof, the prevailing party shall be entitled, in addition to other such relief as may be granted, to a reasonable sum as and for attorney fees.

6.11 **No waiver:** The waiver of any breach by any party of any provision of this agreement shall not constitute a continuing waiver or a waiver of any subsequent breach of this agreement.

6.12. **Assignment:** This agreement is specifically not assignable by Consultant to any person or entity. Any assignment or attempt to assign by Consultant whether it be voluntary or involuntary, by operation of law or otherwise, is void and is a material breach of this agreement, giving rise to a right to terminate as set forth in Section 4.03.

6.13. **Time for Performance:** Except as otherwise expressly provided for in this agreement, should the performance of any act required by this agreement to be performed by either party be prevented or delayed by reason by any act of God, strike, lockout, labor trouble, inability to secure materials, epidemics, pandemics, or any other cause, except financial inability, which is the fault of the party required to perform the act, the time for performance of the act will be extended for a period of time equivalent to the period of delay and performance of the act during the period of delay will be excused: provided, however, that nothing contained in this Section shall exclude the prompt payment by either party as required by this agreement of the performance of any act rendered difficult or impossible solely because of the financial condition of the party required to perform the act.

6.14 **Severability:** Should any provision of this agreement be held by a court of competent jurisdiction or by a legislative or rulemaking act to be either invalid, void or unenforceable, the remaining provisions of this agreement shall remain in full force and effect, unimpaired by the holding, legislation or rule.

6.15. **Construction:** The parties agree that each has had an opportunity to have their counsel review this agreement and that any rule of construction to the effect that ambiguities are to be resolved against the drafting party shall not apply in the interpretation of this agreement or any amendments or exhibits thereto. The captions of the sections are for convenience and reference only, and are not intended to be construed to define or limit the provision to which they relate.

6.16. **Amendments:** Amendments to this agreement shall be in writing and shall be made only with the mutual written consent of all the parties to this agreement.

6.17. **Signatures:** The individuals executing this contract represent and warrant that they have the legal capacity and authority to do so on behalf of their respective legal entities.

IN WITNESS WHEREOF, the parties have executed this contract on the following date.

CITY OF SOLVANG

**CONTRACTOR
The Abbi Agency**

By:  DocuSigned by:
82667AF69DB64C4...
Xenia Bradford, City Manager
Date: 7/7/2022

By:  DocuSigned by:
00DF6056EC204DD...
Patrick Ty Whitaker, CEO
Date: 7/6/2022

**APPROVED AS TO FORM
Richards, Watson & Gershon**

By:  DocuSigned by:
8CACE76DAD12485
Dave Fleishman, City Attorney
Date: 7/6/2022

ATTEST:

 DocuSigned by:
2FEC6CE62C12406
Annamarie Porter, City Clerk

EXHIBIT A

SCOPE OF WORK,

FEE SCHEDULE

&

PROJECT SCHEDULE

EXHIBIT B

INSURANCE REQUIREMENTS

Prior to the beginning of and throughout the duration of the Work, Consultant will maintain insurance in conformance with the requirements set forth below. Consultant will use existing coverage to comply with these requirements. If that existing coverage does not meet the requirements set forth here, Consultant agrees to amend, supplement or endorse the existing coverage to do so. Consultant acknowledges that the insurance coverage and policy limits set forth in this section constitute the minimum amount of coverage required. Any insurance proceeds available to City in excess of the limits and coverage required in this agreement and which is applicable to a given loss, will be available to City.

Consultant shall provide the following types and amounts of insurance:

Commercial General Liability Insurance using Insurance Services Office "Commercial General Liability" policy form CG 00 01, or a City approved equivalent. Defense costs must be paid in addition to limits. There shall be no cross liability exclusion for claims or suits by one insured against another. Limits are subject to review but in no event less than \$1,000,000 per occurrence and in the aggregate.

Business Auto Coverage on ISO Business Auto Coverage form CA 00 01 including symbol 1 (Any Auto) or the equivalent. Limits are subject to review, but in no event to be less than \$1,000,000 per accident. If Consultant owns no vehicles, this requirement may be satisfied by a non-owned auto endorsement to the general liability policy described above. If Consultant or Consultant's employees will use personal autos in any way on this project, Consultant shall provide evidence of personal auto liability coverage for each such person.

Workers Compensation on a state-approved policy form providing statutory benefits as required by law with employer's liability limits no less than \$1,000,000 per accident or disease.

Professional Liability or Errors and Omissions Insurance as appropriate shall be written on a policy form coverage specifically designed to protect against acts, errors or omissions of the consultant and "Covered Professional Services" as designated in the policy must specifically include work performed under this agreement. The policy limit shall be no less than \$1,000,000 per claim and in the aggregate. The policy must "pay on behalf of" the insured and must include a provision establishing the insurer's duty to defend. The policy retroactive date shall be on or before the effective date of this agreement.

Insurance procured pursuant to these requirements shall be written by insurers that are admitted carriers in the state of California and with an A.M. Bests rating of A- or better and a minimum financial size VII.

General conditions pertaining to provision of insurance coverage by Consultant. Consultant and City agree to the following with respect to insurance provided by Consultant:

1. Consultant agrees to have its insurer endorse the third party general liability coverage required herein to include as additional insureds City, its officials, employees and agents, using standard ISO endorsement No. CG 2010 with an edition prior to 1992, or a City approved equivalent. Consultant also agrees to require all contractors, and subcontractors to do likewise.
2. No liability insurance coverage provided to comply with this Agreement shall prohibit Consultant, or Consultant's employees, or agents, from waiving the right of subrogation prior to a loss. Consultant agrees to waive subrogation rights against City regardless of the applicability of any insurance proceeds, and to require all contractors and subcontractors to do likewise.

3. All insurance coverage and limits provided by Consultant and available or applicable to this agreement are intended to apply to the full extent of the policies. Nothing contained in this Agreement or any other agreement relating to the City or its operations limits the application of such insurance coverage.
4. None of the coverages required herein will be in compliance with these requirements if they include any limiting endorsement of any kind that has not been first submitted to City and approved of in writing.
5. Consultant's general liability policy shall not contain any provision or definition that would serve to eliminate so-called "third party action over" claims, including any exclusion for bodily injury to an employee of the insured or of any contractor or subcontractor.
6. All coverage types and limits required are subject to approval, reasonable modification and reasonable additional requirements by the City, as the need arises. Consultant shall not make any reductions in scope of coverage (e.g. elimination of contractual liability or reduction of discovery period) that may affect City's protection without City's prior written consent.
7. Proof of compliance with these insurance requirements, consisting of certificates of insurance evidencing all of the coverages required and an additional insured endorsement to Consultant's general liability policy, shall be delivered to City at or prior to the execution of this Agreement. In the event such proof of any insurance is not delivered as required, or in the event such insurance is canceled at any time and no replacement coverage is provided, City has the right, but not the duty, to obtain any insurance it deems necessary to protect its interests under this or any other agreement and to pay the premium. Any premium so paid by City shall be charged to and promptly paid by Consultant or deducted from sums due Consultant, at City option.
8. Certificate(s) are to reflect that the insurer will provide 30 days notice to City of any cancellation of coverage by the carrier.
9. It is acknowledged by the parties of this agreement that all insurance coverage required to be provided by Consultant or any subcontractor, is intended to apply first and on a primary, non-contributing basis in relation to any other insurance or self insurance available to City.
10. Consultant agrees to require that subcontractors, and any other party involved with the project who is brought onto or involved in the project by Consultant, provide the same minimum insurance coverage required of Consultant. Consultant agrees to monitor and review all such coverage and assumes responsibility for ensuring that such coverage is provided in conformity with the requirements of this section. Consultant agrees that upon request, all agreements with subcontractors and others engaged in the project will be submitted to City for review.
11. If Consultant's existing coverage includes a deductible or self-insured retention, the deductible or self-insured retention must be declared to the City. At that time the City shall review options with the Consultant, which may include reduction or elimination of the deductible or self-insured retention, substitution of other coverage, or other solutions. Consultant shall be responsible for paying any deductibles or self-insured retentions on its policies.
12. The City reserves the right at any time during the term of the contract to change the amounts and types of insurance required by giving the Consultant ninety (90) days advance written notice of such change. If such change results in substantial additional cost to the Consultant, the City will negotiate additional compensation proportional to the increased benefit to City.
13. For purposes of applying insurance coverage only, this Agreement will be deemed to have been executed immediately upon any party hereto taking any steps that can be deemed to be in furtherance of or towards performance of this Agreement.

14. Consultant acknowledges and agrees that any actual or alleged failure on the part of City to inform Consultant of non-compliance with any insurance requirement in no way imposes any additional obligations on City nor does it waive any rights hereunder in this or any other regard.
15. Consultant will renew the required coverage annually as long as City, or its employees or agents face an exposure from operations of any type pursuant to this agreement. This obligation applies whether or not the agreement is canceled or terminated for any reason. Termination of this obligation is not effective until City executes a written statement to that effect.
16. Consultant shall provide proof that policies of insurance required herein expiring during the term of this Agreement have been renewed or replaced with other policies providing at least the same coverage. Proof that such coverage has been ordered shall be submitted prior to expiration. A coverage binder or letter from Consultant's insurance agent to this effect is acceptable. A certificate of insurance and/or additional insured endorsement as required in these specifications applicable to the renewing or new coverage must be provided to City within five days of the expiration of the coverages.
17. The provisions of any workers' compensation or similar act will not limit the obligations of Consultant under this agreement. Consultant expressly agrees not to use any statutory immunity defenses under such laws with respect to City, its employees, officials and agents.
18. Requirements of specific coverage features or limits contained in this section are not intended as limitations on coverage, limits or other requirements nor as a waiver of any coverage normally provided by any given policy. Specific reference to a given coverage feature is for purposes of clarification only as it pertains to a given issue, and is not intended by any party or insured to be limiting or all-inclusive.
19. These insurance requirements are intended to be separate and distinct from any other provision in this agreement and are intended by the parties here to be interpreted as such.
20. The requirements in this Section supersede all other sections and provisions of this Agreement to the extent that any other section or provision conflicts with or impairs the provisions of this Section.
21. Consultant agrees to be responsible for ensuring that no contract used between itself and its sub-consultants reserves the right to charge City or Consultant for the cost of additional insurance coverage required by this agreement. Any such provisions are to be deleted with reference to City. It is not the intent of City to reimburse any third party for the cost of complying with these requirements. There shall be no recourse against City for payment of premiums or other amounts with respect thereto.
22. Consultant agrees to provide immediate notice to City of any claim or loss against Consultant arising out of the work performed under this agreement. City assumes no obligation or liability by such notice, but has the right (but not the duty) to monitor the handling of any such claim or claims if they are likely to involve City.



Point of Contact: Xenia Bradford, City Manager

Project Name: Tourism Marketing Managed Services

Services: Marketing Research, Campaign and Creative Development, Public Relations, Media Planning and Management, Digital Experience, Social Media, Content and Account Management

Timeline: July 1, 2022 - June 30, 2023

Note: Contract extends until June 30, 2024, but the Scope of Work will be reviewed and revised each year.

Completed by: Connie Anderson, Chief Strategy Officer

BACKGROUND

SITUATION ANALYSIS

Many destinations in California suffer from getting stuck in the “Sea of Sameness.” With similar destination assets and experiences like outdoor recreation, beautiful scenery, indulgent food and beverage, it can be challenging to stand out. But not here – Solvang offers an authentically unique experience to visitors, and “Danish America” truly cannot be experienced anywhere else.

Destinations are facing a changing travel landscape post-pandemic. Travelers have shown pent up demand and returned to travel quickly, but uncertain economic future and rising gas prices pose a challenge for destinations that rely on visitors to drive in to the destination.

The Abbi Agency will work with Solvang to address these challenges, better understand Solvang’s positioning, and create a long-lasting, memorable brand through integrated marketing efforts that mirror the memorability of the destination itself.

GOAL

Position Solvang as the best destination for travelers who appreciate a trip focused on history, culture, and food & beverage.

OBJECTIVES

The Abbi Agency will use a number of specific metrics to measure the success of this goal. These begin with overarching research and an assessment of data analytics, then later will be measured by campaign-level metrics (advertising impressions, click-through rates, traffic to website) and end with conversion rates. The Abbi Agency will work with Solvang to develop and continue to refine for optimization and future success. Additionally, the below outline depicts the roadmap for successful implementation of this project:

- Marketing, Awareness, Perceptions & Knowledge
 - Overall increase in: Website Impressions, Earned Media Impressions, Earned Media Message Pull-Through, Organic Social Media Engagement, Paid Media Impressions, and Click-Through Rates.

The Abbi Agency and Solvang will work collaboratively with lodging partners to quantify and assess increases in visitation. These specific tourism objectives that will be assessed are below:

- Increase in visitation during shoulder season
- Increase in visitation during midweek



TARGET AUDIENCES

The Abbi Agency has identified the following target audiences for Solvang’s branding, public relations, marketing and social media efforts:

- **Primary Audiences:** Drive Market from Southern California, Fly & Drive market from the Bay Area
- **Secondary Audiences:** Non-stop flight markets from Santa Barbara Airport (Las Vegas, Denver, Phoenix)

During the first phase of work, target audiences, including personas, will be revisited and finalized to work cohesively with the City of Solvang’s overarching strategic plan.

PROJECT OVERVIEWS

MARKETING

Research & Marketing Plan Development

To immerse ourselves in the destination, The Abbi Agency will use data platforms and additional research studies, and partner data to review and understand the relationship between Solvang and travel intent. Possible data sources include: This can include targeted GPS data results and study points of interest as well as third party vendor studies (provided by Solvang).

To ensure that several perspectives are considered in formulating Solvang’s strategic plan, the team’s strategic leaders will also conduct up to two (2) group interviews with key representatives of the destination such as members of the TAC and representatives of various communities within Solvang including hoteliers. Additionally, as needed The Abbi Agency may employ a survey to review quantitative data in addition to qualitative feedback from the interviews.

The Abbi Agency will work closely with the City of Solvang and Tourism Advisory Committee to develop an annual marketing plan that supports the strategies and goals set forth. The plan will include strategic direction, creative strategy, brand development, and content strategy and calendar.

Within the content calendar, our team will define and plan all content for the City of Solvang, including blogs, emails, and social media. All created content will be strategically leveraged for paid media, targeting users based on their interests and engagement.

The marketing plan will be comprehensive, but have a strong focus on the following areas:

- Goals & Objectives
- Target Audience
- Content Strategy and Calendar
- Paid Media Plan
- Media Relations Strategy
- Social Media Strategy
- Editorial Calendar

Deliverables: Research Report, Marketing Plan



Immersion

Additionally, the team will conduct an in-person immersion trip to learn more about the history of the City and experience the unique activities. The immersion will consist of up to three (3) individuals for two days in market. This cost is anticipated to cover airfare, car, hotel, food and all activities. However, if Solvang is able to provide complimentary hotel, activities, and food then budget can be used for additional team members to attend the immersion or saved for an additional trip to Solvang.

Deliverables: 3 individuals in-market for 2 day immersion

JuleFest Event Marketing Support

The City of Solvang supports and celebrates a series of holiday events annually called JuleFest. In order to support the marketing and attendance of these events, the following tactics will be implemented. Marketing support for these events may include the following:

- Media outreach to include:
 - One (1) Press Release
 - 3-month pitching to target regional publications
 - Coordination with any attending journalists
- Social Media: Event creation, giveaway, advertising support
- Creative: Event flyer, advertising assets
- Content: Landing Page development, updating or blog feature

Deliverables: Marketing overview with all tactics to be employed and then execution of supporting tactics

STRATEGY & BRAND MANAGEMENT

Account Management & Strategy: A dedicated member from the brand management team will be the point of contact for day-to-day account needs. In addition to coordinating with the client to establish deadlines and projects each month, the team member will actively flag any concerns or delays in deliverables and make sure the internal agency team is briefed for each project. The team member will also be responsible for monthly billing, and will be available for questions and forecasting budget line items as outlined in the scope of work.

- Oversee and coordinate all efforts related to the account needs, projects, allocation and planning.
- Function as the primary contact for communication with key marketing staff.
- Manage the scope of work, contract and any other SOWs that are signed for the client.
- Oversee the budget on a monthly and annual basis.
- Analyze and provide strategic insights on monthly reporting
- Develop creative, production, and paid media briefs
- Manage kick-off meetings and timeline of deliverables
- Oversee and coordinate all efforts related to the campaign needs
- Manage and assist with production planning and post-production editing



Deliverables: *Consistent email communications, Attendance of status calls, virtual (in-person as needed) attendance at monthly TAC meetings, reporting including monthly analytics and quarterly performance reports*

PUBLIC RELATIONS

Ongoing Public Relations

The Abbi Agency will implement a targeted and performance-driven storytelling approach to PR, ensuring that earned media stories are in collaboration with overall marketing initiatives and target audience segments. Deliverables include:

- Up to five (5) press releases per fiscal year
- Ongoing media outreach to targeted journalists and publications
- Intercepting and responding to all incoming media opportunities and FAM requests
- Collaboration with Visit California, Santa Barbara County, and Visit Santa Ynez Valley, including:
 - Content submissions on a monthly/quarterly basis
- In the instance of a crisis, The Abbi Agency will stop all proactive media pitching around promoting visitation to the destination and work with Solvang to develop a crisis response and shift messaging.

FAM Trips

The Abbi Agency team excels at building itineraries that capture the essence of a destination. Each itinerary offers opportunities to incorporate key themes, marketing initiatives and the history of the destination. The Abbi Agency will work with Solvang to provide itineraries that make the most sense for each journalist's beat, while always finding ways to incorporate key themes, marketing initiatives and backlinks to the website.

The Abbi Agency filters through hundreds of journalist requests and inquiries, and the team has established a vetting process to identify the best media candidates to explore and highlight the destination. For those who don't qualify for a hosted visit, the team still provides itinerary recommendations, press materials and assists with securing media rates (when applicable). The same care and follow up is extended to ensure every touch point of their experience is positive.

Individual FAM Tactics & Deliverables

The Abbi Agency will work with qualifying journalists and/or influencers to coordinate individual press trips. The Abbi Agency will coordinate two (2) individual media FAMs for the 2022/2023 fiscal year. The Abbi Agency will handle all aspects of itinerary coordination, including booking travel, accommodations, meals and planning activities/meetings. For influencers, this also includes contract negotiations as well as coordination of any asset collection (if/when applicable) and media follow-up after the FAM trip. Should additional FAM opportunities arise, The Abbi Agency will provide a separate SOW and fee.

FAM Hosting Hard Costs

Funds will be used to cover trip hard costs, including mileage reimbursement, airfare, lodging, meals, entertainment and other costs incurred, should these items not be available as in-kind or complimentary. This fee does not include Abbi Agency time, which will be taken from the monthly PR retainer. All hard costs incurred by the agency on behalf of the client will be billed with a 20% mark up fee. The Abbi



Agency will coordinate and manage costs incurred for these trips, and, when possible, charges can be paid directly by client in order to avoid agency mark up.

FAM Hard Cost Budget:

FAM hosting hard costs will be billed upon consumption. Should this budget be exhausted, and there is a need to host additional FAMs, a new budget will be agreed upon between Solvang and The Abbi Agency to cover hard costs.

Deliverables: *Two coordinated FAM trips*

CREATIVE & PRODUCTION

Campaign Development

The Abbi Agency (TAA) will produce one campaign to support shoulder and midweek visitation based upon the current video assets that Solvang has acquired. The Abbi Agency will start by providing a strategic recommendation on direction for the campaign, and will then develop supporting messaging and imagery as needed. These will be revised in collaboration with the TAC, and the final campaign concept will be developed into the assets required for the approved paid media plan.

The concept for this campaign will use the previously produced video ads, but develop it into a fully integrated campaign. The campaign will be presented live (in person or over Zoom) to the TAC, and this process includes the initial concept development into a campaign, one round of revisions, and the final concept to be applied across the entirety of the approved media plan and supporting marketing tactics.

Campaign Production: In line with the approved campaign concept and the approved media buy The Abbi Agency will produce all creative deliverables for each campaign inclusive of:

- Copywriting and editing
- Videography & Photography - this includes planning, script assistance, filming, producing, editing and finalizing.
- Graphic Design
- Campaign guidelines
- Specific creative materials may include:
 - Print advertising
 - Website design
 - Broadcast (TV/CTV, radio, video) assets
 - Digital Banners
 - Signage, collateral, sales materials, etc.
 - SEO and SEM marketing

The campaign deliverables creative will be presented to the client and includes the initial concepts and one round of revisions.

Deliverables: *Campaign Guidelines, All paid media deliverables*



Brand Refresh

The Abbi Agency will review the newly developed logo and brand, then refine to reflect feedback from the Tourism Advisory Committee. It will also expand the revised logo into a brand styleguide to guide future implementation of the brand.

Deliverables: Refreshed brand and logo suite, Brand Styleguide

MEDIA BUY

Paid Media Plans & Management: Tailored to each campaign, TAA will create a full paid media plan within the allocated budget to reach the target audiences, demographics and goals of the client. The Abbi Agency team will strategize, plan, coordinate, manage, negotiate, optimize and report on all of Nevada Health Link's media efforts, from paid search to paid social media.

- Media Planning
 - The agency will create a paid media plan that achieves the client's goals and objectives, reflects the brand vision and reaches the target audiences the client has identified. The media plan will be presented to the client and is subject to updates, changes and feedback from the client until a final plan is approved. Note that all buys are consistently negotiated and optimized to get the best reach and results from each line item. Changes to the plan may be implemented based on performance during the quarter, with client approval.
- Negotiation and Placement
 - Coordination and placement of all digital and traditional media, including build-out of audiences, negotiation with partners and setup of accounts
- Management
 - Management of all paid advertising, including paid search and display, programmatic, print, out of home and other advertising formats.
- Optimization
 - Ongoing evaluations and adjustments based on performance metrics and goals.
- Monthly Reporting Dashboard
 - Dashboard of all digital media performance and report on key insights and/or optimizations.
- Evaluation and Recommendations
 - Ongoing evaluation of paid media opportunities and recommendations.

Deliverables: Paid Media Plan, Monthly Reports

**Paid media campaign management and optimization will be billed at 20% of the monthly media spend based on the approved Media Plan and will be included as a separate line item.*



SOCIAL MEDIA

Social Media Retainer

The Abbi Agency will manage Solvang's social media channels and create content that will highlight the experiences of Solvang and align with our overarching goals and narrative described in the marketing plan.

- Social Media Posting
 - The Abbi Agency team will posts across Solvang's Facebook, Instagram, and Twitter accounts at a cadence of 3-4 times per week (9-12 posts across all platforms per week)
 - The Abbi Agency will conduct social care including commenting, liking, and answering questions posed throughout the platforms. It will also engage with other pages and influencers to extend the brand and reach of Solvang
 - Profile optimization - we will keep profile pages up-to-date and will establish and maintain a cohesive look and feel with header images and profile photos across platforms.
- Social Media Insights and Reporting
 - The Abbi Agency will provide monthly analytics and insights for all social media channels and will make modifications to long-term strategy based on performance
- Content Curation
 - The Abbi Agency will schedule an annual asset collection trip to meet with the City of Solvang team, conduct photo/video shoots and familiarize ourselves with assets, amenities and growth within the area

Deliverables: 3 - 4 posts per week per platform, responses to comments/direct messages, monthly analytics, annual content curation trip

DIGITAL EXPERIENCE

Website Audit & Implementation

The Abbi Agency will conduct a website audit to determine the areas for improvement on the current website. The audit will look at both technical improvements as well as content improvements to improve search engine rankings as well as ensure content is up-to-date. Other updates include ensuring the new brand is represented and that the homepage provides more information to potential and current visitors.

Deliverables: Website Audit, Website Improvement Plan, Plan Implementation

Website Hosting & Maintenance

In addition to any of the recommendations determined by the marketing plan, we will also need to provide standard ongoing maintenance to the website. Maintenance of the site will be as follows:

- Hosting Management
- SSL Certificate
- 24/7 Uptime Monitoring
- Content delivery network (CDN) to provide rapid delivery of pages and images
- Monthly updates to core website files and plugins
- Malware scan and resolution
- Monthly backup and storage
- Website analytics maintenance and support



- 1-2 hours miscellaneous updates per month, which include:
 - Edits, revisions or updates to text, image and video content on existing pages based on client request, along with any troubleshooting and error resolution on websites.
- Yearly Website Audit Report

Deliverables: *Domain Registration, Website Hosting, Management, Maintenance and Updates*



BUDGET

By signing this Scope of Work, the City of Solvang agrees to the Scope of Work plan set forth by The Abbi Agency. Your signature allows The Abbi Agency to execute on the plan herein.

Project Management	\$27,000
Account Management	\$2,250 / per month
Public Relations	\$51,000
PR Retainer	\$ 3,750/ per month
FAM Management/Coordination	\$2,000 / per FAM(2)
FAM Hard Costs	\$1,000 / per FAM(2)*
Creative Development	\$24,000
Brand Refresh	\$9,000 / one time
Campaign Development & Production	\$15,000 / one time
Digital Content	\$58,600
Social Media Retainer	\$3,750 / per month
Social Media Boosting	\$300 / per month
Marketing	\$29,800
Research	\$10,000 / one time
Immersion Trip	\$4,800 / one time
Marketing Plan	\$5,000 / one time
Event Marketing Support	\$10,000 / one time
Digital Experience	\$23,000
Website Audit & Implementation	\$12,000 / one time
Website Hosting & Maintenance	\$1,000 /per month (Aug - June)
Media Buy	\$68,000
Media Plan Development	\$2,000 / one time
Media Buy Management, Optimization	\$2,244 / per month (5 months total)
Media Buy Cost	\$10,956 / per month (5 months total)
Hard Costs	\$5,550
Technology Fee **	\$200 / per month
Hosting & Domain Registrar	\$650 / as needed
Travel Costs: Immersion & Others	\$2,500 / as needed
Alternative Planning Allowance	\$13,050
Total Contract Fees (July 1, 2022 - June 30, 2023):	\$300,000

See [attached](#) budget for detailed breakdown.



**FAM hard costs are billed upon consumption up, not to exceed the allotted budget.*

***TAA charges a monthly technology fee for the use of our media monitoring software, reporting software and project management platform.*

Alternative Planning Options

As the Abbi Agency approaches its work with the City of Solvang, it has left a portion of the budgeted funds unallocated to allow for the discussion and strategic allocation toward initiatives that it feels would positively impact and help reach the goals of the City of Solvang. Initial options for how this money can be used is below, but additional options can be discussed.

DIGITAL EXPERIENCE

Website Redesign & Development

The Abbi Agency will begin a redesign of the City of Solvang website in Q4 of FY23. This will represent half of the work needed to completely redesign the website. The new website will align with the new brand standards, positioning and messages. The Abbi Agency follows the following process for agile website design:

RESEARCH & STRATEGY

Research of competitors' websites, exploration of websites for design & usability inspiration, official articulation of website goals, timeline and complete specification of website's features and functions.

FRAMEWORK & ARCHITECTURE

This phase builds out the layout of the splash page, content requirements, and may include development of a wireframe (low-fidelity renderings of the site).

DESIGN

User interface design brings a visual face to the website's framework. In this phase, we will produce high-fidelity, responsive website mockups to provide aesthetic options for the splash page.

DEVELOPMENT

Coding and back-end development of a website, including testing and bringing the user experience and user interface elements to life. Pushing the website to the live server, installing all analytics and tracking programs, testing and bug fixes, post-live maintenance.

WEBSITE FEATURES AND COMPONENTS

During the Research & Strategy phase of the project, the team will develop a confirmed list of official functions and components. These will be central to the framework and design.

The following is a list of website features and functionalities that the TAA team recommends including within this project:

- Custom brand integration
- Mobile compatibility
- Basic website functionality
- Framework Design
- Wordpress CMS (Content Management System)



Website copywriting will be a collaborative process between The Abbi Agency and City of Solvang.

**Advanced website functionality available upon request. Pricing may vary depending on functionality. Monthly hosting and domain registrar services also available upon request.*

Note: *The Alternative Planning budget can begin this process, but the total estimated cost for the website redesign and development is \$70,000-\$80,000.*

Ongoing SEO

Within the Content Strategy developed in the Marketing Plan, TAA will develop a keyword focus plan to guide SEO modifications geared toward long-term success as well as strategic recommendations for improvement of the site's performance in search.

Recommendations could include:

- Modifications to site structure, meta data and other machine-readable areas of the site.
- Changes to content, both from a UI, UX and search discoverability perspective.
- Other tactics, including public relations strategies, that can help with organic rankings.
- Additionally, TAA may make recommended updates to the website framework for improving site speed.

MISCELLANEOUS

Should the client require additional services outside this Scope of Work, The Abbi Agency will provide an estimate of services for the client's approval.



APPROVALS

DocuSigned by:

82667AF69DB64C4... 7/7/2022

Xenia Bradford, City Manger, City of Solvang (Sign/Date)

DocuSigned by:

08DF605CEC294DD... 7/6/2022

Patrick Ty Whitaker, CEO, The Abbi Agency (Sign/Date)

8/1/2022

9346

The Abbi Agency - Marketing

15,250.00

CHECK TOTAL

15,250.00

Go Green! You can now receive payment via Direct Deposit.
To enroll, or for more info, contact Accounts Payable at the City of Solvang
(805) 688-5575

08/29/2022

\$15,250.00

43002

---Fifteen Thousand Two Hundred Fifty Dollars and 00/100 Cents---

The Abbi Agency
1385 Haskell Street
Reno, NV 89509-



THE ABBI AGENCY
 1385 HASKELL STREET
 RENO, NV 89509 US
 775-323-2977
 accounting@theabbiagency.com
 www.theabbiagency.com



INVOICE 9346

DATE 08/01/2022 TERMS Net 30

DUE DATE 08/31/2022

BILL TO

City of Solvang
 1644 Oak Street
 Solvang, CA 93463

DESCRIPTION	AMOUNT
City of Solvang : Account Management : Dates of Service : July 1 - July 31, 2022 Monthly Budget: \$2,250 Monthly % Complete: 100% Total Budget \$27,000 Project % Billed: 8.33%	2,250.00
City of Solvang : Public Relations Retainer : Dates of Service : July 1 - July 31, 2022 Monthly Budget: \$3,750 Monthly % Complete: 100% Total Budget \$45,000 Project % Billed: 8.33%	3,750.00
City of Solvang : FAM Planning & Management : Dates of Service : July 1 - July 31, 2022 Monthly Budget: \$0 Monthly % Complete: 0% Total Budget \$4,000 Project % Billed: 0%	0.00
City of Solvang : Brand Refresh & Campaign Guidelines : Dates of Service : July 1 - July 31, 2022 Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$9,000 Project % Billed: 0%	0.00
City of Solvang : Creative Development & Production : Dates of Service : July 1 - July 31, 2022 Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$15,000 Project % Billed: 0%	0.00

DESCRIPTION	AMOUNT
City of Solvang : Social Media Management : Dates of Service : July 1 - July 31, 2022 Monthly Budget: \$3,750 Monthly % Complete: 100% Total Budget: \$45,000 Project % Billed: 8.33%	3,750.00
City of Solvang : Content Curation Trip Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$10,000 Project % Billed: 0%	0.00
City of Solvang : Social Media Boosting Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$3,600 Project % Billed: 0%	300.00
City of Solvang : Immersion Trip Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$4,00 Project % Billed: 0%	0.00
City of Solvang : Research Monthly Budget: \$5,000 Monthly % Complete: 50% Total Budget: \$10,000 Project % Billed: 50%	5,000.00
City of Solvang : Strategy/Marketing Plan Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$5000 Project % Billed: 0%	0.00
City of Solvang : YuleFest Marketing Support Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$10,000 Project % Billed: 0%	0.00
City of Solvang : Media Buy Plan Development Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$2,000 Project % Billed: 0%	0.00
City of Solvang : Media Buy Management & Optimization Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$11,220 Project % Billed: 0%	0.00
City of Solvang : Media Buy Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$54,780 Project % Billed: 0%	0.00

DESCRIPTION	AMOUNT
City of Solvang : Technology Fee Monthly Budget: \$200 Monthly % Complete: 100% Total Budget: \$2,400 Project % Billed: 8.33%	200.00
City of Solvang : Hosting & Domain Registrar Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$650 Project % Billed: 0%	0.00
City of Solvang : Travel Costs - Immersion Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$2,500 Project % Billed: 0%	0.00
City of Solvang : FAM Hard Costs Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$2,000 Project % Billed: 0%	0.00

TOTAL DUE	\$15,250.00
------------------	--------------------

11/18/2022

1099

The Abbi Agency - Marketing

1,536.19

9/1/2022

9419

The Abbi Agency - Marketing

33,550.00

CHECK TOTAL

35,086.19

Go Green! You can now receive payment via Direct Deposit.
To enroll, or for more info, contact Accounts Payable at the City of Solvang
(805) 688-5575

12/01/2022

\$35,086.19

43347

---Thirty Five Thousand Eighty Six Dollars and 19/100 Cents---

The Abbi Agency
1385 Haskell Street
Reno, NV 89509-



The Abbi Agency
1385 Haskell St
Reno, NV 89509-2844

(775) 323-2977
accounting@theabbiagency.com

Invoice



City of Solvang

1644 Oak Street
Solvang, CA 93463
USA

Invoice Number: 1099
Invoice Date: 11/18/2022
Due Date: 12/18/2022
Terms: Net 30

Comment:

City of Solvang - Paid Media	Google Search : October 1 - October 31, 2022	\$782.60
City of Solvang - Paid Media	YouTube : October 1 - October 31, 2022	\$370.83
City of Solvang - Paid Media	Pinterest : October 1 - October 31, 2022	\$382.76

Invoice Total	\$1,536.19
Less Applied Payments	\$0.00
Amount Due	\$1,536.19

Approved
Cheryl Shallenberger
Abbi Agency Retainer

THE ABBI AGENCY
 1385 HASKELL STREET
 RENO, NV 89509 US
 775-323-2977
 accounting@theabbiagency.com
 www.theabbiagency.com



INVOICE 9419

DATE 09/01/2022 TERMS Net 30

DUE DATE 10/01/2022

BILL TO

City of Solvang
 1644 Oak Street
 Solvang, CA 93463

DESCRIPTION	AMOUNT
City of Solvang : Account Management : Dates of Service : August 1 - August 31, 2022 Monthly Budget: \$2,250 Monthly % Complete: 100% Total Budget \$27,000 Project % Billed: 16.67%	2,250.00
City of Solvang : Public Relations Retainer : Dates of Service : August 1 - August 31, 2022 Monthly Budget: \$3,750 Monthly % Complete: 100% Total Budget \$45,000 Project % Billed: 16.67%	3,750.00
City of Solvang : FAM Planning & Management : Dates of Service : August 1 - August 31, 2022 Monthly Budget: \$0 Monthly % Complete: 0% Total Budget \$4,000 Project % Billed: 0%	0.00
City of Solvang : Brand Refresh & Campaign Guidelines : Dates of Service : August 1 - August 31, 2022 Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$9,000 Project % Billed: 0%	0.00
City of Solvang : Creative Development & Production : Dates of Service : August 1 - August 31, 2022 Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$15,000 Project % Billed: 0%	0.00

