

AMENDMENT NO. 6 TO AGREEMENT FOR PROFESSIONAL SERVICES

THIS AMENDMENT No. 6 to that certain Agreement For Professional Services dated October 30, 2019, is made by and between SNOHOMISH COUNTY, a political subdivision of the State of Washington (the "County") and DVA Advertising and Public Relations, an Oregon Limited Liability Corporation (the "Contractor").

NOW THEREFORE, for and in consideration of the mutual benefit and promises to set forth below, the parties mutually agree that the Agreement for Professional Services be amended as follows:

1. The first paragraph of Section 1 of the Agreement is amended to read as follows:

The purpose of this Agreement is to plan, organize, and provide Destination Marketing and Management (DMO) Services in a joint effort between the County and the Contractor. The scope of services is as defined in Schedule A attached hereto and by this reference made a part hereof. Attached as Schedule A-6, by this reference incorporated herein, is the Scope of Services for 2021 (2021 Services). This Agreement is the product of County RFP No. 30-19JR, Destination and Management Organizational (DMO) Services.

2. Section 3.a of the Agreement is amended to read as follows:

The County will pay the Contractor for services as and when set forth in Schedule B, which is attached hereto and by this reference made a part of this Agreement. Attached as Schedule B-6, by this reference incorporated herein, is the compensation for the 2021 services.

3. Section 3.f of the Agreement is amended to read as follows:

Contract Maximum. Total charges under this Agreement, all fees and expenses included, shall not exceed \$1,891,997. Total charges for the 2021 Services shall not exceed \$1,075,111.

IN ALL OTHER RESPECTS, THE AGREEMENT FOR PROFESSIONAL SERVICES SHALL REMAIN IN FULL FORCE AND EFFECT EXCEPT AS EXPRESSLY MODIFIED BY THIS AMENDMENT NO. 6.

SNOHOMISH COUNTY:

DVA Advertising and Public Relations:

Lacey Harper

Digitally signed by Lacey Harper
Date: 2021.06.25 09:30:18 -07'00'

County Executive

Date

Mary L. Angelo

Date

Amendment #6 2021 to Agreement for Professional Services
with DVA ADVERTISING & PUBLIC RELATIONS – Destination Marketing and Management
Organizational (DMO) Services

COUNCIL USE ONLY	
Approved	6/23/2021
ECAF #	2021-0355
MOT/ORD	Motion 21-218

Partner & Director of Client Services

Approved as to insurance and
indemnification provisions:

Risk Management

Date

Schedule A-6
Scope of Services for 2021

CONTRACTOR: DVA Advertising and Public Relations
PROJECT: Destination Marketing and Management Organizational (DMO) Services

1. Key Stage: Account Administration, Project Coordination and Performance

a. Account Administration and Project Coordination Services

Contractor shall manage, oversee, and coordinate County-approved DMO vendor services required by the County. Contractor shall provide and/or propose production schedules and monthly, quarterly, and annual implementation calendars for projects, tasks and for all third party services for County review and approval prior to execution of work. Contractor shall:

- i. Conduct structured work-sessions, to occur no less than monthly, for purposes of proposing and reviewing proposed vendor scopes of work; production schedules, project plans, performance and status. Work-sessions shall detail any task coordination, required between Contractor, County, and vendors at frequencies, durations, and in locations determined by the County.
- ii. Per County direction, manage the County destination website and vendor scopes of work required for project implementation, meeting product delivery schedules, and budgets.
- iii. Manage and coordinate the following third-party services:
 1. Booking engine referral service
 2. Crowdriff User Generated Content (UGC), Digital Asset Management (DAM) System and Media Hub
 3. Sprout Social Media Scheduling Platform
 4. Data provider, See Source

b. Marketing Performance Reports

Contractor shall provide no less than monthly--at frequencies and in formats set forth by the County--comprehensive marketing performance reports of work produced directly and/or managed by the Contractor on behalf of the County. Report content shall include expert analyses and recommendations for further optimizations and changes in tactical service approaches and budget allocations. Report and analysis shall adhere to County-approved Key Performance Indicators (KPIs) and benchmarks, including but not limited to:

