

ATTACHMENT A SCOPE OF SERVICES

The Contractor shall create, implement, and manage an Omnichannel Marketing Ecosystem. The Services to be performed for the DMO by the Contractor under this RFP are set forth below.

Contractor shall assign a Project Manager (“PM”) for the services required under this Agreement. The PM shall be the primary person communicating with the DMO and partners and keeping the DMO fully apprised on the status and progress of each project. The PM shall also be responsible for the project schedule update, delivery of work items, and the general project coordination. The DMO reserves the right to request replacement of the PM at any time for any reason.

PHASE ONE: To be completed within three months of award of contract.

1. Positioning Meeting

- 1.1. Contractor shall lead a 1.5 day, in-person meeting in Santa Clara with DMO and selected stakeholders. The purpose of the meeting will be to craft three concise elevator pitches that answers the question, “Why Santa Clara?” Contractor and DMO shall develop consistent messaging that will help to influence the sales process at the DMO and partner level and to influence every aspect of DMO marketing by distilling the broader answer to this question into a specific customer segments/relevant narrative. At the conclusion of the meeting, the DMO will have three completed elevator pitches for the following customer segments: Leisure, Meetings & Events and Community. The results of this positioning meeting will lay the groundwork for all projects that follow.

2. Photography for Santa Clara

- 2.1. Contractor shall coordinate and conduct a minimum of three photoshoots to represent the vibrant and diverse destination of Santa Clara. The photographs captured in the photoshoots will populate the website and visitor’s guide content. Contractor shall work with the DMO collaboratively to assess the DMO’s existing photography assets and to create a comprehensive shot list to cover remaining needs. The bank of images from the photoshoots will belong to the DMO to use in perpetuity for any application. At the conclusion of this project, the DMO will have a bank of 50 new Selected Images.

PHASE TWO: To be completed within one year of award of contract.

3. Website Redesign and Maintenance

- 3.1. A content rich website is crucial for the DMO’s success as it is the primary public facing resource for tourism customers and event planners. It is also the destination for any advertising dollars spent and must be optimized to convert completed RFPs. With the intent of the website redesign, it is expected that the DMO would work with the Contractor’s suggested hosting vendor, or that the Contractor would host the website. In the Website Redesign, Contractor shall include, but is not limited to, the following key elements:

- 3.1.1. An Auto-Populating Event Calendar featuring and promoting all Santa Clara events.
- 3.1.2. A meeting planner portal to include Convention Center floor plans, menus, hotel information sales sheets, and relevant destination information.
- 3.1.3. A Social Media feed including DMO posts and User Generated Content.
- 3.1.4. Listings for restaurants, hotels, and attractions with Yelp/OpenTable integrations and booking widgets.
- 3.1.5. Interactive and illustrated Santa Clara map, highlighting the city's unique neighborhoods.
- 3.1.6. A regularly updated Blog providing itineraries, meeting planner information and facts about Santa Clara.
- 3.1.7. Include a line about maintenance and support
- 3.1.8. Work with the current website host to transition website hosting duties.

4. Visitors Guide

- 4.1. Market Research: Contractor shall research and assess information to be included in the Visitor's Guide including uncovering the many hidden gems in Santa Clara that the DMO, partners and visitors may not know about.
- 4.2. Content Creation: Contractor shall create written descriptions for each attraction, hotel, and restaurant listed in the Visitors Guide. These descriptions will be available for the DMO to use on the website and social media platforms in the future as needed.
- 4.3. Relationship Building: Contractor shall serve as the DMO ambassador in the market and travel around Santa Clara building relationships with organizations that would be featured in the editorials or as an advertiser in the guide. While the DMO works to build relationships within the community and educate local businesses on the mission/purpose, having additional market ambassadors would be helpful.
- 4.4. General Impression to the Community: As the DMO has been inactive in direct sales, marketing, and community outreach from 2019 – 2022, Contractor shall assess, identify, prioritize, lead implementation, and spotlight a key project that highlights Santa Clara as a premier destination, working to attract travelers generates positive economic impact for DMO partners and local businesses, and unites with the city in with a cohesive message and purpose.
- 4.5. Magazine: Contractor shall develop and produce a visitors guide, up to 60 page with 10,000 printed copies, which can be distributed at trade shows, on direct sales calls or mailed to clients as a sales tool. Contractor shall also develop a digital version accessible on the DiscoverSantaClara.org website.

PHASE THREE: To be initiated during the web design process.

5. SEO Management

5.1. Contractor shall provide SEO Management to ensure that DiscoverSantaClara.org is highly visible when relevant queries are entered in search engines. Contractor shall ensure SEO Management is intertwined in the web design process. DMO shall provide baseline metrics, and work with Contractor to identify reasonable KPIs, timeframe and reporting stack.

5.2. Some important areas of measurement are:

- 5.2.1.1. Specific KPIs: Define measurable key performance indicators (KPIs) such as organic traffic growth, keyword ranking improvements, conversion rate increases, and revenue growth.
- 5.2.1.2. Baseline Metrics: Include current performance data to establish a baseline for comparison.
- 5.2.1.3. Timeframe: Specify the timeframe within which you expect to see results.
- 5.2.1.4. Reporting: Request regular reporting and analytics to track progress against KPIs.