Scope of Work
Marketing for the City of Port Townsend
CP Communications
January 1 – December 31, 2013

Develop and implement marketing strategy for 2013

-Track results as available

Continue to develop PT Meetings & Conferences

-Partner with Seattle CVB to bring groups to Port Townsend
-Direct work plan for Meetings & Events Coordinator
-Develop marketing materials and manage solicitation of groups to PT
-Work in collaboration with the Jefferson County Chamber and NWMC to further create infrastructure for groups and conferences
-Work with Meetings & Events Coordinator in management of Webervations
-Confirm and solidify offerings for booked conferences
-Help provide customer service to groups coming to Port Townsend in 2013
-Work with consultant on lodgings and conferences marketing study

Continue with destination marketing

-Strategic planning and implementation
-Media communications and public relations
    Pitch articles to media about Port Townsend
    Respond to media requests
    Provide fam tours to media as needed
    Provide regular e-communications to writers
    Track articles and media coverage
-Develop creative messages that are consistent and professionally produced
-Determine need and produce collateral materials
-Determine need and coordinate advertising buys and design
-Web site updates and management
-Social media updates
-Work with marketing partners to assure media, fam tours, groups and events are coordinated and welcomed

Film Liaison

-City's first point of contact and project manager for films, TV commercials and documentaries being produced in Port Townsend
-Primary contact with Washington Filmworks

Marketing Administration

-Attend LTAC, TCC and OPTC marketing meetings representing City
-Participate on board for Olympic Culinary Loop
-Manage budget and report to City Manager and LTAC
-Provide monthly reports

-Work closely with Jefferson County Chamber and VIC for tourism needs, fulfillment of collateral materials, etc.

-Work in partnership with Main Street, Whidbey/Camano Island Visitor Bureau, San Juan Island Visitor Bureau, Washington State Ferries and Washington Tourism Alliance (see below)

Washington Tourism Alliance

-Participate on board, representing the City of Port Townsend
-Attend board meetings
-Work as chair for the Summit + Events Committee
-Participate on Communications Committee
-Attend (coordinate) statewide Tourism Summit
-Speaking engagements on behalf of WTA and the City of Port Townsend

$55,000 annual contract with up to $1500 in travel expenses reimbursed with prior approval from City Manager

2013 Tourism-related travel expenses for Christina Pivarnik, CP Communications

Not to exceed $1500 and may include the following travel expenses:

WTA Tourism Summit in Olympia (March)	
Registration	$ 75
Mileage	$100
Hotel (one night)	$125
Travel + Words Conference in Seaside, OR (March)	
Hotel (two nights)	$250
WTA in-person board meetings	
Mileage (three times)	$300
WTA board retreat (November)	
Hotel (two nights)	$250
Olympic Culinary Loop in-person board meetings	
Mileage to three counties	$200
Hotel for Mason County meeting	$125
Olympic Peninsula Tourism Summit (Oct.)	
Registration	$ 75
Total	$1500