Beverly Hills City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

CITY OF BEVERLY HILLS
455 N. Rexford Drive
Beverly Hills, CA 90210

TELEPHONIC VIDEO CONFERENCE MEETING

Beverly Hills Liaison Committee Meeting

Meeting ID: 316 191 2424
Passcode: 90210
You can also dial in by phone:
+1 669 900 9128 US
+1 833 548 0282 (Toll-Free)

One tap mobile
+16699009128,,5161912424# US
+18335480282,,5161912424# US (Toll-Free)

Wednesday, April 28, 2021
11:30 AM

Pursuant to Executive Order N-25-20 members of the Beverly Hills City Council and staff may participate in this meeting via a teleconference. In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at www.beverlyhills.org/live and on BH Channel 10 or 35 on Spectrum Cable, and can participate in the teleconference/video conference by using the link above. Written comments may be emailed to mayorandcitycouncil@beverlyhills.org.

AGENDA

1) Public Comment
   a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.

2) Proposed Fiscal Year 2021-2022 Rodeo Drive Committee Social Media and Website Funding Request

3) Adjournment

Huma Ahmed
City Clerk

Posted: April 23, 2021

A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT WWW.BEVERLYHILLS.ORG

Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least forty-eight (48) hours advance notice will help to ensure availability of services.
INTRODUCTION
This item provides a proposal from the Rodeo Drive Committee ("RDC") for base funding to continue ongoing operational projects for FY 2021/22 ("FY 21/22"). The RDC receives funding from the City's Tourism and Marketing Budget, which is funded through the City's transient occupancy tax. This base request for the RDC is $148,332 for FY 21/22.

DISCUSSION
The Rodeo Drive Committee is comprised of approximately 70 retailers, hotels and property owners. Founded in 1972, the Committee promotes Rodeo Drive through a variety of programs, which enhance the street's image as a world-class destination.

Prior to the start of each fiscal year, the Beverly Hills City Council Liaison/Rodeo Drive Committee/Special Events/Holiday Program Committee ("Committee") meets to discuss and review the annual work plan items for the upcoming year for the Rodeo Drive Committee (RDC). The Committee makes recommendations regarding the RDC’s proposed work plan and provides modifications, if any, which are then presented at a future City Council Study Session meeting.

In previous years, the RDC has received City support to conduct marketing and events on behalf of its retailers, hotels and property owners to promote tourism and visitor spending on Rodeo Drive. Funding for these purposes has traditionally been provided from the City’s Tourism and Marketing Budget.

The RDC’s proposed annual work plan and funding request of $148,332 for FY 21/22 is for digital marketing management, content creation, and ongoing website maintenance. These tools will be used for:
- Website Updates and Management,
- Social Media Management
- General Topics and RDC Member Check-Ins.
To address global trends, the following have been identified as priorities for FY 21/22:

1. Instagram
2. Pinterest
3. Facebook
4. Tik Tok
5. Clubhouse

Many of the items in the RDC FY 21/22 Work Plan support the goals and action items of the recently updated Economic Sustainability Plan. One of the key focus areas of the Economic Sustainability Plan is “Brand” and the RDC’s FY 21/22 Work Plan focuses heavily on brand awareness to attract and bring back travelers and shoppers to Beverly Hills.

**FISCAL IMPACT**

To carry out the proposed Work Plan for FY 21/22, with no additional programming, the RDC requests $148,332 in Tourism & Marketing funding as shown below.

<table>
<thead>
<tr>
<th>Digital &amp; Website Management</th>
<th>FY 21/22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Updates &amp; Management / Content Curation</td>
<td>$33,336</td>
</tr>
<tr>
<td>Social Media Management / Content Curation</td>
<td>$86,664</td>
</tr>
<tr>
<td>General Topics &amp; Maintenance</td>
<td>$13,332</td>
</tr>
<tr>
<td>Paid Social Media Advertisement</td>
<td>$12,000</td>
</tr>
<tr>
<td>Website Template Updates, Hosting of Website, Apps, Email</td>
<td>$2,000</td>
</tr>
<tr>
<td>Misc. Expenses</td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>RDC Budget Request</strong></td>
<td><strong>$148,332</strong>*</td>
</tr>
</tbody>
</table>

*The Proposal from the RDC also includes an optional add-on for $10,000 for the creation or buying of content. This optional add-on is not included in the above chart.

