

**Fayetteville Advertising and Promotion Commission**  
**November 17, 2025**

Commissioners: Elvis Moya, Chair, Tourism & Hospitality Representative  
Katherine Kinney, Tourism & Hospitality Representative  
Elliot Hunt, Tourism & Hospitality Representative  
Chrissy Sanderson, Tourism & Hospitality Representative  
Sterling Hamilton, Commissioner at-large  
Sarah Bunch, City Council Representative  
Mike Wiederkehr, City Council Representative

Staff: Ryan Hauck, CEO

**Agenda**

- I. Call to order at 2:00p.m.
- II. Administration
  - A. Additions or changes to the agenda may be added upon request from a majority of the commissioners.
  - B. Review and approval of September 29<sup>th</sup> and October 27<sup>th</sup> meeting minutes.
- III. Reports
  - A. Meet the Team
    - Chloe Bell, Community Engagement Manager, Experience Fayetteville
    - Dell Hall, Tourism Sales Manager, Experience Fayetteville
    - Griffin Stroupe, Director of Sales, Fayetteville Town Center
  - B. CEO Report, Ryan Hauck. An executive overview of the previous month
  - C. Financial Report, Jennifer Walker, VP of Finance
- IV. Old Business
  - A. Discussion and Vote. Downtown Fayetteville Coalition FY2026 funding
- V. New Business
  - A. Vote. Walton Arts Center Marketing Budget Request. The Legacy Of Levon Helms exhibit information included.
  - B. Vote. Agency of Record. VERB. Master Professional Services Agreement, Scope of Work and Memo with staff recommendation included.
  - C. Vote. Public Relations Agency. AM Group. Client Services Agreement and Memo with staff recommendation included.
  - D. Discussion. FY2026 Budget. Summary report included.
- VI. Good of the Order/ Adjournment

## **Fayetteville A&P Commission Meeting Minutes**

September 29, 2025 – Fayetteville Town Center – 2:00 p.m.

Present: Chair Elvis Moya, Sterling Hamilton, Mike Wiederkehr, Sarah Bunch, Chrissy Sanderson, Elliot Hunt, Katherine Kinney

Staff: Ryan Hauck, CEO

### **I. Call to Order**

Chair Moya called the meeting to order at 2:00 p.m.

### **II. Approval of Minutes**

Motion: Bunch | Second: Hamilton | Approved via roll call.

### **III. Collections Contract with City of Fayetteville**

CEO Hauck presented the previously approved (Nov. 2024) collections contract, re-submitted for updated signatories and to provide a signed copy to the city. The fee remains 2% of collections, with a projected 2026 cost of \$108,000. Motion: Wiederkehr | Second: Bunch | Approved unanimously.

### **IV. Reports**

#### **A. Meet the Team**

Hauck introduced staff members Miletus Callahan-Barille (Maintenance Supervisor), Robbie Courtway (Event Services Coordinator II at FTC), and Melissa Freeman (Marketing Manager at EF).

#### **B. CEO Report – Ryan Hauck**

- New Visitors Guide distributed to 13 Welcome Centers, hotels, and attractions, plus 300+ mailed copies.
- Ale Trail Passport launching at Falltoberfest.
- Reviewing RFQs for Agency of Record and Public Relations; commission requested top 2–3 staff recommendations.
- Growth in group bus tours; exploring Certified Tourism Hospitality program for front-line staff and volunteers.
- FTC hosted 18 August events and 24 in September; 37 new contracts in negotiation; rebranding & refreshing underway.
- Discussion on new restaurants, upcoming events, and an October all-day planning retreat (approved).

#### **C. Financial Report – VP Jennifer Walker**

- YTD revenue: 66% of budget (1% under target); expenses: 61% (6% under).
- HMR collections: \$3.4M; net income: \$319K; cash/investments: \$5.2M; FTC unearned revenue: \$275K.

#### **D. Music Cities Recap – VP of Sales Tina Archer**

Archer shared event highlights and a recap video, thanking community partners including Brian Crowne with George's Majestic Lounge who was attending this meeting. She noted strong outcomes from Arkansas Music Week and emphasized the event's international reach and tourism impact. Hauck commended the team's work.

#### **E. Downtown Fayetteville Coalition Update – Kelly Rich**

Rich provided an overview of DFC's progress over the past 2.5 years, including establishing its structure, securing funding, and collaborating with the City on downtown ordinances. She outlined the coalition's strategic pillars—Common Voice, Welcoming, Place Keeping and Capacity—and reviewed key annual events and discussed estimated economic impact.

Rich noted that DFC's current goal is to transition into a self-standing nonprofit organization (501c3), allowing it to attract additional donors and funding sources. DFC is requesting a three-year funding agreement from both the City of Fayetteville and the A&P Commission and Rich discussed potential staffing models to support the transition.

DFC Board President Brian Crowne added insight into the coalition's governance and long-term sustainability plans. Commissioners discussed the proposed funding structure, staffing, and continued A&P representation on the DFC board. Crowne confirmed A&P would retain board seats. CEO Hauck reiterated that this meeting was informational only; no vote was taken.

#### **F. Ozark Folkways Lease – Abby Hollis**

Hollis expressed appreciation for the finalized lease agreement and offered to answer questions.

#### **V. Old Business**

Ozark Folkways Lease Approval – Final revisions included language on political activity, hold harmless terms, and landlord notice. Motion to approve the lease with these final revisions was made by Commissioner Kinney | Second: Hunt | Approved unanimously to commence Oct. 1, 2025–Sept. 30, 2030.

#### **VI. Adjournment**

Meeting adjourned at 3:47 p.m.

Minutes prepared by: Amy Stockton, Experience Fayetteville

## **Fayetteville A&P Commission Retreat Minutes**

October 27, 2025 – Fayetteville Town Center – 9am to 4pm.

Present: Chair Elvis Moya, Sterling Hamilton, Mike Wiederkehr, Sarah Bunch, Chrissy Sanderson, Elliot Hunt, Katherine Kinney

Staff: Ryan Hauck, CEO

### **I. Call to Order**

Chair Moya called the meeting to order at 9:10am.

### **II. Administration**

There were no additions or changes to the agenda requested.

### **III. Briefing on Commission Orientation Binders and Agency Proposals**

CEO Hauck reviewed the contents of the orientation binders and handouts each commissioner received and then gave an overview of the RFQ and RFP used to secure applications for a new Agency of Record and a Public Relations agency.

The Commission heard from 4 agencies, 2 each in response to the RFQ for Public Relations and the RFQ for AOR. Discussion ensued with a staff recommendation to be made at the November meeting.

### **IV. Downtown Fayetteville Coalition**

The commission discussed the Downtown Fayetteville Coalition during lunch with several funding and staffing options reviewed with more discussion to happen in November.

### **V. Asset Tour**

After lunch, the commission went on an asset tour which included the Fayetteville Town Center, Experience Fayetteville, Walker Stone House and Art Court.

### **VI. FY2026 Budget and Planning**

Following the asset tour, an introduction to the draft FY2026 budget was presented by Hauck with an opportunity for commissioners to make suggestions for initiatives that fit our focus and destination master plan. The FY2026 budget will be presented in more depth at the November meeting.

The retreat concluded at 4pm.

Minutes prepared by: Amy Stockton, Experience Fayetteville

## **CEO Update – September & October 2025**

### **Marketing & Communications**

- Fayetteville Ale Trail transition completed. New passport featuring 9 breweries distributed locally and to 13 Arkansas Welcome Centers. Updated branding aligned with EF; Ale Trail website retired—content now on main EF site.
- Visitor Guides: 1,036 mailed nationwide.
- Mobile Visitor Center appeared at Chile Pepper, Falltoberfest, NICA events, and Razorback tailgate.
- New Online Event Calendar launched Oct. 23 via Vibemap.
- Impossible Routes: Ozarks film premiered Oct. 15 at Stonebreaker with 100+ attendees; funded by Cyclocross Legacy.
- Hosted multiple journalists and creators—coverage in cycling, family travel, and general tourism.
- PBS Appalachia filmed “Hometowns” (airs Jan 22, 2026).
- Website traffic up 29% YOY in October.

[Website Performance Report-September](#) – Pixel Perfect

[Website Performance Report – October](#) – Pixel Perfect

[Social Media Report - September](#) – AM Group

[Social Media Report - October](#) – AM Group

[September Paid and Earned Media Report](#) – Outright

[October Paid and Earned Media Report](#) – Outright

### **Destination Services**

- Visitor Center:
  - Sept – 978 visitors (vs 338 in 2024); \$2,741 sales (vs \$1,250).
  - Oct – 1,174 visitors (vs 908); \$23,204 sales (vs \$2,042).
  - International visitors from France, South Africa, Japan, UK, India, Mexico & others.
- Special Events: Sundays on the Square, Music City, Film Festival, Touge Con, Razorback Football, Sunset Farmers Market, and Halloween
- Hosted Bentonville CVB tour of VC; Fresh Junkie Race planning; XNA hospitality for Music City.
- Supported Touge Con and Tourism Roundtable.
- Represented EF at Skål, Suits & Sneakers, State of the Region, and Arkansas Parks & Tourism events.
- Preparing for American Bus Association conference (60+ appointments booked).

## Sales Department

September Highlights:

- IMEX Las Vegas: Tina represented EF with 15 buyer connections.
- Prospective Events: Take Off North America 2026 (400 attendees), Delta Upsilon 50-Year Reunion 2025 (\$50K EI), Fresh Junkie Run Pig Soie 2026 (\$250K EI).
- Definite: GRIT Festival 2025 (\$79K EI).
- LinkedIn: +71 followers; strong engagement.
- Please see the **Music Cities Convention Event Report** following this report

October Highlights:

- TEAMS Expo (Columbus, OH): Jose completed 76 appointments with top sports prospects.
- New/Prospective Sports Events: 5v5 Soccer 2026 Tournaments, AUSL Championship 2026, Marshall Islands Outrigger Cup 2026, College Golf Experience 2026/27.
- Definite Events: Chili Pepper Cross Country (\$1.8M EI), Southwestern Fire Chiefs, Arkansas Optometric Assoc., and ADPHT (\$233K combined EI).
- LinkedIn: +91 followers; stronger engagement and metro reach.

## Fayetteville Town Center

September:

- Events: 35 (8,500 attendees avg 242)
- Revenue: \$110K (vs \$103K in 2024); YTD \$548K
- Bookings: 7 new; 20 in negotiation (\$750K value)
- Key Win: Congress for New Urbanism 2026 secured
- Projects: Safety training, storage reorganization
- Challenges: Staff illness mitigated through cross-training
- Upcoming: Suits & Sneakers Gala; State of the Region; UA Alumni Awards

October:

- Events: 27 (8,000 attendees avg 296)
- Revenue: \$139K (vs \$82K in 2024); YTD \$692K
- Bookings: 7 new; 11 in negotiation (\$511K value)
- Highlights: Harvest Group success, improved storage efficiency, bar sales up YOY
- Priorities: Holiday season, EOY close-outs, Q1 rebookings.

## **Downtown Fayetteville Coalition**

September:

Produced Falltoberfest and Phantasma in October with over 70 vendors at Falltoberfest with many of them selling out of product and many businesses at capacity most of the day.

### **Upcoming Events:**

Lights of the Ozarks Light Night: this Friday, November 21<sup>st</sup> the lights turn on at 6pm and then at 5pm nightly through January 1.

Lights of the Ozarks Parade: Thursday, December 4<sup>th</sup> at 6:30pm downtown

Cyclocross National Championships, December 10-14<sup>th</sup>, Centennial Park

### **Proposed 2026 A&P Commission Meeting Dates**

Typically, 4th Monday at 2pm, Fayetteville Town Center

\*Denotes an alternative Monday

January 26 – Nominate and vote for 2026 Commission Chair

\*February 16 – 3rd Monday due to Arkansas Governor's Conference on Tourism (This is Presidents' Day)

\*March 16 – 3rd Monday to avoid spring break

April 27

\*May 18 – 3rd Monday to avoid Memorial Day

\*June 15 – 3rd Monday due to staff professional travel

July 27

August 24

\*September 21 – 3rd Monday due to staff professional travel

October 26

\*November 16 – 3rd Monday to avoid week of Thanksgiving

\*December 14 – 2nd Monday if needed, to approve 2027 budget

MUSIC CITIES   
**CONVENTION**

**EVENT REPORT**  
**FAYETTEVILLE, ARKANSAS**



**2025**

Hosted by Sound Diplomacy  
Events and Education and  
Experience Fayetteville

 **FAYETTEVILLE**

**16—18 SEPTEMBER**

# INTRODUCTION

At Sound Diplomacy Events and Education, we are shaping stronger communities and thriving economies by placing **music at the heart of urban development**. We believe in creating cities where culture and creativity drive progress, and where everyone benefits from the power of music.

This is **the vision that guides the Music Cities Convention**, the world's leading global gathering on the role of music in developing better cities.

In 2025, we were proud to bring **the 14th edition of this global event to Fayetteville, Arkansas**, a city that embodies innovation, inclusivity, and showcases the transformative impact of music.



**RARELY HAS A CONFERENCE FELT LIKE FAMILY. THIS WAS MY EXPERIENCE AT THE MUSIC CITIES CONVENTION AND AWARDS IN FAYETTEVILLE, ARKANSAS, PRESENTED BY SOUND DIPLOMACY EVENTS AND EDUCATION. DESPITE GLOBAL ATTENDEES, THE AUDIENCE WAS BONDED BY MUSIC, IMPACT AND OPPORTUNITY"**

**Daryl Raven**  
CEO, QMF & Qld Music Trails  
(Australia)

# HARNESSING THE POWER OF MUSIC TO BUILD VIBRANT CITIES AND SUSTAINABLE FUTURES

From September 16–18, 2025, the Fayetteville Music Cities Convention took place across key venues in Fayetteville, Arkansas. Hosted as part of a dynamic week of programming dedicated to showcasing music's role in community development and economic growth, the event gathered **global leaders, policymakers, and innovators** to share knowledge and strategies for building stronger cities through music.

The 14th edition of the Music Cities Convention opened at the Fayetteville Public Library with the Music Cities Awards Ceremony, celebrating the most impactful uses of music worldwide, and featured three days of performances, discussions, and networking aimed at exploring the practices for turning cities into thriving Music Cities.

The full results of the contest can be viewed at [www.musiccitiesshows.com/awards](http://www.musiccitiesshows.com/awards)



**HOSTING THE MUSIC CITIES CONVENTION IN FAYETTEVILLE WAS MORE THAN A CONFERENCE; IT WAS A DEFINING MOMENT FOR OUR COMMUNITY. OVER THREE DAYS, WE WELCOMED DELEGATES FROM ACROSS THE GLOBE, SHOWCASED THE INCREDIBLE TALENT OF ARKANSAS ARTISTS, AND SPARKED MEANINGFUL CONVERSATIONS ABOUT HOW MUSIC SHAPES TOURISM, ECONOMY, AND QUALITY OF LIFE"**

**Tina Archer-Cope**

Vice President of Sales, Experience Fayetteville  
(USA)

# CONSOLIDATING MUSIC POLICY CULTURE AS PART OF THE FABRIC OF OUR CITIES

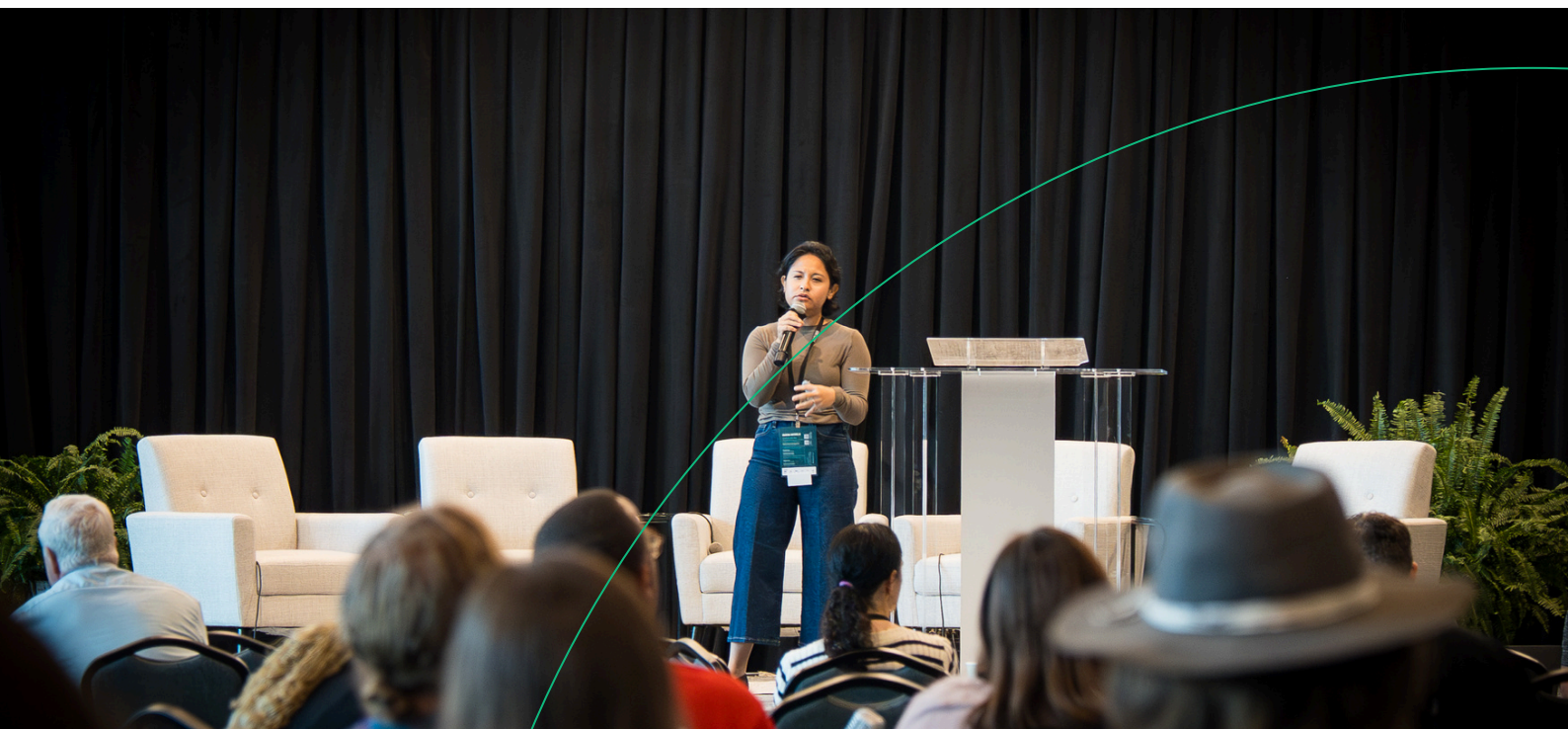
On September 17th and 18th, delegates gathered at the Fayetteville Town Center for two full days of talks, presentations, and interactive workshops dedicated to the latest trends and best cases in Music Cities development.

Participants joined insightful panels and presentations on topics such as **music and social impact, transforming districts into music hubs, the role of local talent, and diverse music ecosystems** across various regions in the United States.

In the evenings, delegates explored Fayetteville's vibrant music scene through curated fringe events, including music movie screenings and showcases featuring local and regional artists.

The convention concluded with a closing remarks session in which Tina Archer-Cope, VP Sales at Experience Fayetteville, and Pablo Borch Klapp, Head of Events and Partnerships at Sound Diplomacy Events and Education, reflected on **the power of music and the impact of the local ecosystem to give Fayetteville its defining personality.**

In a special handover ceremony, **Councillor Rob Pritchard, Portfolio Holder for Culture and Leisure from Hull City Council, and Jeff Hessel, Senior VP Marketing for Tourism Calgary,** jointly accepted the mantle as **hosts of the next Music Cities Conventions in 2026,** marking a unique year that will see the global event take place in both Hull, UK, and Calgary, Canada.



# SESSIONS OF THE FAYETTEVILLE, ARKANSAS MUSIC CITIES CONVENTION

USA Music Cities Nation – 10 Years of Advocating for Music	Transform Your District Into a Music Hub
From Monotowns to Music Cities	Music in Times of Crisis – Recovery Through Advocacy
North West Arkansas Music Ecosystem – Where are we now?	Music and Social Impact – Perspectives from Around the World
Artificial Intelligence and Innovation – Ethical Practices for Music Cities	Sound and Vision: Mixing Music, Visual Arts and Technology to Create New Experiences
The Therapeutic Power of Music Education	Music Festivals, Tradition and Sustainable Development in Central Asia
Setting the Stage for Creative Placemaking	The Power of Free Outdoor Concerts in Creating Vibrant Music Cities
Music, Communities and Science for Climate Change	Nightlife and Inclusivity Practices
Accessibility Chain in Music: Accessibility and Inclusion in Live Music Events	

A man in a blue suit and glasses is speaking at a podium on a stage. He is holding a piece of paper and looking down at it. The background is dark with some stage equipment visible.


