



FISCAL CAMPAIGN PROPOSAL



WEB SITE



Website: Deliverables

DOWNTOWN KINSTON WEB SITE:

We will work with the Downtown Kinston to design a WordPress template site to replace **downtownkinston.com**. The new site launch will include:

- An updated design for a Word Press framework
- Client will need to provide photography and updated content where needed.
- Transfer of existing content and integration of plug-ins including

Main navigation of the site will include these sections:

Events

Upcoming (EW Calendar, recurring fee)

Stories / News

Blog (EW Blog, recurring fee)

Directory

Directory (EW Directory, recurring fee)

Food + Drink

Shopping

Lodging

Services

Tours

Ability to add area Tours (example, Art Tour)

Visit

Contact information / address / phone

Map (distance from list)

Question submission

TOTAL:

\$12,500 *(includes all items listed above)*

Work With Us

Partner information

Donate (Link out)

Board of Directors

Volunteer (Sign up Form)

Vendor Registration

Grants

Real Estate (Listings of available properties)

Footer

Policies

Social Icons (links)

Contact information

- Responsive mobile site
- SEO setup
- Google analytics setup
- Hosting service setup
- Admin training
- Set up of SSL certificate

Contact Us

Contact info and submission form

Client Signature:

Date



Website: Timeline

ESTIMATED TIMELINE:

We will kick off the project officially on July 15, 2022. From there, this will be our estimated timeline. This timeline assumes that all final decisions on creative, designs and functionality will be made by a Downtown Kinston designated project contact. The timeline allows for one day between presentation and feedback in order to make edits and keep on track launch.

WEEK ONE / TWO:

Kickoff
Design exploratory
Client getting us access to FTP and other content related items if needed
Client providing photography and updated content

WEEK TWO / THREE:

Design presentation
Edits / Approvals (1 day from internal staff)

WEEK THREE / FOUR:

Begin Development
Finish uploading all existing directory, event, tour and blog content

WEEK FOUR / FIVE:

Continue Development
Stage and Link site
Testing

WEEK FIVE / SIX:

Transfer to Server
Set up Analytics
Set up SEO Plug-in
Repoint DNS

Launch on or before September 15, 2022.

Client Signature:

Date



Server / Maintenance Costs

SERVER AND MAINTENANCE

This is the fee to cover your site hosting, server back up, security, and maintenance annually (2 hours monthly / 24 hours annually). Maintenance covers existing functionality only. New functionality will be estimated and billed separately. Maintenance will be voided if client or third-party vendor edits or changes code.

This cost is included in year one. Each year after you will need to budget the following:

\$1,440 annually, after year one

Client Signature:

Date



Recurring costs

RECURRING COSTS

Blog Plug-in

\$850

Events Calendar Plug-in

\$850

Directory Plug-in

\$850

Sever and Maintenance

\$1,440

The EverWondr Plug-ins installed on your site have an annual cost. The cost for year one is included in your build. The start of your first year will begin on May 15, 2022. If at the end of your first year you would like to discontinue use, you may notify us to remove the plug-ins and you may pay to replace them with a standard WordPress version.

The EverWondr Plug-ins are a benefit to you because they distribute your content to a larger audience. They will also may uploading and sharing content internally, between products and between organizations easier. If you wish to continue after year one, your cost will be:

\$3,990 annually, after year one

Client Signature:

Date



FOUNDATION UPDATES



Downtown Kinston

CAMPAIGN OVERVIEW

OVERVIEW:

Downtown Kinston would like to create a campaign to help promote visitation in their area during the new fiscal year. This campaign will be focused on the highlighting the Outdoors, History, Arts, Food, Drink, Shopping and more. The following proposal will outline the process and deliverables of the campaign. This proposal is our suggestion of updates, projects, content and media needed to increase site visits, social followers and local spending.

GOALS:

- Increase awareness
- Drive site traffic
- Raise time on site
- Lower bounce rates
- increase user sign ups for email

MEASUREMENT:

We will use Google analytics, previous targeted media campaigns (if applicable) and state averages to set baselines for the campaign performance

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Communications Plan:

With budget and scope approval, a full Communications Plan will be developed that outlines the deliverables and messaging timeline.

