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**Project Name:** Napa Tourism Improvement Destination Marketing Services

**Service:** Strategy, Creative, Paid Media, Digital Experience, Social Media, Influencer Marketing

**Timeline:** January 1, 2026 - June 30, 2026

**Completed by:** Allegra Demerjian, Client Success Director

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## **BACKGROUND**

### **SITUATION ANALYSIS**

The City of Napa, the cultural and activity hub of Napa Valley, is seeking to expand its tourism marketing efforts beyond its established reputation as a wine destination. The city's tourism industry is vital to its economy, generating significant visitor spending, tax revenue, and employment opportunities. However, competition from other wine regions, evolving traveler preferences, and a need to balance tourism growth with community sustainability present both challenges and opportunities. As the gateway to Napa Valley, Napa offers diverse experiences such as world-class dining, outdoor activities, arts, and culture. However, these assets have yet to be fully showcased outside of the downtown area, with potential for growth in underrepresented sectors like wellness, group travel, and culinary tourism.

The Abbi Agency will support the City of Napa to address the destination's key initiatives, and to carry out integrating marketing efforts to meet Napa's key tourism objectives.

### **KEY TOURISM OBJECTIVES**

1. Increase occupancy, ADR and RevPAR year-over-year for lodging properties
2. Increase awareness of the City of Napa as a versatile destination for overnight visitation and extended stays in Napa Valley
3. Convert day-trippers to overnight guests
4. Attract groups to the destination for teambuilding and event-based opportunities
5. Support local businesses
6. Showcase City of Napa as a core part of the Napa Valley, offering exciting and approachable events and activities
7. Generate shareable and quality content for owned media that further promotes brand messaging
8. Promote DoNapa.com as the best and most reliable resource for Napa travel information

## **PROJECT OVERVIEW - *FIXED FEE PROJECTS***

### **ONBOARDING, INTEGRATED AUDIT, RESEARCH**

The Abbi Agency will kick off work with a comprehensive onboarding and discovery phase to gain background on all of City of Napa's previous marketing efforts. This will include a series of 2-3 discovery meetings with City of Napa's marketing team, board, and/or stakeholders, a comprehensive review of



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previous marketing plans, efforts and reports, and industry/competitive research to assist The Abbi Agency in building the necessary context to establish Napa's strategic marketing plan.

Simply put, it's impossible to move a brand forward without knowing where it's been. This stage is critical for the team to develop a comprehensive understanding of the philosophy, identity, tactics and results that have driven the brand's internal and external communications and market positioning up until now and learn everything you already know about yourselves. Our team will take an in-depth review of all recent marketing and communications plans/strategies, reports, and assets as created by yourself or current marketing partners.

We will also look at third-party data and our audience insights platforms to determine how our target audiences are making decisions, what motivates them, what needs they have, preferred communication channels and styles, and which competitors exist. We believe in employing research techniques with internal stakeholders, among target audiences, and gathering insights from competitors as we are able, always validating assumptions and internal perceptions with data and channel-based research. Our audit will encompass the following:

#### **Creative & Paid Media Audit**

- Branding and Evolution of Brand/Messaging
- Effectiveness and Relevance of Existing & Previous Creative Assets in Market
- Brand Consistency Across Creative Advertising
- Ad Placement & Targeting Accuracy and Effectiveness
- Ad Format Analysis both Overall and by Platform
- Frequency and Reach Analysis
- Keyword Analysis (for PPC Campaigns)
- Audience Segmentation and Targeting
- Landing Page Assessment and Recommendation
- Budget Allocation and ROAS or ROI Relationship
- Ad Performance Metrics
  - Click-Through rate (CTR) analysis
  - Conversion rate (CVR) analysis
  - Cost per click (CPC) and cost per conversion (CPA) analysis
  - Return on ad spend (ROAS) calculation

#### **Social Media and Influencer Audit**

- Platform Presence:
  - Assessment of presence on various social media platforms (Facebook, Twitter, Instagram, LinkedIn, TikTok, etc.)
  - Profile completeness and consistency across platforms
  - Verifications (if needed)
- Audience Analysis
  - Audience engagement metrics (likes, comments, shares, etc.)
  - Demographics of the audience (age, gender, location, interests, etc.)
- Content Analysis
  - Evaluation of content types (text, images, videos, etc.)
  - Evaluation of posting schedule consistency
- Key Metrics Analysis
  - profile impressions, profile reach, followers, audience growth rate, engagement rate, video plays, posting frequency, clicks, shares