- i. Month over month, year over year increases and lodging conversions and performance resulting specifically from:

1. Campaign programmatic placements, channel selections, frequency and budgets
 2. eNewsletter conversion campaigns
 3. Paid and boosted organic Social Media content and audience engagement
 4. Beneficial and optimized tactics to reach key markets, and targeted audience selections
 5. Website optimizations, click to books, and traffic to partner sites
 6. Booking engine referral code integrations
 7. Destination brand awareness growth
 8. Results of Public Relations media outreach and engagement including earned media coverage
- ii. Provide as requested marketing presentations to key County stakeholder audiences, such as the Tourism Promotion Area (TPA) Board, Lodging Tax Advisory Committee (LTAC), and area leaders.

Deliverables Completed per County-approved monthly, quarterly and annual implementation calendars by December 31, 2021

2. Key Stage: Destination Marketing - Asset Production and Placement

a. Destination Marketing – Creative Asset Acquisition and Production

Contractor shall execute full-service creative direction, management, and supervision of content acquisition and production to implement the DMO Strategy for Destination Marketing per the County-approved Go To Market plan, including but not limited to:

- i. Full executions of Seattle NorthCountry Tiered *Stories* Campaign:
 1. Two (2) new Tier 1 video advertisements
 2. Eight (8) new Tier 2 video advertisements
 3. Eight (8) new Tier 3 static advertisements
 4. One (1) new print advertisement
- ii. Creative content, advertising, and organic integration services to include:
 1. Creative direction and management of the Seattle NorthCountry parent and child brands and messages.
- iii. Oversight of asset acquisition, production of content and third party services for digital and traditional placements, campaigns, social media channels, and SeattleNorthCountry.com Website and platforms:
 1. Digital photography, videography, acquisition and production to include:

- a. Two (2) Tier 1
- b. Eight (8) Tier 2
- 2. Music studio time and licensing to include:
 - a. Ten (10) new advertisements with music
 - b. Nine (9) existing ads for licensing
- 3. Studio production and editing to include:
 - a. Edit two (2) Tier 1
 - b. Edit eight (8) Tier 2
- 4. Contracted Talent to include:
 - a. Up to 30 models
- 5. Copywriting, content, and photography to supplement blogs and related posts for Tier 4 organic and SeattleNorthCountry.com website at a minimum to include:
 - a. Twelve (12) Tier 4, 30- to 60-second videos
 - b. Eighty (80) still photos or thirty (30) videos, or a County approved combination of both
 - c. Ninety (90) hours of copy written content

b. Destination Marketing – Digital and Traditional Paid Placement

Contractor shall provide full-service digital marketing oversight, direction, and traffic management in third party distribution channels for digital and traditional paid placements, per the County-approved media plan, including but not limited to:

- i. Directing paid digital placement of campaign executions Tier 1 and Tier 2 and ad-retargeting for Tier 3 and Tier 4 organic social media
- ii. Traffic and account oversight and coordination of paid placements in third party distribution networks, channels, and platforms including:
 - 1. Instagram
 - 2. Facebook Network (Facebook, Instagram, Facebook Audience Network)
 - 3. YouTube
 - 4. Digital display banner advertisements
 - 5. Search Engine Marketing (SEM)
- iii. Management of budget allocations called “boosts” for high performing organic social media content
- iv. Management of advertising placements in print and digital broadcast including:
 - 1. Washington State Annual Visitor Guide
 - 2. Welcome Magazine
 - 3. Washington Tourism Alliance (WTA) Cooperative Advertising Program

4. Connected TV

Deliverables Completed per County-approved 2021 Creative Content Production Schedules by December 31, 2021

3. Key Stage: Destination Marketing – Digital Programs and Platforms

a. Destination Marketing – Social Media Programs

Contractor shall assist in the following social media services:

- i. Coordinate with Seattle NorthCountry in-house staff on social media posting schedules, related content calendars, posting cadence and posting distributions for channels listed in Section 2.b.ii of this Schedule A-6.
- ii. Assist in gathering and coordination of visual assets for the DMO Digital Asset System and Media Hub.
- iii. Solicit story ideas, content, and concepts from destination partners for featured articles, monthly content columns and seasonal campaigns, and other related social media and blog editorial content.
- iv. Maintain destination social media “voice” to protect the parent brand and child regional brands of Seattle NorthCountry.
- v. Work with in-house staff to educate partners about the methods, uses, and localized integration of the parent and regional visitor brands child brands of Seattle NorthCountry to ensure integrity and use of the brands.
- vi. Develop collaborative social media marketing campaign concepts for destination partners by sharing content calendars, digital marketing, and performance insights.
- vii. Develop internal and external informational, promotion, and communication materials, including media releases, e-newsletters and blogs, for the Snohomish County Destination Alliance (SCDA) and its Facebook Pages.

b. Destination Marketing – SeattleNorthCountry.com Website Platform

Contractor shall manage, maintain, develop, and optimize the Seattle NorthCountry.com Website and its associated microsite platforms on daily, weekly, quarterly, and annual schedule, including but not limited to:

- i. Management of the Tempest website third party service and hosting, production, programming, and development
- ii. Development of four (4) new regional microsities

- iii. Implementation of four (4) new booking referral platforms for visitor regions
- iv. Oversight planning, development of layouts, design, and implementation of necessary optimization and integrations
- v. Maintaining, testing, and optimizing SeattleNorthCountry.com user experience (UX)
- vi. Monitoring landing page, content, links, and text functionality
- vii. Publishing blogs and related content from eNewsletters
- viii. Maintaining and updating County approved travel advisories, alerts, and links to county and state health information related to COVID-19 as needed
- ix. Performing Search Engine Optimization (SEO) projects
- x. Creation of landing pages and microsites as required
- xi. Maintenance of communication platforms and industry resource tools:
 - 1. iDSS Customer Relations Management (CRM) platform
 - 2. Craft Content Management System (CMS) platform

Deliverables Completed per County-approved implementation schedule and calendar by December 31, 2021

4. Key Stage: Public Relations

Contractor shall execute the County-approved comprehensive DMO Public Relations Strategy and calendar within earned media plans, budgets, work plans, tactics, and timelines that target leisure travel, sports events, and include efforts to build broad awareness of the destination. Contractor's tasks include but are not limited to:

- a. Research of topical content with the highest potential of ROI for targeted media and influencers about Seattle NorthCountry.
 - i. Provide a minimum of four (4) hours per month
- b. Response to inquiries and requests for additional or more detailed information about specific topics and interests.
 - i. Provide a minimum of ten (10) hours per month responding to reactive leads.
- c. Implementation of the PR editorial calendar (including but not limited to press releases and media alerts).
 - i. Fifteen (15) media releases or themed pitches over the course of 12 months, approximately five (5) hours per release/pitch including follow up.
- d. Content identification including regular solicitation of news, events, packages, and other media-friendly assets from co-managers (form submission) to inform and provide content for other public relations tactics.
 - i. Quarterly outreach to industry partners (separate from industry newsletter) to solicit information, approximately six (6) hours per quarter.
- e. Production of twice annual media invitations.

