



PROPOSAL FOR:

**TPID MARKETING STRATEGY
AND EXECUTION**

DATE: 04/10/24

CLIENT: TOURISM PUBLIC IMPROVEMENT DISTRICT

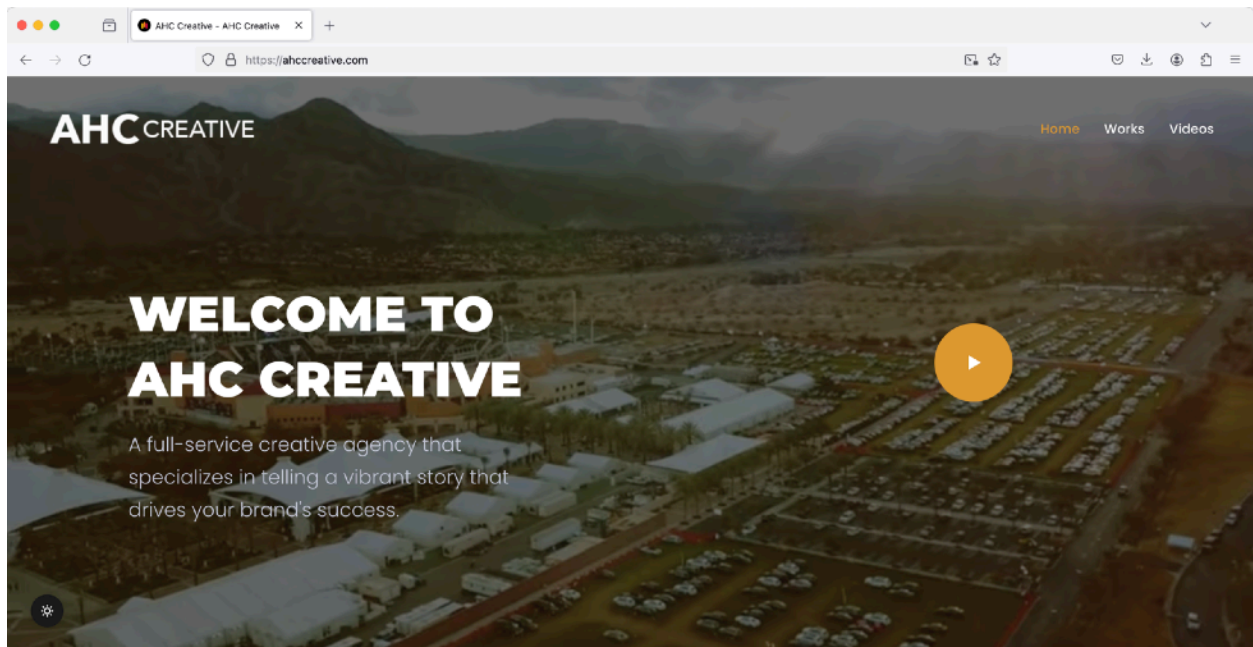
CONTACTS: CARLA PENDERGRAFT, JUSTIN EDWARDS

“AHC specializes in telling a vibrant story that drives business and increases brand equity.”

AHC is a Waco-based full-service creative agency that delivers media for print, digital video, and TV. With over 15 years of agency experience, AHC has delivered commercials, print campaigns, ideation, trade show exhibits, immersive event experiences, social media content, and brand identity packages.

AHC owns and operates a production studio in Waco which includes the largest cyc/infinity wall, podcast studios, and commercial video production services.

VISIT OUR WEBSITE www.ahccreative.com for sample work. We can provide additional links if needed.



OUR PROCESS

Our proven **4D** process acquires information and generates mutually agreed upon strategies to build a successful marketing and branding campaign tailored for each client.

- Our **Discovery** process gathers critical information through a series of questions and interviews to best ascertain the needs, pains, goals and ideas of the company.
- Our **Development** process allows us to begin developing ideas that are mutually agreed upon. From website and digital marketing to full creation of industry trade show booths, AHC will create new ideas and opportunities to reach your goals.
- Our **Design** process empowers our clients with confidence that the brand and the equity it has built is the foundation to all things marketing. AHC enforces its client's brand and ensures consistency in all the markets.
- Our **Deployment** process will generate an actionable execution strategy to reach the goals set forth.

NOTE: AHC does not use AI (artificial intelligence) to create or design for clients. We design from scratch so that our clients have 100% rights to use in any situation.

PRIMARY GOAL

AHC will successfully generate awareness and promote Waco as a leading convention and tourism destination resulting in increased hotel bookings of large and small groups.

SECONDARY GOAL

AHC will promote TPID as the leader of attracting groups to book hotel rooms in member hotels and produce events that increase tourism spending within Waco. TPID brand will be synonymous with tourism revenue generation.

The goals are clear and simple but it takes a dedicated marketing strategy executed correctly with accountability and measures in place.

AHC will focus 5 major areas to reach these goals:

1. MEDIA
2. PUBLIC RELATIONS
3. TRADE OUTREACH
4. SOCIAL MEDIA INFLUENCE
5. EVENTS

MEDIA | | VIDEO

AHC's specialty is in creating and producing uniquely branded short form and long video content. From 30 second TV commercials to social media videos, AHC is experienced in capturing the essence of the story and delivering through visually impactful messaging.