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- Community Management
  - Strategies for fostering community engagement and participation
  - Handling of negative comments or feedback
- Hashtag Analysis
  - Evaluation of hashtag usage and effectiveness
  - Identification of trending hashtags relevant to the brand
- Competitor Analysis
  - Comparison of social media strategies and tactics with competitors
  - Benchmarking against industry standards and best practices
- Influencer Partnerships
  - Assessment of influencer collaboration strategies
  - Performance of influencer partnerships in terms of reach and engagement
  - ROI analysis for influencer marketing campaigns
- Social Media Analytics, Compliance and Reporting
  - Metrics for evaluating the success of social media efforts (followers growth, engagement rate, conversion rate, etc.)
  - Regular reporting on key performance indicators (KPIs) and metrics
  - Adherence to platform guidelines and policies (Facebook, Instagram, Twitter, etc.)
  - Compliance with data privacy regulations (GDPR, CCPA, etc.)

#### Content Audit

- Website content audit and analytics review
- Check for duplicative content, broken links, outdated information
- Evaluate the quality of content and purpose alignment
- Review competitor sites to evaluate best practices
- Review of blog content, content inventory build
- Review other content marketing assets, plans, and performance

#### Website and Digital Experience Audit

- Engagement
  - Identify user behavior and conversion rates
  - Traffic assessment through sessions, users, trends, etc.
  - Utilize predictive models for user engagement to provide optimization recommendations
- User Experience
  - Apply usability testing to understand the needed range of functionality and complexity
  - Review design of the website to understand its effectiveness
  - Evaluate the layout, navigation and overall usability
  - Assess performance across different devices and browsers for consistency
- Technical
  - Review backend coding that affects the website's functionality, design and performance
  - Review indexing, 404s, search console updates to resolve technical issues
  - URL structure
  - Site speed and performance
  - Mobile-friendliness and responsiveness
  - Indexing issues (robots.txt, XML sitemap)
  - Website architecture (breadcrumbs, internal linking)
  - HTTPS and security issues
- On-Page SEO
  - Title tags, meta descriptions, and headers
  - Keyword usage and optimization
  - Content quality and relevance
  - Image optimization (file names, alt attributes)



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- URL optimization
- Optimize Internal Linking Structure
- Off-Page SEO
  - Backlink profile analysis (quality, quantity, anchor text), quality issues
  - Social media presence and engagement
  - Brand mentions and citations
  - SERP ranking for company and competitive set rankings
  - Keyword Gap Analysis & Research

***Deliverables:*** Audit Findings Report, Project Timeline/Plan

### TEAM IMMERSION TRIP

In order to authentically represent the City of Napa and build a brand that reflects its people, landscapes, and pulse, The Abbi Agency will send up to four (4) team members in-market for a dedicated immersion trip for three (3) days, with a fourth day for the stakeholder and brand workshop. This trip allows our multidisciplinary team to experience Napa firsthand – walking the streets, connecting with community members, exploring key attractions, and gaining a deep understanding of the town's cultural and economic landscape.

This immersion will lay the groundwork for all future messaging, campaign creative and strategic direction. We believe the most resonant destination storytelling begins not with data alone, but with lived experience.

***Deliverables:*** On-the-ground visit by up to four TAA team members for three (3) days; In-market asset and amenity audit (qualitative observations + visual references); Debrief and findings summary shared with client team

### STAKEHOLDER & BRANDING WORKSHOP (1-DAY)

Meaningful place-based marketing must reflect the voices of those who live it every day. As part of our strategic discovery phase, The Abbi Agency will conduct stakeholder and community listening efforts to better understand the values, challenges and aspirations that should inform the City of Napa's brand evolution.

The one-day, in-person workshop will focus on engaging stakeholders, building off of the foundation of any previous stakeholder engagement efforts the City of Napa has conducted. Additionally, we will use this as an exploratory time for the brand evolution, gaining collective feedback from the group and stakeholders.

While not all engagement tools listed below may be activated, we will work with the client team during onboarding and kick-off sessions to determine the most effective and efficient tactics based on timeline, budget and anticipated value. The goal will be to identify the strategies and opportunities that will yield the richest insights and biggest impact, as well as to authentically understand the destination so that it can be reflected in the brand platform and identity.

These insights will shape key audience personas, brand positioning and campaign strategy – ensuring the end result isn't just beautiful, but grounded in the authentic identity of Napa itself.



