

May 27, 2026

Discover Buchanan Downtown District Marketing

Buchanan Downtown Development Authority

PREPARED BY:

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Cover Letter

Dear Members of the Selection Committee,

Destination by Design (DbD) is pleased to submit our proposal to partner with the Buchanan Downtown Development Authority on the Discover Buchanan downtown marketing initiative. Buchanan has a strong foundation to build from: a walkable downtown, local businesses, events, nearby regional tourism traffic, and a distinct community character that can be translated into a more visible and compelling visitor experience. We are excited by the opportunity to help the DDA turn those strengths into a practical marketing program that increases awareness, drives targeted foot traffic, and supports greater economic activity within the Central Business District.

We understand that this effort is about more than simply posting on social media or placing a few advertisements. Buchanan is seeking a partner that can help understand the regional visitor market, define what makes downtown Buchanan different, and create a coordinated strategy that encourages people already traveling through the region to choose Buchanan as part of their trip. Our approach is built around that exact goal.

Our team brings extensive experience helping communities tell their story in a way that is both authentic and marketable. In Harney County, Oregon, we have supported long-term destination and community marketing efforts for a rural region with strong outdoor, cultural, and local business assets. That work has included brand strategy, destination storytelling, website development, campaign planning, content development, and ongoing marketing support designed to help a lesser-known destination stand out in a competitive visitor market. The challenge in Harney County is similar in many ways to Buchanan's opportunity: helping a community with real character and strong local assets capture more attention, encourage more exploration, and turn awareness into economic benefit.

DbD also brings deep experience in community branding, downtown marketing, wayfinding, and public-sector communications across the Midwest, including work in Michigan and Illinois. Our team understands how to position communities that are close to larger destinations but need a stronger identity of their own.

For Buchanan, our work would begin with understanding the market and the audience. We would look at regional tourism patterns, nearby destinations, visitor behavior, local business mix, and the types of travelers most likely to respond to

Buchanan's downtown experience. From there, we would help the DDA identify the strongest messages, best promotional channels, and most realistic opportunities to convert regional tourism activity into actual downtown visits.

We believe the best downtown marketing feels true to the place. It should not make Buchanan sound like every other nearby destination. Instead, it should highlight what is specific and appealing about Buchanan: its local businesses, historic character, events, creative energy, nearby visitor traffic, and sense of place. Our role would be to shape those assets into clear, consistent messaging and campaign materials that help people quickly understand why downtown Buchanan is worth their time. Our approach includes regular reporting, transparent recommendations, and ongoing adjustments so that the DDA can see what is working and make informed decisions over time.

At the same time, good marketing must be practical. The DDA needs a partner that can help with strategy, but also with implementation. Our in-house team brings together brand strategy, graphic design, website development, content planning, social media, media buying, and reporting. This allows us to move from planning into action without losing consistency.

Destination by Design would be honored to help the Buchanan DDA build the Discover Buchanan initiative into a stronger platform for downtown visibility, visitor engagement, and business support. We see this as an opportunity to create marketing that is approachable, memorable, and grounded in the real character of Buchanan while giving the DDA practical tools to attract more people, encourage more spending, and strengthen the long-term vitality of the Central Business District.

Thank you for the opportunity to submit this proposal.



Matt Powell
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Executive Summary

UNDERSTANDING THE PROJECT:

The Buchanan Downtown Development Authority is seeking a marketing partner to help make downtown Buchanan more visible, more active, and more competitive within the broader regional visitor market. Buchanan is located near several popular destinations and benefits from strong seasonal tourism in the surrounding area, but downtown is not yet capturing its full share of that visitor activity. The goal of the Discover Buchanan initiative is to close that gap by using market research, clear positioning, coordinated promotion, and targeted media to bring more people into the Central Business District.

Buchanan needs a partner that can help the DDA understand who its best potential visitors are, what motivates them, how they are already moving through the region, and what messages or experiences would encourage them to spend time downtown. The work should help identify opportunities for local businesses, events, restaurants, shops, and experiences to be presented as part of a stronger and more unified downtown destination. The final result should be a clear, manageable marketing program that helps the DDA promote downtown Buchanan consistently, track what is working, and make smart adjustments over time.

APPROACH:

Destination by Design's approach begins with understanding Buchanan as both a downtown district and a visitor destination. We would start by reviewing the community's existing assets, regional tourism patterns, current marketing tools, business mix, events, and audience opportunities. This early work would help establish a strong foundation for identifying the types of visitors most likely to respond to Buchanan's downtown experience and the messages most likely to convert awareness into actual visits.

From there, our team would develop a marketing strategy that is grounded in Buchanan's real character and focused on practical results. Rather than creating generic small-town messaging, we would help define what makes downtown Buchanan distinct, appealing, and worth a stop. This could include its local businesses, walkable setting, events, dining and shopping, historic character, creative energy, and proximity to other regional destinations. The strategy would organize these strengths into clear campaign themes, audience priorities, promotional channels, and recommendations for turning regional tourism traffic into downtown foot traffic.

Our implementation approach is designed to connect strategy with action. Depending on the selected budget tier, DbD can support campaign planning, social media content, business and event promotion, digital advertising, media coordination, website content, and reporting. Each component would be developed to work together, so that the Discover Buchanan website, social channels, paid media, and brand messaging all reinforce the same downtown identity and visitor invitation.

Because this is a public-sector marketing effort, we also place a strong emphasis on transparency, communication, and measurable value. We would provide clear scopes of work, realistic deliverables, and regular reporting tied to metrics such as reach, engagement, website activity, campaign performance, and feedback from downtown businesses. Our goal would be to give the DDA a dependable marketing partner that can help strengthen downtown visibility, support local economic activity, and build a flexible platform for long-term promotion.

Place Branding & Destination Storytelling

Destination by Design (DbD) is a multi-disciplinary placemaking and marketing firm. We specialize in economic development strategies that increase visibility and enhance quality of life. Our team collaborates to create the places you love by developing and promoting vibrant Main Streets and destination-quality parks, trails, and recreation areas.

For nearly 15 years, we have partnered with communities to develop and leverage assets for sustainable growth, while providing branding solutions to tell their stories.

Our Communications division takes a hands-on approach, working closely with communities and facilitating a process to help them discover their authentic identity. Beginning with boots-on-the-ground, we engage stakeholders, perform market research, and extract insights to shape a community-led vision for the brand.

Using what we discover, our creative team develops a strategy to serve as the cornerstone for all marketing and communication efforts. By crafting intentional brand language—including positioning, promise, voice, and taglines— we ensure a cohesive identity and messaging.

Building on this framework, we translate the brand visually through logo designs, photography, videos, websites, signage and marketing collateral. Our designers provide comprehensive art direction to ensure that the visual brand remains consistent with the strategy, and recognizable in diverse environments.

Our collaborative, multidisciplinary approach results in distinctive visual solutions, increased public engagement, and innovative end-products for communities and destinations nationwide.



Project Team

Erin Welsh, Marketing Director at Destination by Design, will serve as the primary point of contact and lead day-to-day coordination for the Buchanan Downtown Development Authority's Discover Buchanan marketing program. She will help keep the project organized, responsive, and aligned with the DDA's goals for increasing downtown visibility, attracting targeted visitors, and supporting local businesses within the Central Business District.

Creative direction will be led by Senior Art Director Matt Wagoner, with design support from Dylan Connell, to develop clear, cohesive, and engaging marketing materials that can be used across the Discover Buchanan website, social media, digital advertising, print materials, and other visitor-facing communications. Their work will help ensure that downtown Buchanan is presented with a consistent look, feel, and message that reflects the character of the community.

Strategic oversight will be provided by Matt Powell to help ensure that the overall marketing approach remains focused, practical, and adaptable over time. Together, this team will work closely with DDA and City staff to support market analysis, campaign strategy, creative development, media coordination, website content, social media planning, and ongoing reporting throughout the contract term.

Supported by Destination by Design's broader team of strategists, designers, content specialists, and digital marketing professionals, this structure provides Buchanan with a responsive and well-managed process.



