

THIS IS WHAT WE PROPOSE



SECTION 1.0

INTRODUCTORY LETTER



INTRODUCTORY LETTER

Qualifications, experience, vision, and contact info

To the Humboldt County Evaluation Committee:

On behalf of The Abbi Agency, I am pleased to submit our proposal for Consulting Services for Humboldt County's Travel and Tourism Marketing Strategy. We are thrilled about the opportunity to partner with your community to create a comprehensive audit and innovative marketing strategy that will elevate Humboldt as a premier travel destination, delivering much needed economic impact to the County and its travel partners.

The Abbi Agency has collaborated with numerous governmental, destination marketing, and economic development organizations across the West. Our team brings over 15 years of experience in shaping and refining brands, crafting impactful campaigns, and implementing digital strategies designed to exceed client objectives.

To ensure a comprehensive and forward-thinking approach, we are proud to include a subcontractor, Whereabout, a destination futures studio that specializes in strategic visioning and stakeholder engagement. Whereabout, renowned for its expertise in destination assessments, strategic planning, and sustainable development, has partnered with organizations of all sizes to design long-term growth strategies.

The Abbi Agency brings a powerful combination of expertise, complemented by Whereabout's specialized support, to assess and craft Humboldt County's Travel and Tourism Marketing Strategy. We understand the unique challenges facing California organizations, from a competitive economic environment to evolving market dynamics. We are confident that our experience and deep knowledge of economic development and tourism position us as the ideal partner for this project.

Thank you for considering our proposal. We hope the following pages appropriately convey our enthusiasm and experience for this partnership.

Best Regards,

Abbi Whitaker

Abbi Whitaker, President & Co-Founder,
The Abbi Agency



CONTACT INFORMATION

Allegra Demerjian, Client Success Director,
Travel & Tourism

contracts@theabbiagency.com |

allegra@theabbiagency.com

775-502-9859

1385 Haskell St, Reno, NV 89509



SECTION 2.0

SIGNATURE AFFIDAVIT



Request for Proposals No. EDD-2025-01
Professional Consulting Services for County Wide
Travel and Tourism Marketing Strategy & Tourism Assets Study

ATTACHMENT A – SIGNATURE AFFIDAVIT
(Submit with Proposal)

Request for Proposals No. EDD-2025-01 SIGNATURE AFFIDAVIT	
NAME OF ORGANIZATION/AGENCY:	The Abbi Agency
STREET ADDRESS:	1385 Haskell St
CITY, STATE, ZIP	Reno, NV 89509
CONTACT PERSON:	Ty Whitaker
PHONE #:	775-722-3424
FAX #:	
EMAIL:	ty@theabbiagency.com

Government Code Sections 6250, *et seq.*, the "Public Records Act," define a public record as any writing containing information relating to the conduct of public business. The Public Records Act provides that public records shall be disclosed upon written request, and that any citizen has a right to inspect any public record, unless the document is exempted from disclosure.

In signing this Proposal, I certify that this firm has not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise taken any action in restraint of free competition; that no attempt has been made to induce any other person or agency to submit or not to submit a Proposal; that this Proposal has been independently arrived at without collusion with any other Proposer, competitor or potential competitor; that this Proposal has not been knowingly disclosed prior to the opening of Proposals to any other Proposer or competitor; that the above statement is accurate under penalty of perjury.

The undersigned is an authorized representative of the above-named agency and hereby agrees to all the terms, conditions and specifications required by the County in Request for Proposals No. 001-2021-0365 and declares that the attached Proposal and pricing are in conformity therewith.

<u>Patrick Ty Whitaker</u>	<u>1/13/25</u>
Signature	Date
<u>Patrick Ty Whitaker</u>	<u>1/13/25</u>
Name	Date

This agency hereby acknowledges receipt / review of the following Addendum(s), if any
Addendum # [] Addendum # [] Addendum # [] Addendum # []

Insert RFP # Request for Proposals No. EDD-2025-01

SECTION 3.0

TABLE OF CONTENTS

WHAT'S INSIDE

Section 1.0	Introductory Letter	pg 3
Section 2.0	Signature Affidavit	pg 5
Section 3.0	Table of Contents	pg 7
Section 4.0	Professional Profile	pg 8
Section 5.0	Quality Assurance Capabilities	pg 60
Section 6.0	Cost Proposal	pg 81
Section 7.0	Supplemental Documentation	pg 87
Section 8.0	References	pg 89
Section 9.0	Evidence of Insurability & Business Licensure	pg 95
Section 10.0	Exceptions, Objections & Requested Changes	pg 99
Section 11.0	Required Attachments	pg 101

SECTION 4.0

PROFESSIONAL PROFILE



ORGANIZATION OVERVIEW

1. The Proposer's organization name, physical location, mission statement, accreditation, certification and/or licensure status, legal organizational status, such as partnership, corporation or limited liability company, current staffing levels and overall budget.



Organization Name: The Abbi Agency



Physical Location: 1385 Haskell St. Reno, NV 89509



Mission: Uncover the bold spirit within every organization and share it with the world.



Accreditation, Certification, and/or Licensure Status: Certified B Corporation;
Disadvantaged Business Enterprise (DBE)



Legal Organizational Status: S-Corporation



Current Staffing Levels: 48 full-time employees



2024 Actual Operating Expense: \$6,401,617



2025 Operating Expense Budget: \$7,175,778



2. A detailed description of the Proposer's current and previous business activities

2.a. The history of the Proposer's organization, including the date when the organization was founded and how innovation and high-quality performance is fostered thereby.

ORGANIZATIONAL HISTORY & COMMITMENT TO INNOVATION & EXCELLENCE

Founded in 2008, The Abbi Agency (TAA) is an outcome-obsessed, full-service agency that builds brands, shifts perceptions and inspires action. Working with world-class travel destinations, national health initiatives and Fortune 500 heavyweights, The Abbi Agency generates movements that cannot be ignored.

The agency is proudly headquartered in Nevada with offices in Las Vegas, Reno and Helena, Montana, powered by a team that hails from across the globe.

At the core of the company is a deep belief in great ideas well executed, pushing the agency's team to blast through roadblocks and blow past expectations. TAA lives by its closely held values of being Fierce, Real, Intentional, Loyal and Agile.

The company's real magic lies in the melding of minds that produces work that captures hearts and changes minds. Imagine creative writers working hand-in-hand with back-end programmers. Public relations strategists brainstorming with a best-in-class SEO team. Graphic designer gurus and social media savants joined in total marketplace disruption. And then imagine all the beautiful results that come from these remarkable collaborations.

TAA prides itself on building better communities. Impact is at the heart of what the agency does. As a certified B Corporation, the team is guided by the foundational mission of "Be Bold. Be Boundary Breaking. Be Big Hearted." The B Corp designation isn't just a shiny new badge — it's a promise, and most of all, a glimpse into the agency's beating heart. Since the company's early days, each team member has thought differently, acted differently and believed that an agency can reach higher by moving beyond the tired practices of the past.

As a B Corp, the agency has codified and quantified its culture of being a force for good in the world.

TAA works in a variety of industry sectors, from tech, travel and education, to healthcare and beyond. Recently named Advertising Agency of the Year by the American Advertising Federation's (AAF) Western Region Best of the West Media Awards and Bulldog PR's Midsize Agency of the Year, the company excels in creating award-winning integrated marketing campaigns for clients, including Carnival Cruise Lines, Aramark Destinations, Visit Carmel, North Lake Tahoe, the Yosemite Conservancy, Visit Morro Bay, Edgewood Tahoe Resort, Travel Nevada and many more.

Learn more at theabbiagency.com

2.b. The total number of years the Proposer has been operating under the present organization name, and any prior organization names under which the Proposer has provided services equivalent to those set forth in this RFP.

We have operated under the name The Abbi Agency since 2008, for a total of sixteen (16) years.

2.c. The number of years the Proposer has been providing services equivalent to those set forth in this RFP.

We have provided services equivalent to those specified in this RFP for more than 10 years.

2.d. The total number of government agencies for which the Proposer has provided services equivalent to those set forth in this RFP.

We have provided services equivalent to those set forth in this RFP for more than 40 government agencies. Our subcontractor Whereabout has also provided services of this nature for at least 30 government agencies.

3. A detailed description of any litigation regarding the provision of services equivalent to those set forth in this RFP that has been brought by or against the Proposer, including, without limitation, the nature and result of such litigation, if applicable.

N/A - The Abbi Agency confirms we do not have any litigation regarding the provision of services set forth in this RFP.

4. A detailed description of any fraud convictions related to the provision of services pursuant to the terms and conditions of public contracts, if applicable.

N/A - The Abbi Agency confirms we do not have any fraud convictions related to the provision of services pursuant to the terms and conditions of public contracts.

5. A detailed description of any current or prior debarments, suspensions or other ineligibility to participate in public contracts, if applicable.

N/A - The Abbi Agency confirms we do not have any current or prior debarments, suspensions or other ineligibility to participate in public contracts.

6. A detailed description of any violations of local, state and/or federal regulatory requirements, if applicable.

N/A - The Abbi Agency confirms we do not have any violations of local, state or federal regulatory requirements.

7. A detailed description of any controlling or financial interest the Proposer has in any other organizations, or whether the Proposer's organization is owned or controlled by any other organizations. If the Proposer does not hold a controlling or financial interest in any other organizations, that must be stated.

N/A - The Abbi Agency confirms we do not have any controlling or financial interest in any other organizations, and we are not owned or controlled by any other organizations.

ABOUT OUR SUBCONTRACTOR: WHEREABOUT

The Abbi Agency is recommending inclusion of subcontractor Whereabout to provide support to the comprehensive marketing strategy and stakeholder engagement components of the scope of work. This expertise will offer a distinct advantage to Humboldt County, providing a key third-party perspective from a strategist on the team who is a globally-recognized leading expert on destination sustainability and building future-focused tourism communities.

Whereabout is a strategy studio focused on destination stewardship. We believe that every destination can achieve a healthy balance between a robust visitor economy, protection of natural resources, and resident quality of life—and that setting a long-term vision for the future is the first step. We've worked with

destination organizations across the U.S. at every scale to create destination assessments, strategic plans, and stewardship plans. Whereabout is headquartered in Portland, Oregon.

Whereabout is a proud member of the Global Sustainable Tourism Council, and Whereabout Founding Principal Matthew Landkamer has a professional certificate in Sustainable Tourism issued by the GSTC. Whereabout is deeply committed to fostering visitor economies that work with visitors to mitigate impacts to the local environment and resident quality of life, while generating positive economic impacts that are more equitably shared in the community. Whereabout was founded in 2021 and is headquartered in Portland, Oregon.

WHAT WE DO

Our Integrated Services

RESEARCH & STRATEGY

- Market Research
- Brand Analysis
- Brand Strategy
- Strategic Plans
- Audience and Persona Sketching
- Message Identification & Mapping

PUBLIC RELATIONS

- Media Relations
- Press Releases & Pitches
- Major Announcements & Media Events
- Crisis Management
- Media Training
- Partner Management

DESIGN & CREATIVE

- Campaign Concepting
- Campaign Execution
- Strategic Brand Collateral
- Video Production
- Graphic Design Execution
- Brand Identity and Messaging

WEB & DIGITAL

- Website Development
- User Experience (UX) Strategy
- Website Design
- Content Management
- Search Engine Optimization (SEO)
- Database Development

SOCIAL MEDIA

- Social Media Strategy
- Community Management
- Engagement Campaigns
- Content Development & Campaigns
- Social Media Giveaways
- Influencer Activations

MARKETING & ADVERTISING

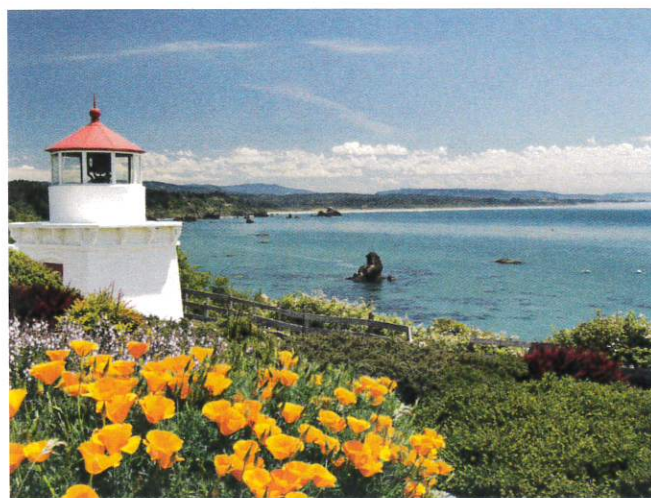
- Strategic Media Planning
- Traditional Media Buying
- Digital Media Buying
- Search Engine Marketing (SEM)
- Social Media Advertising
- Grassroots Marketing

QUALIFICATIONS & EXPERIENCE

Between The Abbi Agency and its subcontractor, Whereabout, we are proud to offer a team with deep expertise across economic development, public affairs, government entities and travel & tourism. This breadth of expertise will offer the most comprehensive support possible to Humboldt County. Our team excels at carrying out stakeholder engagement initiatives, marketing strategies and brand identity development, with qualifications, licenses and experience highlighted for each team member for the County's consideration.

AGENCY STRUCTURE

The Abbi Agency is an S-Corporation made up of 48 professionals across all integrated marketing competencies – public relations, paid media, advertising, digital and social media. The majority of our team is based out of our headquarters in Reno, NV, with many of our other team members working at our Las Vegas, NV, or Helena, MT locations. Additional team members work remotely across the western region in California, the Pacific Northwest, Utah and beyond.



Each of our integrated accounts is led by a Brand Manager – an experienced account leader who understands the tourism space intimately and is your day-to-day point of contact.

On the next page, you can find our organization chart which provides a visual explanation of the agency's structure. Humboldt County will be supported by the team listed in this section of this proposal, led by the Primary Contact and Brand Manager listed in Section 01.



THE ABBI AGENCY

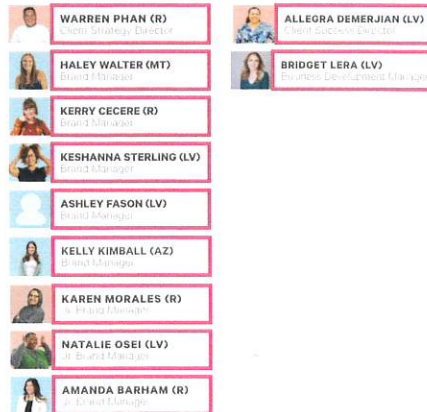
ORGANIZATION CHART

The Abbi Agency is made up of professionals across integrated marketing strategy disciplines.

OWNERSHIP & PARTNERS



CLIENT SERVICES & CLIENT SUCCESS



CREATIVE



MARKETING



UI / UX



DESIGN



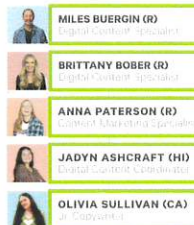
CREATIVE CONTENT



MEDIA



DIGITAL CONTENT



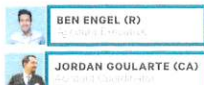
DIGITAL EXPERIENCE



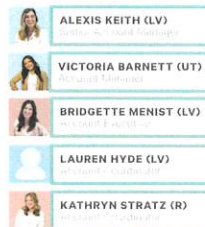
PUBLIC RELATIONS



TECH PR



PUBLIC AFFAIRS



TRAVEL PR



OFFICE LOCATION

CITY	STATE	COUNTRY
(LY) - Los Angeles	(AL) - Alabama	(NG) - Nigeria
(R) - Reno	(AZ) - Arizona	(UA) - Ukraine
	(CA) - California	
	(CO) - Colorado	
	(FL) - Florida	
	(GA) - Georgia	
	(HI) - Hawaii	
	(MT) - Montana	
	(PA) - Pennsylvania	
	(UT) - Utah	
	(VA) - Virginia	
	(WA) - Washington	
	(WI) - Wisconsin	

THE ABBI AGENCY

MEET THE TEAM

AGENCY LEADERSHIP

**ABBI WHITAKER**

President & Co-Founder, The Abbi Agency

ROLE ON PROJECT:*Strategic Direction & Oversight***LICENSES & CERTIFICATIONS:**

- Bachelor of Arts, Journalism - University of Nevada, Reno

EXPERIENCE:

Abbi is the heart, soul and creative engine that drives The Abbi Agency. A veteran of international media campaigns for some of the nation's largest tourism and business-to-business companies, Abbi innately understands what drives media coverage and has put those skills to work for almost two decades. She has secured feature coverage in the world's most prestigious publications and television programming —The New York Times, The Wall Street Journal, Forbes, Fortune Small Business, and MSNBC—and has established relationships with world-class reporters and writers to show for it. Today, Abbi's belief in a buttoned-up rebellion of extremely talented people pushing creative boundaries to solve real problems has grown into a famously friendly firebrand of a communications agency, one that's shaping the success of destinations and organizations nationwide. Before starting The Abbi Agency, Abbi was Vice President at Lyman Public Relations, where she managed national public relations campaigns for real estate, travel and B2B clients, including The Trump Ocean Resort Baja, Intrawest, The Related Group, Wildhorse Meadows, Streamline Towers and Mammoth Mountain.

QUALIFICATIONS:

- Nearly two decades of experience in leading international media campaigns for major tourism and B2B companies
- Expertise in driving innovative, creative solutions that push boundaries and solve real-world problems



CONNIE ANDERSON

Chief Strategy Officer/Partner, The Abbi Agency

ROLE ON PROJECT:

Strategic Direction & Oversight

LICENSES & CERTIFICATIONS:

- Master of Business Administration - MBA, Organizational Leadership, The Johns Hopkins University (2023)

EXPERIENCE:

With over 10 years of experience in marketing, Connie is an expert in managing and executing multimodal campaigns and is the driving force behind national, statewide, regional and local marketing programs. She has led the deployment of impactful, integrated campaigns for several clients, including the Nevada Governor's Office of Economic Development, the City of North Las Vegas, the City of Henderson, the Las Vegas Global Economic Alliance (LVGEA), Vegas Chamber, Nevada Health Link and many more. Known for her far-reaching strengths and sound business acumen, Connie serves as a key point of contact for clients and a valuable source of insight for local press and constituents. As a fiercely dedicated mastermind of brand strategy and client service, she is committed to ensuring her clients achieve the benchmarks they need to thrive.

QUALIFICATIONS:

- Over a decade of experience in brand strategy, client service and campaign execution
- Expertise in integrated marketing campaigns across multiple industries
- Proven track record with public sector and economic development initiatives
- Leadership in high-stakes projects, ensuring client goals are met with precision and effectiveness



ALLEGRA DEMERJIAN

Client Success Director, The Abbi Agency

ROLE ON PROJECT:

Strategic Direction & Planning

LICENSES & CERTIFICATIONS:

- Bachelor of Arts in Strategic Communications from the University of Nevada, Reno
- NCET Rising Star Award, 2016
- Hubspot Certification - Inbound Marketing, 2021

EXPERIENCE:

Allegra specializes in conceptualizing and establishing the most effective integrated strategy for each client, then works closely with the Brand Manager and account team to ensure that strategy is rolled out effectively. Allegra has led strategic marketing initiatives for several destination and hospitality brands throughout the Western region, including work with City of Solvang, Go Goleta, North Lake Tahoe, Edgewood Tahoe and Explore Murrieta. She brings a well-rounded skill set to the table, with experience in digital marketing, integrated campaigns, brand management, public relations, brand messaging and development, events management, marketing automation, and strategic planning.