**"IT WAS MY HONOUR TO PRESENT A SESSION ON ARTIFICIAL INTELLIGENCE AND INNOVATION AS IT APPLIES TO MUSIC AND DISCUSS ETHICAL PRACTICES. I HAVE ENJOYED MEETING THOSE WHOSE VOICES ARE SHAPING GLOBAL MUSIC POLICY AND HEARING SO MUCH SUPPORT FOR DAACI FROM AROUND THE WORLD. I'M LOOKING FORWARD TO MORE DISCUSSIONS, PANELS, AND MEETINGS ON DAY TWO.**

**MY SINCERE THANKS TO SOUND DIPLOMACY EVENTS AND EDUCATION AND EXPERIENCE FAYETTEVILLE, FOR ALL YOUR SUPPORT"**

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**Ken Lythgoe**

Head of Corporate Development, DAACI  
(UK)



# FAYETTEVILLE, ARKANSAS MUSIC CITIES CONVENTION IN DETAIL

**40**

**SPEAKERS**

**6**

**PANELS**

**23**

**COUNTRIES**

**114**

**CITIES**

**3**

**LIVE  
MUSIC EVENTS**

**410**

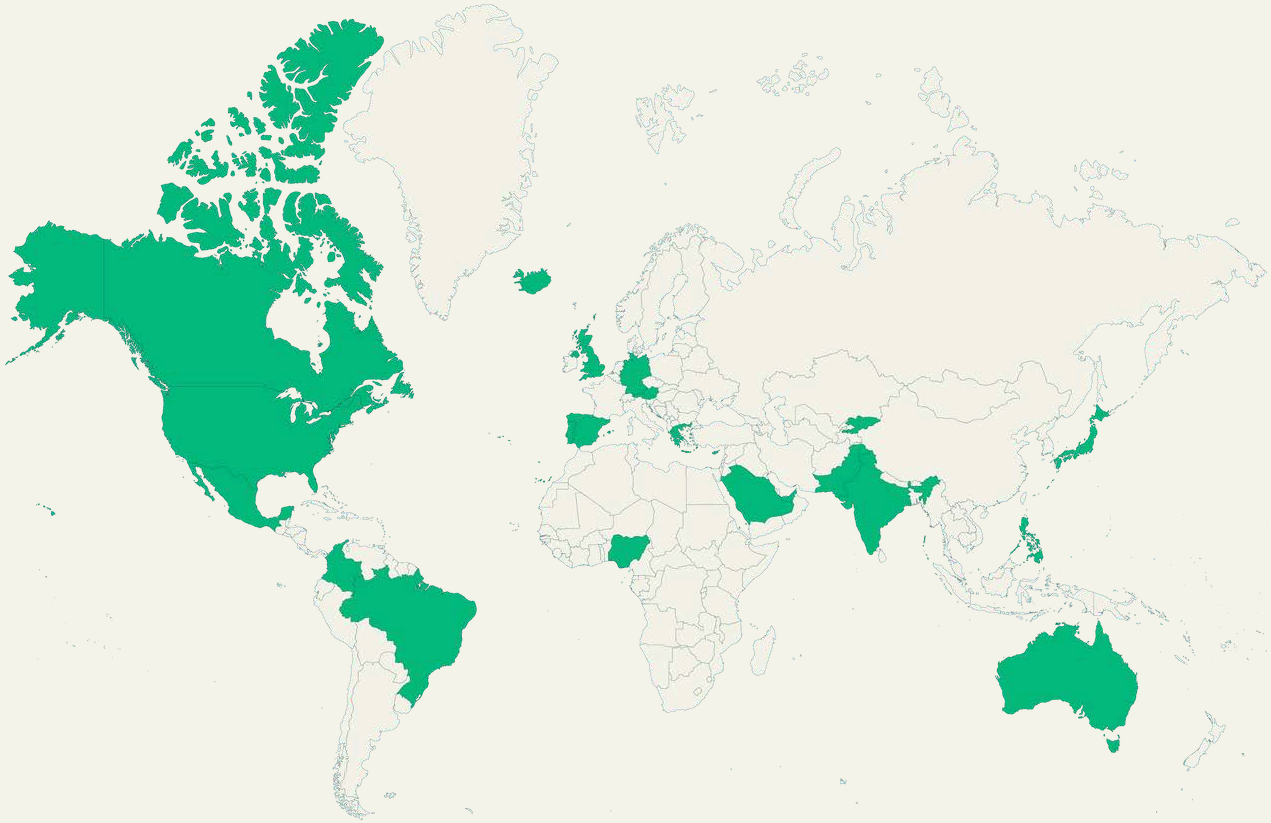
**DELEGATES**

**8**

**PRESENTATIONS**

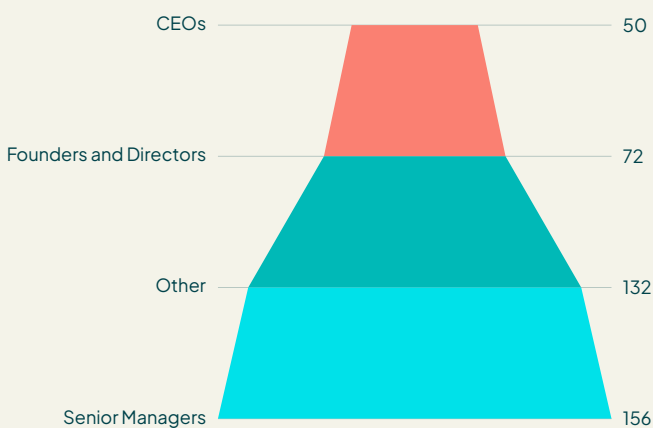
# MUSIC CITIES CONVENTION IN DETAIL

## PARTICIPATION FROM ACROSS THE GLOBE



**94% OF SURVEY RESPONDENTS WOULD RECOMMEND THE EVENT TO A COLLEAGUE**

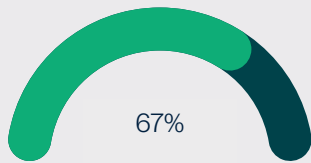
### WHO ATTENDED?



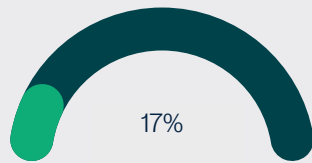
### SELECTED ORGANISATIONS

# ECONOMIC IMPACT OF THE MUSIC CITIES CONVENTION

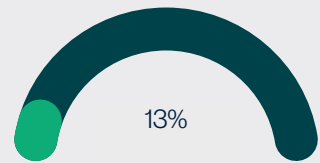
## DELEGATION EXPERIENCE OF THE DESTINATION



Very Positive



Positive



Neutral

AVERAGE NUMBER OF DAYS SPENT BY DELEGATE

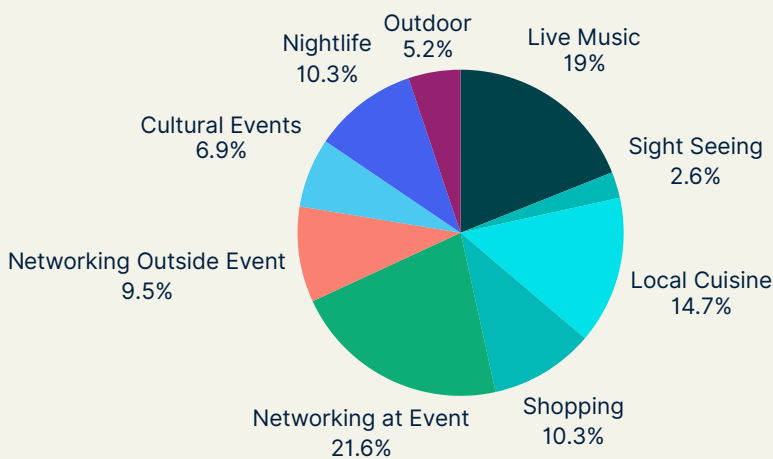
3.4 Days



AVERAGE EXPENDITURE PER OUT OF TOWN DELEGATE

\$1,140

## WHAT DELEGATES GOT UP TO IN FAYETTEVILLE



# MEDIA IMPACT OF THE MUSIC CITIES CONVENTION

Articles in Digital Publications

90+ articles

with a monthly average audience of

75M



350+

Posts on social media

A combined audience of

12 M Reach

## MEDIA AND PRESS MENTIONS

LA VANGUARDIA

[BRAGA TV]

ESTADÃO 150

EL ESPECTADOR

TTW TRAVEL AND TOUR WORLD

IDEAL

JORNAL  
OAMARENSE  
& CADERNO DE TERRAS DE BOURO



LEIPZIGER VOLKSZEITUNG

# OUR SPEAKERS AND PANELLISTS



## **Alan Maia – Brazil**

Founder, Agencia do Bem

## **Alejandra Gómez Quintero – Colombia**

Director, BICHE Musical

## **Anthony Ball – AR, USA**

Program Director, Music Moves Arkansas

## **Azucena Micó – Spain**

Global Head of Projects and Research, Sound Diplomacy

## **Chingiz Batyrbekov – Kyrgyzstan**

Co-Founder, Kolfest

## **Codie Gopher – AL, USA**

Board Member, Huntsville Music Office

## **Daryl Raven – QLD, Australia**

CEO, Queensland Music Festival

## **Dodie Stephens – NC, USA**

Explore Asheville, VP Marketing

## **Isabel Diez Monedero – Spain**

Accessibility Consultant, Fundación Music For All

## **Jeff Hessel – AB, Canada**

Senior Vice President, Marketing & Destination Development, Tourism Calgary

## **Jett Glozier – UK**

Global Head of Business Development, Sound Diplomacy

## **Joanna Bell – AR, USA**

Director, Fayetteville Arts and Culture

## **Kath Wynne – Hague – UK**

Head of Culture, Place and City Centre, City of Hull

## **Kei Hirohashi – Japan**

Consultant, Jazzy Business Consulting

## **Kelsea McCrary – LA, USA**

Chief Economic & Cultural Development Officer, City of Monroe

## **Ken Lythgoe – UK**

Head of Business and Corporate Development, DAACI

## **Molly Rawn – AR, USA**

Mayor, City of Fayetteville

## **Nur Atiqah Asri – NY, USA**

Principal, Think Place Agency

## **Orson Weems – AR, USA**

Executive Director, Music Education Initiative

## **Pablo Borchini – Mexico**

Head of Marketing and Business Development, Sound Diplomacy Events and Education

## **Peter B. Lane – AR, USA**

President, Walton Arts Center

## **Reid Wick – LA, USA**

Director, Regional Advocacy & Member Engagement, Recording Academy

## **Councillor Rob Pritchard – UK**

Portfolio Holder for Culture and Leisure, Hull City Council

## **Ruth Daniel – UK**

CEO, In Place of War

## **Sabina Cheng – CA, USA**

Studio Director, RIOS

## **Sharon Yazowski – CA, USA**

President and CEO, Levitt Foundation

## **Stacey Ryan – MA, USA**

President, School of Rock

## **Tina Archer – Cope – AR, USA**

VP Sales, Experience Fayetteville



**GREAT PEOPLE, GREAT INSIGHTS. WELL DONE AND ENJOYABLE ALL AROUND. IT ISN'T OFTEN I LEAVE A MUSIC CONFERENCE FEELING UPBEAT. I OFTEN FEEL FRUSTRATED. WITH MUSIC CITIES, I REALLY FELT IN THE RIGHT PLACE. WILL BE GOING TO CALGARY NEXT YEAR SO HOPE TO SEE MORE NEW FRIENDS THERE AS WELL"**

**Apryl Peredo**

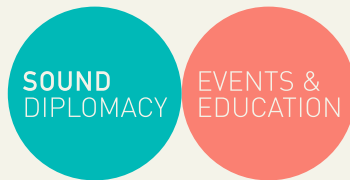
Artist Manager, Inter Idoru Artist Management  
(Japan)





## OUR PARTNERS

EXPERIENCE **FAYETTEVILLE**



# THANK YOU



**ALREADY ONE WEEK SINCE THE MUSIC CITIES CONVENTION IN FAYETTEVILLE.**

**WHAT I LIKED THE MOST ABOUT THIS EXPERIENCE WAS PEOPLE'S ATTITUDE: A PROFESSIONAL EVENT WHERE EVERYONE WAS LEARNING FROM ONE ANOTHER. I MET PROJECTS FROM DIFFERENT COUNTRIES, PROMOTERS, PRODUCERS, DJS...**

**THANKS TO THE ORGANIZERS —THEY HAD THOUGHT THROUGH EVERY SINGLE DETAIL"**

**Isabel Diez Monedero**

Accessibility Consultant, Music For All  
(Spain)

# CONTACT US

Pablo Borchi

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Diplomacy Events and Education

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[www.musiccitiessounds.com](http://www.musiccitiessounds.com)

[www.sounddiplomacy.com](http://www.sounddiplomacy.com)



# Memo



**To:** Ryan Hauck, CEO, Experience Fayetteville  
Fayetteville Advertising & Promotion Commissioners

**From:** Jennifer Walker, VP Finance, Experience Fayetteville

**Date:** November 13, 2025

**Re:** Financial Statements – October 2025

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This packet contains Experience Fayetteville Financial Statements for the month ended October 31, 2025. The following reports are included in the packet:

- Summary P&L Financials for month ended October 31, 2025
- Balance Sheet for month ended October 31, 2025

Target Budget October – 83%

Revenue target 83% of budget or higher by the end of October 2025.

Expenditures target 83% or lower at October 2025.

Total Revenue YTD: \$5,281,007 or 84% (1% above budget ytd)

Tax Receipts - \$4,338,422 (On Target; 0% variance)

Town Center - \$622,735 (5% above budget ytd)

Other - \$319,850

Total Operating Expenditure YTD: \$4,799,592 or 77%; this is 6% under budget.

EF Main - \$3,927,902

Town Center - \$871,690

HMR tax – YTD October Collections (September activity) are 0.8% above the seasonally adjusted budget.

Operating Net Income is \$481,415 year to date.

**Fayetteville A and P Commission**  
**Statement of Budget, Revenue and Expense**  
**Year-to-Date @ October 31, 2025**

	<b>CONSOLIDATED</b>			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	% of Budget
<b>Revenue</b>				
Hotel, Motel, Restaurant Taxes Revenue	4,338,422	5,231,140	(892,718)	82.9%
Rental Revenue	578,240	650,500	(72,260)	88.9%
Event Revenue	84,080	53,700	30,380	156.6%
Visitor Center Store Revenue	21,793	30,000	(8,207)	72.6%
Parking Revenue	39,545	48,000	(8,455)	82.4%
Advertising Revenue	2,275	3,500	(1,225)	65.0%
Grant/Other Revenue	156,100	206,000	(49,900)	75.8%
Interest and Investment Revenue	60,552	50,100	10,452	120.9%
<b>Total Revenue</b>	<b>5,281,007</b>	<b>6,272,940</b>	<b>(991,933)</b>	<b>84.2%</b>
<b>Expenses</b>				
<b>Operating Expenses</b>				
Rental Expenses	79,909	126,000	(46,091)	63.4%
Event Expenses	69,173	146,175	(77,002)	47.3%
Visitor Center & Museum Store	14,858	27,750	(12,892)	53.5%
Personnel	1,662,794	2,228,707	(565,913)	74.6%
Sales & Marketing	1,238,214	1,481,925	(243,711)	83.6%
Office and Administrative	646,346	913,133	(266,787)	70.8%
Bond Payments	581,500	702,000	(120,500)	82.8%
Contribution to Capital Reserves	100,000	100,000	-	0.0%
Other Tourism Support - Community, Art Court, DFC	206,796	347,250	(140,454)	59.6%
TheatreSquared Contribution	200,000	200,000	-	100.0%
<b>Total Operating Expenses</b>	<b>4,799,592</b>	<b>6,272,940</b>	<b>(1,473,348)</b>	<b>76.5%</b>
<b>Net Operating Income/(Loss)</b>	<b>481,415</b>	<b>-</b>	<b>481,415</b>	<b>0.0%</b>
<b>Other Income</b>				
Unrealized Gain/(Loss) on Investments	(185)			0.0%
<b>Other Expenses</b>				
FFE & Improvements	763,429	1,081,500	(318,071)	70.6%
Depreciation Expense	241,004			0.0%
Cost of Goods Sold	-			0.0%
<b>Net Income/(Loss) (without CX Grants)</b>	<b>(523,202)</b>	<b>(1,081,500)</b>	<b>558,482</b>	<b>48.4%</b>

**Fayetteville A and P Commission**  
**Statement of Budget, Revenue and Expense**  
**Year-to-Date @ October 31, 2025**

	<b>Experience Fayetteville</b>			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	% of Budget
<b>Revenue</b>				
Hotel, Motel, Restaurant Taxes Revenue	4,338,422	5,231,140	(892,718)	82.9%
Rental and Event Revenue	79,235	45,000	34,235	176.1%
Visitor Center Store Revenue	21,793	30,000	(8,207)	72.6%
Advertising Revenue	2,275	3,500	(1,225)	65.0%
Grant & Other Revenue	156,100	206,000	(49,900)	75.8%
Interest and Investment Revenue	60,447	50,000	10,447	120.9%
<b>Total Revenue</b>	<b>4,658,272</b>	<b>5,565,640</b>	<b>(907,368)</b>	<b>83.7%</b>
<b>Expenses</b>				
<b>Operating Expenses</b>				
Event Expenses	61,655	121,175	(59,520)	50.9%
Visitor Center & Museum Store	14,858	27,750	(12,892)	53.5%
Personnel	1,083,214	1,419,605	(336,391)	76.3%
Sales & Marketing	1,233,669	1,460,305	(226,636)	84.5%
Office and Administrative	446,210	541,593	(95,383)	82.4%
Bond Payments	581,500	702,000	(120,500)	82.8%
Contribution to Capital Reserve	100,000	100,000	-	0.0%
Other Tourism Support - Community, Art Court, DFC	206,796	347,250	(140,454)	59.6%
TheatreSquared Contribution	200,000	200,000	-	0.0%
<b>Total Operating Expenses</b>	<b>3,927,902</b>	<b>4,919,678</b>	<b>(991,776)</b>	<b>79.8%</b>
<b>Net Income/(Loss) Before Other Revenue and Expenses</b>	<b>730,370</b>	<b>645,962</b>	<b>84,408</b>	<b>113.1%</b>
<b>Other Income</b>				
Unrealized Gain/(Loss) on Investments	(185)	-	(185)	0.0%
<b>Other Expenses</b>				
FFE & Improvements	350,891	460,000	(109,109)	76.3%
Depreciation Expense	81,314			
Cost of Goods Sold	-			
<b>Net Income/(Loss)</b>	<b>297,980</b>	<b>185,962</b>	<b>112,202</b>	<b>160.2%</b>

**Fayetteville A and P Commission**  
**Statement of Budget, Revenue and Expense**  
**Year-to-Date @ October 31, 2025**

	<b>Town Center</b>			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	% of Budget
<b>Revenue</b>				
Rental Revenue	578,240	650,500	(72,260)	88.9%
Event Revenue	4,845	8,700	(3,855)	55.7%
Parking Revenue	39,545	48,000	(8,455)	82.4%
Interest and Investment Revenue	105	100	5	104.9%
<b>Total Revenue</b>	<b>622,735</b>	<b>707,300</b>	<b>(84,565)</b>	<b>88.0%</b>
<b>Expenses</b>				
<b>Operating Expenses</b>				
Rental Expenses	79,909	126,000	(46,091)	63.4%
Event Expenses	7,518	25,000	(17,482)	30.1%
Personnel	579,581	809,102	(229,521)	71.6%
Sales & Marketing	4,545	21,620	(17,075)	21.0%
Office and Administrative	200,136	371,540	(171,404)	53.9%
<b>Total Operating Expenses</b>	<b>871,690</b>	<b>1,353,262</b>	<b>(481,572)</b>	<b>64.4%</b>
<b>Net Income/(Loss) Before Other Revenue and Expenses</b>	<b>(248,955)</b>	<b>(645,962)</b>	<b>397,007</b>	<b>38.5%</b>
<b>Other Expenses</b>				
FFE & Improvements	412,538	621,500	(208,963)	33.6%
Depreciation Expense	159,690			0.0%
<b>Net Income/(Loss)</b>	<b>(821,182)</b>	<b>(1,267,462)</b>	<b>446,280</b>	<b>64.8%</b>

# Fayetteville A&P Commission

## Balance Sheet

As of October 31, 2025

### ASSETS

#### Current Assets

Cash		3,575,538
Investments		1,303,673
Accounts Receivable		642,186
Prepaid Expenses		46,958
Deposits		40,838
Inventory Asset		21,449
<b>Total Current Assets</b>		<b>5,630,642</b>

#### Other Assets

Capital Assets		
Furniture & Fixtures	300,660	
Equipment	761,581	
EF/CVB Building	940,410	
EF/CVB Land	198,621	
Building Additions	1,844,537	
Walker-Stone House	1,179,152	
Vehicles	122,860	
Construction in Progress	456,456	
Accumulated Depreciation	(1,986,403)	
<b>Total Other Assets</b>		<b>3,817,874</b>

### TOTAL ASSETS

**9,448,515**

### LIABILITIES AND EQUITY

#### Current Liabilities

Accounts Payable	99,196	
Unearned Revenue	297,838	
<b>Total Liabilities</b>		<b>397,034</b>

#### Long Term Liabilities

Notes Payable - City of Fayetteville Solar	366,466.50	
<b>Total Liabilities</b>		<b>366,466.50</b>

#### Equity

Unreserved Fund Balance	8,091,663	
Operating Reserve	1,000,000	
Capital Reserve	-	
Temporarily Restricted Funds	45,558	
Net Revenue		
Gain/(Loss) on Investments	185	
Net Revenue	(452,391)	(452,206)
<b>Total Equity</b>		<b>8,685,014</b>

### TOTAL LIABILITIES AND EQUITY

**9,448,515**

# Memo



**To:** Fayetteville Advertising & Promotion Commissioners  
**From:** Ryan Hauck, CEO  
**Date:** November 12, 2025  
**Re:** Downtown Fayetteville Coalition (DFC)

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## Background

Over the last three years the Advertising and Promotion Commission has funded the Downtown Fayetteville Coalition's Executive Director's salary and benefits, Community Engagement Manager's salary and benefits, a number of professional development opportunities, and contracted with them to run Experience Fayetteville's Lights of the Ozarks and Sunday's on the Square. The funding from this came from \$45,000 in sponsorships raised by the Community Engagement Manager, \$125,000 that came from the City of Fayetteville, and over \$225,000 of HMR funds.