DESCRIPTION	AMOUNT
City of Solvang : Social Media Management : Dates of Service : August 1 - August 31, 2022 Monthly Budget: \$3,750 Monthly % Complete: 100% Total Budget: \$45,000 Project % Billed: 16.67%	3,750.00
City of Solvang : Content Curation Trip Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$10,000 Project % Billed: 0%	0.00
City of Solvang : Social Media Boosting Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$3,600 Project % Billed: 16.67%	300.00
City of Solvang : Immersion Trip Monthly Budget: \$0 Monthly % Complete: 100% Total Budget: \$4,00 Project % Billed: 100%	4,800.00
City of Solvang : Research Monthly Budget: \$5,000 Monthly % Complete: 100% Total Budget: \$10,000 Project % Billed: 100%	5,000.00
City of Solvang : Strategy/Marketing Plan Monthly Budget: \$0 Monthly % Complete: 100% Total Budget: \$5000 Project % Billed: 100%	5,000.00
City of Solvang : YuleFest Marketing Support Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$10,000 Project % Billed: 0%	0.00
City of Solvang : Website Audit and Implementation Monthly Budget: \$3,000 for 4 months Monthly % Complete: 100% Total Budget: \$12,000 Project % Billed: 25%	3,000.00
City of Solvang : Website Hosting & Maintenance Monthly Budget: \$1,000 Monthly % Complete: 100% Total Budget: \$11,000 Project % Billed: 9.09%	1,000.00
City of Solvang : Media Buy Plan Development Monthly Budget: \$0 Monthly % Complete: 100% Total Budget: \$2,000 Project % Billed: 100%	2,000.00

DESCRIPTION	AMOUNT
City of Solvang : Media Buy Management & Optimization Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$11,220 Project % Billed: 0%	0.00
City of Solvang : Media Buy Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$54,780 Project % Billed: 0%	0.00
City of Solvang : Technology Fee Monthly Budget: \$200 Monthly % Complete: 100% Total Budget: \$2,400 Project % Billed: 16.67%	200.00
City of Solvang : Hosting & Domain Registrar Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$650 Project % Billed: 0%	0.00
City of Solvang : Travel Costs - Immersion Monthly Budget: \$0 Monthly % Complete: 100% Total Budget: \$2,500 Project % Billed: 100%	2,500.00
City of Solvang : FAM Hard Costs Monthly Budget: \$0 Monthly % Complete: 0% Total Budget: \$2,000 Project % Billed: 0%	0.00

TOTAL DUE	\$33,550.00
------------------	--------------------

11/1/2022	1032	The Abbi Agency - Marketing	26,494.00
12/1/2022	1136	The Abbi Agency - Marketing	16,372.00
12/15/2022	1178	The Abbi Agency - Marketing	3,617.93
1/1/2023	1246	The Abbi Agency - Marketing	13,872.00
1/2/2023	1264	The Abbi Agency - Marketing	27,182.43
2/1/2023	1280	The Abbi Agency - Marketing	12,372.00
10/1/2022	9502	The Abbi Agency - Marketing	29,250.00

CHECK TOTAL 129,160.36

Go Green! You can now receive payment via Direct Deposit.
 To enroll, or for more info, contact Accounts Payable at the City of Solvang
 (805) 688-5575

02/13/2023 \$129,160.36 43614

---One Hundred Twenty Nine Thousand One Hundred Sixty Dollars and 36/100 Cents---

The Abbi Agency
 1385 Haskell Street
 Reno, NV 89509-



The Abbi Agency
1385 Haskell St
Reno, NV 89509-2844

(775) 323-2977
accounting@theabbiagency.com

Invoice



City of Solvang

1644 Oak Street
Solvang, CA 93463
USA

Invoice Number: 1136
Invoice Date: 12/1/2022
Due Date: 12/31/2022
Terms: Net 30

Comment:

Account Management & Strategy	Ongoing Account Management & Strategy : November 1 - November 30, 2022	\$2,250.00
Public Relations	Ongoing Public Relations Retainer : November 1 - November 30, 2022	\$3,750.00
Social Media Retainer	Ongoing Social Media Retainer : November 1 - November 30, 2022	\$3,750.00
Social Boosting	Monthly Social Media Boosting Budget : November 1 - November 30, 2022	\$300.00
Website Hosting & Maintenance	Ongoing Website Hosting & Maintenance : November 1 - November 30, 2022	\$1,000.00
Technology Fee	: November 1 - November 30, 2022	\$200.00
Paid Media	Ongoing Paid Media Management, Optimization & Reporting : November 1 - November 30, 2022	\$1,122.00
Julefest Support	Additional Julefest Creative and Web Edits	\$4,000.00

Invoice Total	\$16,372.00
Less Applied Payments	\$0.00
Amount Due	\$16,372.00

The Abbi Agency
 1385 Haskell St
 Reno, NV 89509-2844

 (775) 323-2977
 accounting@theabbiagency.com

Invoice



Invoice Number: 9502
 Invoice Date: 10/1/2022
 Due Date: 10/31/2022
 Terms: Net 30

City of Solvang

 1644 Oak Street
 Solvang, CA 93463
 USA

Comment:

City of Solvang :	Account Management : Dates of Service :September 1 - September 30, 2022	\$2,250.00
City of Solvang :	Public Relations Retainer : Dates of Service : September 1 - September 30, 2022	\$3,750.00
City of Solvang :	Creative Development & Production : Dates of Service : September 1 - September 30, 2022	\$15,000.00
City of Solvang :	Social Media Management : Dates of Service : September 1 - September 30, 2022	\$3,750.00
City of Solvang :	Social Media Boosting Monthly Budget	\$300.00
City of Solvang :	Website Audit and Implementation	\$3,000.00
City of Solvang :	Website Hosting & Maintenance	\$1,000.00
City of Solvang :	Technology Fee Monthly Budget	\$200.00

Invoice Total	\$29,250.00
Less Applied Payments	\$0.00
Amount Due	\$29,250.00

The Abbi Agency
 1385 Haskell St
 Reno, NV 89509-2844

 (775) 323-2977
 accounting@theabbiagency.com

Invoice



Invoice Number: 1032
 Invoice Date: 11/1/2022
 Due Date: 12/1/2022
 Terms: Net 30

City of Solvang

 1644 Oak Street
 Solvang, CA 93463
 USA

Comment:

Account Management & Strategy	Ongoing Account Management & Strategy : October 1 - October 31, 2022	\$2,250.00
Public Relations	Ongoing Public Relations Retainer : October 1 - October 31, 2022	\$3,750.00
Social Media Retainer	Ongoing Social Media Retainer : October 1 - October 31, 2022	\$3,750.00
Social Media Boosting	Ongoing Social Media Retainer : October 1 - October 31, 2022	\$300.00
Website Hosting & Maintenance	Ongoing Website Hosting & Maintenance : October 1 - October 31, 2022	\$1,000.00
Website Audit & Implementation	Ongoing Website Hosting & Maintenance : 75% billed	\$3,000.00
JuleFest	JuleFest Marketing Support	\$10,000.00
Media Buy Management	October 1 - October 31, 2022	\$2,244.00
Technology Fee	October 1 - October 31, 2022	\$200.00

Invoice Total	\$26,494.00
Less Applied Payments	\$0.00
Amount Due	\$26,494.00

The Abbi Agency
1385 Haskell St
Reno, NV 89509-2844

(775) 323-2977
accounting@theabbiagency.com

Invoice



City of Solvang

1644 Oak Street
Solvang, CA 93463
USA

Invoice Number: 1178
Invoice Date: 12/15/2022
Due Date: 1/14/2023
Terms: Net 30

Comment:

Paid Media	Google Search : November 1 - November 30, 2022	\$1,636.12
Paid Media	Google Display : November 1 - November 30, 2022	\$78.63
Paid Media	YouTube : November 1 - November 30, 2022	\$1,055.64
Paid Search	Pinterest : November 1 - November 30, 2022	\$847.54

Invoice Total	\$3,617.93
Less Applied Payments	\$0.00
Amount Due	\$3,617.93

The Abbi Agency
1385 Haskell St
Reno, NV 89509-2844

(775) 323-2977
accounting@theabbiagency.com

Invoice



City of Solvang

1644 Oak Street
Solvang, CA 93463
USA

Invoice Number: 1264
Invoice Date: 1/2/2023
Due Date: 2/1/2023
Terms: Net 30

Comment:

Paid Media	Search Ads : December 2022 - March 2023	\$6,487.74
Paid Media	Display Ads : December 2022 - March 2023	\$7,012.62
Paid Media	Facebook/Instagram : February 2023 - March 2023	\$3,600.00
Paid Media	TikTok : February 2023 - March 2023	\$2,400.00
Paid Media	Pinterest : December 2022 - March 2023	\$3,350.56
Paid Media	YouTube : December 2022 - March 2023	\$4,331.51

Invoice Total	\$27,182.43
Less Applied Payments	\$0.00
Amount Due	\$27,182.43

The Abbi Agency
 1385 Haskell St
 Reno, NV 89509-2844

 (775) 323-2977
 accounting@theabbiagency.com

Invoice



Invoice Number: 1246
 Invoice Date: 1/1/2023
 Due Date: 1/31/2023
 Terms: Net 30

City of Solvang

 1644 Oak Street
 Solvang, CA 93463
 USA

Comment:

Account Management & Strategy	Ongoing Account Management & Strategy	\$2,250.00
Public Relations	Ongoing Public Relations Retainer	\$3,750.00
Social Media Retainer	Ongoing Social Media Retainer	\$3,750.00
Social Media Boosting	Social Media Boosting Budget : December 1 - December 31, 2022	\$300.00
Website Hosting & Maintenance	Ongoing Website Hosting & Maintenance	\$1,000.00
Paid Media	Media Buy Management, Optimization & Reporting : December 1 - December 31, 2022	\$1,122.00
Technology Fee	December 1 - December 31, 2022	\$200.00
Website	Tempest Web Transfer	\$500.00
Website	Website Transfer Time	\$500.00
Paid Media	LA Weekly Julefest Ad Hard Cost	\$500.00

Invoice Total	\$13,872.00
Less Applied Payments	\$0.00
Amount Due	\$13,872.00

Jason Banta

From: Cheryl Shallanberger
Sent: Tuesday, January 31, 2023 10:32 AM
To: Jason Banta; Wendy Berry
Cc: APIInvoices
Subject: RE: Invoice Number: 1264

Yes. Approved.

From: Jason Banta <jasonb@cityofsolvang.com>
Sent: Tuesday, January 31, 2023 10:31 AM
To: Cheryl Shallanberger <cshallanberger@cityofsolvang.com>; Wendy Berry <wendyb@cityofsolvang.com>
Cc: APIInvoices <APIInvoices@cityofsolvang.com>
Subject: RE: Invoice Number: 1264

Do you approve this invoice as well?

Jason Banta
Accountant, Supervising
City of Solvang
(805) 688-5575 x201
jasonb@cityofsolvang.com

From: Cheryl Shallanberger <cshallanberger@cityofsolvang.com>
Sent: Tuesday, January 31, 2023 10:29 AM
To: Jason Banta <jasonb@cityofsolvang.com>; Wendy Berry <wendyb@cityofsolvang.com>
Cc: APIInvoices <APIInvoices@cityofsolvang.com>
Subject: FW: Invoice Number: 1264

Hi,
I approved the latest Abbi invoices but noticed this one also wasn't included.
Thanks
Cheryl

From: tucker@theabbiagency.com <tucker@theabbiagency.com>
Sent: Saturday, January 14, 2023 6:20 PM
To: Cheryl Shallanberger <cshallanberger@cityofsolvang.com>
Subject: Invoice Number: 1264

Warning! This message was sent from outside your organization and we are unable to verify the sender.

[Allow sender](#) | [Block sender](#)

Attached please find your invoice from The Abbi Agency.

Please let us know if you have any questions.

Thank you!

The following contacts are copied on this email.

SOL BILLING (APIinvoices@cityofsolvang.com, cshallanberger@cityofsolvang.com)

Jason Banta

From: Cheryl Shallanberger
Sent: Tuesday, January 31, 2023 2:41 PM
To: Jason Banta
Cc: Wendy Berry; APIInvoices
Subject: RE: Abbi Agency Invoice: #1246

Yes. Approved.

From: Jason Banta <jasonb@cityofsolvang.com>
Sent: Tuesday, January 31, 2023 2:40 PM
To: Cheryl Shallanberger <cshallanberger@cityofsolvang.com>
Cc: Wendy Berry <wendyb@cityofsolvang.com>; APIInvoices <APIInvoices@cityofsolvang.com>
Subject: RE: Abbi Agency Invoice: #1246

Is this invoiced approved?

Jason Banta
Accountant, Supervising
City of Solvang
(805) 688-5575 x201
jasonb@cityofsolvang.com

From: Cheryl Shallanberger <cshallanberger@cityofsolvang.com>
Sent: Tuesday, January 31, 2023 2:07 PM
To: Jason Banta <jasonb@cityofsolvang.com>
Cc: Wendy Berry <wendyb@cityofsolvang.com>; APIInvoices <APIInvoices@cityofsolvang.com>
Subject: Abbi Agency Invoice: #1246

Hi
Please find the attached invoice for The Abbi Agency.

Thank you.
Cheryl

Cheryl Shallanberger, CDME
Marketing Manager
Phone: (805) 688-5575 x 250
Mobile: (310) 463-6729
cshallanberger@cityofsolvang.com



The Abbi Agency
1385 Haskell St
Reno, NV 89509-2844

(775) 323-2977
accounting@theabbiagency.com

Invoice



City of Solvang

1644 Oak Street
Solvang, CA 93463
USA

Invoice Number: 1280
Invoice Date: 2/1/2023
Due Date: 3/3/2023
Terms: Net 30

Comment:

Account Management & Strategy	Ongoing Account Management & Strategy : January 1 - January 31, 2023	\$2,250.00
Public Relations	Ongoing Public Relations Retainer : January 1 - January 31, 2023	\$3,750.00
Social Media Retainer	Ongoing Social Media Retainer : January 1 - January 31, 2023	\$3,750.00
Social Media Boosting	Social Media Boosting Budget : January 1 - January 31, 2023	\$300.00
Website Hosting & Maintenance	Ongoing Website Hosting & Maintenance : January 1 - January 31, 2023	\$1,000.00
Paid Media	Paid Media Management, Optimization & Reporting : January 1 - January 31, 2023	\$1,122.00
Technology Fee	: January 1 - January 31, 2023	\$200.00

Invoice Total	\$12,372.00
Less Applied Payments	\$0.00
Amount Due	\$12,372.00

Deliverable	Service Provided	Notes	Cost
MARKETING			
Research & Report	<ol style="list-style-type: none"> 18-page Audit TAC Survey Community Survey & Distribution 	Business Survey received poor response. Xenia provided list of email addresses to all with business licenses, we scrubbed list. TAA asked Xenia to provide to Chamber, she did not.	\$10,000
Marketing Plan	49-page Marketing Plan	Onboarding sheet was provided and no onboarding assets were returned by City. No City strategic plan was provided.	\$5,000
Immersion	<ol style="list-style-type: none"> 3 individuals in market for 2-day immersion in August Two people spent 2-days in July and attended TAC at no cost to Solvang 	City contact did not provide contacts for businesses. TAA had to conduct all cold outreach. City contact would not do separate meeting with TAA.	\$4,800 \$2,500 for hard costs (TAA spent more than \$5,000 and covered difference)
JULEFEST MARKETING SUPPORT			
Media Outreach	1 press release & 3-month pitching resulted in 24 media placements		\$10,000 Original Budget
Social Media: Facebook event creation One giveaway Advertising	<ol style="list-style-type: none"> TAA conducted one giveaway Two additional social campaigns completed at no cost Advertising complete 	Facebook event creation not complete due to lack of access to Facebook.	\$14,000 Total Budget due to increased needs
Creative: Flyer & Ads	<ol style="list-style-type: none"> Flyer & Advertising asset complete Additionally, logo sutie, brochure, cards, street banner, and calendar were created 		
Content: Update landing page or create blog feature	<ol style="list-style-type: none"> TAA designed and developed an entirely new landing page out of scope and launched one week early 		

Deliverable	Service Provided	Notes	Cost
STRATEGY & BRAND MANAGEMENT			
Virtual Attendance at monthly TAC	<ol style="list-style-type: none"> 1. TAA has attended and reported at all TAC meetings 2. Two TAA teammembers attended July TAC in-person at no cost to Solvang 3. One TAA member attended Sept. Solvang meeting in person at no cost 		\$2,250 per month
Reporting: Monthly analytics, Quarterly performance report	Monthly dashboard set-up and monthly reports completed	First quarterly report to be provided in March 2023, agreed to by TAC	
Ongoing communications: meetings, emails, etc.	<ol style="list-style-type: none"> 1. TAA has hosted many meetings with client contact and responds to all emails and phone calls within timely manner. 2. Additionally, scope dictates 1 assigned brand manager, but Solvang has 2 dedicated brand managers 		
PUBLIC RELATIONS			
Up to 5 press releases	<ol style="list-style-type: none"> 1. 2 press releases complete 2. Distributed the fall festival release on the wire at no additional cost (TAA incurred \$300 hard cost) 		\$3,750 per month
Ongoing media outreach	<ol style="list-style-type: none"> 1. 346 pitches sent 2. Includes access to media monitoring and reporting tools such as Meltwater and Coverage Book (estimated annual cost: \$25,000) 	No list of approved interviewees, themes or photos were provided creating additional onboarding work	

Deliverable	Service Provided	Notes	Cost
PUBLIC RELATIONS, CONT.			
Responding to incoming media inquires	Responded to approximately 12 inquires all websites inquiries within 36 hours		
Visit California monthly content submissions	Provided monthly Resulted in multiple placements and Instagram collaborations		
Crisis Communications	Provided plan, messaging and press release for January storms		
FAM/Press Trip Planning: 2 per year	Contacted more than 6 journalists for a trip. Identified dates for two that had to cancel.		\$2,000 per trip \$0 billed
CREATIVE & PRODUCTION			
Campaign Production & Paid Media Deliverables	<ol style="list-style-type: none"> Created 16 static ads, 4 videos with the Like Denmark campaign Created campaign guide with assets and body copy Created 5 HTML5 animated ads not in scope 	Asking an agency to use the creative campaign of an old agency without providing photos or assets is a nontraditional request.	\$15,000
Brand Refresh	TAA presented logo refinements and TAC chose not to change logo again		free
Additional, out of scope	<ol style="list-style-type: none"> Solvang presentation Deck Chamber Business Guide Cover Visit Santa Ynez Magazine back cover ad Created LA Weekly Ad 		free
MEDIA BUY			
One Paid Media Plan	<ol style="list-style-type: none"> Completed plan Created two additional media plans for Julefest and revised Spring campaign at no charge 		\$2,000
Monthly Reports	<ol style="list-style-type: none"> Complete Includes access to Tapclicks live dashboard (estimated annual cost: \$12,000) 		\$1,122 per month

Deliverable	Service Provided	Notes	Cost
SOCIAL MEDIA			
Social Media posting: 3 - 4 posts per week per platform, responses to comments/messages	<ol style="list-style-type: none"> 1. Scoped for 108-144 posts. TAA has delivered 151 posts even without Facebook. 2. TAA has done 333 Instagram Stories, Instagram Reels and TikToks all out of scope. 3. TAA has responded to 174 messages through Instagram and Twitter. 4. Multiple software required/used including Sprout Social, Heepsy, CanvaPro, Indesign (estimated annual cost: \$20,000) 	Structure of Solvang Facebook pages and Business Manager prevented TAA from accessing after many calls with Facebook, City staff and consulting with City lawyer.	\$3,750 per month
Annual content trip	<ol style="list-style-type: none"> 1. Scheduled for March 2023 2. Additionally, social content has been gathered by TAA staff free of charge in July and August 	No asset library of photos was provided to TAA which is unusual.	\$10,000
Monthly analytics	Complete		free
DIGITAL EXPERIENCE			
Website Audit	Audit complete		
Web Improvement Plan & Implementation	<ol style="list-style-type: none"> 1. Plan was combined with audit 2. TAA transferred ownership away from Tempest 3. TAA has removed IDSS as cost saving measure 4. Multiple updates to internal pages and blog pages for relevancy have been made 5. SEO improvements have been made to reduce load time, search rankings 6. Created two new form pages for Media interest and interest in hosting an event 7. Prior to Cheryl, TAA updated event pages regularly 	Website is developed on 10-year old software and no documentation for development exists. Updating is cumbersome and site has security vulnerabilities	\$12,000 75% billed
Web Maintenance	ongoing		\$1,000 per month
Additional, out of scope	TAA created new homepage design/ landing page at visit.solvangusa.com at no additional cost		



SUBJECT: Discussion to review Marketing Proposals from previous RFP

PREPARED BY: Cheryl Shallenberger, Marketing Manager

DISCUSSION:

The City of Solvang issued a Request for Proposals (RFP) for Tourism Marketing Managed Services on April 1, 2022. Eleven proposals were received and presented to Tourism Advisory Committee (TAC) for evaluation at a Special meeting on May 26, 2022. Four candidate firms were selected for interviews with Tourism Advisory Committee on June 2, 2022. The Tourism Advisory Committee selected The Abbi Agency as the top recommended consultant for Council consideration and approval. At the June 13, 2022, City Council meeting, the City Manager was authorized to negotiate a two-year contract with The Abbi Agency, which was executed with a total cost of \$600,000. The Abbi Agency has been providing marketing services based on that agreement for the last seven months. On February 15, The Abbi Agency provided a resignation for March 15th, 2023, as last day of service.

The three other agencies that were originally interviewed by the TAC were: Charrette from Virginia Beach, Virginia, TJA Advertising out of Pismo Beach and Verdin out of San Luis Obispo. Proposals are included as Attachments A-C.

At the March 2, TAC meeting, it was unanimously supported to hold a special meeting to review those three proposals.

The Marketing Manager reached out the three agencies to gauge their interest. Verdin declined to revisit. TJA Advertising expressed great interest in working with Solvang. Charette did not respond.

The Marketing Manager has also received other proposals for Public Relations and Social Media services attachments D-G.

The absence of a marketing agency provides an opportunity for discussion to gather input on what is needed in the short-term and longer-term tourism marketing efforts for the city of Solvang.

ALTERNATIVES:

The TAC could recommend to the council to go back out to the scope of work for marketing services.

FISCAL IMPACT:

If the recommendation is to not move into a contract with any of the attached proposals there is no fiscal impact. If the TAC recommends moving forward with one of the following proposals, the fiscal impact is any were from \$2,300/month to \$25,000/month.

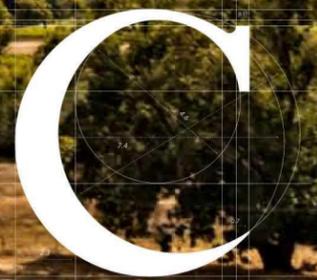
ATTACHMENTS:

- A. Charette Solvang Proposal Response
- B. TJA Advertising
- C. Stiletto Marketing
- D. Islett Agency Proposal
- E. Julia Mathews Proposal
- F. Ciaccio Marketing Proposal
- G. Proposal Overview

REQUEST FOR PROPOSAL
CITY OF SOLVANG

Tourism Marketing Managed Services

CHARRETTEAGENCY.COM



CHARRETTE 92

To our friends in the City of Solvang,

They say we live in the toy aisle. You know, that area of Walmart that's fun to visit, but has absolutely no essentials stocked on the shelves. Here, there's plenty of bikes and trikes, but no Purell or paper towels. This is destination marketing, they say — the land of vacations, situated solidly at the intersection of Easy Street and Laid Back Lane. And, for some agencies specializing in travel and tourism, this may be true. For us, though, it's different. For me, it's different. Deeper. This work we do, at its core, is about bringing people together. It's about fostering pride of place. It's about community in its truest form and this is why I'm writing to you today.

Community. Your locals. They are so much of what makes Solvang so special and simultaneously what makes your job ever-more difficult - but we need them. For Solvang, the way forward is clear: we must work to rally your residents around your tourism efforts. And, no. Not only so that they'll put up with the (more than) occasional inconvenience of traffic on Copenhagen or Park during peak season, but so that they'll consistently welcome visitors with warmth, and partner with you in the development of new tourism products and experiences - key in fueling longer lengths of stay and larger visitor spend.

This is the **actual** assignment. And, we get it. We understand you — which is why we're the best fit for the job.

At Charrette, we have deep roots and dedication to working with destination marketing organizations throughout the country to develop product, build infrastructure, manage stakeholder complexity, compete against bigger budgets, and ultimately express brand stories in the most emotionally-compelling way possible. This experience allows us to fully recognize Solvang's great potential, and the opportunity to more deeply connect with current and potential visitors, successfully balance the needs of your community with the requirements of travelers, lengthen that ever-elusive average stay, further inspire overnight weekend visitation, and target groups in the building of mid-week and off-season business.

We believe in Solvang, its boundless appeal and open-hearted spirit. And we can't wait to explore and create new emotional connections that promise to propel the destination forward. We are, honestly, only limited by our imaginations.

It would be an honor to inspire the rest of the world with all the ways Solvang has inspired me, and our agency.

Thank you for this opportunity.



Amanda Carter
Principal & Director of Group Accounts

amanda@charretteagency.com

Charrette

249 Central Park Ave. Suite 300 #139

Virginia Beach, VA 23462

Contents

- I. AGENCY PROFILE 4
- II. EXPERIENCE 8
- III. CASE STUDIES 10
- IV. PROJECT TEAM 24
- V. GIVING IT LIFE 45
- VI. REFERENCES 61
- VII. PROPOSED PRICING 63





Agency Profile

Hello, we're Charrette.

And, we're the quintessential startup in a storm. A child of the global pandemic, Charrette was founded out of necessity by two long-time agency alums who wondered what it'd be like to do this marketing thing - differently. Call us crazy, but we truly believe that we can change hearts, minds, and ultimately the world, if we can change words - the way that we all communicate. We've come to make noise, and we plan to help the City of Solvang strategize, design, and deliver a creative campaign with which to do the same. Let's get loud.

Possessing a collective 30 years of experience in the strategic communications space, our agency may be new here, but we are not. Together, we're the colorful cast of characters you've never heard of behind the brand strategies of a few destinations you won't soon forget, like the Virginia Beach Convention & Visitors Bureau, or Visit Phoenix, Discover Lancaster, PA, Visit Billings, MT, and Discover Winchester-Frederick County, VA just to name a few.

But, ultimately, what we'd like you to know is that we're powerful innovators, collaborators and especially, communicators. So much so, that we built our agency's entire business model around the concept of it - the concept of one of the world's oldest methods of organizing thinking and solving problems. Design charrette. It is an intensive, communicative planning session wherein citizens, designers, and stakeholders collaborate on a vision for the development of a project, providing a forum for ideas, inspiration, debates, and consensus. It allows everyone who participates in the process to be a mutual author of the plan, affording a sense of ownership and pride in the final product and this process- this is why we stand apart. At Charrette, we use communication to build community, communities to build strategy, and strategy to build on your business objectives.



The concept of a design charrette originated in the demanding architecture academy at the École des Beaux-Arts in 19th-century Paris.

Today, new collaborative design charrettes are supported by facilitators and consultants.



“They are in step with our contemporary business climate, with its emphasis on teamwork and cross-disciplinary collaboration”

-Harvard Design Magazine

“The more the participants talked, the more the vision evolved.”

- Harvard Business Review



- branding
- strategy
- digital media
- stakeholder engagement
- design
- traditional media
- research
- brand activations
- interactive

Our services.

Although we, at Charrette, were founded as a research and strategy organization, we've grown into a team of creators, who collectively focus on marketing destinations, municipalities, hotels, and experiences with a strong emphasis on developing brands that are emotionally connective, differentiating, and enduring. We do this through branding, public relations, event marketing, digital content, paid media strategy, website design, and of course, campaign development. The list grows much longer through the engagement of trusted partnerships.



Our expertise.

Since our inception and prior to, the destination marketing space has been our bread and butter. Though we've branched out a bit since then, still, much of our experience comes from working with DMO's in constant competition with other destinations that, in many cases, offer similar products and experiences within a similar drivable distance.

For these clients, our successes are rooted in the ability to reveal the truth. We specialize in cutting through the noise to get at the heart of a place. What makes it special? Why would someone want to plan a visit, or relocate a business to Solvang?

Who does this place allow them to become when they visit? The answers to these questions, folded into emotionally-connective creative, a deep understanding of key audience behaviors, and hyper-targeted digital campaign deployments, have driven our runaway success as an agency in a relatively short amount of time.

Here's what are clients have to say:

“

I truly can't imagine a stronger agency partner for your brand process. Charrette is amazing. They don't just give you a logo. They take the time and conduct the necessary research to get to know your destination and bake that into the final brand architecture. I can't say enough good things...

-Michael Woody, Chief Tourism Officer,
Galveston Park Board, Galveston Island, TX

“

Responsive, timely, and effective. Occupancy is up 28% year over year, and that's when we compare 2019 to 2021, throwing out 2020 completely. There's no doubt we're seeing growth in visitation - and it's originating right there in our target feeder markets, where Charrette is placing media.

-Justin Kerns, Executive Director, Discover
Winchester-Frederick County, VA

“

Their stakeholder and community engagement process is wonderful. On the ground, in our neighborhoods, Charrette really helped us navigate the different viewpoints and opinions of our stakeholders and residents and somehow, we ended up with a brand that everyone loves and rallies behind. I still don't know how they did it.

-Bonnie Woodrome, APR,
Elsinore Valley Municipal Water District, CA

Experience



We dream in destination marketing.

As you're likely now aware, Charrette is the result of a convergence of global marketing, public relations, advanced academic and stakeholder consensus-building experiences. Our vision, mission, and values combine elements from all three worlds. Research rigor, creativity bordering on compulsion, mission-driven leadership, and collaboration are among our defining characteristics. We're a small team of big thinkers who've been comfortably fluent and effective in the destination marketing space separately, for decades.

Having spent years working at both national agencies and in-house at hotel-resorts and CVBs, our team's prior experience ranges from concepting and implementing multi-market communications efforts for the likes of Visit Alexandria and the Aspen Chamber Resort Association, to planning immersive culinary experiences at the James Beard House on behalf of the Virginia Tourism Corporation and managing crisis communications response for Visit Pensacola during the Deepwater Horizon Oil Spill. Beyond travel destinations, our staff has also helped tell stories and shape the strategies of acclaimed hospitality and culinary brands, such as NoMad hotels, Salt & Straw, Casa Kimberly, and even Michelin-starred Chef Curtis Stone.

More recently, as an agency collective, we've been honored to have been entrusted with the campaign and brand strategies of several more destination marketing organizations. Above, please find a rundown of our most relevant client experience, amassed both inside and outside our agency walls.



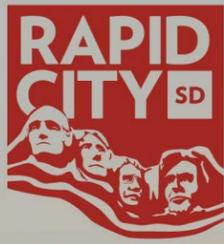
Case Studies

It's about the community.

In truth, travel, tourism and hospitality don't just comprise an industry we know deeply, they make up some of what we're most passionate about. And, no, not only because we like to go on vacation, but because destination marketing provides us with an opportunity to make a difference, as every additional tax dollar we help raise through increasing visitation is an additional tax dollar invested back into the community with local restaurateurs and hoteliers, as well as an additional advocate for the city; someone else walking around telling friends, neighbors and colleagues what a wonderful time they had in Solvang. Amazing impressions, followed by word-of-mouth referrals. That's what drives growth and, what truly drives us - healthy, thriving neighborhoods and communities.

Please, check out some of the successes we've been able to amass on behalf of our clients and their communities on the coming few pages of case studies.





Shoulder Season
Media

CREATIVE COMMUNICATION CHALLENGE

Rapid City, South Dakota is where you go to **Do Big Things**. Mount Rushmore, Crazy Horse Memorial, Custer State Park, the Black Hills — sorry Texas, everything's bigger in Rapid City... well, everything except shoulder season visitation.

So we set out to remedy that and grow occupancy for Rapid City in spring and fall.

INSIGHT

Through initial research from industry partners, other South Dakota destinations and South Dakota tourism, we knew that fall traditionally outperformed spring. Or did it?

As we reviewed our paid media performance, it became increasingly clear that the spring creative outperformed the fall creative at every turn, defying our initial expectations and hypothesis. Digging even deeper, we identified the specific reasons visitors were flocking to Rapid City in the spring and strategically aligned our messaging to the interests of specific target personas.

SOLUTION

It's time to **Do Big Things**. Fueled by these new insights, we shifted more of our media budget into spring, leveraged promotional partnerships with **USA Today** and **Buzzfeed** to expand our targeted reach, catered creative messaging and executions to fit specific target personas, and created unique landing pages to complete the consumer experience.



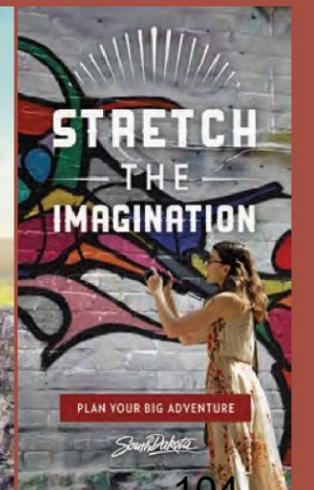
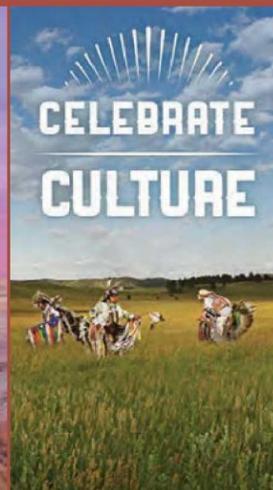
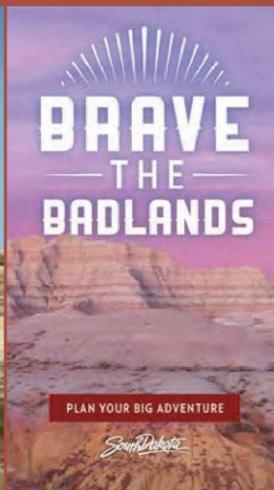
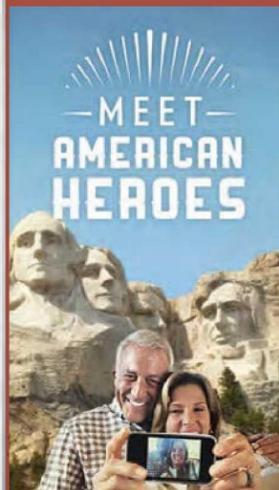
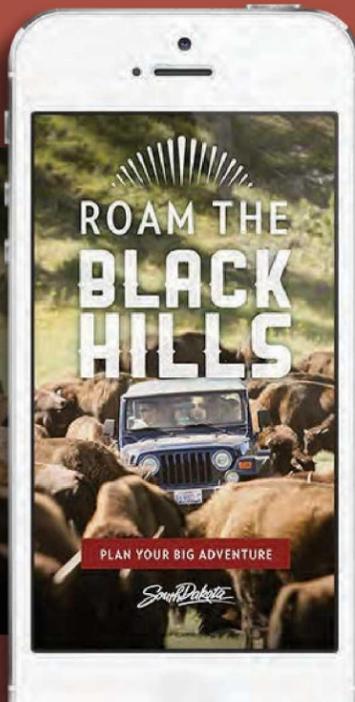
56%
increase
in website visits

16%
more benchmarks
reached year-over-year

- Vacation Guide requests
- 4+ minutes spent on the site
- Newsletter sign-ups
- Booking engine referrals

5.5%
average year-over-year
growth in tourism-related-
tax revenue

4%
average year-over-year
growth in \$2 tourism
lodging tax



CREATIVE COMMUNICATION CHALLENGE

Virginia Beach has miles of beautiful resort beach, a bustling boardwalk, shopping, outdoor adventure, blah, blah, blah, and more stuff you'd expect to find in a summer beach destination. The problem is, so does its competition.