Matt Powell

Communications Director

A multi-award-winning Creative Director, Matt leads all of DbD's branding and marketing-related projects, directs multimedia and web campaigns, and develops targeted brand strategies to promote quality of life. With a Masters in Communications and an undergraduate in Recreation & Tourism Management, Matt is passionate about helping communities discover authentic brand stories that increase their visibility, visitation, and economic vibrancy.



Erin Welsh

Marketing Director

With over three years at Destination by Design, Erin brings a wealth of expertise in brand strategy, marketing, and project management. A proud Elon University alumna and longtime resident of the NC High Country, Erin has led impactful projects for municipal, county, and destination marketing organizations. Her strategic insights and storytelling skills foster strong connections with communities, driving successful outcomes for clients. Outside of work, she enjoys exploring the region's scenic beauty and staying active in the local community.



Matt Wagoner

Senior Art Director

Matt has been a designer for 15+ years, and has built brands for communities, non-profit organizations and startups big and small. He especially loves taking communities through a discovery process, the branding journey, and helping them uncover the unique attributes that will make them stand out. Matt is a graduate of University of South Carolina with a Fine Arts degree in Graphic Design. His favorite activities include long walks on the beach, camping with the fam, and mountain biking- just don't ask him to ride a skinny.



Megan Biddix

Social Media and Brand
Communications Strategist

Megan built her career in hospitality and nonprofit leadership, supporting small businesses and downtown development and sparking a passion for place-making and the stories that connect people to community. She holds a degree in cultural anthropology with a minor in sustainable development from Appalachian State University. Outside of work, she enjoys exploring back roads with her dog, tending her growing plant collection, traveling, skiing, and diving into a good book.



Jon Black

Visual Content Director

Jon Black is a photographer & director with 15 years experience in the field. Curious about the wide-ranging human experience Jon is always learning from the communities and institutions he documents. Jon currently has his eye on innovation and sustainable development. From small organizations to enterprise scale operations, witnessing people work towards a common-good goal keeps him inspired. Jon loves jumping on the trampoline with his family, traveling abroad and learning to cook.



Sarah Pinnix

Paid Media Specialist

With more than 17 years of experience in the digital space, Sarah witnessed the advent of the social media era, helping brands and organizations. Sarah Pinnix is a seasoned digital marketing expert with over 16 years of experience helping businesses and organizations achieve real, measurable growth. Known for her data-informed approach, Sarah's core focus is on getting results with paid advertising and social media, managing campaigns on platforms like Google Ads, Meta (Facebook and Instagram), TikTok, and YouTube. An avid hiker and kayaker, Sarah has a passion for exploring the outdoors, cooking with fresh local produce, and checking out the culinary landscapes of the places she visits.

Project Approach

TASK 1-A:

Option A: High Level Market Assessment

DELIVERABLES:

High-Level Market Assessment Summary; review of existing marketing and promotional materials; digital and social media audit findings; priority audience overview; downtown asset and experience assessment; initial marketing opportunities and strategic direction.

TASK 1.1: PROJECT INITIATION AND KICKOFF

Destination by Design will begin the engagement with a kickoff meeting with DDA and City staff to confirm project goals, priority audiences, communication protocols, available information, reporting expectations, and overall workflow. This meeting will establish roles, review the project schedule, clarify decision-making procedures, and create a shared understanding of how the Discover Buchanan initiative will move from discovery into strategy and implementation.

TASK 1.2: REVIEW OF EXISTING MARKETING, CONTENT, AND PROMOTIONAL MATERIALS

Our team will review existing materials provided by the DDA and City, which may include prior marketing content, event promotions, downtown business information, social media activity, website content, photography, brand materials, and related planning or economic development documents. This review will help identify current strengths, gaps, and opportunities while giving our team a clear understanding of how downtown Buchanan is presently presented to residents, businesses, and visitors.

TASK 1.3: HIGH-LEVEL REGIONAL TOURISM AND VISITOR MARKET REVIEW

Destination by Design will conduct a high-level review of regional tourism trends, nearby destination activity, seasonal visitation patterns, and publicly available data sources that may help identify potential visitor markets for downtown Buchanan. This assessment will focus on understanding how Buchanan can better connect with travelers already visiting the broader region during spring, summer, and fall travel seasons. The review will help identify likely audience groups, visitor motivations, and opportunities to position downtown Buchanan as a worthwhile stop, day trip, or repeat destination.

TASK 1.4: DIGITAL AND SOCIAL MEDIA AUDIT

To ensure recommendations are informed by existing marketing activity, Destination by Design will conduct a focused review of Buchanan's digital and social media presence, including available account insights, current content patterns, audience engagement, and consistency of messaging. This audit will identify what types of content appear to be working, where there may be missed opportunities, and how digital channels can better support the Discover Buchanan initiative.

TASK 1.5: DOWNTOWN ASSET AND EXPERIENCE ASSESSMENT

Our team will complete a high-level assessment of Buchanan's downtown assets and visitor experiences, including local businesses, restaurants, shops, events, public spaces, cultural assets, and other features that contribute to the Central Business District's appeal. This assessment will help identify the experiences and themes that should be elevated through marketing and will provide direction for future content, website storytelling, social media, and advertising.

TASK 1.6: AUDIENCE AND OPPORTUNITY DEFINITION

Using insights from the kickoff, material review, digital audit, and high-level market assessment, Destination by Design will define priority audiences and near-term marketing opportunities for downtown Buchanan. This may include local residents, regional day-trippers, weekend visitors, travelers already visiting nearby destinations, event attendees, and niche audiences connected to shopping, dining, arts, heritage, or seasonal experiences.

TASK 1.7: HIGH-LEVEL MARKET ASSESSMENT SUMMARY

At the conclusion of Option A, Destination by Design will prepare a concise High-Level Market Assessment Summary outlining key findings, audience priorities, downtown positioning opportunities, marketing considerations, and recommended next steps. This summary will serve as a practical guide for the marketing strategy, campaign framework, media recommendations, website content, and performance tracking that follow.

TASK 1-B:

Option B: In-Depth Market Assessment

DELIVERABLES:

In-Depth Market Assessment and Strategic Direction Report; stakeholder and business engagement summary; consumer or visitor input summary; competitive and comparative community analysis; digital, website, and social media audit findings; downtown asset and business mix opportunity assessment; audience segmentation; visitor conversion opportunities; recommended strategic direction for marketing implementation.

TASK 1.1: PROJECT INITIATION AND KICKOFF

Destination by Design will begin with a kickoff meeting with DDA and City staff to confirm goals, audiences, available data, communication protocols, reporting expectations, and workflow. This meeting will establish roles, review the schedule, clarify decision-making, and align the team on how Discover Buchanan will move from research into strategy and implementation.

TASK 1.2: REVIEW OF EXISTING MARKETING, CONTENT, AND PROMOTIONAL MATERIALS

Our team will review materials provided by the DDA and City, including marketing content, event promotions, downtown business information, social media activity, website content, photography, brand materials, downtown plans, event calendars, and relevant tourism resources. This review will identify how Buchanan is currently positioned, where the downtown experience is strongest, and where Discover Buchanan can create

greater consistency and appeal.

TASK 1.3: IN-DEPTH REGIONAL TOURISM AND VISITOR MARKET ANALYSIS

Destination by Design will review regional visitor patterns, seasonal travel behavior, nearby destination activity, target markets, and opportunities to convert existing tourism traffic into downtown Buchanan visits. This may include tourism reports, available visitor data, drive-market information, regional attraction patterns, and travel behavior trends.

TASK 1.4: STAKEHOLDER AND BUSINESS ENGAGEMENT

Destination by Design will conduct targeted engagement with DDA representatives, City staff, downtown business owners, event organizers, tourism partners, and other stakeholders as appropriate. These conversations will explore current challenges, visitor perceptions, promotional needs, business mix opportunities, event alignment, and ideas for strengthening downtown as a visitor destination.

TASK 1.5: CONSUMER OR VISITOR INPUT

bD may develop a brief online survey or visitor-facing input tool to gather feedback from residents, regional visitors, downtown customers, or target audiences identified with the DDA. The survey may explore awareness of downtown Buchanan, reasons for visiting, barriers to visitation, preferred experiences, event interests, and media habits.