Now that DFC is coming into year four of the organization, they feel like they are ready to branch out from underneath Experience Fayetteville and into their own non-profit organization. The City of Fayetteville's contribution of \$125,000 that previously went to Experience Fayetteville, will now go directly to DFC.

## Recommendation:

Kelly Rich and Chloe Bell will end employment with Experience Fayetteville effective December 31, 2025 with the assumption that they will become employees of DFC effective January 1, 2026. Experience Fayetteville will fund DFC in the following ways:

- \$26,500 for execution of Sundays on the Square or 1<sup>st</sup> Thursdays
- \$17,500 for Lights of the Ozarks
- \$5,500 for contract labor to execute Lights of the Ozarks
- \$154,000 for Kelly Rich and Chloe Bell's salaries
- **Total Amount: \$203,500**

In return for this funding Experience Fayetteville will receive from DFC

- A minimum of four Sundays on the Square or 1<sup>st</sup> Thursdays
- All events and experiences with Lights of the Ozarks fully executed

A total of \$45,000 of sponsorships between Lights of the Ozarks and Sundays on the Square or 1<sup>st</sup> Thursdays would be the expected amount raised by the Community Engagement Manager to fulfill the total budget needed to execute these events.

## Motion to Pass:

To fund DFC in the amount of \$203,500 using the proposed line items for the FY26 budget, and enter into negotiations for the development of the contract to be presented to the commission during the December 15 meeting.

## *This Wheel's Still on Fire: The Legacy of Levon Helm*

On View Mid-June to Mid-August 2026 (Tentative)

Alexander Gallery at the Porter Art Warehouse

Walton Arts Center

Levon Helm, the legendary Arkansas-born drummer and vocalist of The Band, left an indelible mark on American music. *This Wheel's Still on Fire: The Legacy of Levon Helm*, organized by the Museum Collective, celebrates his artistry, storytelling, and enduring influence.

Through rare photographs, instruments, archival footage, and personal artifacts, this exhibition traces Helm's journey from his roots in the Arkansas Delta to his central role in shaping a distinctly American sound that resonates worldwide. The exhibition captures both the intimacy of a hometown musician and the reach of a global icon.



Curated to honor Helm's artistry and legacy, *This Wheel's Still on Fire* offers an immersive, multi-sensory experience that explores the humanity, grit, and genius of one of Arkansas's most beloved cultural icons. By bringing the exhibition to Northwest Arkansas, Walton Arts Center honors not only Levon Helm but the broader tradition of creativity that has long distinguished our state. We invite you to join us in celebrating an Arkansas legacy that continues to inspire the world.



# MEMO

TO: Ryan Hauck, CEO & Fayetteville Advertising & Promotion Commissioners

From: Sarah King, VP of Marketing & Communications

Date: November 7, 2025

RE: Agency of Record Contract 2026-2028

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## Background

VERB was selected as Experience Fayetteville's Agency of Record from a field of 18 submissions to a request for qualifications earlier this year.

Agency services will include campaign concept development, email marketing, influencer partnerships, paid social media campaigns, media buying and strategy, and SEO/GEO

For your consideration:

- A Master Services Agreement that will apply for the duration of the three-year engagement.
- A scope of work with further detail on Year One services

## Budgetary Impact

This is intended as Year One of a three-year agreement. This FY2026 expense will not exceed \$700,000.

## Recommendation

It is our recommendation that the commission authorize the CEO of Experience Fayetteville to sign a three year Master Professional Services Agreement for Agency of Record services with VERB and also sign a Scope of Work in the amount of \$700,000 for FY2026.

# Master Professional Services Agreement

This Master Agreement for Creative Services, Social Media, Digital Marketing, Analytics and Strategic Counsel (this "Agreement"), effective as of January 1, 2026 (the "Effective Date"), is made by and between the Experience Fayetteville, with offices at 21 South Block Ave, Fayetteville, AR 72701 ("Buyer"), and VERB Interactive Incorporated, a Nova Scotia corporation with offices located at 1656 Barrington Street, 5th Floor, Halifax, Nova Scotia B3J 2A2 Canada ("Service Provider").

Service Provider will serve as a social media, digital marketing and creative Service Provider for Buyer in providing the customary services of a digital marketing Service Provider. Specifically, Buyer hereby retains Service Provider to perform on a non-exclusive basis marketing and creative services (collectively, the "Services") in connection with the Project as more particularly described on one or more written statement(s) of work entered into hereunder (each a "Statement of Work" or "SOW"). Each SOW shall be signed by an authorized representative of each party. When a SOW is executed by both Parties, it shall be deemed to be attached as an Exhibit to this Agreement, which may be amended from time to time, and shall be incorporated herein and made a part of and subject to the terms of this Agreement. No SOW may be amended without the prior written consent of both Parties. If there is a conflict between the terms of this Agreement and any SOW, the terms of this Agreement will govern.

This Agreement, incorporating the following procedures, will be effective January 1, 2026, and will continue until December 31, 2028.

## **Background:**

Service Provider is engaged in the business of providing digital marketing, creative services and travel focused strategic counsel and Buyer wishes to purchase from Service Provider and obtain the benefit of such Services as set out in this Agreement and the relevant SOW.

## **It is agreed:**

### 1. Services and Price.

Buyer may purchase from Service Provider Services as specified in Exhibit A. The Prices for such shall be listed in Exhibit A or in a SOW issued by Buyer.

### 2. Acceptance of Services.

Acceptance of Services shall be determined by Buyer upon completion of the Services in accordance with the applicable SOW. Buyer may inspect the status of the Services at any time but Buyer's inspection or payment (or lack of inspection or payment) is not an acceptance of the Services or a waiver of any right or warranty and does not preclude Buyer from rejecting any Services discovered to be nonconforming.

### 3. **Representations and Warranties.**

- 3.1. Service Representations and Warranties. Service Provider provides the following minimum representations, warranties and guarantees to Buyer in relation to the Services supplied:

- a) Services must be delivered on time, in a professional manner and in compliance with all requirements and specifications set out by Buyer in the relevant SOW;
- b) Service Provider shall utilize Personnel of suitable skills, knowledge and experience such as would be generally expected of workmen or professionals engaged to perform the same or similar Services; and
- c) Service Provider shall comply with any other warranties or guarantees set out in Exhibit A or a SOW.

3.2. General Representations and Warranties. Service Provider provides the following general representations, warranties and guarantees to Buyer at all times during the Term:

- a) there are no threatened, imminent or current proceedings or investigations to which Service Provider is or may be a party that has a material adverse effect upon the ability of Service Provider to perform its obligations under, or the validity and enforceability of this Agreement;
- b) all information provided by Service Provider to Buyer in relation to request for proposal (if any), Buyer's due diligence and this Agreement is accurate and complete in all material respects;
- c) Service Provider shall at all times during the Term, comply with all applicable Law, industry standards and codes of ethics, and maintain any requisite product, service, professional or business licenses, permits and other certificates including licenses or permits for its Personnel. Service Provider will notify Buyer in writing immediately if any licenses or permits are revoked or suspended (even partially or temporarily);
- d) Service Provider has not been debarred, suspended or excluded, or convicted of any offenses which might lead to debarment, suspension or exclusion, from participation in any relevant professional or government program or body which would govern Service Provider's provision of Services or have had civil monetary or other penalties imposed on Service Provider by any such program or body;
- e) there exists no restriction that would prevent Service Provider from performing the Agreement including but not limited to any restriction contained within Service Provider's corporate policies;
- f) neither the Services, nor Buyer's use of the Services, will constitute an infringement or misappropriation of IP rights, misappropriation of any trade secret or a violation of a right of publicity, nondisclosure obligation, or a violation of any other agreement that Service Provider may have with any third-party and that the Services and Service Provider's performance under this Agreement shall be free from liens, restrictions, reservations, security interests, encumbrances or Claims (including Claims based on the infringement of IP);
- g) Service Provider has full power and authority to enter into and perform its duties and obligation under this Agreement;
- h) Service Provider has not and will not pay or tender, offer, or agree to pay, directly or indirectly, any commission or finder's or referral fee to any person or firm in connection with its activities on behalf of Buyer;
- i) Service Provider warrants that all information supplied by Service Provider is complete, truthful, and accurate, and that Service Provider shall not obtain on Buyer's behalf or provide to Buyer any information

that is not legally available in the United States, or Canada, or which is procurement-sensitive, proprietary, or classified or where there is reason to believe that possession of such information is unauthorized, illegal, or unethical; and

j) Service Provider represents and warrants that:

- (i) no officer, director, or shareholder of Service Provider is an official of any government agency or instrumentality, or a public international organization, or political party or candidate for political office, or an immediate family member of such a person; and
- (ii) it is not a "Specially Designated National" or otherwise subject to any sanction or restriction on dealing imposed by a national or international authority. Service Provider will promptly disclose to Buyer in writing any change in status that may make this representation and warranty untrue or incomplete.

3.3. Each of the representations, warranties and guarantees of Service Provider in this Agreement are continuing in nature, shall survive acceptance and payment and shall not be deemed to exclude other rights, warranties, representations or remedies in law or equity, which are cumulative and may be exercised concurrently or separately.

#### **4. Provision and Removal of Personnel.**

Service Provider shall at all times provide sufficient and qualified Personnel to perform the Services. Buyer may with written notice request the removal of any Service Provider Personnel, or request that certain Service Provider Personnel do not provide Services for any reason including no reason. Upon Buyer's request, Service Provider shall provide suitable replacements, without additional expense to Buyer, within a reasonable time and without causing undue delay to the Services.

#### **5. Service Provider Representative.**

Service Provider shall provide a designated representative with full authority to act for Service Provider on all matters relating to this Agreement who shall be responsible for overseeing and monitoring the administration and performance of the Services in accordance with this Agreement and each SOW. Service Provider shall notify Buyer of the name and contact information of the designated representative and shall notify Buyer of any changes to the designated representative.

#### **6. Invoice.**

Upon completion of Services, Service Provider shall invoice Buyer by sending a Properly Documented Invoice within thirty (30) days. Service Provider agrees to submit invoices electronically using Buyer's automated invoice processing system or other means identified by Buyer.

7. **Payment Terms.**

Buyer (or applicable Buyer's Affiliate) shall only pay undisputed amounts for accepted Services delivered and invoiced in accordance with this Agreement and the applicable SOW. Payment terms shall be Net thirty (30) days upon receipt of a Properly Documented Invoice unless otherwise provided in a SOW.

8. **Method of Payment.**

Service Provider shall provide Buyer with up-to-date bank account information. All payments will be made via electronic funds transfer to Service Provider's bank account identified by Service Provider to Buyer or such other method of payment as otherwise determined by Buyer. Buyer may refuse to make payment to any bank account that is not in the name of Service Provider.

9. **Set Off.**

Upon written notice to Service Provider, any unsettled liability of Service Provider (whether such liability is liquidated or unliquidated, present or future, accrued or contingent) may be set off against any amounts payable by Buyer (or Buyer's Affiliates), to Service Provider (or Service Provider's Affiliates) under this Agreement, Other Agreements or otherwise.

10. **Audit.**

10.1. Buyer and its authorized representatives shall have the right to audit and make copies of all financial and other records (in whatever form they may be kept, whether written, electronic, or other) relating to this Agreement kept by or under the control of Service Provider and its Subcontractors, and Service Provider shall (and shall ensure its Subcontractors) in good faith cooperate with Buyer's authorized representatives in such audit.

10.2. Service Provider shall ensure Buyer has these audit rights with Service Provider's employees, agents, and Subcontractors, and the obligations of these rights shall be explicitly included in any subcontracts or agreements between Service Provider and any Subcontractors to the extent that those subcontracts or agreements relate to the fulfillment of Service Provider's obligations to Buyer.

11. **Expenses.**

Buyer will not bear any expenses (airfare, car rental, lodging, license and permit fees, etc.) of Service Provider unless such expenses are approved by Buyer in writing prior to being incurred by Service Provider.

12. **Insurance.**

The Service Provider will maintain the following insurance: (i) Employer's Liability insurance to a minimum value of \$5,000,000.00 (ii) Public and Product Liability insurance to a minimum value of \$5,000,000.00, and (iii) Professional Indemnity insurance to a minimum value of \$3,000,000.00. Upon request, the Service Provider will provide Buyer or Buyer with certificates of insurance evidencing the required coverage.

**13. Termination.**

Termination for Convenience.

In addition to any other termination rights in this Agreement, Buyer may terminate any SOW in whole or in part, or this Agreement at any time for any reason (including no reason) by giving the Service Provider written notice to terminate and Buyer shall owe no further fees outside of those that they are contractually committed to under an executed Statement of Work for work that has been completed, delivered and approved by the Buyer.

**14. Effect of Termination or Expiration.**

Upon termination for convenience or for cause or upon expiration of this Agreement:

- a) neither Party will be liable to the other Party, except for a liability:
  - (i) that arose before the termination or expiration of this Agreement and were contractually committed to under an executed Statement of Work for work that has been completed, delivered and approved by the Buyer; or
  - (ii) arising after the termination or expiration of this Agreement and in connection with clauses that carry post expiry or post termination obligations.
  
- b) Service Provider shall cease any and all use of Buyer Marks (whether or not such use was permitted by Buyer during the Term) and cease representing to third parties that it has a Service Provider relationship with Buyer; and

Save for post termination obligations that survive termination, Buyer's sole liability for termination shall be limited to payment for the Services that have been delivered and accepted by Buyer as of the termination date unless such payment is prohibited by Law or any government authority.

**15. Indemnity and Defense Obligations.**

15.1. Service Provider shall defend, indemnify and hold harmless Buyer in any Claim brought against Buyer arising out of, resulting from, or relating to:

- a) any actual or alleged act, error, omission, violation of Law or other conduct by Service Provider, its employees or agents; and
  
- b) any actual or alleged inaccuracy or breach by Service Provider, its employees or agents of any warranty, representation, covenant or other term under this Agreement or at Law.

The above (a) and (b) include without limitation any actual or alleged:

- (i) infringement, violation or breach of any IP right;
- (ii) breach of any confidentiality or personal data obligation or restriction against publicity;
- (iii) breach of any statutory, regulatory or administrative requirement or directives including those relating to anti-corruption Law; and

- (iv) conduct resulting in death, injury or loss, destruction of, or damage to tangible or intangible property.

15.2. Service Provider shall also defend, indemnify and hold harmless Buyer's Parties against any Claims brought against any Buyer's Party arising out of, resulting from, or relating to any actual or alleged act, neglect, default or omission by Service Provider or its Subcontractors with respect to the payment to their Personnel of salary, taxes or other amounts and benefits required by Law that arise out of or in connection with the supply under this Agreement.

15.3. Service Provider shall defend Buyer's Parties against any Claim, at Service Provider's sole cost and expense, and Service Provider shall obtain Buyer's express written permission prior to taking any action that may be materially adverse to a Buyer's Party. Service Provider shall not settle any Claim without Buyer's prior express written consent to such proposed settlement. If Service Provider does not obtain such permission or consent, Buyer shall have the right to avoid, dispute, settle, compromise or defend the Claims and to control or take any action, including without limitation, the making of any admission of jurisdiction, fact or liability and the selection of counsel, all at Service Provider's expense.

15.4. Buyer's Parties may engage separate counsel and, in the event that Buyer's Parties do so because of conflict of interest between Service Provider and any Buyer's Party or because Service Provider does not defend Buyer's Parties, Service Provider shall bear the cost and expense of such separate counsel. Service Provider shall provide Buyer and its legal and professional advisers all reasonable assistance, information and co-operation.

15.5. Service Provider shall indemnify Buyer's Parties against any liabilities, damages, losses, settlements, attorney's fees, dispute resolution costs, professional's fees as well as any other costs or expenses incurred by or awarded against a Buyer's Party as a result of a Claim or agreed to in a settlement and attributable to a Claim.

## 16. **Intellectual Property Ownership.**

All IP owned by each Party prior to entering into this Agreement shall remain the property of that Party ("Background IP"). Save for such Background IP, all IP which is or has been conceived, made or developed by Service Provider or its Personnel or incorporated in any Service, work, deliverable or other purchase under this Agreement or any SOW and all stages of conception, creation or development of such IP, shall be and remain the sole and exclusive property of Buyer. Service Provider agrees and will cause its Personnel, contractors and agents to promptly disclose and assign, and does assign to Buyer any and all such IP. At no additional charge to Buyer, Service Provider shall provide reasonable assistance to Buyer to secure IP protection, including but not limited to, assistance in the preparation and filing of any patent, design, trademark and other applications, and the execution of all applications, assignments or other instruments for perfection or protection of title. Service Provider will pay its Personnel any compensation due in connection with such assignment of any IP or invention. Service Provider warrants to Buyer that Service Provider Personnel are subject to agreements that will secure Buyer's rights under this clause. If such assignment is not possible under Law, Service Provider grants an exclusive, royalty-free, perpetual license to Buyer with respect to such IP or shall reimburse Buyer any fees that it may incur in obtaining such a license.

**17. Remedy for Infringing Services.**

If Buyer's purchase or use of Services or Service Provider's service deliverable is enjoined or restrained, Buyer may (at Buyer's option and Service Provider's expense) require Service Provider in addition to all other remedies, to promptly:

- a) provide non-infringing Services or Service Provider's service deliverable;
- b) modify the infringing Services or Service Provider's service deliverable so the infringement is removed; or
- c) refund to Buyer the Price paid by Buyer for the infringing Services or Service Provider's service deliverable.

**18. Notice of Infringement.**

Service Provider shall promptly report to Buyer in reasonable written detail each notice or Claim of IP infringement or invasion of any right of privacy of which Service Provider has notice or knowledge and which arises out of or relates to this Agreement.

**19. Buyer Marks.**

Service Provider shall not use any Buyer Marks without the prior written consent of Buyer. If Service Provider is granted a right to use Buyer Marks, Service Provider will do so only in strict compliance with Buyer's instructions.

**20. Confidential Information.**

20.1. Service Provider shall use Confidential Information only for the purpose of this Agreement. Service Provider shall:

- a) not disclose, nor allow the disclosure of, Confidential Information; and
- b) safeguard Confidential Information from unauthorized use and disclosure.

20.2. Upon Buyer's request, Service Provider shall promptly return, or only to the extent that return is not physically feasible, destroy all Buyer Confidential Information. Following such return or destruction, Service Provider shall provide to Buyer written certification that no Confidential Information (or copies) is retained by Service Provider.