QUALIFICATIONS:

- Over a decade of experience in brand strategy, client service, and campaign execution
- Expertise in integrated marketing campaigns across multiple industries
- Proven track record with destination marketing and tourism initiatives

MEET THE TEAM

KEY PERSONNEL



ASHLEY BEHRE

Marketing Director, The Abbi Agency

EXPERIENCE:

Ashley has over 10 years of experience in brand marketing and relationship management and is currently leading the paid media and digital content teams for The Abbi Agency. She lives and breathes marketing and is always on the lookout for industry trends and better ways to integrate and measure. Under her leadership, The Abbi Agency's digital content, SEO and paid media departments thrive and creatively meet the objectives of each client. Ashley's teams work to devise a rich and relevant content strategy, create plans for implementation, coalesce the teams to execute the plan and then measure the ROI of such efforts. In her time at The Abbi Agency, Ashley has led numerous accounts, including Visit Morro Bay, Explore Murrieta, Visit Carmel by-the-Sea and Go Goleta. Prior to her time at The Abbi Agency, she led brand strategy and marketing for iconic Las Vegas hospitality properties, including her roles as Manager of Marketing and Advertising for The Venetian Resort Las Vegas and Manager of Brand Strategy for Park MGM Las Vegas.

QUALIFICATIONS:

- Over 10 years of experience in brand marketing, paid media, and digital content strategy
- Expertise in SEO, digital content management, and performance measurement
- Proven leadership in managing high-profile hospitality brands and destination marketing
- Strong skills in brand strategy, campaign execution, and ROI analysis
- Track record of success leading marketing for top Las Vegas resorts and national destinations

ROLE ON PROJECT:

Strategic Direction & Planning

LICENSES & CERTIFICATIONS:

- Google Analytics Certification (2020)
- CORE DiSC Completion - Business Etiquette, Networking, Emotional Intelligence, Lean Process Improvement (2017)
- Women in Lodging Mentor & Mentee Program Completion (2015, 2016)
- Nevada Hotel & Lodging Management Development Seminar (2016)
- Bachelor of Arts, International Studies & Foreign Languages - University of Idaho, Moscow, ID.
- Master of Arts, Interdisciplinary Studies - University of Idaho, Moscow, ID.



KELLY KIMBALL

Account Services Director, The Abbi Agency

ROLE ON PROJECT:

Brand Manager

LICENSES & CERTIFICATIONS:

- Hubspot Marketing Certification, 2021
- Google Analytics Certification, 2020
- Bachelor of Arts in Advertising,
University of Wisconsin-Whitewater

EXPERIENCE:

Kelly Kimball is an Account Services Director who leads strategic initiatives for several travel and tourism clients. Kelly comes to TAA with a vast background in tourism and large B2B agencies. Before coming to The Abbi Agency, she worked on clients such as Montana Tourism, Outer Banks Visitors Bureau, Stanley Black & Decker, Acuity Insurance, and McCain Foods. Kelly will support all account leadership and management needs for Humboldt County, acting as main point of contact and ensuring that all work is on-strategy, high-quality, and delivered ahead of deadline.

QUALIFICATIONS:

Kelly brings more than five years of experience in brand management throughout the destination marketing realm, with deep expertise in paid media and audience engagement.



THAISON KAWAL

Creative Director, The Abbi Agency

ROLE ON PROJECT:

*Creative Director - Branding, Messaging
& Creative Direction*

LICENSES & CERTIFICATIONS:

- Bachelor of Arts in Fine and Studio Arts, University of Nevada, Reno

EXPERIENCE:

Thaison Kawal is a master at investigating the features of a destination that matter most to people and conveying those features beautifully through multimedia assets and creative design. In concert with The Abbi Agency's creative team, Thaison builds robust creative campaigns, turning assets like video advertisements and photography into vehicles through which hearts and minds are moved. He's done this for countless destinations throughout the United States and beyond, branding or rebranding regions in the nation as experiences that leave visitors feeling changed—and all the better for it.

QUALIFICATIONS:

Thaison brings more than two decades of experience in design and more than a decade of experience in creative execution for tourism and hospitality. He has brought to life numerous multi-faceted creative campaigns on behalf of clients throughout the western United States.



CHRISTINE HARCINSKE

Creative Director, The Abbi Agency

ROLE ON PROJECT:

*Creative Director - Branding, Messaging
& Creative Direction*

LICENSES & CERTIFICATIONS:

- Graphic Communications, Graphic Design, Web Design - Truckee Meadows Community College

EXPERIENCE:

With 19 years of experience in the advertising industry, Christine Harcinske has learned that while data is important, it is only part of the equation in building impactful brands. Personality, relevance, storytelling — these are the true underpinnings of campaigns that pack a proverbial punch. By a happy coincidence, it's within these intangibles that Christine does her best work. Throughout her career, Christine has worked with names like Adobe, Visit Santa Monica, Niantic Labs, Panasonic and Travel Nevada, allowing her to discover an innate talent for not only listening to the needs of every brand, but also truly hearing them.

QUALIFICATIONS:

- 19 years of experience in the advertising and creative industries
- Expertise in integrating storytelling and personality into brands
- Proven ability to lead creative efforts for high-profile brands such as Adobe, Virgin Mobile, and Panasonic
- Strong skills in aligning brand objectives with impactful, story-driven campaigns



DAVID BUNKER

Creative Content Director, The Abbi Agency

ROLE ON PROJECT:

Messaging & Creative Development

LICENSES & CERTIFICATIONS:

- University of Maryland, Bachelor of Arts, Journalism

EXPERIENCE:

David Bunker has been involved in content development, strategy and execution at The Abbi Agency since 2010. He has worked with a wide range of tourism clients, developing advertising and content campaigns from the ground up, including Discover Kalispell, St. Helena, North Lake Tahoe, Travel Nevada, Fly Reno-Tahoe, Edgewood Tahoe and more. In addition to conceptualizing and copywriting for some of the agency's largest creative campaigns, David also helps implement and develop wide-reaching public relations, content, and storytelling efforts and works to ensure that creative and content are integrated into campaigns cohesively.

QUALIFICATIONS:

- Recipient of a Silver ADDY Award (2021) for the Discover Kalispell Fall Under The Spell Campaign
- Awarded a Platinum Hermes Creative Award for the Nevada Health Link Price Compete Campaign
- Recognized twice by the National Newspaper Association for "Best Investigative or In-Depth Story or Series."

MEET THE TEAM

SUBCONTRACTOR



MATTHEW LANDKAMER

Principal & Destination Strategist, Whereabout

EXPERIENCE:

Matthew is a destination strategist, change leader, and idea generator. For nearly a decade, his work has been focused on helping destinations think strategically about their organization, their visitor economy, and their place. He has helped state tourism agencies and local DMOs across the country with destination stewardship planning, strategic planning, and change management. He founded Whereabout in 2021 to focus his work around his belief that every destination can achieve a healthy balance between a robust visitor economy, protection of natural resources, and resident quality of life. In addition to his client work, he's served on the U.S. Travel Board of Directors and has been invited to speak at conferences throughout the U.S. on topics such as destination resilience, destination strategy, accessible tourism, and regional collaboration between destination organizations.

ROLE ON PROJECT:

Strategic Direction &
Stakeholder Engagement

LICENSES & CERTIFICATIONS:

- Professional Certificate in Sustainable Tourism, Global Sustainable Tourism Council (GSTC)
- PROSCI® Change Management
- Public Interest Design, SEED Network
- B.A. in Fine Arts, Nebraska Wesleyan University

QUALIFICATIONS & RELEVANT PROJECTS:

- City of Goleta, CA: Economic Development Tourism Development Strategy
- City of Wilsonville, OR: Economic Development Tourism Development Strategy
- City of Vancouver, WA: Economic Development Events & Festivals Grant Strategy
- City of Newberg, OR: Community Development Tourism Strategic Plan
- Park City/Summit County, UT: Sustainable Tourism Plan**
- Great Rivers & Routes, IL: Tourism Master Plan
- Discover Marana, AZ: Tourism Master Plan (in progress)
- Travel Oregon: Tribal Tourism Collective Strategy
- Travel North Tahoe, NV: Strategic Plan
- Town of Gilbert, AZ: Tourism Strategic Plan**

*Projects marked with ** were performed as Whereabout, under a Coraggio Group team.*

MEET THE TEAM

SUBCONTRACTOR



RACHEL MIERS

Destination Analyst, Whereabout

EXPERIENCE:

Rachel brings over a decade of experience working at the intersections of travel, hospitality, and innovation. Rachel's career highlights include leading a travel startup bridging North America and Portugal and designing innovative destination stewardship programs for U.S.-based DMOs. With a passion for helping destinations stand out, Rachel excels at crafting unique value propositions and using lean-startup methodologies to pilot and launch impactful initiatives. Her expertise lies in empowering destinations to evolve, innovate, and thrive in an ever-changing travel landscape.

ROLE ON PROJECT:

Research Analyst

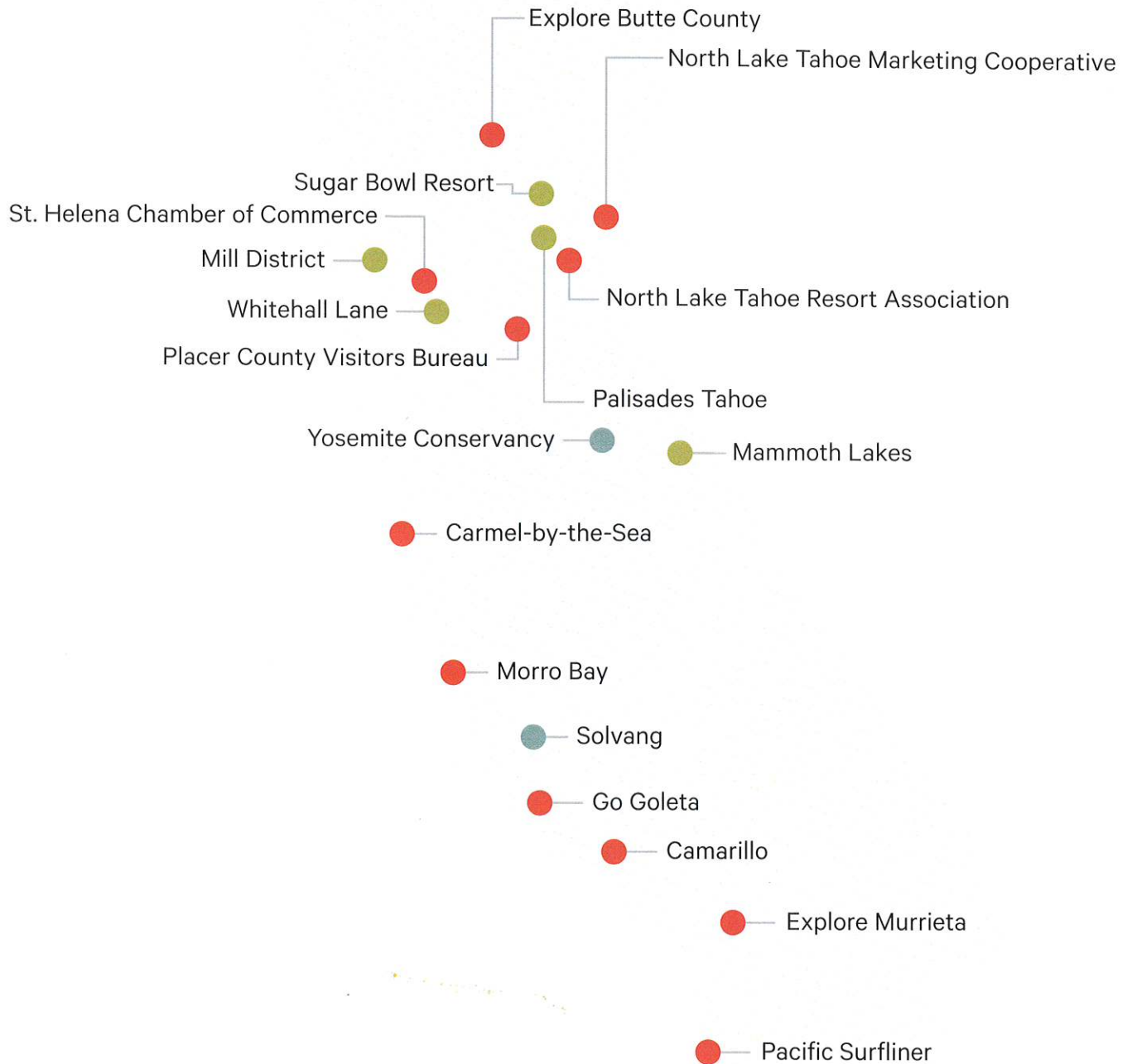
CALIFORNIA DESTINATION

MARKETING EXPERTS

The Abbi Agency has been proud to work in the California Destination Marketing Organization (DMO) space for 15 years, specializing in the western region and specifically the state of California. We are honored to represent iconic California DMOs and tourism brands like Visit Carmel, Visit Morro Bay, Placer County, the California Central Coast, Yosemite Conservancy and Pacific Surfliner. Our deep understanding of this region and the crowded tourism marketplace will prove hugely beneficial to Humboldt County, as our team can bring nuanced context to the table as we brand build and strategize on the County's behalf. Additionally, our familiarity with and understanding of both the California traveler and local audiences will benefit Humboldt County as we can leverage numerous audience insights already gleaned on your behalf.



MARKETING EXPERTS



REGIONAL EXPERTS

NATIONAL RECOGNITION

We are proud to have gained awards and accolades recognizing our agency's work on the regional and national stage. We have been honored to be recognized as a PRNews Platinum Awards 2024 Finalist, as well as PR Daily Top Agency of the Year for 2023, Bulldog Awards Gold Midsize Agency of the Year in 2022, and the 2022 Advertising Agency of the Year from the American Advertising Federation (AAF) Best of the West Media Awards, among numerous awards from regional and national organizations.

**PRSA Anvil Award**

Integrated Communications,
Government, 2023 - Nevada Health Link
Open Enrollment Campaign

**PR Daily's Top Agencies Awards**

Small Agency, 2023

**Nevada Women to Watch**

Abbi Whitaker, 2023

**MarTech Awards**

Best Women-Owned Integrated Marketing
& Comms Firm 2024 - Mountain States

**Hermes Creative Awards**

Platinum, Web Design,
9DOTARTS, 2022, Gold, Web Design/
Creative, Edgewood, 2022

**Advertising Agency of the Year**

2022, AAF Best of the West
Media Awards, American Advertising
Federation (AAF)

**Gold Midsize Agency of the Year**

2022, Bulldog Awards

**Gold Addy Award**

2024 American Advertising Awards

AGENCY EXPERIENCE

& QUALIFICATIONS

Our team works across all integrated marketing channels, offering marketing strategy, brand-building, digital marketing, paid media, creative campaign development, social media, website development, SEO/content marketing and public relations services. We have established and carried out effective marketing strategies and crafted unique brand identities for dozens of destination marketing organizations (DMOs) and tourism brands throughout the western region. Beyond this, our team has robust experience in working with economic development, city and county entities, providing us with the key context and understanding of the factors and priorities from that end.

We'll put this well-rounded expertise to work on your behalf, carrying over concepts, ideas and formats that have worked well for like-sized organizations while flexibly crafting a strategy that addresses Humboldt County's specific needs.

TRAVEL & TOURISM CLIENTS



GOVERNMENT, PUBLIC AWARENESS & ECONOMIC DEVELOPMENT CLIENTS



BUILDING EXCEPTIONAL

PARTNERSHIPS

Our team is proud to have proven examples of the quality partnerships we have built with each of our clients as we've carried out similar services and projects.

“

For the past 6 years, the Abbi Agency has been our public relations and social media agency. We have seen our owned (social) media channels grow consistently in both followers and engagement. In terms of earned media, our focus is on quality, not quantity. The Agency has employed methods to gauge that success. I find that not only are the agency staff skilled at the tasks assigned, but they are also self-starters. They follow a set plan of action, but also recognize when there are additional opportunities and present those in a timely manner.

-Amy Herzog,
Executive Director,
Visit Carmel



”

“

The team at The Abbi Agency are total professionals. Their creativity, expertise and knowledge has made all the difference in elevating our brand. We truly value our partnership and couldn't think of a better agency partner for us.

”

-Yuliana Gonzalez,
Executive Director,
Visit Camarillo



“

Discover Kalispell has partnered with The Abbi Agency since 2020, with the agency serving as our AOR for media buying and creative services, as well as handling rebranding and website redesign projects. The Abbi Agency's creative and strategic team excels at capturing the essence of our destination, conveying it through compelling imagery and copy. Their data-driven approach ensures optimal ROI within our available budget. Plus, they make the collaboration enjoyable!

”

-Diane Medler,
Executive Director,
Discover Kalispell, Montana



WHY THE ABBI AGENCY?

The Abbi Agency brings a proven track record in destination marketing, a deep commitment to sustainability, and a collaborative approach that empowers communities. Alongside our subcontractor, Whereabout, we have the sweet spot of expertise, context and experience to make this project successful. Why are we the ideal-fit partner for Humboldt County?



Expertise in Destination Marketing & Strategic Planning

With over a decade of experience working with destinations across the West, The Abbi Agency has developed a deep understanding of what makes communities like Humboldt County thrive. Our work with organizations like Central Coast California, Travel Nevada, the State of New Mexico Tourism Department, Aramark Destinations, and Visit Southwest Montana demonstrates our ability to create actionable strategic plans that balance stakeholder priorities with measurable outcomes.



Commitment to Sustainable Tourism & Community Engagement

As a certified B Corporation, The Abbi Agency integrates sustainable tourism principles into every project. We believe that tourism should support and enhance local communities while protecting natural and cultural assets for years and generations to come. Our approach prioritizes stakeholder collaboration, ensuring that residents, business owners, and leaders feel heard and represented in the final strategy.



Innovative, Data-Driven Methodologies

We combine cutting-edge research techniques with creative storytelling to craft strategies that resonate with both local and visitor audiences. Our expertise in data collection, analysis and application enables us to identify opportunities, measure impact, and adapt plans in real-time. By blending technology with creativity, we will ensure Humboldt County's tourism strategy stands out in an increasingly competitive marketplace.

With these strengths, The Abbi Agency is uniquely equipped to help Humboldt County create a unified, sustainable tourism strategy that reflects its diverse assets, supports its community, and attracts visitors for years to come.