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**Deliverables:** *Stakeholder & Branding Workshop Agenda and Preparation; Summary report of findings (if engagement tactics are activated); Insights directly applied to messaging, audience targeting and creative direction*

### VISITOR & AUDIENCE RESEARCH

As part of our approach to understanding the City of Napa's full potential as a destination, The Abbi Agency will conduct in-depth visitor and audience research to guide all marketing efforts. This process will be foundational in crafting a messaging strategy that resonates with current and future visitors, enhancing the effectiveness of all marketing activities and ensuring alignment with community values and visitor expectations.

#### Key Activities:

- **Visitor Segmentation & Behavioral Analysis:** We will review existing data owned by Napa and leverage tools such as GWI, Azira and Google Analytics to segment Napa visitors based on demographics, psychographics and travel behavior. This will provide clarity on who the current visitors are and uncover opportunities to reach aspirational travelers, especially those in growth segments like Millennials, Gen Z and culturally engaged audiences.
- **Competitive Analysis:** A comprehensive review of competitor destinations will highlight opportunities and gaps where Napa can differentiate itself. We will assess the strengths and weaknesses of these destinations to better position Napa within the regional landscape.

**Deliverables:** *Audience segmentation reports and behavioral insights; Audience targeting recommendations*

### BRAND MESSAGING / PLATFORM DEVELOPMENT

The Brand Platform serves as the strategic foundation for how the City of Napa will represent itself to the world. It captures the essence of what the town stands for, providing clarity around its values, mission and vision. This work will create the foundation to ensure consistency across all communications and guide every aspect of Napa's branding efforts moving forward.

Defining the Brand Platform will include:

- **Brand Positioning Statement:** Craft a clear and concise positioning statement that differentiates Napa in the marketplace and articulates what makes it unique
- **Messaging Strategy:** Develop key messaging frameworks for various target audiences (e.g., cultural travelers, wellness seekers, outdoor enthusiasts)
- **SWOT Analysis:** Perform a detailed analysis to identify strengths, weaknesses, opportunities and threats related to Napa's brand perception
- **Brand Values & Personality:** Define the brand's values and personality traits that will be communicated through all marketing and PR initiatives

**Deliverables:** *Brand Platform document outlining positioning, messaging strategy, brand personality and core values; Brand positioning statement and supporting messaging; SWOT analysis and competitive positioning report*



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#### BRAND IDENTITY REVAMP

Once the Brand Platform is in place, The Abbi Agency will set to work establishing the City of Napa's new Brand Identity. The Brand Identity focuses on the visual and verbal representation of the City of Napa. It includes all the elements that will make Napa instantly recognizable and consistent across all platforms. The identity work ensures that every piece of communication feels cohesive and authentic to the brand. Our team will undergo two (2) rounds of feedback and edits to narrow to a final brand identity.

Building out the Brand Identity will include:

- Logo Suite & Lockup Variations
- Brand Icon & Typography (Fonts & Display Type Styles)
- Primary & Secondary Colors
- Iconography vs. Photography Treatments
- Patterns
- Brand Voice and Tone

***Deliverables:*** Logo design concepts (black & white initial designs); Finalized logo, color palette and typography guide; Comprehensive brand style guide (logo usage, typography, color codes and visual elements); Brand voice and tone document with example language; Branded collateral templates (social media assets, print materials, etc.)

#### BRAND GUIDELINES DEVELOPMENT

With the new branding established, The Abbi Agency will set to work building new branding guidelines for the City of Napa. These brand guidelines will be the comprehensive guide for the destination's brand from both a visual and identity standpoint, bringing together key elements between the brand platform and brand identity work, and addressing all needed brand components to ensure alignment in the long-term. Our team will undergo two (2) rounds of feedback and edits to narrow to a final brand guidelines document.

***Deliverables:*** City of Napa Brand Guidelines

#### SOCIAL MEDIA, CONTENT MARKETING & NEWSLETTER EDITORIAL CALENDAR

The Abbi Agency will develop a content strategy and editorial calendar to guide ongoing storytelling and audience engagement for the City of Napa. The calendar will be designed to elevate the destination's brand narrative across owned channels - social media, website content, public relations and email marketing - while supporting overarching audience engagement goals. The editorial calendar will be built around core content themes that reflect the destination's brand pillars, seasonal rhythms, and experience touchpoints that align with the City of Napa's target markets and traveler motivations. This structure will allow for the consistent development of rich, relevant content that is strategically themed, optimized for search, and designed to drive audiences back to the website for conversion. By integrating SEO best practices and storytelling that highlights the property's location, experiences, and natural surroundings, the content plan will create a seamless journey through the marketing funnel.