20.3. Contractual relationships between Service Provider and third parties shall not conflict with Service Provider's duty of confidentiality to Buyer. If Service Provider continues, or proposes to establish, any contractual relationship which may result in such conflict while this Agreement remains in effect, Service Provider shall immediately notify Buyer of the name and address of such third party and will disclose to Buyer the nature of such relationship. In the event that Buyer in its sole discretion considers the relationship a conflict of interest and the conflict cannot be resolved between the Parties in a timely manner, Buyer may terminate any SOW or this Agreement on notice to Service Provider without any further liability other than for payment for Services delivered and accepted by Buyer, if any.

20.4. Any disclosure of Confidential Information by Service Provider to third parties shall only be to Service Provider's Subcontractors and licensees appointed pursuant to the provisions of this Agreement and the professional

advisors, responsible officers and employees of Service Provider who require such disclosure on a need-to-know basis, for the proper performance of their duties and who will individually comply with all obligations of confidentiality imposed upon Service Provider by the provisions of this clause. Service Provider shall undertake all reasonable steps to minimize the risk of disclosure of Confidential Information by such third parties, professional advisers, officers and employees, and shall take all reasonable steps to restrict them from disclosing any Confidential Information. At a minimum, such efforts shall include:

- a) the encryption of all such data in a commercially reasonable manner;
- b) the segregation of all such data from Service Provider's data or that of any third party;
- c) all access to such data shall be via commercially reasonable two-factor authentication; and
- d) no such data may be stored in any cloud-based solution.

20.5. Nothing in this clause shall prohibit or restrict the disclosure of any Confidential Information to any third parties as required by Law or any regulatory authority to which Service Provider is subject. Service Provider shall as soon as reasonably practicable inform Buyer of the requirement to make any such disclosure, prior to making such disclosure.

## 21. **Non-Disparagement.**

Service Provider agrees that, during the Term and for one (1) year after the expiry of this Agreement or its early termination, Service Provider will not make any statements in any communications with the press or media or to any other third parties or take any action which is:

- a) intended; or
- b) would reasonably be expected,

to be disparaging towards, harmful to reputation of, or lead to unwanted or unfavorable publicity to Buyer's Parties.

## 22. **Personal Data Protection Compliance.**

The Parties agree that this Agreement does not involve, and Service Provider shall refrain from processing any Personal Data on behalf of Buyer or providing any Personal Data to Buyer unless directed to do so by Buyer in a SOW.

## 23. **Force Majeure**

23.1. Neither Party will be in breach of the Agreement or SOW, as applicable or otherwise liable to the other Party for any failure to perform or delay in performing its obligations hereunder to the extent that such failure or delay arises out of causes beyond its control including (but not limited to) labor disputes, civil commotion, government regulations or controls, war, inability to obtain materials or services, casualty, black-outs, power failures, system failures or acts of God ("**Force Majeure Event**"). Such defaulting party will be excused from performance for the period of the delay as well as 10 days thereafter to perform its outstanding obligations.

23.2. If a Force Majeure Event occurs, the Party affected will:

- a) as soon as reasonably practicable after becoming aware of the Force Majeure Event give the other Party written notice of the occurrence, anticipated duration and impact of the Force Majeure Event;
- b) use commercially reasonable endeavors to mitigate the effects of the Force Majeure Event, and continue to perform where reasonably possible the affected obligations notwithstanding the occurrence of the Force Majeure Event; and
- c) continue to perform all of its obligations under the Agreement performance of which is not affected by the Force Majeure Event.

23.3. If the Service Provider is the Party affected by the Force Majeure Event, the Buyer will be relieved from any liability to pay the Charges to the extent that they relate to Services which the Service Provider is materially prevented from providing on account of the occurrence of a Force Majeure Event.

23.4. If the Service Provider is unable to supply to the Buyer or Buyer is unable to receive or access a material part of the Services for a period of more than thirty (30) days due to a Force Majeure Event, the Service Provider will be entitled to terminate this Agreement upon giving thirty (30) days' written notice to the Buyer.

## 24. **Compliance.**

### 24.1. Compliance with Anti-Bribery, Anti-Corruption and other Laws.

- (a) In connection with this Agreement and its own business, Service Provider shall comply, and compel its employees, agents, and Subcontractors to comply, with all Law related to anti-corruption, and anti-money laundering. This includes, without limitation, the U.S. Foreign Corrupt Practices Act of 1977 (the "FCPA") (15 U.S.C. §§ 78dd-1, et seq.) which precludes giving, offering or agreeing to give anything of value to foreign Public Officials or RCAs, directly or indirectly, in connection with obtaining or maintaining contracts or orders or obtaining other benefits.
- (b) Service Provider warrants that it neither has nor will violate the FCPA or any other Law referenced in this clause. Service Provider warrants that it has not paid, agreed to pay, nor will it pay anything of value to any representative of Buyer or any third-party on behalf of Buyer. Service Provider further warrants that it has not made, offered, or agreed to make any political contributions or donations in relation to this Agreement. Service Provider warrants that it shall disclose to Buyer if any Public Officials or RCAs currently or at any point throughout the Term:
  - i. own an interest in Service Provider; or
  - ii. have any legal or beneficial interest in this Agreement.

24.2. Record Keeping and Audit Rights. Service Provider shall maintain complete and accurate records arising from and related to this Agreement, as required by the FCPA and any other Law. Service Provider (and, if applicable, its Affiliates) shall, upon written request, allow Buyer's representatives to examine, audit, and make copies of said records and related documentation. Service Provider shall fully cooperate with any audit, to be conducted during normal business hours, of any records related to Service Provider's compliance or noncompliance with the terms of this Agreement and any Law.

24.3. Other Legal Obligations. Service Provider warrants that it shall comply in all respects with the Law applicable to this agreement and Service Provider's relationship with Buyer, including without limitation applicable trade, human rights, personal data protection, labor, immigration, and environmental Law in all activities related to

the creation and provision of Services. Service Provider shall take no intentional action which would subject Buyer to penalties under Law.

24.4. Notification and Cooperation. Service Provider agrees to provide immediate written notice to Buyer in the event that:

- a) Service Provider has or believes it may have failed to comply with any of its warranties under this Compliance Clause; or
- b) Service Provider is alleged to have made improper payments in connection with its performance under this Agreement.

Service Provider shall cooperate fully with Buyer and/or any government agency investigating a possible violation of this Compliance Clause.

24.5. Detrimental Activity. Notwithstanding anything to the contrary in this Agreement, if Buyer shall in good faith determine that Service Provider, or any of its officers, directors, employees, agents, designees, representatives, partners, owners, members, shareholders, lenders, or financial participants is or may be engaged in, or is about to be engaged in, any activity or relationship that may be detrimental to Buyer's or any of Buyer's Affiliates' business, image, or reputation, or if any of Buyer's or Buyer's Affiliates' licenses are threatened to be, or are, denied, curtailed, suspended or revoked by such activity or relationship then Buyer may, in its sole discretion, terminate this Agreement or any SOW without further liability to Service Provider.

25. Precedence.

The following principles of precedence shall apply where there is any conflict of terms:

- a) the terms of the Agreement will prevail over the terms of any SOW; and
- b) the terms of any documented change request that amends a SOW will prevail over the terms of the SOW being amended.

26. No Agency.

This Agreement will not be construed to and does not create a relationship of agency, partnership, employment, joint venture or any other similar relationship between the Parties. Nothing in this Agreement shall be construed to authorize either Party to:

- a) incur any expenses on behalf of the other Party;
- b) enter into any engagement or make any representation or warranty on behalf of the other Party; or
- c) bind, oblige, or commit the other Party in any way without obtaining the other Party's prior written consent.

27. **Independent Contractors**

27.1. Service Provider Personnel are employees, exclusively, of Service Provider, and paid by, Service Provider or Service Provider's Subcontractors. Service Provider understands that neither Service Provider nor Service Provider Personnel are eligible for workers' compensation or unemployment insurance benefits, or eligible to participate in any employee pension, profit sharing, stock option, health, vacation pay, sick pay or other benefit plan of Buyer or Buyer's Affiliate (collectively "Buyer Benefits"). Therefore, Service Provider shall ensure that Service Provider Personnel will not apply for or participate in Buyer Benefits. Service Provider further agrees that in the event a court or government agency later determines that Service Provider or Service Provider

Personnel is an employee of Buyer or Buyer's Affiliate rather than an independent contractor, Service Provider waives any right to recover and promises not to seek employee benefits of any kind to which an employee would have been entitled during the period prior to the court or agency's ruling. Service Provider shall indemnify, defend and hold Buyer's Parties harmless against any Claim by Service Provider or Service Provider Personnel seeking any Buyer Benefits from Buyer or Buyer's Affiliate.

27.2. The Parties are independent contractors with respect to one another. Service Provider shall be solely responsible for payment to any suppliers, Subcontractors and third parties Service Provider utilizes in the provision of the Services to Buyer or Buyer's Affiliate. Service Provider shall, and shall also require that its Subcontractors, pay all applicable social security, unemployment, workers' compensation or other employment taxes or contributions of insurance and, upon request, shall provide Buyer with proof that such payments have been made in a form acceptable to Buyer. Service Provider shall also comply with all Law relating to employment, including without limitation those regarding minimum wages, social security, unemployment insurance, workers' compensation and immigration.

28. **Time is of the Essence.**

Time is of the essence in Service Provider's performance under this Agreement.

29. **Assignment.**

Save for Buyer who may assign this Agreement or any SOW to its Affiliates by providing notice to Service Provider, neither Party may assign this Agreement or any SOW, in whole or in part, without the prior written consent of the other Party. Any permitted assignment or delegation shall not relieve Service Provider of its obligations under this Agreement. Any attempted assignment or delegation of this Agreement or any SOW not in accordance with this clause shall be void.

30. **Subcontracting.**

30.1. Subject to the terms of this Agreement, Service Provider shall complete the Services and fully perform the Services thereunder. In the event that Service Provider desires to subcontract any or all of the Services to any other third party, Service Provider shall obtain the prior written permission and approval of Buyer, which permission shall be at Buyer's sole and absolute discretion. Service Provider shall provide Buyer with:

- a) the name and address of the Subcontractor; and
- b) a description of the type of Services or materials that the Subcontractor will be performing or providing.

30.2. If so agreed to by Buyer, Service Provider shall ensure that the Subcontractor is aware of and bound to the terms of this Agreement, as so applicable, and that prior to performing any Services, the Subcontractor obtains, maintains, and provides evidence of insurance as required of Service Provider under this Agreement.

31. **Change in Control.**

The Service Provider shall promptly notify Buyer at least forty-five (45) days prior to any proposed Change in Control. The proposed controlling party of Service Provider ("Proposed Party") shall be required to submit to Buyer's vetting procedures of third parties ("Due Diligence"). Buyer may terminate this Agreement and any

Order in the event the Proposed Party fails to successfully pass Due Diligence.

32. **Cross-default.**

Service Provider agrees that any material breach of this Agreement shall constitute a breach of not only this Agreement but also of all Other Agreements. Such breach shall allow Buyer (and Buyer's Affiliate), with written notice, to withhold payment under or terminate this Agreement or any Other Agreements.

33. **Severability.**

Should any provision of this Agreement or any SOW be held to be void, invalid, unenforceable or illegal, it shall be severed from this Agreement or such SOW and the remaining terms shall remain in full force and effect. The balance of this Agreement or such SOW shall be construed and enforced as if this Agreement or such SOW did not contain the particular provision held to be void.

34. **Waiver.**

Waiver of any term or condition of this Agreement or any SOW by a Party shall not be valid unless it is by way of an amendment to this Agreement or such SOW. The delay or failure of Buyer to enforce any provision of this Agreement or any SOW, or to require performance of any provision, shall not in any way be construed as a waiver of such provision, or affect the right of Buyer to subsequently enforce each and every provision of this Agreement or any SOW.

35. **Amendment.**

This Agreement shall not be amended except by express written agreement of the Parties. Any other attempt to amend this Agreement shall be null and void.

36. **Entire Agreement.**

This Agreement contains the entire agreement and understanding between the Parties with respect to its subject matter and supersedes all prior representations, negotiations, and agreements, whether written or oral, relating to such subject matter.

37. **Clause Headings.**

The clause headings in this Agreement are inserted for the purpose of convenience and ready reference only. They do not define, limit, or extend the scope or intent of the language of the clauses to which they pertain.

38. **Construction.**

Each and every provision of this Agreement shall be construed as though both Parties participated equally in the drafting of the same, and any rule of construction that a document shall be construed against the drafting Party, including without limitation, the doctrine known as contra proferentem, shall not be applicable to this Agreement.

39. **Notices.**

All legal notices related to this Agreement shall be in English and in writing, addressed to the notified Party's business representative with a copy to the Party's General Counsel and delivered to the notified Party's address stated above. Any notice shall be deemed to have been given:

- a) when received by the Party to whom it is directed by hand delivery or personal service; or
- b) three (3) business days after sent by registered mail or courier (with proof of delivery).

40. **Third Party Rights.**

Except as provided above for Buyer, this Agreement is entered into for the exclusive benefit of the Parties and is not intended to benefit any person or entity not a signatory to this Agreement or create any rights, powers or interests in any third person.

41. **Governing Law and Dispute Resolution.**

These Master Service Terms, the Master Agreement or Individual Agreement, as applicable, and any dispute or claim arising out of or in connection with it or its subject matter or formation (including non-contractual disputes or claims) shall be governed by and construed in accordance with the laws of the State of Arkansas. Any dispute or difference arising out of or in connection with this Agreement shall be referred to and determined by arbitration conducted in Arkansas. The courts of Arkansas shall have exclusive jurisdiction to hear and determine any application for relief in aid of an arbitration commenced pursuant to this Clause (including any application for interim or conservatory measures prior to the appointment of an arbitrator) except that either party may bring proceedings before any state court or other judicial authority for the purposes of enforcing any award rendered by the arbitrator hereunder.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK;  
SIGNATURES APPEAR ON THE FOLLOWING PAGE.]

IN WITNESS WHEREOF, the Parties hereto have each approved and executed this Contract on the day, month and year first above written.

**EXPERIENCE FAYETTEVILLE**

Signature \_\_\_\_\_  
Name (print) Ryan Hauck \_\_\_\_\_  
Title: CEO \_\_\_\_\_  
Date \_\_\_\_\_

**VERB INTERACTIVE, INC.**

Signature \_\_\_\_\_  
Name (print) Andy MacLellan \_\_\_\_\_  
Title: CEO \_\_\_\_\_  
Date \_\_\_\_\_

# Experience Fayetteville

Request for Proposal: Marketing and Advertising

Prepared by:

**VERB**

## **Establishing a Conversion Focused Performance Marketing Partnership**

VERB Interactive Inc. appreciates the opportunity to propose our marketing expertise and partnership to Experience Fayetteville. We respect all you've built to support your region and local businesses through programs and marketing designed to inspire travelers to visit, stay, dine, and Experience Fayetteville and all it has to offer.

We also understand the opportunities and the challenges you've communicated. The rapid pace of change in the face of AI development, the growth of neighboring communities and the competition they present, the opportunity to promote the destination's commitment to sustainability, and the needs and demands of diverse stakeholders from Downtown Fayetteville to the University of Arkansas were all top of mind as we prepared this proposal.

Why should you put your trust in us for the next phase of your growth?

Our team is comprised of 280+ marketers, media, creatives, and technology experts who are passionate about tourism and hospitality and are deeply dedicated to delivering strategies and tactics that drive business results.

VERB knows what it takes to grow and expand a destination's reach, and we put it into practice for our DMO clients at the national, state, and regional levels. For you, we can combine this expertise with an understanding of both the hospitality and food and beverage industry so that both you and your local business owners can benefit from insights, data, marketing strategies, and training designed specifically for them and their needs.

With a focus on partnership, VERB will support and guide Experience Fayetteville's growth and reach with innovative insights and strategic marketing advice to cover a full funnel strategy. Whether our solutions are tactical micro campaigns or tentpole brand campaigns, all work developed by our agency is tied to measurable goals for our clients with an eye on constant optimization. We believe in transparency in data and feel it's important for all our clients to understand what their marketing investment is doing for the brand.

VERB's dedicated service to the travel and hospitality space is rooted in longstanding partnerships across all sectors of the travel industry. We will be fully committed to you as active participants in strategy-building and onsite support.

Sincerely,

Andy MacLellan  
Founder & CEO

## About VERB

**VERB is a conversion focused digital marketing agency serving leading global brands in the travel and hospitality industry.**

We believe that measurement matters – every strategy, campaign, and creative execution is designed to deliver results that are both meaningful and measurable.

Our sole focus is helping organizations across the travel, tourism, and hospitality vertical grow – from destinations, airlines, railways, and global cruise lines, to world-class resorts, hotels, restaurants, and boutique operators. Driving measurable success for our partners isn't just what we do – it's who we are.

At VERB, we are passionate about exceeding expectations. Our commitment goes beyond campaigns; we invest in long-term partnerships, working side by side with clients of every scale – from independent brands to leading global icons – to create lasting impact and sustainable growth.

### Strategic Counsel

- C-Suite communication plans and profile building
- Stakeholder communication
- Integrated marketing strategy development
- Accessibility strategy
- Crisis planning
- Competitive Analysis
- Coaching and training workshops
- Change management

### Content

- Email marketing & CRM
- Social media content strategy
- Social listening and reporting
- Blog content creation
- Search Engine Optimization
- Personalized outreach campaigns
- Content partnerships and influencer marketing
- Creative copywriting
- Content audits

### Technology

- Website and application development
- Technology consultation
- Solution architecture design
- Full stack development
- Managed infrastructure
- Security and compliance support
- Marketing Technology evaluation
- Chatbot development

### Creative

- Website and application design
- User experience and design
- Creative conceptual development
- Brand development
- Campaigns & collateral production
- Photography & video production

### Digital Media & Analytics

- Search Engine Marketing (SEM)
- Video Advertising
- Display Advertising & Remarketing
- Digital Audio Streaming (DSP)
- Social Media Advertising
- Real-time reporting and insights

### Booking Solutions

- Customer journey mapping
- Booking flow Prototyping
- Custom booking integration
- Integrated Platform as a Service (IPaaS)
- Guest application development



BERMUDA



HILTON HEAD ISLAND  
SOUTH CAROLINA



FAENA



ROSEWOOD  
HOTELS & RESORTS

REGENT

VICEROY



HUDSON YARDS  
NEW YORK



NOBLE HOUSE  
HOTELS & RESORTS



## Winning Awards for the Destination

Award-winning creative begins with a clear, authentic story and exceptional execution. We will build campaigns that resonate with travelers and industry judges alike by focusing on originality, creativity, innovation, and measurable results. Together with the Experience Fayetteville team, we will push ourselves to pilot new tactics and campaign approaches designed not only to earn recognition through awards but to enhance our shared learning and innovation over time. Our creative, media, and analytics teams will collaborate to identify campaigns suitable for submission to awards such as the HSMIA Adrians, Travel Weekly Magellan, and others, ensuring Experience Fayetteville's work stands out for both creativity and impact.



## Certifications



## **The Pillars of our Approach**

We've carefully outlined our detailed approach to tactics, services, and strategies designed to support Experience Fayetteville. Here is a holistic overview to set the stage.

Experience Fayetteville has built a strong foundation of momentum, fueled by creativity, community, and a sense of place. Our goal for Year One is to translate that momentum into measurable visibility, positioning Fayetteville as a nationally recognized, regionally loved, and locally supported destination known for outdoor adventure, culinary excellence, and cultural connection.

Our strategy focuses on a fully integrated marketing ecosystem that combines data-driven media, inspired creative, and content partnerships to expand reach and strengthen brand equity. Each tactic will drive awareness that converts into visitation, economic impact, and community pride, while also supporting the broader goals of the Fayetteville Advertising and Promotion Commission.

### **Increased National Exposure**

We will elevate Fayetteville's national profile through a bold, authentic creative platform that celebrates its unique blend of outdoor energy, creativity, and representation that speaks directly to your target markets. National exposure will be built through a combination of paid media, influencer partnerships, and strategic brand collaborations. These efforts will span channels such as Connected TV, digital audio, and social, reinforced by AI-enhanced performance media that learns and adapts in real time to audience behavior. This approach ensures Fayetteville remains visible and competitive in a fast-evolving digital landscape.