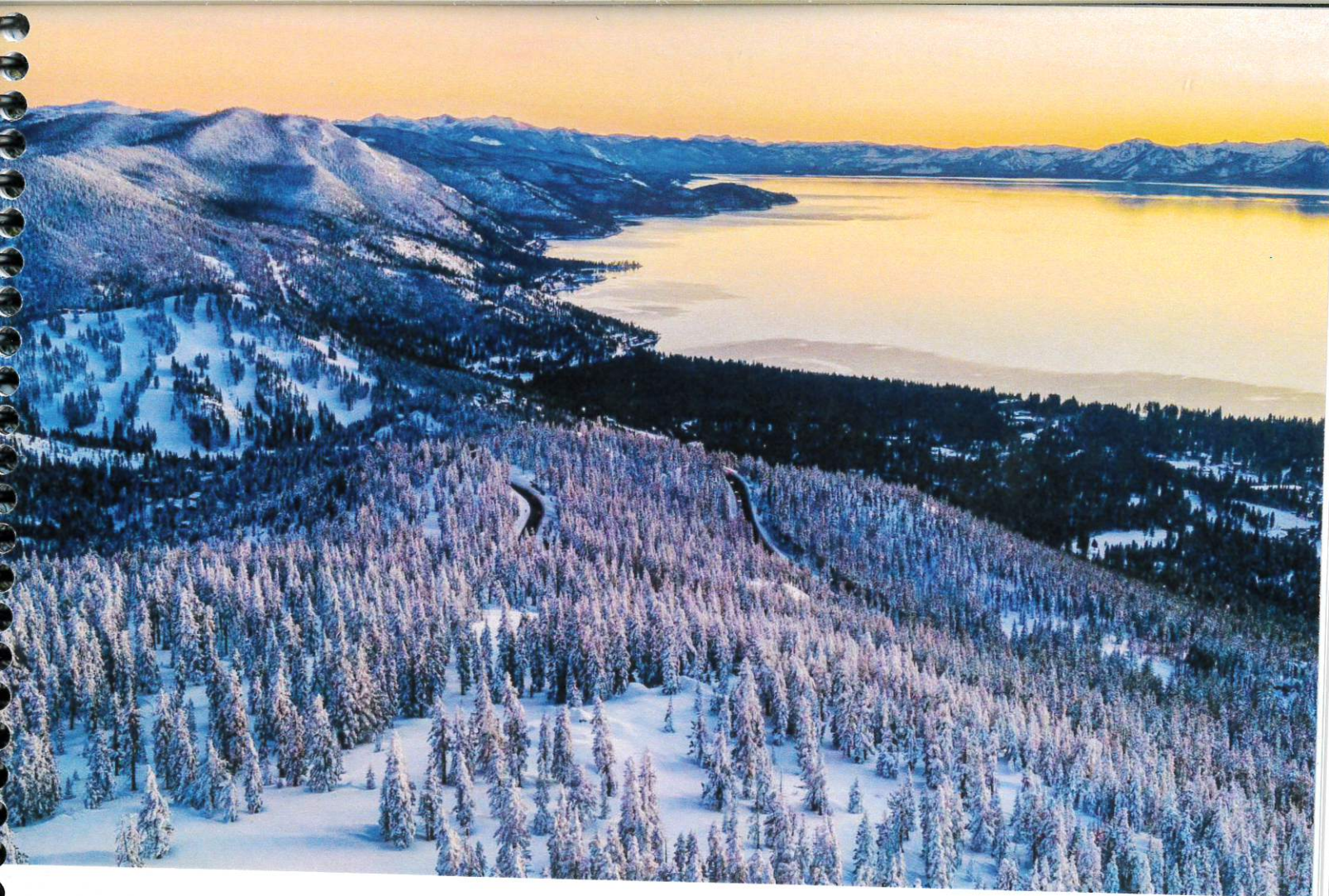
DETAILED DESCRIPTION

OF OUR EXPERIENCE, KNOWLEDGE & TECHNIQUES

In the following pages, we have highlighted a number of travel and tourism client examples that we have worked on that illustrate our experience, knowledge and techniques in practice. Our knowledge and techniques are further expanded on from a procedural approach standpoint in section 5.0: Quality Assurance Capabilities.

See a few case studies highlighting relevant work in the following pages.





CASE STUDY #1

TRAVEL NORTH TAHOE NEVADA

RINGING IN A NEW ERA OF DESTINATION
STEWARDSHIP WITH STRATEGIC BRAND DEVELOPMENT

MESSAGING
BRAND DEVELOPMENT
STRATEGIC PLANNING

Messaging & Brand Development

Travel North Tahoe Nevada, a destination marketing and management organization on the Nevada side of North Lake Tahoe, started in tandem with North Lake Tahoe / Go Tahoe North on the California side of Lake Tahoe. While their missions were always quite similar in the ways that they aimed to serve the community, the audiences differed over state lines and over time the key differences between them grew to a point where a unique brand identity was needed for each entity, separately.

Meanwhile, Travel North Tahoe Nevada was evolving to address the challenges of a popular international tourism destination, broadening its mission to address sustainable tourism, destination stewardship and destination management responsibilities.

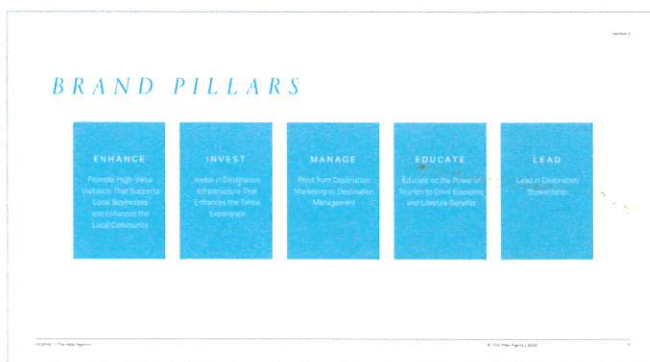
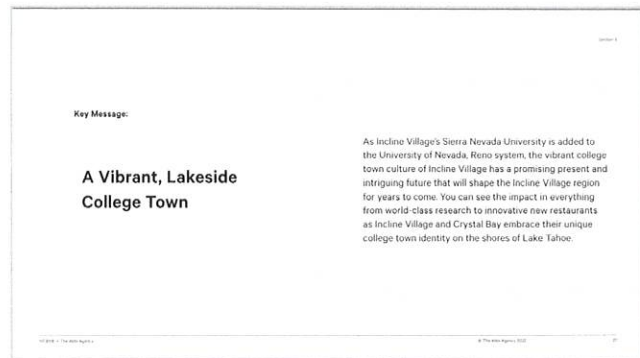
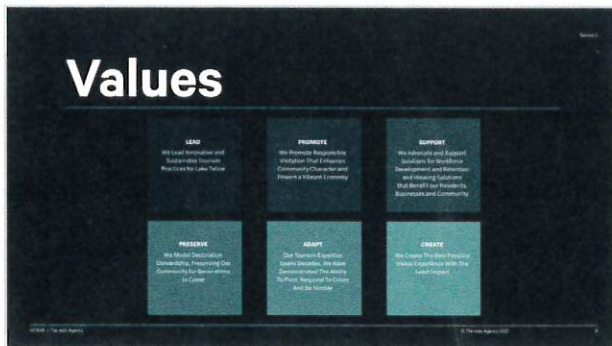
In partnership with The Abbi Agency, TNTNV embarked on a messaging and brand development project to analyze exactly who they were, who they wanted to be and how they wanted to get there.

This work involved developing the organization's mission, vision, and values, along with establishing brand pillars, key messaging themes, and keyword banks. It also included creating detailed persona and audience profiles, and crafting strategies to effectively engage each target demographic through tailored marketing and advertising efforts.

Ultimately, this resulted in the name change and full brand development as the Incline Village Crystal Bay Visitors Bureau transformed into Travel North Tahoe Nevada, and established a new era of destination sustainability and mission clarity for board members, community stakeholders and the Incline Village/Crystal Bay region at large.

The Travel North Tahoe Nevada brand and messaging established the previously behind-the-scenes Incline Village Crystal Bay Visitors Bureau as a public-facing leader in sustainable tourism efforts for one of the premier year-round mountain destinations in the world.

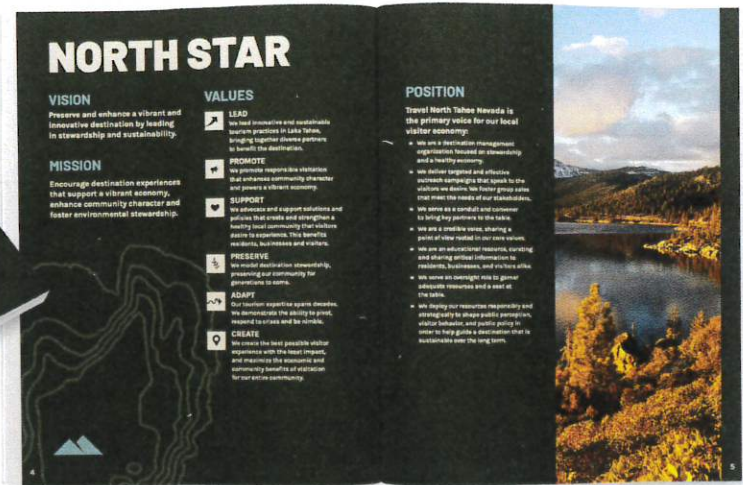
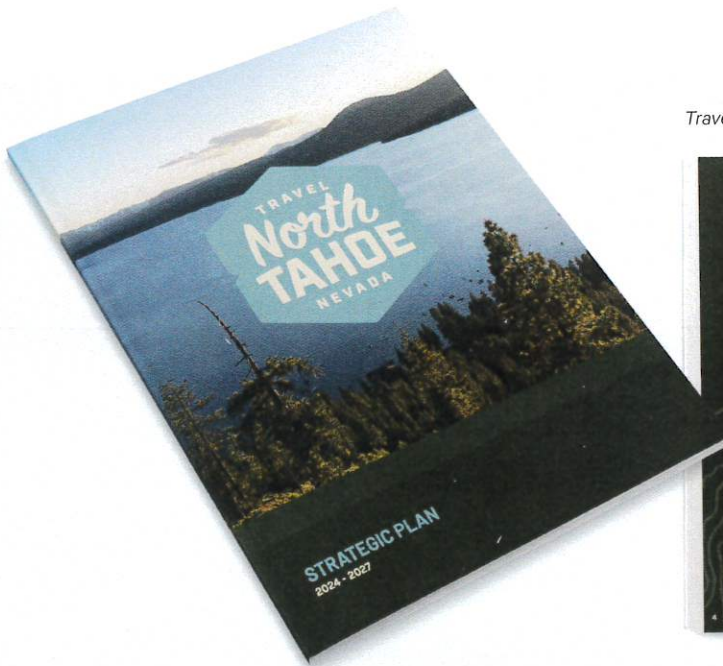
TRAVEL NorthTAHOE NEVADA



Strategic Development

In partnership with The Abbi Agency, Whereabout carried out a comprehensive stakeholder engagement and strategic planning process for Travel North Tahoe Nevada, a destination that has become highly popular in recent years. This effort resulted in a future-defining four-year plan that charts the course for this tourism destination, leading with sustainability and community-based efforts. The strategic plan included a roadmap to fully integrate stewardship and sustainability into every facet of the destination's operations, serving as both a guide and pledge to the surrounding communities.

Travel North Tahoe Nevada Strategic Plan





MISSION STATEMENT

Encourage destination experiences that support a vibrant economy, enhance community character and foster environmental stewardship.

OUR VISION

Preserve and enhance a vibrant and innovative destination by leading in stewardship and sustainability.



CORE VALUES

LEAD

We Lead Inspiration and Sustainable Tourism Practices for guests.

PRESERVE

We Model Best Practices, Strengthening Our Community and Environment to Come.

SUPPORT

We Advocate and Support Solutions for Sustainable Development and Economic and Housing Stability that Benefit our Residents, Businesses and Community.

CREATE

We Create the Best Possible Visitor Experience with the Least Impact.

ADAPT

Our Residents Experience Adaptation. We Help Businesses Adapt to the Ability to Grow, Respond to Change and Be a Leader.

PROMOTE

We Promote Responsible Visitorship to Enhance Community Character and Power a Vibrant Economy.



Mission Statement - One Sheet

Table Top Sign



Business Cards



TNTNV messaging





CASE STUDY #2

VISIT MORRO BAY

COME GET SALTY CAMPAIGN

Marketing Plan & Identity Revamp

In 2022, The Abbi Agency set out to establish a new strategy and brand for the California destination Visit Morro Bay. Our teams aimed to more authentically capture the ethos of the destination while also evolving marketing efforts to capitalize on some of the DMO's key marketing opportunities.

From a strategic perspective, our teams first worked to understand the visitor sentiment in Morro Bay, as well as cross-channel performance to uncover insights and opportunities. Combining these insights with our greater understanding of the state of tourism in the region, The Abbi Agency crafted a strategic marketing plan to guide the upcoming year.

This integrated plan established the DMO's audiences in a clear, targetable way, then established overarching annual goals, and objectives, strategies and tactics for each marketing channel.

The Abbi Agency also took a thorough review and overhaul of Morro Bay's branding. As the process started, it became obvious that the old brand spoke to the slow paced way of life that locals experience; however, it didn't accurately capture the adventuresome, carefree or welcoming energy of the destination from a visitor's perspective.

After a comprehensive rebranding process, The Abbi Agency established a new, personality-driven brand identity and "Come Get Salty" as the destination's tagline and creative concepting. The concept of "Come Get Salty" stems from salt as the signal that you have arrived at the coast. You smell it in the sea air, feel it in the sea breeze and taste it in the freshest seafood around. It's the signature ingredient of an authentic California fishing village. This brand identity captures the charming small town, laid back culture and adventurous spirit of Morro Bay while also leveraging the senses to help travelers understand what makes the destination special.

Brand refresh



CREATIVE CAMPAIGN: COME GET SALTY

This new brand identity came to life in a "Come Get Salty" brand campaign which introduced target audiences to the bold, personality-driven new brand and invited them to experience Morro Bay for themselves. As we approached the warm and shoulder seasons of 2023, Morro Bay was experiencing a softening of numbers and heightened competition with other destinations throughout the San Luis Obispo region. Local lodging and business partners looked to the DMO for support and assistance in increasing travel numbers. To address this, The Abbi Agency partnered with digital paid media platform Epsilon to carry out a targeted campaign engaging previous Morro Bay visitors to return to the destination.



Brand guidelines

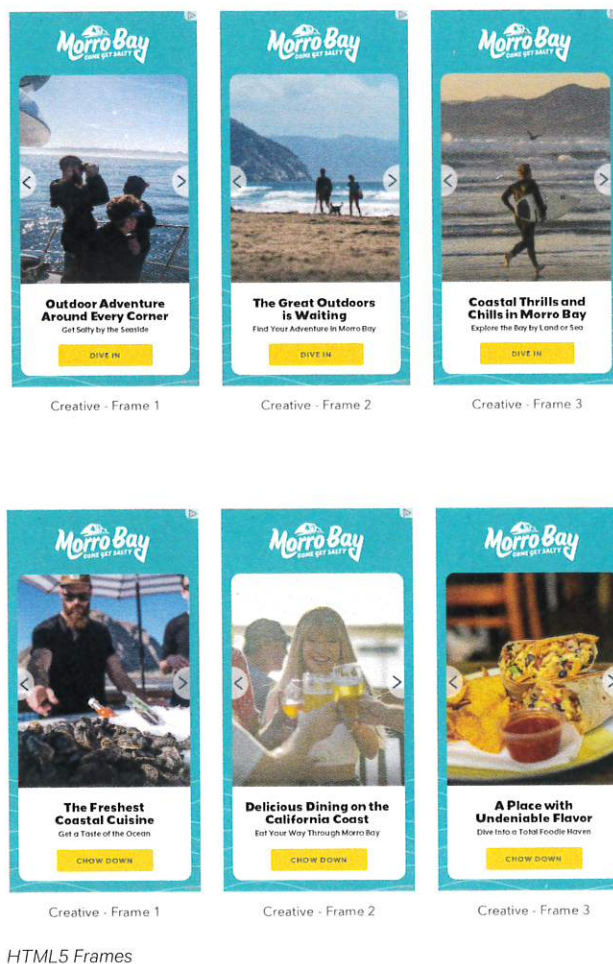


PAID MEDIA APPROACH

To drive as much visitation to the destination as quickly as possible, our partnership with paid media platform Epsilon hyper-focused on travelers who had previously visited the destination. Epsilon also used their CORE Transact tool to identify those who had visited the SLO region in the past but did not stay overnight in Morro Bay.

Complementary to Epsilon's approach, The Abbi Agency placed media via social media channels and SEM to focus on travelers who at least had a baseline of familiarity with the destination, even if they had never visited before. The campaign aimed to be broad enough in its tactics, while remaining extremely targeted to support budget constraints. Specific media tactics included:

- Digital Programmatic Ads that included programmatic display, animated HTML5 banners and static banners reaching previous visitors in key drive and fly markets
- Paid Social Ads including TikTok, Facebook and Instagram, Facebook Instant Experience, Fan Acquisition Campaign and Pinterest



Print Ad

PERSONALIZED CREATIVE APPROACH

To ensure the campaign performed optimally, The Abbi Agency and Epsilon worked hard to create hyper-specific creative that would be sure to engage each audience sub-set. By speaking individually to audiences who were targeted with the campaign, Visit Morro Bay had a much higher chance of engagement and conversion with audiences.

Audience sub-sets included: Foodies, Outdoor Adventurers, Laid-back Relaxed Traveler, Family Experiences

The campaign launched in May 2023 to support warm season. Working together, The Abbi Agency and Epsilon saw phenomenal success out of the paid programmatic campaign.

- Out of 2.0M unique individuals reached, the campaign

-
- A photograph of a fishing boat docked at a wooden pier during sunset. The sun is low on the horizon, casting a warm glow. A large, dark rock formation is visible in the background across the water. The image is part of a spiral-bound notebook.

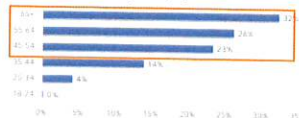
Measurement Window: May 11, 2023- August 31, 2023



Note: Only top 10 non-local feeder sharks that were delivered, expressed, shown here, total of all 10 may not equate to 100% of total RD amount, some DMAs may represent re-targeting from delivery in targeted DMA.

- 32% of measured visitor spend generated in Morro Bay came from the Los Angeles DMA; Additionally, that measured spend was driven by 33% of visitors
- Fresno, Bakersfield, and Sacramento represent feeder markets that over index for spend vs. visitation. On average, visitors from these feeders spend more during their visit

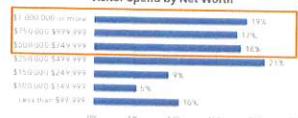
Visitor Spend by Age Bracket



Visitor Spend by Household Income

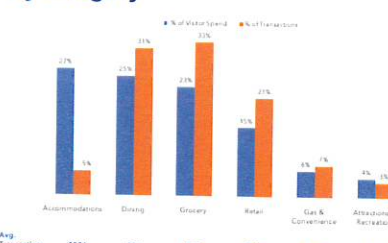


Visitor Spend by Net Worth



- A45+ contributed 81% of visitor spend
- Visitors with a net worth of \$500K+ contributed 54% of visitor spend
- Visitors with a HHI of \$100K+ contributed 56% of all visitor spend

Visitor spend & transactions by category

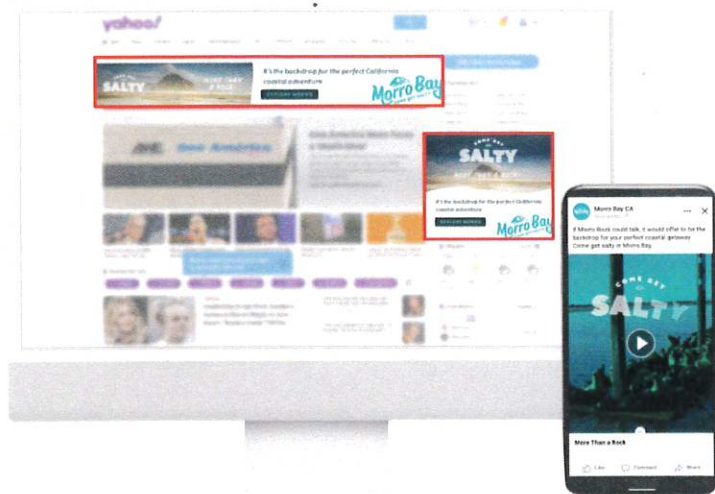
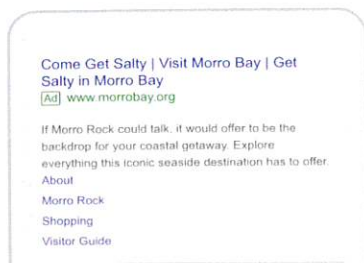


- **27%** of measured visitor spend and **5%** of transactions occurred within the Accommodations category
 - Top Hotels: Best Western Hotels, Motel 6
- **25%** of measured visitor spend and **31%** of transactions came from the Dining category

Accommodations: Hotels, motels, inn, vacation rentals
Dining: Restaurants, bars, food halls
Grocery: Grocery stores & specialty markets
Retail: Big Box, local retail, specialty stores
Gas & Convenience: Gas stations, convenience stores
Attractions & Recreation: Attractions, museums, vehicle rentals, cruises & tours, fishing, fishing, sports
Health: etc.