TASK 1.6: COMPETITIVE AND COMPARATIVE COMMUNITY ANALYSIS

Our team will review a select group of nearby or comparable downtown destinations to understand how Buchanan can stand out within the regional market. This analysis may consider positioning, visitor messaging, website content, social media activity, event promotion, business mix, and tourism-facing experiences.

TASK 1.7: DIGITAL, WEBSITE, AND SOCIAL MEDIA AUDIT

Destination by Design will review Buchanan's digital presence, including current social media channels,

website or landing page content, search visibility, business information, event promotion, visual consistency, and available analytics. Findings will inform recommendations for the Discover Buchanan website, content priorities, social media management, paid media strategy, and reporting.

TASK 1.8: DOWNTOWN ASSET, EXPERIENCE, AND BUSINESS MIX OPPORTUNITY ASSESSMENT

Our team will assess Buchanan's downtown assets and visitor experiences, including shops, restaurants, events, public spaces, arts and culture, historic character, walkability, nearby attractions, and complementary experiences. This task will also consider business mix opportunities or experience gaps that may strengthen downtown's appeal over time.

TASK 1.9: AUDIENCE SEGMENTATION AND VISITOR CONVERSION OPPORTUNITIES

Using the full set of research findings, Destination by Design will define priority audience segments for Discover Buchanan. For each audience, we will identify likely motivations, recommended messages, content needs, and potential marketing channels, with a focus on converting regional tourism traffic into downtown visits and spending.

TASK 1.10: IN-DEPTH MARKET ASSESSMENT AND STRATEGIC DIRECTION REPORT

At the conclusion of Option B, Destination by Design will prepare an In-Depth Market Assessment and Strategic Direction Report summarizing findings from the material review, stakeholder engagement, visitor input, comparative analysis, digital audit, downtown assessment, and audience segmentation. The report will provide clear recommendations for positioning, audiences, messaging, promotional priorities, website content, campaign development, media strategy, and performance measurement.

TASK 2:

Marketing Strategy Development

DELIVERABLES:

Discover Buchanan Marketing Strategy Summary; marketing goals and performance measures; priority audience profiles; downtown positioning and brand identity framework; core messaging and visitor conversion strategy; seasonal campaign and content framework; recommended channel and media approach; downtown business and event promotion framework; reporting and strategic tracking framework.

TASK 2.1: MARKETING GOALS, AUDIENCES, AND PERFORMANCE MEASURES

Destination by Design will work with the DDA to define clear marketing goals tied to downtown visitation, business engagement, resident participation, regional awareness, website traffic, and campaign performance. Priority audiences will be refined based on the selected market assessment and may include local residents, regional day-trippers, weekend visitors, nearby destination travelers, event attendees, families, arts and culture visitors, culinary visitors, and shopping-focused audiences. We will also identify practical performance measures such as reach, engagement, website activity, click-through rates, content performance, event promotion response, and business feedback.

TASK 2.2: DOWNTOWN POSITIONING AND BRAND IDENTITY FRAMEWORK

Destination by Design will develop a positioning framework that defines what makes downtown Buchanan distinct, appealing, and worth visiting. This framework will establish the tone, personality, and key themes for the Discover Buchanan initiative and guide how downtown is presented across the website, social media, advertising, business features, event promotions, and visitor-facing materials. The goal is to identify a specific and memorable identity that reflects Buchanan's businesses, experiences, character, and place within the regional tourism market.

TASK 2.3: CORE MESSAGING AND VISITOR CONVERSION STRATEGY

DbD will develop a practical messaging framework that helps move potential visitors from awareness to action. This will include key messages, supporting storylines, calls to action, and content themes that encourage people to visit downtown, explore local businesses, attend events, and spend more time in the Central Business District. Particular attention will be given to converting regional tourism traffic by giving nearby visitors a clear reason to add downtown Buchanan to their trip.

TASK 2.4: SEASONAL CAMPAIGN AND CONTENT STRATEGY

Destination by Design will create a seasonal campaign framework organized around key travel periods, local events, business district activity, and regional visitor behavior. This framework will identify when to emphasize experiences such as dining, shopping, live music, arts and culture, seasonal events, weekend getaways, family activities, and holiday promotions. It will also guide content planning by identifying priority storylines, campaign themes, business features, and creative needs throughout the year.

TASK 2.5: CHANNEL STRATEGY AND MEDIA APPROACH

This task will outline how major marketing channels can work together to support Discover Buchanan. Recommendations may address the promotional website, social media, paid digital advertising, boosted content, email marketing, local and regional media, print, radio, outdoor advertising, and partner cross-promotion. The strategy will identify which channels are best suited for awareness, engagement, event promotion, and conversion, while recognizing that implementation will be scaled based on the selected monthly service tier and any separately approved media, website, or production budgets.

TASK 2.6: DOWNTOWN BUSINESS AND EVENT PROMOTION FRAMEWORK

Destination by Design will establish a practical approach for promoting downtown businesses, events, and experiences throughout the year. This framework will identify how individual businesses can be featured within a broader downtown story, how event promotion can be coordinated in advance, and how partner content can be incorporated into the Discover Buchanan marketing system while maintaining a consistent downtown identity.

TASK 2.7: DISCOVER BUCHANAN MARKETING STRATEGY SUMMARY

Task 2 will conclude with a Discover Buchanan Marketing Strategy Summary that brings together the goals, audiences, positioning, messaging, seasonal campaign direction, channel recommendations, business and event promotion approach, and performance tracking framework into one clear working document. This strategy will guide the selected monthly service tier and provide a foundation for future website content, social media planning, media placement, creative development, and ongoing marketing management.

TASK 3:

Social Media and Campaign Support

DELIVERABLES:

This task will support ongoing Discover Buchanan marketing through scalable social media planning, content development, light campaign coordination, and partner communication. Services will be tailored to the selected monthly tier and will rely on existing, DDA-provided, or approved source content unless original content capture is separately authorized.

TASK 3.1: SOCIAL MEDIA PLANNING AND CONTENT CALENDAR

Destination by Design will develop monthly content calendars for Discover Buchanan based on campaign priorities, seasonal themes, events, and available business or downtown content. The content calendar will organize planned posts, general themes, source content needs, and coordination items for DDA or City review.

TASK 3.2: COPYWRITING AND CREATIVE DEVELOPMENT

DbD will develop social media copy and simple social graphics using existing, DDA-provided, or approved materials. Content may highlight downtown businesses, events, seasonal experiences, visitor tips, and campaign themes. The number of posts developed each month will be based on the selected service tier.

TASK 3.3: PUBLISHING AND CHANNEL SUPPORT

Depending on the selected service tier, DbD may support publishing, light monitoring, and coordination with DDA or City staff on comments or messages. Lower tiers assume DDA or City staff will publish posts and manage direct community engagement, while the highest tier includes a greater level of publishing and light channel management.

TASK 3.4: CAMPAIGN CREATIVE AND BOOSTED CONTENT COORDINATION

DbD may develop light campaign creative and coordinate boosted content or paid social activity when approved by the DDA. Paid media spend, boosted content budgets, and more complex campaign development will be approved separately and are not included in the monthly service fee unless specifically identified in the selected tier.

TASK 3.5: COORDINATION WITH DDA, CITY STAFF, AND DOWNTOWN PARTNERS

DbD will coordinate with DDA and City staff to gather event information, identify content opportunities, confirm business features, and maintain an organized content workflow. DDA or City staff will assist with timely source content, business updates, approvals, and local response needs.

TASK 4:

Discover Buchanan Promotional Website / Landing Page

Destination by Design can plan, design, and launch a dedicated promotional website or landing page for the Discover Buchanan initiative using the final name selected by the DDA. This service would be scoped as a separate one-time project and may include site structure, visitor-facing content, mobile-friendly design, basic SEO, accessibility best practices, analytics setup, and launch coordination. Ongoing website updates after launch would be provided hourly or under a separately approved support arrangement.

TASK 5:

Performance Tracking and Reporting

DELIVERABLES:

This task will help the Buchanan Downtown Development Authority understand how the Discover Buchanan marketing program is performing and where adjustments may be needed over time. Destination by Design will track key metrics across applicable social media, website, paid campaign, and related marketing activities based on the selected monthly service tier. Reporting frequency and level of detail will correspond with the selected tier and any separately approved media or campaign activities.

