



STATE OF TEXAS § **CONTRACT AMENDMENT NO (1)**
 §
COUNTY OF COLLIN § **CONVENTION AND VISITORS BUREAU**
 AGENCY OF RECORD 2019-6-58

This First Amendment to Agreement for CVB Agency of Record Marketing Services ("First Amendment") is made as of the Effective Date by and between the City of Allen, Texas ("City") and Destination Innovate, LLC ("Professional"), acting by and through their authorized representatives.

RECITALS

WHEREAS, the Parties entered into that certain *Agreement for Agency of Record Services* effective September 11, 2019, (the "Agreement") wherein ("Professional") agreed to provide to City certain marketing services as described in the Agreement; and

WHEREAS, City anticipates that the volume of marketing services that City needs Professional to perform pursuant to the Agreement will, on an annual basis, exceed the estimated volume of services set forth in the request for proposal that ultimately resulted in the award and execution of the Agreement; and

WHEREAS, the Parties desire to amend the Agreement to increase the maximum fee to be paid to Professional on an annual basis of the Agreement.

NOW THEREFORE, for and in consideration of the promises made to the other as set forth herein and other good and valuable consideration, the receipt and sufficiency the Parties acknowledge, the Parties agree as follows:

- 1. The Agreement is amended as follows:
 - A. Section 2.1 is amended to read as follows:

The Professional shall perform the additional marketing services in connection with the Shop Local Campaign as set forth in Exhibit A.
 - B. Section 4.1 of the Agreement is amended by amending the first sentence to read as follows:

"Professional" will be compensated in accordance with the payment schedule and amounts set forth in the Shop Local Campaign (\$90,000), with the total amount for the Initial Term not to exceed \$270,000 and the total amount for each Renewal Term not to exceed \$180,000.00."

2. Except as amended in accordance with Sections above, the Agreement remains in full force and effect.
3. This Amendment shall be effective on the date it bears the signatures of the authorized representatives of the Parties (the "Effective Date").

SIGNED AND AGREED this _____ day of _____, 2020.

CITY OF ALLEN, TEXAS

By: _____

Eric Ellwanger, City Manager

Attest

By: _____

Shelley George, City Secretary

APPROVED AS TO FORM:

By: _____

Peter G. Smith, City Attorney

By:  _____

Destination Innovate, LLC
Kristen Cruz, President



Shop Local Campaign SOW/Timeline

Prepared for: Allen CVB

May 2020

Campaign Purpose

The extreme impact of the pandemic has had a dangerous impact on local businesses, residents and travelers. As businesses in Allen reopen, it is imperative to collaborate and stimulate a strong message of shopping/dining/playing/staying where you live. Every player in this scenario has a varying degree of appetite for risk.

In the following version of this plan, we have made suggested marketing maneuvers that will accelerate this message for the benefit of the city, the visitors' bureau, the economic development council and the chamber.

GOAL: BUILDING A LOCAL-INFUSED CAMPAIGN THAT SUPPORTS A THRIVING CULTURE AND ENCOURAGES LOCAL SPENDING.

Below components of the campaign are laid out in order of importance to campaign launch and deliverable dependencies:

1. Strategy/Planning/Consulting/Project Management

Overall Strategy/Planning/Consulting (120 hrs) \$15,000

- Ongoing Strategy Planning/Comms Planning
- Planning on Execution to Program Goals
- Ongoing Consulting & Support

Timeline:

- Ongoing, weekly, daily management and strategy through December 2020

Dependencies:

- Availability of leadership from the four orgs for status calls (bi-weekly).



2. Public Relations

Public Relations Assistance (14 hours) \$1,750

- Development of story pitches, press release combining the four orgs.
- Media relations around “events”
- Two Press Releases (Initial Launch and Street Team Launch)

Timeline:

- Two Weeks from Campaign Launch (First Release)
- One Week from Street Teams Launch (Second Release)

Dependencies:

- Approved Campaign Components and Timeline Approval

3. Website/Campaign Splash Page

Website Splash Page development/maintenance (37 hours) \$4,600

- Splash Page Designed to Campaign Creative
- Focused on Consistent Landing Spot for Campaign Messaging (Dedicated URL)
- Driving Traffic to all Four Orgs for Specific Information Dependent on Audience (Resident, Visitor, Planner, Business)
- Social Media feed
- Enhanced/Featured business listings

