



RELIC // SJC STATEMENT OF WORK

PREPARED BY

Pratt Redd
Sorenson Advertising, dba Relic
290 N University Avenue
Provo, UT 84606

DATE	December 28, 2023
SOW #	#122824
PROJECT	San Juan County 2024
VALID UNTIL	30 days from submittal

SUBMITTED TO

Elaine Gizler
San Juan County
Director of Economic Development
& Visitor Services

117 South Main Street
Post Office Box 490
Monticello, UT 84535

PROJECT DESCRIPTION

Relic Agency is delighted to extend its marketing agency partnership with the San Juan County Office of Tourism for the year 2024. Building on the success of our collaboration in the past, we are eager to continue delivering exceptional advertising and marketing services to enhance the visibility and appeal of San Juan County. Throughout 2024 Relic will work alongside the economic development and tourism department to ensure care for the marketing efforts revolving around San Juan County and their Utah's Canyon Country Brand.

In alignment with the Service Agreement between Relic Agency and the San Juan County Office of Tourism, our dedicated team will provide the following comprehensive services:

PROJECT OBJECTIVES

The Agency agrees to provide the following services to the Client:

Digital In-State and Co-op Tactics:

- Strategically target the local and out-of-state audiences on Meta platforms.
- Implement prospecting campaigns to engage and captivate the community.
- Optimize Meta platform strategies to foster increased brand affinity.

Email Marketing:

- Develop and execute targeted email marketing campaigns to reach the desired audience.
- Implement personalized and compelling content to drive engagement.
- Analyze email campaign performance and optimize for maximum impact.

SEO (Search Engine Optimization):

- Conduct comprehensive SEO audits and implement strategic optimizations.
- Enhance the online visibility of San Juan County through targeted keywords.
- Monitor search engine rankings and adjust strategies to meet SEO goals.

Geofencing Services:

- Implement geofencing strategies to target specific geographical areas.
- Create location-based campaigns to reach potential visitors effectively.
- Optimize geofencing parameters for enhanced campaign performance.

Paid Search, Display, and Retargeting on Google Platforms:

- Execute paid search campaigns to capture relevant search traffic.
- Design visually appealing display ads for increased brand visibility.
- Implement retargeting strategies to re-engage interested users.

Traditional In-State and Co-op Tactics include

Streaming TV:

- Develop and execute streaming TV advertising campaigns to reach a broad audience.
- Utilize targeted placements to connect with viewers interested in travel and tourism.
- Monitor campaign performance on streaming platforms and optimize for maximum impact.

In-Person Personality Segments from Top Utah and Colorado News Stations:

- Facilitate in-person interviews and personality segments with top news stations in Utah and Colorado.
- Leverage the credibility and reach of news personalities to showcase the unique attractions of San Juan County.
- Coordinate with news stations to secure prime time slots for increased visibility.

Public Relations and Content Services:

Content Services for Website:

- Develop a comprehensive content strategy for the San Juan County website.
- Create engaging and shareable content that highlights the unique attractions and experiences.
- Regularly update the website with fresh, relevant, and SEO-optimized content.
- Utilize multimedia elements, including images and videos, to enhance the user experience.

Public Relations Services for Regional and National Print/Online Publications:

- Craft compelling press releases to announce key events, initiatives, and developments in San Juan County.
- Conduct targeted outreach to regional and national print/online publications.
- Secure editorial coverage and features in high-profile publications to amplify the county's visibility.
- Monitor media coverage and engage in proactive media relations to shape a positive narrative.

Creative and Account Management Services

Through our Creative Strategy and Design Retainer, the Relic team will infuse innovative design concepts into all visual elements, ensuring a dynamic and contemporary appeal. Simultaneously, our Account Management and Strategy Retainer will provide a seamless, strategic, and client-centric approach, fostering a harmonious partnership. Together, these retainers aim to elevate San Juan County's brand presence with creativity and strategic alignment throughout the year. *The account manager for San Juan County is from and lives in Blanding.*

BUDGET AND PAYMENT SCHEDULE

Relic Agency will follow a monthly budget that has been approved by the County Commissioners. Additional services may be added to the budget by the department head should she see fit.

<i>PROJECT TOTAL FOR ALL RELIC SERVICES & DELIVERABLES</i>	\$259,100
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STATEMENT OF WORK AGREEMENT

Milestones, deliverables, and timeframes will be mutually agreed upon by Vendor and Client and communicated utilizing the Vendor's project management system. Costs are based on time, expertise, and expenses incurred to meet the objectives of the project. Should any element, strategy, scope, or direction of this project change due to client request, a Change Order reflecting the agreed-upon changes and corresponding costs will be issued to the client for approval.

<i>SOW #</i>	#122824
<i>PROJECT</i>	San Juan County 2024 Marketing Services
<i>CLIENT</i>	Cumberland Area Economic Development Corporation
<i>VENDOR</i>	Relic
<i>ISSUED</i>	December 28, 2023
<i>VALID</i>	30 days from submittal

CLIENT

RELIC

Signature

Signature

Printed Name

Printed Name

Title

Title

Date

Date