### **Increased Regional Exposure**

We will elevate Fayetteville's national profile through a bold, authentic creative platform that celebrates its unique blend of outdoor energy, creativity, and representation that speaks directly to your target markets. National exposure will be built through a combination of paid media, influencer partnerships, and strategic brand collaborations. These efforts will span channels such as Connected TV, digital audio, and social, reinforced by AI-enhanced performance media that learns and adapts in real time to audience behavior. This approach ensures Fayetteville remains visible and competitive in a fast-evolving digital landscape.

### **Outdoor Recreation and Mountain Biking**

We will position Fayetteville as a leading center for outdoor recreation and mountain biking by embedding this pillar into every layer of marketing. From social storytelling and influencer campaigns to immersive video and photography, outdoor recreation will anchor the brand's year-round identity. Using AI-driven audience segmentation and Generative Engine Optimization (GEO), we will ensure Fayetteville's content appears where travelers are actively discovering destinations across AI-powered search and generative platforms. Our efforts will be tagged and tracked so we can easily understand and optimize the strategy.

## **Building a Strong Connection with the University of Arkansas**

The University of Arkansas is a cornerstone of Fayetteville's identity and a powerful catalyst for year-round visitation. Our approach will deepen this connection by highlighting the shared energy, creativity, and vibrancy that make Fayetteville an exceptional college town. We will align destination marketing efforts with key campus moments—move-in, game days, graduation, and alumni weekends—to spotlight the experiences that make visiting, studying, and living here unforgettable.

Our campaigns will showcase the advantages of exploring Fayetteville through the lens of campus life: the restaurants, hotels, trails, and local businesses that enhance every visit. We will focus on reaching parents, prospective students, and returning alumni with storytelling that inspires them to stay longer, dine locally, and discover more of what makes Fayetteville special. Collaborations with student creators and local partners will help capture authentic perspectives, ensuring the destination's marketing reflects the real rhythm and warmth of the community.

Ultimately, this strategy positions Fayetteville not just as the home of the University of Arkansas, but as a thriving, welcoming city that celebrates curiosity, connection, and pride of place.

## **Collaboration, Stakeholder Engagement, and Community Support**

We believe success in destination marketing requires shared ownership. Our process is built on collaboration, transparency, and inclusion. We will host regular inter-agency planning sessions with the PR and website partners to align messaging, share insights, and celebrate collective wins. In parallel, our team will lead local stakeholder sessions to ensure Fayetteville's tourism operators, small businesses, and community partners are engaged and supported. We will continue to promote the philosophy that "all boats rise," empowering local industry through training, data sharing, and access to campaign tools that amplify their reach.

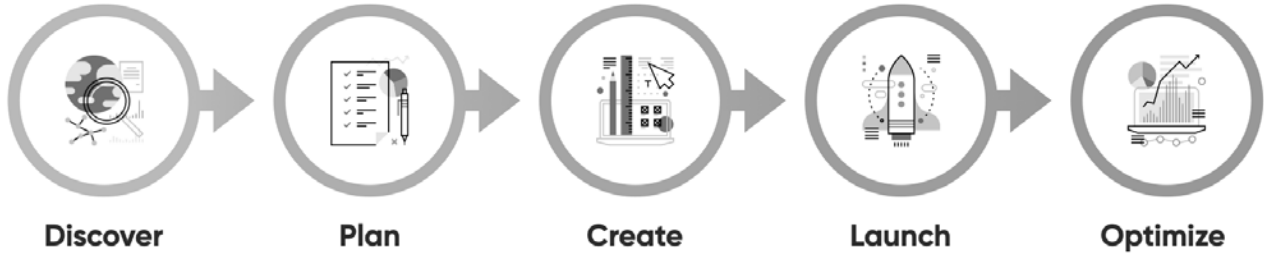
## **AI and GEO Integration**

AI and GEO are transforming how travelers discover destinations. VERB's approach integrates AI across analytics, media optimization, and content creation to increase efficiency and insight. Our Generative Engine Optimization strategy will ensure Fayetteville becomes the cited source when users ask AI tools for travel recommendations, future-proofing the destination's visibility in emerging search environments. Fayetteville's future growth depends on strong storytelling, collaboration, and innovation. Our Year One approach is guided by creativity, community, and measurable impact. We will blend Fayetteville's strengths—its outdoor adventure, university connection, local pride, and inclusive spirit—into a unified marketing platform that reaches farther, resonates deeper, and reflects the authentic voice of the community it represents.

## Experience & Detailed Approach to Experience Fayetteville

Following a careful review of your annual plan and discussions with your team as part of the RFP process, we've compiled a detailed review of our services and how they could specifically relate to Experience Fayetteville's needs, interests, and opportunities.

### Creative Campaign Concept Development and Launch



Our process and proposed approach for Experience Fayetteville is to combine fresh creative with the right mix of high performing media and data-driven content planning to produce results that deliver while also demonstrating transparency and building trust with the wider community and tourism operators.

With frequent check-ins, and careful project management, we always keep property leadership up-to-speed and informed as to the progress and overall creative direction. We do not believe in creative "surprises" and unexpected concepts. Instead, we feel campaigns are most successful when they are the product of collaboration and shared insights.

**Discover:** This process can be condensed or expanded depending on timeline, scale and stakeholder needs. On a high-level, we work with you to outline the right mix of final deliverables, feedback cycles, and stakeholder engagement strategies. Then, we review existing research, conduct competitive analysis, bring insights from our portfolio to the table, meet with stakeholders and leads within the organization and wider community to develop a deep set of insights to inform the campaign. The outcome of this phase is a detailed project and stakeholder engagement plan as well as a discovery phase presentation outlining the findings and insights we've uncovered.

**Plan:** We determine how the insights from the discovery phase can become an engaging campaign. We provide several concepts for your review, each informed by shared insights and ideas. We also develop an integrated plan for how to bring the campaign to life across multiple channels.

**Create:** We build the assets required to launch the campaign, from video and audio spots, to Reels, emails, and blogs.

**Launch:** We launch and celebrate, together; providing transparency to partners and organizations around the campaign strategy and goals to continue generating buy-in within the local tourism community and supporting stakeholders.

**Optimize:** Performance Media is continuously adjusted and optimized, and top-performing assets are prioritized to deliver on the campaign goals.

Our creative approach is to pair campaign strategists with copywriters and art directors to establish conceptual approaches. From there, our deep bench of production designers creates assets that can be used across all digital mediums and any required traditional and print formats.

Our 25+ creative team (copywriters, UX, and creative designers) also designs with ADA Compliance in mind, ensuring all assets take accessibility into consideration at each phase of development.

Together, the team has created full-scale creative campaigns for many VERB clients including, but not limited to:



For clients listed above, our team has conceptualized and produced campaigns that include:

- Print
- Out of Home
- Radio/Audio Streaming Ads
- Display Ads (all formats)
- Social Ads
- Search Ads
- Video Ads and Connected TV
- Website Campaign Landing Pages & Microsites
- Lead generation ads for Sales team

## **Production: Design, Copy & Video**

Creative production is completed by VERB's robust team of:

- Art Directors
- Animators
- Designers
- Copywriters
- Video Editors

All work is overseen by our Chief Creative Officer, senior Art Directors, and Account Managers. The senior team ensures all production elements, including ad copy, print brochures, campaign videos, or email blasts, stay true to the brand and strategic vision of each project.

Work we produce will be available at any time and copies of all work are digitally stored on our in-house Digital Asset Management (DAM). We can also produce work in the format of your choosing, so your internal teams will never skip a beat.

## **Asset Collection & Shoots**

Our creative team has a reliable roster of videographers and production teams we work with on a regular basis across our destination and hospitality portfolio. We are also happy to work with existing, preferred vendors, teams, and content creators upon request and/or to vet new providers as the opportunity arises. Our role in this process is to develop the concept, shot lists, and storyboards required to capture and collect the assets required to bring brands and campaigns to life.

## Social Media Strategy (Meta and Other Channels that May Follow)

Sharing data-driven, on-trend messaging in engaging, high-quality formats across all social channels is important for all our clients. We can support Experience Fayetteville with our global award-winning team which can scale to support the needs of our clients, whether it's strategy, day-to-day content creation and publishing for clients such as Hilton Head Island and Nassau Paradise Island or creating editorial calendars, coaching on-the-ground staff, and building strategy for clients such as Nickelodeon Hotels & Resorts Riviera Maya. They've launched TikTok accounts with global influencers in the Caribbean and drafted early-adoption POVs about Threads. Here's how we do it:



Our social media clients include Hilton Head Island, Bermuda Tourism Authority, Hilton Beach House, Wyoming Tourism, Nassau & Paradise Island, Bahamas, Explore Bluffton, Visit Frisco, the Napa Valley Wine Train, and more. The team's social strategy and tactical implementation work has earned multiple HSMIA Adrian and Trave Weekly Magellan Awards.

## Case Study: Bermuda Social Media

Bermuda is a world-renowned destination known for its pink sand beaches, raft-up parties, cedar and spice berry scents, and the unmistakable sound of gombey whistles and Crown and Anchor clacks. Capturing that distinct energy and translating it into digital storytelling is central to Bermuda Tourism Authority's (BTA) social strategy. As the DMO representing countless local businesses, BTA's mission is to amplify Bermuda's character while driving meaningful visitation and connection.

### Social Media Goals

BTA's social strategy is built around three priorities:

- Grow awareness of Bermuda as a world-class vacation destination.
- Drive interest in the island's local culture, businesses, and experiences through engaging content.
- Highlight Bermuda's proximity to the U.S. East Coast.

To bring these goals to life, BTA set measurable 2024 benchmarks: surpass 80 million annual cross-channel impressions and one million engagements (with an engagement rate above 1%).

### Strategic Approach

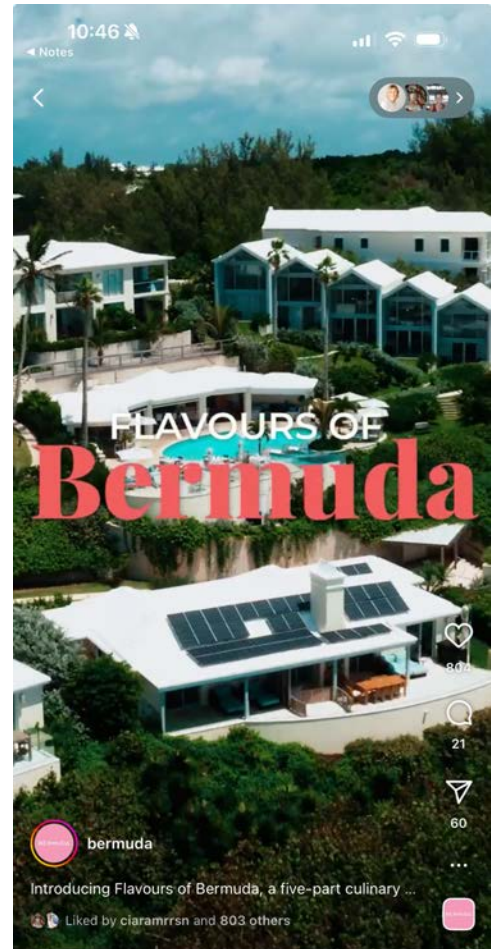
To achieve this, BTA adopted a partnership-led approach, leveraging relationships with influencers, brands, and local ambassadors to expand reach and authenticity. This method opened access to new markets and aligned audiences through shared storytelling.

### Influencer Partnerships

Creators Natalie Marshall and DeAndre Brown helped reintroduce Bermuda's charm through a Summer Fridays campaign emphasizing accessibility from the East Coast. Their content achieved 41.7 million impressions and 451,200 engagements.

### Brand Partnerships

A high-impact activation with JetBlue transformed Times Square with a giant pink sand hourglass, reminding travelers that Bermuda is just a 90-minute flight away. Nearly 5,000 people engaged with the campaign through online and in-person trivia, generating millions of impressions and excitement across social platforms.



## Local Business Collaborations

The “Flavours of Bermuda” five-part culinary video series spotlighted local chefs and cultural experiences, pairing episodes with themed itineraries. It generated 1.02 million impressions and 16,695 engagements, driving interest in local food tourism.

### Results (Jan–Aug 2024)

- 68.8M impressions (projected 91.7M annual, surpassing goal by 11M)
- 999K engagements (projected 1.33M annual, surpassing goal by 300K)
- 1.4% engagement rate (exceeding benchmark by 0.4%)
- 60K+ organic social sessions and 956K+ paid sessions

### Impact

By leveraging partnerships, Bermuda not only exceeded performance goals but also broadened its audience in meaningful ways. The island’s story reached millions of potential travelers through authentic, experience-rich content that celebrated both destination and community. Through this evolved strategy, Bermuda Tourism has turned social media into one of its most powerful tools for driving visitation, stakeholder value, and long-term brand growth.

## Content Strategy

We believe campaigns work best when they are strongly supported by all Paid, Owned and Earned marketing channels. Content strategy and marketing is a key pillar in VERB's service offering. We provide strategic guidance and implementation for campaign concepts, social, blog, web content, and email along with developing and managing influencer programs and paid content partnerships. Our work is informed by trends, industry expertise, SEO research, and analytics. Our award-winning work includes, but is not limited to, ongoing content marketing for:

HILTON HEAD ISLAND  
SOUTH CAROLINA



— NAPA VALLEY —  
WINE TRAIN  
— EST. 1864 —

 PRINCE WAIKIKI

*Cody*  
YELLOWSTONE  
WYOMING

THE  
TWIN  
FIN

 Kingston Resorts®

**Frisco**  
THE CITY THAT PLAYS

**icon**  
PARKING 



BERMUDA

**bluffton**  
HEART OF THE LOWCOUNTRY

## Influencer & Content Creator Strategy

We understand you are also interested in strategic partnership strategies. We can provide extensive, results-oriented and award-winning services. We believe influencer and content creator strategies must be more than likes and pretty pictures. We follow the approach outlined below to make all partnerships as meaningful and successful as possible.

### Content Creator Partners:

Here is a snapshot of some of our partnership work.



**Visit Frisco**  
@CoupleintheKitchen  
\$54.5K Estimated Media Value (EMV)



**Hilton Head Island**  
@alexandra.olaughlin  
\$1.7M EMV



**Cody Yellowstone**  
Scott Kranz & Stephen Matera  
\$183.2k EMV

We also work to ensure our partners' target audiences can see themselves reflected in and represented by the content creator partnerships we establish. Our work on this front includes HSMIA Adrian Award winning work with Visit Austin.

## Content Creator Case Study: Visit Austin x Lucy Edwards: Seeing Austin Through Every Lens

Austin moves to its own rhythm, filled with music, creativity, and connection. In 2024, Visit Austin set out to ensure that everyone could feel part of that rhythm. To bring this vision to life, we collaborated with Lucy Edwards, a UK-based broadcaster, journalist, and disability advocate who lost her sight at 17, to share the city through her unique perspective.



Lucy's visit became a story of belonging and discovery. She kayaked across Lady Bird Lake, hiked scenic trails, and even climbed onto a mechanical bull, laughing with confidence and joy. Through her storytelling, Lucy showed how accessibility in travel can be vibrant and empowering. Her content encouraged audiences to see Austin as a place where everyone can join in, where adventure feels open to all, and where inclusion is expressed through action rather than words.

With support from British Airways, Lucy traveled directly from London to Austin, reinforcing the city's reputation as an accessible and welcoming gateway for international visitors. Across Instagram, TikTok, and YouTube, she published 35 posts that reached more than 724,000 people and generated 16 million impressions. The campaign achieved \$382,000 in earned media value from an investment of only \$10,000.

Beyond its measurable success, this partnership resonated because it was authentic. Lucy's use of alt text and audio descriptions modeled inclusive storytelling, ensuring that her audience could experience Austin through multiple senses.

Through this collaboration, Visit Austin demonstrated how empowering a creator with lived experience can build genuine representation. By inviting Lucy to tell her own story, we showed how creativity and accessibility come together to make every traveler feel welcome in Austin.

## Activations and Events

VERB's approach is to ensure events and activations are connected to a broader, measurable strategy. They should help our clients do one or more of the following:

- Connect with a new market or grow presence in an existing market,
- Build relationships with media and content creators who can help share brand stories,
- Form connections with potential partners,
- Gather and create/generate new content assets,
- Support community relations.

Our experience includes events/activations with Hilton Head Island in both Nashville ([see video](#)) and Toronto, Canada ([see video](#)), an influencer and media event at the Tennis Open in Miami for Hilton Head Island.

## Experience Fayetteville Thought Starter

Athletes First Tailgate Tour: The Tour is our VIP tailgate experience popping up at major college football games across the country and creating unforgettable moments around the game day experience. We'll have branded activations, athlete appearances, social amplification and on-site sampling. We'll be making stops at schools like Ohio State, Notre Dame, Georgia, Alabama, Texas, etc. This could be an opportunity to connect the dots between the destination and the university.

## Brand Partnerships

Brand partnerships drive results when both brands can connect with net new potential audiences who share a mutual interest in the values each brand supports. We believe partnerships should be part of an overall marketing strategy designed to support measurable goals and objectives. Should you select us as your partner, we will work with the Experience Fayetteville on strategic and tactical plans that include potential brand partnerships designed to support local businesses and intent-to-visit.

## Brand Partnership Case Study: Hilton Head Island and Cadence and Shared Sustainability Values

Hilton Head Island set out to reach a new generation of travelers—those who care deeply about sustainability, authenticity, and meaningful connection. To bring that vision to life, the destination partnered with Cadence, a U.S.-based travel accessories brand celebrated for its innovative, eco-friendly travel “Capsules” made from ocean-bound recycled plastic.



At the heart of the collaboration was a five-day, hands-on experience for the 25-member Cadence team, including CEO Stephanie Hon. Together, they explored Hilton Head Island through its defining pillars: Ecotourism, Wellness, History, Arts and Culture, and Outdoor Recreation. Their days began with sunrise turtle patrols and beach biking and ended with shared meals of Lowcountry cuisine. Between adventures, the teams connected over creative brainstorming and strategy sessions at The Westin and a luxury oceanfront villa.

The campaign unfolded in three phases—pre-trip excitement through email and social, real-time storytelling during the visit, and post-trip amplification through a published itinerary, digital content, and boosted social promotion. Every moment was captured through professional photography and video, creating an asset library now fueling future campaigns.

The results reflected both impact and intention. The partnership generated \$195,500 in earned media value through 84 Cadence posts reaching 190,000 people across key markets including New York, Los Angeles, Chicago, and Seattle. Hilton Head Island saw a 39% growth in Instagram followers, a 33% email open rate, and nearly 6,000 new subscribers.

More than a campaign, this collaboration became a case study in authentic storytelling. By empowering creators who share aligned values, Hilton Head Island brought its purpose-driven brand to life and inspired travelers to experience the island with care, curiosity, and connection.

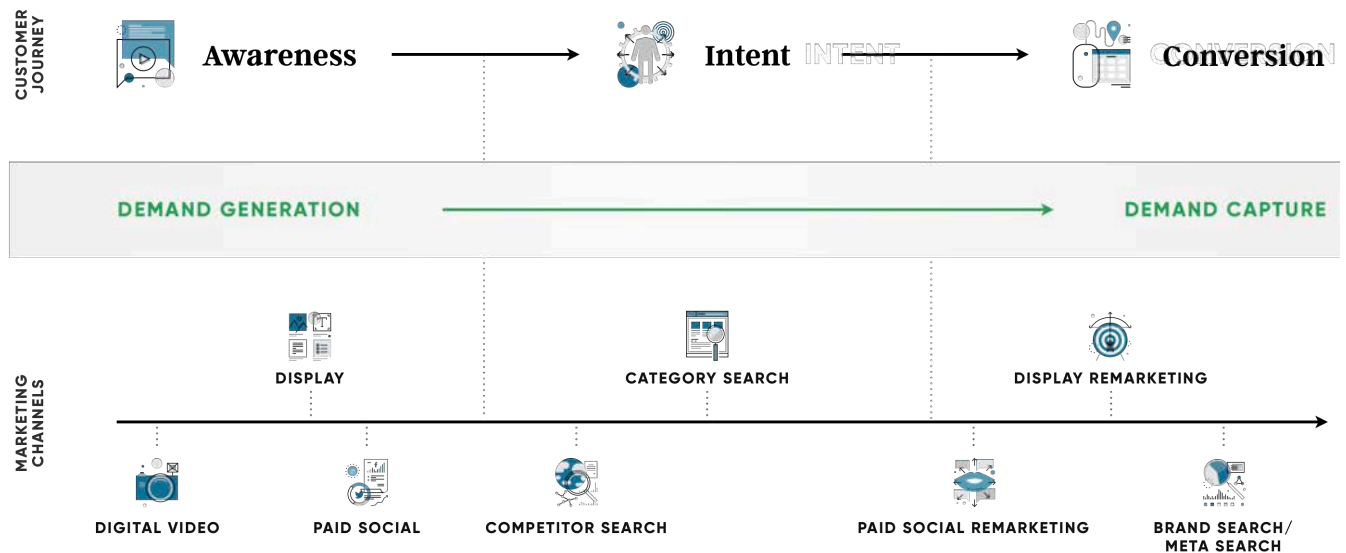


## Advertising Strategy and Management

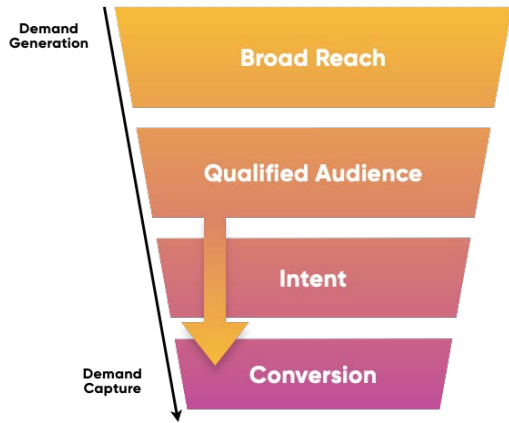
With 200+ performance media clients and a Media and Analytics team of 40+, VERB's advertising arm is a powerful one, recently reporting a Year-over-Year Return on Ad Spend (ROAS) Improvement for our clients of 146% on average. Our performance focused approach has helped our clients exceed revenue targets by as much as 70% in Canada and the US. Our conversion-driven strategies have also resulted in international Search Engine Marketing awards.