Timeline:

- Two Weeks from Campaign Launch
- Ongoing/monthly updates as needed (72 hour turnaround on updates)

Dependencies:

- Hosting established, FTP access

4. Social Media

Social Media development and management (64 hrs) \$8,000

- Development of Campaign Facebook Page
- Social Media Messaging Strategy Development with Scheduling Plan
- Developed for the Four Partners (Sharing of Cross-Posted Content Consistently)



- Influencer Partnerships with Local Mom’s Groups, Foodie Bloggers, etc. – Three Influencer Partnership Promotions between
- June – December 2020
- Social Media Campaign Management

Timeline:

- Page and plan, Three days
- Ongoing management, Three times/week

Dependencies:

- Website is Live and Approved
- Press Release has been delivered to wire and local media

5. Signage

Signage development and printing/activation \$15,500

- Size/Develop creative for signage.
- Manage vendors and orders
- Light/flagpole signage
- Storefront posters
- Window clings
- LED signage

Timeline:

- Creative to spec: Four days
- Printing: Dependent on Vendor Chosen (Local Preferred)
- Activation: Dependent on City Install Schedule

Dependencies:

- Correct Specs for Activation Signage
- Dependent on City Team for Installation

6. Advocacy

Development of “Allen Oath” for safe shopping (12 hrs + printing). . . . \$5,200

- Development of oath creative, digital oath materials
- Social Media Coverage
- Branded “oath” facemasks for businesses
- Social media coverage



Timeline:

- Creative, oath content and digital materials: Three Days
- Printing placemats: One Week
- Printing facemasks: Two - Three weeks (can vary)

Dependencies:

- Press Release distributed to local media
- Website is live and approved
- Partner List is Updated and Delivered by all Four Orgs

7. Video

Development of dedicated YouTube and videos (62 hrs) \$7,750

- Development of YouTube Channel and profile branding
- Channel optimization and playlist/watch strategy
- Development of “Authentic Allen” series, spotlight business owners
- 7 produced videos

Timeline:

- Plan and channel development: One week
- Video production and editing: Three weeks per video/Release of Video One Per Month

Dependencies:

- Coordination of participating businesses
- Availability for video shoots

8. Direct Mail

Development and printing for resident materials (10 hrs + printing) . . . \$7,000

- Utility Inserts
- Postcards
- SWAG for Street Teams

Timeline:

- Creative to spec: One Week
- Printing: Dependent on Vendor Chosen (Local Preferred)
- Activation: Dependent on City Utility Mailing Schedule

Dependencies:



- Correct Specs for Direct Mail Usage

9. Advertising

Paid advertising (direct spend, management included in PM) \$12,500

- Paid media to grow local followers (FB+IG)
- Paid media to boost content (FB+IG)
- Dedicated Ad budget for YouTube series/channel

Timeline:

- Creative Development: One Week (Begin immediately post site launch)
- Begin campaign one week post website launch
- Ongoing Monthly Campaigns for the duration of 2020

Dependencies:

- Website Launched
- Social Profile Created
- YouTube Channel Created/Playlist Live

10. SMS Messaging

Development of opt-in text marketing (80 hrs + technology) \$10,000

- Creation of opt-in text marketing campaign
- Creation of bi-weekly text “text-bites” with promotions
- Opt-in and user management
- Tracking and message optimization

Timeline:

- Text Campaign Component Creation: Three weeks
- Monthly Content development: One week, ongoing prior to upcoming month
- Management and deployed messages: Ongoing

Dependencies:

- Website Live
- Opt In/Opt Out Program Established

11. Street Team Activation

Development of Grassroots Campaign (20 hrs) \$2,500

- Development of Street Team SOPs and management



- Development of Street Team uniform and swag

Timeline:

- Four to six weeks

Dependencies:

- SWAG developed and in hand for street team distribution
- Direct Mail Printed and in hand for street team distribution
- Coordination with Local Retail Centers for Added Promotion
- Volunteer List Established

Total Campaign/Project Cost: \$89,800

Payment Terms: Net 30 days as projects are completed