Analytics / Campaign Overview

We will set up benchmarks for your site performance. Using these benchmarks, we will track campaign performance through out the 8-months. This includes building an overview deck of all creative, content, and analytics that is updated monthly and sent to the client.

Campaign Management

We will rotate content on your Website during the campaign. We will update your Scannable Signage for each part of the campaign. We will build all the creative and schedule all your brand social posts as part of the campaign.



CONTENT & MEDIA PLAN



Downtown Kinston

CONTENT PLAN

We will work with you to develop a content-led media approach for your brand. Unlike traditional media, content-led media plays a more active role with the visitor. It goes beyond pretty images and clever headlines to show them what to expect, give them suggestions on what to do, and help them make and share plans.

(2) Blogs

Coordinating with Downtown Kinston and Visit Kinston will write a series of blogs that promote area attractions, shops, personalities and things to do. These blogs will give visitors a better idea of where to go and how to spend their time. We will invite various travel writers and social influencers to contribute.

Tours

We will pull over Tours we have and are developing with Visit Kinston that relate to areas in Downtown Kinston.

Kinston Rewards Extension

We will extend the Kinston Rewards program (paid for by the TDA) and give access to Downtown Kinston to also manage. Downtown will have the ability to add new partners. We will train Downtown Kinston on the system, provide launch paperwork for partners, signage designs and a how-to video for partners to help you get word out downtown.

(10) Rewards Videos

We will produce an additional (10) ten Rewards videos in the same template as we did for Visit Kinston. These videos, in combination with the previous edits, will provide Downtown Kinston additional ways to promote downtown on Social posts. Also include a how-to edit for the program.

(1) NowHive Scannable Sign:

We will set up Welcome Guide scannable signs in local shops, restaurants and high trafficked areas of the downtown to get access to a quick overview of things to do. This includes lists of places to shop, eat and stay. Set up includes a single NowHive point, uploading of content to that point, and design of table signage. **It does not include sign holders or printing.**

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RECAP CONTENT DELIVERABLES:

(2) Blogs with topics to be determined

Existing Tours

(10) Rewards Videos

(1) NowHive Welcome Guide scannable sign



Downtown Kinston

MEDIA PLAN

Once your content is ready, we promote what your city has to offer to visitors who have similar interests. Tours about kayaking and hiking are targeted to outdoor enthusiasts. Videos about local chefs are sent to foodies. You and your visitors instantly have something in common. You become part of the conversation, build a loyal audience, and not a single media impression is wasted. Visitors develop a connection with you that makes them say, "Let's go there."

TIMING OF MEDIA (8 months)

September through December 2022 / March through June 2023

(8 MONTHS) Targeted Display Media

Display Targeting is a media channel in which you can target your ideal customer and serve them display ads wherever they are online. With Display Targeting you can serve your ad to consumers based on demographics, shared interests, geography, and their online browsing habits. This allows you to advertise to the right person, at the right place, at the right time. With its immense adaptability, Display Targeting is a great tool to drive large amounts of visitors to your site, further define your targets and not waste any marketing dollars.

(12 MONTHS) Social Media Roadmap

Using the content we create for you and additional content developed through us by the TDA, we will build out a Social Media Roadmap for fiscal 2022-23. This Roadmap will outline all brand posts for each month, usually two per week. We will then schedule all posts to come up automatically on your Facebook feed. The Social Roadmap will NOT INCLUDE posts made about current events or updates. This will be handled day-to-day by your local leadership.

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RECAP DIGITAL MEDIA DELIVERABLES:

(8 months) Targeted Display Media

(12-months) Social Media Roadmap

Monthly Campaign Impressions: Avg. 2 Million

Total Estimated Campaign Impressions: 8 Million



PRICING



Downtown Kinston

PRICING

This estimate is an all-inclusive proposal this includes all site updates, design, creative, development, trafficking, and specified media as outlined on the previous pages:

- **Web site**
- **Content Development / Rewards**
- **Media Plan and Placement**

\$32,500

(This is an estimate cost for the outlined deliverables. It can flex up or down based upon final deliverables. A final estimate will be created after client discussion and development of a Communications Plan)

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All the content for this campaign will be developed upfront in order to stay in budget. I will need a signed proposal to start the booking and planning process for content development. Payment for the campaign will split into three payments with a weighted payment upfront to cover initial media costs, writing and video expenses.

Client Signature