Strategic Documents as a result of this effort include:

- Pitch angle development and editorial calendar alignment
- Blog content calendar aligned with SEO and GEO research
- Social media themes calendar to guide monthly posting
- Email marketing monthly content guide



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***Deliverables:*** Editorial Content Calendars, Content Strategy Overview Document

#### INFLUENCER COORDINATION & MANAGEMENT

The Abbi Agency will work closely with the City of Napa to selectively host influencers and media that will successfully grow targeted awareness of the destination's offerings. In doing so, we will tap into each brand pillar and bring each message to life through influencer partnerships and pitches that encapsulate the brand's character and diverse experiences. We will target influencers based on Napa's audiences and key seasonal storylines, and vet those content creators for quality and brand alignment.

The Abbi Agency team excels at building itineraries that truly capture the essence of a destination and property through the eyes of a traveler. Our team will produce customized FAM trips for each influencer we vet and select within the audience segments identified. Each itinerary will feature in-depth experiences that bring distinct and compelling storylines to life.

For every planned FAM trip, we work closely with the influencer every step of the way; from initial outreach to content production of the posts. We always build a customized itinerary that plays to creators' individual interests as well as key pillars identified for the client. During their stay, the agency will be a first point of contact for anything the influencer or writer needs and will facilitate meetups, reservations, tours and whatever else is needed for the success of the trip. Afterward, the agency remains in close contact with the influencer or writer to execute on the deliverables and keep them abreast of future story angles and PR activations.

***Deliverables:*** Target FAM Identification and Pitching; Itinerary Development and Partner Coordination; FAM Real-Time Media and Partner Management for up to two (2) Influencer FAMs

#### QUARTERLY CONTENT SHOOT

On a quarterly basis, The Abbi Agency will carry out content shoots in market in Napa, working to expand the destination's visual assets over time and to enhance the City of Napa's ongoing social media presence.

The Abbi Agency will manage all aspects of the content collection trip including producing, scouting and editing of final images/video. The Abbi Agency will leverage our internal content collection team, identifying if and when a third-party photographer may be necessary. We will work closely with the City of Napa team to plan the shot lists that align with the social team's vision and goals.

***Deliverables:*** Two (2) Video & Photo Content Trips for FY 2026

#### MEDIA BUY PLAN DEVELOPMENT, SETUP & LAUNCH

Tailored to the annual goals, objectives and greater marketing plan, The Abbi Agency will create a comprehensive paid media plan within the allocated budget to reach the target audiences, demographics and goals of the City of Napa. The Abbi Agency team will strategize, plan, coordinate, manage, negotiate, optimize and report on all of City of Napa's media efforts, from paid search to out-of-home placements.

**Media Planning:** The initial 1-2 month(s) of work will be dedicated to media planning, with management, optimization, evaluation and recommendations happening on an ongoing basis



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following campaign launch and placement.

The Abbi Agency's media planning process is robust and includes the following:

- **Research and Performance Analysis**
  - Detailed and comprehensive research into past campaign performance for all demographics and audiences to ensure future campaigns reach their maximum potential. This research will be integral for the media plan development and will be continually referenced throughout the lifetime of the campaigns as well as updated to understand the current market conditions.
- **Media Plan Development**
  - The agency will create a paid media plan that achieves the client's goals and objectives, reflects the brand vision and reaches the target audiences. The plan will be built around the micro-moments traveler philosophy, engaging visitors to move them through the Dreaming → Planning → Purchasing → Experiencing process, from dreaming about visiting Napa to actually experiencing it firsthand.
  - The media plan will be presented to the client and is subject to updates, changes and feedback from the client until a final plan is approved. Note that all buys are consistently negotiated and optimized to get the best reach and results from each line item. Changes to the plan may be implemented based on performance during the quarter, with client approval.

***Deliverables:*** Fiscal Year 2026 Media Plan and Launch

### WEBSITE REFRESH CREATIVE & DEVELOPMENT

The Abbi Agency will create a new website for the City of Napa, introducing the destination's new brand and serving as a central platform to inspire travelers, guide their planning, and convert interest into bookings in Napa. The site will be designed to bring the Napa experience to life through immersive visuals, intuitive navigation, and strategic conversion pathways tailored to your audiences. This digital platform will serve as both a storytelling and content hub, and aim to drive traffic and bookings to local lodging partners.

