

Exhibit A: Scope of Services, as identified in the Requests for Proposals for Tourism and Marketing Services

I. SCOPE OF SERVICES

The successful consultant will be expected to complete the following scope of work, including but not limited to:

- a. Develop a strategic consumer marketing plan in coordination with other economic development efforts that includes identification of target markets; specific strategies with measurable objectives for each target market; and tactics to achieve those objectives.
- b. Analyze and recommend specific marketing mediums to include, but not limited to, print design, website content, billboards, videos, photos, etc. Monitor placement to ensure accuracy and completion of all media schedules.
- c. Develop strategies that maximize funds to establish an on-going marketing program. Program should identify potential marketing and advertising partners to develop tactics for generating new funding opportunities and leverage City of Fruita funds to extend a comprehensive marketing program.
- d. Develop a comprehensive reporting strategy that will inform the City of Fruita, in a timely manner, of the successes and failures of the marketing program and corrective action measures to address failures or intensify successes.

The consultant will provide all services necessary to successfully complete the project described above. Activities should include, but may not be limited to:

- e. Develop a marketing plan to promote recreation and sporting activities. Promotion includes strategic messaging to educate visitors on responsible tourism, Colorado Leave No Trace principles, how visitors can spread out and enjoy the many outdoor recreational opportunities to encourage travel during off-peak time periods and be in line with the City's comprehensive plan Fruita in Motion to balance the City's community first approach while welcoming guests to our world-class community. The marketing plan will promote, but may not be limited to:
 - i. Natural resources for mountain biking, hiking, rafting, backpacking, 4-wheeling, rodeo, hunting, fishing, horseback riding, and wildlife viewing.
 - ii. Fruita's festivals, specifically "Fruita Fat Tire Festival," "Mike the Headless Chicken Festival," and "Fruita Fall Festival." Festivals will be promoted collectively and individually.
 - iii. World-renowned paleontology sites within the Fruita area, specifically: Dinosaur Hill, Rabbit Valley, Riggs Hill and the Fruita Paleo Area. The plan will include the nationally designated Dinosaur Diamond Prehistoric Byway.

- iv. Federal lands with abundant outdoor recreational activities including Colorado National Monument, a unit of the National Park Service with over 23,000 acres and over 40 miles of biking trails; and McInnis Canyons National Conservation Area with 123,400 high-desert acres including Rattlesnake Canyon, which includes the second largest concentration of natural arches in North America.
 - v. Family- friendly destinations including Dinosaur Journey, a unit of the Museum of Western Colorado, and the Riverfront Trail.
 - vi. The friendly destinations including Dinosaur Journey, a unit of the Museum of Western Colorado, and the Riverfront Trail.
- f. The marketing plan will specify the following issues and provide a cost estimate where appropriate:
 - i. Where marketing efforts will occur
 - ii. What will be marketed
 - iii. Identified target market(s)
 - iv. Timing strategies
 - v. Available resources
- g. Develop a strategy to utilize free advertising, sponsorships, and media partnerships. May also leverage local talent.