DXP Audit

To inform our work on Morro Bay's digital channels, The Abbi Agency carried out a robust digital audit of the platform, assessing performance and opportunities to establish a solid plan for the future.



Digital + Paid Media Ads

Marketing Plan

INTRODUCTION

BACKGROUND

Our teams believe all websites should be built mindfully to provide a clean, easy to digest design, and logical user journey for the consumer. We also find it critical to root the content in a well-rounded search engine optimized strategy.

Morro Bay is a small town on the Central Coast of California, nestled between two iconic coastal destinations: Big Sur and San Simeon. The town is known for its beautiful beaches, historic Morro Rock, and the Morro Bay State Natural Reserve. The town is a popular destination for tourists and locals alike, offering a variety of activities and experiences.

- Coastal recreation and outdoor activities
- Shopping and dining
- Entertainment
- Water and beach activities
- Historic and cultural sites
- Environmental and nature
- Family and community
- Local businesses and services

THE REAL CHALLENGE

- The current website is outdated and difficult to navigate
- The current website is not mobile-friendly
- The current website is not search engine optimized
- The current website is not visually appealing
- The current website is not easy to use



USER EXPERIENCE

Websites must be designed and developed with the user's experience top-of-mind. This provides a positive experience to your consumer that keeps visitors loyal to your destination.

Additionally, user experience is a key factor in determining the success of a website. A website that is easy to use and navigate will provide a better user experience than a website that is difficult to use and navigate. This is why it is important to focus on user experience when designing and developing a website.

GENERAL ISSUES

<https://www.morrobay.org/>



© 2023 The Abbi Agency

© 2023 The Abbi Agency

THE ABBI AGENCY

TRAFFIC

369,378

Total Users
The total number of people who visit the site at least once within the established date range.

454,751

Total Sessions
A website session begins the moment a user arrives on your website and ends when they exit, or are idle for 30 minutes or midnight occurs. One session includes all actions a user takes until they leave for 30 minutes or more, or a page is counted as one session.

1.60

Pages/Session
The number of pages that are viewed during one session. This metric should be viewed in conjunction with session duration and bounce rate for a full picture of the user's experience.

00:01:16

Avg. Session Duration
The average length of time a visitor spends on the website. A 2.3-minute session.

65.01%

Bounce Rate
A single page visit where users enter and exit from the same page without further interaction.

© 2023 The Abbi Agency

23

DEMOGRAPHICS

Demographics are the characteristics of a target audience. These include age, gender, income, education, and more. Understanding demographics is essential for creating targeted marketing campaigns.

PSYCHOGRAPHIC PERSONAS



The Eco-Tourist
This person is interested in nature and outdoor activities. They are looking for eco-friendly and sustainable travel options. They are also interested in local businesses and services that support the environment.



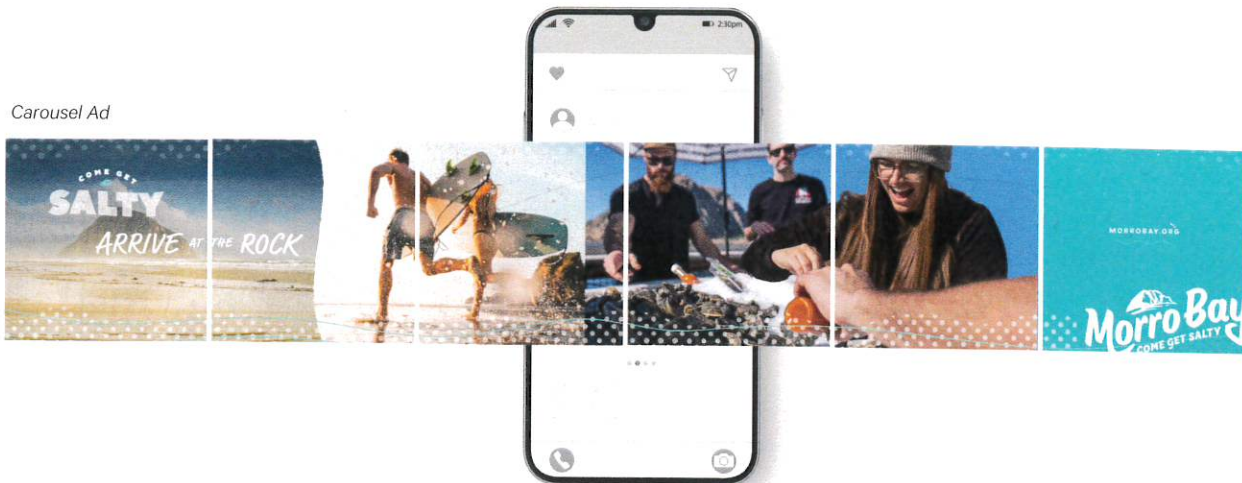
Big Minimal and Influencer
This person is a social media influencer and is looking for ways to promote their brand. They are interested in high-quality and visually appealing content. They are also looking for ways to connect with their audience.



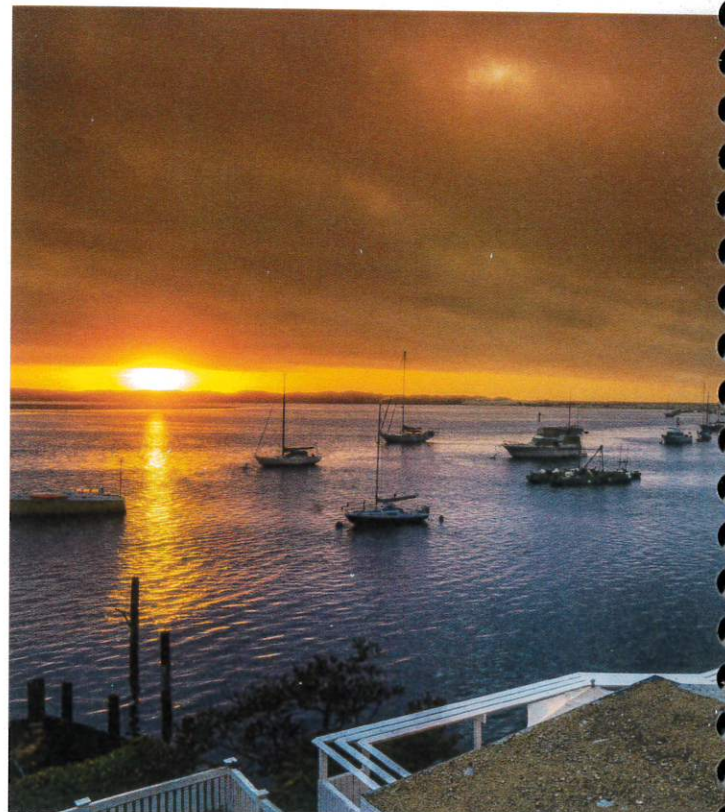
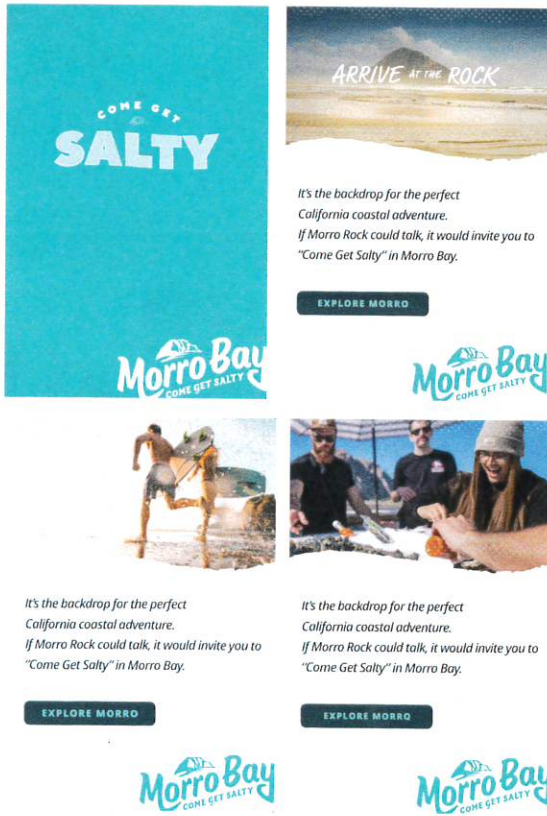
Value Driven Conscious Families
This person is a family and is looking for ways to spend time with their family. They are interested in family-friendly activities and services. They are also looking for ways to support local businesses and services.

© 2023 The Abbi Agency

Carousel Ad



HTML5 Ad



Billboard



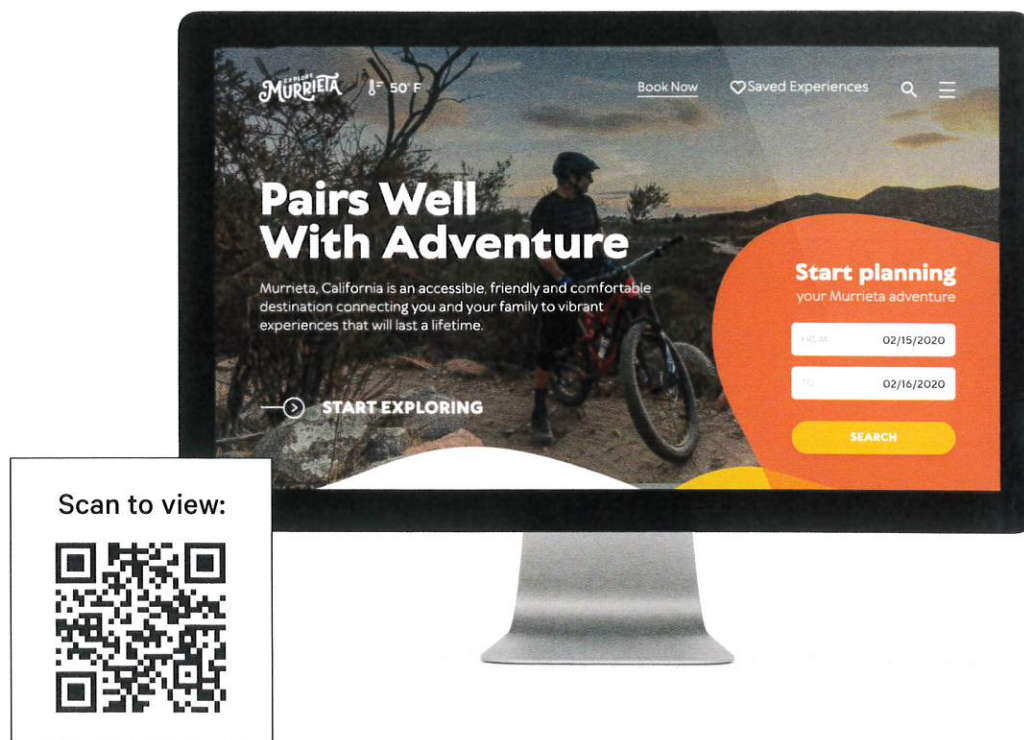
**PAIRS WELL WITH
ADVENTURE**

CASE STUDY #3

EXPLORE MURRIETA

Pairs Well With Adventure

Murrieta required a strategically articulated brand to introduce it to its Southern California drive market. With heavy competition and a barrage of monotone regional brands, The Abbi Agency honed in on something Murrieta alone had to offer: the feeling of being on higher ground due to elevation gain and sunny skies.



Strategy

The Abbi Agency collaborated with SMG Consulting to undergo an in-depth strategic process, collecting insight from locals, key stakeholders and target travelers, and pairing that insight with expert industry research to create a strategic action plan. The team established personas and a brand board to connect the brand's voice, ethos, point of difference and positioning with target visitors. This laid the foundation for a sound brand identity, website and future executions.

Pairs Well with Adventure

A playful, engaging brand identity and logo were crafted for Murrieta, highlighting the destination's friendliness and feeling of "higher ground." As a destination that offers access to many regional experiences—wine, outdoors, gaming, and extreme sports—the team created the tagline, "Pairs Well with Adventure."

Website

Digitally, Explore Murrieta's website highlights the different types of experiences offered throughout the destination, regionalizing all activities to provide personalized brand experiences. Each website touchpoint is highly visual and inspirational, bringing to life the "higher ground" feeling established as the brand's key differentiator.

EXPLORE
MURRIETA



Brand Pocket Guide

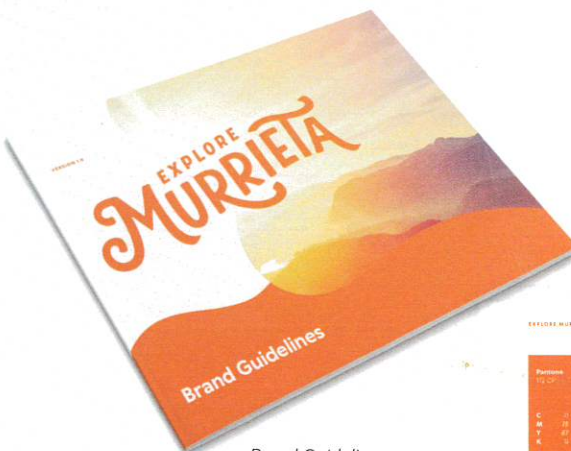


Photoshoot



Carousel Ad

Brand Launch Event



Brand Guidelines

EXPLORE MURRIETA / BRAND GUIDELINES



RD. 4.2.1

Logo Color

The logo is presented in any of the main brand colors including white. Color variations are used to create visual interest in a variety of applications. The logo is always presented with the tagline 'AN OVERDUE ESCAPE'.

See more colors on page 6.

EXPLORE MURRIETA / BRAND GUIDELINES

RD. 4.2.2

Logo Sizing

Pay close attention to the legibility of 'EXPLORE' when using the logo at small sizes. All logo components must maintain their scale in relation to one another. As one component gets larger, the others get proportionally larger. Do not alter these proportions when reducing or enlarging the logo.

Due to environmental, some characters may not be legible at 10px or 100px.