So how can Virginia Beach stand out in the sea of same-sies when our competitor has a similar product? (Sound familiar?)

And because solving two problems is way more fun than solving just one, how do we also grow Virginia Beach's shoulder season visitation when beach destinations are perceived to shut down after the 100 days of summer? (Let us tell you, having Beach in your name doesn't make it any easier.)

INSIGHT

Simple. Don't focus on stuff. Let's leverage Virginia Beach's powerful brand to execute an idea that sets the new standard for East Coast beach destinations. One that's true to who we are as a culture, shares our way of life with visitors, creates a product differentiator and supports the fact that we're the largest city in Virginia—a coastal city.

The answer was literally under our toes - Virginia Beach doesn't have one beach; they have three, each with their own unique vibe and culture.

SOLUTION

The Three Beaches. One Vacation. initiative deployed in March 2015 behind a targeted mix of television, digital, OOH and public relations efforts.

Using Virginia Beach's Live the Life brand as our guiding light, Three Beaches instantly created a true competitive advantage, allowing Virginia Beach's three distinct beaches to become the backdrop for its local way of life to shine.

By leveraging both Virginia Beach's strong brand and unique beach experiences, we were able to extend Virginia Beach's messaging beyond the Resort Area and laid the foundation for positioning Virginia Beach as a year-round, vibrant coastal city, not a summer resort beach town.

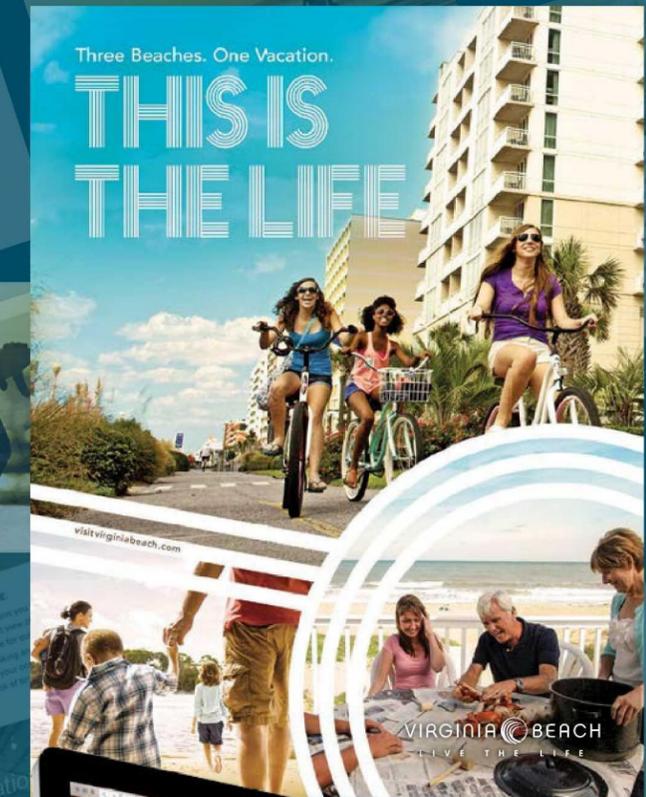
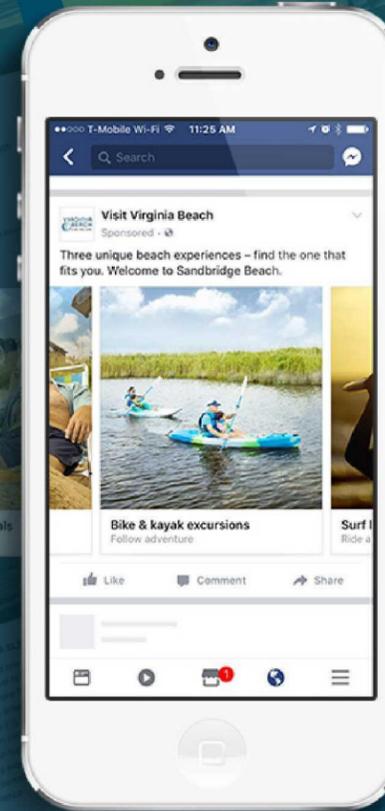
The campaign not only resonated with visitors, but also with travel writers, stakeholders and residents, positioning Virginia Beach for another record setting year.



Ad equivalency grew from
\$7.9M in 2014 to
\$12.6m
in 2015

Five months saw
double-digit increases,
with the largest coming
in November, up
17.7%
(A shoulder month
we might add)

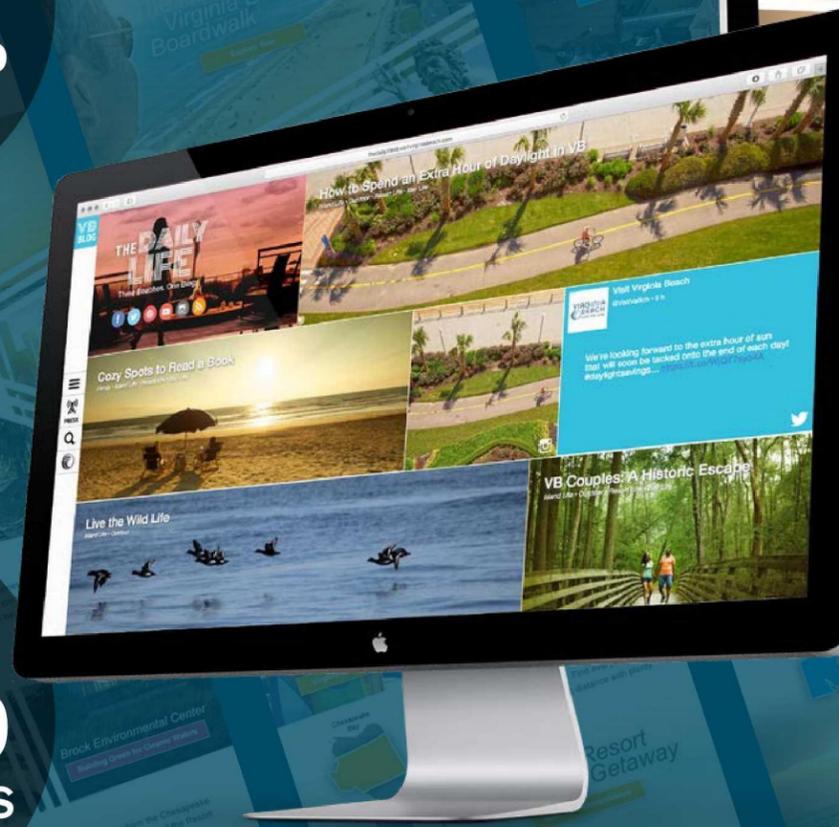
Those who viewed the destination's
re-designed beach content completed
20%
MORE CONVERSION ACTIONS
and were three times more
likely to sign up for email
than the prior year



Hotel occupancy up by
5.5%
in 2016, the largest
year-over-year increase
since 1988

Millennial website
traffic increased
35%
while decreasing
bounce rate
by 10%

Actual Millennial
visitation to Virginia Beach
grew from 14.9% of total
summer visitation in 2014 to
**17.7% in 2015 &
17.8% in 2016**



Lodging sales were up
7%
in 2015 over 2014,
and increased
another 5.2% in 2016

The perception study
was replicated in 2016,
and the influence of
ad exposure presented
HIGHER RATINGS
of
FAMILIARITY
PERCEIVED SAFETY
AND FUTURE INTENT TO VISIT

The campaign more
than doubled website visits
to "beaches"
content with over
200,000
MORE SESSIONS
over the previous year



Life's Too Beautiful to Rush
Brand Development

CREATIVE COMMUNICATION CHALLENGE

San Luis Obispo County, halfway between San Francisco and Los Angeles on California's Central Coast, is not only relatively difficult to get to, but it is sandwiched between noteworthy destinations like Monterey and Santa Barbara- both competitors share similar product offerings. SLO County needed a brand campaign that not only unified the county as a whole, but also disrupted their current competitive set, attracting potential visitors to travel past their competition and visit San Luis Obispo County.

INSIGHT

The one thing that SLO County had over its competition was its culture and lifestyle. Life was way more laid-back and approachable in San Luis Obispo County. As fate would have it, their name SLO County reflected that lifestyle as well. And not only does slow fit their culture, but their main markets of Los Angeles and San Francisco are looking for a respite from the fast lifestyle of big city living.

Our strategy was to leverage SLO County's way of life versus its specific product offerings to differentiate the county in the competitive marketplace.

SOLUTION

First, we renamed the county to SLO CAL to not only elude to the county's laid-back lifestyle, but also establish it as the premiere destination on California's Central Coast and elevate the county to the level of NorCal and SoCal.

The "Life's Too Beautiful to Rush" campaign positioned the destination as a way of life, with its amazing product offerings as the stage for its story to come to life. The campaign launch consisted of a brand anthem, web films, digital banner ads, a dynamic slocal.com landing page, and a brand style guide.

No offense to fast, but slow is good for the soul.

LIFE'S TOO BEAUTIFUL TO RUSH

WELCOME TO THE CALIFORNIA LESS TRAVELED. HALFWAY BETWEEN LOS ANGELES AND SAN FRANCISCO, EXPERIENCE AN OUTDOOR PLAYGROUND THAT'S JUST YOUR SPEED.
START YOUR ADVENTURE AT SLOCAL.COM

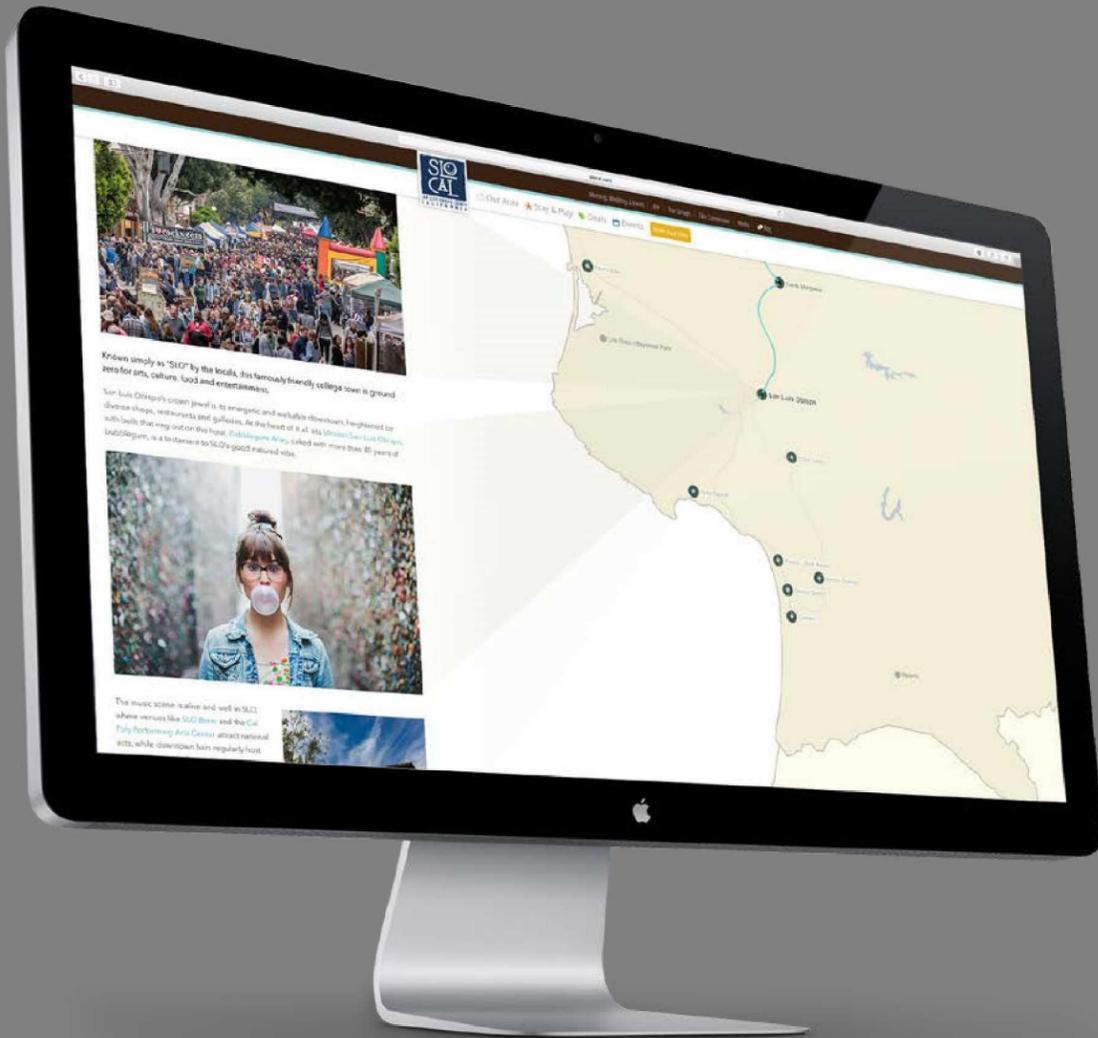
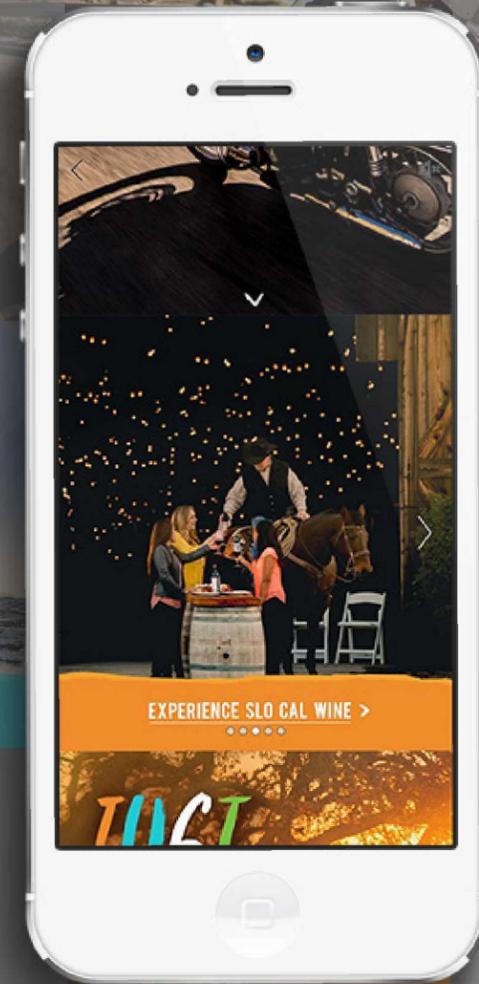
PLAY ON OUR BEACHES >

BE ADVENTUROUS >

EXPERIENCE SLO CAL WINE >

RECONNECT WITH NATURE >

M



LIFE'S TOO BEAUTIFUL TO RUSH

WELCOME TO THE CALIFORNIA LESS TRAVELED. HALFWAY BETWEEN LOS ANGELES AND SAN FRANCISCO, EXPERIENCE AN OUTDOOR PLAYGROUND THAT'S JUST YOUR SPEED.
START YOUR ADVENTURE AT SLOCAL.COM

CREATIVE COMMUNICATION CHALLENGE

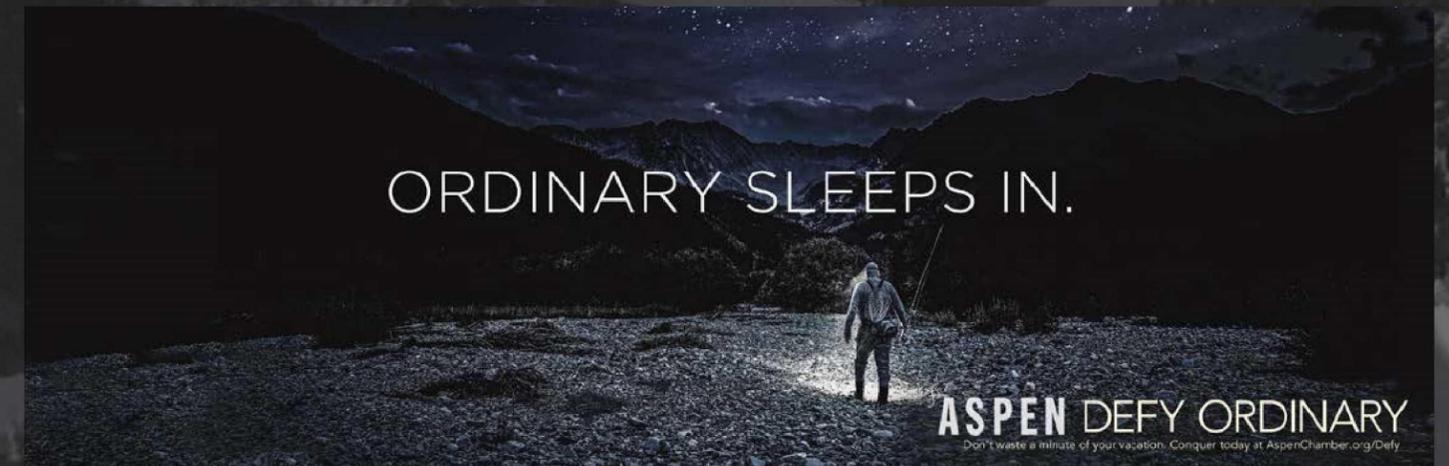
Aspen had a perception of being a winter mountain playground for the rich and famous, but few people knew about the brilliance of Aspen in the summer. Aspen needed a brand, and campaign, that would change that perception and in turn, grow Aspen's shoulder season visitation.

INSIGHT

Aspen is no average mountain town- its outdoor pursuits, cuisine, people and culture embody a refusal to settle for mediocrity and exhibit openness toward influences from all walks of life.

SOLUTION

Defy Ordinary. This brand position not only challenged visitors to come to Aspen and get more out of their lives and vacations, it rang true to the people and culture that make Aspen what it is today. Through a series of web films, digital creative and a microsite, we brought the story of those who Defy Ordinary to life. We're happy to say that since its launch, Aspen has indeed defied ordinary, with summer visitation now surpassing that of winter.





ORDINARY SITS THIS ONE OUT.

ASPEN DEFY ORDINARY
You have the world at your feet. The next step is up to you. Take off at AspenChamber.org/Defy



ORDINARY CONQUERS NOTHING.

ASPEN DEFY ORDINARY
This is the rush you've been searching for. Make plans to enjoy the ride at AspenChamber.org/Defy



THIS IS NO PLACE FOR ORDINARY.

ASPEN DEFY ORDINARY
Take your vacation up a notch at AspenChamber.org/Defy



CREATIVE COMMUNICATION CHALLENGE

Virginia Beach is a well-known tourist beach destination on the East Coast, but without a headquarters hotel and an easily navigable form of public transportation, it was a challenge to get larger meetings to the area.

Our challenge was to expand Virginia Beach's Live the Life brand into the Meetings & Conventions space of the CVB. The campaign should position Virginia Beach as a year-round quality destination and increase inquiries that serve as viable sales leads for meetings, conventions, sporting events and group.

INSIGHT

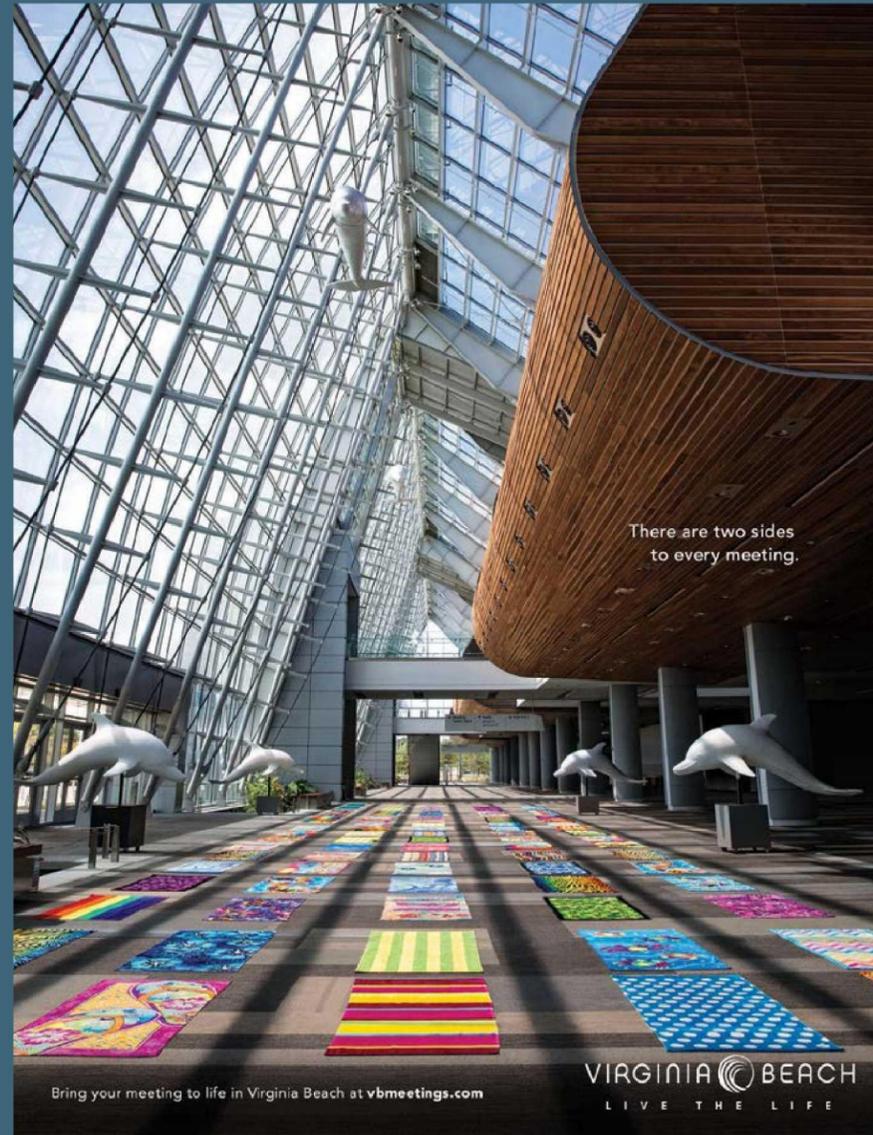
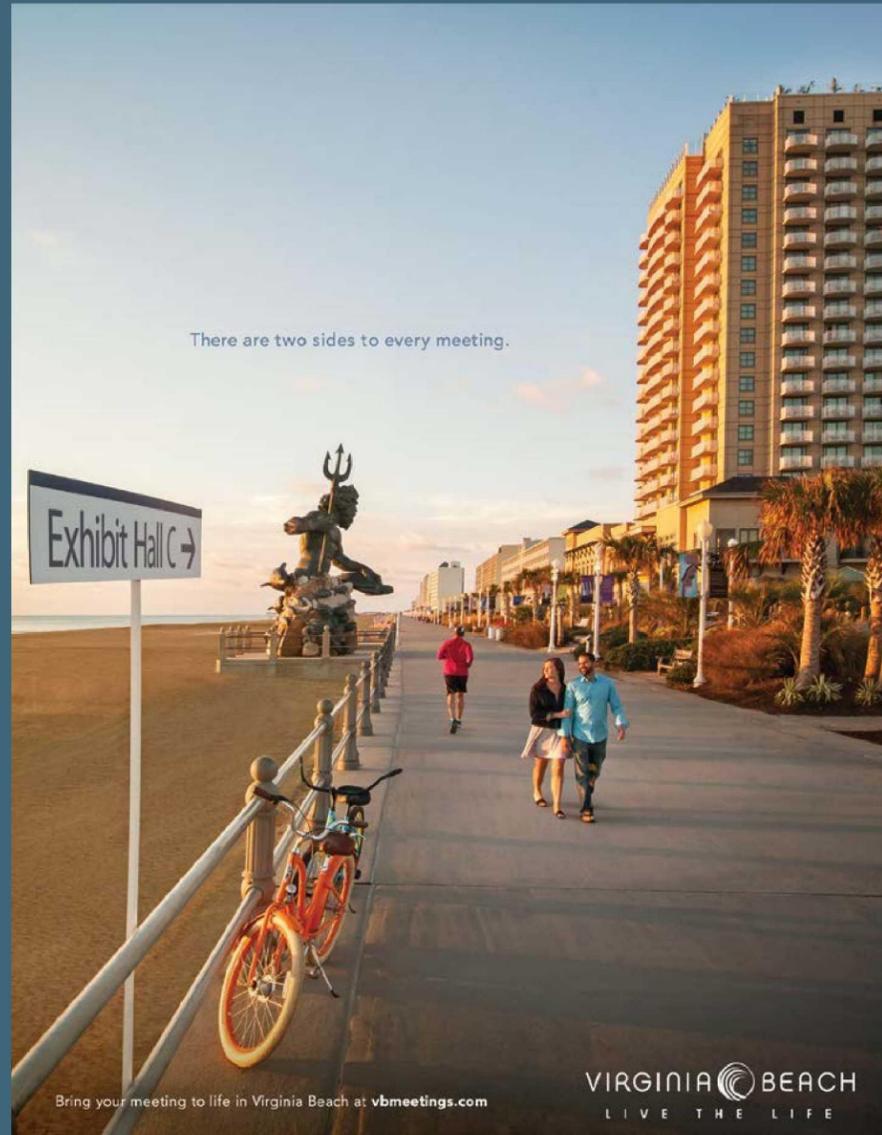
The beach life allows you to be at your best and realize your true potential. Sure, meeting planners are looking for a meeting destination that checks all of the traditional boxes, but today's meetings go beyond what happens in the boardroom. Many attendees are looking for a destination that not only has unique cultural experiences and meeting spaces, but also a place where their families would like to visit. Destination meeting attendees often extend their stays to turn their meeting into a family vacation, cutting down on travel costs.

SOLUTION

Launched through print, digital banners, tradeshows and on the website, the There are two sides to every meeting campaign leveraged Virginia Beach's Live the Life tourism brand and product offerings to package the coastal city as a meeting destination with the venues, culture, and lifestyle you'd expect to find on a beach vacation—focusing on the unique meeting venues and inspirational experiences attendees will find outside of the conference room vs. the service they'll find within.



PRINT ADS





COMMUNICATION CHALLENGE

Virginia's Blue Ridge (VBR) is a vacation destination that encompasses the Greater Roanoke Valley area linking seven jurisdictions within an hour radius of Roanoke. It boasts the largest metropolitan center in the Blue Ridge mountain chain.

Outdoor recreation, arts and culture and stunning scenery are the primary drivers for the destination, supported by a number of educational institutions, a growing culinary scene and a strong music and festival culture. VBR also has some of the greatest offerings for explorers, athletes and adventurers – ranging from mountain biking, yoga and hiking to crafts and local artists.

Recently, Virginia's Blue Ridge was awarded with an IMBA Silver-Level Ride Center for Mountain Biking designation. This recognition differentiates the destination from its mountain neighbors as well as its competition and positioned the area to develop a brand that would garner the national attention it deserves.

INSIGHT

Through in-depth interviews with existing and potential visitors, stakeholders as well mountain bike aficionados, we discovered that:

- **ACHIEVEMENT IS THE NEW EXPERIENTIAL**
We chose to position the destination as a place that encourages potential visitors to challenge themselves, achieve greatness and to grow mentally and physically.
- **GETTING BACK TO THE ROOTS IS HUGELY IMPORTANT**
Potential visitors are happiest when they feel the healthiest. VBR takes a strong stance on sustainable growth, a healthy lifestyle, projecting land and establishing pedestrian and pedal friendly greenways.
- **DIRT CRED IS DESIRED**
More consumers are getting down in the dirt – from mud runs and mud spas to hiking in the rain. Dirty is how consumers are increasingly relaxing and recharging. It's become the new sign of a well-lived life. From local farms and food to the outdoor adventures, VBR has many things to offer these dirty men and women.



SOLUTION

Virginia's Blue Ridge has a dichotomy of diverse metro and mountain experiences, with activities for every taste and temperament. It's a unique collective of bikes and brains, arts and culture and cuisine. It's a place where residents and visitors push boundaries and don't follow trends. Instead, they create them.

We rebranded VBR as America's East Coast Mountain Biking Capital and developed an overarching strategy to promote and encourage visitors to "Be a Trailsetter." This not only allowed us to put a stake in the ground for their IMBA Silver-Level Designation while defining and leveraging the Metro Mountain Adventure Lifestyle, but it also served as an umbrella brand for the meetings and sports initiatives.

PRELIMINARY RESULTS

To drive better results, the entire campaign structure was rebuilt from the campaign level to each individual ad, including structured snippets and extensions that were applied by campaign, ad group, or ad level.

28%

Improvement
in the average Cost per
Click, which decreased from
\$0.90 to \$0.64 over 3 months
following the brand launch

9.6%

Improvement
in Click Through Rate,
which moved from
5.68% to 6.46%

7.9%

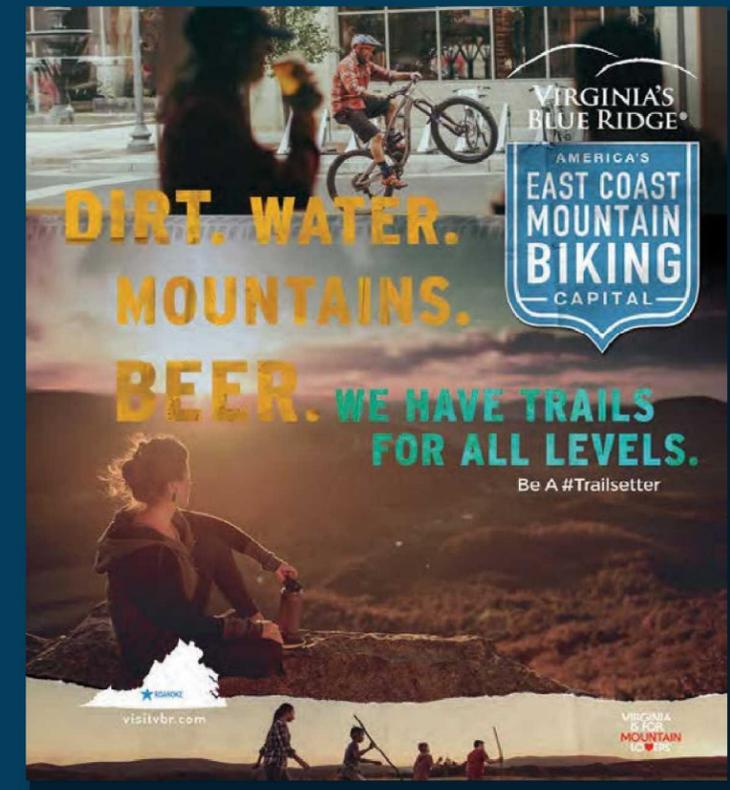
Increase
in Room Revenue in 2018*

*Smith Travel Research

8.9%

Increase
in Rooms Sold in 2018*

*Smith Travel Research





Project Team

Partnerships are our whole thing. Really. Everything.

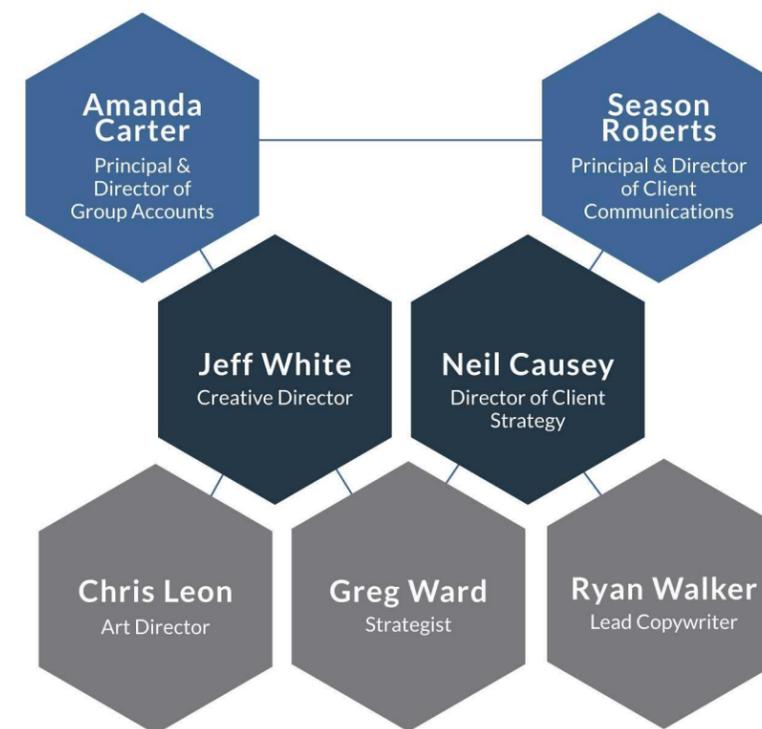
As you've read, Charrette was born of an unlikely partnership between two longtime ad agency alums and since then, we've carefully amassed a trusted network of other key partners and industry professionals on the cutting edge, who come together in service of our clients based on the precise need. We believe, in life and in business, we're strongest together. This means, at Charrette, partnerships and alliances don't fit into our overall approach - they **are** the approach.

Here, what we choose to bring to the table is a powerhouse team of best-in-class partners who possess extremely defined skill sets. In other words, what they're good at, is all they do. As you'll read below, our creative and production teams are composed solely of artists and makers with decades of experience designing for mega-brands. And, our research prowess, strategic ideation, and media planning is second-to-none.

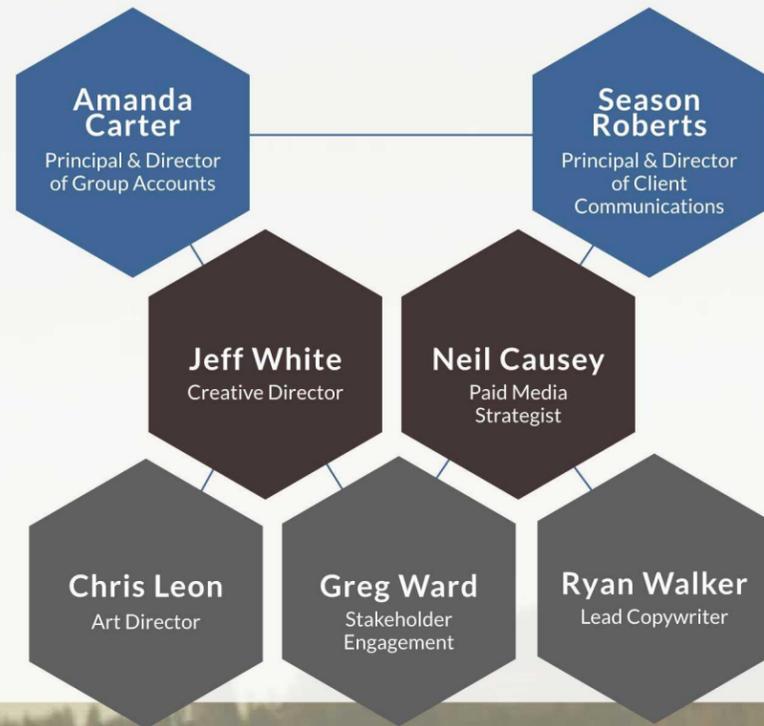
You see, at Charrette, we don't have a B-Team. Each of our professional teams emphasize performance; forged on a foundation of trust, constant communication and seamless collaboration.

Here's a lineup of the key team we have engaged in service of your account.