The City has maintained a policy of funding its tourism and marketing programs from a specific allocation of the transient occupancy tax (“TOT”). The City collects a total of fourteen percent TOT based on gross room sales from City hotels. Two of the fourteen percent, or one-seventh of the total TOT revenue, has been the basis of calculating the funding for the Tourism and Marketing budget in Beverly Hills for approximately 25 years.

In March 2020, the City Council declared a local emergency due to the rapid spread of the COVID-19 virus and the serious health impacts on those who were infected. Due to the global pandemic, international travel was prohibited by the federal government. Additionally, domestic travel was highly discouraged by the Centers for Disease Control and Prevention and the Governor of California as well as the Los Angeles County Department of Public Health issued various Stay at Home Orders beginning in 2020 and continuing into 2021. This, along with the City Council approval for a deferral of payment of TOT by hoteliers, has resulted in a significant decrease of TOT revenue.

In January 2021, the Finance Department provided a revised estimate of $14,971,089 for TOT revenue for FY 20/21. This is considered the base budget for FY 20/21. This results in a revised budget of $2,138,727 for the Tourism & Marketing budget. Actual expenditures are estimated at $2,896,749, resulting in a $758,022 deficit in FY 20/21.

The Finance Department is currently proposing a TOT revenue forecast of $35,278,400 for FY 21/22. This will result in a one-seventh amount of $5,039,771. Deducting $758,022 in FY 21/22
to repay the general fund will result in a proposed FY 21/22 Tourism & Marketing budget of $4,281,749 for the City Council to consider adopting for FY 21/22. Staff anticipates this funding would be allocated for various programs as shown on the next page.

<table>
<thead>
<tr>
<th>Description of Program</th>
<th>Allocation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday Décor Storage</td>
<td>$12,000</td>
</tr>
<tr>
<td>Intellectual Property Legal Services</td>
<td>$100,000</td>
</tr>
<tr>
<td>Concours D'Elegance</td>
<td>$172,500</td>
</tr>
<tr>
<td>Conference &amp; Visitors Bureau - Estimated FY 21/22 Work Plan</td>
<td>$3,430,990</td>
</tr>
<tr>
<td>Rodeo Drive Committee FY 21/22 Work Plan Estimate</td>
<td>$148,332*</td>
</tr>
<tr>
<td>TruGreen Landscape</td>
<td>$20,000</td>
</tr>
<tr>
<td>Contingency Funding for Tourism &amp; Marketing Events</td>
<td>$397,927</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$4,281,749</strong></td>
</tr>
</tbody>
</table>

*This calculation does not include the optional add-on.

As of April 22, 2021, all numbers reflected in the charts above for City funding are tentative as the numbers are being finalized for presentation to the City Council. Additionally, until the FY 21/22 budget is adopted by the City Council, the numbers are subject to change.

**RECOMMENDATION**

Staff recommends that the City Council Liaisons review the RDC work plan and funding request and provide recommendations, if any, for FY 21/22.
Attachment 1
SOCIAL MEDIA & WEBSITE
Achievements & proposal fiscal year 2021/2022

BOLD
TABLE OF CONTENTS

1. Social media & website
2. Highlight topics ’20-’21
   • Support of RDC members
   • Navigating through pandemic and BLM protests
   • Visions of Holiday Glamour
   • Rodeo Drive – The Podcast
3. Approach for fiscal year ’21-’22
   • Social media channel recommendation
   • Website
4. Budget
SOCIAL MEDIA & WEBSITE
BOLD LA has been successfully managing Rodeo Drive’s social media channels including Instagram, Facebook and Pinterest since November '19.

Our strategy and scope:

- Data-driven, high-performing content
- Share timely updates from the committee/city
- Share seasonal content / celebrating holidays
- Showcase local efforts of Rodeo Drive & merchants during pandemic
- Include brand posts - Promotions, campaigns, etc.
- Targeted paid social advertising
- Custom Highlight Stories
- Close monitoring of data and analytics/ adapt if necessary
- Monthly Report for all RDC members
SOCIAL MEDIA
Results / November ‘19 - March ’21

Follower growth

<table>
<thead>
<tr>
<th></th>
<th>Nov ’19</th>
<th>Mar ’21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>0</td>
<td>80,000</td>
</tr>
<tr>
<td>Facebook</td>
<td>16,000</td>
<td>32,000</td>
</tr>
<tr>
<td>Total audience</td>
<td>125,000</td>
<td>250,000</td>
</tr>
</tbody>
</table>