This work will be carried out in three phases: **Research and Planning**, **Website Design and Development**, and **Website Launch**.

#### Phase 1: Research and Planning

Every successful destination website begins with thoughtful discovery. For Napa, this phase will ground the website experience in real traveler behaviors and brand goals, ensuring that the digital platform reflects both the property's identity and the way travelers search, plan, and book their stays. Activities may include:

- Stakeholder interviews with City of Napa team and destination leadership
- SEO audits, user journey mapping, and heat-mapping analysis
- Audience segmentation and user persona development
- Documentation of primary booking funnels and traveler pathways

***Deliverables:*** PDF of Research Findings and Strategic Recommendations



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#### Phase 2: Design and Development

Based on Phase 1 findings, we will craft a new UX/UI design that combines cutting-edge design standards with technical best practices, then bring that to life through front-end and back-end development. This phase includes:

- **User Experience (UX) Design:** Development of site architecture, wireframes, and navigation to ensure ease of use
- **User Interface (UI) Design:** Creation of visually engaging page mockups and layouts
- **Copywriting and SEO Optimization**
- **Booking Engine Integration:** Evaluating booking engine options and making a recommendation on if and which should be included for the City of Napa website
- **Development & Execution:** Coding and testing user interface elements, implementing responsive design, and ensuring compatibility across devices

**Deliverables:** *Content Architecture; Wireframes; High-Fidelity Mockups; Developed Website Prototype*

#### Phase 3: Website Launch

Upon completion of development, The Abbi Agency will launch the website and oversee post-live maintenance and optimization. For the City of Napa, this will be particularly important as the property moves from pre-opening to active guest engagement. Post-launch activities include:

- Hosting Management
- SSL Certificate
- 24/7 Uptime Monitoring
- Content delivery network (CDN) to provide rapid delivery of pages and images
- CMS licensing
- Monthly updates to core website files and plugins
- Malware scan and resolution
- Weekly backup and storage
- Post-launch Training Session and Custom Training Manual
- Website analytics installation and support
- Up to two (2) hours miscellaneous updates per month, which include:
  - Training, edits, revisions or updates to text, image and video content on existing pages based on client request, along with any troubleshooting and error resolution on websites.
- 3-month post-live Audit Report

**Deliverables:** *Website Launch; 3-month Post-Live Audit Report*



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## PROJECT OVERVIEW - ONGOING RETAINER ITEMS

### SOCIAL MEDIA MANAGEMENT RETAINER

The Abbi Agency will lead social media strategy and content creation for the City of Napa, developing a strong and cohesive digital presence that reflects the destination's brand story, values, and authentic experience. Our team will focus on crafting monthly content plans through an editorial calendar, producing and publishing content and maintaining consistency in tone, style, and brand alignment. More specifically, this will include:

#### Social Media Content Planning

The Abbi Agency team will create a monthly social media calendar to guide the creation and scheduling of content across all active channels. Each calendar will align with established brand content pillars, seasonal storytelling themes, and key destination events and milestones. Content will be informed by trend analysis, performance insights, and integrated marketing campaigns to ensure both relevance and resonance.

#### Social Media Posting & Management

The Abbi Agency will publish **4-5 posts per week across Facebook, Instagram, and TikTok, 1-2 stories per week for Facebook and Instagram, and 3 TikTok/Instagram Reels per month.** Additionally, we will push content to Pinterest on a monthly basis.

#### Social Media Care, Engagement & Moderation

The Abbi Agency team dedicates time daily to review all social media channel comments and direct messages, and replies within 24-48 hours using on-brand messaging. The Abbi Agency team aims to answer questions the client's audience may have. When questions are specific to the subject matter, they will reach out to experts designated by the client. If questions that are too complex or sensitive come through, the client team will be notified. The Abbi Agency actively seeks opportunities to engage with like-minded brands and key personalities on our accounts.

#### Social Media Insights, Consulting and Optimizations

The Abbi Agency will provide monthly reporting and performance insights for all social channels. Reports will track key engagement metrics, audience growth, content performance, and trend analysis. Based on findings, our team will provide data-driven recommendations to continually optimize content strategy and posting cadence.