Agency Organizational Chart



Account Organizational Chart



Account Roles & Bios

It's important to note that here, at Charrette, the size of our client roster allows for personal attention and interaction with agency leadership on a regular basis, and we like it that way. We believe that no one is too important to put in the work on behalf of a client. To that aim, please find our agency organizational chart below for reference, as well as an organizational chart for the specific roles we anticipate filling in service of your account. Keep in mind, should we earn your business and identify the need to add additional staff members to the team, you can trust that we'll do so in earnest, and involve you in the selection process as it unfolds. Charrette further certifies that the key account personnel identified will be available to the extent and for the duration of our proposed work with the City of Solvang.

Please, allow us to make these introductions...



Amanda Carter

Principal & Director of Group Accounts

Amanda is a pioneer in the strategic marketing, branding and digital media space, having led teams and constructed campaigns for clients large and small for almost two decades. She is a team connector, strategic partner and creative ally and is skilled at leading cross-functional teams internally and externally to problem solve and achieve business goals. Amanda excels at distilling ideas and directing the team in a clear and concise manner. She has worked on a breadth of marketing and advertising initiatives including: campaign development, technology implementation, product development and innovation. Amanda has logged successful tenures at worldwide media giants such as CBS, Entercom Communications and IMG, just to name a few. Her varied background in sports marketing, traditional media, consumer products and tourism give her the versatility from which she draws to help develop new business and foster client relationships from ideation to execution.



Season Roberts

Principal & Director of Client Communications

For more than 20 years, Season Roberts has built a solid professional brand specializing in Public Relations and Community Engagement. Her experience in non-profit leadership and government relations has allowed her to build a solid reputation with clientele, focused on public relations and communications strategies, communication protocols, client branding, and messaging. Season's focus and success includes major design-build transportation projects, local transportation systems, issue/initiative based municipal campaigns and regional collaborations. Season has successfully developed customized communications strategies or plans using traditional and contemporary media outlets (paid, earned, and shared media) and leveraged relationships through collaborations within the community. Season provides strategy and implementation solutions to government, private, non-profit, and individual clients in the areas of public relations, media relations, corporate communications, private, public, and paid event execution, and community engagement.



Jeff White

Creative Director

Jeff is a problem solver, with over twenty years experience in all aspects of the creative realm. Having worked in traditional agencies for a number of years, his sixth sense told him to be more forward-thinking and utilize that experience in traditional design and media to continue to grow and expand into the digital space. Having had a love for both fine art and architecture, graphic design is the sweet spot in the middle where his skills found a home. Jeff's creative and leadership background gives him the ability to execute vision and operate in the greyzone where art meets commerce. He holds a BFA in Communication Arts & Design from Virginia Commonwealth University. Fully immersing himself in a variety of business segments including consumer products, industry, B2B, and non-profits, have been his varied career. His love for travel, tourism, and hospitality marketing began in 2004 while working with some of the top hotels and resorts & CVBs in the country.



Neil Causey

Paid Media Strategist

An innovative Advertising Media Manager with more than 15 years of advertising and media experience. Neil has a craving for growth marketing and a proven track-record of turning research into engaging strategy. He has extensive experience analyzing and developing localized marketing strategy for both national and regional brands. Neil is well-rounded in all aspects of advertising including TV and radio broadcast production, media strategy and digital solutions. Over the years he has adjusted his core media strategy and recommends influencing audiences by pairing OOH with Streaming TV. This combination has been become the most effective way to impact large, targeted audiences in a cost-efficient manner. Keeping his finger on the pulse, Neil avidly tracks new and emerging trends, scrutinizing shifts in advertising to maximize client gains.



Greg Ward

Strategic Lead

With over 20 years of experience with strategic brand planning, Greg brings immense wisdom to his role with Charrette. Greg has been fortunate enough to touch multiple brands, such as: Aspen Chamber Resort Association, Florida's Historic Coast®, Rapid City CVB, Virginia Aquarium & Marine Science Center, Virginia Beach CVB, and Visit SLO CAL (San Luis Obispo County). During a rim-to-rim hike in the Grand Canyon, Greg met the Marketing Director of the Virginia Beach CVB who connected him with his future career in destination marketing. He's been here ever since. Greg's enthusiasm for this industry and the work he created helped him move up the ranks before taking a year-long break to travel and meet his personal goal of writing a book chronicling the life of a Tanzanian safari business owner. Greg's ability to see situations from everyone's perspective has only grown stronger and enforced his business smarts, ability to creatively ideate solutions, dissect research, and help accelerate the goals of the clients he works with.



Chris Leon

Art Director

Having devoted more than twenty years to the crafts of advertising and marketing, Chris has garnered experience in virtually every service and product conceivable, with a special emphasis on the travel, hospitality, and gaming industries. Drawing on a rare combination of strategic insight and creative prowess, Chris has led successful creative teams and clients to unprecedented growth over the years – among them, Visit Costa Rica, Visit Kansas City, Fort Myers, The Mirage Hotel, Club Med, Leading Hotels of the World, Foxwoods Resort Casino and, most recently (and notably), Resorts World Las Vegas. Beyond lifestyle advertising, Chris also possesses deep experience in the fields of technology, industrial products/services, and healthcare, including work with behemoth brands such as SONY, GE, and Siemens. Aside from the boring stuff, Chris is a family man, lover of tacos, beer, scotch, coffee, non-dairy ice cream, jazz, golden doodles, and yes he owns a mini-van... but it's a cool one.



Ryan Walker

Lead Storyteller & Copywriter

Ryan is a small-town boy at heart, having grown up between the coasts in a city called Dubuque (duh-byook). A town in Iowa, small enough to be mispronounced by other Midwesterners (dew-ba-cue, duh-boo-kay) and big enough to draw a full cast of presidential candidates every four years. That upbringing instilled a few important values. Among them: work ethic, fairness, and a sharp sense for BS. Over the course of his career, Ryan has spent time in copywriting and story-shaping at some of the largest, most notable agencies in travel and tourism, such as MMGY Global, where he conceived and executed against integrated campaigns including elements of video, radio, display, social, and experiential impressions. Ryan is also particularly adept at brand concepting and positioning, having had a hand in the development of indelible, iconic travel brands such as Explore St. Louis, Discover South Dakota Tourism, and The Beaches of Fort Meyers & Sanibel.

Account service and project management at its finest.

As you're now aware, Charrette Principal and Head of Client Relationships, Amanda Carter, will serve as account lead to the City of Solvang, ensuring the free flow of communication and collaboration throughout the life of our work with your destination. Amanda will be working to traffic projects, ensuring the most qualified personnel are assigned to execute each endeavor and that we're consistently meeting or beating deadlines. In short, she'll exist, wholly, to ensure we deliver on our promises to you and your stakeholders.

Worthy of note, our cloud-based project management software, Project.co, allows us to effectively monitor, in real time, projects moving through the agency and quickly identify any internal issues with timelines or deliverables - before they become your issues. Within the system, we're able to quickly connect your team with ours and set up each piece of work we execute on your behalf as its own project with its own discussion feed, notes, tasks, team, payments and time log. This means that we're able to simultaneously work on multiple projects and campaigns, involving multiple stakeholders and staff at the same time, with maximum efficiency and transparency.



Not to worry, our team is also adept at utilizing other project management systems and software with which our clients may already be comfortable. We have experience with Asana, Basecamp, Microsoft TEAMS, and more. Ultimately, the goal is to give you the option to coordinate with one, single point of contact for all things (Amanda), or to communicate directly with project partners when necessary. Either way, know that we're flexible, adaptable, and our goal is to integrate our team into yours, seamlessly.

Please, we invite you to read more about Amanda's qualifications and experience, and the experience of our other team members, in the previous section herein.

Execution in-house.

Here, at Charrette, we proudly execute almost entirely with our in-house team, but as mentioned, we will create strategic partnerships when necessary. For example, we may freelance production teams during large-scale photo and video shoots or in the execution of large-scale events.

We also conduct all qualitative research ourselves. However, we also partner with expert quantitative firms when highly-specific information must be statistically verified. The agency partners with several research companies, based on the specific needs and budgets of our clients for insight such as perception research, studies on brand lift, visitor profile and seasonal research. Those firms include:



For the purposes of our proposed work with the City of Solvang, however, we do not currently foresee a need to subcontract any aspect of the scope of services described within the confines of this proposal.



Your objectives + Your brand = Our marching orders.

Without a doubt, we, at Charrette, see continued untapped opportunities for the City of Solvang. Inspiring future California travelers to include The Danish Capital of America in their journey; further differentiating the destination from regional competitors like Santa Ynez and Santa Barbara; as stated in our opening letter — driving overnight visitation; helping to lengthen the average visitor spend and balance seasonality — these are the true objectives. And, to achieve these objectives, we'll undertake comprehensive research measures in the investigation of your key audiences, feeder markets, and competitive sets, then utilize these insights to strategize a path to success. Leveraging paid, earned, and owned channels, we'll disseminate emotionally-connective creative that drives conversion, and grows your brand.

That's it.

It's fairly straightforward. At Charrette, we help our clients to develop and grow their brands. Everything else — including advertising campaign planning and creative concepting — is done in the service of that brand, first and foremost. We are, and will always be, an agency that believes the brand must be cultivated and protected, and delivered synergistically across platforms and media channels regardless of where in the world a consumer interacts with it.

And, now that we've drawn the proverbial line in the sand, here's how an example marketing plan for the City of Solvang can come together for the 2022-2023 season.

How it all comes together.

Research & Strategic Planning



Creative Development



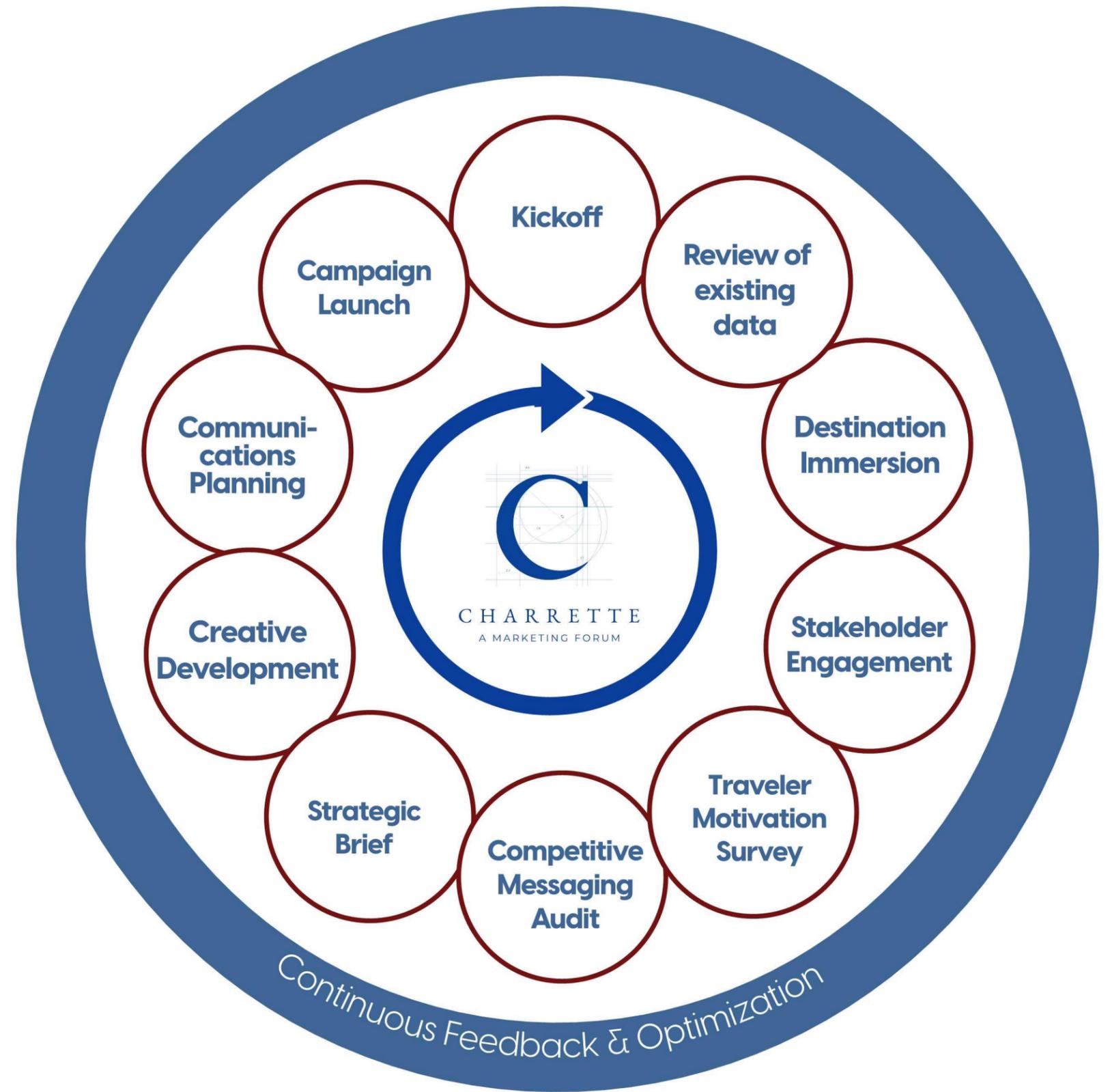
Media Planning



Communication Planning



Results



We begin with you, the community, & the visitors.

At Charrette, our time-honored, battle-tested marketing planning methodology always begins with you, and with the research required to get to know you and your destination from different vantage points. There are experiences and tastes; dreams and concerns; and members of your team to meet. Our in-depth process of destination immersion works to do just that, involving a look at any noteworthy experiences and tourism products, as well as your current marketing environment through the eyes of the individuals responsible for shaping it - which brings us to the next research component.

Stakeholder engagement. We need to establish an even richer understanding of the aspirations, challenges, barriers and experiences of the Solvang community. Together, we can identify who to include. Restaurateurs, hoteliers, influencers, outdoor activity experts, brewery operators, historic/cultural experience providers, business leaders, and residents should all be included at this phase. Ultimately, we're seeking an understanding of how these different groups psychologically value the tangible and intangible realities of Solvang. We plan to accomplish this in a variety of ways including: on the ground, in your communities, via scheduled in-depth interviews and small focused group discussions, and surveys.

Our Core Competency is Human-Centered Strategic Planning™ That's marketing-speak for solutions created from the perspective of your key audiences.

While we view our stakeholder conversations as fluid and dynamic, generally speaking, we will be investigating the following:

- **Community Values** – What does Solvang stand for in the context of Southern California and California at-large? What knits the people of Solvang together? What can history teach us about Solvang? What are traits of the people that call Solvang home?

- **Tourism Strengths** – Why do you believe travelers visit? Who do they get to be while they're in Solvang? Is that different from who they get to be if they also visit Santa Ynez, or Santa Barbara? How does Solvang meet their emotional needs? What about it inspires outsiders?



Part of what we do here is help unearth the experiences that separate Solvang from other parts of Southern California, the Santa Ynez Valley, and California at-large. People are always looking for "The One Thing." Even if they don't do it, they feel a part of something important.

- **Tourism/ Economic Development Opportunities** – What are the unmet needs of visitors and residents? What questions do they ask? What frustrations do they express? What do they want more of?



Comparative audit.

Who is your competition? That was once a simple question. But, no longer. There are now so many things to consider. Yes, you're essentially competing against your neighbors there in the Santa Ynez Valley, as well as other California destinations. But, increased participation in remote working, post-pandemic travel, family-centric experiences, support for locally-owned restaurants and businesses, highly-unique AirBnB products, and myriad other options tell us something important about today's travel consumer and about today's consumer in general. We will conduct an audit of the obvious and surprising ways consumer's honor their need to disconnect, reconnect, find meaning, fuel discovery, grow and simply get away, doing so through an analysis of the destinations those people are traveling to. Collectively, we'll unearth how these destinations are positioning themselves in the leisure travel space, and where they have strengths to avoid and weaknesses to exploit.

For each competitor, we will identify and understand the following:

Market position and product strategy

Each of your competitors has positioned their destination in a different manner. Some position themselves conceptually, with intangibles such as historical relevance. Others present themselves in terms of a specific product, like the beach, for example. Yet others, strategically align themselves with consumer behaviors and desires. We will identify competitors' positions in the market, then plot this information on a quadrant to see how they cluster together, or stand apart.

Their strategy for targeting segments

Each of your competitors is targeting at least one audience segment (the one that is currently visiting). Are there others? We will identify each of them and understand the strategy being used to reach their consumers at different times of the year.

Their brand position and their strategic approach to leveraging it

Separate from their product strategy and audience strategy, each competitor will have a brand position (even if it is not clear or overly compelling). We absolutely must understand these positions as, under no circumstances, can the creative for Solvang find itself clustered near those of your competition. The city must stand apart.

The historic performance of their business

Using public and proprietary sources, we will determine the business performance, funding sources and structure for each competitor. We will observe this data in an effort to reveal trends over time - who has excelled and who has declined? What causes are responsible for the business viability of your competition? How will these performance trends affect the competitiveness of the destination? We will develop an industry forecast based on historical performance, product and destination development.

These key insights, coupled with learning from the previous research processes, help reveal your strategic sweet spot. This opportunity space can then be distilled into a **Strategic Brief**.

It all comes together in The Brief.

The Charrette Strategic Brief is the starting point for all future Solvang creative and communications planning. This written document is rooted in all of the previously-detailed qualitative and quantitative research, experiences and conversations, and communicates what your overarching brand reflects and how the destination brings that promise to life. Most importantly, it reflects the head, heart, and aspirations of your consumers.

The Charrette Strategic Brief includes some of the following sections:

- **Brand Purpose** — The role Solvang plays, and can play, in the lives of both locals and visitors.
- **Marketing Environment** — Key research insights governing your place in the broader competitive, social, cultural, and economic context
- **The One Thing** — Single-minded statement of how Solvang should be viewed. This will serve as the essence of your future creative campaigns, media campaigns, and messaging.
- **Creative Architecture** — The pillars or key support that holds up our stated creative strategy.
- **Audience Personas** — A rich, multi-dimensional articulation of who we are speaking to.
- **Definition of Success** — A quantitative and qualitative list of KPIs and measurement goals.

At this point, the brief would be shared with all members of your team for approval, or revisions. Once completed and approved, our creative team can begin the design process, delivering a series of initial creative concepts that bring the strategy to life. Here, we consider what we want the consumer to see and feel when they think of Solvang, taking color schemes, fonts, textures, as well as imagery into account. No detail is too small.



Our advertising approach.

Integral to our overall marketing communications approach is our inherent curiosity and creativity – our penchant for discovering new and compelling ways to tell our clients’ stories and learning about the channels and people who most closely connect with those stories. We, at Charrette, view media campaign planning as a dynamic process that, ultimately, delivers targeted messaging at every touchpoint throughout the consumer’s life, connecting our client’s stories with the people most likely to engage with their content.

To get it done, we apply the quantitative and qualitative insights garnered from our earlier-detailed research phase, and create a micro-targeted media plan that follows highly qualified consumers from initial action to conversion actions such as a click-through or a hotel booking. This is because, in reality, today’s consumer journey is no longer a linear process, but splintered with multiple touch points across websites, mobile devices, traditional media, and social channels - and our media methodology accounts for this. Put simply, we tailor messages to specific audiences, on the specific channels where they spend the most time, effectively reaching consumers in a mobile-first world wherever they are, across any device - intrinsically linking online and offline behaviors to drive the desired action for the City of Solvang.

Hyper-targeting the most qualified audience.

As previously noted, at Charrette, data, research, and strategic development come first in the decision-making process. Our approach to audience targeting is no different, utilizing findings from our research phase, to identify the audience segments most likely to relocate or plan a visit- the segments that best match the activities and ethos of the City of Solvang. These groups will be identified, and then sub-segmented and hyper-targeted in order to minimize investment, and optimize return. This means we’ll only service Solvang digital content to the most qualified audience, those people who have been segmented by demographics, geographics, and behavioral/ psychographics in addition to having displayed recent responsive behaviors and high levels of engagement in the digital space. That last piece makes all the difference, because we can segment and sub-segment your target audience all day, but if these individuals haven’t formed the habit of clicking on, booking and engaging with online content, we’ll have to rely on the hope that the member of your target audience actually saw the content that was served, counting that as an impression and hoping that at some point in the near future, that abstract impression drives a conversion.

There’s a better way.

Consumers crave custom content which provides educational and resourceful information, relevant to their daily realities and the interests they pursue in their free time. Close to three-fourths of online consumers are frustrated by websites where content is not personalized to their interests or lifestyles.

Personalized calls-to-action result in a 42% higher conversion rate than calls to action that are the same for all visitors.

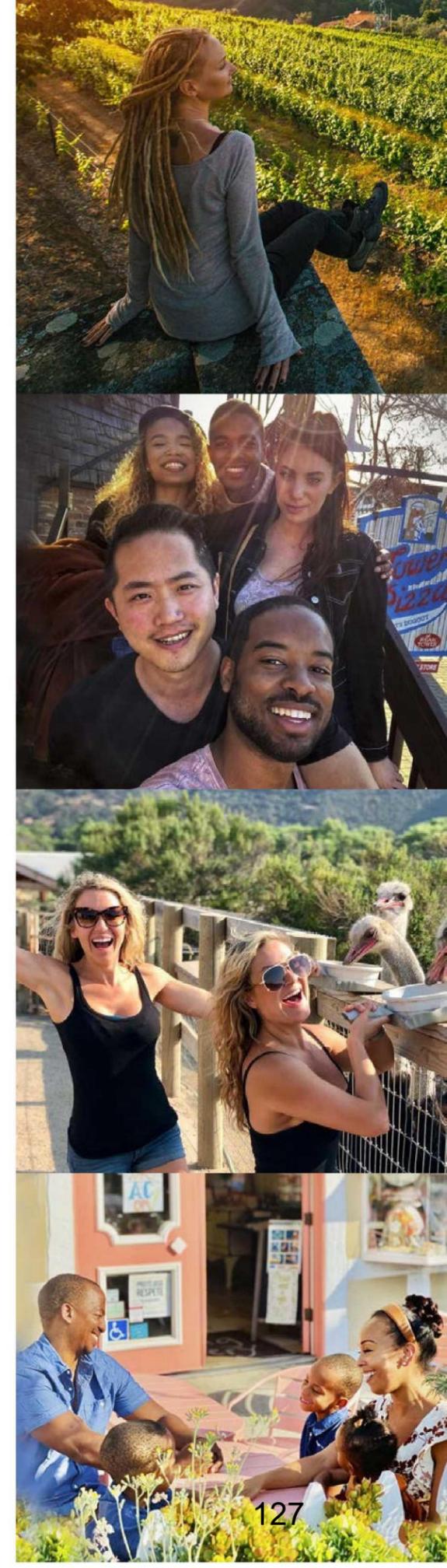
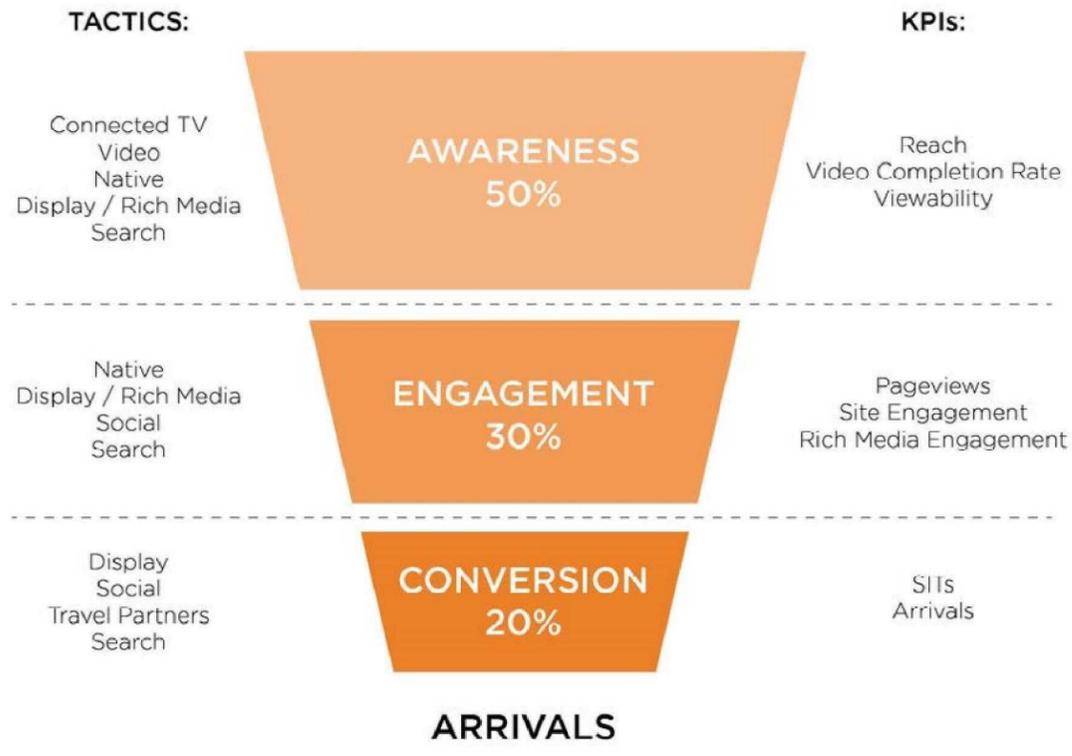
4

Factor
Audience
Sub-Segmentation

- Demographic Segmentation**
“We understand the big picture”
Identifies a group’s shared traits, including age, race, gender, marital status, income, education and occupation
- Geographic Segmentation**
“We know where you are”
Identifies consumers locations and tendencies to gravitate to specific areas or places
- Behavioral Segmentation**
“We know your actions”
Identifies the actions that consumers have taken by analyzing their digital footprint across devices
- Customer Segmentation**
“We understand your needs”
Divides first party-data into groups according to their responsiveness, current status, usage rate or response

This process of multi-factor sub-segmentation helps shorten the conversion funnel. Hyper-targeting of uber qualified audiences helps to ensure that we’re able to drive the desired consumer action, faster. Here’s what we envision this targeting tactic can look like for Solvang, when applied to specific marketing efforts in the paid digital space.

FULL FUNNEL APPROACH



Let's get social.

It's impossible for Charrette to build a relationship between Solvang and your visitors, without considering the totality of your brand expression - including the expression of your brand in the social space. After all, social channels are capable of connecting us to brands and to each other, delivering your voice, your personality, and your spirit into followers' feeds, and their hearts. Every day. In fact, it's that emotional resonance driving the attachments to the people, places, and businesses we all follow on social media. We make an appointment to spend private time with these accounts, to think, to feel, to be inspired. And, at times, they even incite action.

Part of our campaign development work for the City of Solvang would include recommended steps toward the implementation of a strategy we can take to infuse your social media activity with messaging, images, and stories that render Solvang a sought-after, multi-dimensional digital destination. A place that delivers ideas we want to share. And, most importantly, a place that encourages us to learn more by visiting - inciting the action of conversion. Here, we'd create a content calendar with separation between the City of Solvang and your tourism apparatus, while simultaneously maintaining a consistent brand voice and delivery across the properties. We'll work to do so in a way that's timely and relevant, both for consumers and influencers alike, but also engaging and differentiating.



Our PR approach: it's all about the relationships.

At Charrette, we believe in a multi layered approach to building, maintaining and leveraging media relationships that are targeted, relevant and yield long-term collaboration and results. Fully dependent on these trusted media relationships, we cater specifically to writer's interests, and we watch what they do closely. Sometimes, we work with on-staff writers and other times, with freelance writers who work for the respective publication(s); sometimes our relationship with a certain editor will lead us to a writer assigned to a relevant story. One size does not fit all.

We craft our approach not only to the publication or outlet, but also to the individual journalist, ensuring each pitch is timely, relevant, and tells a story of the destination in a way that fits particular editorial interests, or upcoming trends and features. This is how we're able to garner interest and secure coverage in line with overall goals and KPIs, time and time again. A tailor-fitted approach to a journalist with whom we've built a solid relationship, about the rich and vibrant stories of Solvang, stories that can be told regionally, throughout Southern California, and far-beyond.

Solvang Storytellers

At the center of our media relations approach is a real focus on generating creative and sustainable stories that can be shared across a variety of channels. And because of our approach, these don't take flight overnight. We're not after the fast and easy. You'll hear us saying "quality over quantity" a lot, because a well-placed, highly-targeted and unique placement is invaluable in comparison to a general mention. And because no two places are ever the same, we're not after the mass-produced micro-brief, either. We believe in an honest, individual and quality process to tell the deeper stories behind the cities we represent, a process which folds seamlessly into your overall media campaign messaging, creating a highly-impactful integrated approach for the City of Solvang.





Here's a snapshot of how your public relations planning process would break out:

Strategic Brief and Target Personas

This step utilizes what we've learned during Solvang's research phase to create an action plan. This is where we get specific. We'll recommend a core messaging strategy as well as the communications tactics to deliver it. We'll identify the optimal target prospects in all categories: media relations, Solvang locals,

Editorial Content Calendar

At Charrette, we rely on a well crafted Editorial Content Calendar to help guide our media outreach efforts, outlining what stories get pitched and when based on media outlets' existing editorial calendars and on our own pipeline of key stories (i.e. summer travel gets pitched in the winter and spring, long-lead stories get pitched 3-6 months out, etc.). Creating an integrated calendar will allow us to be able to plan for (and literally, see) content at a glance and how it interrelates among all channels - whether it's in the form of a native ad, eNewsletter, blog post, press pitch or social media post - so that we may leverage stories seamlessly and, most importantly, in a timely manner. For Solvang, we'll create two editorial calendars. One with a hyper-local, Southern California focus in an effort to manage the City's reputation amongst its key, drivable feeder markets, and another with an outward facing goal of bolstering tourism to the City originating from its key fly markets.

PR Action Plan

Equipped with what we know (and what we don't), let's lay out an action plan that matches the stories we want to tell with our targeted audiences and outlets locally, regionally and beyond. This should also include the development of any key media materials. While our overarching strategy will be set upfront, we recommend setting and evaluating our PR plan on a quarterly basis to allow for ongoing collaboration, as well as timely enhancements to be made. Remaining nimble with our outreach and positioned to leverage relevant, timely opportunities will be imperative.

Pitch Away

With a strong strategic foundation set, we're ready to begin our outreach. This is where the core of the excitement takes place for us PR nerds. And to be clear, we could easily define pitches as any interaction directed at a journalist, but for us, these are far more richly defined and personalized and most importantly, a two-way approach. At Charrette, pitching runs the gamut from emails to phone calls to both and involves lots of interaction with the writer(s) to best be able to provide them with the kind of information they need, when they need it. We could easily pitch 10 times a day without any thought and no return, or we could more strategically target two pitches in a week and cultivate them for a couple of months until we see a very obvious, very large return. This will vary day to day, but rest assured, it'll be a whirlwind of engaging storytelling, with measurable results to boot.

Monitor, Measure & Optimize

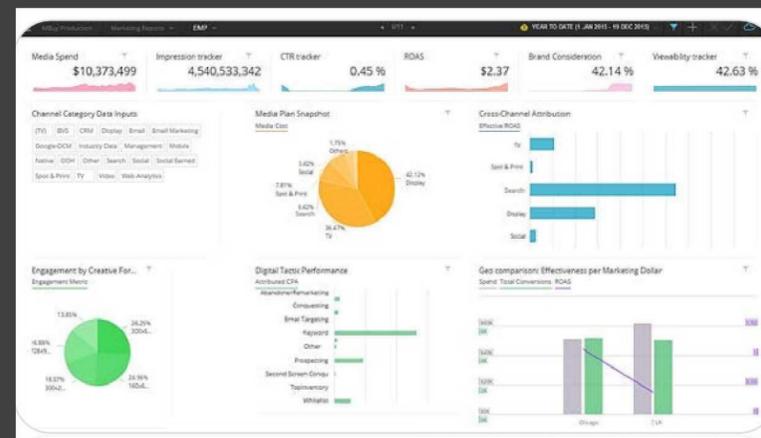
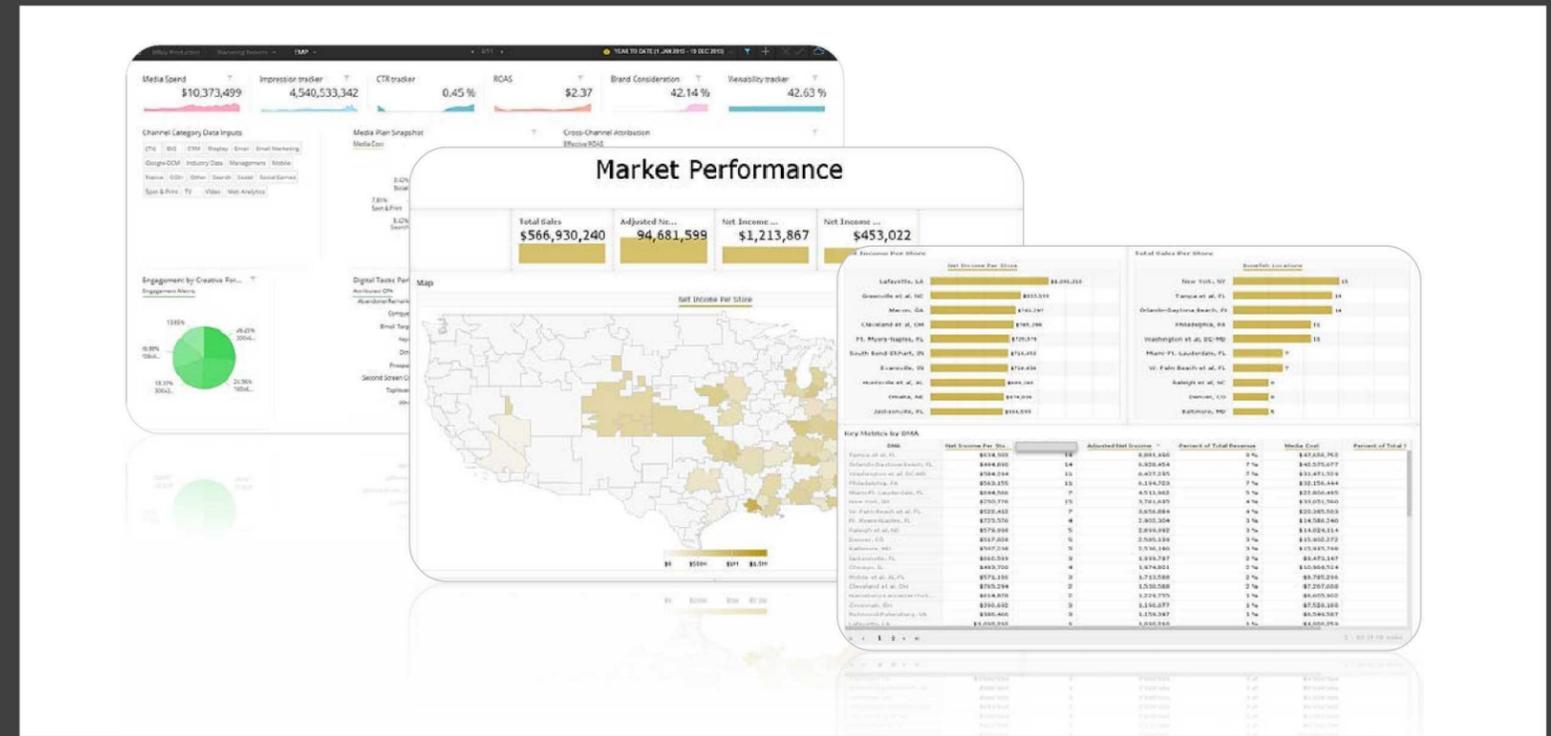
While every experienced PR professional knows that how to best measure PR's intangible value remains the industry's million-dollar question, there are various metrics we will use to gauge our success in pitching your story to media outlets, including impressions reporting, ad value equivalency and social media reach (if applicable), but beyond numbers, we will look closely at how the destination messaging was used within the article (that is, is it in line with what we pitched/positioned?), as well as the relevance and tier of the media, section of publication (print), links to the City of Solvang's websites (if online), article length and use of photography. Our ongoing holistic approach to quantifying (and assessing) our efforts in your previously mentioned media metrics dashboard allows us to glean key media insights, while providing us the opportunity to make real-time adjustments to our messaging or outreach strategies, leverage emerging media opportunities, insert ourselves in relevant conversations and/or respond to timely queries - the latter opportunities being key in the post-COVID landscape.