We are a Google Certified Partner and part of Google's International Growth Agencies program, which empowers our team to help our clients grow audiences and results from emerging markets.

Our full funnel marketing strategy supports each core stage of the customer journey by using specific channels, messaging, and tactics to drive exposure, engagement, and conversion for the brand, as outlined below.

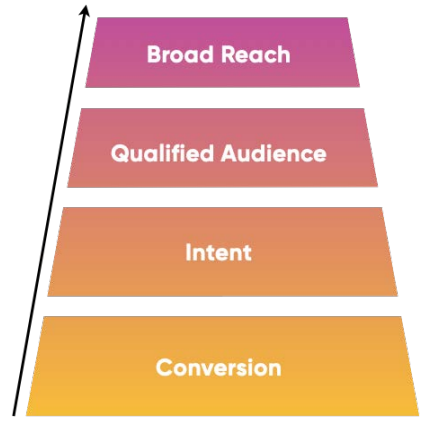


VERB will work with Experience Fayetteville to develop paid campaigns that leverage targeted media to drive measurable, cost-effective, qualified website traffic and conversions. All tactics are deployed based on business goals to either generate demand or capture existing demand. The end goal is to drive increased revenue and leads for your brand.



This approach allows us to assess how current demand is driving total site and overall performance.

If business goals are not met due to low interest, budget is flowed into intent and awareness driving effort.



## Analytics and Reporting

VERB is hyper-focused on analytics and measurement. Analytics play an integral role in all activities at VERB, ranging from discovery and UX through to digital campaign management and even social media content creation. In addition to having a dedicated analytics team at VERB, all team members are encouraged to explore analytics certifications, as data tells a story that can influence the direction of every project. Our tools and expertise include:

- Google Analytics/GA4
- Google Tag Manager
- Google Data Studio
- Google Search Console
- Content Experiments
- Optimizely
- BlueConic
- PageSense
- Adobe Analytics
- Adobe Target
- Adobe Audience Manager
- Adobe Experience Manager
- Inspectlet
- BrightEdge
- Clarity

### Case Study: Visit Frisco's "UnGrown-Up Family Fun" Campaign

Visit Frisco's "UnGrown-Up" Summer Family Fun campaign was designed to convert summer travel demand into measurable hotel bookings while reinforcing Frisco's brand as The City That Plays. Running from March to September 2025, the campaign positioned Frisco as the ultimate family getaway—where sports, play, and relaxation intersect.

The full-funnel media strategy combined upper-funnel awareness with precision retargeting to drive conversions. The upper funnel inspired wanderlust with vibrant, family-forward creative across paid social, TripAdvisor, Spotify, and native content platforms. The lower funnel activated qualified intent through Google campaigns and exclusive hotel offers, building a direct path from inspiration to booking.

The results were exceptional. The campaign generated 233,675 sessions, a 50% engagement rate, and 77,333 hotel partner referrals, proving the effectiveness of the integrated model. Google campaigns served as the conversion engine, delivering 1.04M clicks and 72,650 hotel partner click-offs. Paid social and vendor buys added over 300,000 landing page clicks and 4,500 partner referrals, fueling awareness and mid-funnel engagement.

Year-over-year growth across key markets validated the campaign's national reach: Florida traffic rose 1,182%, New York 1,050%, and Illinois 226%. Using conservative conversion estimates, the campaign delivered roughly \$191,000 in incremental room revenue on a modest spend, representing significant ROI and tangible partner value.

Ultimately, UnGrown-Up proved that playful, data-driven storytelling can move families from curiosity to commitment—elevating Frisco's visibility, occupancy, and reputation as one of the most family-friendly destinations in Texas.

**Frisko**

**UnGROWN-UP Fun**

**FIND GROWN-UP Fun**

*Give your*  
**INDOOR VOICE**  
*a rest*

Scan to Find  
**UnGrown-Up Fun In Frisco, Texas**

**Frisko**  
THE CITY. THE PLAY.

**Frisko**

**UnGROWN-UP Fun**

**FIND GROWN-UP Fun**

*Live like it's never a*  
**SCHOOL NIGHT**

Scan to Find  
**UnGrown-Up Fun In Frisco, Texas**

**Frisko**  
THE CITY. THE PLAY.

*Guilt-Free*  
**SCREEN TIME**

Scan to Find  
**UnGrown-Up Fun In Frisco, Texas**

**Frisko**  
THE CITY. THE PLAY.

## **Email Marketing & CRM**

True digital transformation means using technology to constantly evolve all aspects of the business model, including business processes, customer experience, and market requirements. Because the customer experience is at the heart of Experience Fayetteville's goals, a digital marketing strategy that is both engaging and offers relevance is key. This strategy must be integrated and holistic and applied to both CRM and marketing automation goals.

Using our experience with DMO clients including Hilton Head Island, Wyoming Tourism, Nassau & Paradise Island, Bermuda Tourism Authority, and others, we can help Fayetteville optimize this powerful marketing channel. Here is an overview of our approach:

### **Set Goals**

**Define Strategy & Objectives:** Clarify what you hope to achieve with your email campaign, such as increasing engagement, driving partner conversions, etc.

**Identify Audience:** Understand who will receive your emails by defining audience segments.

### **Plan Content**

**Content Calendar:** Develop a timeline for when each email will be sent to keep your messaging timely and relevant while also ensuring content strategy is aligned with social content calendar and overarching organic SEO strategy.

**Message Themes:** Decide on the key themes for your emails, ensuring they align with your marketing goals and promotional activities.

### **Create Content (consumer only)**

**Copywriting:** Craft email copy that is clear, engaging, and direct, with a strong call to action and written in BTA's brand tone and voice.

**Creative Design:** Design emails that are visually appealing and consistent with your brand's style, ensuring they look good on both desktops and mobile devices.

**Compliance:** Make sure all emails comply with legal standards like GDPR, CCPA, or CAN- SPAM.

### **Test and Optimize**

**A/B Testing:** Test different elements of your emails (like subject lines or images) to find out what resonates best with your audience.

**Incorporate Feedback:** Use feedback and analytics to tweak and improve your email content.

### **Send Emails**

**Schedule and Send:** Use an email service provider to send your emails at optimal times based on your audience's habits.

**Automate Responses:** Set up automated responses for common actions like sign-ups or purchases.

## Monitor Performance

**Track Metrics:** Regularly check key performance indicators such as open rates, click rates, and conversions to evaluate the effectiveness of each email.

**Make Adjustments:** Adjust your strategy and content based on these metrics to improve future emails.

## Refine and Report

**Generate Reports:** Create detailed reports on the performance of your email campaigns.

**Refine Strategy:** Use insights from the data to refine your approach, targeting, and content for upcoming campaigns.

## Connecting with SEO

Implementing an email content strategy alongside an organic SEO strategy and social media content strategy involves aligning content across all channels to reinforce brand messaging and improve audience engagement. VERB will use insights from SEO to inform the topics and keywords for your email content, ensuring consistency with the content that performs well on your website and social media. In addition, we will utilize social monitoring and community management to gather feedback and preferences from your audience, which can help refine and personalize the email content further, creating a cohesive and interactive digital marketing ecosystem.

To deliver a cutting-edge email strategy, VERB starts with a structured approach to develop and implement a strategy that sees CRM data efficiently integrated with Experience Fayetteville's marketing automation platform. In collaboration with you, VERB will work within the platform to accomplish the following:

**Workflow Management and Development:**

- Design and implementation of complex technical workflows.
- Management and optimization of existing workflows.
- Development of specific workflows for travel guide fulfillment.
- Regular testing and benchmarking to assess performance.

**Email Management:**

- Creation and maintenance of email segmentation strategies.
- Comprehensive list management including regular cleanups and updates.
- Execution of test sends and full email deployments.
- Development and updating of personas and intent-based audiences for targeted marketing.
- Automation of email processes to enhance efficiency.

**Technical Support and Training:**

- Ongoing technical support including strategy consultation and technical troubleshooting.
- Management of support tickets and resolution of issues.

## AI and the Destination Marketing Landscape

There is no question that AI is disrupting the way we work, communicate, plan, and travel.

VERB's approach to AI for destinations as a cross-functional, integrated capability across the entire organization. This perspective focuses on leveraging AI to drive tangible business goals, prioritizing the question of "How can it support my brand and business goals?" overusing AI merely for the sake of it.

The integration of AI centers on three core pillars:

- **Operational Efficiency and Insights:** AI is utilized to increase internal efficiencies by automating rote tasks, taking and compiling notes, and using Chatbots to answer FAQs and reduce call center volume. Furthermore, AI simplifies data consumption by enabling prompt-based analytics analysis, moving away from a dashboard-based approach (e.g., using Gemini/GPT plugins to query GA4 metrics).
- **Enhanced Personalization and Performance Media:** AI is intensely and actively used across Performance Media platforms (Google, Bing, DSP services) to optimize which combination of messaging and visuals is served up to what audience and when. Looking forward, the roadmap includes leveraging AI-based production tools to accelerate speed-to-market for fresh ad assets, quickly generating various sizes, combinations, and even authentic voiceovers (VO) and captions in multiple languages.
- **Discovery Fueling and Social Integration:** The strategy extends into social media and content discovery by optimizing profiles and feeds to support brand ranking in LLMs. For instance, recent updates allowing public Instagram posts from professional accounts to be indexed on Google and Bing offer a new content discovery route outside the platform. Additionally, VERB employs custom GPTs/Gems to crawl platforms like Reddit and trending Instagram topics to generate net new content ideas that are data-backed and more likely to be ranked and cited by LLMs.

This approach requires continuous tracking of conversions generated by AI bots and calls for enhanced reporting to introduce net new GEO-based metrics and benchmarks.

## Search Engine Optimization & Generative Engine Optimization (GEO)

VERB recognizes that destination discovery is rapidly evolving. Traditional search results are being replaced by generative engines such as ChatGPT, Perplexity, and Google's AI Overviews—platforms that provide answers rather than links. Gartner predicts that by 2028, half of all traditional search traffic will be replaced by AI-driven experiences. This shift demands a strategic pivot from traditional SEO to Generative Engine Optimization (GEO) – ensuring destinations become the cited source when users ask AI-powered tools for travel recommendations.

While SEO remains essential for building a strong technical foundation and content credibility, GEO expands the scope. It ensures that brand content is understood, cited, and accurately represented by large language models (LLMs). VERB's philosophy is that a successful DMO must perform for both humans and algorithms, delivering structured, engaging, and authoritative content that earns visibility across both SERPs and AI-generated results.

### Our Approach

#### 1. Data-Driven, Human-Centered Optimization

We start with comprehensive technical audits, content performance analysis, and GEO keyword mapping. Our approach combines traditional SEO fundamentals—technical health, on-page optimization, and off-page authority—with GEO-specific tactics such as structured data, schema markup, and llms.txt integration to help AI engines interpret content correctly.

#### 2. Content Engineered for AI Discovery

Content is developed through the lens of generative engines. We optimize for context, clarity, and EEAT principles (Experience, Expertise, Authoritativeness, Trustworthiness), ensuring AI models recognize and cite client content as reliable. We conduct GEO response analysis to identify how LLMs are surfacing travel recommendations and then craft targeted narratives designed to appear in those answers.

#### 3. Building Digital Credibility Through Partnerships

Backlink and digital PR strategies remain central. We cultivate high-quality, "Do Follow" backlinks, brand consistency (NAP data), and authoritative mentions across external channels—all key ranking signals for both SEO and GEO visibility.

#### 4. Measuring Beyond Clicks

VERB redefines performance measurement for the generative era. Traditional KPIs like site visits and organic traffic are paired with new metrics: AI Search Visibility (share of citations), Content Performance in AI, and Agent-Driven Conversions. This allows destinations to measure both influence and interaction across emerging platforms.

#### 5. Future-Proofing Destination Brands

GEO is not a one-time setup but a living system. VERB helps DMOs build scalable frameworks—ongoing content audits, platform monitoring, prompt updates, and optimization cycles—ensuring long-term visibility as AI-powered search continues to evolve.

## MICE & SMERF Targeting Strategies

At VERB, we understand that the motivations and decision-making processes for MICE (Meetings, Incentives, Conferences, and Exhibitions) and SMERF (Social, Military, Educational, Religious, and Fraternal) audiences are vastly different from leisure travelers. These segments require a dedicated communication strategy—one that speaks to their logistical needs, professional expectations, and emotional drivers, rather than repurposing leisure content.

Our approach centers around creating differentiated digital ecosystems, marketing programs, and content strategies that connect with planners and organizers at every stage of their journey—from awareness to RFP submission.

VERB begins each engagement with a focused discovery process that identifies:

- Core audience segments (e.g., corporate planners, association executives, social organizers).
- Primary triggers that drive consideration (e.g., accessibility, sustainability, capacity, incentives, local culture).
- Pain points in their research and booking process (e.g., lack of transparent specs, inconsistent venue data, poor follow-up).
- Competitive positioning against peer destinations and hotels.
- We then translate these insights into tailored creative, UX frameworks, and targeted media strategies designed to drive qualified leads and RFP submissions.

### Digital Experience & Content Strategy

Our web and content strategies focus on creating dedicated digital environments—distinct from consumer/leisure experiences—built to support the B2B mindset of MICE and SMERF planners. Key tactics include:

- Dedicated Meeting & Event Microsites or Hubs with concise navigation, venue specs, floorplans, 3D tours, and downloadable sales kits.
- Planner-Focused Content Modules (e.g., “Why Meet Here,” “Unique Venues,” “Sample Itineraries,” “Team-Building Experiences,” “Local Expertise,” “Sustainability Credentials”).
- Interactive Maps & Filterable Venue Search powered by technologies like Mapbox or Algolia to help planners find spaces by size, type, or amenities.
- Dynamic Offers & Incentive Programs that highlight seasonal or group-based discounts, supported by CRM segmentation and email automation.
- Localized Case Studies & Testimonials from past events to build credibility and social proof.
- AI-Ready Structured Data to improve visibility in generative search and ensure RFP-ready information can surface easily via AI-powered platforms.

### Paid Media & Lead Generation

Our paid media approach goes far beyond brand awareness—our goal is to drive measurable planner engagement and generate qualified RFPs. We leverage a mix of paid and owned channels with conversion-focused creative, using precise targeting to reach planners by role, interest, and behavior.

Tactical activations include:

- LinkedIn campaigns targeting corporate planners, association members, and agency professionals.
- Programmatic display and retargeting across trade sites like Smart Meetings, and Successful Meetings.
- Geo-targeted campaigns focused on key feeder markets or regions with strong industry alignment.
- Search campaigns optimized around planner-intent keywords (e.g., “conference venues in [destination],” “incentive travel packages”).
- Native advertising and sponsored content within B2B publications and industry newsletters.
- Lead nurturing funnels that capture contact info and trigger follow-up sequences via integrated CRM workflows.

### **CRM, Data & Measurement**

Measurement and optimization are central to every campaign. We integrate Google Analytics 4 (GA4), CRM data and marketing automation tools to track every action from ad click to RFP submission.

Our approach includes:

- Custom dashboards showing lead source attribution, cost per lead/RFP, and planner conversion performance.
- Email nurture journeys that deliver follow-up communications based on planner interest (corporate vs. social).
- Data enrichment to classify planner leads by vertical, event type, and value potential.
- Quarterly performance reviews to realign budget and creative based on conversion data.

### **Offline Integration**

While digital drives initial engagement, we believe in a 360° marketing approach that connects online and offline touchpoints. VERB supports destinations with:

- Event sponsorships and on-site activations at major trade shows (IMEX, MPI, PCMA, Connect Marketplace).
- Print collateral, video, and signage aligned with the digital creative framework.
- Direct mail campaigns targeting top-tier planners with personalized offers and destination highlights.
- Partner enablement programs to equip local hotels and venues with co-branded sales assets, templates, and lead sharing tools.

### **Proven Experience**

VERB has partnered with Hilton Head Island, Visit Frisco, Pebble Beach, Destination Greater Victoria, Sea Island Resort, and the Omni PGA Hotel & Resort, among others, to develop successful MICE/SMERF lead generation programs. Through these collaborations, we’ve gained invaluable insights directly from meeting planners and agencies, which we continue to apply for other clients like Experience Fayetteville.

Our strength lies in building performance-driven, insight-backed campaigns that drive tangible results—qualified leads, RFP growth, and measurable ROI—for both destinations and hotel partners.

## MICE Case Study: Hilton Head Island Reimagined Digital Experience

Following an immersive FAM tour with some of the top meeting and event planners in the US, travel advisors, and hotel partners, VERB engaged in an in-depth discovery session to understand how Hilton Head Island is perceived by planners and what information or experience would better support their research, decision-making, and RFP submission process. The conversations provided a wealth of insights into how each audience segment—corporate, association, incentive, and luxury SMERF—evaluates destinations, and what content and navigation elements best resonate with their unique priorities.

The outcome was a reimagined MICE digital experience designed to drive more qualified leads for Hilton Head Island’s meetings and group business while positioning the destination as both accessible and aspirational for luxury incentive programs and high-value SMERF segments.

### Audience-Specific Navigation Strategy

VERB’s UX team focused on creating a navigation system intentionally structured around the needs of key MICE segments rather than mirroring the structure of the leisure DMO website. Each pathway was built to reduce friction and get planners to relevant content in one or two clicks, while surfacing conversion opportunities throughout.

- **Corporate & Association Planners:**  
Navigation emphasized meeting spaces, capacity charts, accessibility, and group logistics, with clear CTAs for “Submit an RFP” and “Connect with the Team.” Dedicated content modules outlined conference-ready venues, hybrid meeting capabilities, and sustainability initiatives—elements critical to these segments.
- **Incentive Travel Organizers:**  
This path prioritized luxury experiences, island exclusivity, and partner collaboration. The content was designed to inspire while still being actionable—featuring curated itineraries, team-building experiences, and high-end resort packages that make Hilton Head Island a natural choice for reward travel.
- **Luxury SMERF Audiences (Social, Military, Educational, Religious, Fraternal):**  
For these groups—often led by travel advisors or social planners—the navigation highlighted ease of access, group-friendly accommodations, and special event venues. Emotional storytelling and imagery reflected the warmth and inclusivity of the island’s character, appealing to the community-oriented nature of these audiences.

This segmented content framework not only helped users find what they needed quickly but also reinforced Hilton Head Island’s ability to accommodate a wide range of event types without compromising on experience or service.

## Content Strategy & UX Integration

The reimagined site prioritized content that speaks to planners in their language—data-driven, solution-oriented, and trust-building. VERB restructured content around questions planners actually ask, emphasizing clarity, depth, and scan-ability.

Key elements included:

- At-a-glance specs for venues and accommodations, with downloadable PDFs and contact integration for seamless follow-up.
- Curated itineraries and inspiration pages for incentive and SMERF markets, balancing luxury appeal with logistical detail.
- Interactive maps and filters to explore meeting spaces by capacity, proximity, and amenities.
- Dedicated sections for “Why Hilton Head Island” and “Getting Here”, designed to preempt top planner concerns about accessibility and connectivity.
- Custom photography and video content showcasing real events and spaces, reinforcing authenticity and scale.
- Clear and persistent conversion points for “Submit an RFP,” “Schedule a Call,” or “Download Planning Resources.”