- i. Distributed twice per year to approximately 100 media each time, at approximately 10 hours per pitch including follow-up and responses.
- f. Coordination and facilitation of seasonal media, travel writer, and influencer visits, and familiarization (FAM) tours.
 - i. Targeting 20 individual visits in 2021
 - ii. Two (2) COVID-19 phase-dependent FAM tours, as allowable with guest numbers limited by phase for each, with up to approximately 12 hours for itinerary development and coordination for each visit, and up to 25 hours of itinerary development and coordination for each FAM tour.
- g. Obtaining desk-side appointments in key markets (i.e. New York City)
 - i. Two (2) targeted market visits in the second half of 2021.
 - ii. Target between six (6) to eight (8) appointments, and approximately 60 hours for outreach, attendance, and follow-up.
- h. Development of key market outreach initiatives (i.e. drive and PAE direct flight markets for leisure and sports segments).
- i. Ongoing outreach to media and influencers interested in Seattle NorthCountry destination offerings.
 - i. Proactive outreach to 15 (15) individuals per month, assumes 15 hours per month on outreach and follow-up.
- j. Promotion of the new DMO approach and successes to industry platforms, media, and influencers.
- k. Operate as DMO Public Relations point of contact for visitor media and influencers.
- l. Pursue targeted third-party influencer endorsements of visitor experiences in the destination for leisure, lodging, conventions, sports, and international audiences.
- m. Manage and coordinate media monitoring tools and editorial database services through the Cision public relations platform.
- n. Produce quarterly Public Relations Strategy Reports that detail Strategy progress and outcomes suitable for a variety of industry audiences.
- o. Provide monthly, quarterly, and annual reports to the County that demonstrate Public Relations Strategy outcomes.
- p. Provide a public relations summary demonstrating:
 - i. Key public relations activities performed over the month
 - ii. Unique visitors, readership, and value of the editorial coverage (value calculated by multiplying the paid cost of space utilized for the story by two) compared month-over-month and year-over-year
 - iii. Links to stories resulting directly from public relations work performed within this Agreement
 - iv. Familiarization tours (FAMs) and influencer visits and activities

Deliverables: Execution of County-approved DMO Public Relations Strategy, production of monthly, quarterly, and annual reports and presentations.

Deliverables Completed: December 31, 2021

**Schedule B-6 - \$1,075,237
Compensation**

As outlined in Section 3 of this agreement, Contractor shall submit to Snohomish County a properly executed invoice indicating the work performed and the amount due from the County at the completion of work for each line item outlined in this section. Subject to Section 8 of this Agreement, the County will pay such invoices within thirty (30) calendar days of receipt.

1. Account Administration, Project Coordination and Performance		Hours	Hours per Month	Hourly Rate	Third Party Service Costs	Monthly Estimated Third Party Service Costs	Total Estimated Cost	Not to Exceed
a. Account Administration and Project Coordination Services	Responsible Party	Hours	Hours per Month	Hourly Rate	Third Party Service Costs	Monthly Estimated Third Party Service Costs	Total Estimated Cost	Not to Exceed
Work Sessions (all types) including: -Accounts and Planning -Projects and Budgets -Reviews and Approvals -Performance Reviews, Reports and Analysis	Director of Account Services - Mary Angelo; or if delegated:	320	27	\$175			\$56,000	
	- Director of Public Relations - Justin Yax			\$175			\$0	
	- Senior Digital Strategist - Christian Folk			\$175			\$0	
	- Creative Director - Gary Fulkerson			\$175				
	- Digital Manager - Luke Benz			\$160				
	- Traffic Manager/Account Coordinator - Julie Krooswyk			\$120				

Zoom					\$360	\$30	\$360	
Phone, copies					\$900	\$75	\$900	
Subtotal		320	27		\$1,260	\$105	\$57,260	
b. Marketing Performance and Analysis	Responsible Party	Hours	Hours per Month	Hourly Rate	Third Party Service Costs	Monthly Estimated Third Party Service Costs	Total Estimated Cost	Not to Exceed
Analysis of performance against County-approved Key Performance Indicators (KPI's) and benchmarks	Senior Digital Strategist - Christian Folk; or if delegated:	48	4	\$175			\$8,400	
	- Account Management/Digital Coordination - Luke Benz		0	\$160			\$0	
	- Traffic Manager/Account Coordinator - Julie Krooswyk		0	\$120			\$0	
Subtotal		48	4		\$0	\$0	\$8,400	
SUBTOTAL		368						\$65,660
2. Destination Marketing - Asset Production and Placement		Hours	Hours per Month	Hourly Rate	Third Party Service Costs	Monthly Estimated Third Party Service Costs	Total Estimated Cost	Not to Exceed
a. Creative Asset Acquisition and Production	Responsible Party	Hours	Hours per Month	Hourly Rate	Third Party Service Costs	Monthly Estimated Third Party Service Costs	Total Estimated Cost	Not to Exceed
Full-service creative direction, production and execution and management of all campaign and content	Creative Director - Gary Fulkerson; or if delegated:	452	38	\$175			\$79,100	
Two (2) new Tier 1 video advertisements								