Media Measurement and your dashboard.

How do we, at Charrette, know all the fancy media tools and methodology will work together in service of your objectives? Well, we'd like to invite you to pull up a chair, as we believe the topic of campaign measurement and ROI is both multi-faceted and critically important. And, we can begin the conversation now, but to make it meaningful, your participation in an extended dialogue is essential. Ultimately, we need to begin with an understanding of your unique challenges and the goals you've set for yourself. Have these KPI's proven effective over the years, or should they shift along with shifting consumer consumption? Once we have a firm grasp of what your goals are today, we can customize a range of measurement tools specific to the key performance indicators associated with those objectives.

Still, in our opinion, no matter how well our efforts perform - no matter how high the ROI - the only true measurement is your bottom line. Results. Year-round visitation. Heads in beds. Local feet on the street. Per-visitor spending. Length of stay and the revenue derived from these metrics - these are the most significant factors we plan to keep our eye on, which is likely good news for Solvang stakeholders and business owners.

To that aim, we employ a comprehensive range of syndicated audience and industry sources to build, implement, manage and measure paid media efforts, linking these efforts back to business performance. To ensure maximum transparency, we utilize a marketing intelligence platform to measure and optimize cross-channel campaigns in mid-flight and in real time, so you never have to worry about wasted advertising spend. The best part is that you can see it all, at any time, via a customizable dashboard with 24/7 access. In fact, one of our biggest differentiators is the value we bring to our clients through the tracking and measuring of user initiated actions, and how those actions drive conversion.



Sample media performance reports.

As an agency, we endeavor to build solutions as unique as our clients. We believe each and every problem we've been asked to solve - each plan, for each project, in each place - is different from the next and therefore, requires a different approach. And, while the time-honored Charrette Campaign Development and Media Planning process is applied the same way across clients, we have the ability to scale up or down, and to add, or remove, certain objectives or KPI's in service of the specific needs of each client. Here's what a few our past reporting mechanisms looked like in action, as delivered to clients monthly, on very recent past projects.

May - August 2021

Social Conquesting

Impressions

827,188

Clicks

4,813

CTR

0.58%

Engagements

34,561

Reactions

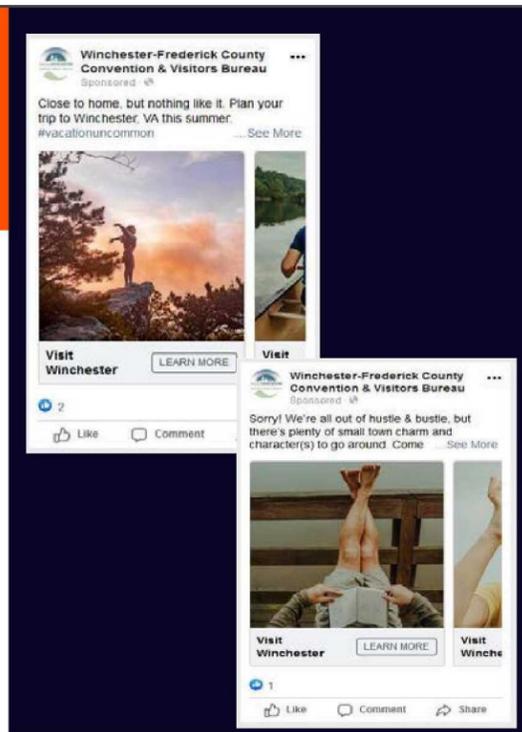
269

Shares

48

Comments

4

May - July 2021

OTT+ - Data Overview

Impressions

362,233*

Clicks

393

Click Thru Rate

0.11%

Video Completes

305,568

*80,767 unique users for an average frequency of 3.

Top Zip Code Delivery

Zip Code	Impressions
20149 (Ashburn, VA)	7,060
17603 (Lancaster, PA)	5,300
17403 (York County, PA)	4,959
17522 (Ephrata, PA)	4,661
17013 (Carlisle, PA)	4,410

Video Complete Rate

87.87%



By Media

Media	Starts	Completes	VCR
ACCUWEATHER	16,311	14,701	90.13%
LIFETIME	17,135	16,592	96.83
HISTORY CHANNEL	13,914	12,819	92.13%
A&E	10,141	9,944	98.06%

Top User Hours

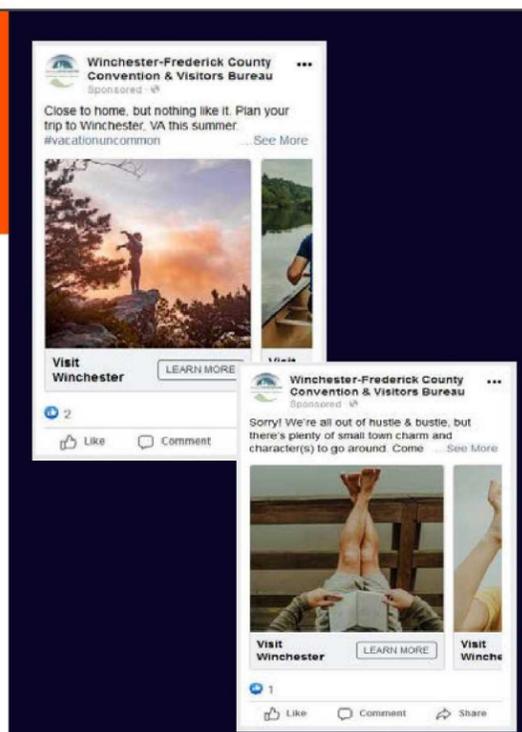
Hour of Day	Impressions
9:00 PM	17,844
1:00 PM	17,772
2:00 PM	17,768
11:00 AM	17,664
12:00 PM	17,628

May - August 2021

Social Conquesting-

Ad performance

Creative	Impressions	Clicks	CTR	Landing Page Views	Engagements	Visits
Winchester 15-1	158,307	2,524	1.59%	632	19,469	9
Winchester 15-3	150,984	927	0.61%	267	13,411	0
Carousel #1	396,576	926	0.23%	383	1,483	10
Carousel #2	121,321	436	0.36%	102	198	0

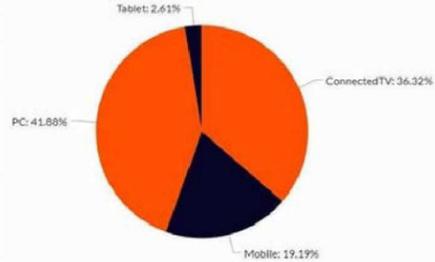



May - July 2021

OTT+ - Impression Delivery Details

Data by Device

Device Type	Impressions	Percent
PC	149,985	41.88%
ConnectedTV	130,072	36.32%
Mobile	68,744	19.19%
Tablet	9,342	2.61%





Top Creative: Winchester 15-2
Impressions: 121,237
Video Starts: 116,345
Video Completes: 102,256
Clicks: 148

May - August 2021

Display – Site Recommendations

Total Impressions

1,172,373

Clicks

3,898

CTR

0.33%

Benchmark CTR is 0.05%, you are over 6 times that!

Tactic	Impressions	Clicks	CTR
Geofarm	254,566	820	0.32%
Zips	251,885	837	0.33%
ELAR (Exact Location)	242,885	530	0.22%
Geofence/Zips- Kids	178,542	682	0.38%
Geofence/Zips- No Kids	173,385	666	0.38%
Site RT	5,407	126	2.33%



Top Creative Performance:



Impressions: 346,602
Clicks: 569
CTR: 0.16%



Impressions: 356,838
Clicks: 468
CTR: 0.13%

May - August 2021

Display –

Top 5 Geo-fence locations by Impressions:

Location	Impressions	Clicks	CTR
Light up fest at One Loudon	60,059	146	0.24%
Gettysburg Battlefield National Park	27,030	111	0.41%
Colonial Williamsburg	13,073	37	0.28%
Cox Farms	19,979	32	0.16%
Scott's Run Nature Preserve	18,064	32	0.18%



Top 3 Apps/Websites by Impression Delivery



Wordscapes

Impressions: 207,570
Clicks: 301
CTR: 0.15%



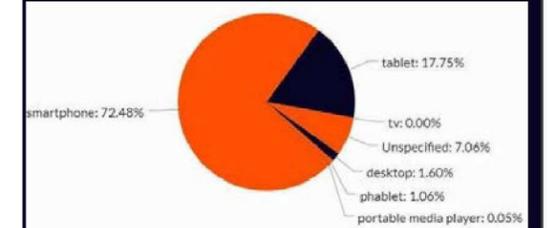
www.tnz.com

Impressions: 106,252
Clicks: 60
CTR: 0.06%



Mailonline

Impressions: 59,284
Clicks: 222
CTR: 0.37%



May - August 2021

YouTube – Data Overview

Impressions

183,148

Video Views

86,167

Video View Rate

47.05%

Benchmark video view rate is 25%, and you're nearly 2 times that!



Top Geographic Delivery:

City	Impressions	Views	View Rate
Washington	6,577	3,153	47.94%
Fairfax	1,884	894	47.45%
Arlington	1,559	769	49.33%
Alexandria	1,516	755	49.80%
Baltimore	1,340	743	55.45%

Performance by Ad:

Ad	Impressions	Views	View Rate
All out Hustle	102,282	44,693	43.70%
Folks Who Fancy	75,073	38,267	50.97%
UnCommon to the Core	5,793	3,207	53.36%



Once upon a time
a thousand years ago
there was a king of
DENMARK
named Gorm the Old.
All through the years
his family has ruled
the oldest kingdom
of the world, and
the present Queen
Margrethe the Second
is a descendant of
the old king Gorm.

Some of what we know about you, now.

Rather than waste your time with the regurgitation of surface, inconsequential facts about Solvang easily referenced with a quick search on Wikipedia, we'll use this space as an opportunity to further expound upon an aspect of your destination that truly defines its sense of place: its community, and our deep understanding of how your efforts shape its future.

Chamber Executive Director Tracy Beard recently said, ***"We are a true community of churches, businesses. We have a great hospital. We have a thriving business community [built on] tourism. Community is what we're about."***

We couldn't have said it better ourselves.

With outstanding developments like the Solvang Festival Theater's renovation, and the eventual building of 43 apartment units along Alamo Pintado Road, as well as upgrades to Solvang Park and the installation of pickleball courts at Hans Christian Andersen Park during the pandemic, progress is undeniable. And, where there is community development, there is tourism product development – the two are inextricably linked and work together to give visitors more things to do when they visit.

MORE THINGS TO DO = LONGER AVERAGE STAYS = HIGHER VISITOR SPEND

Indeed, and in such stark contrast with behemoth competitive destinations Santa Barbara and Santa Ynez, every additional dollar visitors from your key feeder markets spend in Solvang is an additional dollar reinvested into your small, close-knit community. That's meaningful, and ever increasing because the success of the City during a difficult past couple of years has been undeniable. And, often, success leads to pressure from stakeholders to ensure ADR, occupancy and visitation continue to climb because when mid-week visitation grows flat or occupancy in the shoulder season begins to dip, your stakeholders and residents all feel it. The weight of your efforts is immense and, like the time capsule just buried behind Mortensen's in celebration of the Chamber's 100th Anniversary, will reverberate through the years, shaping the future of the destination for generations to come.

So, what will the future look like? We've included our vision on the coming pages.





Giving it Life

Sample Solvang Campaign.

To say that we believe in Solvang would be an understatement. In truth, the Danish strength of conviction, sense of fairness, unsurpassed authenticity, and salt of the Earth community values vibrating through the destination are intoxicating, and we're consumed with the pursuit of a brand and campaign purpose that reflects these attributes. As previously mentioned, part of our research in service of your future campaign articulation will be to identify this brand purpose. A purpose that allows visitors, locals, and partners to see you as purposeful, inspiring, and committed to a higher ideal — something greater than simply the experiences you deliver. One that allows you to forge an authentic and lasting emotional connection with travelers — the sort of connection fueled by an experience the consumer can only have in Solvang. To deliver this experience, we'll need to work to tie your tourism products to the real, raw, and tremendously personal pursuit of self-discovery — a journey so many are taking on the heels of a global pandemic.

You're far more than "The Danish Capital of America" and as such, if we may, we'd like to utilize this opportunity to articulate our vision for your destination — something we haven't yet fully accomplished within the confines of this proposal.

BE A MOVEMENT

Oh, what a time to be alive. And, what a time to be marketing a destination. You must feel it, even if it's occasional. In the midst of historic inflation and while the nation is teetering on the edge of recession — we've used the last 12 pages to talk about how to get more people to go on vacation in Solvang. Is that important? Sometimes, it doesn't feel that way, especially against the backdrop of our collective new normal. And, perhaps it isn't. Perhaps vacationing isn't as important as reaching beyond the destination brand, and forming a movement. A movement toward renewed hope and light-hearted laughter. A movement back toward togetherness, one forged in the unbreakable bonds of family, friends, and loved ones. A movement that'll remind us all, if only for a weekend, that it's ok to smile; it's ok to reacquaint yourself, with yourself. It's ok to find solace in the steady traditions of the ages, while embracing new discoveries at every turn.

Together, we can find it.

Find your freedom.

Find your fairytale.

Find your fire.

Find your Danish Heart, and SoCal Soul.

Find it in Solvang...

CAVEAT*

***The following concepts were developed by the Charrette Agency team without the benefit of our comprehensive branding process or input and feedback from City of Solvang stakeholders.**



DANISH HEART. SOCAL SOUL.

Concept 1

SOLVANG
COURTESY & VISITORS BUREAU

**DANISH HEART.
SOCAL SOUL.**

Maybe it's the Santa Ynez Mountains that surround you.
Or the sun-drenched valley that opens to reveal a hidden gem.
It's that sweet spot, built on tradition, but far from traditional.
We invite you to visit and experience something so very Solvang.

solvangusa.com

SOLVANG
COURTESY & VISITORS BUREAU

**DANISH HEART.
SOCAL SOUL.**

Maybe it's the Santa Ynez Mountains that surround you.
Or the sun-drenched valley that opens to reveal a hidden gem.
The Danish called it "hyggelig" — a feeling of friendship, warmth and peace.
Experience your hyggelig in the picturesque beauty of Solvang.

solvangusa.com

Ad Campaign Concepts

SOLVANG
CONFERENCE & VISITORS BUREAU

**DANISH HEART.
SOCAL SOUL.**

Maybe it's the Santa Ynez Mountains that surround you.
Or the sun-drenched valley that opens to reveal a hidden gem.
It's that special place, built on tradition, but far from traditional.
We invite you and your family to experience something so very Solvang.

solvangusa.com

SOLVANG
CONFERENCE & VISITORS BUREAU

**DANISH HEART.
SOCAL SOUL.**

Maybe it's the Santa Ynez Mountains that surround you.
Or the sun-drenched valley that opens to reveal a hidden gem.
It's that special place, built on tradition, but far from traditional.
We invite you and your family to experience something so very Solvang.

solvangusa.com

Ad Campaign Concepts



SOLVANG
CONFERENCE & VISITORS BUREAU

DANISH HEART.
SOCAL SOUL.

Maybe it's the Santa Ynez Mountains that surround you.
Or the sun-drenched valley that opens to reveal a hidden gem.
It's that special place, built on tradition, but far from traditional.
We invite you and your family to experience something so very Solvang.

solvangusa.com

Print Media



Out of Home — Digital and Traditional



Programmatic Display Samples - 300x250 and 728x90 leaderboard



DANISH HEART.
SOCAL SOUL.

Concept 2





Ad Campaign Concepts

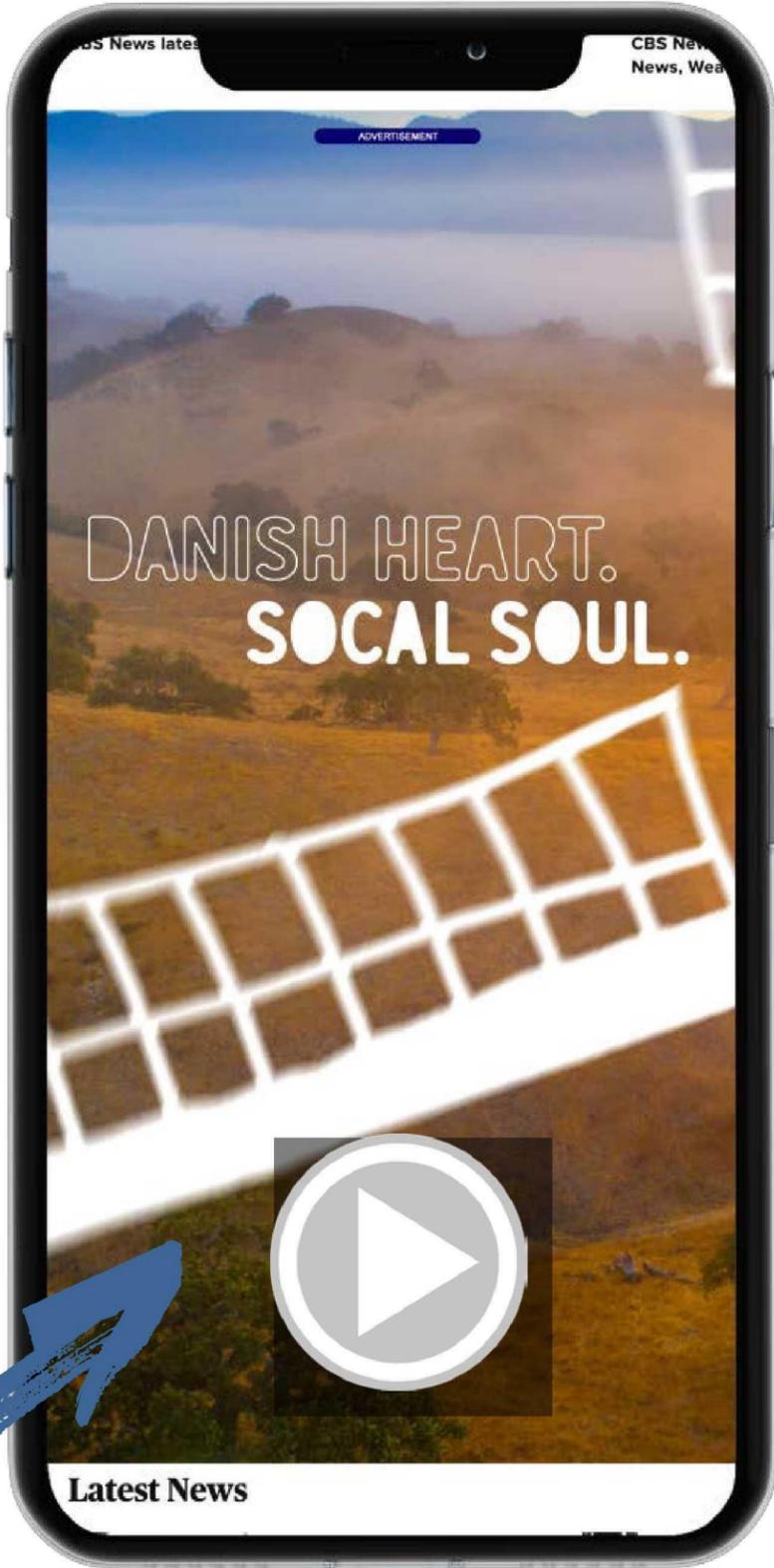


Ad Campaign Concepts

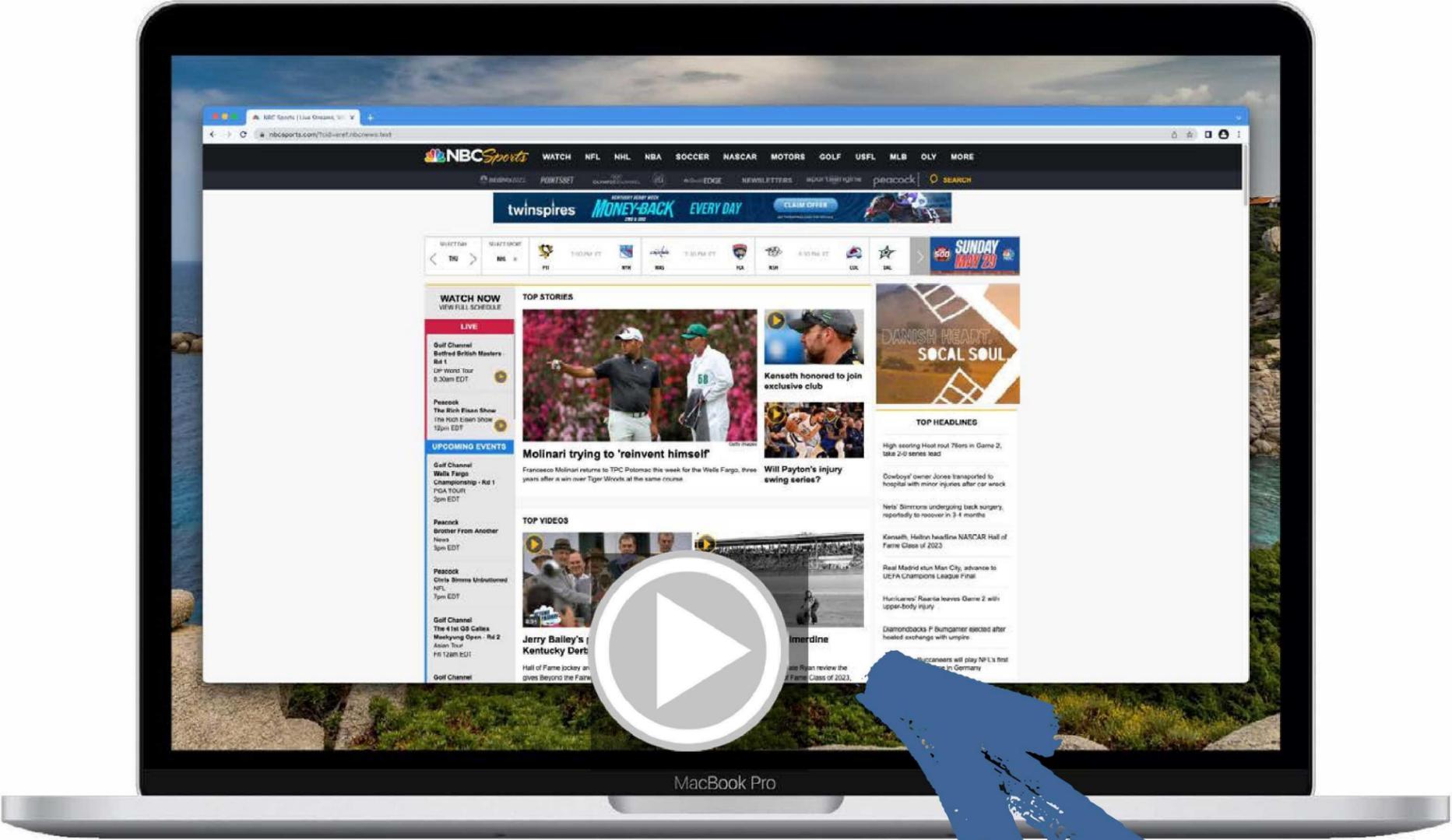


Print Media

This page contains interactive components. Please click the play button to open a new window and view the animation on Vimeo.



High Impact Interstitial Ad Unit



Animated programmatic display sample placement

SOLVANG
CONFERENCE & VISITORS BUREAU

DANISH HEART.
SOCAL SOUL.

Find it with friends.
Find it in Solvang.

SOLVANG
CONFERENCE & VISITORS BUREAU

DANISH HEART.
SOCAL SOUL.

Find it in Solvang.

SOLVANG
CONFERENCE & VISITORS BUREAU
solvangusa.com

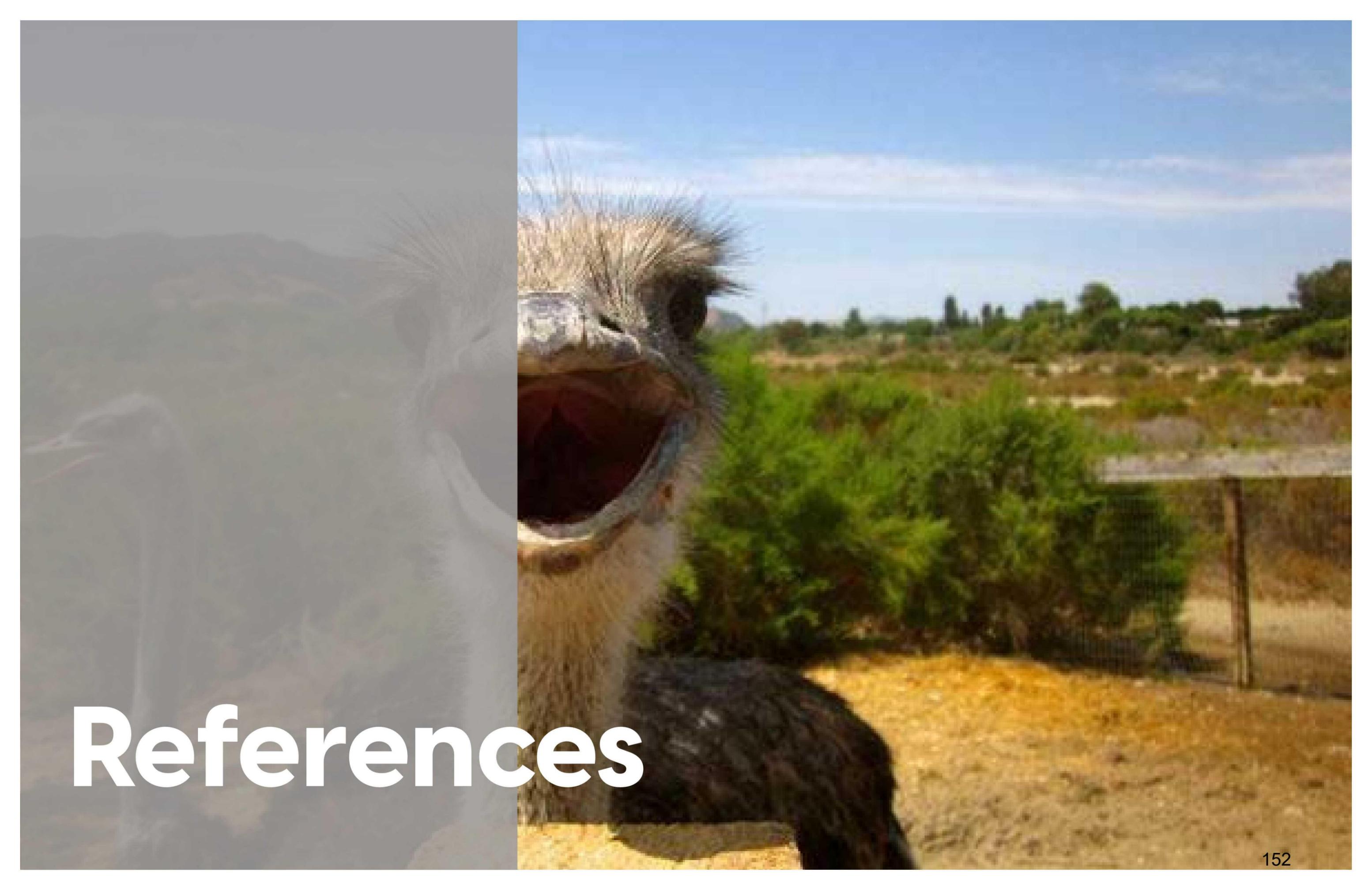
DANISH HEART.
SOCAL SOUL.

Find it with family.
Find it in Solvang.

Programmatic Display Samples - 300x250 and 728x90 leaderboard



Out of Home – Digital and Traditional



References

Sometimes, the best voices for the agency come from the people we've been able to impact. We encourage your team to give a few of our clients and media partners a ring. Ask their opinions on our work, our leadership, our professionalism and most importantly, our results.



Discover Winchester - Frederick County

Justin R. Kerns, TMP
Executive Director
justin.kerns@visitwinchesterva.com
540.542.1326
Winchester-Frederick County Tourism Office
1400 S. Pleasant Valley Road
Winchester, VA 24457



Elsinore Valley Municipal Water District

Bonnie Woodrome, APR
Community Affairs Supervisor
bwoodrome@evmwd.net
951.674.3146 Ext. 8274
Chaney Street, Lake Elsinore, CA 92530



**City of Virginia Beach
Convention & Visitors Bureau**

Michael Woodhead
Tourism Consultant
vtwoodhead@gmail.com
2102 Parks Ave. #500
Virginia Beach, VA 23451
571.236.3278

Media References



Ali Weatherton, News Director

ABC Affiliate
aweatherton@13newsnow.com
757.692.3820



Kayla Gaskins, Reporter

NBC Affiliate
kayla.gaskins@wavy.com
954.673.9975



Barbara Hamm Lee, Executive Producer

WHRO, PBS
Barbara.Hamm.Lee@whro.org
757.724.9468



Proposed Pricing



Nothing in life is free. Except for account services.

You may have noted earlier in this proposal, but at Charrette, we don't believe in charging our clients to manage their accounts. After all, isn't that what you've hired us to do? Here, you'll never receive an invoice for hourly account services time accrued during weekly status meetings, email exchanges, presentations, impromptu emergency meetings, or for a virtual lunch and a chat we had about preparation for an upcoming city event. We also won't charge you for counsel, or a shoulder to lean on. For us, it's quite simple. That's how true partnerships work. We plan to become integrated with your business and your bottom line, to serve as an extension of your team and to collaborate at every step along the way. We'll be responsive, we'll plan proactively and, should the need for reactivity arise, we'll move with urgency— all without keeping an eye on the time clock — or the air miles amassed. When you partner with Charrette, we'll be there when you need us. Period.

Proposed budget.

At Charrette, we deliver great work. To borrow an old adage, we do so at a profit if we can, at a loss if we must, but always — great work. And, we believe amazing ideas, the sort of ideas that shape our great work, should never be restrained because of budget. To this aim, we strive to create flexible, scalable pricing solutions that are both effective and streamlined. Please review the budget proposal we've included on the coming page. **These costs are calculated using our blended hourly agency rate of \$125.**

As a matter of policy, the agency will issue a written estimate ahead of any assigned work or out-of-pocket expenses. Once the estimate is approved, the agency will perform the assigned task or make the approved purchase, then issue an invoice. We operate on a net 30-day payment cycle, and welcome the opportunity to discuss any aspect of this structure further should we **earn** your business.

MAXIMUM NOT TO EXCEED BUDGET PROPOSAL		
PROCESS	MILESTONE DELIVERABLE	FEE
Project Kick-Off & Destination Immersion	Statement of Work <i>inclusive of project benchmarks, budget and identified KPIs</i>	\$7,500
Existing Data Review	Summary <i>analysis of existing research and implications for the project.</i>	\$2,500
Competitive Messaging Analysis	Competitive Audit Analysis <i>document that can be shared with stakeholders. This information will identify competitive destination positionings, marketing strategies, and messaging.</i>	\$5,000
Consumer Audit	Summary overview of target audience(s) and salient characteristics.	\$3,000
Stakeholder & Community Engagement	A detailed Stakeholder Engagement Report <i>prepared in a form that can be shared with stakeholders. This Report will provide an overview of the City's marketing communications potential and its emotional experiences, beyond the services and products it provides. The Report will name initial opportunities to explore in future planning, positioning, and development.</i>	\$15,000
Strategic Development & Insight Mining	The Strategic Brief <i>distills all previous research insights and proposes a campaign platform</i>	\$5,000
Campaign Concepting	Campaign Concept Presentation Deck <i>brings the approved Strategic Brief to life, and is inclusive of at least 2 campaign creative concepts and associated art directions.</i>	\$15,000

(Continued)

PROCESS	MILESTONE DELIVERABLE	FEE
Paid Digital Media Planning, Placement, Optimization & Reporting	Paid Media Plan <i>a comprehensive, multi-channel strategic digital media plan targeting approved key audiences with campaign messaging.</i> Monthly Media Performance Presentations & Reports <i>identifies KPIs, highlights top performing areas of the campaign and provides overall analysis of performance with key insights and major action items</i>	\$20,000
Public Relations Planning	<i>Strategize, plan, and pitch earned placements in relevant regional and national publications</i>	\$10,000
Paid Media Budget	N/A	\$200,000
Campaign Development	Creative Presentation(s) <i>inclusive of up to three rounds of revisions for the chosen campaign direction prior to building media assets for campaign launch, as well as Production Shoot Concepts / Storyboards for upcoming videography and photography collection*</i> <i>*does NOT include the actual costs associated with outsourcing the production shoot itself.</i>	\$25,000
Ongoing Account and Project Management	Bi-Weekly Project Status Reporting Project Schedules Estimates Presentations as needed Timely phone and email communication	No charge.
TOTAL		\$308,000

**ADDENDUM ACKNOWLEDGEMENT FORM
RFP 2022-01 – ADDENDUM #1**

CITY OF SOLVANG
1644 OAK STREET
SOLVANG, CA 93463
805-688-5575

Proposal No: RFP 2022-01

Proposal Title: TOURISM MARKETING MANAGED SERVICES

Proposal Due Date: May 6, 2022 @ 5:00 p.m. PST

ADDENDUM NO: 1 Date: April 22, 2022

PLEASE BE ADVISED THAT THE FOLLOWING CHANGES ARE APPLICABLE TO THE ORIGINAL SPECIFICATIONS OF THE ABOVE REFERENCED RFP:

This addendum includes the following:

1. Written Responses to Written Inquiries

THIS ADDENDUM NOW BECOMES A PART OF THE ORIGINAL RFP.

THE ADDENDUM ACKNOWLEDMENT FORM SHALL BE SIGNED BY AN AUTHORIZED COMPANY REPRESENTATIVE, DATED AND RETURNED WITH THE RESPONSE.

RESPONDENT: Charrette Agency, LLC BY: Season Roberts

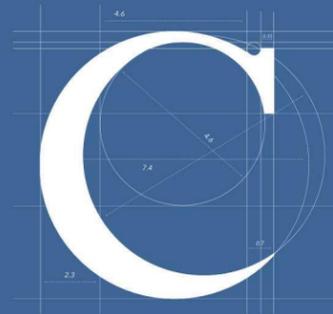
ADDRESS: 249 Central Park Avenue, #300-139 PHONE: 757.354.2144

CITY, STATE: Virginia Beach, VA 23462 DATE: 05/06/2022

AUTHORIZED SIGNATURE: 

PRINTED NAME: Season Roberts TITLE: Principal & Director of Client Communication

Thank You!