TASK 5.1: PERFORMANCE TRACKING SETUP

Destination by Design will confirm the tools and metrics needed to track campaign activity, website performance, social media engagement, and paid media results. This may include Google Analytics, social media platform insights, paid advertising dashboards, website traffic reports, and other available tracking tools. The goal is to establish a simple reporting structure that captures the information most useful to the DDA.

TASK 5.2: MONTHLY PERFORMANCE REPORTING

DbD will prepare regular performance reports summarizing marketing activity, campaign reach, engagement, website traffic, top-performing content, paid media results, and other relevant metrics. Reports will be designed to be easy to understand and useful for DDA staff, board members, and community partners.

TASK 5.3: CAMPAIGN REVIEW AND OPTIMIZATION

Based on performance results, Destination by Design will provide practical recommendations for improving future marketing activity. This may include adjustments to content themes, posting schedules, audience targeting, ad creative, media placement, website content, or campaign timing. The intent is to ensure the Discover Buchanan program remains responsive and improves over time.

TASK 5.4: DOWNTOWN BUSINESS FEEDBACK

DbD will work with the DDA to incorporate feedback from downtown businesses when practical. This may include informal input, short check-ins, or simple feedback tools to help understand how businesses are experiencing campaign activity, event promotion, and visitor interest. This feedback will help connect marketing performance with the on-the-ground experience of the Central Business District.

TASK 5.5: YEAR-END SUMMARY AND RECOMMENDATIONS

At the end of the contract year, Destination by Design will prepare a year-end summary highlighting major activities, campaign performance, audience trends, website and social media results, and recommendations for the next year of Discover Buchanan marketing. This summary will help the DDA evaluate progress and plan future investment.

Schedule

While the proposed schedule provides a clear framework for implementation, we recognize that timelines may shift as DDA coordination, City review, downtown partner input, and campaign needs evolve over the course of the contract. Destination by Design will work collaboratively with the Buchanan Downtown Development Authority and City staff to maintain momentum, communicate proactively, and make thoughtful adjustments as needed to support the timely and effective delivery of services.

END MONTH 2

Discovery Summary / Market Assessment Delivery

- High-Level Market Assessment Summary or In-Depth Market Assessment and Strategic Direction Report delivered, outlining key findings, audience opportunities, visitor conversion opportunities, and early strategic direction

MONTH 2

Field Visit / Stakeholder Engagement

- Field visit completed;
- Stakeholder and business input gathered;
- Downtown assets and visitor experience reviewed

END MONTH 3

Marketing Strategy Delivery

- Discover Buchanan Marketing Strategy Summary delivered and reviewed with DDA/City staff

MONTH 4

Website Launch

- Discover Buchanan promotional website or landing page launched with analytics tracking in place

END OF YEAR

Website Launch

- Annual performance summary delivered with key results, lessons learned, and recommendations for the next contract year

QUARTERLY

Ongoing Performance Reporting

- Performance reports delivered;
- Campaign activity reviewed;
- Recommendations made for content, targeting, media, and seasonal adjustments

MONTH 1 - 2

Discovery and Market Assessment

- Review of existing materials completed;
- Regional tourism and visitor market review completed;
- Digital/social media audit completed

MONTH 1

Project Initiation

- Kickoff meeting completed;
- Communication protocols, schedule, and project workflow confirmed

MONTH 2 - 3

Marketing Strategy Development

- Marketing goals, priority audiences, downtown positioning, messaging framework, seasonal campaign direction, and channel strategy developed

MONTH 3 - 4

Website Planning, Design, and Content Development

- Website structure approved;
- Initial content developed;
- Business/event/experience content drafted

MONTH 4 - 5

Campaign Creative and Media Planning

- Initial campaign creative developed;
- Social media content calendar prepared;
- Media recommendations and paid campaign setup completed

MONTH 5 - 12

Campaign Implementation

- Social media, website updates, business/event promotions, paid campaigns, and media placements implemented according to selected service tier

01

MONTH

02

MONTH

03

MONTH

04

MONTH

05

MONTH

06

MONTH

Budget & Cost Proposal

Destination by Design has structured the budget to respond directly to the DDA's requested monthly service tiers while keeping foundational startup work separate from ongoing implementation. The market assessment, marketing strategy, and promotional website are one-time services that establish the foundation for Discover Buchanan. The monthly tiers are intended to support scalable levels of organic social media planning, content development, publishing, coordination, and reporting. Paid media, website updates, content shoots, and third-party expenses are handled separately so the DDA can control costs based on need and available budget.

ONE-TIME STARTUP COSTS

The DDA may select either Option A or Option B for the market assessment. Marketing Strategy Development and the Discover Buchanan Promotional Website / Landing Page are presented as separate one-time services because they are front-end deliverables that establish the foundation for ongoing campaign implementation.

SERVICE	FEE
Option A: High-Level Market Assessment	\$10,000
Option B: In-Depth Market Assessment	\$25,000
Marketing Strategy Development	\$10,000
Discover Buchanan Promotional Website / Landing Page	\$20,000

TIER 1: CONTENT PLANNING AND CREATIVE DEVELOPMENT

\$1,500/month | \$18,000 annually

This tier provides a focused level of support for keeping Discover Buchanan active with planned, consistent content. Services include one monthly coordination meeting, a basic monthly content calendar, creative direction, copywriting, visual selection, and development of up to four social media posts per month using existing or DDA-provided content. This level supports content planning and creative development, while DDA or City staff would remain responsible for publishing posts, responding to comments and messages, managing community engagement, providing source content, and supplying timely business or event updates.

Does not include: paid media management, boosted content budgets, original photography or video, short-form video editing, website development, website updates, major campaign creative, or detailed business-by-business content development.

TIER 2: ORGANIC SOCIAL MEDIA SUPPORT

\$3,000/month | \$36,000 annually

This tier provides a more active level of organic social media support for Discover Buchanan. Services include one monthly coordination meeting, a monthly content calendar, copywriting, visual selection, development of up to eight social media posts per month, basic social graphics, seasonal messaging, business and event promotional content, and a monthly performance snapshot. This level provides stronger support for maintaining a consistent social media presence while still relying on DDA or City staff for direct community management, message responses, and source content.

Does not include: paid media management, boosted content budgets, original photography or video, short-form video editing, website development, website updates, full community management, large campaign creative packages, or extensive business-by-business content development.

TIER 3: FULL SOCIAL MEDIA MANAGEMENT AND CAMPAIGN COORDINATION

\$5,000/month | \$60,000 annually

This tier provides the most complete level of ongoing support within the requested monthly structure. Services include monthly or biweekly coordination, a monthly content calendar, copywriting, creative development, publishing of up to twelve social media posts per month, light monitoring of comments and messages, coordination with DDA or City staff on responses, business and event feature planning, monthly analytics reporting, and quarterly strategy check-ins. This tier may also include coordination for boosted content or limited paid social activity, but all media spend would be approved and billed separately.

Does not include: ad spend, full-scale media buying, original photography or video shoots, short-form video editing, new website development, website updates, large printed collateral packages, or major campaign creative unless separately authorized.

ASSUMPTIONS AND PRICING TRANSPARENCY

The one-time startup costs are separate from the monthly service tiers. Market assessment, marketing strategy development, and website development require concentrated planning, creative, and technical effort before ongoing campaign implementation begins.

Monthly service tiers are focused on social media and campaign support. They do not include paid advertising costs, boosted content budgets, website updates, media placement costs, printing, photography, video production, specialty illustration, third-party software subscriptions, hosting fees, or other outside vendor expenses unless specifically authorized in writing by the DDA.

Photography, videography, and on-site content shoots are not included in the monthly service tiers or one-time startup costs unless specifically identified in the approved scope. If the DDA requests original content capture, including professional photography, video production, b-roll, interviews, event coverage, or seasonal downtown shoots, those services will be scoped and priced separately.

Website updates after launch are not included in the core social media tiers and may be provided on an hourly basis depending on the type, frequency, and volume of updates requested.

Paid media and boosted content budgets will be approved separately by the DDA before any funds are committed. Destination by Design does not mark up media placements unless otherwise agreed upon in advance.