<p>Eight (8) new Tier 2 video advertisements - including four regional videos Eight (8) new Tier 3 static advertisements One (1) new print advertisement</p> <p>Creative direction, copywriting, art direction, production supervision, traffic per video ad - 30 x 10 = 330 hours Creative direction, copywriting, art direction, production supervision, traffic per static ad - 13 x 8 = 104 hours Creative direction, copywriting, art direction, production supervision, traffic per video ad - 18 x 1 = 18 hours</p>								
	- Senior Art Director - Ryan Crotty			\$175				\$0
Creative content, advertising and organic integration services	Senior Digital Strategist - Christian Folk; or if delegated:	40	3	\$175				\$7,000
	- Production Manager - Daniel O'Neil			\$155				\$0
	- Traffic Manager/Account Coordinator - Julie Krooswyk			\$120				\$0

<p>Asset Production (third party service) <i>Based on estimated costs as follows:</i> <u>Tier 1 & 2 Digital Photography and Videography</u> - Two (2) Tier 1 at \$4,000 per spot to shoot - Eight (8) Tier 2 at \$2,500 per spot to shoot <u>Tier 1 & 2 Music Studio Time & Licensing</u> - 10 (10) new ads with studio time at \$400 each - Nine (9) existing ads for licensing at one (1) per quarter, - up to five (5) ads running simultaneously <u>Tier 1 & 2 Studio Production and Editing</u> - Edit two (2) Tier 1 at \$1,000 per spot - Edit eight (8) Tier 2 at \$750 per shoot <u>Contracted Talent</u> - Up to 30 models at \$200 per model <u>Tier 4 Copywriting, content and photography</u> - Supplement blog and related posts for organic social media and SeattleNorthCountry.com - 12 Tier 4 30-60 second video at \$2,640 each <u>Tier 4 Social Media Photography and/or videography</u> - 80 stills at \$450 each or 30 videos at \$1,200 each, or a mix of both <u>Tier 4 Social Media Copywriting</u> - 90 hours of contracted copywriting at \$120/hour</p>	<p>Creative Director - Gary Fulkerson</p>				<p>\$134,480</p>	<p>\$11,207</p>	<p>\$134,480</p>	
<p>Subtotal</p>		<p>492</p>			<p>\$134,480</p>	<p>\$11,207</p>	<p>\$220,580</p>	
<p>b. Digital and Traditional Paid Placement</p>		<p>Hours</p>	<p>Hours per Month</p>	<p>Hourly Rate</p>	<p>Third Party Service Costs</p>	<p>Monthly Estimated Third Party Service Costs</p>	<p>Total Estimated Cost</p>	<p>Not to Exceed</p>
<p>Digital Paid Placements per Digital Plan (third party service costs) - includes paid social, boosted organic, paid search and</p>	<p>Senior Digital Strategist - Christian Folk</p>				<p>\$265,000</p>	<p>\$22,083</p>	<p>\$265,000</p>	

See Source retargeting efforts								
Connected TV buy (third party cost)	Media Director - Lisa Canady				\$155,700	\$12,975	\$155,700	
Media traffic management and account coordination with third party vendor placement rates and costs:	Media Director - Lisa Canady; or if delegated:	50	4	\$175			\$8,750	
	Senior Digital Strategist - Christian Folk; or if delegated:	70	6	\$175			\$12,250	
	- Traffic Manager - Julie Krooswyk			\$120			\$0	
	- Digital Media Manager - Luke Benz	36	3	\$160			\$5,760	
	- Media Buying - Desi Bresler			\$135			\$0	
Washington State Annual Visitor Guide - One (1) half-page ad placement (third party cost)	Media Director - Lisa Canady				\$10,789	\$899	\$10,789	
Welcome Magazine - One (1) full-page ad, two bi-annual issues (third party service)	Media Director - Lisa Canady				\$9,216	\$768	\$9,216	
Washington Tourism Alliance (WTA) Cooperative Advertising (third party service)	Media Director - Lisa Canady				\$2,000	\$167	\$2,000	
Subtotal		156			\$442,705	\$36,892	\$469,465	
SUBTOTAL		492	41					\$690,045