Total audience

<table>
<thead>
<tr>
<th></th>
<th>Nov ’19</th>
<th>Mar ’21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pinterest</td>
<td>0</td>
<td>500,000</td>
</tr>
</tbody>
</table>
WEBSITE
Overview

BOLD LA is in charge of website design and regular updates. Our main tasks in the past year were:

1. Timely updates:
   - About RD brands’ latest promotions and events
   - Covid-19 safety measures
2. Uploading press articles & redesign of press page
3. Upload of inspirational content: Rodeo Drive Recommends or Rodeo Drive - The Podcast
4. Regular updates of directory as needed and header images during holidays
5. Maintain a consistent visual identity across website and all digital platforms with a fluid and responsive UX
WEBSITE
Results November '19 - March '21

[Graph showing a linear increase in website user count from December 2019 to March 2021]
HIGHLIGHT TOPIC #1
RDC MEMBER SUPPORT
Supporting RDC members is one of our top priorities and has become even more important during the pandemic.

- We have constantly strengthened our relationships with RDC members
- Successfully shared campaigns, updates and news on Rodeo Drive’s website and social media channels
- Captured content of in-store activations for Rodeo Drive’s social media channels.

This effort has paid out and we are delighted to see that our relationships are thriving.
HIGHLIGHT TOPIC #2
NAVIGATING THROUGH PANDEMIC & BLM PROTESTS
KEEPING UP THE ICONIC IMAGE

Constant adjustment of strategy

The pandemic and BLM movement has been a challenging time for Rodeo Drive and many brands. BOLD LA has successfully maneuvered Rodeo Drive’s social media channels through this time of uncertainty, without receiving any backlashes.

• Continued to share Rodeo Drive's iconic image with the world to spread positivity, inspirational content, updates, support for healthcare workers and first responders
• Change of content strategy to stay relevant, to step back when needed and to react to current events immediately
• Followers reacted well to all changes and we were able to still grow the amount of followers
SOCIAL MEDIA
Constant adjustment of strategy & creation of new topics

Keeping everyone informed
Staying connected
Sharing RDC members’ BLM statements
Sharing support & Thankfulness
Sharing inspiring content during ‘Stay at home’ order
HIGHLIGHT TOPIC #3

VISIONS OF HOLIDAY GLAMOUR
CELEBRATING THE HOLIDAYS

Website and Social media

BOLD LA was in charge of the concept and production of new content for the most important event of the year. This mix of owned and user-generated content, targeted audiences and paid media strategy has proven to be very successful.

<table>
<thead>
<tr>
<th>Facebook</th>
<th>2019*</th>
<th>2020*</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach</td>
<td>2.6M</td>
<td>7.3M</td>
<td>180%</td>
</tr>
<tr>
<td>Total Impressions</td>
<td>5.2M</td>
<td>10M</td>
<td>90%</td>
</tr>
<tr>
<td>Avg eng per post</td>
<td>118</td>
<td>9.2K</td>
<td>742.90%</td>
</tr>
<tr>
<td>Total reactions</td>
<td>1.1k</td>
<td>69.9k</td>
<td>6,254%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Instagram</th>
<th>2019*</th>
<th>2020*</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach</td>
<td>348k</td>
<td>2.9M</td>
<td>733%</td>
</tr>
<tr>
<td>Total impressions</td>
<td>600k</td>
<td>4M</td>
<td>566%</td>
</tr>
<tr>
<td>Avg eng rate per post</td>
<td>0.84%</td>
<td>2.52%</td>
<td>1.68%</td>
</tr>
<tr>
<td>Likes</td>
<td>9k</td>
<td>64k</td>
<td>611%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Website</th>
<th>2019*</th>
<th>2020*</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website visitor</td>
<td>No data</td>
<td>17,655</td>
<td>-</td>
</tr>
</tbody>
</table>

*Time period Nov 20 - Dec 28
PHOTO SHOOT

Production* of 15 images for the website & social media

*Photographer: Dave Tada
WEBSITE

Changing of header images & adding event information
SOCIAL MEDIA

Celebration of Vision of Holiday Glamour between Nov and Dec ‘20

Our followers were excited to see content about Vision of Holiday Glamour on Instagram and Facebook and shared their excitement in the comments.
THE PODCAST