***Deliverables:*** Ongoing Social Media Editorial Calendar; Social Media Care Collaboration; Monthly or Quarterly Social Media Reporting

### BI-MONTHLY ENEWSLETTER (1 NEWSLETTER EVERY OTHER MONTH)

The Abbi Agency will manage the City of Napa's email newsletter, distributing one (1) email every other month. Email content will be planned thoughtfully as part of the greater editorial calendar, established during strategic planning.

For each email, our team will handle concepting and content development, visual design and setup of the eNewsletter, review and testing, and distribution. Our team will address eNewsletter performance as part of monthly or quarterly reports.

***Deliverables:*** Three (3) eNewsletters in FY 2026



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#### MONTHLY BLOG DEVELOPMENT

Carrying out the approved content strategy and editorial calendar, The Abbi Agency's team of writers will employ our authentic storytelling approach to develop ongoing content for the City of Napa's blog. Monthly, our teams will develop one (1) new blog post. For all content, we will prioritize employing SEO best practices in alignment with content strategy keywords and pillars, and most importantly, storytelling. Our blog writing and publishing process includes:

- **Content Collaboration:** Facilitating collaboration and coordination among internal stakeholders, content creators, subject matter experts, and external partners involved in content production.
- **Content Lifecycle Management:** Managing the entire content lifecycle from ideation and creation to publication, distribution, and archival or repurposing.
- **Content Creation:** Producing high-quality, relevant, and engaging content tailored to the target audience's needs and preferences.
- **Paired Imagery:** The Abbi Agency can handle any image sourcing from a brand's image library or through our stock photography platform Getty.
- **Continuous Improvement:** Continuously reviewing and refining the content strategy based on feedback, insights, and changing business objectives to drive ongoing improvement and innovation.
- **Content Optimization:** Iteratively optimizing content based on performance data, audience feedback, and industry best practices to improve engagement and results.

***Deliverables:** One (1) blog post monthly*

#### SEARCH ENGINE OPTIMIZATION (SEO) RETAINER

Implementing a robust SEO strategy is imperative for maintaining relevance and ensuring the creation of high-quality content. As the steward of the City of Napa brand, The Abbi Agency recognizes the necessity of sustained SEO efforts for its website. Our ongoing SEO services for the City of Napa encompasses a multifaceted approach aimed at maximizing visibility, enhancing user experience, and driving organic traffic. This comprehensive strategy includes up to six (6) hours of SEO optimization per month, which The Abbi Agency will use to carry out:

- **Errors & Issues:** Perform an ongoing site crawl and address any issues with broken pages. This includes, but is not limited to: broken pages, broken redirects, redirect chains, etc.
- **Rank Monitoring:** Regular movements in your search engine rankings are commonplace. Positioning changes almost daily. This is due to search engines changing their formulas and competitors trying to get ahead of you. The Abbi Agency provides monthly ranking reports of on-site authority.
- **Traffic Optimization:** It's essential to know where most of your traffic is coming from so that you can make adjustments to your marketing strategies. The Abbi Agency will review your data to check how much traffic you are receiving, where is it coming from, and what organic keywords are being used to find your site.
- **Keyword Tracking & Research:** You may have high search engine positions for your most important keyword phrases, but if you are not receiving any traffic from those phrases, you will need to evaluate the keywords used.
- **Competitive Analysis:** The Abbi Agency reviews where your competitors are currently ranked for the same keywords you are using. If there are too many competitors for a particular keyword it



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may be better to use less competitive keywords for your web pages or use them in conjunction with the most popular ones.

- **Content Recommendations:** Websites that continuously update their content usually experience higher rankings than stagnant websites. New content should be added that includes specific high-opportunity key phrases. This will help boost your traffic and rankings because visitors will have more ways to land on your site based on the keywords they entered in search engines.
- **Link Tracking:** This refers to the number of other quality websites that have links pointing back to yours. The more quality links there are, the better you will rank on the major search engines. We research other sites that are related to yours and add or exchange links with them. This may require a links/resources page to be added to your site.

