

Attachment C

I. SCOPE OF WORK

A. General Requirements

1. Overview:

Agency shall provide full-service marketing services to the Department of Economic Development and by extension the Virginia Beach Development Authority (VBDA) collectively known as the "City". Agency shall perform such research, testing, content development, content distribution, and other tasks associated with marketing services as may be authorized and required by the City to promote the goals of the Department of Economic Development to include consultants working on behalf of the City as directed by the Economic Development Director and/or his/her designee. Any resulting Agreement from this solicitation may also be utilized by other City agencies as required or "on an as-needed basis" with the Approval of the Economic Development Director and/or his/her designee. The selected Agency may use outside sources such as contractors to perform specialty work that is not within their core business to perform certain tasks as needed. The agency will use bidding practices acceptable to the City for these "Consultant" assignments and shall periodically show their bidding selection process.

**City Option:** The City shall have the option to expand the scope of the resulting contract to include services on behalf of the City's Convention and Visitors Bureau, including the possibility of engagement of the Agency using an "agency of record" model, and the exercise of this option by the City shall require the mutual approval of both the City and the Agency.

2. Public Relations:

In addition to marketing services proposers shall provide as needed full-service public relations services that shall provide for, but not be limited to, an integrated program for supporting and maintaining brand development, messaging and interactive strategies including, but not limited to, maintaining an online pressroom, production and appropriate distribution of news releases and articles, organization of familiarization trips and press visits, publicity programs, creation of promotional materials and activities, formulation of public relations strategies, coordinating market research, and providing other public relations/marketing activities related to promoting Virginia Beach Economic Development. The above will also extend to trade show and marketing mission specific messaging and collateral material (paper and electronic) development and post trip follow-up messaging. This service may be offered through sub-contractors, self-performance, or a combination of the two.

3. Advertising Services:

In addition to marketing services proposers shall provide as needed full-service advertising services that shall include, but not be limited to, production, and placement of media advertisements, creation of promotional materials, digital marketing activities to include social media outlets, development of brochures/rack cards and other materials and other methodologies not currently contemplated. These ad services may be either overarching Economic Development mission content or content development for specific targeted industries or our Economic Development strategic initiatives such as the VaBeach Bio Accelerator and/or the Hive Resource Center. Development and procurement of giveaway branding items may also be a methodology that may be pursued. (I.e. hats, shirts, etc.) This service may be offered through sub-contractors, self-performance, or a combination of the two.

4. Measurements/Results:

Recognizing that the City of Virginia Beach is a public entity, performance tracking is a critical component of all marketing efforts; the selected Agency of Record will need to demonstrate to the City of Virginia Beach measurable results and a ROI for all deliverables on a periodic basis, no less than once a month, to include measuring the effectiveness of specific initiatives within the overarching marketing effort.

B. Specific Requirements:

1. Tentative Agreement:

## Attachment C

All work shall be performed in accordance with the tentative agreement incorporated herein as Attachment F

2. Approval:

All services provided by the Agency shall be authorized by the City. The Agency will be required to provide a quote on work requested in advance of the work being performed and that quote (work assignment) will need to be approved in advance of that work being performed by the Economic Development Director and/or his/her designee. Any unauthorized work may not be paid for by the City.