Website & social media

BOLD promotes Rodeo Drive – The podcast on Rodeo Drive’s social media channels and uploads all new episodes to the website. Our achievements include:

Website:
- Redesign & relaunch of podcast page to create room for both seasons
- Creation of detailed pages for each episode to give listeners a chance to learn more about the podcast guests and topics
- Upload all episodes incl. summary, images and player to website
- Analytics show us that people are coming to the website from Instagram which shows us that our social media strategy works

Social media:
- Promoting each podcast episode 2-3 times on Instagram and Facebook to create awareness & to bring people to the website
- Included best performing posts in paid media strategy
SOCIAL MEDIA CHANNEL RECOMMENDATION
GLOBAL TRENDS

Global Trends are important for our new proposal since they are shaping our future, in the next three months as well as in the next five years.

**Power Dynamics:**
- Big tech has grown too much power over people, content and conversation
- People now consume social media with more intention and purpose

**Tune in/Tune Out:**
- Heightened awareness of the impacts social media has on mental health
- People seeking new ways to connect, learn and feel inspired
- New digital communities emerging to meet these needs

**New Wave Authenticity:**
- With the pandemic, people are looking at the world differently. Businesses are being held at a much higher standard. In order to connect with their audience, they must be genuine at all times, and work to connect and understand their audience on a deeper level

**Show Not Tell:**
- Everything must line up; what is said, who says it and what is done
- Trust in brands are at an all time low
- Right now, the best way to connect to target audience is with a more personal approach and through key individuals who can relate and are in line with the brand
Instagram will remain our primary social media channel. As our followers grow and engagement increases, we believe it is time to leverage that growth by creating more unique content and to add a personal approach to our communication.

Our recommendations include:

- Q&A sessions about the past, the current and the future of Rodeo Drive with Kathy Gohari – President-elect of the Rodeo Drive Committee.

- Instagram live sessions with Kathy Gohari – President-elect of the Rodeo Drive Committee or other RDC members once a month to provide news or event updates.

- Regular content grab by BOLD team (iPhone) of Rodeo Drive, merchants and new collections to enrich IG content

- Using IG story highlights to share (merchant’s) updates & information / Creating a new template for this

- Supporting merchants: Swipe up links to online stores and call to actions to shop product on Rodeo Drive
Pinterest is our secondary focus channel. The platform helps us to connect with niche groups and bring them to our other social platforms. Pinterest allows us to connect with a global audience who would find our content through their interest in travel, fashion and culture.

Our recommendations include:

- Dive deeper into paid media options
- Upload our own content for more visibility. BOLD has already started a test where we upload street style images from Instagram to our Pinterest account
Facebook’s audience has become older and the focus has shifted from liking content to staying connected and being informed. Facebook is still an important channel for Rodeo Drive but we would shift the priority and purpose of this channel.

Our recommendations include:

- Announce events and share new information regarding the street and merchants.
- Delegate our paid posts on Facebook mostly to events to increase awareness and encourage RSVPs to bring more people to Rodeo Drive.
- Share content from Instagram to maintain our algorithm and following.
Tik Tok is a great platform to connect and engage with a new and younger audience. Rodeo Drive related content has generated 229M views on Tik Tok – it’s time for us to get involved and be a part of the conversation.

Our recommendations include:

- Start with a smaller scope of 2-3 videos a month. Content that shows the life on the street can be included in the current budget and produced by our team.

- Additional budget would be needed if we want to work with content creators to show people in our videos and take part in more Tik Tok trends.

- A ‘Tik Tok challenge’ on Instagram where we ask our followers to send us their best videos about Rodeo Drive. The winner would get a gift card to shop on Rodeo Drive and we would be allowed to upload this content to our own channel.
CLUBHOUSE
Our recommendation – 5th priority

Joining Clubhouse is an interesting opportunity for Rodeo Drive – The Podcast to grow its audience by connecting with a niche community. With the rise of audio, it would be optimal to start now while the platform is new yet growing quickly.

First ideas for months talks:

Rodeo Drive – The Podcast live talks:*   
• Stories and foundation exist already
• Using topics from previous podcast episodes to set up live conversations with the podcast participants moderated by Kathy Gohari – President-elect of the Rodeo Drive Committee.