**Deliverables:** *Ongoing Insights, SEO Component to Monthly Reporting*

### WEBSITE DIGITAL MAINTENANCE

As the hub for all marketing efforts, the City of Napa website requires ongoing upkeep to ensure optimal user experience and effectiveness as well as website security. The Abbi Agency will provide ongoing website maintenance and implement improvements to the site as visitor trends emerge, to include the following deliverables:

- Hosting Management (VPS)
- SSL Certificate
- 24/7 Uptime Monitoring
  - If the website goes down and is not available for any reason (security breach, network outage, hardware failure, etc.) TAA will notify the City of Napa immediately to report the problem, cause of the problem, and discuss next steps to resolve the problem.
- Content delivery network (CDN) to provide rapid delivery of pages and images
- WordPress licensing
- Monthly updates to core website files and plugins
  - If any critical updates are released, The Abbi Agency will install those within a 3-day timeframe.
- Malware scan and resolution
- Monthly backup and storage
  - Backups are done 3x per week on Sunday, Tuesday and Thursday
  - An additional backup will be done after any significant update is pushed to the site
- Website analytics installation and support
- Basic monthly engagement dashboard
- 1 - 2 hours miscellaneous updates, which include:
  - Training, edits, revisions or updates to text, image and video content on existing pages based on client request, along with any troubleshooting and error resolution on websites.

### MEDIA BUY MANAGEMENT, OPTIMIZATION & REPORTING

As we carry out the comprehensive media plan established for the City of Napa during FY26, The Abbi Agency will provide ongoing media management, reporting and optimization over time.



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We carefully monitor and optimize our digital campaign performance towards goal events. These data-informed strategies and tactics such as audience segmentations go beyond “the click” by bringing data to life. We fine-tune our digital advertising efforts continuously throughout the entirety of the campaign by evaluating key performance indicators (KPIs) and identifying opportunities for continuous optimization.

***Deliverables:*** *Monthly Paid Media Monitoring and Optimization Report*

### PROJECT MANAGEMENT RETAINER

A dedicated brand manager will be the point of contact for all account needs. In addition to coordinating with the client to establish deadlines and projects each month, the brand manager will actively flag any concerns or delays in deliverables and make sure the internal agency team is briefed for each project. The brand manager will also be responsible for monthly billing with the agency financial offices and will be available for questions and forecasting budget line items as outlined in the scope of work.

- Oversee and coordinate all efforts related to the account needs, projects, allocation and planning.
- Function as the primary contact for communication with key marketing and management staff.
- Manage the scope of work, contract and any other SOWs that are signed.
- Oversee the budget on a monthly basis.
- Overall strategic recommendations and conversations include but are not limited to marketing, advertising, technology, and systems and processes.

***Deliverables:*** *Monthly and Annual Reports; Day-to-Day Communications; Asset Approvals*

### TIMELINE

Below is an overview of estimated timeframes for each strategy and initiative in our work, focused on a six-month timeframe from January - June 2026. A more specific timeline will be provided during the onboarding and planning process, taking into account any additional context, priorities and approval processes from the City of Napa team.

| Month        | Strategy / Tactics                                                                                                                                                                                                                                                                                                                                                 | Estimated Timeline |
|--------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| Months 1-2   | <ul style="list-style-type: none"> <li>• Onboarding, Integrated Audit, Research</li> <li>• Team Immersion Trip</li> <li>• Stakeholder &amp; Branding Workshop</li> <li>• Kick off Retainers for Social Media, Blog, Web Maintenance, SEO, Media Buy Management, Project Management (ongoing)</li> </ul>                                                            | 4 - 6 weeks        |
| Months 2 - 3 | <ul style="list-style-type: none"> <li>• Visitor &amp; Audience Research</li> <li>• Brand Messaging / Platform Development</li> <li>• Kick off Retainer for Bi-monthly Newsletter (ongoing)</li> <li>• Quarterly Content Shoot #1 and Influencer Hosting #1 (tentative)</li> <li>• Social Media, Content Marketing &amp; eNewsletter Editorial Calendar</li> </ul> | 4 - 6 weeks        |



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|              |                                                                                                                                                                                   |             |
|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| Months 3 - 4 | <ul style="list-style-type: none"><li>• Brand Identity Revamp</li><li>• Kick of Website Refresh Creative &amp; Development</li></ul>                                              | 6 - 8 weeks |
| Months 5 - 6 | <ul style="list-style-type: none"><li>• Brand Guidelines Creation</li><li>• FY27 Paid Media Plan Creation</li><li>• Continue Website Refresh Creative &amp; Development</li></ul> | 6 - 8 weeks |



## City of Napa & The Abbi Agency

### SCOPE OF WORK

#### BUDGET

By signing this Scope of Work, the City of Napa agrees to the Scope of Work plan set forth by The Abbi Agency. Your signature allows The Abbi Agency to execute on the plan herein.