CHARRETTE
CHARRETTEAGENCY.COM

Response to RFP Tourism Marketing

Solvang RFP

May 6, 2022



Prepared for **Solvang**
Prepared by **TJA Advertising**

TJAAdvertising.com
159



Dear RFP Selection Committee:

Thank you for the opportunity to present our response and plans to the City of Solvang's Request for Proposal to provide Tourism Marketing Managed Services. Our TJA Advertising & Public Relations team is excited for the opportunity to work with the City of Solvang in their efforts to increase overnight stays, build TOT, and increase occupancy and RevPAR, as well as rejuvenation of business and restaurant patronage.

TJA Advertising & Public Relations orchestrates an ongoing strategy that coordinates all marketing communications whereby these components work together at predictable intervals for maximum efficacy. The City's brand is only as good as the media plan, public relations, market research, social media management, and, most importantly, their expert account service team.

As domestic travel continues to bounce back from the recent pandemic, we understand the immense challenges the City has gone through and its need for a true expert partnership to energize and expand its lodging and business growth. Solvang offers a very unique brand. It offers a distinct taste of Europe, which is complemented by a local, well respected California wine region, diverse outdoor activities, historical points of interest, and a celebrated neighboring Chumash community.

Our extensive experience in tourism marketing, combined with our intimate knowledge of the City of Solvang and the surrounding areas, enable us to assume responsibility for this account without wasting costly start up time. We look forward to a close working relationship with the City of Solvang and its stakeholders to support the key initiatives within the marketing plan that we develop with you. The partnership between The City of Solvang and TJA will include a complete turnkey, multi-layered approach that drives response from our marketing efforts to increase lodging occupancy and business and restaurant patronage. Together, these marketing efforts will reinforce and revitalize the City's brand, inevitably increasing its economic growth.

Thank you again for this wonderful opportunity to present our Response to the City of Solvang's RFP.

Sincerely,

John Sorgenfrei

President and Owner, TJA Advertising
john@tjaadvertising.com

A handwritten signature in blue ink, appearing to read 'John Sorgenfrei', written in a cursive style.

Content

5	History	18	Solvang: Experiencing Historical and Cultural Stewardship
6	Past Campaigns and Successes	20	Agency Compensation and Budget
8	Marketing Campaigns and Successes	22	WHY TJA Advertising and Public Relations?
10	Current and Past Creative Work	24	Meet Our Team
12	Objectives and Strategies	26	The TJA Organization
14	New Marketing Plan for 2022-2023	27	References
16	Creative Strategies, Objectives and Recommendations		



Proposal submitted by

TJA Advertising & Public Relations, Inc.
S Corporation

Main Office

500 Cypress Street, Suite S11, Pismo Beach, CA 93449
(805) 541-6020 | (805) 541-6022 FAX | john@tjaadvertising.com

Management Team Pismo Beach

John Sorgenfrei | Account Supervisor
Claudia Torkelson | Social Media Director
Quint Stevens | Creative Director
Rick Turton | Website/On-line Director
Georgina Stassi | Director of Public Relations
Eileen Morris | Content Creator and Director of Stewardship
& Educational Outreach
Melissa Hageman | Finance Manager

History

For more than 42 years, TJA has been on the leading edge of advertising and public relations in San Luis Obispo County. Today, we are one of the longest established full-service advertising agencies on the Central Coast.

Our full-service agency offers clients a complete menu of communications services provided by a staff of professionals with unparalleled skills and abilities in this market.

General Capabilities

- Account Management
- Creative Services
- Social Media
- Public Relations
- Government Relations
- Budget Planning
- Media Planning/Buying
- Radio and Print Production
- Television & Web Video Production
- Web Site Design and Management
- Native Advertising Creation
- Digital Marketing
- Sales/Informational Brochures
- Co-op Coordination
- Video Presentations
- Market Research
- Non-Traditional Media
- Branding Campaigns
- Influencer Management



Past Campaigns and Successes

Tourism and destination promotions have been a cornerstone of our business since our inception 42 years ago, and we have a long history in the area of tourism marketing. We have produced advertising and marketing campaigns for a wide variety of tourism-related accounts. Many of these campaigns involved media placement, creative design, social media, web site development/design, digital marketing, public relations, branding, market research, broadcast television, radio, Internet advertising, email newsletters, event development/promotion, and a wide array of collateral production. One of our long-established clients is Pismo Beach.

Pismo Beach CVB and LBID

TJA has worked with the Conference & Visitors Bureau of Pismo Beach, LBID, PBHA, and the City Council to re-brand and re-position the City of Pismo Beach to a more affluent visitor over the years. The goal was to increase TOT from visitors spending more money and staying longer. The media was re-directed, the image and theme of all the advertising was changed, and this resulted in a much higher TOT and larger general fund growth rate. The lodging properties also enjoyed more visitors coming to Pismo Beach from Orange County, Los Angeles, San Francisco, and other target markets, with less dependency on Central Valley visitors. Pismo Beach continues to enjoy a higher room rate and increased city revenues each year. While there are many factors, which contribute to the City's success, we feel our firm has played a significant role in this positive outcome. We continue to have more visitors than any other city or BID in the County and beyond, and our TOT has experienced solid growth over the years. This growth and other milestones will be discussed later in this proposal.



Avila Beach

TJA assisted Avila Beach business and lodging owners in securing tourism mitigation funding from Unocal for losses incurred because of the Avila Beach oil spill. Unocal agreed to provide funding (\$400,000), but it would not release these funds until a marketing and branding plan was developed and approved by them. TJA developed the marketing plan, which included the use of market research and data retrieval, to demonstrate the best use of future media and public relations efforts. TJA produced outdoor advertising, designed the website visitavilabeach.com, wrote and produced a short video for tourism outreach, and worked with the lodging and business community to develop the first ever Avila Fish and Farmers' Market event, which brought thousands of new people into Avila Beach. TJA worked with the business and lodging community of Avila Beach, making the small beachside community a valued tourist destination once again. Today, TJA continues to work with Avila Beach on growing its tourism, including participating in many co-op and shared events with Pismo Beach.



Highway 1 Discovery Route

TJA Advertising has been proudly managing the social media accounts for the Highway 1 Discovery Route since 2016. Additionally, TJA is responsible for the day-to-day content creation, community management, and reporting on all social media platforms. During CBID meetings, Highway 1 Discovery Route's other Local Fund Areas look to TJA for guidance on their social media content. For example, TJA created a social media toolkit as a guide for the LFAs to use during the Hidden Secrets campaign.

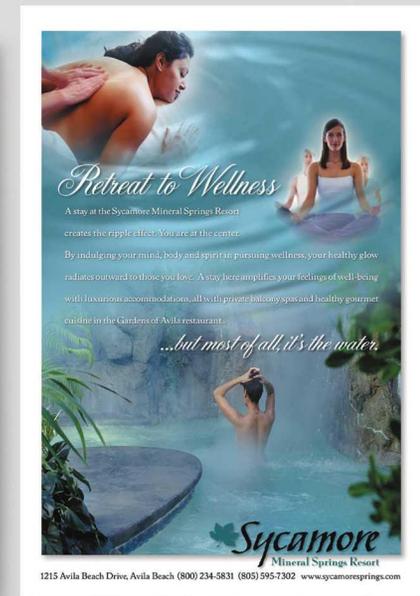
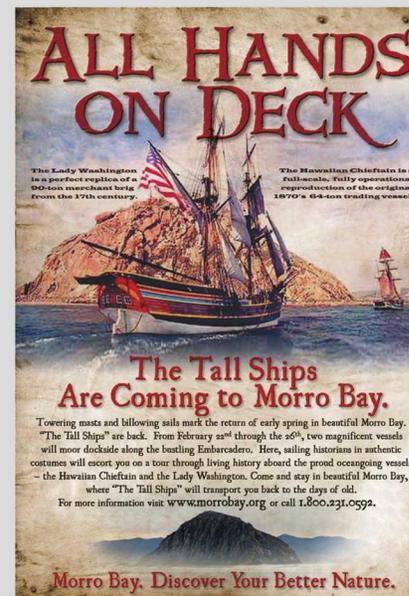


Marketing Campaigns and Successes

Present and Past Marketing Experience

TJA Advertising has a great deal of experience working with many DMOs, lodging properties, events, and other related tourism accounts. Our depth of experience in tourism goes back over 20 years.

- **City of Pismo Beach** (Agency of Record for over 20 years)
- **City of Morro Bay** (Agency of Record for over 20 years)
- **Moonstone Hotel Chain** (Branding campaign for all 10 properties)
- **Sycamore Mineral Springs** (Agency for over 10 years)
- **Dolphin Bay Resort** (Marketing the opening of hotel)
- **City of Solvang** (Marketing support 2 years)
- **San Luis Obispo County Airport** (Logo design and served on the Marketing Committee)
- **Merced Airport** (Marketing grant for small airport development)
- **Santa Maria Airport** (Agency for over 8 years, promoted new Allegiant Air Service. Public Relations, advertising, logo design and collateral)
- **San Luis Obispo County Tourism** (Developed co-op campaigns prior to the formation of BID)



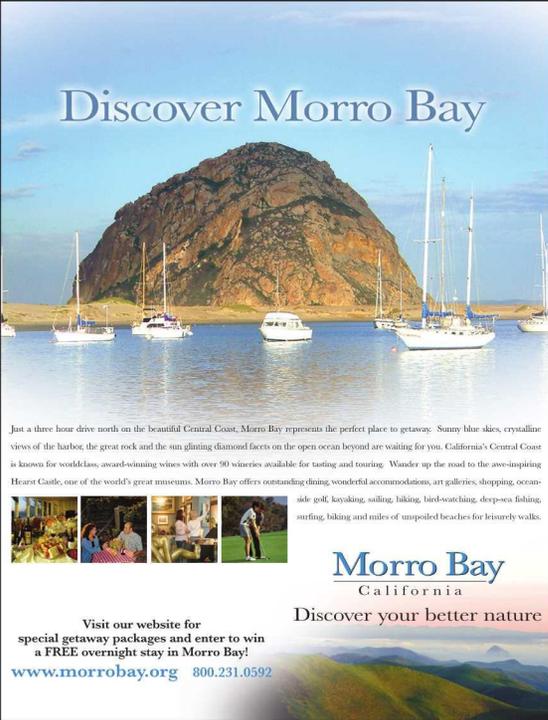
Present and Past Tourism Event Marketing Experience

TJA Advertising has handled all of the marketing of these events, which involved public relations, advertising, logistics, video production, website insertions, collateral and more.

- Wine, Waves & Beyond
- Chardonnay Symposium
- Taste of Pismo
- Jazz Jubilee
- WSA Surfing Championships
- Pismo Beach ISA World Para Surfing Championships
- Pismo Beach Clam Festival
- Pumpkins in the Park
- Wine Walks
- Classic California Christmas
- Chapman House Swingin' by the Sea
- Pismo Classic Car Show
- Holiday Harmony & Tree Lighting Ceremony
- 4th of July Fireworks Celebration
- Pacific Breeze Concerts
- Avila Farmers Market
- Morro Bay Harvest Festiva
- Morro Bay Winter Bird Festival (started by TJA)
- Morro Bay Tall Ships
- Morro Bay Car Show
- Morro Bay Margarita and Avocado Festival
- SLO Film Festival



Current and Past Creative Work



Discover Morro Bay

Just a three hour drive north on the beautiful Central Coast, Morro Bay represents the perfect place to getaway. Sunny blue skies, crystalline views of the harbor, the great rock and the sun glinting diamond facets on the open ocean beyond are waiting for you. California's Central Coast is known for world-class, award-winning wines with over 90 wineries available for tasting and touring. Wander up the road to the awe-inspiring Hearst Castle, one of the world's great museums. Morro Bay offers outstanding dining, wonderful accommodations, art galleries, shopping, ocean-side golf, kayaking, sailing, hiking, bird-watching, deep-sea fishing, surfing, biking and miles of unspoiled beaches for leisurely walks.



Morro Bay
California

Discover your better nature

Visit our website for special getaway packages and enter to win a FREE overnight stay in Morro Bay!
www.morrobay.org 800.231.0592



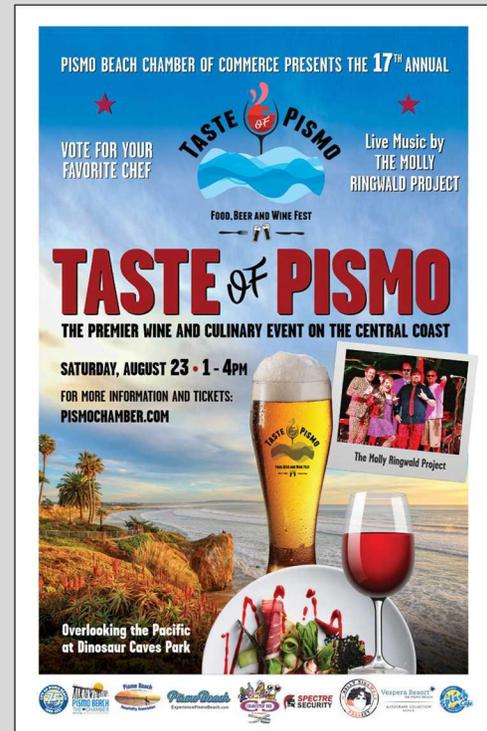
AVILA BEACH.

PICK YOUR PERFECT PARADISE.

You'll find beautiful Avila Beach just off Highway One on California's Central Coast and a beautiful road that takes you through lush valleys with oak studded green hills. Journey just a little further and the welcoming paradise of Avila Beach appears.

With its own uniquely sunny, warm microclimate, Avila Beach is a breath of fresh salt air, with amenity-laden hotels, charming oceanfront restaurants, magnificent local wines, shopping and activities for all to enjoy.

Start planning your next vacation, and count on being enchanted in unforgettable Avila Beach.

PISMO BEACH CHAMBER OF COMMERCE PRESENTS THE 17TH ANNUAL

VOTE FOR YOUR FAVORITE CHEF

TASTE OF PISMO

FOOD, BEER AND WINE FEST

Live Music by THE MOLLY RINGWALD PROJECT

TASTE OF PISMO

THE PREMIER WINE AND CULINARY EVENT ON THE CENTRAL COAST

SATURDAY, AUGUST 23 • 1 - 4PM

FOR MORE INFORMATION AND TICKETS: PISMOCHAMBER.COM

Overlooking the Pacific at Dinosaur Caves Park



Find it all in Pismo Beach!

Come visit us at the LA Magazine Food and Wine Event on October 24th and sample the wines from the Central Coast and Edna Valley.

Toast to the distinct character of this lively seaside community, located only a short distance from some of California's finest wineries. Book your stay today and make Pismo Beach your Wine and Waves destination.

Pismo Beach
ExperiencePismoBeach.com

Savor the flavor of California's favorite beach town.

Pismo Beach

Toast to the distinct character of this lively seaside community, located only a short distance from some of California's finest wineries.

Pismo Beach
ExperiencePismoBeach.com

Explore. Exhale. Experience.

#MyPismoBeach

Pismo Beach is located half way between Los Angeles and the Bay Area and is famous for its miles of beautiful white sand beaches, great accommodations and a rich wine region, only minutes away. Come visit Pismo Beach and try surfing, kayaking, exploring the dunes and our wonderful dining opportunities.

Pismo Beach
ExperiencePismoBeach.com

Objectives and Strategies

Objectives

1. Increase shoulder season growth and mid-week travel to aid the lodging properties when occupancy slows.
2. Continue to market to areas of Southern California and Bay Area and target a higher demographic spender providing more revenue.
3. Explore new markets of Sacramento and San Diego to increase overnight stays.
4. Market to the wine enthusiast with cooperative work with the various wine organizations and Visit Santa Ynez group.
5. Increase visitors to solvangusa.com.
6. Support Social Media, Advertising and Public Relations efforts with partnerships with regional magazines, such as, LA Magazine, Orange Coast Magazine, Sunset, Westways AAA, 805 Living, and other targeted publications and digital platforms.
7. Work with CCTC, Visit California, Visit Santa Ynez, and other supporting organizations.

Strategies

1. Targeting and research to increase effectiveness at reaching various markets with a trackable call to action.
2. Promote and maximize the potential of local events that encourage visitors to stay longer via a variety of activities.
3. All banners, marketing materials, brochures, and social media posts/videos will have a call to action with Lodging Specials.
4. Develop and explore co-op and marketing opportunities with various organizations.
5. Foster relationships with strategic partners of the lodging and Solvang business community.
6. Increase communication with local businesses and the hospitality industry on efforts and upcoming events.
7. Work closely with Visit Santa Ynez Valley to explore co-op opportunities and to avoid duplication of efforts whenever possible.
8. Attend Summits and Board Meetings.
9. Distribute a monthly newsletter that is beneficial and informative for all partners.
10. Identify quality Social Media Influencers and have them support the Social Media tactics with followers as well as gaining photography and video to add to the creative library for Solvang.
11. Develop more video content to support branding and marketing.
12. Develop more native content to support brands.
13. Sponsor events and activities that align with and further develop brands.
14. Continue to report impressions and referrals to the website lodging page after each advertising campaign on the website.
15. Produce cooperative marketing opportunities with related entities
16. Provide fulfillment collateral for advertising responses and press inquiries
17. Create marketing and communications tools for the various lodging properties to co-promote events and activities.

Measurements

1. Monitor TOT, RevPAR, and occupancy, as well as followers on Instagram and fans on Facebook, and report each month to the Board and place on the new portal.
2. Measure success of advertised events by attendance and ticket sales.
3. Continue to measure Newsletter open rates and subscription growth.
4. Continue to report website stats and growth.
5. Create a new marketing portal on the website to house current marketing and media plans, press releases, photography, videos, campaigns, and results. This portal will be password protected and will grant access to all lodging properties in Solvang, as well as the City Council, City Staff, Tourism Board, and other lodging.
6. Increase RevPAR and TOT Growth.
7. Calculate how many group tours came through Solvang.
8. Obtain surveys from event organizers showing out of the area attendee data.
9. Track visitors to solvangusa.com.
10. Grow Social Media each year 2022-2025 across all platforms.



New Marketing Plan for 2022-2023

How we will work with you

TJA offers the team, experience, tools, and approach to efficiently implement a results-oriented, measurable marketing plan and effective programs that will achieve the City of Solvang's objectives. We are fully prepared to provide all requested services, including:

- Research and Analysis
 - Destination Brand Assessment and Evolution
 - Marketing Plan Development
 - Strategy Implementation
 - Advertising Plan, Research, Planning, and Implementation
 - Public Relations Plan Research, Planning, and Implementation
 - Promotional and Events Strategies
 - Constituent (internal) Communication
 - Stakeholder Strategy, Communications, and Implementation
 - Website Enhancements
 - Website Updating and Maintenance
- Increase resident communication via direct messaging as well through social media channels using the comments sections to build positive relationships and mitigate complaints so that residents feel their voices are being heard. Place paid social media advertising with positive messages solely targeting the residents of Solvang.
 - Educate the residents on what tourism actually "does for them," as it leads to the collection of TOT and increases the General Fund.
 - Create messaging on social media that attracts visitors for longer stays by featuring more sustainably minded content. Lean into itineraries featuring hotels, restaurants, and businesses to keep people in town for extended periods.
 - Work with the new TAC Board and City staff to provide marketing direction and support to bring Solvang tourism to new high levels of growth, which contribute to increased TOT, Sales Tax, RevPAR, and attendance of events, as well as increasing patronage of the restaurants and retail stores in the City.

- Work with the Solvang Chamber of Commerce to develop promotions and ideas that will increase local business growth and profitability to that of 2019 and beyond.
- Develop and implement a Stewardship Program tailored to the City of Solvang and adjacent environs focusing on the preservation of the City's history and culture.

Social Media Objectives and Recommendations

- Develop and execute a demographically targeted Social Media paid advertising campaign on Facebook and Instagram targeting specific geo-locations based on drive markets and niche interests.
- Implement improved and more frequent blog postings highlighting all that the town and the surrounding area has to offer. This will also help with SEO goals and objectives for the website.
- Publish high-quality email newsletters.
- Focus more heavily on the wine region, golf, and outdoor adventure on Social Media.
- Link back to the website on all Facebook and Instagram posts.
- Increase lodging specials and accommodations options enticing visitors to stay longer and spend more money.
- Improve website pages with CrowdRiff galleries and stories embedded throughout to boost SEO.
- Refresh Pinterest board using content from Facebook, Instagram, Travel Blogs, and Email communications.
- Refresh Instagram highlights to include more resources.
- Increase production of high-quality professional videos and photos.
- Partner with influencers to stay, photograph, and create content that we can utilize for our marketing efforts, thereby, saving the City costs on future production.
- Generate monthly reports outlining growth of Instagram, Facebook, YouTube, and all other social media platforms being utilized. Also report on top posts, blog results, and results of paid social media ads.

Website Objectives and Recommendations

Current Website:

Gain access to Google Analytics to build a baseline for future improvements. The main focus will be on lodging referrals.

- Gain access to the backend of solvangusa.com website to become familiar with how the site is constructed and to see in greater detail traffic sources.
- Update website information:
 - Danish Days - 2019 info update to present.
 - Julefest - 2021 info update to present.
 - Blog Post - 01/19/2020 (most recent) update to present.
- Add content to Home Page to improve SEO.
- Propose future updates to refresh the current website.
- Determine status of current Booking Engine (<https://solvangusa.hotelplanner.com/>) by Lexyl Travel Technologies:
 - Is there a contract?
 - Is it a true OTA?
 - What percent is being charged for a reservation?
 - Are there any objections to replacing the current OTA?
- Explore lodging listings on the website that are outside of Solvang to improve TOT collection.

Possible New Website Design:

- It is critical to locate the latest spreadsheet (CMS file) that was used to upload the listings to the current website. This file makes a new website design more efficient as it reduces both hours and the amount of budget required.
- An updated or new website would focus on increasing TOT from lodging members:
 - Included on the new lodging detail page would be lodging links to their websites, their reservation pages, and their specials/packages pages.

- Encourage lodging members to include specials/packages on their websites so we can link to them.
- Monthly website metric reports would include Lodging Outbound Referral Reports from the three sources: websites, reservation pages, and specials/packages pages.
- TJA is very experienced in the lodging metrics of Occupancy, ADR, and RevPAR.
- The new website would also include an improved events calendar (see visitavilabeach.com).
- A new home page would focus on lodging, events, and things to do, as well as the existing CrowdRiff gallery. TJA staff is very familiar with the CrowdRiff program and currently uses it with other tourism clients.
- The new website would maintain much of the existing content but would be checked for relevance and offer an enhanced user experience by organizing access to content from the main navigation menu.
- An Internal Use Reporting Portal/Dashboard, modeled after PismoBeachDashboard.com, will be created:
- Include Social Media Reports and Tactics, Website Metrics,
 - Advertising Creative and Campaigns, Revenue Monthly Reports and archive, TOT, RevPAR, Occupancy, and Sales Tax data. This creates a very convenient tool for all the stakeholders, City staff, and City Council to stay current on all campaigns, research, financial reports, and budgets regarding the marketing programs and their measurements for success. This would be housed on the website but would be password protected to serve this group only.
 - Website maintenance, SEO monthly work, content updates, reports, outbound link, and website monthly reports will showcase visits to the site, referral sources to the website, and referrals from the website to each lodging property in Solvang.
 - Portal updates and presentations will be provided to the Board each month.

Creative Strategies, Objectives, and Recommendations

Creative Recommendations

- Promote the rich Danish heritage, charming architectural style of the town, and the unique experience of a trip to Denmark without getting on a plane.
- TJA recommends keeping the tagline “The Danish Capital of America” as well as the current logo design. This is an iconic brand, which the City has invested much time and marketing dollars to promote. We see no reason to change this effective branding and messaging.
- Using “The Danish Capital of the World” brand, we can place a greater emphasis on what the surrounding area offers visitors, including the world-famous wine regions of Santa Barbara County, the nearby Santa Ynez Valley, and the other local wineries.
- Promote golfing, horseback riding, hiking, the Chumash Casino, the soon to open Chumash Museum and Cultural Center, Lake Cachuma, historical points of interest, and other activities, as well as the beautiful outdoor scenery, to visitors.
- Develop itineraries for two, three, and four day stays to encourage longer term visits in Solvang.
- Have a strong call to action in all paid advertising with “Check out our Lodging Specials” with a link to take the visitor to a dedicated landing page housed on the Solvang website, which will include all the various lodging specials from the Solvang properties that support TOT.
- Pay homage to the 1911 Danish founders by incorporating “Sunny Field” into the new marketing and advertising: “There is so much to do in our Sunny Field!”

Media Plan and Strategies and Key Target Demographics

Empty Nesters-Adults 50 plus

Those who can travel in the off season and mid-week. TJA recommends that we target upscale visitors who can stay longer and spend more.

Multigenerational Travelers

Those who wish to share experiences and build memories with their children and grandparents. These groups tend to plan around milestone life events and take multiple rooms or vacation rentals and more overnight stays.

Next Gen Travelers

Younger couples and singles, feel good travelers, who use the latest travel technology to plan and book trips. This group gravitates towards the outdoor experiences and beautiful scenery as well as the nearby wine region.

Target Markets

Major emphasis on the three-to-six-hour drive markets to grow overnight stays and longer stays in the off season. Marketing to both Southern and Northern California as well Santa Barbara and Ventura counties and possibly Sacramento with print and digital advertising. TJA would like to explore further research to determine possible new markets with potential for future travel and gaining more overnight stays.

Media Tactics

- Develop new digital and native advertising campaigns with proven top media outlets with targeted email, social media, and retargeting. Some of those media partners include Los Angeles Times, SF Gate, Bay Area News Group, Google, Facebook, and Instagram targeted ads.
- Work with Tripadvisor on targeted digital campaigns and retargeting as well as continuing with your own dedicated Tripadvisor destination page that we manage the content on. Campaigns will utilize standard display banners, native stories, and outstream videos.
- Promote Solvang events, with the creation of posters, ad creative, ad placement, public relations, and social media with posting and targeted paid ads and creation of landing pages on solvangusa.com to provide ticket sales and visitors to the site. These events include Danish Days, Julefest, Solvang Stomp, and more.
- Take advantage of several co-op opportunities with visitsyv.com, CCTC, Visit California, and the Chamber of Commerce of Solvang.
- Utilize quality targeted Influencers by using an innovative marketing platform that simplifies the process of developing and distributing authentic brand stories for our clients. This platform provides us with the data and transparency needed to run successful content marketing and Influencer campaigns. Data includes:
 - Location of Influencers and their followers
 - Fraud & Audience Authenticity
 - Real-Time Access to TikTok, Instagram, Facebook, Twitter, and Pinterest Influencers
 - Passion Points of Influencers and their audiences
 - The production of high quality videos for future branding and social media use

Solvang: Experiencing Historical & Cultural Stewardship

A Stewardship program for Solvang residents and visitors will create opportunities to practice Stewardship in and around Solvang in the care and management of Solvang's rich history, diverse culture, lush agriculture, and fascinating natural world. It will educate them on how their personal involvement can impact, sustain, and preserve Solvang for generations to come. It can consist of tree planting and pruning, community gardening, Chumash appreciation, Danish heritage, removal of litter or invasive species, creation of green spaces, water conservation, as well as activities that help conserve, improve, or address land, water, or air quality issues.

TJA Advertising's Stewardship Department is led by team member Eileen Morris, our Director of Stewardship & Educational Outreach. Eileen enjoyed over 23 years in education. She has extensive business training, and holds a Master's Degree in Educational Administration.

Solvang's program will be available to all and can be accessed in person and/or virtually through the Solvang website, including its Blog, and social media channels.

Historical and Cultural Stewardship & Educational Opportunities

We believe a strong Stewardship Program promotes responsible tourism, empowers residents, and educates everyone involved by creating a sense of belonging and a voice in preserving this cherished community.

Educational activities and information: We will provide quarterly outreach and engaging lessons to local school districts, as well as educators and parents.





Agency Compensation and Budget

It has always been our goal to ensure most of our clients' budgets are spent on media and advertising related tactics such as social media, public relations, website development and creative design, rather than on compensation for agency time such as mailings, phone calls, meetings, and every time we interact with you. Our agency offers all outside purchases, such as printings and mailings, with the standard agency markup of only 15%. However, upon clarification, we will consider 10% on 3rd party uses as identified by the City in the RFP. Each time the City of Solvang receives a monthly statement from our agency, all vendor invoices, and hours for various tactics, such as social media, website work, graphic design, and public relations, will be included for your review.

In our approach to the City of Solvang account, our goal will be to spend the vast majority of the allocated dollars on growing TOT and increases in sales in the City. TJA will take the standard 15% agency commission on all media. If the media is not commissionable, the agency will mark it up only by 15%.

This framework provides the agency the freedom to recommend all media, whether it offers a commission or not. Those areas that are non-media or not compensated by the 15% arrangement such as public relations, social media, website and art and design, will be billed on an hourly basis of \$95.00 per hour. This rate is well below many other competitors' rates.

TJA is very flexible and will work with the TAC Board and Director to find the most cost-effective form of payment you prefer. If a retainer for some services other than account management is requested by the City, TJA will work to establish that form of compensation in the future. Finally, accountability is about fiscal responsibility. We promise cost-efficiency and transparency.

TJA will provide the City of Solvang with stronger creative, more media know-how, enhanced advertising clout, and more strategic alliances that will culminate in a greater impact per ad dollar spent.

Agency Hourly Fee Rates:

Accounting, media checking, budgeting, and billing (covered by 15% media commissions)

Management Services billed monthly at \$1500 per month retainer

\$95 per hour Creative design

\$95 Broadcast and Video Production

\$95 Influencer Management and Development

\$95 per hour Website design, coordination, reporting and maintenance

\$95 per hour social media marketing for Facebook, Instagram,

YouTube, TikTok Pinterest, planning and postings, ad creation, content development, and stat reporting

\$95 per hour public relations coordination

*Extensive campaigns beyond the scope of work for public relations, digital and social media would be quoted and approved in advance. Hourly charges are not to exceed approved budget amounts for each category without Executive Director approval.

2022-2023 Budget Solvang TAC:

*Advertising and Media, Digital, print, broadcast, streaming	\$ 120,000
Management Services	\$ 18,000
*YouTube, Facebook, Instagram Advertising	\$ 24,000
Branding Graphic Design	\$ 10,000
Public Relations and Stewardship	\$ 10,000
*Contingency Advertising	\$ 10,000
*Cooperative Media	\$ 8,000
Social Media Execution and Management	\$ 30,000
Influencer/Content Development	\$ 20,000
Website Design and Maintenance	\$ 30,000
Video Production for Social Media, Events, Web site	\$ 20,000
Grand Total	\$ 300,000

*Total 15% TJA commissions (already included in the above total for media placement)
 Account Supervisor Management includes attending TAC meetings monthly and other meetings as needed with the City staff and/or possible presentations made to the City Council. Management of event marketing, as well as attendance of key events, media planning and buying, supervision of account teams, as well as supervision of art and video production, is also included in Account Supervisor Management.



WHY TJA Advertising and Public Relations?

Our agency takes a “hands-on” approach. We like to consider ourselves an extension of each client’s business and we work as if we are partners. We are keenly aware that the City of Solvang is not looking for just a vendor, but a true long-term partner in their efforts. TJA is ready to be that partner.

Our staff brings decades of tourism marketing and advertising experience. This talented group has the ability to think out of the box with unparalleled creative concepts. We are rewarded when our clients are successful and continually search out new innovative approaches to achieve those successes.

TJA has both the industry knowledge and necessary experience to effectively handle the City of Solvang’s marketing efforts. We are extremely enthusiastic about working with you and will be happy to provide any additional information that may be necessary.

It is our sincere hope that upon review of our qualifications, and judging by our recommendations and ideas, the committee will come to the conclusion that TJA Advertising and Public Relations is the right choice to help The City of Solvang reach its goals and objectives in the years ahead.

As your communications partner, TJA is committed:

- We treat your marketing and advertising dollars as if they are our own money. We spend selectively, thoughtfully, and with an eye fixed on results.
- We listen! Your needs become our agenda. We pride ourselves on being completely responsive as well as creative.
- We contribute. TJA will become a partner with you working side by side to get you the most exposure at the lowest costs.





Meet Our Team



John Sorgenfrei is President and Owner of TJA Advertising. John, a graduate of the University of Southern California in advertising. He has worked with major agencies throughout California and supervised art, traffic, production, and account service teams, as well as successfully managed clients' advertising and public relations. Among John's clients are Pismo Beach Conference and Visitors Bureau, Avila Beach Tourism Alliance, Oceano and Nipomo Tourism Board, High One Discovery Route (social media), The Central Coast Commission for Senior Citizens, and Michael's Optical of San Luis Obispo. Some of his former clients include Morro Bay Tourism, Highway 1 Discovery Route, Avila Beach Sea Life Center, Dolphin Bay Resort and Spa, Ford Motor Company, Johnson & Johnson, JBL Sound, ASICS sportswear, and the U.S. Navy. John lived in Pismo Beach for over two decades and enjoys being a member of the Pismo Beach Community. He is also a longtime member of the Avila Beach Yacht Club. John enjoys his participation in many philanthropic events, such as the Pismo Beach ISA World Para Surfing World Championships sponsored by AmpSurf, and Wine Wave & Beyond. He served on the Board of the Avila Beach Sea Life Center. Additionally, John served on the Planning Commission for the City of Pismo Beach for many years. His knowledge of and passion for Pismo Beach and the California Central Coast are unrivaled.



Claudia Torkelson is the Social Media Director for TJA. After graduating from Cal Poly SLO with a major in English and a minor in Integrated Marketing Communications, she applied her knowledge and experience from working at the Cal Poly Corporation to fast-paced agency work post-grad. Eventually, she found her niche in working with tourism bureaus up in the Napa Valley. Claudia runs the social media accounts for various local clients and enjoys being a team player. By analyzing the ever-changing landscape of digital marketing insights and trends, she continues to create inspiring content.



Georgina Stassi is Public Relations Director for TJA Advertising & Public Relations since 2010. She strives to bring greater awareness and appreciation of the Central Coast of California to travelers of all kinds on the beauty, culture, and experiences here. Georgina is Former Contributing Editor of the Avila Community News, and she has written for publications, including Santa Barbara Home Food Magazine, Santa Barbara Seasons, Wine Country Today, and Tasting Panel Magazine. She studied Cultural Anthropology and Spanish at the University of California Los Angeles and holds a WSET Level II Certification (Wine & Spirit Education Trust), which she completed in Avignon, France. "Nothing brings me greater pleasure than sharing a beautiful day on the Central Coast with my friends and family".



Quint Stevens is a forward-thinking award-winning creative with extensive experience in strategy and full-service design with a career that led him to some of the largest agencies in the US and Europe, including Saatchi & Saatchi International, BSSP, Patagonia and others. Demonstrated ability to achieve client goals across multiple disciplines, including campaign strategy, branding, graphic design, account management and new business development. Dynamic team leader with a positive and collaborative style.



Melissa Hageman is the Finance Manager at TJA, where she works hand in hand with John in facilitating a smooth billing process for their clients as well as manages the administrative accounting practices for the company. Being a graduate of Cal Poly SLO and with over 16 years of finance and accounting experience, Melissa truly enjoys being focused on a company's growth, sustainability, and financial health. "I have always loved being a part of the driving force behind a company's success, especially if it impacts our local communities directly. It is such a privilege to be a part of the TJA team, representing some of the very best our Central Coast has to offer!"