3. Destination Marketing - Digital Programs and Platforms		Hours	Hours per Month	Hourly Rate	Third Party Service Costs	Monthly Estimated Third Party Service Costs	Total Estimated Cost	Not to Exceed
a. Social Media Program	Responsible Party	Hours	Hours per Month	Hourly Rate	Third Party Service Costs	Monthly Estimated Third Party Service Costs	Total Estimated Cost	Not to Exceed
<p>In partnership with County in-house staff, provide content planning, production, management and implementation of social media and communications on all Seattle NorthCountry owned channels, and platforms and engagement with destination partners to foster participation in promotions.</p> <p>Provide one feature content piece and four supporting articles per month as defined by the Go To Market strategy and ensure content gathering and production is done in conjunction with the GTM plan.</p>	Social Media Content Creator - Richard Porter	2080	173	\$37	\$77,344	\$6,445	\$77,344	
	Senior Digital Strategist - Christian Folk; or if delegated:	50	4	\$175			\$8,750	
	- Digital Media Manager - Luke Benz	20	2	\$160			\$3,200	
Sprout Social Scheduling Platform					\$1,788	\$149	\$1,788	
Subtotal		2150	179		\$77,344	\$6,445	\$91,082	
b. SeattleNorthCountry.com Website Platform	Responsible Party	Hours	Hours per Month	Hourly Rate	Third Party Service Costs	Monthly Estimated Third Party Service Costs	Total Estimated Cost	Not to Exceed
Regional microsites - 4 at \$16,533 each	Senior Digital Strategist - Christian Folk	411	41	\$175			\$71,925	

Management, of third party services, maintenance and optimization of site and microsities and platforms, including IDSS Customer Relations Management (CRM) and Craft Content Management System (CMS) platforms	Senior Digital Strategist - Christian Folk; or if delegated:	240	20	\$175			\$42,000	
	- Creative Director - Gary Fulkerson			\$175			\$0	
	- Senior Art Director - Ryan Crotty			\$175			\$0	
	- Digital Media Manager - Luke Benz			\$160			\$0	
Tempest production, programming and development (third party service)	Senior Digital Strategist - Christian Folk				\$40,000	\$3,333	\$40,000	
Mountain Loop Highway app (third party service)	Senior Digital Strategist - Christian Folk				\$1,799	\$150	\$1,799	
Website maintenance, hosting (2400+1200)					\$3,600	\$300	\$3,600	
Subtotal		651	54		\$45,399	\$3,783	\$159,324	
SUBTOTAL		2801						\$250,406
4. Public Relations	Responsible Party	Hours	Hours per Month	Hourly Rate	Third Party Service Costs	Monthly Estimated Third Party Service Costs	Total Estimated Cost	Not to Exceed
Execution of County-approved DMO Public Relations Strategy, media releases, FAMs, desk-side media visits, and media invitations	Public Relations Director - Justin Yax; or if delegated:	360	30	\$175			\$63,000	

	Public Relations Account Coordinator - Nina Braga			\$175			\$0	
Cision Media Database					\$6,000	\$500	\$6,000	
Subtotal		360	30		\$6,000	\$500		\$69,000
Total for 2021		4,021	335					\$1,075,111

1. The Contractor may shift funds within Key Stages set forth in this Schedule B-6 subject to the following conditions:
 - a. No funds may be shifted without **prior** written authorization from the County's contact set forth in Section 6 of the Agreement. Authorization to shift funds must be sought and approved **prior** to anticipated need.
 - b. Funds may only be shifted within Key Stages set forth in Schedule B-6.