MINIMUM WIDTH

Minimum Print Size: 10px

Minimum Screen Size: 100px



EXPLORE MURRIETA / BRAND GUIDELINES

RD. 4.2.3

Partono 112 CP	Partono 116 CP	Partono 111 CP	Partono 142 CP	Partono 115 CP
C 10	C 10	C 10	C 51	C 14
M 20	M 20	M 20	M 100	M 6
V 30	V 30	V 30	V 15	V 15
X 40	X 40	X 40	X 24	X 15
B 50	B 50	B 50	B 34	B 15
O 60	O 60	O 60	O 5	O 20
9 70	9 70	9 70	9 8	9 20
0 80	0 80	0 80	0 16	0 20
1 90	1 90	1 90	1 16	1 20
2 100	2 100	2 100	2 16	2 20
3 110	3 110	3 110	3 16	3 20
4 120	4 120	4 120	4 16	4 20
5 130	5 130	5 130	5 16	5 20
6 140	6 140	6 140	6 16	6 20
7 150	7 150	7 150	7 16	7 20
8 160	8 160	8 160	8 16	8 20
9 170	9 170	9 170	9 16	9 20
0 180	0 180	0 180	0 16	0 20
1 190	1 190	1 190	1 16	1 20
2 200	2 200	2 200	2 16	2 20
3 210	3 210	3 210	3 16	3 20
4 220	4 220	4 220	4 16	4 20
5 230	5 230	5 230	5 16	5 20
6 240	6 240	6 240	6 16	6 20
7 250	7 250	7 250	7 16	7 20
8 260	8 260	8 260	8 16	8 20
9 270	9 270	9 270	9 16	9 20
0 280	0 280	0 280	0 16	0 20
1 290	1 290	1 290	1 16	1 20
2 300	2 300	2 300	2 16	2 20
3 310	3 310	3 310	3 16	3 20
4 320	4 320	4 320	4 16	4 20
5 330	5 330	5 330	5 16	5 20
6 340	6 340	6 340	6 16	6 20
7 350	7 350	7 350	7 16	7 20
8 360	8 360	8 360	8 16	8 20
9 370	9 370	9 370	9 16	9 20
0 380	0 380	0 380	0 16	0 20
1 390	1 390	1 390	1 16	1 20
2 400	2 400	2 400	2 16	2 20
3 410	3 410	3 410	3 16	3 20
4 420	4 420	4 420	4 16	4 20
5 430	5 430	5 430	5 16	5 20
6 440	6 440	6 440	6 16	6 20
7 450	7 450	7 450	7 16	7 20
8 460	8 460	8 460	8 16	8 20
9 470	9 470	9 470	9 16	9 20
0 480	0 480	0 480	0 16	0 20
1 490	1 490	1 490	1 16	1 20
2 500	2 500	2 500	2 16	2 20
3 510	3 510	3 510	3 16	3 20
4 520	4 520	4 520	4 16	4 20
5 530	5 530	5 530	5 16	5 20
6 540	6 540	6 540	6 16	6 20
7 550	7 550	7 550	7 16	7 20
8 560	8 560	8 560	8 16	8 20
9 570	9 570	9 570	9 16	9 20
0 580	0 580	0 580	0 16	0 20
1 590	1 590	1 590	1 16	1 20
2 600	2 600	2 600	2 16	2 20
3 610	3 610	3 610	3 16	3 20
4 620	4 620	4 620	4 16	4 20
5 630	5 630	5 630	5 16	5 20
6 640	6 640	6 640	6 16	6 20
7 650	7 650	7 650	7 16	7 20
8 660	8 660	8 660	8 16	8 20
9 670	9 670	9 670	9 16	9 20
0 680	0 680	0 680	0 16	0 20
1 690	1 690	1 690	1 16	1 20
2 700	2 700	2 700	2 16	2 20
3 710	3 710	3 710	3 16	3 20
4 720	4 720	4 720	4 16	4 20
5 730	5 730	5 730	5 16	5 20
6 740	6 740	6 740	6 16	6 20
7 750	7 750	7 750	7 16	7 20
8 760	8 760	8 760	8 16	8 20
9 770	9 770	9 770	9 16	9 20
0 780	0 780	0 780	0 16	0 20
1 790	1 790	1 790	1 16	1 20
2 800	2 800	2 800	2 16	2 20
3 810	3 810	3 810	3 16	3 20
4 820	4 820	4 820	4 16	4 20
5 830	5 830	5 830	5 16	5 20
6 840	6 840	6 840	6 16	6 20
7 850	7 850	7 850	7 16	7 20
8 860	8 860	8 860	8 16	8 20
9 870	9 870	9 870	9 16	9 20
0 880	0 880	0 880	0 16	0 20
1 890	1 890	1 890	1 16	1 20
2 900	2 900	2 900	2 16	2 20
3 910	3 910	3 910	3 16	3 20
4 920	4 920	4 920	4 16	4 20
5 930	5 930	5 930	5 16	5 20
6 940	6 940	6 940	6 16	6 20
7 950	7 950	7 950	7 16	7 20
8 960	8 960	8 960	8 16	8 20
9 970	9 970	9 970	9 16	9 20
0 980	0 980	0 980	0 16	0 20
1 990	1 990	1 990	1 16	1 20
2 1000	2 1000	2 1000	2 16	2 20
3 1010	3 1010	3 1010	3 16	3 20
4 1020	4 1020	4 1020	4 16	4 20
5 1030	5 1030	5 1030	5 16	5 20
6 1040	6 1040	6 1040	6 16	6 20
7 1050	7 1050	7 1050	7 16	7 20
8 1060	8 1060	8 1060	8 16	8 20
9 1070	9 1070	9 1070	9 16	9 20
0 1080	0 1080	0 1080	0 16	0 20
1 1090	1 1090	1 1090	1 16	1 20
2 1100	2 1100	2 1100	2 16	2 20
3 1110	3 1110	3 1110	3 16	3 20
4 1120	4 1120	4 1120	4 16	4 20
5 1130	5 1130	5 1130	5 16	5 20
6 1140	6 1140	6 1140	6 16	6 20
7 1150	7 1150	7 1150	7 16	7 20
8 1160	8 1160	8 1160	8 16	8 20
9 1170	9 1170	9 1170	9 16	9 20
0 1180	0 1180	0 1180	0 16	0 20
1 1190	1 1190	1 1190	1 16	1 20
2 1200	2 1200	2 1200	2 16	2 20
3 1210	3 1210	3 1210	3 16	3 20
4 1220	4 1220	4 1220	4 16	4 20
5 1230	5 1230	5 1230	5 16	5 20
6 1240	6 1240	6 1240	6 16	6 20
7 1250	7 1250	7 1250	7 16	7 20
8 1260	8 1260	8 1260	8 16	8 20
9 1270	9 1270	9 1270	9 16	9 20
0 1280	0 1280	0 1280	0 16	0 20
1 1290	1 1290	1 1290	1 16	1 20
2 1300	2 1300	2 1300	2 16	2 20
3 1310	3 1310	3 1310	3 16	3 20
4 1320	4 1320	4 1320	4 16	4 20
5 1330	5 1330	5 1330	5 16	5 20
6 1340	6 1340	6 1340	6 16	6 20
7 1350	7 1350	7 1350	7 16	7 20
8 1360	8 1360	8 1360	8 16	8 20
9 1370	9 1370	9 1370	9 16	9 20
0 1380	0 1380	0 1380	0 16	0 20
1 1390	1 1390	1 1390	1 16	1 20
2 1400	2 1400	2 1400	2 16	2 20
3 1410	3 1410	3 1410	3 16	3 20
4 1420	4 1420	4 1420	4 16	4 20
5 1430	5 1430	5 1430	5 16	5 20
6 1440	6 1440	6 1440	6 16	6 20
7 1450	7 1450	7 1450	7 16	7 20
8 1460	8 1460	8 1460	8 16	8 20
9 1470	9 1470	9 1470	9 16	9 20
0 1480	0 1480	0 1480	0 16	0 20
1 1490	1 1490	1 1490	1 16	1 20
2 1500	2 1500	2 1500	2 16	2 20
3 1510	3 1510	3 1510	3 16	3 20
4 1520	4 1520	4 1520	4 16	4 20
5 1530	5 1530	5 1530	5 16	5 20
6 1540	6 1540	6 1540	6 16	6 20
7 1550	7 1550	7 1550	7 16	7 20
8 1560	8 1560	8 1560	8 16	8 20
9 1570	9 1570	9 1570	9 16	9 20
0 1580	0 1580	0 1580	0 16	0 20
1 1590	1 1590	1 1590	1 16	1 20
2 1600	2 1600	2 1600	2 16	2 20
3 1610	3 1610	3 1610	3 16	3 20
4 1620	4 1620	4 1620	4 16	4 20
5 1630	5 1630	5 1630	5 16	5 20
6 1640	6 1640	6 1640	6 16	6 20
7 1650	7 1650	7 1650	7 16	7 20
8 1660	8 1660	8 1660	8 16	8 20
9 1670	9 1670	9 1670	9 16	9 20
0 1680	0 1680	0 1680	0 16	0 20
1 1690	1 1690	1 1690	1 16	1 20
2 1700	2 1700	2 1700	2 16	2 20
3 1710	3 1710	3 1710	3 16	3 20
4 1720	4 1720	4 1720	4 16	4 20
5 1730	5 1730	5 1730	5 16	5 20
6 1740	6 1740	6 1740	6 16	6 20
7 1750	7 1750	7 1750	7 16	7 20
8 1760	8 1760	8 1760	8 16	8 20
9 1770	9 1770	9 1770	9 16	9 20
0 1780	0 1780	0 1780	0 16	0 20
1 1790	1 1790	1 1790	1 16	1 20
2 1800	2 1800	2 1800	2 16	2 20
3 1810	3 1810	3 1810	3 16	3 20
4 1820	4 1820	4 1820	4 16	4 20
5 1830	5 1830	5 1830	5 16	5 20
6 1840	6 1840	6 1840	6 16	6 20
7 1850	7 1850	7 1850	7 16	7 20
8 1860	8 1860	8 1860	8 16	8 20
9 1870	9 1870	9 1870	9 16	9 20
0 1880	0 1880	0 1880	0 16	0 20
1 1890	1 1890	1 1890	1 16	1 20
2 1900	2 1900	2 1900	2 16	2 20
3 1910	3 1910	3 1910	3 16	3 20
4 1920	4 1920	4 1920	4 16	4 20
5 1930	5 1930	5 1930	5 16	5 20
6 1940	6 1940	6 1940	6 16	6 20
7 1950	7 1950	7 1950	7 16	7 20
8 1960	8 1960	8 1960	8 16	8 20
9 1970	9 1970	9 1970	9 16	9 20
0 1980	0 1980	0 1980	0 16	0 20
1 1990	1 1990	1 1990	1 16	1 20
2 2000	2 2000	2 2000	2 16	2 20
3 2010	3 2010	3 2010	3 16	3 20
4 2020	4 2020	4 2020	4 16	4 20
5 2030	5 2030	5 2030	5 16	5 20
6 2040	6 2040	6 2040	6 16	6 20
7 2050	7 2050	7 2050	7 16	7 20
8 2060	8 2060	8 2060	8 16	8 20
9 2070	9 2070	9 2070	9 16	9 20
0 2080	0 2080	0 2080	0 16	0 20
1 2090	1 2090	1 2090	1 16	1 20
2 2100	2 2100	2 2100	2 16	2 20
3 2110	3 2110	3 2110	3 16	3 20
4 2120	4 2120	4 2120	4 16	4 20
5 2130	5 2130	5 2130	5 16	5 20
6 2140	6 2140	6 2140	6 16	6 20
7 2150	7 2150	7 2150	7 16	7 20
8 2160	8 2160	8 2160	8 16	8 20
9 2170	9 2170	9 2170	9 16	9 20
0 2180	0 2180	0 2180	0 16	0 20
1 2190	1 2190	1 2190	1 16	1 20
2 2200	2 2200	2 2200	2 16	2 20
3 2210	3 2210	3 2210	3 16	3 20
4 2220	4 2220	4 2220	4 16	4 20
5 2230	5 2230	5 2230	5 16	5 20
6 2240	6 2240	6 2240	6 16	6 20
7 2250	7 2250	7 2250	7 16	7 20
8 2260	8 2260	8 2260	8 16	8 20
9 2270	9 2270	9 2270	9 16	9 20
0 2280	0 2280	0 2280	0 16	0 20
1 2290	1 2290	1 2290	1 16	1 20
2 2300	2 2300	2 2300	2 16	2 20
3 2310	3 23			



CASE STUDY #4

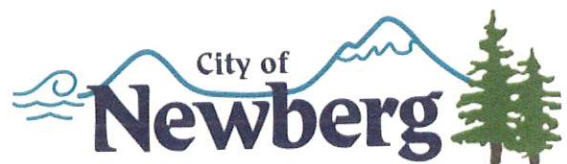
CITY OF NEWBERG TOURISM STRATEGIC PLAN



2021-2022 Tourism Strategic Plan

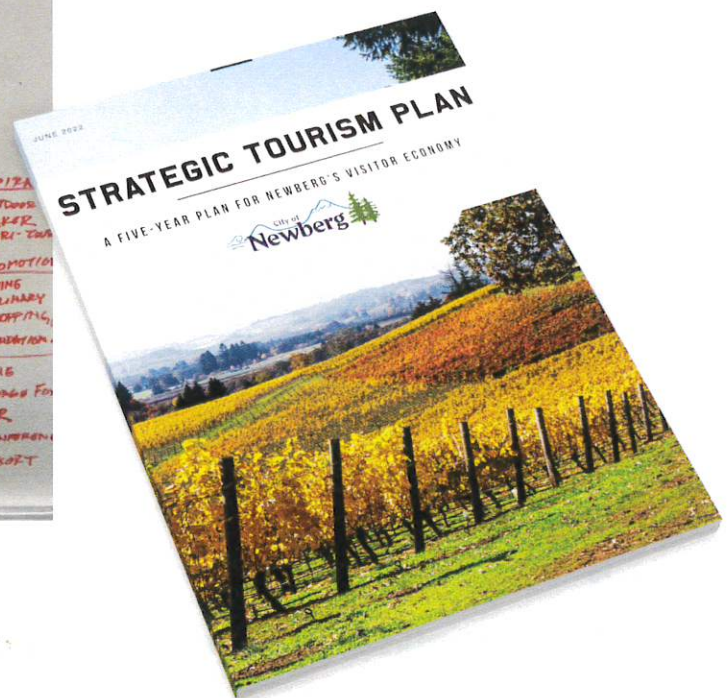
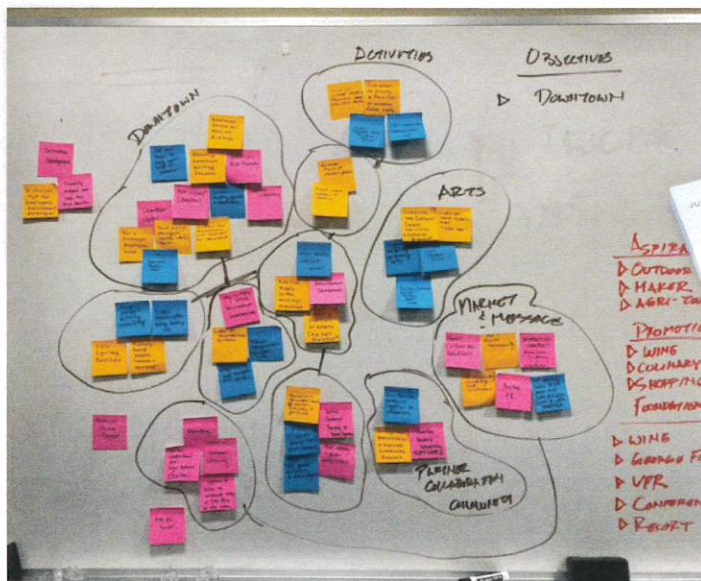
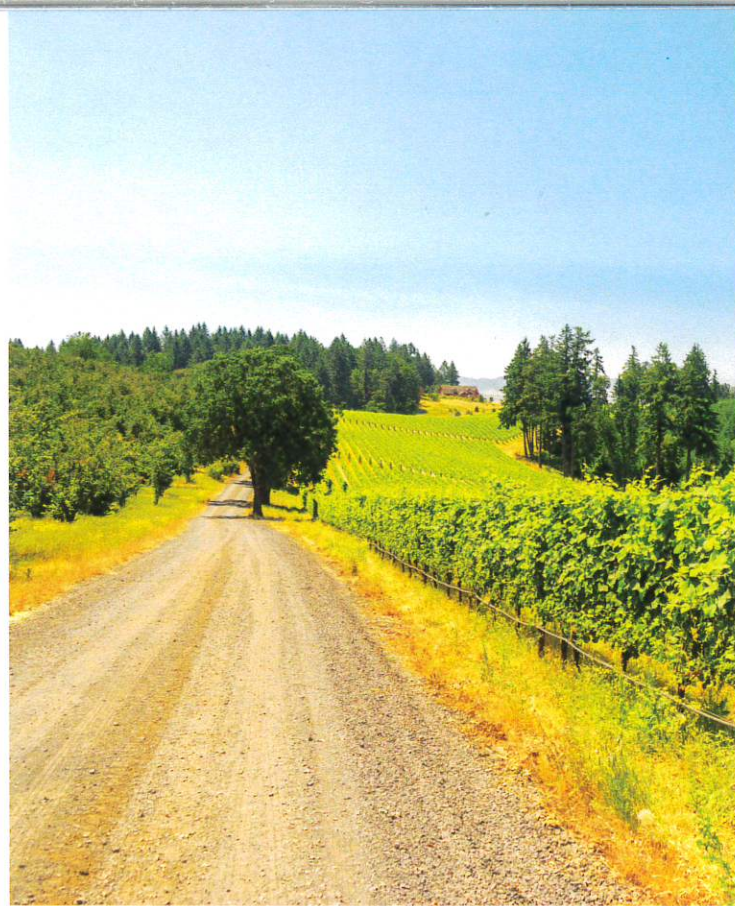
Whereabout engaged with the City of Newberg, Oregon in November of 2021 on the development of an updated Tourism Strategic Plan for the community. Significant community and stakeholder outreach contributed to the identification of key focus areas, while a planning team made of a cross-section of Newberg's visitor economy collaborated to set the strategic direction. Whereabout led a robust set of workshop sessions, diving deep with stakeholders to identify and understand the directional goals and opportunities for the destination.

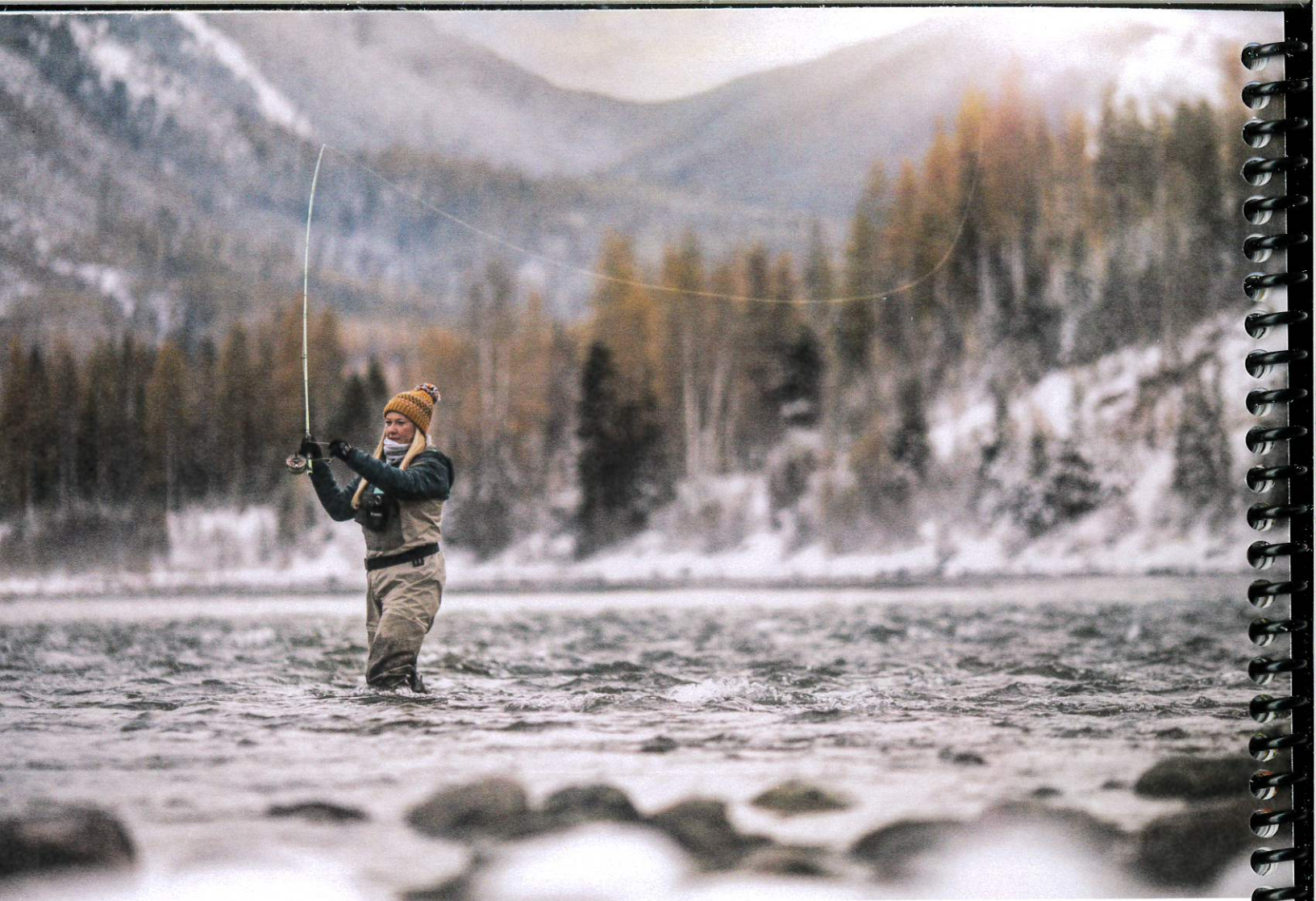
STAKEHOLDER ENGAGEMENT STRATEGIC PLANNING



The plan includes a long-term vision for Newberg's visitor economy, targeted future visitor profiles, and five key objectives:

- Activate a vibrant, multi-faceted downtown and waterfront for residents and visitors
- Invest in development of events, festivals, and activities aligned with Newberg's target visitors
- Foster a lively arts and cultural sector supported by wine tourism
- Shape Newberg's visitation and reputation through targeted marketing and communications
- Enhance partner collaboration and regional cooperation





CASE STUDY #5

DISCOVER KALISPELL

VENTURE BODLY INTEGRATED CAMPAIGN

BRAND STRATEGY, CREATIVE DEVELOPMENT, INTEGRATED ADVERTISING

CHALLENGE

When many travelers think of Montana, they think of Glacier National Park. For lesser-known, smaller destinations like Kalispell, it can be a challenge to get on travelers' radars. However, with the rise in visitors to the park over the last 5 years, it has become increasingly complicated to visit — larger crowds and overloaded reservation systems have caused countless visitors' trips to go awry.

KEY INSIGHTS & ANALYSIS

The Abbi Agency and Discover Kalispell saw the traveler situation as an opportunity to leverage their proximity to the park and encourage Montana visitors to explore their destination and experience great trails, stunning views, and a charming small town — minus the crowds. The agency highlighted these experiences and the charm of Kalispell to craft a cross-channel campaign for the destination.