Eileen Morris, our newest team member, is our Content Creator and Consultant, as well as Director of Stewardship & Educational Outreach. She worked for many years as a legal assistant in Downtown Los Angeles and Orange County, California, and enjoyed years of educating children in the Los Angeles Unified School District. Eileen has extensive business training and holds a Master's Degree in Educational Administration. Her absolute love, curiosity, and respect for the Central Coast and its history guides her creative ideas to educate, inspire, and excite community members, visitors, educators, and students about this area, which is like no other on Earth.



Rick Turton has been designing, building, and maintaining websites for over 25 years, the vast majority of which in the travel and tourism sector. He has created websites for hotels and motels, many for Best Western Hotels, as well as tourism associations, and conference and visitors bureaus. Rick is an expert in website development, search engine optimization, and web strategy. He continually redesigns and maintains existing websites to increase sales, drive leads, and beat the competition.

The TJA Organization

The talented members of our team not only bring extensive experience across a wide range of marketing and design disciplines, but we are committed to providing comprehensive, efficient, and seamlessly coordinated communication and support for our clients.



References

Media References

Los Angeles Times The state of what's next.

Claire Armbruster

 (818) 859-6439

 claire.armbruster@latimes.com

 **Tripadvisor.**

Todd Skelton

 (408) 757-5160

 tskelton@tripadvisor.com

 **HEARST** San Francisco Chronicle
46 MILE BAY AREA SF BAY AREA

Athena Knight

 (831) 239-5726

 Athena.Knight@hearst.com

Client References

Avila Beach Tourism Alliance

Dean Hutton

Chairman, Avila Tourism Board

 (805) 595-7302

 drhutt@smsr.com

Pismo Beach CVB

Gordon Jackson

Executive Director

 (805) 773-7034

 gjackson@pismobeach.org

Highway 1 Discovery Route

Cheryl Cuming

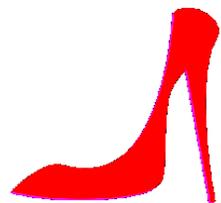
Executive Director

 (805) 471-0182

 admin@slocountybid.com



500 Cypress Street, Suite S11, Pismo Beach, CA 93449
(805) 541-6020 | (805) 541-6022 FAX | tja@tjaadvertising.com



Anna Ferguson-Sparks //
Stiletto Marketing // March 2023
(for SolvangUSA // City of Solvang)

About Me:

- Originally from New York, relocated to Los Angeles in 2005. Moved to Solvang in spring of 2012.
- I have worked in a marketing capacity of varying sorts since 1998. (Traditional and direct marketing, PR, investor relations, trade show & conference planning, advertising placement, VIP client appreciation events, etc.)
- I was in the corporate world for about 10 years, and have been freelancing for the past 15 years.
- I have worked with clients in numerous industries with a weighted emphasis on food, beverage, hospitality. Until more recent years, I was also more heavily involved with event planning projects. Usually working as part of a team, I have a “jack of all trades” / basic understanding of most marketing components, including social media, paid advertising campaigns, website-related inner workings, data analysis, etc.
- I currently work with about one dozen food & beverage and hospitality endeavors scattered between Los Angeles and the Santa Ynez Valley, with the majority of those businesses *IN* the SYV.
- I also pitch and produce editorial itineraries for the SYV as a whole, which usually result in media coverage of some form in promo of visitation to the area and/or to specific businesses, or which call attention to specific SYV towns, causes, events, and/or organizations.
- In the past number of years, I have secured hundreds of pieces of media coverage for my clients or various projects in/on local, regional, and national publications or platforms.



My relationship with Solvang and the Santa Ynez Valley:

- I joined the Solvang 3rd Wednesday (former **Solvang Chamber of Commerce** initiative) committee in the first half of 2012, working closely with the Chamber at that time. (I worked on the Solvang 3rd Wednesday initiative until about 2018.)
- I have helped the Solvang Chamber with the Solvang / SYV Scarecrow Fest for 11 years.
- I have worked with the **Solvang Danish Days Foundation** on all marketing and other assorted tasks for the annual Solvang Danish Days event (which is held each September), since 2015.
- I worked as part of a team to produce and market both the 2015 & 2016 “Taste of Solvang” events, on behalf of the then-Solvang Conference & Visitors Bureau (“SCVB”).
- I have also worked with the Santa Barbara County “Women Winemakers Celebration” to market and aid in production of their annual March events, since 2017.
- Outside of Solvang, I also marketed Los Alamos Old Days in 2019, and have done past PR for multiple annual events in Los Olivos, such as their Olde Fashioned Christmas and Day in the Country happenings (all in pre-pandemic times).



Solvang (and the Valley), continued:

- In the fall of 2019 I was asked by IDK Events, then the new Solvang Julefest event production contractor, to help with PR for the refreshed annual event.
- Due to what was a harmonious and productive work relationship with the IDK Events team, they asked me to continue my work with them in a PR capacity as they segued to Solvang's interim tourism marketing contractor in early 2020, just weeks before the first pandemic shutdowns.
- In addition to my work with IDK Events (which then became Cogs & Marvel), I also worked directly with the City of Solvang throughout 2020 / 2021 and the roller coaster of the early pandemic, to aid in community-facing PR efforts and delivery of messaging originating from the City.
- My freelance work for both the City of Solvang and as a subcontractor on the tourism marketing side concluded in May of 2022, when the Cogs & Marvel contract terminated.
- I was a past-member of the **Buellton Chamber of Commerce**, and I was also a member of the PR Committee for the **Central Coast Tourism Council** during 2021-2022, representing Solvang on that Committee.
- I attend the monthly Visit SYV Board Meetings as a member of the public, to track their efforts and any developments.
- I am also a freelance writer and have contributed numerous articles to **Santa Barbara Magazine / C Magazine**, as well as to the local trio of SYV papers (*Santa Ynez Valley News, Lompoc Record, Santa Maria Times*).
- We currently reside in Solvang.



Scope of Work – SolvangUSA:

On a rolling basis, these are examples of some of the areas which I am able to cover:

- Writing, editing and distributing any press announcements which might need to go out during a particular month, either full length press releases, brief media alerts, or pitches.
 - Releases or pitches would be pushed out to local, near-regional, far-regional outlets, as well as appropriate national / industry publications, outlets, and contacts (audience to be determined based on finalized release or pitch content and topics).
 - Work would include creating and/or editing and distributing the press release(s) or pitch(es), as well as any necessary correspondence with press/media/writers surrounding the announcement(s), and handling any necessary interview set-ups (via phone or in-person) and/or photo requests, etc. from press/media/writers.
 - * As part of this, I would also coordinate any media visit requests.***
- General media pitching and media outreach which is not necessarily tied to a specific press release or announcement; this would entail ongoing outreach to various writers, outlets, and so forth to gauge any interest in the destination, either individually or as a whole along a “theme” (e.g., Central Coast RV road trips, Europe-in-America...).
- Field and respond to inbound media/PR requests for further information, photos, or possible media visits.
- * I am able to schedule, compile, and run through any one-off media itineraries and associated visits, or group / FAM tours of the destination and surrounding environs.



Scope of Work – SolvangUSA (continued):

- Regular HARO review and pitching in response to any appropriate HARO queries, as well as journalist follow-up / project coordination, as necessary.
- Initial review of appropriate editorial calendars to determine a more precise pitching schedule for the upcoming months. In other words, reviewing story topics slated for specific months or seasons, for targeted publications, and creating pitches and associated pitching timeline to match those editorial deadlines/calendars.
- Pitching, planning and coordination of press / media / influencer stays or property visits, and/or any media preview events for new initiatives. *(also mentioned on previous slide)*
- Regular meetings with Solvang Marketing Manager and/or appropriate City staff or Committees to keep me aware of Solvang happenings, brainstorming, briefing on upcoming media visits, etc. Weekly or bi-monthly team meetings would be ideal, if at all possible (Zoom or otherwise).
- Coordination of photo / video shoots, if necessary, for editorial or social media use.
I would require professional-quality, high-resolution photos to submit along with any and all associated press releases, media alerts, or pitches.



Scope of Work – SolvangUSA (continued):

- Brief, monthly wrap-up report with status of editorial coverage; new ideas discussed during prior month and any existing implementation game-plan; reminders about upcoming/impending media visits. Reports usually accompany my monthly invoice.
- Act as the media/PR liaison with other regional and statewide DMOs including Visit SYV, SLO County, CA Central Coast, Visit Santa Barbara, and Visit CA, as well as local Chambers of Commerce, to align Solvang efforts with peers, and to alert each to Solvang stories and announcements for potential media or pitching opportunities.
- I can work closely with social media team(s) to offer links to news coverage, copy that we have created, or other ideas for them to use in posts. It would also be helpful for me to have copies of all marketing materials that are created (flyers, banners, printed collateral, advertising pieces, and so on), if I am not involved in the creation of said materials.
- If Solvang is planning to pay for advertising anywhere (other than social media or Google ads) – either print or digital advertising – it helps if I know where that is for any possible ties to, or potential overlap in, editorial coverage.



Scope of Work – SolvangUSA (continued):

- Proposed / Potential Timeline for 2023 Press Releases, and Associated Topics
 - April 2023 – Summer Travel stories and Events (May through September)
 - SYV Pride Week/end (June 2023)
 - Solvang Danish Days (September 2023)
 - Other events or milestones, anniversaries, museum exhibits, openings, etc.
 - **Consumer-facing email blast through SolvangUSA, timed to April press efforts**
 - July 2023 – Solvang Julefest (preliminary press release for Nov/Dec/Jan event)
 - **Consumer-facing email blast through SolvangUSA, timed to July / Julefest press blast**
 - August 2023 – Fall Travel stories and Events (Sept/Oct through Nov/Dec/Jan)
 - Solvang Danish Days (reminder)
 - SYV Scarecrow Fest, Solvang Farmer Pumpkin Patch, Haunted House
 - Solvang Julefest (reminder and follow-up / any new event details)
 - **Consumer-facing email blast through SolvangUSA, to launch right after Labor Day (and tied to the August press efforts)**



Scope of Work – SolvangUSA (continued):

- Proposed / Potential Timeline for 2023 Press Releases, and Associated Topics
 - October 2023 – Solvang Julefest (follow-up press release for Nov/Dec/Jan event)
 - **Consumer-facing email blast through SolvangUSA, to launch around Halloween (and tied to the October press efforts)**
 - November into December 2023 – Solvang Julefest (any necessary follow-up press releases for Nov/Dec/Jan event)
 - **Consumer-facing email blast through SolvangUSA, to launch in early December (Julefest reminder + January 2024 event wrap-up details)**
- **SOLVANG TOURISM MONTHLY RETAINER FEE:**
\$2,800.00 (to include use of specific CISION components for media tasks)



Scope of Work – City of Solvang:

Proposed marketing administrative services to the City of Solvang, are as follows:

HOURS: Stiletto Marketing monthly retainer includes a maximum of twenty-eight (28) hours per month.

SERVICES – Monthly retainer covers:

- Writing, editing and manually distributing any CITY-related press announcements which might need to go out during a particular month, either full length press releases or brief press “blasts.”
- Fielding in-bound CITY-related news and media inquiries or interview requests, or requests for information which is made available to the public.
- Attending or watching Regular Meetings of the Solvang City Council and handling post-Council Meeting information distribution to the media, as is requested or necessary.
- Regular meetings with Solvang Marketing Manager, City Manager, and/or appropriate City staff and contractors to keep me aware of City developments or initiatives, brainstorming, briefing on upcoming media efforts, etc.
- Brief, monthly wrap-up report with status of editorial coverage and any associated PR/media statistics.
- **SOLVANG CITY MONTHLY RETAINER FEE: \$2,450.00** *(to include use of specific CISION components for media tasks)*



Scope of Work – SolvangUSA Website Copy:

Proposed marketing copy services surrounding revised SolvangUSA website project:

HOURS: Stiletto Marketing maximum, monthly project hours TBD based on copy needs.

SERVICES – *Monthly retainer covers:*

- Aiding Solvang Marketing Manager with website overhaul project as needed, in terms of laying out site flow and determining necessary web pages.
- Writing new and/or editing existing SolvangUSA.com website copy for new or existing website pages.
- Regular meetings with Solvang Marketing Manager and/or appropriate City staff and contractors to discuss website overhaul project and to determine copy task list(s).
- **SOLVANG WEBSITE COPY MONTHLY RETAINER FEE: TBD** (*upon start of project*)





Examples of past Solvang media coverage...

Posted (online): 1-13-2023
(in print in the Spring 2023 issue of Westways)



Westways

THE MAGAZINE FOR AUTO CLUB MEMBERS

Windmills, thatched roofs, Danish bakeries, and wooden clogs—Solvang still delights with its old-world charm. But it’s not just the same old fare from family road trips of yore. An infusion of new cuisine, tasting rooms, boutique shops, and nightlife has given Solvang a burst of energy, solidifying this walkable haven as a destination in itself.



AAA Magazines

What to do in Solvang, California’s Danish delight



Examples of past Solvang media coverage...

Posted: 12-19-2022



Marinated mushroom sandwich at Peasant's Deli



Every weekend thousands of Southern Californians make the trek up the 101 and through the Central Coast — and quite a few even stop for a night (or a long weekend) at the quaint Danish tourist town Solvang. From *Sideways* jokes to new restaurants run by familiar LA faces to an absolutely massive weekend brunch culture, there's something for just about everyone. Lately, the scene has even grown to include Peasant's Deli, an offshoot of the popular Peasant's Feast restaurant that is meant to be more of a takeaway of sorts, a place to stop in for a sandwich, a splash of wine, and to pick up some tinned fish and bread to take to a nearby winery or park. While the menu of sandwiches offers staples like a cold cut combo, it's the entirely meatless mushroom option with smoked provolone, peppers, onions, and an artichoke spread that steals the show. Oh, and the place also offers caviar bumps and cones of shaved jamon Iberico for folks needing to step things up a notch, and they're even working on an arcade space next door. —*Farley Elliott*

[OPEN IN GOOGLE MAPS](#)

473 Atterdag Rd #104, Solvang, CA 93463

(805) 691-9649

[Visit Website](#)



Examples of past Solvang media coverage...

Posted: 10-17-2022
(re-spin of 2021 article)



LOS ANGELES • TRAVEL • CITY GUIDES

10 Weekend Getaways Within 5 Hours of LA That Are Perfect for Fall

From the coast to the mountains, spanning rustic campgrounds to luxe hotels, these are the best places to escape the city this fall.

Drive: 2.5 hours

Stay: [Hotel Ynez](#), a modern retreat that sits on two private acres; [The Winston](#), a smaller luxury hotel in Solvang; the fancier [The Fess Parker Wine Country Inn](#) in Los Olivos; the off-the-beaten-path [Ballard Inn and Gathering Table](#) in Ballard; the six-room, rustic-chic [The Inn at Zaca Creek](#) in Buellton; or, if you're really all about that bread, there are [two cottages](#) directly behind Bob's Well Bread in Los Alamos that come with free coffee and pastries at the bakery.

Examples of past Solvang media coverage...

TRAVELAGE WEST

Other properties new to the hospitality scene here are [The Winston](#), a charming 14-room inn that opened in mid 2020; [The Landsby](#), with 51 rooms and suites (and likely the best choice for traveling families); and [The Inn at Zaca Creek](#), a Buellton property that debuted six moody suites in mid-2020.

What's New in California's Santa Ynez Valley, From New Hotels to Must-Eat Restaurants

Sep 25, 2022

[Arts & Entertainment](#) [California](#) [Culinary](#) [Hotels and Resorts](#)

Posted: 9-25-2022



So much to see in Solvang with return of Danish Days



Posted: 8-27-2022

Examples of past Solvang media coverage...

Posted: 7-26-2022



Photograph: Courtesy Eric Rubens

Why this touristy California town should be your next food getaway

TRAVEL

PureWow 11 Easy One-Tank U.S. Road Trips Because Gas Is Expensive and Airports Are Chaos



COURTESY OF PEASANTS FEAST

2. From Los Angeles To Solvang, Ca

One-Way Distance: 129 miles (~2.5 hours)

Posted: 7-21-2022

Examples of past Solvang media coverage...

Published: 3-18-2022



NOW READING
17 Amazing Weekend Trips From Los Angeles

LOS ANGELES

17 Amazing Weekend Trips From Los Angeles

By: [Dana Dickey](#) | Mar. 18, 2022

Additional reporting by [Carole Dixon](#)

What's spring (or, especially, summer) without a road trip? Less fun for everyone, so we're all about finding some low-lift, high-reward [weekend trips](#) from Los Angeles that will satisfy your wanderlust from the dessert to the [sea](#) and valley vineyard. There are newly opened hotels, beachfront cottages and classic motels that would all love to host you while showcasing the best [wine tasting](#), food finds, mid-century architecture, family fun and even skydiving. We've brainstormed a special spot for everyone from status traveler to the [romance lover](#) to the spiritual seeker and avid surfer. And since Southern Cali's summerlike temperatures extend well into October, you have some time to get a reservation and build up anticipation for your blowout road trip long into the year.



1. SOLVANG (2 HOURS FROM LA)

Best Surprise Foodie Find

Formerly known as a sleepy Danish tourist town filled with pancake houses and pastry shops (and you still shouldn't over look those), newer restaurants by award-winning chefs from L.A. with serious pedigrees are making this a foodie destination on your way to wine country.

[Peasants FEAST](#) executive chef Michael Cherney made a splash with elevated comfort food such as fried chicken sandwiches and potato leek soup, and he recently opened an upscale deli - caviar bumps anyone? - where he also slices Jamon Iberico for caviar cones.

More L.A. transplants, chefs Stephen Fretz and Lincoln Carson, opened [Coast Range and Vaquero Bar](#) right on the main drag where you can devour Channel Islands barramundi fish and chips dunked in a local beer batter on the patio for lunch, and a few strong mezcal-tequila cocktails in the intimate bar with a record playing turn-table. Indulge in prime cuts beef in a sexy booth at night in the main restaurant known for white and red oak wood-fired grilling technique. Book a room at mid-century modern inspired [The Landsby](#) across the street and do it all again the next day.

149
SHARES



Examples of past Solvang media coverage...

Posted (online): 2-9-2022 // In Print: December 2021



EAT + DRINK WINES AND WINERIES NVLIFE EVENTS ARTS+CULTURE

BEST OF NAPA VALLEY LIFE NVL FEATURES



THE VINOUS WONDERS OF THE SANTA YNEZ VALLEY

For breakfast, try French-style bakery **Bob's Well Bread** in Ballard, where you'll find a decadent display of pastry as well as hot dish items to be enjoyed on a sunny patio. Enjoy lunch at **Nella Kitchen & Bar**, adjacent to the Fess Parker Wine Country Inn, where Pinsas (Roman-style pizzas with flatbread-like crusts) are the starring attraction. In the Danish-settled town of Solvang, try Michelin level **First & Oak, Coast Range & Vaquero Bar** from a star-studded team of chefs and renowned winemaker/ sommelier Rajat Parr, and **Ramen Kotori** and its decadent bowls of ramen.

Don't miss the fanciful and whimsical J. Woeste home and garden store in Los Olivos where whirling wind ornaments, chimes, and every themed garden trinket imaginable can be found. Hike the wooded 1.3-mile trail in Solvang's charming Hans Christian Andersen Park, and then visit the Elverhoj Museum of History & Art, where the region's Danish culture and history are preserved and promoted. Visit the ostriches and emus at Buellton's Ostrichland USA and feed them with an outstretched hand.



Examples of past Solvang media coverage...

Posted: September 2021



“This Storybook Town Will Transport You Straight to Europe”

“A pastry-filled splash of Scandinavian culture awaits in California's wine country.”

“Solvang is straight up mystical. The city of just under 6,000 people is in the heart of California's Central Coast wine country, but looks like a northern European village. Founded by Danish settlers in 1911, nearly every structure in the town's center is based on traditional Danish architecture, with plenty of brick and half-timbered framing, arched ceilings, spires, and hand-carved woodwork.

Splashes of color are seen in brightly painted doors, detailed window trim, and a Danish obsession with flower gardens. Look closely and you'll spy storks perched on rooftops—a symbol of good luck in Danish culture. Some buildings are replicas of Copenhagen landmarks like the Round Tower, modeled after a 17th-century observatory (and now the home of Tower Pizza), or the King Christian Tower, inspired by a historic stock exchange building.

What you won't see are the typical tourist-town trappings like t-shirt huts, convenience stores, and parking meters. Danes really do still live here...To explore Solvang is to be utterly transported; the aroma of Danish pastries fills the streets. And with vineyards getting ready for harvest season and a few big events on the way, fall is the perfect time to check it out.”

“Live in a fairytale. Buy some wooden clogs. Become a Viking and never leave.”

“Solvang gives you reasons to stick around and get swallowed into the fairytale forever (or at least until check 205.”

Where to stay in Solvang

Solvang keeps things small and cozy; you won't see big overblown hotels here. The Landsby, for example, has just 50 rooms, including the two-level Tower Suite with a loft-style bedroom. The entire property follows a clean, bright Scandinavian design with rustic touches (and killer cocktails in the lobby bar). Vinland has a similar modern aesthetic with a heated pool and wine lounge. Its sister concept, The Winston, is more exclusive with 14 rooms, a luxury feel, and a self check-in system for "invisible" service.



Examples of past Solvang media coverage...

Bloomberg

Bloomberg.com // August 12, 2021

“California’s Best-Kept Wine Secret Is Just a Short Drive From L.A.”



the Montecito Journal // August 12, 2021

staycation article titled, “Two Days Tucked Away in Heavenly Santa Ynez Valley”

Fodor’s Travel

Fodor’s Travel // August 2, 2021

Solvang inclusion as one of “10 Better-Than-Europe Experiences You Can Have in the U.S.”



California Home+Design // August 2, 2021

“Three Days in the Santa Ynez Valley”

Examples of past Solvang media coverage...

Forbes

**Experience Denmark
Treats And Culture
Without An
International Flight In
Solvang, California**

BOTH Posted: June 2021



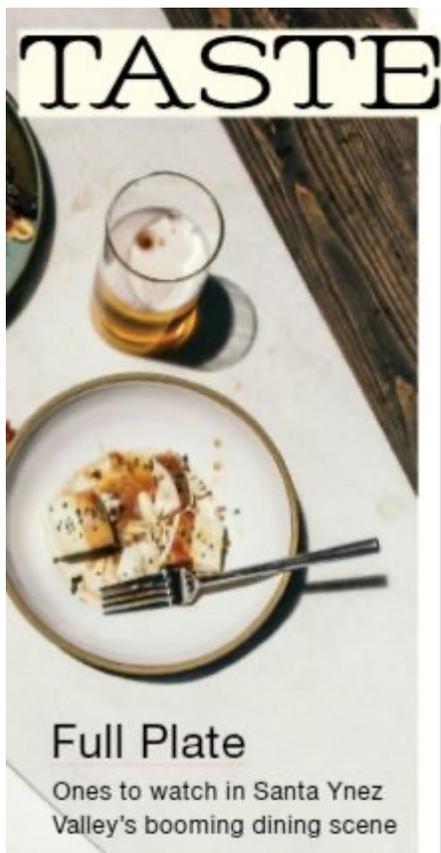
Elegant Cuisine Meets Farm-To-Table Dining At Solvang's New Sear Steakhouse



Examples of past Solvang media coverage...

Summer 2021 Issue

Santa Barbara MAGAZINE



cuisine. Bone-in tomahawks and lobster-whipped potatoes shine at Solvang's **SEAR STEAKHOUSE** (SEARSTEAKHOUSE.COM), where the restaurant's proprietary farm-sourced ingredients include components for Alberto Battaglini's delicious cocktails. On weekends the one-year-old **PEASANTS FEAST** (PEASANTSFEAST.COM) has been featuring limited-edition cake creations from the Central Coast's Golden Opal Baking; stunning, multilayered confections crafted with local produce, often adorned with locally sourced, edible flowers. Alessio Carnevale—of S.Y. Kitchen and Nella Kitchen & Bar front-of-house fame—opens his first brick-and-mortar Italian gelato shop, **VIA GELATERIA** (VIAGELATERIA.COM), in Solvang this summer. Celebrated chefs Anthony Carron, Lincoln Carson, and Steven Fretz partnered with Hillary Calhoun and wine-world rock star Rajat Parr on Solvang's **COAST RANGE & VAQUERO BAR** (COASTRANGE.RESTAURANT), now offering elevated all-day dining and bar menus, sophisticated evening steakhouse fare, and classic drinks from general manager and mixologist Joseph Sabato. Refresh with summery sips at Solvang's

V LOUNGE (VINLANDHOTELANDLOUNGE.COM), which overlooks the Vinland Hotel's outdoor pool. The bar's seasonally appropriate craft cocktails include the likes of a "Sunshine Valley," "Lemonade Stand," and "Blackberry Smash." In Santa Ynez

805 LIVING

June 2021 Issue

Classics Get Creative

Classic cocktails never go too far out of style, but a new generation of bartenders are slapping their own swagger on these standards.



Fresh From the Farm

Bringing the heat to the Solvang dining scene is the new **Sear Steakhouse** (searsteakhouse.com) restaurant and bar. Co-owned by Demetri ("Jimmy") and Karen Loizides

(shown below their bone-in tomahawk steak, right), the husband-and-wife team behind Santa Ynez's Maverick Saloon and K'Syrrah Catering and Events, and partner Alberto Battaglini, who serves as general manager and mixologist, the dinner venue is open Wednesday through Sunday. Executive chef Erik Dandee turns out a menu of updated land- and sea-derived steakhouse dishes, and Battaglini's craft cocktails are made with ingredients sourced from the Loizides family's Santa Ynez Valley organic farm.

"The vision for the menus comes from being able to utilize fantastic products, not only from our farm, but also from local farmers and winemakers in the Valley," says Dandee, who brings about 20 years of culinary experience to the venture. "Knowing that we start the menu development process with a very high-quality product makes it easier to create really good, approachable food. It's exciting to be able to know the future produce and herbs coming from the farm to plan our seasonal changes to the menu."



It in
taiz
os "El

akes nine margaritas, sporting *arindo*, and a handful of mezcal-t unique are the Mitla, made with nade orange-chipotle marmalade aca, which blends mezcal and use-made mole mix that brings

rew up overnight thanks to Sear ise.com), where 10 different ngredients like grape-based vodka inese gunpowder tea—are shaken down the street is the Vaquero it), part of the Coast Range isis, sours, and many other drinks k. Try the amaretto sour, with ll childhood, or the Cielito Lindo al, aperol, and Lillet Blanc. atch Rotisserie & Bar obin Wolf mixes up two different rties of old-fashioned. Opt for r ordering My Grandpa's Old atch bourbon, bitters, and orange.



Pouring in Solvang: General manager and mixologist Joseph Sabato (top) mixes things up at Vaquero Bar in the new Coast Range Restaurant & Bar. Sear Steakhouse (above) serves a multitude of martinis made with uncommon ingredients.

Examples of past Solvang media coverage...

Posted: May 27, 2021
(also appeared in print)



Add This New Restaurant to Your List of Reasons to Visit Solvang

Eat your way through the Santa Ynez Valley at chef Lincoln Carson's Coast Range and these other new spots



Other Can't-Miss Spots in the Santa Ynez Valley

Coast Range and Vaquero Bar are hardly the only exciting new restaurants in the Santa Ynez Valley. Here are four more to try.

Examples of past Solvang media coverage...

Posted: May 27, 2021
(also appeared in print,
June 2021 Issue)

PALM SPRINGS LIFE

Once known mainly for Danish bakeries and aebleskiver shops, Solvang's culinary scene is rapidly growing in size and diversity. [Peasant's Feast](#) has garnered plenty of well-deserved accolades since its less-than-ideal March 2020 opening thanks to its dialed-up comfort menu sourced largely from local farms and purveyors. Roasted mushroom tacos come on hand-pressed corn tortillas, unexpectedly garnished with pea shoots; the house-pickled veggie plate is a colorful, crunchy delight; and the house ranch-slathered crispy hot chicken sandwich on brioche is the menu's most decadent dynamo. The new kid on the block is the much-anticipated steak-and-seafood-focused [Coast Range](#) — led by a hospitality team including Lincoln Carson of downtown L.A.'s late-great Bon Temps — slated for an early summer opening. Arm yourself with picnic provisions — artisanal cheeses, charcuterie, and other gourmet goodies — at the [Cailloux Cheese Shop](#). Or try the pork belly ramen laced with seasonal farmers market veggies from the window at [Ramen Kotori](#).

Hit the Highway

You're vaccinated and ready for a getaway. This is where to set your GPS.

LOS OLIVOS AND SOLVANG, CALIFORNIA

Drive five miles south on the scenery-heavy Alamo Pintado Road and you'll feel like you've crossed an international border when you arrive in Solvang, the self-proclaimed "Danish capital of America." But rather than an Epcot Center-esque façade, you'll find a real-deal European-style historic hamlet with gorgeous gabled-roofed buildings, wooden windmills, and town squares.



The new Vinland Hotel & Lounge welcomes the cocktail crowd to its V Lounge.

And Solvang officially has its own burgeoning cocktail scene with the kitschy [High Roller Tiki Lounge](#), [Coast Range's](#) glam new [Vaquero Bar](#) and the airy [V Lounge](#), off the lobby of the new [Vinland Hotel](#), serving classic-meets-whimsical libations. (Try the smoking old fashioned theatrically presented under a glass cover.) For an overnight, check into the Vinland's sister boutique hotel [The Winston](#), built within an old clock tower building with soaring ceilings, orange walls covered in wild large-format art, and rooms with skylights, velvet headboards, and marble bathrooms. "Invisible service" means you let yourself in via a door code, texting when you need anything.

You can't toss a cork without hitting a tasting room in Solvang, but definitely add [Dana V. Wines](#) to your list. There you can taste longtime wine industry vet Dana Volk's diverse selection of vinos with a side of people watching around a patio firepit. (Evening hours make it a solid pre-dinner pick). Forgo the town's many trinket shops for the unassuming [Elverhoj Museum of History & Art](#), which houses a collection of Rembrandt etchings.



Posted: January 2021
(also appeared in print)

Examples of past Solvang media coverage...

Posted: February 2021



Solvang



Solvang
4 hours north



EVENTS THINGS TO DO FOOD NEWS PRODUCTS HOLIDAYS TRAVEL

Local Sales & Deals Schools & Classes Birthday Parties Family

California's Best Winter Road Trips to Take with the Kids

BY SHANNON ROUSS | Shannon Rouss

8 Shares   

If a change of scenery is on your agenda, we've got some great options for you. Winter in California is unlike any other season as you can find both snowy mountains and sunny beaches just a short drive away. Scroll through our favorite California winter road trip destinations that will take you up the rocky coast of Mendocino, into the mountains of Yosemite, through the desert in Joshua Tree and along the sunny beaches of Santa Barbara. You'll also find the best places to go skiing in California if snow is what you are looking for. Get ready to [hit the road!](#)



photo: Chris D. via Yelp

Solvang

Solvang, aka "Danish Capital of America," has a lot more going for it than windmills and waitresses in dirndls. While the town still has plenty of kitschy charm worth checking out (and the pastries!), there's also a nearby miniature horse farm, an ostrich farm and Viking-inspired playground, all worth the visit. Get all the details on what to do in and around Solvang with [our guide to visiting the town with kids.](#)

Examples of past Solvang media coverage...

Posted (online): September 2020
(also appeared in print)

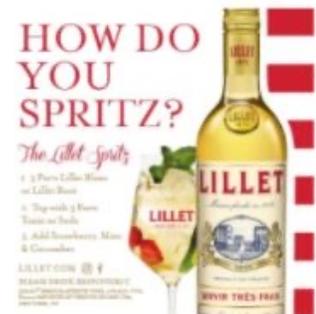


We've Planned Your Next Weekend Getaway to This Storybook Town in California

Locale Magazine Editors • September 1, 2020



Where to Stay, Eat and Drink in This Charming Danish Village—Just a 2-Hour Drive From Los Angeles



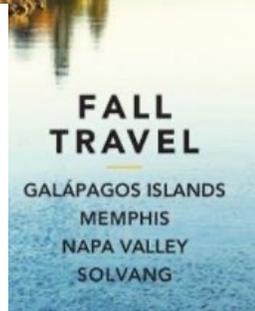
This story also ran *in print* in the San Diego, Orange County, Palm Springs and Los Angeles markets in March 2021. ----->

Examples of past Solvang media coverage...

Fall 2020 Issue
(editorial visit was initiated by hotel PR team, itinerary built by me)

Southern California Life Magazine :: Fall Travel Issue

“If you think that the Danish village of Solvang, California, is just a tiny town lined with bakeries and souvenir shops, you likely have not visited in a while. This little ‘slice of Denmark in Southern California,’ as the town is affectionately called, is located in the heart of the Santa Ynez Valley and has evolved into a desirable food and wine destination. With 120 wineries nearby, restaurants serving California’s freshest farm-to-table cuisine and new avant-garde hotels popping up, Solvang is the chic new trend in weekend getaways.”



Examples of past Solvang media coverage...



Solvang Sparkles Anew

Sep 30, 2020 06:15PM • By Fran Miller



Posted: September 2020
(editorial visit was initiated by hotel PR team, itinerary built by me)

"The Danish capital of America is no longer your grandad's Solvang. Sure, one can still find Danish pastry galore, but this quaint village is now much more than a mere sugar stop along Highway 101. Luxury lodging, fine wine, and Michelin level cuisine now find a home alongside the venerable bakeries and clog shops. It now takes more than a road trip pit stop to fully explore the small town and its many outstanding offerings. If you've not been lately, Solvang is worthy of a fresh look."



LIFESTYLE/LEISURE

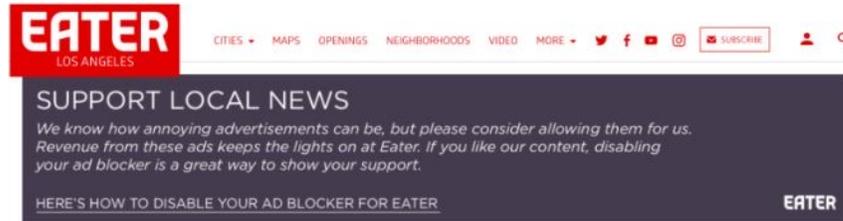
The Sumptuous Side of Solvang, CA

By Fran Endicott Miller Oct. 6th, 2020



Posted: October 2020

Examples of past Solvang media coverage...



Posted: May 2020

LA RESTAURANT NEWS State Liquor Board Says Bars Can Reopen as Long as They Partner With a Food Vendor

Dive bars, breweries, wineries, and more can offer drinks to go, if they sell approved food from someone else

by Farley Elliott | May 21, 2020, 1:25pm PDT

[Social Media Share Icons]



MOST READ



A Running List of Los Angeles Restaurants That Have Fully Reopened

The ABC's new notice comes at an interesting time statewide, as the board also **moves to open sidewalks** and other public space to drinking in an effort to keep businesses alive while also promoting social distancing and outdoor dining to help quell the spread of COVID-19. Some places, **like Solvang** in Santa Barbara County, have considered closing its entire main street so that diners can eat and drink safely outdoors.