#### ONE TIME

|                                                    |                            |
|----------------------------------------------------|----------------------------|
| Onboarding, Integrated Audit, Research             | \$3,000 / one time         |
| Team Immersion Trip (4 people for 3-days)          | \$14,400 / one time        |
| Stakeholder & Branding Workshop (1-day)            | \$4,800 / one time         |
| Visitor & Audience Research                        | \$3,000 / one time         |
| Editorial Calendar - Social, Content & eNewsletter | \$3,000 / one time         |
| Media Buy Plan Development, Setup, & Launch        | \$3,000 / one time         |
| Website Refresh & Creative Development             | \$49,500 / total*          |
| <i>*To be billed FY26</i>                          | <i>\$33,000 / one time</i> |
| <i>*To be billed FY27</i>                          | <i>\$16,500 / one time</i> |
| Brand Messaging / Platform Development             | \$7,500 / one time         |
| Brand Identity Revamp                              | \$11,250 / one time        |
| Brand Guidelines                                   | \$8,700 / one time         |

#### BILLED UPON CONSUMPTION

|                                                |                               |
|------------------------------------------------|-------------------------------|
| Influencer Coordination & Management (up to 2) | \$2,400 / per FAM - up to 2   |
| Influencer FAM Trip Hard Costs                 | \$5,000 / upon consumption    |
| Quarterly Content Shoot                        | \$9,000 / per shoot - up to 2 |
| Agency Travel Hard Costs                       | \$8,000 / upon consumption    |
| Paid Media Hard Costs                          | \$114,000                     |

#### ONGOING

|                                                |                                   |
|------------------------------------------------|-----------------------------------|
| Social Retainer                                | \$5,700 / per mo. (6 mo.)         |
| Blog Retainer                                  | \$1,800 / per mo. (6 mo.)         |
| eNewsletter Retainer (bi-monthly)              | \$1,500 / per mo. (3 mo.)         |
| SEO Retainer                                   | \$900 / per mo. (6 mo.)           |
| Website Digital Maintenance Retainer           | \$1,300 / per mo. (6 mo.)         |
| Media Buy Management, Optimization & Reporting | \$4,200 / per mo. (6 mo.)         |
| Project Management                             | \$2,700 / per mo. (6 mo.)         |
| <i>Technology Fee Retainer</i>                 | <i>\$300 / per month* (6 mo.)</i> |

#### Total Contract Fees:

**\$345,550**

*\*TAA charges a monthly technology fee for the use of our media monitoring software, reporting software and project management platform.*

#### BILLING

The Abbi Agency will send monthly invoices on the first day of each month for services performed the month prior. In consideration of the performance of the services described in this Scope of Work, the City of Napa shall pay The Abbi Agency a net thirty (30) day monthly fee for work as agreed upon in this Scope of Work with expenses detailed as stated below.



## **City of Napa & The Abbi Agency**

### **SCOPE OF WORK**

The City of Napa shall pay The Abbi Agency for all necessary expenses incurred in performing the services detailed in this Scope of Work, provided such expenses, including meals and incidentals, have been pre-approved in writing by the City of Napa. The City of Napa's billing rate covers all general administrative expenses but does not include travel expenses other than travel that may be required to perform services in the Reno and Las Vegas markets. All The Abbi Agency expenses must be approved with written verification from the City of Napa.

In the event a monthly payment or invoice is not timely paid, after ten days' written notice to the City of Napa The Abbi Agency may suspend all work on any or all projects until full payment is made. The City of Napa holds The Abbi Agency harmless from all liability that may arise as a result of suspension of work due to non-payment.

#### **Potential Additional Costs**

Should the client require additional services outside this Scope of Work, The Abbi Agency will provide an estimate of services for the client's approval. Specific costs include:

- Revisions that surpass the allotted two (2) rounds will require a change order in a minimum of \$600 before continuing work.
- Projects that exceed the scope timeline outlined in this scope of work, additional fees for management per month exceeded will be required to continue.

#### **TERMS**

Either party may terminate this Agreement at any time, for any reason or no reason, by providing not less than ninety (90) days prior written notice to the other party.

Upon termination, all obligations of the parties shall cease, and Consultant shall provide or return to Client any and all client materials either provided by client or created for client hereunder.



**City of Napa & The Abbi Agency**  
**SCOPE OF WORK**

**APPROVALS**

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Jennifer Owen, Program Coordinator, Economic Development Division, City of Napa (Sign/Date)

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Ty Whitaker, CEO, The Abbi Agency (Sign/Date)