OPTIONAL / AS-NEEDED SERVICES:

SERVICE	FEE
Website Updates After Launch	Hourly, based on type and volume of updates
Paid Media / Boosted Content Management	Scoped separately or billed hourly, depending on campaign complexity
Paid Media Spend	Direct pass-through, approved by the DDA in advance
Photography, Video, or Content Shoots	Scoped and priced separately
Printing, Outdoor, Radio, Print Ads, or Other Media Placements	Direct pass-through or separately approved vendor costs
Additional Creative or Campaign Development Beyond Tier Limits	Hourly or fixed fee upon approval

Case Studies

Harney County, OR

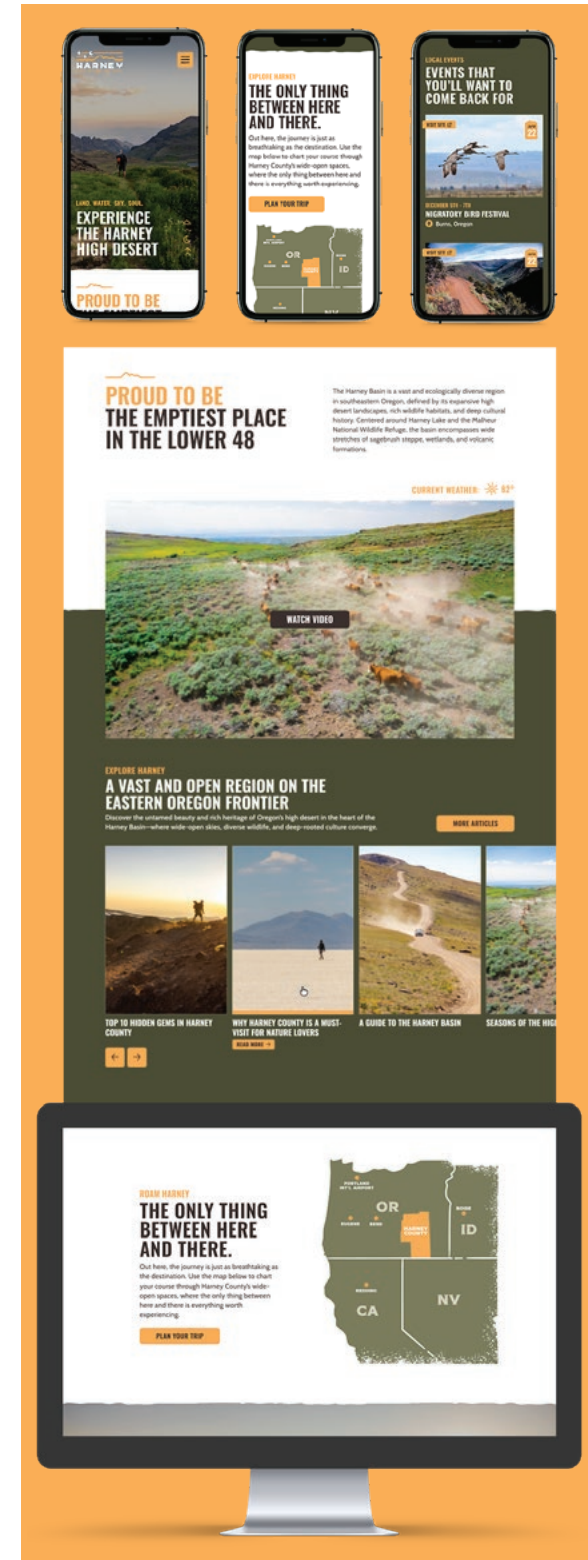
Project Timeline: 2022 - Ongoing
Services Provided: County Branding, Chamber Branding, Content Production, and Marketing Plan

Harney County, located in remote eastern Oregon, may appear as one of the emptiest areas in the continental US, but it conceals a resilient community and diverse ecosystem. Amidst the expansive high desert, mountains, and meadows, the Burns Paiute Tribe's influence fosters reverence for the land. With our branding and marketing experience, we are positioning Harney as an innovative steward of its natural resources, developing an authoritative brand voice, crafting a land ethos, promoting a new natural resource and restoration economy, while amplifying community voices, and embracing the frontier identity. The essence of the brand revolves around the elements of land, water, sky, and soul, with a focus on becoming an example of stewardship within the region and the United States.

REFERENCE

Marla Polenz
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marla@highdesertpartnership.org

[Click for Link](#)



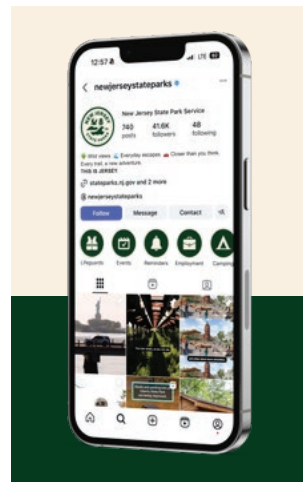
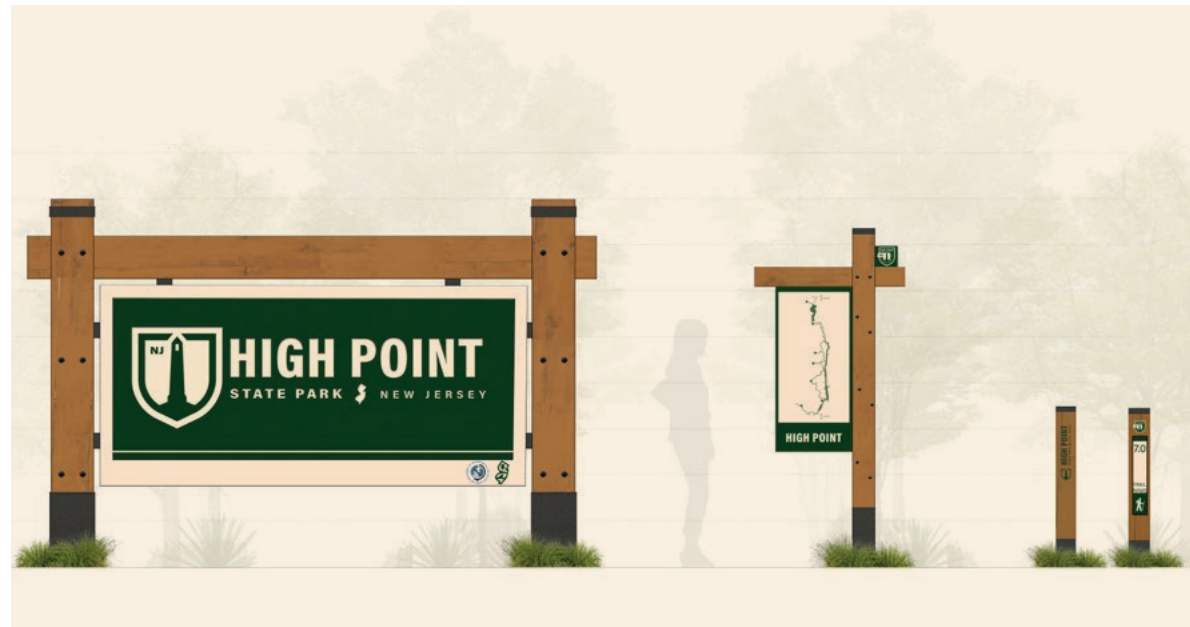
New Jersey State Parks, NJ

Destination by Design partnered with the New Jersey Division of Parks and Forestry to lead a transformative rebranding initiative for the entire New Jersey State Park System. The project began with the development of a unified brand identity for the Division—one that honors the state's natural beauty, ecological diversity, and deep cultural heritage while creating a more engaging and accessible experience for the public.

Following the successful launch of the organizational brand, the partnership expanded to include the rebranding of every individual state park, forest, and historic site across New Jersey. Through in-depth research, stakeholder engagement, and field visits, Destination by Design developed custom logos, visual identities, and signage-ready brand systems tailored to the unique story and environment of each location.

This system-wide rebranding effort ensures consistency across all communications and touchpoints while celebrating the distinct character of each park. The result is a modern, cohesive, and flexible brand family that invites all visitors to explore, connect, and discover the best of New Jersey's natural and historic treasures.