In conversation with the Rodeo Drive Committee:*   
• Kathy Gohari and other co-hosts from the Rodeo Drive Committee discuss updates or insights from Rodeo Drive

*In collaboration with team Lyn Winter
APPROACH FOR
FISCAL YEAR ’21 – ‘22
## SOCIAL MEDIA CHANNELS

### Overview & recommendation

<table>
<thead>
<tr>
<th>Channels</th>
<th>Priority of channel</th>
<th>New vs existing</th>
<th>Usage</th>
<th>Budget</th>
</tr>
</thead>
</table>
| ![Instagram](https://via.placeholder.com/15) | 1st priority | This channel part of the current scope of work | - 1 post per day (Mo-Fr)  
- 4-6 stories per day (Mo-Fr)  
- Once a month: take photos on Rodeo Drive (iPhone)  
- 1 IG live / Q&A session per month  
- Paid media strategy & management  
- Monthly reports | Included in monthly retainer |
| ![Pinterest](https://via.placeholder.com/15) | 2nd priority | This channel part of the current scope of work | - Upload of 5-10 new images per week  
- 20-30 existing pins per week  
- Paid media strategy & management  
- Monthly reports | included in monthly retainer |
| ![Facebook](https://via.placeholder.com/15) | 3rd priority | This channel part of the current scope of work | - Re-sharing posts and stories from IG  
- Post about events, editorials & stories  
- Paid media for event promotion only  
- Monthly reports | included in monthly retainer |
| ![TikTok](https://via.placeholder.com/15) | 4th priority | Not included in current scope of work | - 2-3 videos per month (street content only) | Included in monthly retainer for no additional costs |
| ![YouTube](https://via.placeholder.com/15) | 5th priority | Not included in current scope of work | - Setting up of 1 talk per month with team Lyn Winter*  
- Promotion of talks on IG & FB | Included in monthly retainer for no additional costs |
| ![Twitter](https://via.placeholder.com/15) | – | Not included in current scope of work | Not recommended based on limited budget | Can be added for additional budget |

*Additional fee needed for gathering of speakers & liaison and storyline if needed (Lyn Winter, Inc)
## BUDGET

**Time period:** July 1st 2021 - June 30th 2022 (12 months)

### Agency fee:

**Website Updates & Management / Content Curation**
- Updating of website on a regular basis & content curation
- Maintaining RDC email account

**Social Media Management/ Content Curation***
- Instagram, Facebook, Pinterest, Clubhouse**, Tik Tok
- Monthly reports

**General topics & Maintenance**
- Regular check-ins with RDC members
- Preparing and providing of updates at monthly RDC meeting
- Weekly update call and regular check-ins with PR & Communications team

### 3rd party costs:

- Paid media advertising
- Website template & app subscriptions
- Expenses & out of pocket costs

### Total 12 months $33,336
- Monthly fee $2,778

### Total 12 months $86,664
- Monthly fee $7,222

### Total 12 months $13,332
- Monthly fee $1,111

### Total 12 months $15,000
- $12,000
- $ 2,000
- $  1,000

**Grand total** $148,332

*Optional: Recommended budget for creation or buying of own content

**Grand total** $158,332

---

* detailed scope of work see page 32 (appendix)

** Additional fee needed for gathering of speakers & liaison and storyline if needed (Lyn Winter, Inc)
APPENDIX
SOCIAL MEDIA
Results in more detail / November ‘19 - March ’21

- Follower growth: 22,598 / +52.69%
- Total posts: 381
- Total stories: 1,344 stories
- Engagement rate: 2% per post
- Engagement rate: 6% on reach
- Reach: 16M
- Avg. Saves per post: 46.7
- Top countries: United States, Brazil, Mexico, Italy, Australia, United Kingdom
- Audience: 61.44% Women, 38.56% Men

- Follower growth: 3,653 / +2.91%
- Total posts: 381
- Total stories: 1,344
- Engagement rate: 2.86% per post
- Reach: 41.5M
- Shares: 5,437/ +1,650.65%
- Top countries: United States, Mexico, Brazil, Italy, UK
- Audience: 56.88% Women, 43.12% Men

- Total audience: 404,920
- Total Impressions: 546,143
- Engagement rate: 6.85% on reach
- Pin Clicks: 32,096
- Audience: 85.1% Women, 8.6% Men
- Top Countries: Mexico, United States
- Top Categories: women's fashion, beauty, art, travel
# Proposal for Agency retainer and project fees