CROSS-CHANNEL EXECUTION & KPIS & PROGRAM MEASUREMENT

Creative: Venture Boldly To establish a more distinctive sense of “place” for Kalispell as its own standalone destination, The Abbi Agency crafted the Venture Boldly campaign. This evergreen campaign created a unified vision for the destination’s growth, celebrating the destination’s values, traditions and heritage from a spirit of adventure to the Native American legacies of the region. The Abbi Agency emphasized sustainability and stewardship as a core element of the campaign, ensuring that the campaign included bold messaging charging visitors with taking care of the region.

In addition to this year-round, brand campaign, The Abbi Agency crafted sub-campaigns and assets to drive awareness and engagement around destination experiences.

- **Towns and Trails Pass** - The Abbi Agency created a digital passport with locations where visitors could ‘check in,’ ranging from outdoor adventure activities to in-town shopping and dining spots. These locations were thoughtfully curated to give travelers the full Kalispell experience and encourage them to explore beyond Main Street. Visitors were further incentivized to visit multiple locations with prizes — all leading up to the chance to win one grand prize. Through the use of hyper-targeted digital media, our team was able to reach Kalispell’s target audience and serve them Town & Trails Pass ads as they were considering the destination. Additionally, ads were served to individuals as they came in-market to gain participation from individuals who were not previously aware of the program.

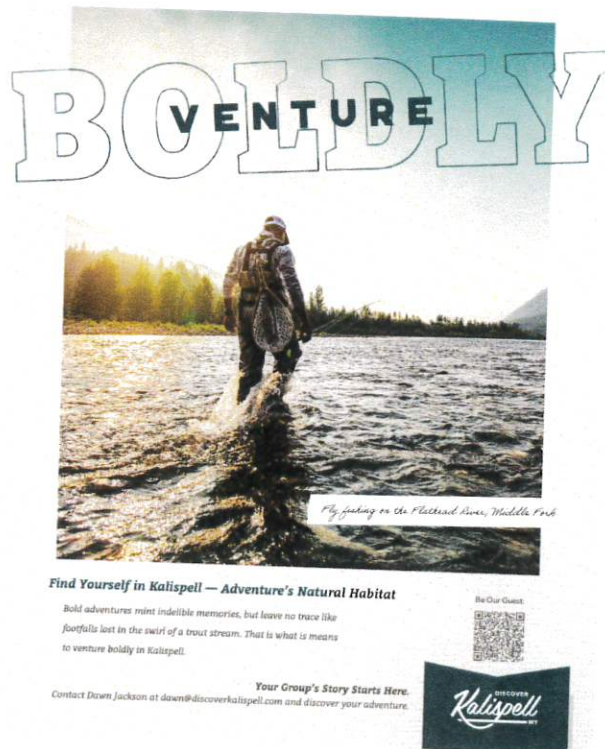
- **Fall Under the Spell** - With a key objective of Discover Kalispell as growing visitation during the fall season, The Abbi Agency revamped the Fall Under the Spell campaign to align with the Venture Boldly messaging while still carrying a shoulder season call-to-action. These creative assets capture the beauty, magic and bespoke experiences in Kalispell during fall, targeting each of the destinations audiences individually.
- **Retargeting Gas Card Campaign** - Knowing that consumers nationwide were facing economic pressures and that Kalispell is a destination that requires some amount of driving to access, The Abbi Agency recommended an out-of-the-box strategy to advertising. For audiences who had previously shown interest by engaging with Discover Kalispell’s ads and/or clicking on the website, we retargeted these individuals with creative offering a free gas card. To receive the gas card, visitors just had to stop by the Visitor Center, proving they were not Kalispell locals.



KPIS & PROGRAM MEASUREMENT

Paid Media Channels

During the last 18 months, The Abbi Agency worked hard to ensure Discover Kalispell received positive engagement metrics from audiences. Our paid media strategy included a healthy blend of tried-and-true foundational tactics, like search engine marketing (SEM) and Meta (Facebook/Instagram), as well as aspirational media formats to attract audiences with a “wow” factor. Aspirational ads include Instant Experience Ads, immersive ads in Meta which allow users to click into an interactive “story,” Pinterest Engagement Ads, content-driven ads with a longer shelf life than other digital formats; and Animated HTML5 ads, allowing the destination to showcase more in a small digital format. In 2022, the destination saw a heightened level of competition, requiring our team to focus on refining audience segments by affinity and topics to improve engagement over time.



Print Ad

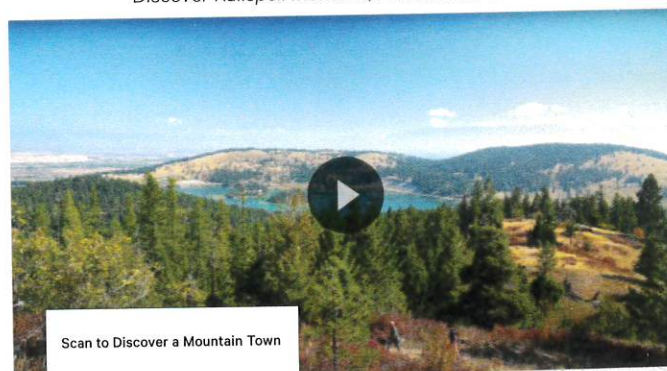


Animated Digital Ads - Keyframes

It's Time to Fall Under the Spell in Kalispell, Montana Video



Discover Kalispell Montana, A Mountain Town Video



PROGRAM-LEVEL PERFORMANCE

Some success marketing program-level metric highlights include:

- **Venture Boldly** creative showed high engagement and response rates from audiences, with above-platform-average Click-through rates (CTRs) across the board, and CTRs outperforming previous Kalispell creative campaigns.
- The **Gas Card Campaign** was so successful in driving engagement and proving visitation that it was extended and expanded multiple times. This creative saw above-platform average engagement for both Meta and Display ads.
- Discover Kalispell's **Search Engine Marketing** (SEM) campaign has performed excellently over the last year, with an exceptional click-through rate (CTR) of 9.32%, a 23.7% year-over-year increase compared to 2021.
- Our ongoing **Fan Acquisition Campaign** offered strong performance, with more than 2,000 total new page likes and an average of 67 new likes per day.
- **Retargeting Ads** garnered more than 20,000 clicks and a 0.75% CTR.
- For Year-Over-Year improvement, Discover Kalispell saw a **+29.4% increase in average CTR** (0.99% CTR), and a **-29.8% decrease in cost per click** (\$0.48 average CPC).

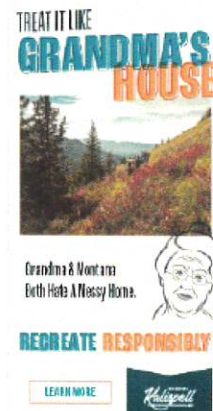
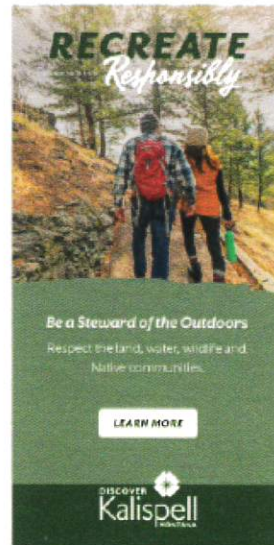
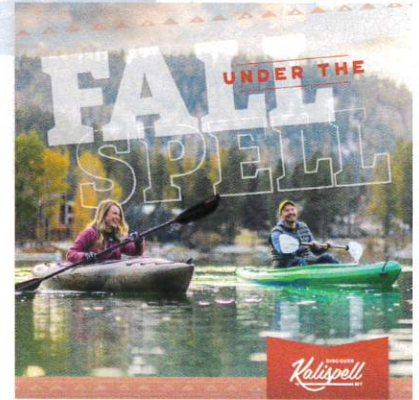
BOLDLY VENTURE



Unassuming. Unfiltered. Inspiring.
Kalispell is calling.

Book Your Winter Adventure

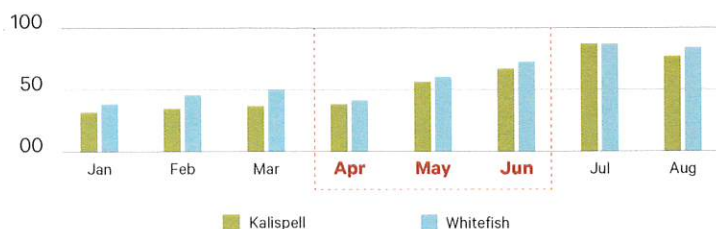
Digital ad examples



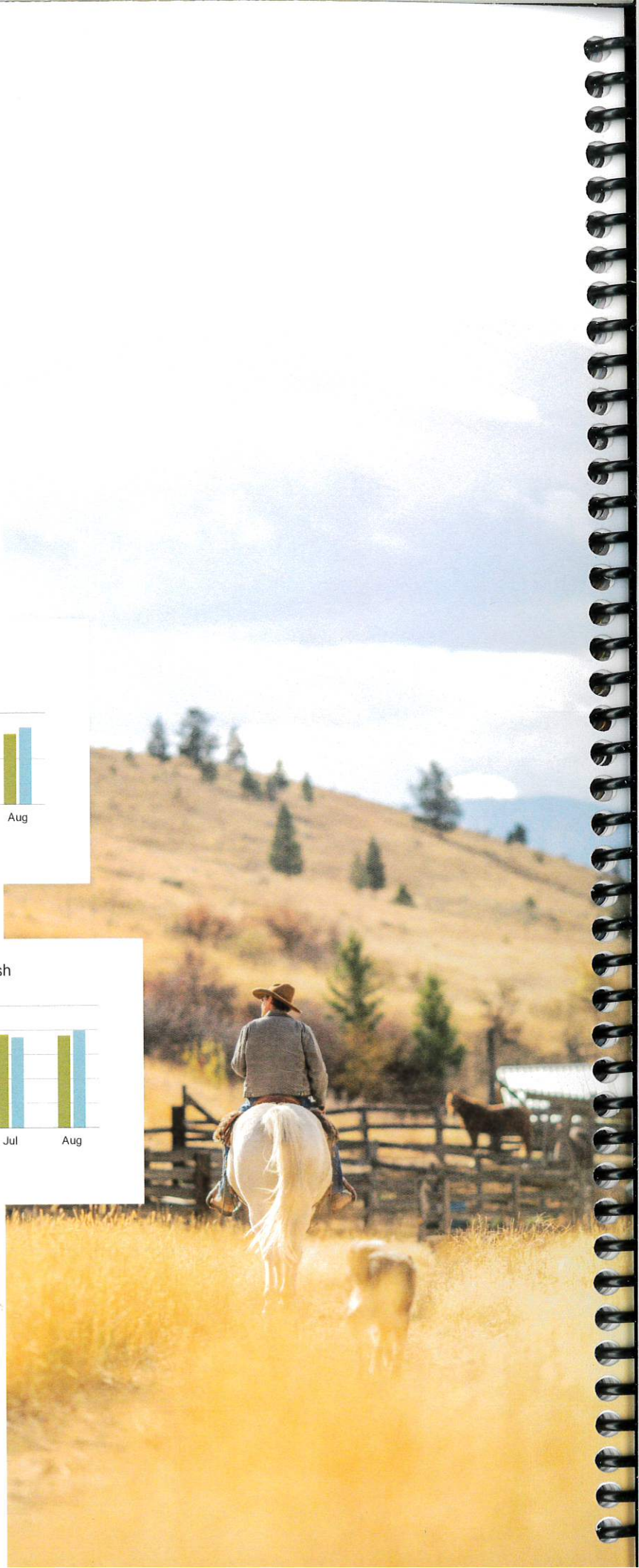
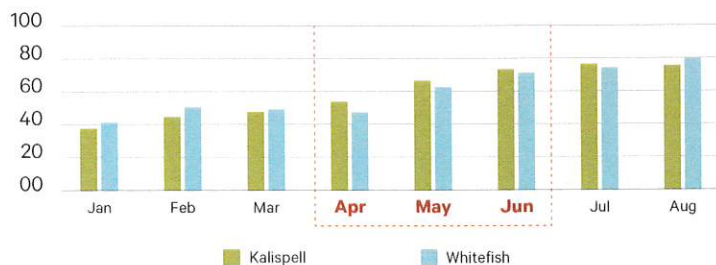
DESTINATION-LEVEL ROI - GROWTH IN HOSPITALITY METRICS

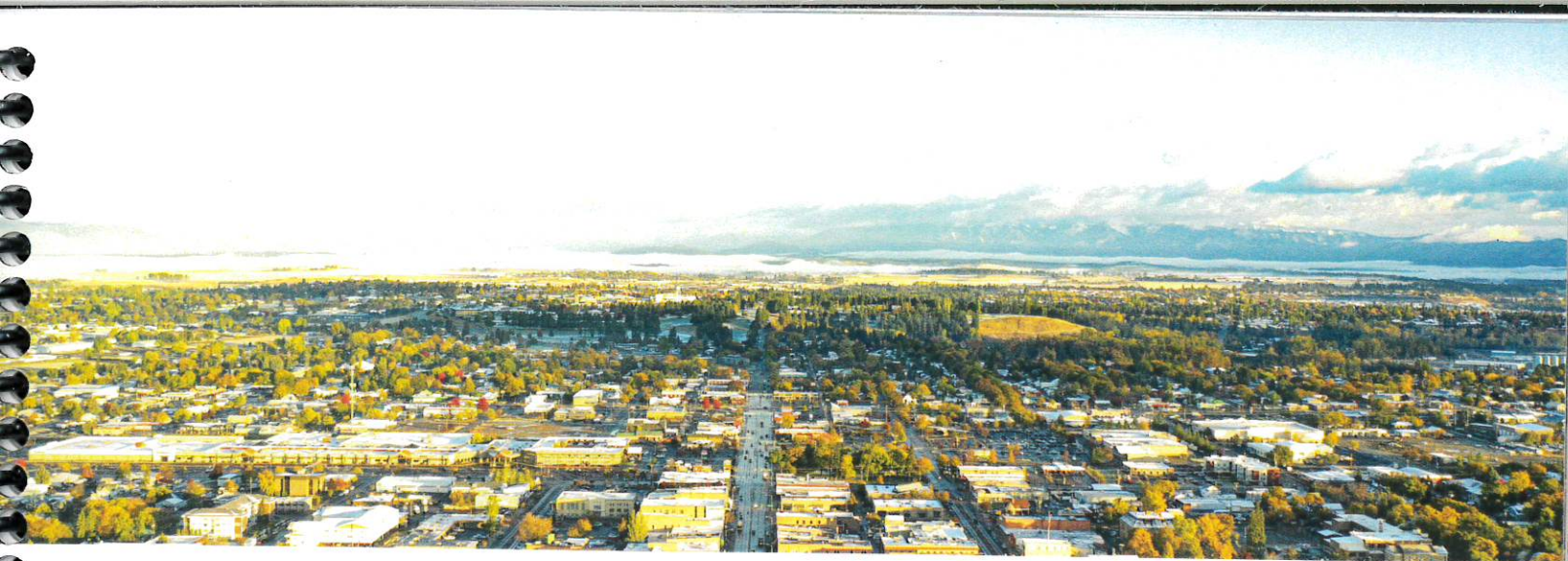
Going beyond performance-level metrics to look at destination growth, The Abbi Agency was proud to learn that Kalispell saw a marked growth in both occupancy rate and average daily rate when comparing 2022 data to 2019 data (avoided comparing to any pandemic year data). The destination also saw higher occupancy rates in shoulder season months than its nearby competitor, Whitefish, illustrating strong improvement over time.

2019 Occupancy Kalispell vs. Whitefish



2022 Occupancy Kalispell vs. Whitefish





CASE STUDY #6

DISCOVER KALISPELL

WEBSITE CASE STUDY

CONTRIBUTING TO AN INTEGRATED CAMPAIGN

CHALLENGE

The Abbi Agency had the opportunity to fully rebrand Discover Kalispell and bring a new brand identity to life via a new website. As our team set the strategy for a new website, we took a deep dive into Kalispell's previous website to understand performance metrics and key audience insights.

One of the findings from our team from the old website was limited conversion points; we saw opportunities to expand the different ways a website visitor could engage and convert. Additionally, we saw opportunities to improve UX/UI design by incorporating more immersive and impressive visuals, modernizing overall design and creating a more intentional flow of content.

Objectives

- Reorganize information architecture to make the vast database of editorial content on the website searchable based on seasonality, travel types and interest
- Create a focus on responsible recreation in and around Kalispell, MT

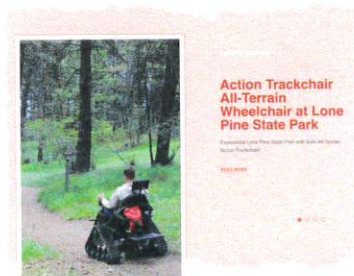
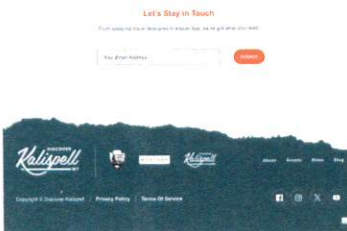
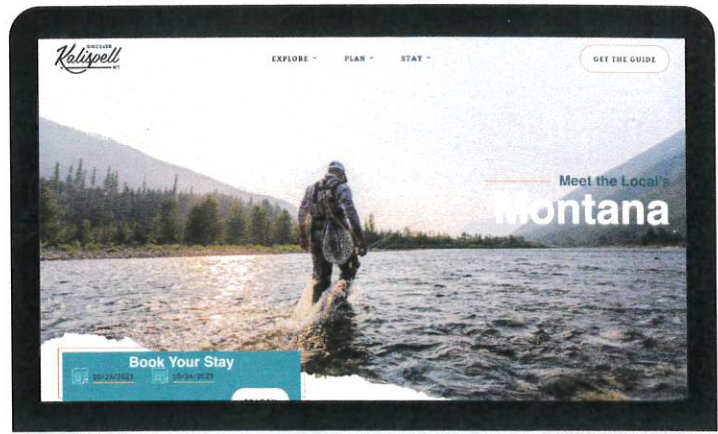
- Increase number of measurable conversion points on website and performance in driving engagement and conversion
- Improve user pathways to increase time on site and numbers of pages visited
- Implement key technical improvements to drive improved engagement metrics, like shortening page load time and improving navigability
- Ensure the website ranks high on search engines for relevant keywords to attract organic traffic through a robust SEO strategy

GOAL

- ✓ Design a new website for Discover Kalispell that brings the new brand to life, improves user experience and drives higher performance numbers.

CAMPAIGN INTEGRATION

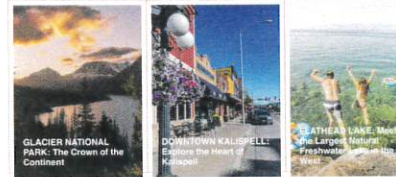
With a restructured information architecture and easily-searchable content database, The Abbi Agency was able to leverage the new website to integrate audience-specific content into the destination's greater campaign. Blogs and editorial content were often used as lower-funnel ad creative and/or landing pages, ensuring that audiences received quality and comprehensive information as they clicked onto the website.



