

Exhibit A

Scope of Services

The general scope of services to be obtained includes professional advertising agency services with the primary purpose managing marketing initiatives for Allen, Texas as a destination for meetings, sporting events, and visitors. Respondents are requested to submit RFP to perform the following services:

Oversee and support the department's strategic marketing plans including, but not limited to, the following areas:

- o Brand oversight and campaign development
- o Media buys and strategy development
- o Social media strategy and content development
- o E-marketing strategy and content development
- o Website re-design and updates (experience with Civic Plus platform preferred)
- o Graphic design
- o Development of a business transient travel marketing plan
- o Development of an influencer strategy plan
- o Strategy for destination partner engagement, including an ambassador program
- o Coordination and oversight of marketing-related photo and video shoots

Annual Project Costs will not exceed \$180,000. Annual Projects will align with the ACVB budget as approved by City Council.

Other services may include working with ACVB Vendors and Staff as needed in collaboration on projects such as destination videos and collateral as well as other projects as identified.

While the selected agency may from time to time be asked to place media on the ACVB's behalf, ACVB staff will develop and place the media schedule on an annual basis.

Opportunities may also exist for the selected agency to work with the ACVB on developing future marketing or PR activities.

The selected agency shall be the principal provider and/or advisor to the ACVB, but there will be times when they will not be used for certain projects that may be done in-house or through another partner.