[Click for Link](#)



Visit Bath County, VA

Project Timeline: 2022–2023

Services Provided: Destination Branding,
Marketing Plan, Campaign Photography, and
Community Engagement

Bath County offers a wide range of experiences—from outdoor adventure to quiet restoration—set within the Allegheny Mountains. In partnership with Visit Bath County, Destination by Design helped shape a destination identity that balances the region’s natural beauty, historic character, and long-standing tradition of wellness.

Anchored by the enduring appeal of the County’s natural springs, the identity positions Bath County as a restorative destination where nature, heritage, and unhurried experiences come together—inviting visitors to reconnect, recharge, and return.

[Click for Link](#)



DeSoto County, FL

Project Timeline: 2023 - 2024

Services Provided: Destination Brand, Website,
and Marketing Content

Discover the last southern wilderness, where history, landscape, and cultures merge into "FLORIDA WILD." Partnering with DeSoto County, DbD crafted a distinctive destination identity that invites adventurers to explore this inland gem and uncover a new side of Florida. We not only developed the [VisitDeSoto.com](https://www.VisitDeSoto.com) and [GoDeSotoFL.com](https://www.GoDeSotoFL.com) websites but also created the original content that brings them to life. Together with the branding, marketing, and advertising campaigns we produced, these sites serve as the central platforms driving visitors and businesses to experience and invest in DeSoto County.

The Florida Wild campaign earned top honors from Visit Florida, receiving the 2024 Henry Award for Best Integrated Marketing Campaign.

REFERENCE

Sondra Guffey
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Click for Link



New River Gorge Towns, West Virginia

Project Timeline: 2025

Services Provided: Regional Tourism Brand

DbD helped create NRG Towns to unite the communities surrounding New River Gorge National Park and Preserve under a shared identity - "Real Towns. Unreal Adventures." The brand captures Appalachian heritage, outdoor adventure, and small-town connection, inviting visitors and residents to "Feel the NRG." A flexible visual system features adaptable logos, vibrant colors, and playful iconography, supported by a comprehensive style guide. Implementation emphasizes community-led adoption, regional collaboration, and growth through partner toolkits, storytelling campaigns, and events like NRG Towns Day. The result is a cohesive, authentic brand that builds pride, strengthens tourism, and positions the region as a premier Appalachian destination.



City of Cleveland, TX

Municipal Branding, Brand Strategy, Logo,
Messaging, and Community Engagement

Cleveland, Texas—a growing community at the edge of the Texas Piney Woods—sought a unifying brand to strengthen local identity, promote outdoor recreation, and position the city for long-term economic growth. Through an inclusive, research-driven process, we developed a strategic brand platform that reflects Cleveland’s welcoming spirit, bold vision, and deep-rooted pride.

The “All Paths Lead Home” brand captures the warmth of small-town life while highlighting Cleveland’s access to nature, resilient character, and entrepreneurial momentum. Drawing inspiration from its railroad heritage and cultural diversity, the brand evokes a powerful sense of belonging—anchored by the city’s historic downtown, family-focused values, and proximity to Sam Houston National Forest.

The strategy now serves as a foundation for community storytelling, tourism marketing, and business attraction—equipping Cleveland with a distinctive identity that honors its past while confidently embracing the future.

REFERENCE

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Director of Community Development | Cleveland, TX

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City of Aiken, SC

Agency of Record, Website, Destination Brand & Marketing Campaign

Nestled in the heart of South Carolina, Aiken is a captivating city that seamlessly blends history, charm, and modern vitality. With roots dating back to the early 19th century, Aiken is steeped in equestrian heritage, cultural diversity, and a strong sense of community—a city where visitors can explore picturesque trails, boutique shopping, diverse culinary delights, and rich history. Destination by Design (DbD) is helping shape Aiken's competitive tourism future through an inclusive brand strategy, visual identity refinement, and extensive marketing initiatives, including the development of a new website (VisitAikenSC.com), commercial content and creative production, and a comprehensive digital marketing campaign plus print advertising. These efforts have resulted in a 250% increase in web traffic, demonstrating the power of a strategic, well-executed tourism marketing approach in driving engagement and visitation.

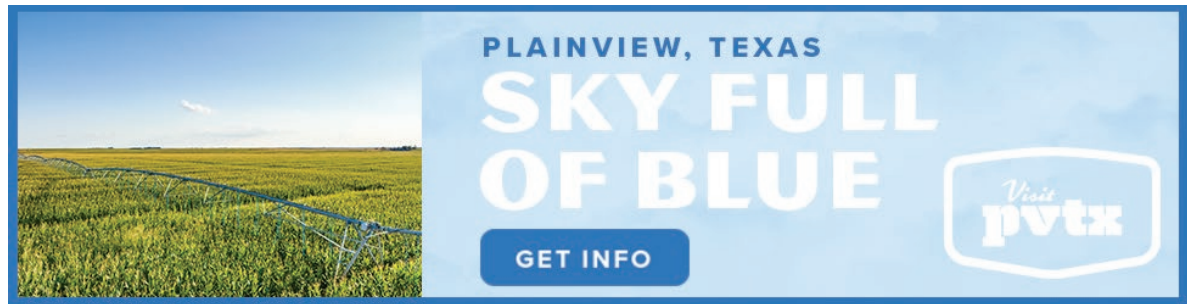


Plainview, TX CVB Brand Marketing

Tourism Branding, Marketing Plan,
and Community Engagement

Plainview, Texas—a community rapidly revitalizing its historic downtown and enhancing quality of life through park investments—sought a modern, future-focused brand to elevate its appeal as a visitor destination and highlight its unique cultural and recreational assets. Through our collaborative, research-driven approach, we developed a comprehensive branding strategy that celebrates Plainview’s rich history and budding downtown arts scene.

The “PVTX” brand identity was crafted to capture the city’s distinct sense of place, using a memorable shorthand to foster local pride and enhance recognition among travelers exploring the Texas Panhandle. The tagline “Sky Full of Blue”—inspired by hometown legend Jimmy Dean- is now a memorable symbol of Plainview’s wide-open landscapes, blue-sky adventures, and limitless opportunities for visitors to experience the Texas Panhandle.



Rockingham County, NC

Blueway Brand, Blueway Guidebook, and Visitors Guide

Among the gentle sloping landscape of the North Carolina/Virginia border lies Rockingham County, NC. In its past the county was an industrial hub of textile manufacturing, largely because of its easy access to waterways as a means of transportation. Today the county's 4 major rivers and 3 large lakes support the economy in another way – Tourism & Recreation. DbD worked with the Rockingham, Co. to develop a brand that could represent the County's blueways which included a printed "passport map" that would help users get out on the water. An invitation was extended for adventurers to "Rock the RoCo." And now the brand has extended to a plethora of signage throughout the county, as well as additional branded assets that can be seen throughout.



[Click for Link](#)



Northville, MI Parks & Recreation

Services Provided: Wayfinding Design, and Branding

Northville's parks and recreation system is a defining part of community life, serving residents across neighborhoods, seasons, and activities. Destination by Design partnered with Northville Parks and Recreation to develop a cohesive brand identity that unifies the system while remaining flexible enough to work across diverse park types and experiences.

Grounded in community context and on-the-ground understanding of how the parks are used, the brand establishes a clear visual and verbal framework that supports recognition, consistency, and long-term adoption. The identity balances approachability with clarity, ensuring it feels welcoming to everyday users while functioning effectively across signage, communications, and program materials.

The result is a parks and recreation brand that strengthens system-wide identity, supports future growth, and creates a consistent foundation for wayfinding, outreach, and engagement—reinforcing Northville's parks as shared community assets.