Website Internal Pages



Plan your Montana Adventure



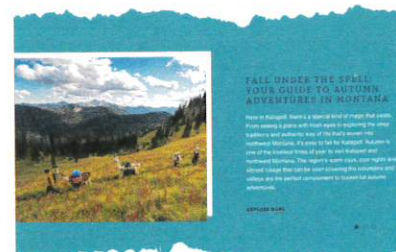
WEBSITE PERFORMANCE & KPIS

In the months following the November 2022 launch of the revamped Discover Kalispell website, it has been clear that the website has effectively met its objectives and overarching goal. Audience engagement rates have seen positive growth overall, including:

- Page load **decreased 21.2%**
- Average time on a webpage **increased by 5.5%**
- Revenue generated for hotel partners by the website booking engine **increased by 94.1% among new** visitors

FOR NEW VISITORS:
 60% AN OVERALL IMPROVEMENT
 8% AVERAGE
 LEADS INCREASED
 BY 100% IN 2022

Kalispell and northwest Montana are special. From public lands to locally owned businesses, there aren't a lot of places as wild, untouched and pristine as our corner of the world. Whether you're here for a good time or a long time, it's vital to do your part and recreate responsibly.



#DiscoverKalispell





CASE STUDY #7

CARMEL-BY-THE-SEA

INFLUENCER RELATIONS

YOU DON'T HAVE TO BE A GRANDMOTHER TO BE A COASTAL GRANDMOTHER.

It's no secret that TikTok has rapidly become the fastest-growing platform—not only for consumers, but for marketers as well. With GenZ making up 60% of TikTok's audience, the platform engages a generation that controls \$143 billion in spending power and uses social media as their main source of travel inspiration—enabling brands to target a younger audience in new and innovative ways.

With authentic content pumping through its algorithm and incredible organic reach, TikTok serves as a perfect medium to share a destination's ethos. TikTok's short-form video provides an immersive experience to the viewer, sparking inspiration for potential travelers and in turn, providing an opportunity for destination marketing organizations (DMO) to reach previously untapped potential visitors.

To no one's surprise, trends on TikTok continue to surge. One of the latest being the "Coastal Grandmother" term, coined by none other than @lexnicoleta. With "Coastal Grandmother" receiving over 2.2 million views on the social media platform, the trend focuses on an aspirational lifestyle inspired by the early 2000's Nancy Meyers movies: cozy interior design, classic personal style, and romantic hobbies such as afternoon teas, book clubs and trying new recipes. The term has garnered coverage from Good Morning America, The Today Show, Wall Street Journal, Paper Magazine and more. Even Nancy Meyers and Diane Keaton themselves approve.

THE BIG INTEGRATED IDEA

Post pandemic, The Abbi Agency worked quickly and strategically to set Carmel-by-the-Sea apart from every other West Coast destination as travel was on the rise. With DMOs everywhere working to generate visits and gain attention from shared audiences, we recognized the viral trend taking over both the social media and PR spaces. Carmel-by-the-Sea truly emulates the Coastal Grandmother trend, thanks to the luxurious coastal aesthetic and classic California vibe. We jumped on the opportunity to invite Lex for a Coastal Grandmother's Getaway, with the goal of targeting a new audience (GenZ) and bringing more eyes to the brand.

In doing so, we were the first destination to host the Coastal Grandmother for the itinerary-style partnership.

In addition to a focus on TikTok, we brought the initiative to Instagram, the destination's most engaged audience on social media. By hosting a giveaway in partnership with Lex Nicoleta and Inns by the Sea, we were able to bring the Coastal Grandmother campaign to a secondary audience at the perfect time—if we do say so ourselves; the giveaway launched right before Mother's Day weekend.

OUTCOME

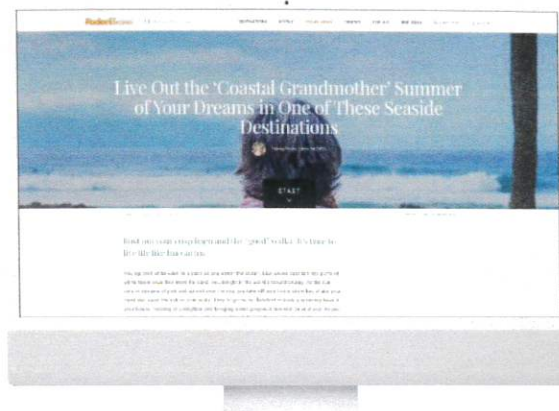
Numbers to make Nancy Meyers proud.

Social media saw incredible results from the influencer partnership. Lex Nicoleta's loyal audience loved her content—her three videos, all of which mentioned Carmel-by-the-Sea, received a combined **152,800 views on TikTok**. In total, Lex received over 17,000 engagements on TikTok. In the three months following the partnership, **Carmel-by-the-Sea's TikTok platform saw an increase of 1867% in follower growth**.

On Instagram, **the giveaway reached more than 25,000 accounts** (almost a quarter of which were

non-followers) with 2,000 engagements, leading to 470 new followers that month. This contest received the most comments out of all posts in 2022, and the third most top-performing post in driving profile visits for Carmel-by-the-Sea.

The strong social media content also generated earned media attention, with stories from Fodor's Travel, Fox News, and the Washington Post coming to life within three months of the partnership. Together, these articles received upwards of 295,000 coverage views among the top tier outlets.



FOR THE Carmel-by-the-Sea

WHERE: Carmel, CA

Carmel is an idyllic coastal town in California's Central Coast, nestled between two beautiful bays. Carmel-by-the-Sea is a charming town with European-style architecture, vineyards, and a vibrant arts scene. It's a perfect destination for a romantic getaway or a family vacation.

For a truly authentic experience, visit Carmel-by-the-Sea during the summer months. The town is at its most vibrant, with outdoor dining, live music, and a variety of events.

Discover the best of Carmel-by-the-Sea in our itinerary. From the historic Mission San Carlos Borromeo to the stunning Carmel Beach, we've got you covered. Book your trip today and experience the magic of Carmel-by-the-Sea.

Other ideas? Spend a day at Carmel Beach, or take a walk on the scenic Carmel Point. The town is full of things to see and do, so make the most of your visit.

When you visit Carmel-by-the-Sea, you'll be in luck. The town is home to some of the best restaurants in California, so make sure to try them all. From casual dining to fine dining, there's something for everyone.

After an unforgettable stay in Carmel-by-the-Sea, you'll want to come back. The town is a true gem, and it's a shame to leave without experiencing it all. So, make sure to book your trip today and enjoy the best of Carmel-by-the-Sea.





CASE STUDY #8

EDGEWOOD TAHOE RESORT

THE SITUATION

Edgewood Tahoe Resort, previously known as the iconic Edgewood Golf Course, sits on the shores of one of the most sought after destinations where luxury flag properties like the Ritz-Carlton and Hyatt garner the majority of the luxury market share.

CONTENT DEVELOPMENT SOCIAL MEDIA PAID SOCIAL

With minimal brand awareness surrounding the opening of their Lodge and an ongoing perception as a golf course, The Abbi Agency set to work leveraging social media to tell an engaging story of the property that highlighted its culinary, spa, and aesthetic experience. Ultimately, social media was employed to bring the brand positioning to life: Laidback. Lakefront. Luxury.

SOCIAL MEDIA APPROACH

The Abbi Agency focused on curating content to align with target audience personas and the many unique property offerings in order to position Edgewood Tahoe Resort as an all-inclusive location featuring one-of-a-kind guest experiences. Through this, we achieved the following communications objectives:

- Emphasize guest activities as a unique value add
- Strengthen the message of the property as the single leading lakefront luxury resort in Lake Tahoe
- Amplify brand promise of gifting guests with a highly-curated natural retreat

Curating Fresh, Ongoing Content

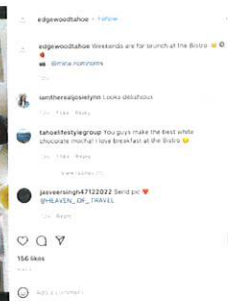
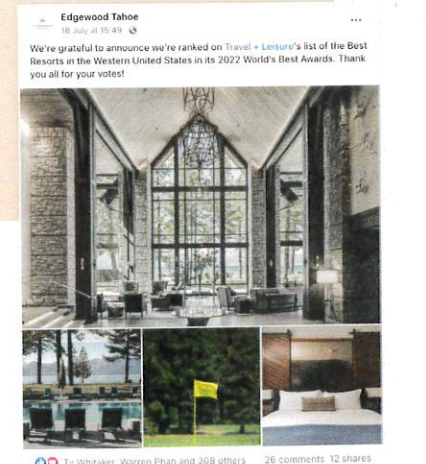
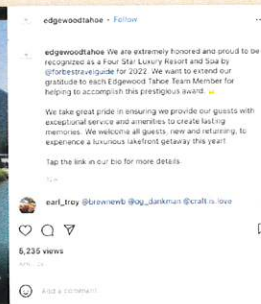
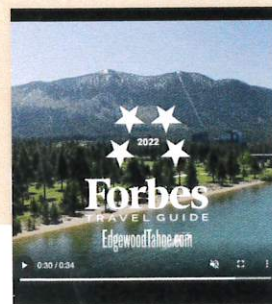
Our social team has created fresh, ongoing content to support social media channels, leveraging a humanistic tone to highlight various resort amenities and experiences. Leveraging landscape and exterior photos, which tend to perform the best of all content, our team includes timely and relevant messages and experiences to draw in potential travelers. Additionally, our social media and creative content experts team up to curate exceptional video content for TikTok, Instagram, and other short-form video applications.

SOCIAL MEDIA GROWTH IN 2021

22,228,576 IMPRESSIONS

764,189 ENGAGEMENT

458,765 VIDEO VIEWS





INCREASING EDGEWOOD'S FOOTPRINT WITH PAID SOCIAL

The Abbi Agency regularly launches paid social campaigns on Facebook and Instagram across three verticals: evergreen, wedding, and golf. Ad creative is aligned with Edgewood's voice across organic social media and other marketing channels, and is thoughtfully targeted to reach and engage the resort's key audiences.

Across every vertical, the paid social campaign outperformed the 1% platform average for click-through rates (CTR) and saw high levels of engagement. The campaign expanded awareness for the brand and resort, contributing to increases in audience numbers and higher reach.

Click-Through Rates for each ad set exceeded the 1% platform average

PAID SOCIAL RESULTS IN 2021

Evergreen & Retargeting Campaign:

3.3M Impressions, 93k Clicks, 2.83% CTR, \$0.25 Cost per Click (CPC)

Wedding Campaign:

967k Impressions, 16k Clicks, 1.63% CTR, \$0.37 CPC

Golf Campaign:

1M impressions, 23k Clicks, 2.11% CTR, \$0.31 CPC

Edgewood Tahoe
Sponsored

A wedding at Edgewood means scenic views, gorgeous weather and a full team of wedding specialists at your fingertips.



edgewoodtahoe.com

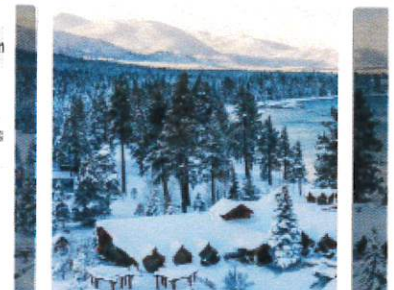
It's Time to Tie the Knot
Explore our venues here.

Learn more

Like Comment Share

Edgewood Tahoe
Sponsored

The perfect combination of tranquility and adventure, Edgewood Tahoe Resort offers you an unforgettable winter experience.



Adventure in Every Direction

Learn more

Get Lu

SECTION 5.0

QUALITY ASSURANCE CAPABILITIES



DESCRIPTION OF SERVICES

A. Description of Services. Proposals shall include an overview of how the services provided by the Proposer will comply with the requirements, specifications and standards set forth in this RFP, which includes, without imitation, all of the following:

EXCLUDED SERVICES

1. A detailed description of any Services set forth in this RFP that will not be included in the services provided by the Proposer and the reason for the exclusion of such Services.

Our proposal fully aligns with the requirements, specifications, and standards outlined in this RFP. We confirm that all services set forth in the RFP will be included in our scope of work. No services have been excluded from our proposal, ensuring complete compliance with your needs and expectations.

ADDITIONAL SERVICES

2. A detailed description of any additional services equivalent to those set forth in this RFP that will be provided by the Proposer and the reason for the inclusion of such services.

Based on the needs and project goals described by Humboldt County within Request for Proposals No. EDD-2025-01, our team is confident that the requested services are sufficient to meet the ideal outcomes, we do not have recommended additions to the services set forth in this RFP.



OUR APPROACH

3. A detailed description of how the Proposer will provide services equivalent to those set forth in this RFP which includes, without limitation, any and all procedural techniques that will be utilized thereby.

PROJECT UNDERSTANDING & APPROACH

Humboldt County is a Northern California treasure where stunning natural beauty offers an authentic California experience away from the crowds. At this moment, the County faces a pivotal opportunity in its travel and tourism history. With tourism as a primary economic driver for the region, the region needs to bolster investment to attract new visitors and increase economic growth while balancing the environmental and social impacts of increased visitation.

We understand that Humboldt County's tourism brand faces challenges due to the diverse range of departments, organizations, and initiatives that operate independently, each driving its own communications and efforts. This lack of alignment can create a convoluted narrative that dilutes the County's overall impact as a travel destination. There is also a need to regroup and assess the variety of historical initiatives to understand what has worked, where new opportunities exist, and where the most efficient and impactful pathway forward lies.

While destinations of all sizes face diverse challenges, lack of alignment is a common issue we've encountered during strategic planning efforts for destinations ranging in size from the State of Utah to the small town of Murrieta, California. Our stakeholder engagement process is multi-pronged, and designed to help build alignment and collaboration from the start.

To help begin to address this, we will conduct a comprehensive audit of all communication channels and stakeholders contributing to the County's tourism messaging. This process will include analyzing existing materials, platforms, and campaigns to identify

overlaps, gaps, and inconsistencies. We will engage with key stakeholders to gain insights into their objectives, challenges, and contributions to the overall tourism narrative.

Based on these findings, we will work with County leadership to establish a strategic framework, building strategies and objectives to bring these disparate efforts into alignment under a cohesive tourism brand and marketing message. Our team will develop a strategic marketing plan designed to unify Humboldt County's brand, ensuring consistency, clarity, and maximum impact across all channels and initiatives. This plan will provide a short and long-term roadmap for presenting a compelling and seamless identity that inspires travelers and enhances visitation to the region.

On the following pages, we outline our approach to accomplishing each of the tasks involved in the scope of work.



DESTINATION MARKETING PLAN

Based upon the audits and strategic framework, a comprehensive marketing plan will serve as a guiding roadmap for both your short and long-term strategic marketing efforts. This plan will integrate key findings from the audit, including current market positioning, audience segmentation, competitive analysis, and brand strengths, while aligning them with measurable goals and objectives. It will outline actionable strategies designed to drive engagement, increase visitation, and strengthen brand loyalty, ensuring that all initiatives are purpose-driven and results-oriented. The marketing plan will also incorporate adaptable tactics to address evolving trends, seasonal opportunities, and emerging challenges in the tourism industry, ensuring long-term sustainability and growth. Additionally, it will include detailed implementation timelines, budget allocations, and performance metrics to track and optimize the success of your marketing efforts. This plan will establish a strong foundation to elevate your destination's profile and ensure a cohesive and impactful marketing strategy moving forward.

Deliverable #1:

- *Document outlining short-term (1-2 years) and long-term (3-5 years) goals for tourism marketing.*
- *Detailed prioritization of initiatives with associated timelines.*
- *Budget recommendations that correspond with the proposed initiatives.*
- *Metrics for measuring success and impact, including visitor numbers, economic contributions, and engagement levels.*

Deliverable #4:

Identified optimal marketing channels (e.g., social media, local partnerships, digital advertising) and corresponding tactics to effectively reach target markets.



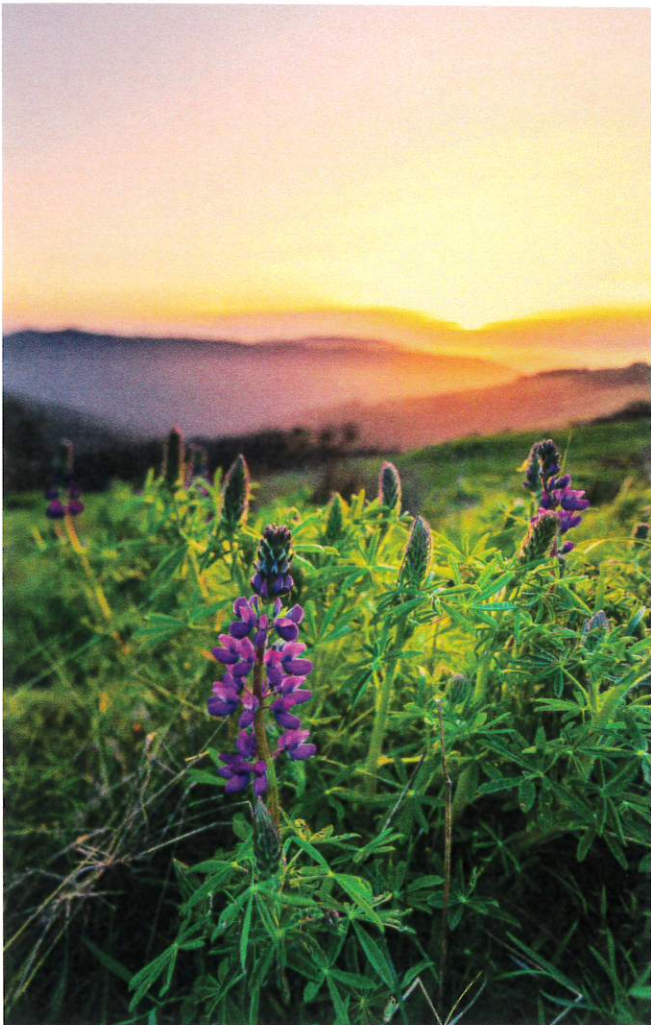
ASSET INVENTORY REPORT

The Abbi Agency recognizes that a comprehensive and accurate tourism asset inventory is foundational to Humboldt County's strategy for aligning its diverse travel and tourism offerings. Our approach to creating this inventory involves both quantitative data analysis and qualitative community input to ensure the results reflect the County's unique assets and align with stakeholder goals.

- We will conduct thorough desk research using publicly available sources and existing resources such as HCVB annual reports, the Redwood Region Rise Plan, AllTrails and TripAdvisor to create a detailed inventory of the County's travel and tourism assets.
- These assets will be categorized into the County's seven identified categories, with a recommendation to separate accommodations from dining.
- Our focus will be on cataloging these assets, not conducting qualitative analysis, though we may include metrics like TripAdvisor ratings where relevant.
- This inventory will provide a comprehensive foundation for strategic planning and identifying opportunities to strengthen and grow the County's tourism offerings.

Deliverable #2:

A comprehensive report detailing all identified travel and tourism assets in the County.



