

## EXHIBIT A

- 1) **Increase leads and bookings for groups, conventions, concerts and tournaments to the City at the regional, national, and international levels using paid (to include billboards, as determined), earned, and owned media platforms;**
  - a. Help promote call to artists outside of Yuma for the following events via social media: Art in the Park, ARTbeat and North End Art Walk.
  - b. Assist with attracting audiences from around the region for exhibits at the Yuma Art Center with an editorial piece about the Yuma art scene in the 2017-2018 Yuma Visitor's Guide.
  - c. Promote Parks & Recreation facilities for tournaments: softball, baseball, soccer, volleyball, golf etc.
    - i. Promote the PAAC (Pacific Avenue Athletic Complex) as an elite tournament complex.
  - d. Promote City facilities as rental locations for conferences, fairs, festivals concerts, etc.
- 2) **Attend conferences, trade shows, and similar events, and invite a representative from the City (at the City's expense) to attend with YVB. If a City employee cannot attend, the City must be given sufficient time (at least 45-60 days notice) to prepare materials to be distributed by YVB at the conference, trade show, or similar event. Provide the City with a 2017/2018 list of YVB's confirmed conference and trade show schedule.**
  - a. Research possible cultural/arts conferences/expos to promote the Yuma community's rich arts and culture scene.
  - b. Include outdoor sports conferences/expos to promote Yuma as a year round sporting destination
- 3) **Promote the City and its surrounding market as a destination for business, leisure, and recreational activities through the following assortment of campaigns presented at the local, regional, national, and international levels using paid, earned, and owned media platforms:**
  - a. Reaching out to agriculture, military, and athletic based businesses to bring industry-related activities to Yuma, and working with the Greater Yuma Economic Development Corporation and the Yuma International Airport in this effort;
  - b. Enhancing the City's image as a year-round destination with specific attention dedicated to regional travelers and the international traveler, particularly in the Canadian and Mexican markets;
  - c. Appealing to editors, travel writers and trade journalists through press releases, media tours and events, and documenting the success of these efforts — and Yuma's visibility in general. Must provide a monthly update of these efforts to City of Yuma Marketing team at scheduled monthly meetings.
  - d. Writing a monthly blog feature on the YVB website that publishes content which can be shared by visitors and through the YVB's social digital platforms (Facebook and Twitter). City of Yuma staff will help write blog posts when needed;
  - e. Distributing a newly updated rack brochure throughout the American Southwest region, targeting those locations which are within a day's drive of Yuma. Provide the City with a copy of the distribution contract with locations;
  - f. Planning, executing, and evaluating the YVB's existing events and tour programs to ensure participant feedback is being considered when preparing for future activities;
  - g. Enhancing the YVB's agritourism program by continuing partnerships with the City's agriculture community, the University of Arizona Cooperative Extension, and Arizona Western College;
  - h. Increasing attendance at the Visitor Information Center and merchandise sales at the Yuman Interest Gift Shop;
  - i. Providing a community-wide Yuma 101 workshop once a year to educate Yuma frontline staff about selling Yuma to their patrons and guests.
    - i. YVB will provide the City with ten (10) complimentary tickets to the annual Yuma 101 workshop.
  - j. Maintaining a reliable network of contacts for promoting Yuma;
  - k. Releasing, promoting, and distributing the annual Yuma Visitors Guide, rack brochure and other promotional materials;
    - i. Provide the City of Yuma two, full pages of advertising space in the 2017-2018 Guide, to be divided up at the City's discretion. Camera ready artwork due to the Yuma Visitor's Bureau by August 1, 2017.

- i. Fielding and assisting with inquiries and crews filming in the City. YVB will work with the re-established state level filming office.
- 4) Promote the following City hosted events outside of the Yuma area. Meet with City staff during planning sessions for each event to discuss YVB involvement:**
  - a. USA Western Class National Tournament (September 1-4, 2017)  
Coordinate discounted hotel stays and comped rooms (Approx. 35 teams with 10-18 per team)
  - b. Fiestas Patrias (September 15, 2017)
  - c. YumaCon (October 7, 2017)
  - d. North End Art Walk (November 17, 2017)
  - e. Senior Games (Begins January 2018)
  - f. Art in the Park (January 13, 2018)
  - g. Yuma's Medjool Date Festival (January 27, 2018)
  - h. Boogie Brews and Blues Festival (February 17, 2018)
    - i. Coordinate discounted hotel stays and comped rooms
  - i...City of Yuma's Lettuce Festival (February 23-24, 2018)
  - j...Tunes & Tacos Festival (April 13-14, 2018)
  - k. ARTbeat 11 (April 21, 2018)
    - i. Coordinate discounted hotel stays and comped rooms
- 5) Continue to coordinate, plan and produce the Dorothy Young Memorial Electric Light Parade.**
- 6) Provide City of Yuma with one run of site (ROS) web banner placement for 12 months on visityuma.com at no charge. Web banner may be used at City of Yuma's discretion. Design of the web banner can be changed monthly.**
- 7) Foster new and existing relationships with local businesses in an effort to drive City of Yuma profitability and occupancy rates.**
- 8) Work with 4FrontED Tourism Committee to support its regional efforts.**
- 9) Build the Visit Yuma YouTube channel by producing a series of at least two (2) videos that can be used by residents and businesses to promote the Yuma area.**
- 10) Coordinate in-season FAM (familiarization) tours and incorporate City of Yuma facilities, events, tournaments, etc. Invite writers from different areas including athletics, arts/culture, food, etc.**
- 11) Coordinate and distribute a survey of regional hoteliers to gather tourism suggestions, potential target markets, comments and feedback. Share results with City of Yuma Marketing team.**
- 12) Work with the City to promote non-City hosted events, tournaments, etc. that are being held at City facilities that will attract an out-of-town audience.**