REFERENCE

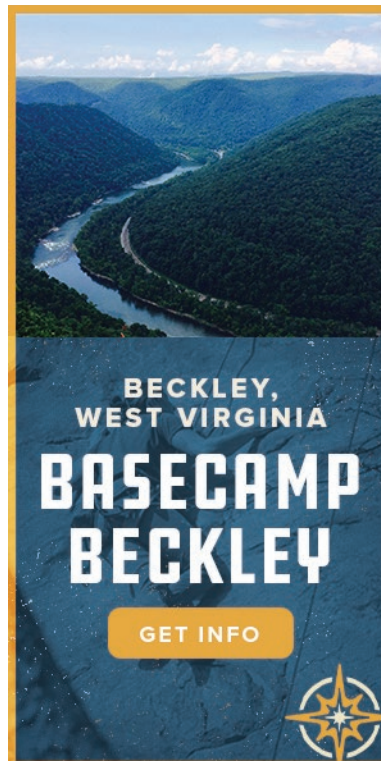
Derek O. Smith
Parks & Recreation Director
Charter Township of Northville, MI
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dsmith@twp.northville.mi.us



City of Beckley, WV

Destination Branding and Outdoor Tourism Plan

The Beckley Outdoors Plan and the Basecamp Beckley brand will establish and promote Beckley, WV as a premier outdoor destination. In addition, the DbD planning team led a tourism master planning effort to develop and improve unique outdoor infrastructure such as trails, greenways, river accesses, rock climbing areas, parks, public art, and multi-use public spaces for events and festivals. These projects aim to create a vibrant City that attracts and retains businesses, residents, and visitors.



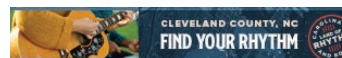
Cleveland County Tourism, NC

Destination Brand, Content Creation,
Web Development, & Marketing Execution

Cleveland County, NC, known to some as an Americana roots-music mecca, is poised for growth as a tourism destination. Until now, they had never undertaken a strategic, holistic evaluation of their tourism product and potential for brand evolution. How could the County begin to leverage what they do have, while broadening their appeal to a wider audience of cultural and outdoor enthusiasts? Enter “The Land of Rhythm”, an innovative brand solution that beckons visitors to “Find Your Rhythm Here”, whatever it may be. Project deliverables also include a new DMO website and content strategy. This project is freshly minted and planning for a 2021 roll-out.



**CAROLINA'S LAND OF
RHYTHM AND ROOTS**



* Digital ad flight used on
the website of Garden &
Gun Magazine



Visit Hickory, NC

Destination Branding

Nestled between the Blue Ridge Mountains and the bustling piedmont, Hickory Metro combines small-town warmth with metropolitan amenities. In partnership with the Hickory Conover Tourism Development Authority, DbD has been instrumental in redefining the Hickory brand, creating a welcoming identity that showcases its vibrant community and boundless opportunities. From family-friendly activities and gourmet dining experiences to top-notch sports facilities and expansive outdoor spaces, Hickory offers an ideal blend of relaxation and adventure. Our efforts highlight the area's cultural vibrancy, connectivity, and appeal as a central hub for business, leisure, and sports tourism, positioning Hickory as a dynamic destination for visitors from near and far.



Talbot County, MD

Tourism Website

Destination by Design recently launched [TourTalbot.org](https://www.tourtalbot.org), a fully custom tourism website for Tour Talbot County, Maryland, showcasing the county's authentic Eastern Shore charm and vibrant mix of history, arts, dining, and outdoor experiences. The new site elevates the destination's digital presence and serves as a centralized planning tool for travelers, inviting them to explore Talbot County's towns and attractions with ease.

Developed through a collaborative process with county tourism leadership, the website features a user-friendly architecture that combines intuitive navigation, smart search functionality, and immersive storytelling. Visitors can easily filter listings for attractions, dining, lodging, and events—all powered by a flexible content management system that allows staff to manage updates and optimize content efficiently.

Built on a fully custom WordPress platform, the site emphasizes performance, ADA/WCAG accessibility, and long-term maintainability. The design features a clean, inviting interface with scalable visual modules, vibrant imagery, and an engaging mobile experience that captures the beauty and personality of Maryland's Eastern Shore.

REFERENCE

Cassandra Vanhooser
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cvanhooser@talbotcountymd.gov

LINKS



[Click to Website](https://www.tourtalbot.org)



Great Trails State Coalition

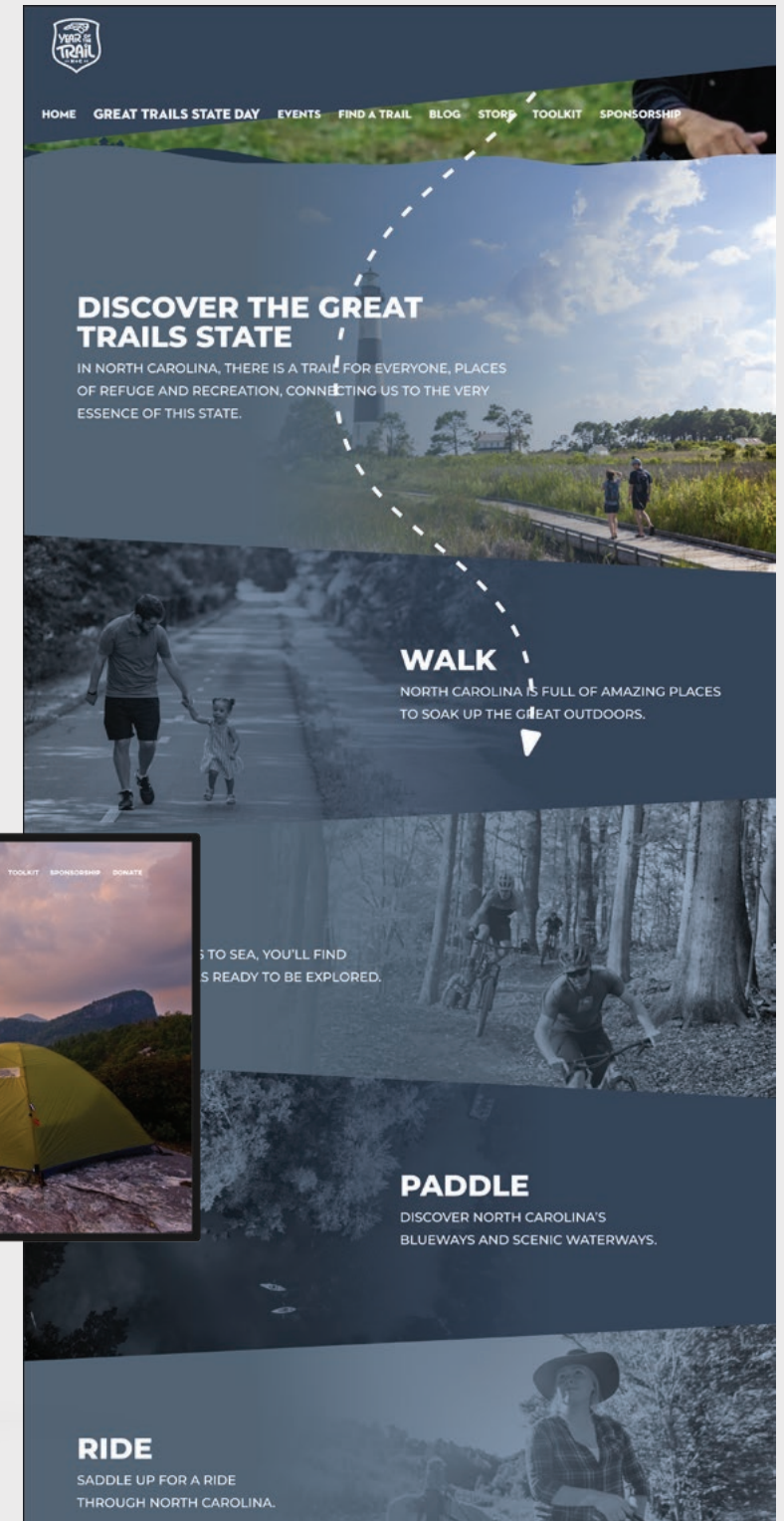
Brand, marketing campaign, and custom website

The Year of The Trail, a campaign showcasing and celebrating North Carolina's trails and diverse trail experiences, aims to elevate trail usage and legislative investment in the state's trail system. Destination by Design crafted an engaging brand for the campaign and the Great Trails State Coalition, the project's overseer. Alongside branding, the team produced original content and creative assets—including photos, videos, and a custom website. [GreatTrailsNC.com](https://www.greattrailsnc.com) stands as a pivotal tool in realizing the campaign's vision, serving as a dynamic hub where trail enthusiasts and curious explorers can engage with trails, share their experiences, find trail events, and actively support trail-related legislation while providing a toolkit for community leaders to promote trails in their own backyards. With its innovative and responsive design, the website contributes significantly to making 2023 the transformative Year of The Trail in North Carolina.