Westways

THE MAGAZINE FOR AUTO CLUB MEMBERS

Posted: August 2020

AAA Magazines

Where to find outdoor dining in Southern California



Open-air dining at Greenleaf Promenade in Uptown Whittier. | Photo by Dave Ricks

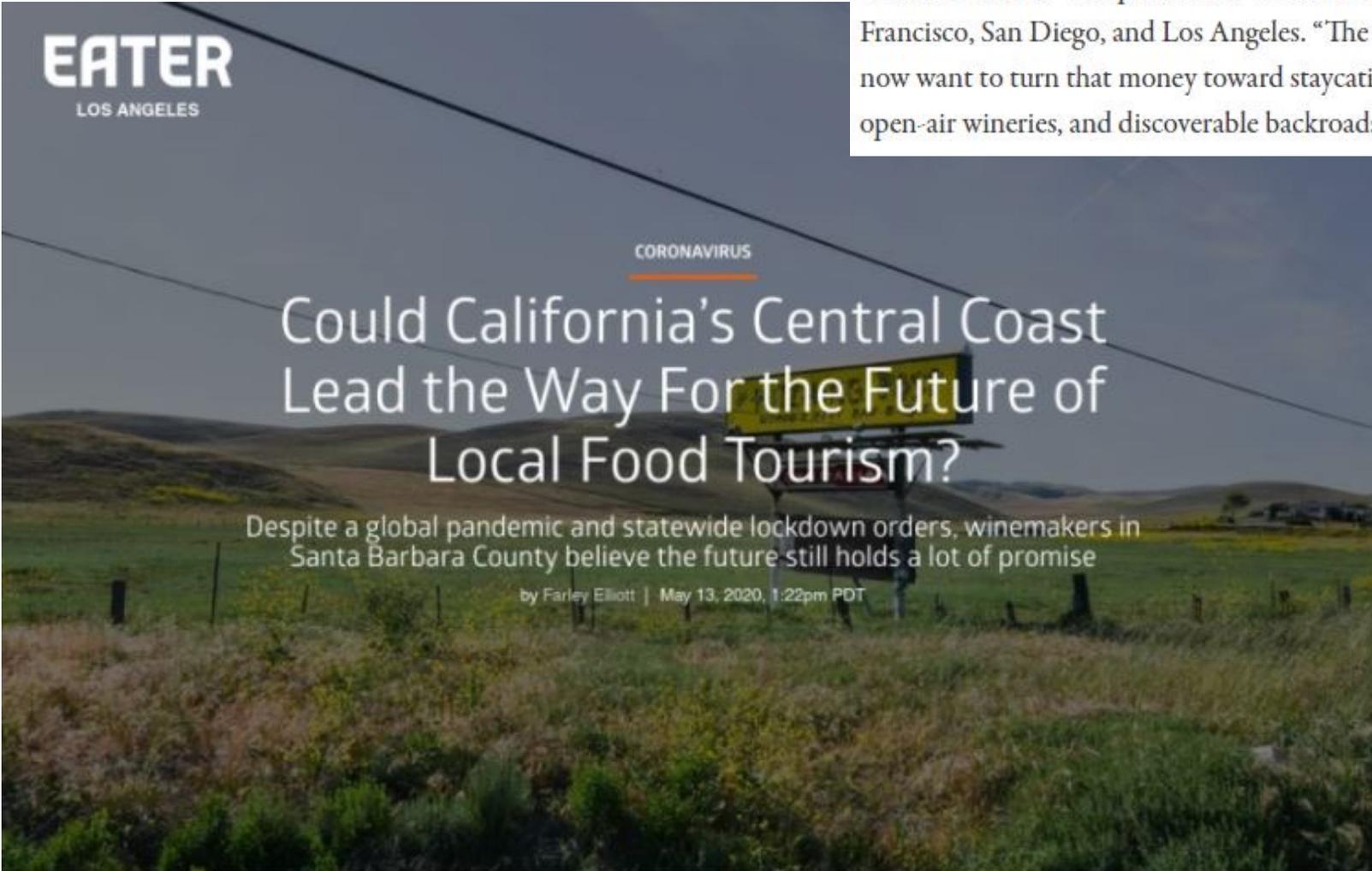
Solvang

Copenhagen Drive between Alisal Road and Second Street is closed to vehicle traffic but open to diners and shoppers. Welcoming greenery and strings of lights have been added, along with hand-sanitizing stations. Parking can be found on adjacent streets and in nearby lots.

Examples of past Solvang media coverage...

“We’re trying to be as nimble as possible,” says Scott Shuemake, president of **IDK Events**, which oversees Solvang’s tourism marketing arm. Despite foreboding signs in the travel industry, Shuemake says that the Central Coast is “well-positioned” to take advantage of the money that is out there in cities such as San Francisco, San Diego, and Los Angeles. “The same people that were planning trips to Europe,” he says, “they now want to turn that money toward staycations, or regional road trips.” With a surfeit of hotel rooms, open-air wineries, and discoverable backroads, Shuemake may be right long-term.

Posted: May 2020



A sign for the Hitching Post restaurant in Casmalia, CA. | Farley Elliott

Monthly Cost Estimates (for either a 6-month or 9-month contract):

SOLVANG TOURISM

\$2,800

(to include use of specific CISION components)

SOLVANG CITY

\$2,450

(to include use of specific CISION components)

Contact:

Email – StilettoAnna@gmail.com

Phone – 516.902.0090 (cell/text)

Instagram – [@stilettoanna](https://www.instagram.com/stilettoanna)

Facebook – [facebook.com/StilettoAnna](https://www.facebook.com/StilettoAnna)

LinkedIn – [linkedin.com/in/StilettoAnna](https://www.linkedin.com/in/StilettoAnna)





social media proposal prepared by



A VOICE FOR YOUR VISION

We are a full-service social media marketing agency based in Long Beach, CA with distinguished clientele across the country since 2015.

Trusted by international luxury fashion brands, one of the 2023 Inc Magazine fastest growing companies, entire cities, Michelin-rated and James Beard-nominated chefs and everything in between, our team works collaboratively with businesses like yours to create the consistent and focused messaging needed to amplify your brand's unique purpose, personality, and vision. At islett agency, we understand your brand's need to stay ahead of the social media curve, and we also know what it takes.

Social media marketing is about storytelling; it's about communication and relationship building. It's about expressing your core values with creativity and poise; it's about elevating awareness, inspiring connections, and boosting your bottom line. Our goal is to develop a simple, scalable strategy that lends itself to the healthy growth and mindful management of your online presence.

Informed by current trends and depth of social media and digital marketing experience, we work with distinguished clientele in dining, hospitality, and fashion, offering a full suite of digital marketing services.

MEET YOUR TEAM



LIANA CABRERA
Founder



JAMIE WEEKS
Managing Director

ACCOUNT MANAGERS



VALERIE CASTANEDA
Sr. Account Manager



KAYLEE DAVIS
Sr. Account Manager

SPECIALISTS



JUSTINE GONZALEZ
Content Creator/Designer



STERLING REED
Photographer



BRANDON MATIS
Klaviyo Specialist



IMRAN MAZUMDER
Paid Social Specialist



LUIS ZAVALA
Videographer/Editor

SOCIAL MEDIA PACKAGE

Monthly Investment \$3,500

DELIVERABLES

EXECUTION:

- a team of three [3] dedicated social media experts
- monthly form outlining upcoming holidays and marketing initiatives
- optimize social media platforms
- bi-weekly editorial calendars with one [1] round of revisions
- custom hashtag development

STRATEGY:

- custom social media marketing strategy, including recommendations on Instagram account refresh, translating the brand aesthetic and voice to social media
- 30-minute weekly strategy and touch base session with your islett team of experts

REPORTING:

- weekly + monthly report with key takeaways

INBOUND COMMUNITY MANAGEMENT:

- engage with comments on posts
- engage with tagged posts
- engage with geotagged posts
- respond to direct messages

PLATFORMS [syndicated]:

- Instagram
- Facebook
- TikTok

FREQUENCY:

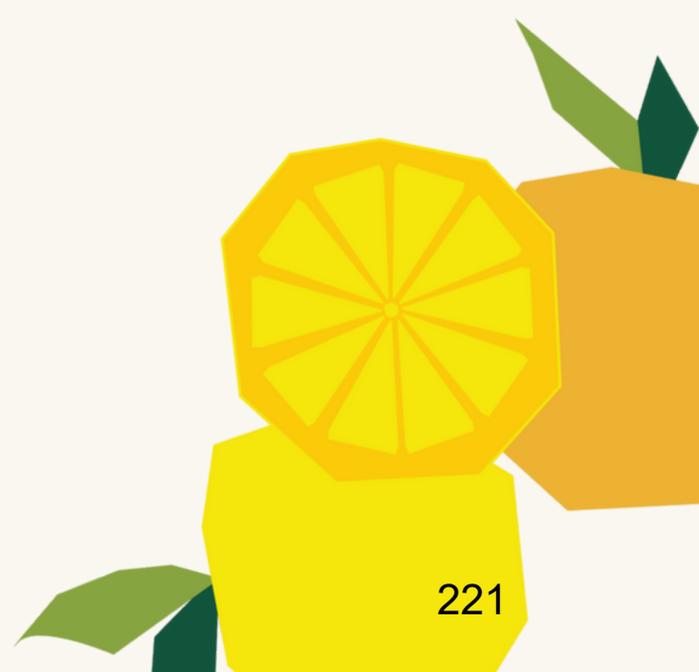
- 15 posts/month
- repost tagged Instagram Stories [M-F]

WITH CONTENT PACKAGE:

- 1-2 original videos/week
- 1-2 original photos/week
- source and curate visitor posts
- source and curate Solvang business content

WITHOUT CONTENT PACKAGE:

- source and curate visitor posts
- source and curate Solvang business content



CONTENT PACKAGES

recommended to pair with the social media package

PHOTOGRAPHY CONTENT PACKAGE

\$3,000/per visit

PROPOSED FREQUENCY:

- full-day in Solvang [eight hours] = 6 months of social media content

DELIVERABLES:

- 90 final edited images
- production assistance from islett agency
- two-year limited license for Print (Editorial), Print (Advertising), Digital Media (Corporate/Promotional Websites), Digital Media (Email Marketing), Digital Media (Social Media), Digital Media (Digital Advertisement). Usage rights for Paid Digital Advertising are included in this license.

*INCLUDES travel expenses

VIDEOGRAPHY CONTENT PACKAGE

\$3,200/per visit

PROPOSED FREQUENCY:

- full-day in Solvang [eight hours] = 6 months of social media content

DELIVERABLES:

- 40-45 final edited social media video [vertical] for Instagram Reels + TikTok
- storyboard & concept development for each video
- music & sound selection
- short form video trend monitoring
- production assistance from islett agency
- two-year limited license for Digital Media (Corporate/Promotional Websites), Digital Media (Email Marketing), Digital Media (Social Media), Digital Media (Digital Advertisement). Usage rights for Paid Digital Advertising are included in this license.

*INCLUDES travel expenses

ADDITIONAL SERVICES

EMAIL MARKETING

\$350/email

Design, write and distribute a single branded email campaign with 1 round of revisions

SOCIAL MEDIA ADVERTISING

Reach your specific target audience through social media advertising campaigns.

DELIVERABLES:

- develop custom social media advertising campaigns funnels- including creative, copywriting, and conversion tracking
- drive traffic to your website, target new followers, increase engagement or other specified objectives
- retarget existing customers
- amplify brand awareness
- create custom targeted audiences

RETAINER
\$2,200

+

AD SPEND

YOUTUBE SHORTS

\$250/mo

FREQUENCY: syndication of original videos posts per month to YouTube Shorts

DELIVERABLES:

- YouTube Profile Optimization/Channel Maintenance
- Custom Hashtag Strategy
- Community Management

PINTEREST VIDEO SYNDICATION

\$300/mo

FREQUENCY: syndication of original videos posts per month to Pinterest

DELIVERABLES:

- Story Pins
- Standard Pins
- Website Linking/Product Tagging
- Optimized Keywording

CLIENT TESTIMONIALS

"I've worked with Islett under Liana's direction for roughly a decade now- from startups with zero social media following to large companies with an already existing robust following (300k+). I have brought her agency into the fold to manage a few clients as well as enthusiastically recommended Islett to others because I trust that Liana understands how to scale and provide more than adequate service no matter how large their client roster may be- or the variety of each client's industry category.

In each scenario, Liana's team has provided a quick and seamless, all hands-on deck onboarding process as well as dramatically enhanced each project's creative output quality and growth performance. Liana and her team of dedicated account managers are able to nimbly digest and translate each client/ project's unique brand language into gorgeous and effective content that considers existing customers and inspires new audiences alike.

I am both grateful and relieved to lean on Islett for everything from: trend research, strategy, concept production, best (syndicated) posting practices, community management and robust reporting. Our latest partnership on Lettuce Grow has already benefited tremendously in just the few 4 months we have been partnering on this project together - our audience is already quickly growing and more enthusiastic to engage with our content.

Most importantly, Lettuce Grow has seen a huge uptick in traffic to the website which resulted in especially impactful sales attribution during the recent holiday season. If you work with Islett on your next social media project, I have no doubt that you will be extremely satisfied as well as grateful to have some extra time back in your work days to focus on other goals. "

-Alexis Sepkovic
Creative Director, Lettuce Grow

"We are confident without reservation that the Islett team would be an excellent choice to partner with for any social media and/or marketing needs you have."

John Steinberg & Cameron Patrick
Co-Founders of liina



Solvang Social Media Report - February 2022

AWARENESS | REACH, IMPRESSIONS, GROWTH

February 2022

Instagram

Instagram Impressions Impressions **203 K**



Instagram Reach Reach **111 K**



Facebook

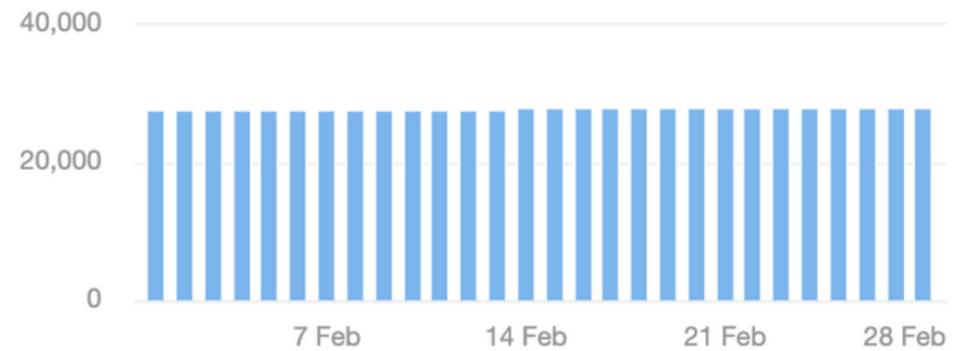
Facebook Total Reach Total Reach **40,930**



Facebook Engagement Engagement **2,256**



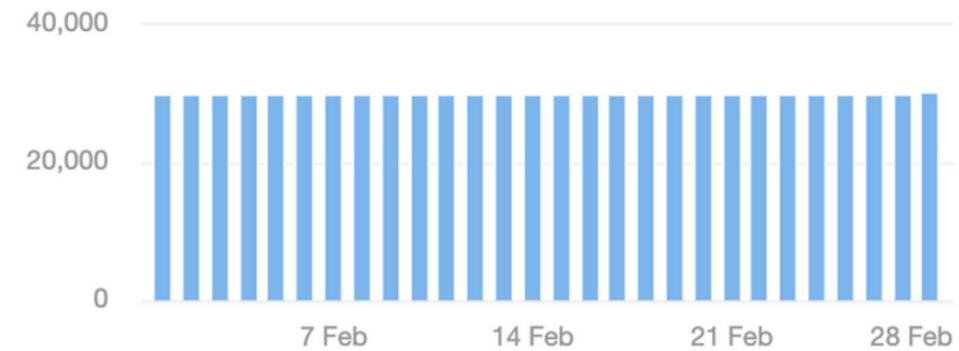
Instagram Followers Followers **28,188**



Instagram New Followers New Followers **587**



Facebook Total Likes Total Likes **30,280**



Facebook Audience Growth Audience Growth **64**



CONSIDERATION | ENGAGEMENT

February 2022

Instagram

Top performers: Reach

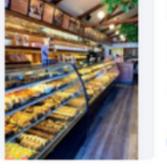


POV you're in line to...
Reach ⓘ
13.3K
Instagram post

Recent content ↕	Type	↕ Reach ⓘ	↓ Likes and reactions ⓘ	↕ Comments ⓘ
 POV you're in line to order your la... Wed Feb 23, 12:15pm	Post	13.3K	1.4K	31
 It's like stepping into your own fai... Tue Feb 15, 12:30pm	Post	10.7K	976	28
 Love is the air... and in our pastrie... Fri Feb 11, 10:05am	Post	10.7K	914	15
 Are you spending your extra day ... Mon Feb 21, 9:32am	Post	10.5K	870	20
 Returning this Saturday, February... Thu Feb 17, 1:12pm	Post	9.5K	825	9
 SAVE for a budget-friendly itinera... Wed Feb 9, 3:01pm	Post	10.2K	816	12

Facebook

Top performers: Reach

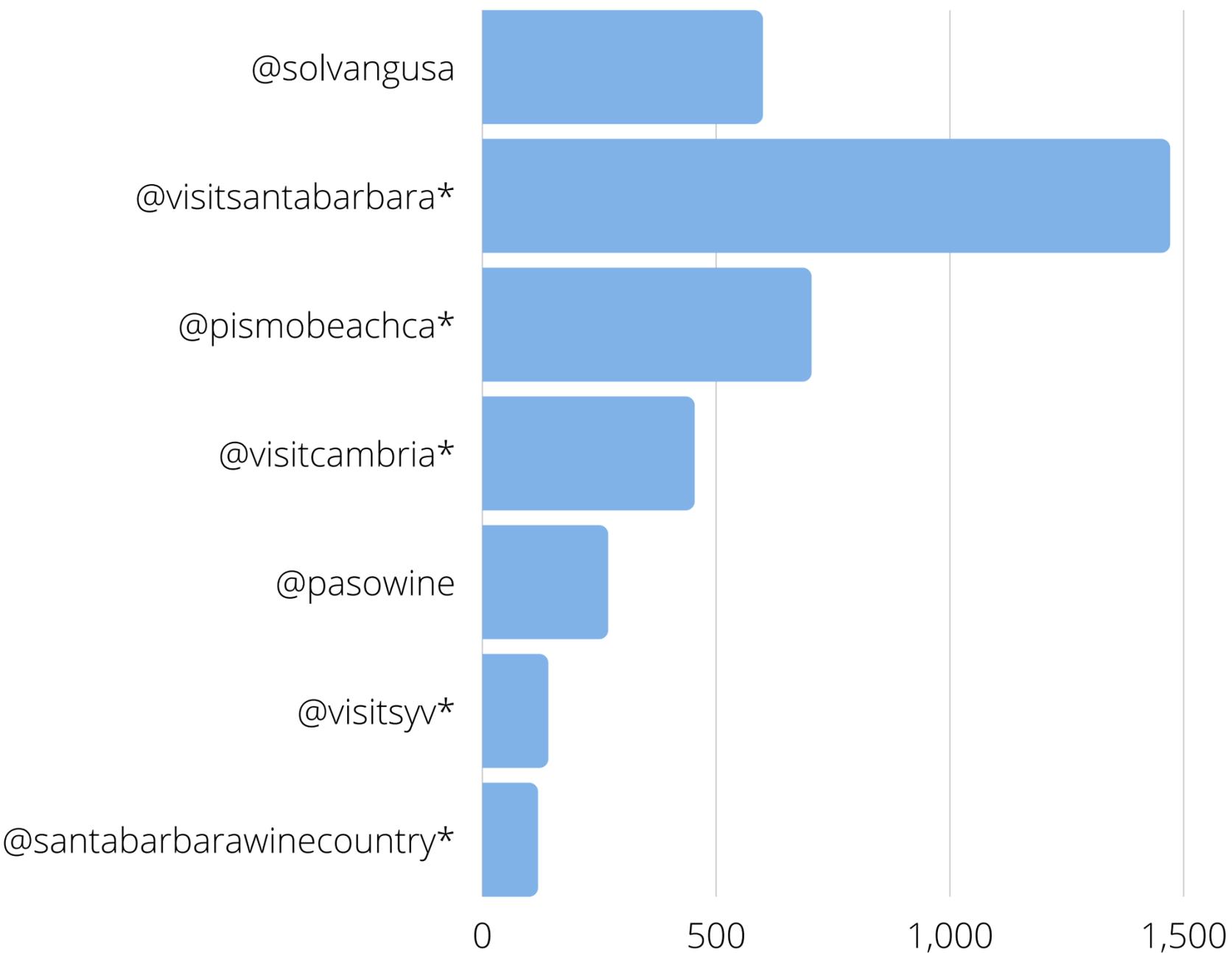


POV you're in line to...
Reach ⓘ
7.1K
Facebook post

Recent content ↕	Type	↕ Reach ⓘ	↓ Likes and reactions ⓘ	↕ Comments ⓘ
 POV you're in line to order your la... Wed Feb 23, 12:15pm	Post Boost post	7.1K	268	54
 Are you spending your extra day ... Mon Feb 21, 9:25am	Post Boost post	3.5K	235	39
 Love is the air... and in our pastrie... Fri Feb 11, 10:05am	Post Boost post	4.6K	135	15
 Have you ever wanted to step int... Mon Feb 7, 12:00pm	Post Boost post	3.3K	124	5
 SAVE for a budget-friendly itinera... Wed Feb 9, 3:00pm	Post Boost post	2.2K	112	6
 Tickets are now available! Solvan... Thu Feb 3, 12:05pm	Post Boost post	2.3K	109	1

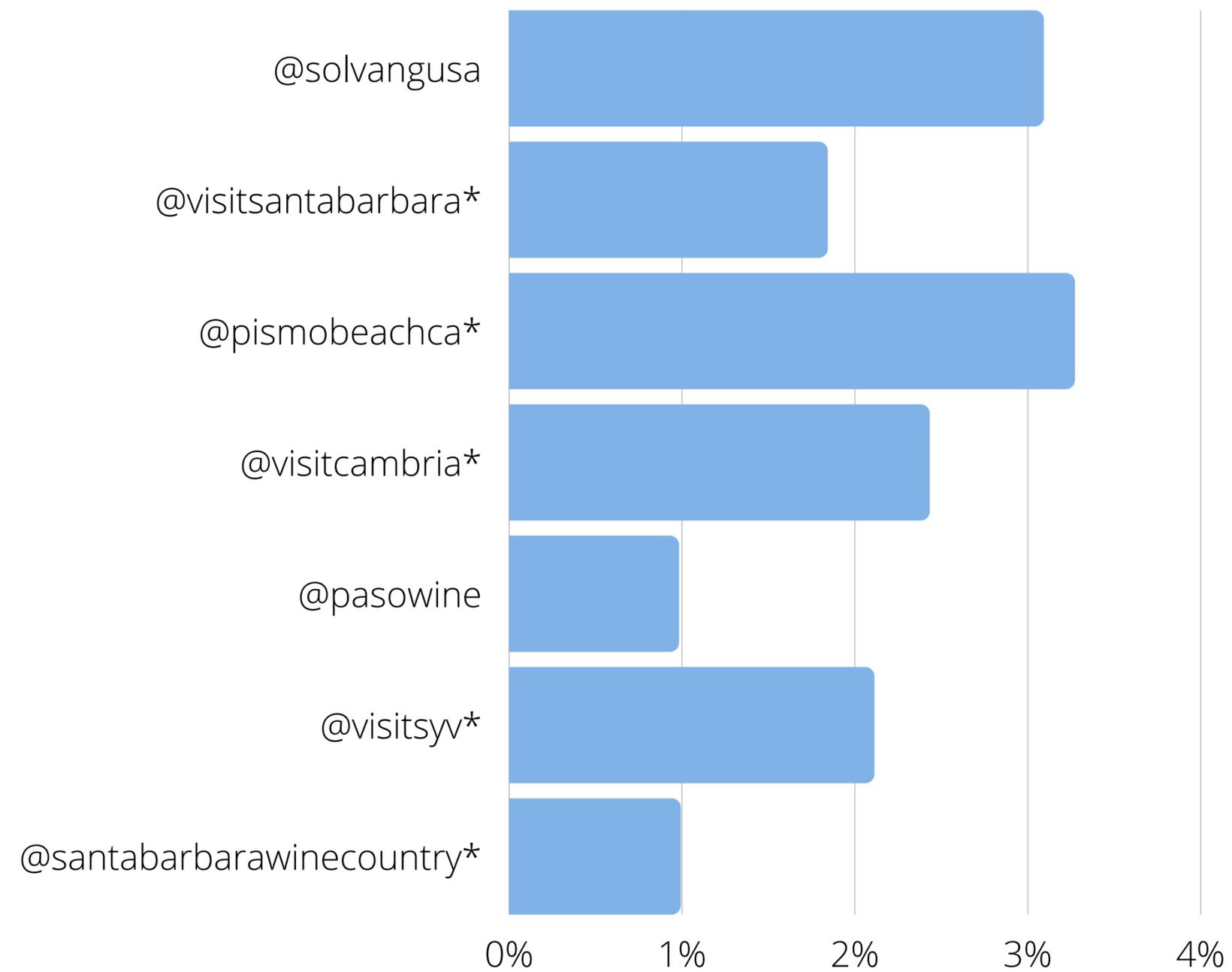
FOLLOWER GROWTH

[LAST 30 DAYS]



ENGAGEMENT RATE

[LAST 30 DAYS]



*Accounts with an asterik are currently running paid social media ads.



@solvangusa

Social Media Proposal

PREPARED BY

Julia Mathews
juliamathews.biz@gmail.com

ISSUED TO

Cheryl Shallenberger
cshallenberger@cityofsolvang.com

Goals

I will be creating social media content to promote Solvang as a tourist destination.

I will use my experience achieving a sold out and highly successful fundraiser for Santa Ynez Valley Community Outreach to bring in significant wins for the City of Solvang, specifically raising awareness of the unique attractions that Solvang has to offer, thus bringing in more business to the area.

Scope of Work for @solvangusa

Deliverable #1:

Content creation

Includes:

- 3-4 posts/ week, repurposed for IG, FB, Twitter
- UGC/ original content using existing assets
- Reposting IG stories

Measured Results:

This content will continue to position Solvang as a unique and desirable tourist destination.

Deliverable #2: Social Media Engagement

Includes:

- Responding to comments on IG, FB, Twitter
- Engagement will be performed within 24 hours Monday-Thursday. All comments made on the weekend will be addressed on the following Monday or the first day of return from OOO

Measured Results:

Engagement will help to boost social media reach and performance. It is also an opportunity to track what our audience is saying to glean insights on what types of content they would like to see.

Deliverable #3: Boosting

Includes:

- Evaluation of target audience for the post
- Proposal for how much to spend on the post, working within a budget to be defined by the City of Solvang.
- Performing the boost on the desired platform(s)

Measured Results:

Boosting certain posts, particularly for events, can make the post much more effective in raising awareness and boosting ticket sales and attendance.

Deliverable #4:

Monthly report & optimization

Includes:

- Monthly report of social media analytics for IG, FB, and Twitter.
- Suggestions on how to improve the content strategy based on the past month's results.

Measured Results:

Reporting is essential to understand how social media content is performing. Regular analysis and reporting leads to more effective content over time.

Overview of Projects

Deliverable #1: Content Creation	\$780
Deliverable #2: Social Media Engagement	\$1,300
Deliverable #3: Boosting	\$65
Deliverable #4: Monthly Report	\$130

.....

Total Monthly Retainer: \$2,300

Why Me?

As someone who was both raised in Solvang and experienced international travel, I have a unique perspective on this very special place. I am intimately aware of the heart and soul of this town, and also have the experience to understand its desirability as a tourist attraction. I will use this lens to show Solvang in its best light and promote it as a must-see for potential travellers. In addition, my professional experience at a global advertising agency has made me a polished creative who can deliver world-class work in a professional manner.

Julia Mathews
— CREATIVE —

Work Samples



Liked by solvangchamber and 22 others

syvcommunityoutreach Fresh produce 🍏🍎

Our farmer's market serves 1,500 people each week, and is open to anyone in need ❤️ Thank you to everyone in our community for your support, so we can continue this program!

#buelltonseniorcenter #nonprofitorg #foodsecurity #buellton #santaynezvalley



Liked by tatum__oneal and 13 others

ronabarrettofficial There's no stopping change 🌀 and that means we must learn to adapt. Especially during the golden years, which are filled with change, as we all know.

This week on Rona Barrett's Gray Matters Podcast 🎙️ 🎧, I give my perspective on adjusting to life's changes.

🔗 Link is in my bio to listen to episode 55 now.

#RonaBarrettPodcast #podcastsofinstagram #podcastshow #lifechanges #changequotes #changeishard #changeisinevitable #seniors #seniorcitizens #aging #growingolder #growingoldergracefully #caregiver #caregiversupport #seniorcaregiver #nonprofit

Work Samples



ronabarrettfoundation Some words to live by as we welcome in a new year 💜

We are proud to help seniors live their golden years surrounded by community and support.

#RonaBarrettFoundation #seniorcitizensrock #aging #growingolder #growingoldergracefully #seniorcaregiving #seniorcaregivers #nonprofit

2w



goldeneartharomatherapy



Liked by michael_tamura and 6 others

goldeneartharomatherapy If you answered "no" to any of these questions, don't worry! Now you know which chakra oil can support you in your daily life ✨

Link in bio to shop our chakra oil set. Made in California from 100% pure essential oils, infused with crystals and lots of love 💜

#chakrahealing #chakrabalancing #rootchakra #sacralchakra #solarplexuschakra #heartchakra #throatchakra #thirdeyechakra #crownchakra #essentialoils #essentialoilblends #essentialoilsforhealing #pureessentialoils #essentialoilrollers #essentialoilskincare #aromatherapyoil #aromatherapyblends #aromatherapylovers #cleanbeauty #nontoxicsskincare

MARKETING PROPOSAL

THE CIACCIO AGENCY



Prepared for :
The City of Solvang

805-325-8212
info@ciaccio.agency

Solvang, CA
www.ciaccio.agency

Welcome to The Ciaccio Agency.

My name is Christina Ciaccio and I am the President of the Ciaccio Agency. I appreciate your time and this opportunity to submit this proposal.

A little about me.

I am a resident of Solvang and a mother of two daughters who are students at Solvang Elementary. I was involved in several city council campaigns last year which has given me a lot of insight into what the residents and members of the city council and the TAC are looking for in the marketing of Solvang.

I am passionate about our city and feel I can bring that passion into the city's marketing. If the marketing agency isn't excited about this town it instantly shows in the message they are delivering.

It's time to bring the experience of our city to the world in a way that highlights the history and the small business owners efforts in our community.

Let's begin this journey of truly showcasing the food, spirit, culture, and of course the great people we have in this town.

Take a trip with me through Solvang and let's get the world excited to come and share what we have to offer.



IMMEDIATE OBJECTIVES

Engaging Content



Our goal is to take the City of Solvang into an interactive space on social media.

We want to bring our targeted audience into the charm and uniqueness of Solvang not only through captivating photos but with engaging video.

CONTENT GOALS

ENGAGEMENT through EXPERIENCE

1) Interviews with local business. Behind the scenes video of their products/services.

Ex) -Bakery footage of preparing delicious Danish desserts.

-Concerts in the Park (interview locals and tourists)

-Showing the inside of the restaurants, pubs, bars, etc.

Meeting the owners and talking about their history here in Solvang.

-Alisal Ranch- taking a video tour of the ranch. Going on a ride with a helmet cam to show the full experience.

PR

What new and uncharted territory is meant for the City of Solvang?

Every challenge is an opportunity and together we can focus on more International exposure for the city.



STEP ONE

THE STRATEGY

Our agency works with a few specialized PR professionals to ensure proper connections. What is the image the City of Solvang wants to show the world?

Let's define exactly what that is and spread the word in publications with a high reach to our target audience.

Initiating connections with television, docu- series, travel channels, and publications in these areas will be key.

SOLVANG EVENTS

Consistently promoting annual events in a creative and engaging way is the priority, The best way is through PR combined with running ads on social.



OUTLINE OF COSTS/SERVICES

Harmony Steam

Per Month- \$6,000 plus ad spend

Posting on Facebook and Instagram 7 days/week

At min. 3 videos/reels per week

Unlimited Social Media Content Designs

including event fliers

Unlimited Photography

Unlimited Video including interviews

Reporting- Weekly and monthly reporting

1-2 hour strategy meeting weekly

Includes social media engagement

PR- Price varies on ad spend for publications

PR firm fee- Also varies on need.

Will need a meeting to fully discuss the vision for Solvang

Thank you so much for your time. Our packages are flexible as our goal is to do what's best for you.

I am available to discuss your marketing strategy in further detail.

Christina Ciaccio
The Ciaccio Agency
Solvang, CA

805-325-8212
info@ciaccio.agency

Who	Where	Contract	Costs	Overview of services	Notes
Charrette Agency	Virginia Beach, VA	Yearly	\$308,000	1. Immersion, Competitive, Campaign Concept 2. Paid Digital Media, PR Planning, Paid Media, Campaign Development	Presented in 2022 to TAC
TJA Advertising & Public Relations	Pismo Beach, CA	Yearly	\$300,000	Social, digital, print, broadcast management, PR, Influencer/Content Development, Video production, website design and maintenance	Presented in 2022 to TAC
Stiletto Marketing	Solvang	Monthly	\$2,800	<p>Public Relations Focus:</p> <ul style="list-style-type: none"> • Each month provide writing, editing, and distributing on press releases, brief media alerts or pitches. • Releases/pitches would be pushed out to local, regional, and far-regional outlets and national outlets • General media pitching, not tied to specific press releases • Field and respond to inbound media/PR requests • Assist with any media FAM/press trips • Initial review of editorial calendar and strategies pitches • Provide brief monthly wrap-up report with status of editorial coverage + media clip statistics • Regular meetings with City Staff. Weekly or bi-weekly • Coordination of photo/video shoots if necessary 	Has worked with City of Solvang, was subcontractor for PR efforts for Solvang
islett agency	Long Beach, CA	Monthly	\$3,500	<p>Social media focus (Instagram, Facebook and TikTok):</p> <ul style="list-style-type: none"> • Three dedicated media experts • Monthly form outlining upcoming events • Bi-weekly editorial calendar with one round of revisions • custom social media marketing strategy • 30-minute weekly strategy and touch base session with the team • weekly + monthly reporting with key takeaways • Inbound community management (engage with comments, tags, geotagged, respond to direct messages) • 15 posts/month and repost tagged IG stories • Offered additional packages that include photography, videography, email marketing, social media advertising and more 	Has worked as a subcontractor for Solvang and included report of their work from Feb 2022

Julia Mathews	Solvang	Monthly	\$2,300	<p>Social Media focus:</p> <ul style="list-style-type: none"> • 3-4 posts /week repurposed on Insta,FB and Twitter • User-Generated Content (UGC) and existing assets • reposting on IG Stories • Responding to IG, FB and Twitter • Engagement will be performed within 24 hours Mon-Thurs •Boostings to include: the target audience for the posts, working within a budget and performing boost on desired platforms • Monthly reporting and recommendations on ways to improve the content strategy to optimize 	Was refered by Buellton Visitors Center Social Media
The Ciaccio Agency	Solvang	Monthly	\$6,000	<p>Social Media focus (can offer Public Relations efforts for additional costs):</p> <ul style="list-style-type: none"> • Conduct interviews with local businesses/behind the scene videos, events • Posting on Facebook and Instagram 7 days a week • At min 3 video reels per week • Unlimited social media content designs including event flyers • Unlimited photography and unlimited video including interviews • Reporting weekly and monthly 	Was on the TAC end of 2022