By blending functional clarity with elevated design, the new digital experience communicates Hilton Head Island’s unique meeting and incentive proposition: a coastal destination that combines resort-level amenities, Southern hospitality, and seamless logistics—all in a naturally inspiring environment.

## Deliverable

The new MICE-focused platform represents a deliberate departure from the consumer-facing DMO site. Instead, it serves as a purpose-built sales and lead generation tool, optimized to convert planner interest into actionable opportunities.

Through the integration of data-informed UX, personalized navigation, and content tailored to distinct planner mindsets, Hilton Head Island now offers a digital experience that reflects the sophistication and professionalism of its group business offerings—driving measurable engagement and an increase in qualified RFP submissions.

## Supporting Industry

We firmly believe the adage, "*All Boats Rise*". That's why we work with our destination partners to provide training and hands-on learning opportunities for local industry to grow their expertise and improve their ability to successfully market their business.

Through a combination of virtual and in-person programs, webinars, and certificate-granting curriculum, we've been able to help local restaurants, hotels, and tour operators upskill their marketing across paid, social, email, and analytics.



**TOURISM**  
**DIGITAL ACADEMY**  
Destination BC

We worked with Destination British Columbia to develop the province-wide Tourism Digital Academy as a COVID recovery effort. It included eight training segments, take-home exercises, "office hours" with subject matter experts, and an official certification. That program has also evolved to include self-serve component to allow operators to move at their own speed. An overview of the program can be found in the appendix/accompanying materials and a high-level overview is

provided [in this official program video](#).

For clients such as Cody Yellowstone, an annual learning session is open to local businesses and operators each November. These half-day sessions are planned to fill a need identified by the destination leadership and designed to provide hands-on learning. Last year saw the VERB social team leading a short-form video session throughout the Buffalo Bill Center of the West museum.

Meanwhile, we work directly with Visit Frisco to help support the Rail District, an under development local business and retail shopping destination currently facing challenges due to ongoing construction. Together with Visit Frisco, we launched a new brand identity for The Rail District and provided local businesses with tools and training to support them during the construction period. A detailed social content strategy was also launched across Instagram to highlight the businesses, personalities, offers, and restaurants throughout the area. We've provided a look at some of the training toolkit in the appendix/accompanying materials we've provided to Experience Fayetteville.

We also believe in celebrating wins and strategies with local businesses so they can better understand what the destination is working on and how it ultimately benefits their own businesses. With both Cody Yellowstone and Visit Frisco, we've begun to launch brands and campaigns to the local community first, allowing them to share in the pride and excitement.

## Case Study: Visit Frisco, Sports City USA, Where Greatness Grows Together

When Visit Frisco set out to refresh its Sports City USA identity, the goal wasn't simply to rebrand—it was to unite a city behind a shared story of pride and possibility. Frisco had already become a global sports hub, home to organizations like the Dallas Cowboys, PGA of America, and FC Dallas. But beyond the bright lights and professional facilities, there was a deeper story to tell: one about the people who made this success possible and the community that fuels it.



The rebrand began with listening. Through extensive community engagement—surveys, interviews, and collaborative workshops—Visit Frisco and VERB invited voices from every corner of the city to help define what Sports City USA truly meant. Residents, local business owners, city officials, and sports partners contributed insights on what made Frisco special. This process ensured that the brand was not designed in isolation, but built from the inside out, grounded in authentic local sentiment.

Working sessions brought together representatives from the Dallas Cowboys, PGA of America, FC Dallas, local schools, and youth sports organizations to align on a shared vision. From those conversations, a new archetype emerged: The Team Captain—a leader who inspires collaboration, celebrates collective success, and uplifts everyone around them. The brand promise, "Where greatness grows," captured the community's belief that excellence starts locally—on neighborhood fields, in classrooms, and within families who cheer from the stands.

To bring that message to life, Visit Frisco and VERB produced a cinematic docuseries featuring interviews with local athletes, parents, and coaches. Its premiere at The Star—the Dallas Cowboys' world-class facility—became a citywide celebration. Stakeholders, residents, and civic leaders gathered not just to witness a brand launch, but to see their collective story reflected on screen.



The campaign succeeded in transforming a rebrand into a movement. Sports City USA became a rallying point for civic pride and a blueprint for community-driven marketing—proof that when everyone plays a role, greatness doesn't just happen in Frisco. It grows here. This grassroots campaign delivered powerful ROI: renewed civic pride, stakeholder alignment, and stronger tourism advocacy. By celebrating the community's own story, Cody Yellowstone inspired locals and visitors alike to see the rodeo—and the destination—with fresh eyes.

## Supporting Outdoor Recreation and Mountain Biking

VERB works with all our client partners to ensure we fully understand and are immersed in the pillars that drive visitation. This helps us tailor and track all marketing efforts to ensure we're adequately supporting the pillars and optimizing performance.

Should you select us as your next partner, we will immerse ourselves in your outdoor recreation offering and weave this pillar into all marketing channels. Additionally, we will track the performance of this pillar across organic channels such as social and email, as well as which paid placements are best suited as we track how it resonates in paid advertising mediums. Frequent reports as to who is engaging with this content and how, will help us work together to constantly refine and optimize how we communicate this offering.

As outlined in the case study below, we have experience working with our destination partners to elevate attractions, events, and experiences and leverage them to support a more holistic pillar and approach.

### Case Study: Elevating the Visit Austin Marathon Experience

With running surging as both a sport and a lifestyle, Visit Austin saw an opportunity to position the city as the ultimate destination for runners and wellness seekers. The Marathon Girls campaign, built around the



Austin Marathon, showcased Austin as a place where athletes can train, compete, recover, and thrive.

Partnering with four influential female running creators, the campaign invited audiences to experience Austin through authentic, story-driven content. Each creator's itinerary blended marathon training with recovery rituals—cold plunges, saunas, and salt rooms—capturing the holistic balance that defines the city's wellness culture.

The strategy focused on extending the conversation beyond race day. By pairing influencer storytelling with owned media amplification, the campaign emphasized Austin's unique energy as both competitive and restorative. Content positioned the city as a vibrant college-town community where fitness, culture, and hospitality intersect.

The results were exceptional. The campaign delivered 10.3M reach, 14.3M impressions, 763K engagements, and \$5.3M in earned media value—a 530:1 return on a \$10K investment. Engagement quality was high, with over 2.7K comments reflecting real travel intent and excitement about visiting Austin.

Beyond metrics, Marathon Girls redefined how Visit Austin connects with niche audiences. It transformed a single event into a narrative of wellness, empowerment, and belonging, cementing Austin's reputation as a destination where community and culture meet performance and recovery.

## Supporting The Fayetteville Town Center

We understand you have also tasked us with supporting the Fayetteville Town Center and its dedicated local team. Across our destination portfolio, we are often asked to support multiple venues or sub-regions within a larger destination organization. Our approach is always grounded in understanding each property's unique positioning, audience, and role within the larger Fayetteville story – ensuring the Town Center both contributes to and benefits from the city's overall marketing ecosystem.

To achieve this, we will begin by meeting with Town Center stakeholders and staff to gain a full understanding of the facility's event mix, goals, and community partnerships. Our focus will be on identifying where we can help elevate visibility, streamline communication, and drive measurable outcomes.

Examples of how we can extend support include:

**Storytelling and visibility:** Develop a refreshed content series that highlights the people, events, and milestones taking place at the Town Center – positioning it as a hub for creativity, culture, and community connection.

**Community alignment:** Host mini-listening sessions and interviews with the sales team, event organizers, partners, and vendors to surface insights and opportunities for co-promotion.

**Cross-promotion:** Integrate Town Center programming into Experience Fayetteville's broader campaigns and owned media channels, including social, email, and event landing pages, ensuring consistent visibility.

**Stakeholder empowerment:** Provide the Town Center team with social and content templates, refreshed marketing and outreach toolkits, and editable sales enablement materials to simplify daily communication and keep messaging cohesive.

**Search visibility for planners:** Establish always-on paid search campaigns targeting high-intent event planners and meeting professionals to increase qualified inquiries and bookings.

**Joint celebrations:** Support milestone moments – anniversaries, renovations, or signature events – with community-driven storytelling and PR amplification to grow awareness and civic pride.

**Dedicated storytelling opportunities:** Create B2B and B2C content that spotlights the Town Center and the surrounding district's sustainability offerings – from green meeting practices to walkable access and local sourcing – appealing to planners, partners, and visitors alike.

**Creator partnerships:** Collaborate with regional and national content creators to tell the unique story of the Town Center, its people, and its role in the fabric of downtown Fayetteville.

This collaborative model ensures the Town Center is not treated as a separate asset, but as an active, celebrated part of Fayetteville's destination identity – fueling local engagement, economic impact, and a shared sense of pride across residents, partners, and visitors.

## Case Study: Regional Identity for the Frisco Rail District Brand Development

The Rail District is the historic downtown heart of Frisco, Texas – a place where small-town heritage meets a fast-growing city. As the area undergoes a multimillion-dollar revitalization to improve walkability, parking, green spaces, and overall appeal, the City of Frisco and Visit Frisco recognized the need for a distinct, ownable brand to tell its story. The objective was to create an identity that would unite residents, reassure business owners affected by construction, and inspire pride in the community's evolving future.

From the beginning, VERB understood that success depended on listening first. With tensions surrounding construction delays and decreased traffic to local merchants, the project required a strategy rooted in transparency, empathy, and collaboration. We partnered closely with city officials, tourism leaders, business owners, and residents through an inclusive, five-month process that built trust and momentum at every stage.

Working with the City of Frisco and Visit Frisco, we established a steering committee of local leaders and a stakeholder group representing business owners, residents, and city staff. Engagement was continuous, with weekly check-ins and updates to ensure every voice was heard. VERB led a comprehensive discovery phase that included 872 resident surveys, eight one-on-one stakeholder interviews, and multiple workshops and working sessions. This deep research guided both the brand strategy and the creative direction.



Recognizing the financial strain on local merchants during construction, VERB also delivered value beyond branding. We hosted a series of educational webinars to help businesses strengthen their marketing efforts, optimize their social media presence, understand analytics, and collaborate with influencers. This hands-on support empowered business owners with tools to stay connected to their audiences throughout the disruption.

The resulting brand captures the Rail District's character as welcoming, lively, nostalgic, and genuine. Its visual identity centers on the tagline "Good to Be Here," supported by a logo that nods to the district's railway past while feeling fresh and modern. The double line symbolizes the historic tracks, while the single star grounds the brand firmly in Texas. The color palette – Texas Twilight and Copper Rivet – reflects Frisco's rich industrial history and warm local spirit.

Launch materials included community-focused print collateral and a brand reveal celebration hosted in Frisco. These touchpoints turned the new identity into a rallying symbol of pride and progress.





The impact was immediate and deeply felt. The City Council unanimously endorsed the brand, and feedback from residents and business owners reflected excitement and renewed optimism for the Rail District’s future. Beyond visual identity, the project strengthened civic trust, rebuilt confidence in the redevelopment effort, and fostered collaboration across city departments and community groups.

Today, the Rail District brand continues to inspire community-led initiatives, business engagement, and investment interest. It stands as a lasting example of how thoughtful, inclusive branding can spark pride of place and lay the foundation for sustainable economic growth.

**Working with the University of Arkansas**

A university town is a great place to be and a wonderful destination to market. Many of VERB’s leading strategists reside in a university town, too. Halifax, NS boasts five universities and so we have first-hand experience living and working in just such a place. Our CSO, Stephanie McGrath is also the Chair of the Board of Governors for the University of King’s College and has worked extensively with the university across marketing and community engagement tactics.

Additionally, our work has included partnership – through Hilton Head Island – with the Savannah College of Art and Design in their role on the marketing board and their support with detailed research.



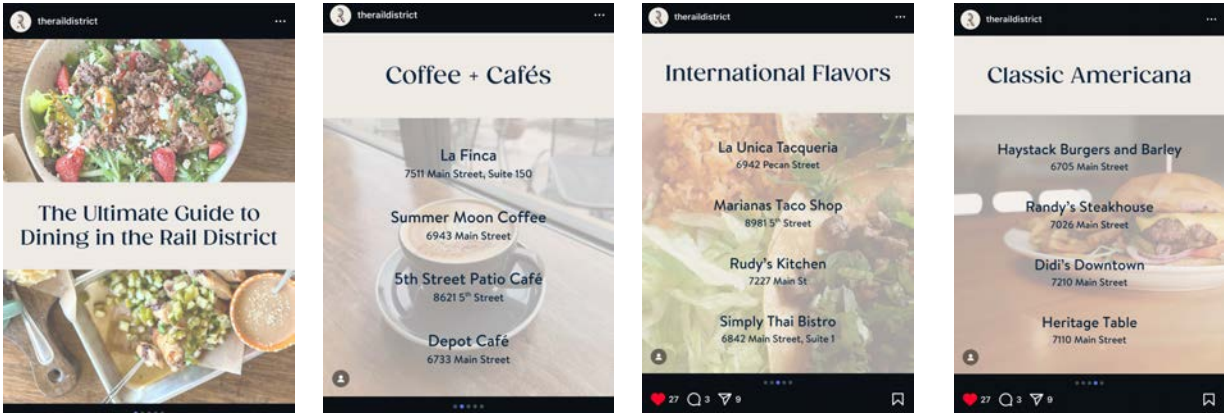
We can support Experience Fayetteville with ongoing stakeholder engagement sessions in partnership with the university, with opportunities to connect with student programs and creators, and with messaging, tactics, and marketing efforts that elevate the benefits associated with being a university town.

# Supporting the Food & Beverage Community

In speaking with the Experience Fayetteville team, we have grown our understanding of the vital importance of the F&B market to the destination. Should you choose VERB as your future partner, we will work diligently to drive out-of-market visitors to restaurants and will report, transparently on efforts to drive awareness of and interest in these establishments.

VERB's work with the F&B industry includes digital marketing work for the restaurants in the Frisco Rail District and the world-famous Nobu chain, as well as multiple F&B outlets aligned with our hotel and resort portfolio.

We can apply our understanding and wins from across those partners to support your F&B providers. This can include dedicated paid media campaigns, customized email drip campaigns and segmentation, social media features and the optimization of listings for SEO/GEO.



## **Working Collaboratively**

VERB believes that successful client relationships are based on transparency, open communication, and challenging each other to ensure that the best product possible is developed as a result of following a structured process. How do you accomplish this? It's simple: regular communication. Throughout the relationship, weekly status calls will be scheduled to provide both parties with constant updates on project status.

### **Collaboration Amongst Team Members**

VERB encourages both clients and agency partners to collaborate directly with team members across all disciplines of the company throughout the duration of a project. This helps to facilitate stronger communication, faster turnaround times, and a healthier overall relationship between all parties. Throughout the history of the company, VERB has found that this process helps to knock down unnecessary walls that hinder the free sharing of ideas amongst subject matter experts. To limit all communication to solely go through Project Managers and Account Directors would be to limit collaboration and could potentially result in multiple unnecessary meetings needing to be scheduled to solve basic tasks while we wait for the subject matter experts to be on a call or in a meeting.

### **Collaboration Amongst Agency Partners**

VERB has been fortunate enough to collaborate with a plethora of different agencies to launch websites, campaigns, and brand initiatives for many clients. The scope of these collaborations has ranged from small partnerships with brand agencies to multi-partner global brand or product launches. From our point of view, the key to successful agency collaboration is simply not to bring ego to the conversation. All agencies are at the table because they are experts in their particular field, thus collaborating together will help ensure the best possible product is delivered to the client.

## **Key Team Members – Meet Your Project Team**

We have assembled a team with deep hospitality and subject matter expertise and ensured it is led by those best suited with the needs and interests of Experience Fayetteville. The team we've summarized below is comprised of hotel and resort marketers as well as individuals who bring rich, award-winning experience in the areas of creative, media, and brand. Additionally, we've aligned talented senior account and project management leads with a passion for your property and what it offers to visitors.

### **Strategic Leadership:**

#### **Andy MacLellan, Founder and CEO**

Experience Fayetteville Role: Executive Sponsor

Under his leadership VERB is now recognized as one of North America's leading digital marketing agencies, specializing in delivering targeted solutions to tourism and hospitality companies around the world.

#### **Stephanie McGrath, Chief Strategy Officer**

Experience Fayetteville Role: Account Leadership

Stephanie's quick, creative thinking, appetite for learning, and enthusiasm for travel and technology sets the tone for our best-in-class tourism marketing. Her experience includes work with Destination BC, Visit Frisco, Visit Austin, Hilton Head Island, Wyoming Tourism, and Cody Yellowstone.

#### **Ciara Morrison, Director of Destinations**

Experience Fayetteville Role: DMO Expertise and Counsel

Ciara is a senior member of the project delivery team at VERB, and has led large-scale marketing and development projects for Destination British Columbia, Celebrity Cruises, Destination Canada, Nassau Paradise Island Promotion Board, Bermuda Tourism Authority, Indigenous Tourism British Columbia, and Destination Greater Victoria, among others.

### **Account Management:**

#### **Olivia Huddleston, Account Director**

Experience Fayetteville Role: Account Director

Olivia has led award winning destination teams for Cody Yellowstone and Hilton Head Island and has also worked with large hospitality management groups in the areas of technology and media. Her expertise across the industry is perfectly suited to the needs of Experience Fayetteville.

#### **Keely Manderville, Account Coordinator**

Experience Fayetteville Role: Account Coordinator

Keely has destination and hospitality experience. Her attention to detail and project management skills will help keep timelines and projects on track and on budget.

## **Creative:**

### **Troy Woodland, Chief Creative Officer**

Experience Fayetteville Role: Creative Director

Under Troy's leadership, VERB has produced award-winning work that includes conceptualizing and video production, branding, print collateral, digital advertising, websites, and applications. Troy will oversee all creative and user experience initiatives including web and campaign design.

### **Andy Wood, Creative Director**

Experience Fayetteville Role: Creative Director

Andy can see the big ideas between the lines of a brief, but he also has the attention to detail and love of graphic design required to execute beautiful assets. Andy will lead and oversee any campaigns and photoshoots.

### **Christian Miklos, Associate Art Director**

Experience Fayetteville Role: Associate Art Director

Christian is a talented designer, photographer, video editor, and creative thinker. A fan of promoting outdoor recreation and experiences, Christian has been part of the award winning team for clients such as Cody Yellowstone and Visit Frisco.

## **Content & Campaign:**

### **Amy Wheaton, Senior Director, Content + Brand**

Experience Fayetteville Role: Content Strategy & Campaign Oversight

Under Amy's leadership, VERB has won many awards for social media, marketing, and campaigns. Amy oversees the brand and content marketing efforts for many clients including Voyages Indigenous Tourism, Nassau Paradise Island, and the Bermuda Tourism Authority (BTA).

### **Jonathan Briggins, Sr Brand & Campaign Copywriter**

Experience Fayetteville Role: Creative Copywriter

Jonathan has led award-winning campaign work for Visit Frisco, including the recent launch of their B2B brand: Sports City USA and the [accompanying docuseries](#). He has experience optimizing content for campaigns, email, blogs, social, and ChatBot FAQs.

## **Social Media and Content Marketing:**

### **Gerard Gale, Social Strategy Lead**

Experience Fayetteville Role: Social Media Strategy

As a Social Media Strategy Lead, Gerard has a hand in almost every social media strategy that VERB produces. Delivering a clear, consistent, and interesting message across all platforms is the name of the game, and Gerard can help deliver that message every single time.

### **Adam Barrett, Social Creative Lead & Blog Lead**

Experience Fayetteville Role: Social Creative Oversight & Blog Strategy

Adam pushes creativity and excellence for VERB's social media clients and has been part of award-winning work for clients like Cody Yellowstone. He leads VERB's blog practice and collaborates closely with SEO and copy to ensure every blog is entertaining, informative, and data-driven.

### **Danika Beaton, Brand Partnerships & Events Lead**

Experience Fayetteville Role: Influencer & Partnership Strategy

Danika is an experienced Earned Media and Social Strategist with a strong background in the tourism industry. Skilled in communications, marketing, and event Planning, Danika is the go-to expert for any influencer campaign or live activation.

### **Media & Advertising:**

#### **Maria Egorova, Performance Media Strategist**

Experience Fayetteville Role: Paid Social Lead

Maria leads VERB's paid social practice. She has a well-rounded marketing background including social media, copywriting, and web marketing, with a passion for hospitality and a keen eye for detail and quality control.