LINKS



[Click to Website](https://www.greattrailsnc.com)



Rutherford County, NC

Tourism Development Website and Public Engagement Marketing Management

The newly redesigned RutherfordBound.com serves as the central hub for communicating the vision, progress, and impact of the Rutherford Bound initiative. With a fresh, modern design and enhanced functionality, this is more than just a website, it is a dynamic storytelling platform that highlights how strategic investments in infrastructure, outdoor recreation, and downtown revitalization are transforming Rutherford County into a premier destination to visit, live, and work.

RutherfordBound.com has played a key role in rallying support for the initiative, helping to secure more than \$23M in funding for transformative projects. The site continues to be a critical tool in shaping a thriving, forward-thinking community—one that welcomes new families, attracts a talented workforce, and strengthens Rutherford County's identity as a vibrant and connected destination.

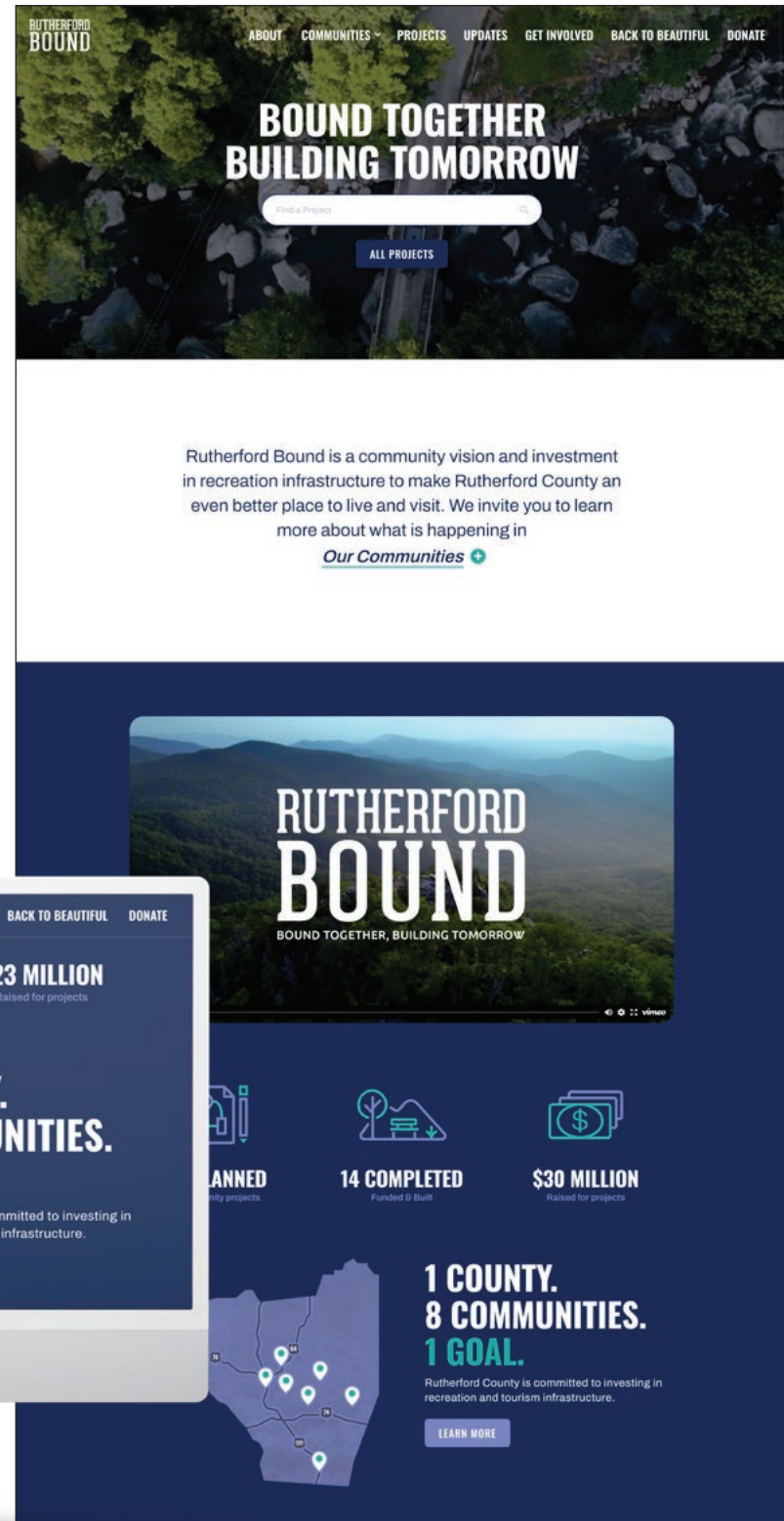
REFERENCE

Don Cason
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Rutherford County Tourism
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(828) 287-6121
don.cason@rutherfordcountync.gov

LINKS



Click to Website



McDowell County, NC

Destination Branding, Marketing Plan, Content Creation, and Social Media Creation

Destination McDowell is a 15-year visionary strategy, masterminded by the McDowell County Tourism Development Authority, aimed at skillfully managing its capital infrastructure program through strategic decision-making and investments. Through an extensive, year-long collaboration with local businesses, government officials and staff, residents, and tourism partners, the plan harnesses the diverse geography of McDowell County – from high peaks to river valleys – to enrich the visitor experience. Recommendations include innovative public venues, streetscapes, expansive trail systems and more, fostering downtown revitalization and outdoor adventure.

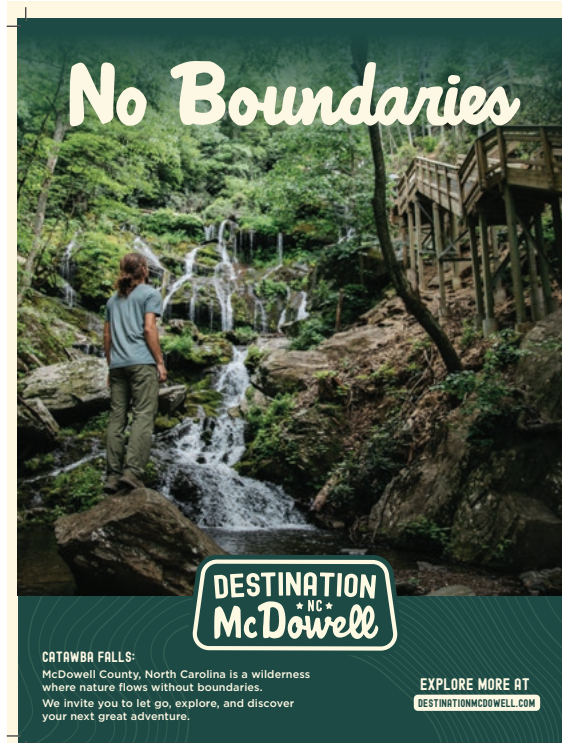
REFERENCE

Shannon Odom
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McDowell County
Tourism Development Authority
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LINKS



Click for Link



Town of Boone, NC

Outdoor Recreation Tourism Map Series

Watauga County is one of the most vibrant outdoor recreation destinations in Western North Carolina. To highlight the area's key outdoor recreation assets, the local Tourism Development Authority commissioned DbD to develop a custom map series featuring Rocky Knob Mountain Bike Park, the New River Paddle Trail, premier road cycling routes, and a variety of hiking trails along the Blue Ridge Parkway.

REFERENCE

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Request for Proposals

PLEASE INCLUDE AS THE LAST PAGE OF PROPOSAL

SUBMISSION PROPOSAL SUBMITTED BY: Destination by Design

Destination by Design
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Phone Number

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Address

Boone, NC 28607
City, State Zip code

Zachary Hoffman
Contact Person/Person Submitting Proposal

zach@dbdplanning.com
Email


Signature of Person Submitting Proposal

05/20/26
Date

Let's Get
Started.



828-386-1866

zach@dbdplanning.com

Monday-Friday
9:00am-5:00pm