**Website Updates & Management / Content Curation**
- Updating of website on a regular basis
- Implementation of new sections as required and content curation
- Maintaining of RD email account (replying & forwarding)

<table>
<thead>
<tr>
<th>Tasks</th>
<th>TOTAL 12 months</th>
<th>Monthly fee</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>USD 33,336</td>
<td>USD 2,778</td>
</tr>
</tbody>
</table>

**Social Media Management/ Content Curation**
- Instagram (1st priority):
  - Re-posting of existing content & engaging with follower every weekday
  - Setting up of weekly content calendar with a mix of street, brand, influencer, events and editorial content
  - Screening of city and brand channels to see if there is anything for reposting
  - Paid media posts on a regular basis
  - 1 Grid posts + max. 5 stories per day (Monday - Friday)
  - 1 IG live / QA session per months (weekdays only)
  - Capturing of Rodeo Drive content once a month (iPhone quality)

<table>
<thead>
<tr>
<th>Tasks</th>
<th>TOTAL 12 months</th>
<th>Monthly fee</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>USD 86,664</td>
<td>USD 7,222</td>
</tr>
</tbody>
</table>

- Pinterest (2nd priority):
  - Setting up and updating of Rodeo Drive, fashion and brand boards
  - Upload of 5-10 new images per week / 20-30 existing pins per week
  - Paid media strategy & management

- Facebook (3rd priority):
  - Resposting of Instagram content
  - Paid media posts for events only
  - 1 Grid posts + max. 5 stories per day
  - Post about events, editorials and other RD related content

- TikTok (4th priority):
  - 2-3 videos per month (street content only)

- Clubhouse (5th priority):
  - Setting up of 1 talk per month with team Lyn Winter*
  - Promotion of talks on IG & FB

<table>
<thead>
<tr>
<th>Tasks</th>
<th>TOTAL 12 months</th>
<th>Monthly fee</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>USD 13,332</td>
<td>USD 1,111</td>
</tr>
</tbody>
</table>

**General topics & Maintainance**
- Regular check ins with RDC members to see if they have content to share
- Preparing and providing of updates at monthly RDC meeting
- Weekly update call and regular check ins with PR team to streamline content and messaging

<table>
<thead>
<tr>
<th>Tasks</th>
<th>TOTAL 12 months</th>
<th>Monthly fee</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>USD 133,332</td>
<td>USD 11,111</td>
</tr>
</tbody>
</table>

**3rd party costs**

<table>
<thead>
<tr>
<th>Description</th>
<th>TOTAL 12 months</th>
<th>Monthly fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paid Social Advertisement</td>
<td>USD 12,000</td>
<td>USD 1,000</td>
</tr>
<tr>
<td>Website Template updates, Hosting of website, Apps, emails</td>
<td>USD 2,000</td>
<td>USD 166</td>
</tr>
<tr>
<td>Out of pocket costs</td>
<td>USD 1,000</td>
<td>USD 83</td>
</tr>
<tr>
<td>addtl. Photography/ Videography from other 3rd party provider</td>
<td>USD 1,000</td>
<td>USD 83</td>
</tr>
</tbody>
</table>

**Total / agency & project fee**
USD 148,332

---

**Out of pocket costs**
- Budget for out of pocket costs and miscellaneous

**Total / 3rd party costs**
USD 15,000

**GRAND TOTAL**
USD 148,332

---

**Not included**
- Additional fee needed for gathering of speakers & liaison and storyline (Lyn Winter, Inc)

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**Payment Terms**
- THANK YOU FOR YOUR INTEREST.
- IMPORTANT: The agency fee is based on the scope of work. Budget is subject to change and does not guarantee final costs should client request any additions or changes to what is outlined above. If changes are made within 2 weeks of the date of delivery, client may be subject to rush fees. In the event of job cancellation by client, all incurred expenses will be reimbursed in full.
- BOLD agency fees to be paid against invoice with payment terms of net 15 days. All third party costs are to be paid against invoice within 15 days after receipt of invoice. Please note: failure to pay the invoices on time will result in a 5% delinquency fee.

I herewith accept this offer and the General Terms and Conditions of BOLD.
Legal Claim: These presented ideas, concepts and ambassadors are intellectual property of the BOLD Marketing & Communication GmbH. They were compiled for your eyes only. They shall not be executed without BOLD or presented to others. Thank you for your understanding and compliance with this policy.