We will create and produce 10 “Top Reasons to Visit Waco” video series that highlight key attractions/offerings of Waco. The storylines will relate to attracting small groups and large corporate gatherings to choose Waco as their event destination. Some examples include but are not limited to:

- “Top 3 reasons to do your girls trip in Waco!”
 - “Top 3 reasons to do your guys trip in Waco!”
 - “Top 3 reasons to host your sporting event in Waco!”
 - “Top 5 reasons to bring your conference to Waco!”
 - “5 best ways to have your wedding in Waco!”
 - “10 best spots to visit in Waco!”
 - “3 ways to enjoy a Baylor football weekend in Waco!”
 - “Best places to stay in Waco!”
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- 1 - 2 minute video of TPID overview
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- 12 micro videos comprised of existing video content edited down for short 1 minute videos for web/social media posts.

All video production will include ideation, script, filming, post production and rental of production equipment. Cost variables are based on actors or key influencers chosen for the video.

MEDIA | | PRINT

AHC will create advertising campaigns that showcase the offerings and value propositions of TPID. These campaigns will be directed toward each identified target market to bring brand awareness to TPID. Magazine print, web and social media ads will be customized for each delivery platform yet keep consistent messaging and brand identity. AHC can deliver high quality print campaigns.

AHC will assist in the design and production of any printed marketing material that promote TPID within Waco and to its target audiences.

AHC will produce for TPID an annual full-color high-quality print/digital magazine specifically targeting planners, event organizers, travel specialists, and sporting event producers. The new magazine will be delivered to TPID's target audience and become the primary offline marketing component highlighting the benefits of bringing their event/group to Waco and driving them to the website to complete TPID incentive program applications. The redesigned website will correlate to the magazine featuring much of the same content but also include more updated/timely information. AHC will produce approximately 1,000 full-color magazines (30-40 pages) for distribution. **The magazine has the potential to become a revenue generating opportunity by selling advertisements businesses that desire to market to Waco visitors.**

AHC will work with local businesses to create unique value offerings to guests of TPID member hotels such as free coffee at Magnolia Press, one free pass to tour Dr Pepper museum, etc. This special TPID value can

AHC will redesign the TPID website to become a hub for all things related to TPID and its offerings. More focused target audience content will make it extremely valuable to planners, producers, and others to ascertain the benefits and incentives of working with TPID and drive them to complete program applications for their organization/group. **Website hosting and management is included.**

AHC will use best practices to monitor and track bookings directly correlated to advertising and client engagement. AHC will deploy online tools (i.e. Looker Studio, Google Analytics, social media metrics, etc.) for TPID to assess progress toward established goals.

TOTAL PR BUDGET \$129,000

TRADE SHOW OUTREACH

AHC will research, identify and schedule 4 specific industry events for trade show presence and opportunities to engage key markets of event organizers, planners, leisure travel, and sporting events. AHC will design new 10x10' and 10x20' trade show booths that best represent TPID and clearly communicate the offerings of Waco. AHC will oversee each trade show to ensure production and set-up is correct and consistent. This is a vital component to terrestrial market engagement, meeting our potential clients where they are.

TOTAL TRADE SHOW BUDGET \$54,000

SOCIAL MEDIA INFLUENCE

AHC will ensure that TPID’s social media voice is consistent and on-brand across all social media channels. We will utilize platforms such as Facebook, leveraging their advertising solutions to target the specific demographic and drive them to a buying decision.

AHC will engage key social media influencers to be featured in the marketing campaign, leveraging their existing brand to reach new audiences. These influencers include but are not limited to Chip and Joanna Gaines, Baylor football coach Scott Drew, and other local influencers. (Guest appearance costs will be outside scope due to availability and appearance fees.)

Micro videos and photo posts will be conducted every two weeks with proper tags highlighting upcoming Waco events and driving them toward TPID incentive programs.

AHC will conduct ad buys and ad boosts targeting specific demographics and geographic regions based upon the needs of TPID. We will use best practices to track and monitor leads and hotel bookings for TPID member hotels based upon the marketing platforms utilized.

TOTAL SOCIAL MEDIA BUDGET \$72,000

EVENTS

AHC will produce events in Waco tailored to engage large niche markets. AHC has a strong reputation for producing large, consumer facing events such as the Country Christmas in McGregor, TX. AHC has substantive relationships with organizations seeking to produce their events in Central Texas known as the “Golden Triangle.” Currently, AHC is in discussions with Major League Fishing to produce one of their primary Bass Pro Tour events in Waco which would attract 10K-15K people over two days in 2025/26. The Fishing Expo would be held at the Waco Convention Center and feature over 500 fishing vendors with live television coverage of the tournament.

AHC desires to work alongside TPID to help create and produce quality events that would attract thousands from outside Waco to book hotel rooms, book restaurant reservations, and spend discretionary income in Waco. AHC is currently working with the Greater Sports Commission to bring higher end sporting events like the Major League Fishing Bass Pro Tour to Waco in 2025 and 2026.

TBD

GENERAL MANAGEMENT AND CONSULTATION

AHC will be allocating monthly hours for general consultation and project management. AHC will oversee and produce any event or marketing project to ensure completion. Because AHC is a Waco based agency, AHC will be physically available for face-to-face meetings and general management of the marketing efforts of TPID.

Any marketing efforts outside the scope of our mutually agreed upon deliverables will be billed at \$225/hr in a mutually agreed upon arrangement. There will be no surprise billing.

TOTAL PROPOSED MARKETING BUDGET **\$451,000.00**

If chosen as your agency, we will move forward with a contract and require 20% deposit with the remaining balance paid over regularly monthly scheduled payments.

Thank you for allowing us to bid on your marketing needs. We greatly appreciate your time in considering us as your marketing agency. If selected, we will provide an agreement and a detailed SOW listing details of deliverables.

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