### **Marketing & AI Technology:**

#### **Erin Fitzgerald, Senior Director of Marketing Technology**

Experience Fayetteville Role: Marketing Technology & AI Strategy

Erin leads the Marketing Technology practice at VERB and is working in partnership with VERB's team leads to deliver forward-thinking roadmaps to help destinations and tourism and hospitality businesses implement AI-based tactics and strategies.

#### **Jigmit Gwari, SEO Strategist**

Experience Fayetteville Role: GEO/SEO

Jigmit is leading the GEO strategy for VERB's destination clients and helping them to evolve their SEO practice to optimize and plan for the new ways AI agents and LLMs are crawling and indexing branded content.

# Rate Card

Solution	Typical Rate
Executive Strategy	-
Account Management	\$125 per hour
Project Management	\$150 per hour
Strategy & Planning Services	\$175 per hour
Analytics Strategy & Insights	\$175 per hour
Analytics Reporter	\$125 per hour
SEO Strategy	\$150 per hour
Creative Strategy	\$175 per hour
Creative Production	\$125 per hour
Content Strategy & Sr. Creative Copy	\$150 per hour
Copywriting	\$125 per hour
Social & Influencer Strategy	\$125 per hour
Media Buying & Strategy	15% of working media

## Scope of Work

The scope outlined below is based on our current understanding of Experience Fayetteville’s needs and goals for the partnership.

Discovery and Strategy	\$10,000
Campaign Concept Development	\$25,000
Email, Partnerships, Social Media Content Creation & Management	\$66,000
SEO & GEO	\$28,800
Account & Project Management	\$30,000
Creative Services Retainer	\$48,000
Content Creator Partnership Fees	\$50,000
Asset Shoots	\$70,000
Working Media	\$323,700
Media Buying & Strategy	\$48,500 (15% of working media)
<b>Total Budget</b>	<b>\$700,000</b>

## **Payment Terms and Schedules**

### **Retainer Terms**

All quotes are in USD. Invoices will be issued at the beginning of each month with Net 30 payment terms. Contracts can be terminated by either party with 30-days written notice. Estimates do not include travel expenses. Travel expenses must be approved by client prior to billing.

### **Media Terms**

All quotes are in USD. All invoicing will be issued at the close of each month. Payment terms are Net 30. All media will be prebilled at the beginning of each month. At the close of each month all media will be reconciled against actuals with any remaining balance being carried forward into the next month.

IN WITNESS WHEREOF, the Parties hereto have each approved and executed this Contract on the day, month and year first above written.

**EXPERIENCE FAYETTEVILLE**

Signature \_\_\_\_\_

Name (print) \_\_\_\_\_

Title: \_\_\_\_\_

Date \_\_\_\_\_

**VERB INTERACTIVE, INC.**

Signature \_\_\_\_\_

Name (print) Andy MacLellan

Title: CEO

Date \_\_\_\_\_

# MEMO

TO: Ryan Hauck, CEO & Fayetteville Advertising & Promotion  
Commissioners

From: Sarah King, VP of Marketing & Communications

Date: November 7, 2025

RE: Public Relations Contract FY2026

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## Background

AM Group was selected as Experience Fayetteville's PR agency from field of 9 submissions to a request for qualifications earlier this year.

Agency services will include:

- **National Exposure:** Plan and execute four annual FAM tours, handle travel writer pitching and hosting, and represent Fayetteville at two national media conferences each year to sustain top-tier visibility.
- **Drive Market Exposure:** Pitch regional media, distribute press releases to drive-market outlets, and execute unpaid micro-influencer strategies and seasonal campaigns.
- **Outdoor Recreation Exposure:** Target cycling, trail, and outdoor lifestyle journalists; host niche media visits; and secure features in publications that align with Fayetteville's outdoor identity.
- **National Awards:** Research and submit entries for key destination and industry awards that reinforce Fayetteville's national reputation.
- **University Connection:** Strengthen the relationship between Experience Fayetteville and the University of Arkansas through PR and storytelling. This includes pitching game-day experiences, alumni narratives, and hospitality innovation within the SEC network, as well as exploring opportunities such as a guest lecture series featuring EF staff and community partners within the hospitality program.
- **Local PR Campaigns:** Lead event-specific media efforts (Lights of the Ozarks, Sundays on the Square, Oktoberfest, Pride, Cyclocross) and drive consistent local storytelling through press releases, features, and "Faces of Fayetteville" placements in outlets like *Fayetteville Flyer*.

- **Meetings & Reporting:** Regular coordination, reporting, and strategy check-ins to keep everything moving and aligned.

For your consideration: A Client Agreement

### **Budgetary Impact**

This is intended as Year One of a three-year agreement. This expense, not to exceed \$86,000, is included in the PR Retainer line of the proposed 2026 budget.

### **Recommendation**

It is our recommendation that the commission authorize the CEO of Experience Fayetteville to sign a three-year Client Services Agreement with AM Group for Public Relations services with a current scope of services not to exceed \$86,000 for FY2026.

Mountain Mktg Agency, LLC  
217 Dickson Street, Suite 101  
Fayetteville, AR 72701

**SERVICES AGREEMENT  
FOR FAYETTEVILLE ADVERTISING & PROMOTION COMMISSION  
(FAYETTEVILLE A&P)**

This Agreement, which is entered into between Mountain Mktg Agency, LLC DBA AM Group (AMG) and Fayetteville A&P (“Client”), describes AMG’s agreement to provide certain services (the “Services”) at the direction of Client in order to assist Client in publicizing and promoting (“Client Campaign”).

**1. Services.** The general outline of the Services to be performed by AMG is stated in Exhibit A to this Agreement (“Scope of Services”). Client and AMG shall cooperate in developing a written annual communications plan based upon the Scope of Services (the “Communications Plan”). The Communications Plan, which shall be deemed to be part of this Agreement once signed by both parties, shall further describe the Services to be performed by AMG as well as the tactics, timeframe, strategies, and metrics to be utilized by AMG in furtherance of the Client Campaign. AMG agrees to provide Client with monthly reports pertaining to the performance and status of the Services and Communications Plan, including but not limited to updates on pitching, outstanding coverage, media opportunities and press materials.

**2. Term.** The term of this Agreement is three years beginning January 1, 2026 and ending December 31, 2028 (the “Term”). AMG’s Services shall cease at the end of the Term regardless of the status or completion of such Services. The parties may otherwise agree in writing to renew or extend the Term of this Agreement. Additionally, during the month of August of each year within the Term, and at the regularly scheduled PR monthly meeting, AM Group and the Fayetteville Advertising and Promotion Commission may each present proposed scope modifications or additions for consideration for the following contract year.

**3. Payments and Expenses.**

**(a) Retainer.** Client agrees to pay AMG a flat monthly retainer (“Retainer”) of \$7,155 (\$6,750 + 6% admin fee) for each monthly period of the Term in exchange for AMG’s provision of the Services for up to forty-five (45) hours per month. Work outside of these hours is subject to an additional fee. Fees are outlined in Exhibit B to this Agreement (“Standard Hourly Rates”). The first installment of the Retainer is due at or before the start date of the Term. Retainers applicable to partial months will be prorated. The Retainer incorporates a six percent (6%) administrative fee (“Administrative Fee”), which covers all ordinary in-house expenses incurred by AMG in performing services for its clients, including telephone and conference use, local travel, general database and software usage, and other general expenses (“General Expenses”).

**(b) Work Performed Outside of Scope of Services.** AMG shall alert Client if work outside of the Scope of Services is requested by Client or deemed necessary by AMG. AMG shall obtain Client consent prior to engaging in work outside of the Scope of Services. Work performed by AMG outside of the Scope of Services will be billed to Client at AMG’s then-applicable standard hourly rate plus the six percent (6%) Administrative Fee. AMG’s current standard hourly rates, which are subject to change, are attached to this Agreement as Exhibit B.

**(c) Client Expenses.** Client is responsible for payment of expenses specifically incurred by AMG on behalf of Client, for example, expenses for non-local travel, printing, vendors, shipping, media, photography, design, and entertainment costs (“Client Expenses”). Client Expenses, which are not included in the Administrative Fee, will be billed to Client at cost plus ten percent (10%). AMG will obtain Client’s authorization prior to incurring Client Expenses in excess of \$300 per occurrence.

**(d) Payment Terms.** Payments are due NET 15 unless otherwise indicated on AMG’s invoice. Interest of 1.5% per month shall be paid by Client on any amounts paid after the due date in addition to the sums otherwise due under the Agreement. AMG may, in its sole discretion, suspend the performance of its Services under this Agreement until Client is current with all payments due hereunder (including all interest assessed). If amounts owed by Client, including all interest assessed, are not paid within 30 days of the due date, AMG may terminate this Agreement without further obligation on the part of AMG (but without waiver of Client’s payment obligations). Payments to AMG may be made only via ACH.

(e) **Assurances of Payment.** AMG may, in its sole discretion, require additional assurances of payment, including, as examples: (i) requiring that Client's performance under this Agreement be guaranteed by one or more suitable persons or entities; (ii) requiring that Client complete and sign an authorization permitting AMG to utilize Client's ACH transfer information for use in the event of late payments or early termination of the Agreement; or (iii) requiring that Client make one or more Retainer payments in advance of the due date otherwise set forth in this Agreement. Required assurances, if any, are attached to this Agreement as Exhibit C. Client's provision of any required assurances is a prerequisite to AMG's consent to this Agreement or any obligation of AMG to provide any of the Services.

4. **Early Termination of Agreement.** During the first 90 days of the Term, this Agreement may only be terminated "For Cause". The parties agree that the restrictions on termination during the first 90 days of the Agreement are necessary given AMG's investment of time and resources in its creation of the Communications Plan, and to allow for the time necessary to evidence the results of the Services. Following the first 90 days of the Term, this Agreement may be terminated either (i) For Cause, or (ii) at-will by either party in accordance with subsection (b) below.

(a) **Termination For Cause.** Either party may terminate this Agreement "For Cause" at any time based on the other party's material breach of the Agreement, and following at least 10 days' written notice prior to the date of termination which identifies the asserted material breach and provides the breaching party at least 10 days to cure the asserted breach. Client shall pay AMG all unpaid fees and expenses incurred by AMG through the effective date of a For Cause termination, including but not limited to the prorated Retainer due to AMG through the effective date of the termination.

(b) **At-Will Termination.** Following the first 90 days of the Initial Term, either party may terminate this Agreement with or without cause or reason (referred to herein as an "At-Will" termination). An At-Will termination requires at least 60 days' written notice to the other party prior to the date of termination. Client shall pay AMG all unpaid fees and expenses incurred by AMG through the effective date of the At-Will termination, including but not limited to the prorated Retainer due to AMG through the effective date of the termination. Notwithstanding the foregoing, if the At-Will termination is initiated by Client, Client shall pay AMG the equivalent of the monthly Retainer for the lesser of (i) three months or (ii) the remainder of the Term.

**5. Client Obligations.** Client agrees to reasonably cooperate with AMG and to provide AMG with complete and accurate information as necessary for AMG's performance of the Services. Client agrees to communicate with reasonable deadlines and time frames in response to AMG outreach. Client acknowledges that AMG will use and rely upon the accuracy and completeness of information supplied by the Client in connection with this engagement, and that AMG is not required to independently verify this information prior to its use by AMG. Client agrees that it has ownership of or the right to use any logos, designs, works of art, and other materials provided to AMG ("Client Materials").

**6. Confidential Information.** Each party, both during and after the Term of this Agreement, agrees to protect the other's non-public information ("Confidential Information") to which it has been given access pursuant to this Agreement, using due and reasonable care and at least the same degree of care that such party uses to protect its own Confidential Information. Neither party may disclose or use the other's Confidential Information except as authorized in writing by the other party or as necessary to perform the Services under this Agreement. Without limitation to the foregoing, AMG's Confidential Information includes its media contacts, vendors, internal processes, samples, and other information not generally known to the public. At the expiration or termination of the Term, or at either party's request, each party shall immediately deliver to the other party all of that other party's property in its possession, custody or control, including but not limited to Confidential Information

**7. Restrictions.**

Client agrees to maintain an exclusive relationship with AMG during the Term of this Agreement as to performance of the Scope of Services described herein. Client agrees that, during the Term of this Agreement and for a period of twelve months thereafter, it will not directly or indirectly hire, recruit, or otherwise interfere with AMG's relationship with any AMG employee or contractor. AMG agrees that, during the Term of this Agreement and for a period of twelve months thereafter, AMG will not directly or indirectly hire, recruit, or otherwise interfere with Client's relationship with any Client employee or contractor.

**8. Intellectual Property.** Any original creative works, including, without limitation, artwork, copy, designs, logos, materials, text, photographs, web designs, and other materials (together, "Deliverables") created by AMG for Client's use shall become the property of the Client following Client's payment-in-full of all sums due under this Agreement. Notwithstanding the foregoing, "Deliverables" do not include (i) AMG's pre-existing creative works (ii) creative works developed by AMG independently of the Agreement; (iii) sample

or alternative creative works provided by AMG to Client but not included in the Deliverables; and (iv) works licensed to AMG by third parties. (Together, “Non-Deliverables”). AMG grants client a perpetual and non-transferable license to use the Non-Deliverables to the extent that they are incorporated in the Deliverables, and subject to any third-party rights, restrictions, or obligations of which AMG notifies the Client in writing. Client grants AMG a perpetual and non-transferable license to use and publish the Deliverables in AMG’s portfolio and for AMG’s marketing purposes.

**9. Indemnification.** Client shall defend, indemnify, and hold AMG harmless from and against any claims, damages, expenses, liability, or fees (“Claims”) to the extent such Claims arise out of or are related to a third-party allegation the Client Materials infringe the copyright, patent, trademark, trade secret or other proprietary or intellectual property right of a third party; Client may additionally, in its discretion and at its own expense, procure necessary rights to any allegedly infringing work incorporated into the Client Materials.

**10. Limitations on Liability.** AMG and Client each waive all liability for punitive or consequential damages related to the performance of the Services or other obligations under this Agreement, including lost profits, and further agree that neither party’s liability to the other may exceed the total amount paid by Client pursuant to this Agreement. AMG and Client each waive all implied and express warranties except as set forth in this Agreement.

**11. Relationship of Parties.** Client represents that it is a sophisticated business enterprise that has retained AMG for the limited purposes set forth in this Agreement, and the parties hereto acknowledge and agree that their respective rights and obligations are contractual in nature, and that their relationship is as independent contractors, not as partners, joint ventures, or employees. Each party disclaims any intention to impose fiduciary obligations on the other by virtue of the engagement contemplated by this Agreement. This Agreement is solely for the benefit of the parties hereto, and does not insure to the benefit of third parties.

**12. Governing Law and Attorneys’ Fees.** The parties acknowledge that this Agreement shall be governed by the laws of the State of Arkansas. The parties further acknowledge that this Agreement is to be performed in Washington County, Arkansas, and that venue for any dispute arising pursuant to or in connection with this Agreement is proper in Washington County, Arkansas. The prevailing party in any litigation arising from or concerning this Agreement shall be entitled to recover its reasonable attorneys’ fees and costs from the

non-prevailing party. If AMG is required to engage an attorney to collect monies due under this Agreement or to otherwise enforce this Agreement, AMG shall be entitled to recover from Client its reasonable attorneys' fees and expenses thus expended, regardless of whether AMG initiates litigation against Client.

**13. Additional Important Terms.** This Agreement constitutes the entire agreement between the parties, and supersedes all written and unwritten prior representations, understandings, promises, or agreements. Any modification of this Agreement shall be effective only if it is in writing, signed, and dated by all parties hereto. This agreement may not be assigned without the prior written consent of all parties hereto. The waiver by either Party of a breach of any provision of this Agreement by the other Party will not operate or be construed as a waiver of any subsequent breach of this Agreement. Except for the obligation to make payments, nonperformance of either party will be excused to the extent the performance is delayed by strike, fire, flood, governmental acts, or governmental orders or restrictions.

**14. Client and AMG Contacts.** Client and AMG's designated primary contact person under this Agreement are listed below. Client's primary contact person is responsible for consolidating and providing feedback to AMG and providing approvals on behalf of Client. The parties' designated primary contact persons may be updated by either party upon written notice to the other.

For AMG: Andrea Rltchie  
479.461.7696  
andrea@amgrouppr.com

For Client: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email Address: \_\_\_\_\_

**15. Notices.** All notices under this Agreement must be in writing and will be effective when delivered by hand, upon receipt when mailed by registered or certified mail (return receipt requested), postage prepaid, by overnight courier to the parties at the addresses listed below. Notices may also be delivered by emails sent to the email addresses shown below; however, notice by email is only effective upon the recipient's confirmation of receipt of the email. The addresses and emails provided below may be updated by either party upon written notice to the other.

AMG: Mountain Mktg Agency, LLC, [810 N. Skyline Drive, Fayetteville, Arkansas 72701] andrea@amgrouppr.com

a. Client (LLC Address + Email): \_\_\_\_\_  
\_\_\_\_\_

**16. Execution.** This Agreement may be executed in multiple counterparts and via scanned, photocopies, or faxed signatures. The parties signing this agreement each that they are fully authorized to do so on behalf of the entity or person for which they sign.

We look forward to working with you. If you accept the terms and conditions of this Agreement, please sign and date below and complete any agreements required under Exhibit C, and return to Andrea or Mary along with any required payments.

Client: Fayetteville A&P

Mountain Mktg Agency, LLC

\_\_\_\_\_  
Signature of Authorized Representative

\_\_\_\_\_  
Signature of Mary Mickel or  
Andrea Ritchie, as its  
Authorized Representative

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date Signed:

Date Signed: \_\_\_\_\_

\_\_\_\_\_

Exhibit A  
Scope of Services

Hours are approximate and designed to flex month-to-month:

- **National Exposure (≈10 hrs/mo):** Plan and execute four annual FAM tours, handle travel writer pitching and hosting, and represent Fayetteville at two national media conferences each year to sustain top-tier visibility.
- **Drive Market Exposure (≈8 hrs/mo):** Pitch regional media, distribute press releases to drive-market outlets, and execute unpaid micro-influencer strategies and seasonal campaigns.
- **Outdoor Recreation Exposure (≈8 hrs/mo):** Target cycling, trail, and outdoor lifestyle journalists; host niche media visits; and secure features in publications that align with Fayetteville's outdoor identity.
- **National Awards (≈4 hrs/mo):** Research and submit entries for key destination and industry awards that reinforce Fayetteville's national reputation.
- **University Connection (≈4 hrs/mo):** Strengthen the relationship between Experience Fayetteville and the University of Arkansas through PR and storytelling. This includes pitching game-day experiences, alumni narratives, and hospitality innovation within the SEC network, as well as exploring opportunities such as a guest lecture series featuring EF staff and community partners within the hospitality program.
- **Local PR Campaigns (≈8 hrs/mo):** Lead event-specific media efforts (Lights of the Ozarks, Sundays on the Square, Oktoberfest, Pride, Cyclocross) and drive consistent local storytelling through press releases, features, and "Faces of Fayetteville" placements in outlets like *Fayetteville Flyer*. Unlimited press releases are included.
- **Meetings & Reporting (≈3 hrs/mo):** Regular coordination, monthly reporting, and strategy check-ins to keep everything moving and aligned.

Exhibit B  
Scope of Services

Retail Rate: \$175/hour

**FAYETTEVILLE ADVERTISING & PROMOTION COMMISSION**  
**2026 PROPOSED OPERATING BUDGET. DRAFT9**

TYPE	2025 BUDGET	2026 BUDGET
<b>A. UNIFIED</b>	\$ 1,692,956	\$ 2,074,582
<b>B. TOWN CENTER (net)</b>	\$ 625,962	\$ 476,925
<b>C. DFC</b>	\$ 225,407	\$ 203,500
<b>D. ADMINISTRATION</b>	\$ 1,525,565	\$ 1,568,057
<b>E. OTHER</b>	\$ 1,214,750	\$ 1,193,475
<b>TOTAL</b>	\$ 5,284,640	\$ 5,516,538
<b>F. EF REVENUE</b>	\$ 5,284,640	\$ 5,516,541
<b>NET GAIN (LOSS)</b>	\$ -	\$ 3

**NON - OPERATING BUDGET EXPENDITURES**

TYPE	2025 BUDGET	2026 BUDGET
<b>G. CAPITAL EXPENDITURES</b>	\$ 1,081,500	\$ 240,000
<b>H. DEPRECIATION</b>	\$ 110,000	\$ 150,000
<b>TOTAL</b>	\$ 1,191,500	\$ 1,709,275

Accounting Check:

Total Revenue \$	6,538,941.30
Total Expenditure \$	6,538,938.35
Net \$	2.95