MARKET RESEARCH &

ANALYSIS REPORT

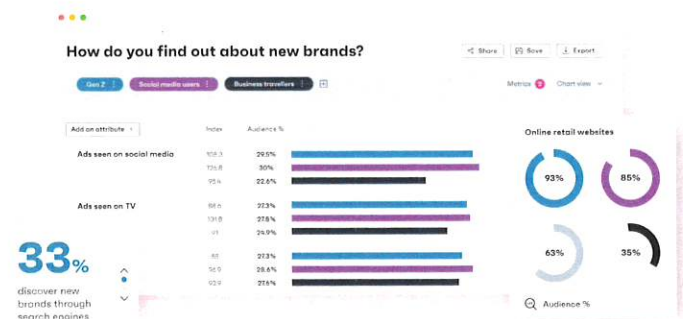
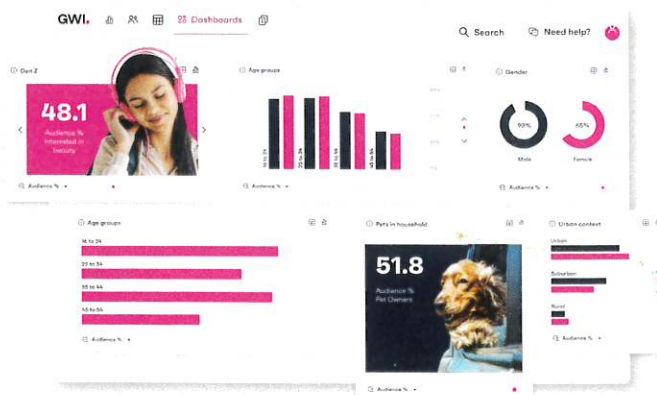
Understanding the nuances of Humboldt County's tourism market is essential to crafting strategies that resonate with both visitors and stakeholders. The Abbi Agency combines innovative tools with deep expertise to deliver actionable insights tailored to the County's unique needs. Our research-driven approach ensures that every marketing decision is grounded in data, maximizing effectiveness and ROI. Our methodology layers qualitative insights with quantitative data, offering a clear and impactful understanding of visitor motivations and emerging opportunities.



The result will be a detailed report that not only captures the current landscape but also provides a roadmap for reaching key market segments, adapting to traveler behaviors, and staying ahead of industry trends. With this foundational research, Humboldt County will be empowered to craft strategies that drive visitation, boost spending, and support sustainable tourism growth.

- We will leverage Whereabout's bi-annual Macro Trends document, combined with The Abbi Agency's research and greater knowledge of relevant tourism trends, to develop a comprehensive overview of market trends relevant to Humboldt County.
- **GWJ Software Integration:** We will utilize GWJ software to gain in-depth insights into audience behavior, preferences, and demographics. This powerful tool will allow us to identify key market segments, understand traveler motivations, and uncover emerging trends that can inform tailored marketing strategies. By layering GWJ data with our research, we can create a highly targeted and impactful approach to reach and engage potential visitors effectively.

Deliverable #3: A detailed report outlining tourism trends, visitor demographics, spending patterns, and competitive benchmarking to inform marketing strategies.



SUSTAINABILITY

INTEGRATION

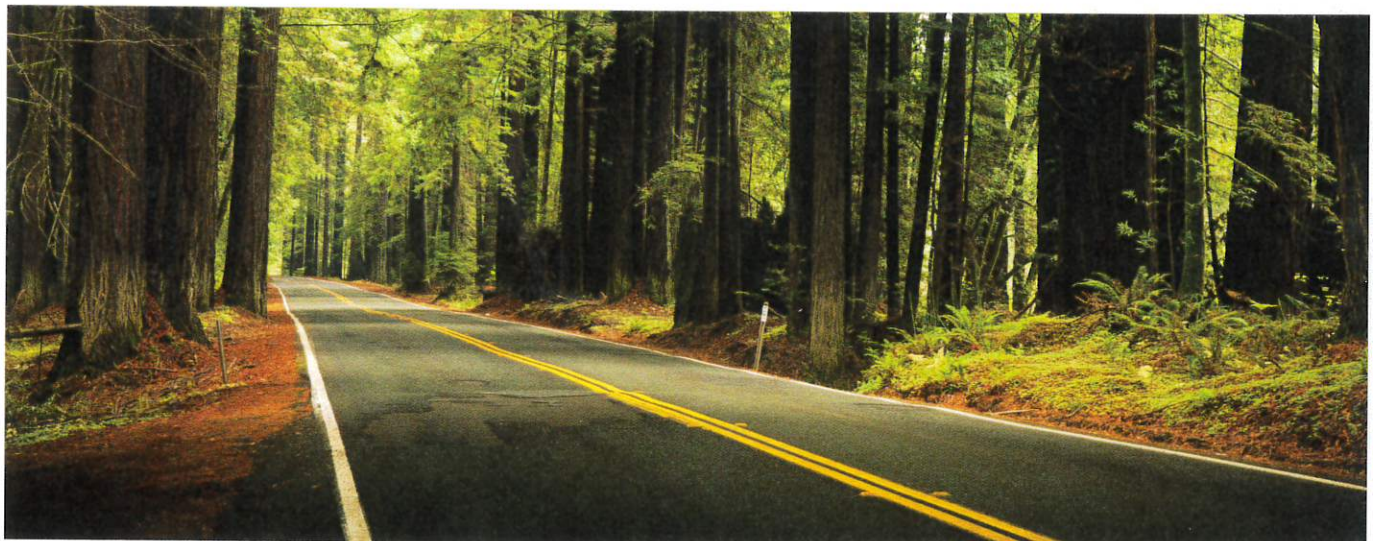
Sustainability is not just a guiding principle—it is a vital component of effective tourism marketing in today's world. The Abbi Agency and our subcontractor Whereabout approach sustainability with intention and expertise, ensuring that every strategy we craft goes beyond surface-level messaging to create meaningful, measurable impacts.



By aligning with recognized frameworks like the Global Sustainable Tourism Council (GSTC) criteria, we prioritize actionable solutions that resonate with both visitors and local stakeholders. Our goal is to weave sustainability into every aspect of the marketing plan, empowering Humboldt County to lead as a responsible destination that protects its natural and cultural assets while fostering long-term community and economic growth.

- Leverage our expertise in the Global Sustainable Tourism Council (GSTC) criteria to identify actionable opportunities for incorporating sustainability principles into marketing efforts.
- Focus on strategies that encourage sustainable behaviors rather than generic “feel-good” sustainability messaging, ensuring meaningful impacts.

Deliverable #5: Sustainability principles will be embedded across the marketing plan, ensuring meaningful impacts through practical and inclusive strategies.



COUNTYWIDE MARKETING

STRATEGIC FRAMEWORK

A unified marketing strategy is essential to showcase Humboldt County as a cohesive and compelling destination while respecting the unique strengths and character of its diverse communities. At The Abbi Agency, we specialize in developing strategies that foster collaboration among stakeholders, ensuring that resources are leveraged effectively and messaging aligns with the County's overarching goals.

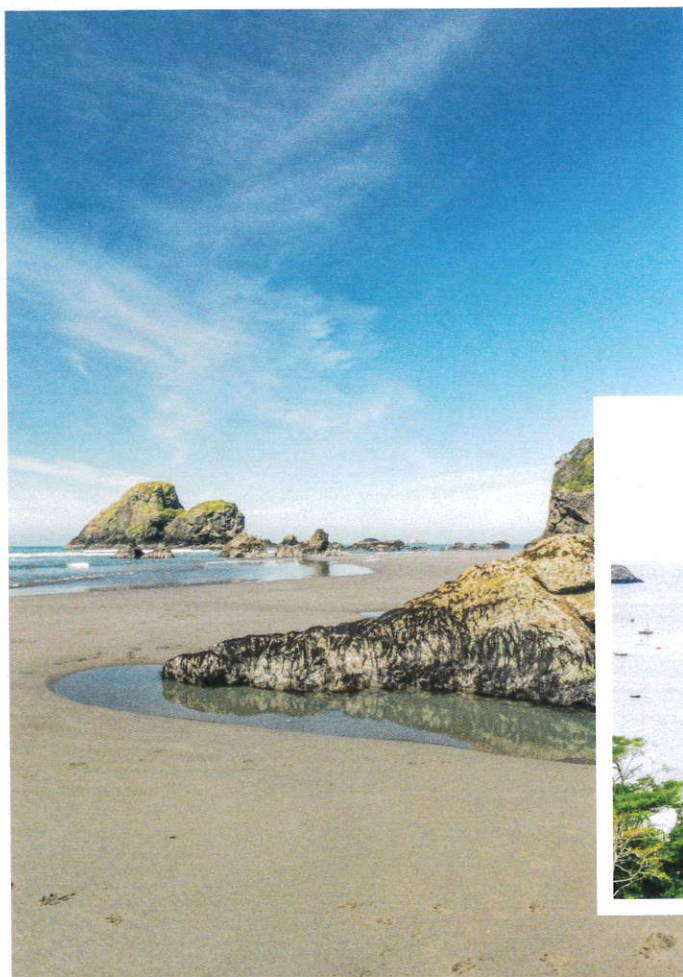
This framework will serve as the foundation for a countywide marketing effort that highlights Humboldt's distinctive assets, supports sustainable tourism growth, and promotes alignment across tourism districts, municipalities, private partners and gateways.

By integrating actionable recommendations and fostering collaborative structures, we will empower Humboldt County to create a strong, unified voice in the tourism landscape.

- Develop a unified marketing strategy with actionable recommendations for messaging, branding and outreach.
- Collaborate with County staff to ensure that the strategy aligns with Humboldt's unique assets and overarching goals.
- Provide input into marketing materials that highlight key strengths and incorporate sustainability where applicable.

Deliverable #6: Cohesive marketing strategy that encompasses the entire County, promotes collaboration, and leverages shared resources.

Deliverable #7: Collaboration Options: Proposed structures for collaboration among tourism districts, cities, private sector partners, and gateways to ensure mutual benefit and operational efficiency.



STAKEHOLDER

ENGAGEMENT STRATEGY

Effective tourism strategies are built on the foundation of inclusive, transparent and meaningful stakeholder engagement. The Abbi Agency and our subcontractor Whereabout understand the importance of bringing diverse voices to the table and fostering collaboration among key partners to ensure the success of Humboldt County's marketing efforts.

By applying Prosci® change management principles, we create a process that is not only inclusive but also educational, helping stakeholders understand the project's goals and benefits while capturing their invaluable insights. From individual interviews and focus groups to comprehensive surveys, our engagement strategy is designed to maximize participation, build consensus, and ensure that the final plan reflects the priorities of all involved.

- Apply Prosci® change management principles to create inclusive and educational engagement process.
- Engage stakeholders through:
 - **Initial Meeting:** A Zoom session to establish consensus on goals, objectives, and timelines, and gather input on stakeholders to include in the process.
 - **Stakeholder Engagement Plan:** Based on initial feedback, refine the approach and outline activities, including:
 - Conducting up to 20 interviews and five focus groups.
 - Launching a stakeholder survey to capture input from as many stakeholders as possible
 - **Outreach as Education:** Use engagement touchpoints to inform stakeholders about the project's goals and potential benefits, ensuring buy-in.

Deliverables #8-10:

- *A document outlining the stakeholder engagement strategy, timeline, and communication plan to guide the process of gathering input from the community and stakeholders.*
- *Facilitation and documented outcomes from an initial meeting with County staff, tourism districts, city representatives, and other stakeholders to define shared goals, objectives, and timelines.*
- *Stakeholder Engagement Plan that outlines strategies for gathering input from various stakeholders, including tourism districts, hospitality businesses, cultural organizations, and community members, along with a schedule for community workshops, surveys, or focus groups.*



GOVERNANCE STRUCTURE

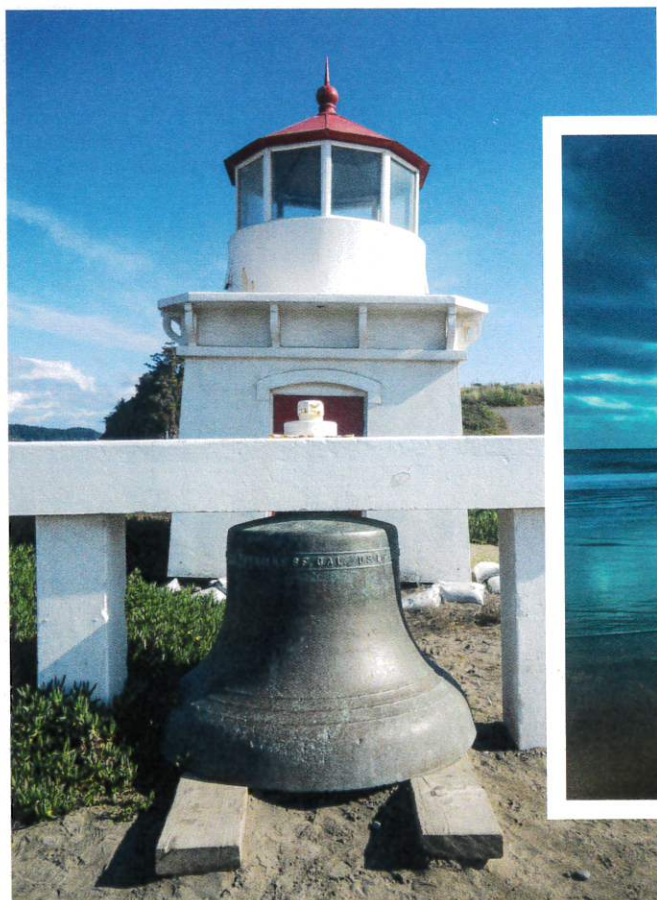
A well-defined governance structure is essential for fostering collaboration accountability, and efficient coordination across Humboldt County's diverse tourism stakeholders. At The Abbi Agency, we leverage the Collective Impact Framework to create governance models that drive shared success while preserving the unique identity of each partner.

By integrating a RACI matrix, we will clearly delineate roles and responsibilities, ensuring that every aspect of the project is guided by transparency and clarity. Additionally, we will establish a meeting cadence and communication framework to maintain momentum, align stakeholders, and adapt to evolving needs. This structure will empower Humboldt County to manage marketing efforts cohesively while respecting local identities and branding.

- Use the Collective Impact Framework to guide the development of a governance structure that facilitates collaboration and accountability.
- Develop a RACI matrix to clarify roles and responsibilities:
 - **Responsible, Accountable, Consulted, Informed** roles for each aspect of the project.
- Define an ongoing meeting cadence and communication framework to ensure consistent progress and stakeholder alignment.

Deliverable #11:

Governance framework that details the coordination of marketing efforts, delineates roles and responsibilities, and allows flexibility for maintaining local identity and branding.



FINAL STAKEHOLDER REPORT

& PRESENTATION

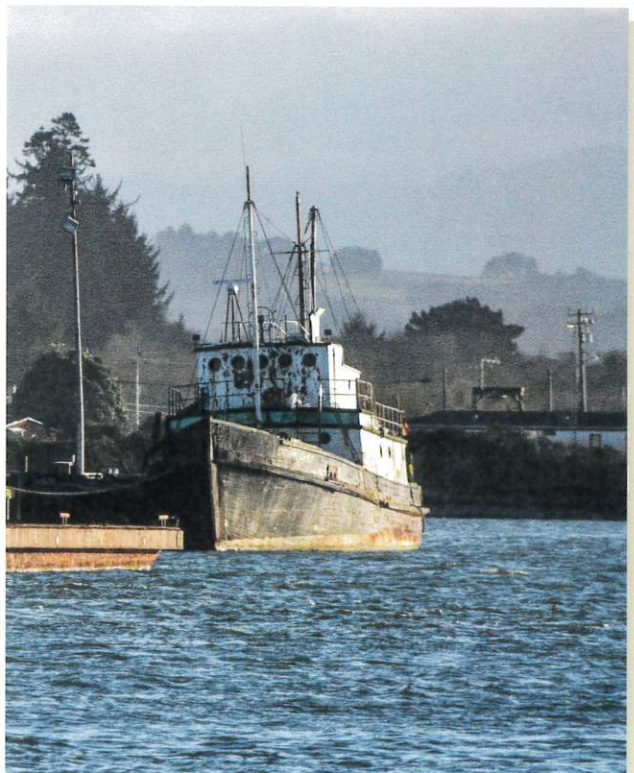
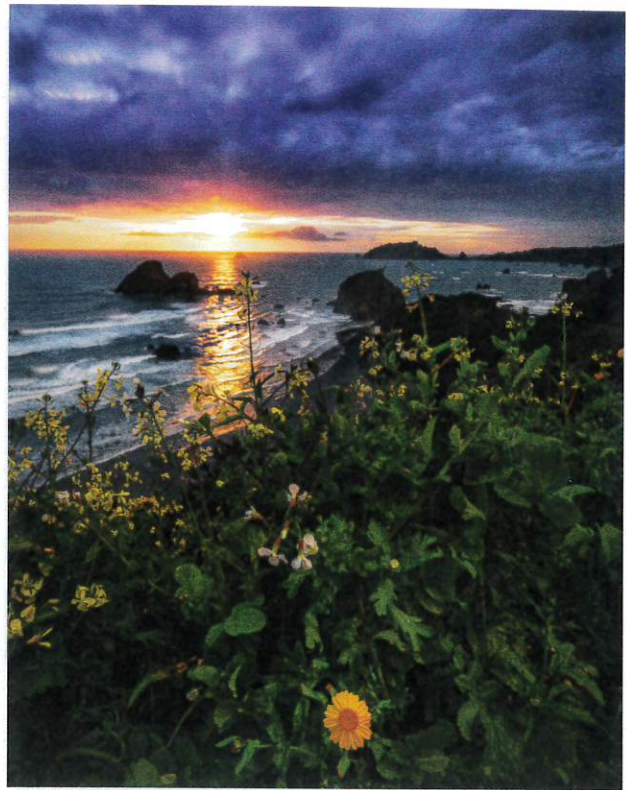
The culmination of a successful tourism strategy lies in clear, actionable insights and collaborative dialogue. Our team specializes in synthesizing complex stakeholder input into comprehensive reports that inform decision-making and drive progress.

Our final stakeholder report will distill key findings from engagement efforts, supported by impactful quotes, survey data and focus group insights. This document will provide a roadmap for implementing the countywide marketing plan, including governance recommendations and strategic priorities. Paired with a dynamic presentation to the County, Board of Supervisors, and key stakeholders, we will ensure the strategic framework is communicated effectively, fostering alignment and setting the stage for impactful execution.

- Summarize findings from stakeholder engagement, supported by:
 - Key stakeholder quotes.
 - Survey data and focus group insights.
- Provide recommendations for the governance structure and strategies to ensure the successful implementation of the countywide marketing plan.

Deliverables #12–13:

- *A detailed final report summarizing key findings and insights from stakeholder engagement, proposed strategies, and recommendations for the marketing plan and collaborative framework.*
- *Presentation to the County, Board of Supervisors, and key stakeholders, effectively communicating the strategic framework and marketing plan while facilitating feedback and discussion.*



ADDING VALUE WITH

OUR ESTABLISHED PROCESSES

The Abbi Agency is committed to delivering exceptional value through a proven methodology designed to optimize outcomes and adapt to the unique needs of each one of our clients. Our approach incorporates the following procedural techniques to ensure that every aspect of the project generates meaningful results for Humboldt County's tourism strategy:



Time and Resource Efficiency

We prioritize streamlined workflows and efficient resource management, enabling us to deliver high-quality results on schedule and within budget. By leveraging advanced project management tools, data analysis platforms, and established processes, we minimize inefficiencies while maximizing the return on investment. Our team's deep experience in managing complex, multi-stakeholder initiatives ensures that every task is executed with precision and timeliness.



Flexibility

Recognizing the dynamic nature of tourism and community needs, we maintain an adaptable approach to project execution. Our team is skilled at responding to emerging opportunities, evolving priorities, and unforeseen challenges without compromising quality or timelines. Regular communication with County staff and stakeholders ensures alignment and allows for iterative refinements throughout the project lifecycle.



Strategic Insights

We integrate research-driven decision-making with creative storytelling to craft strategies that resonate with stakeholders and visitors alike. Our methodology begins with a comprehensive audit of Humboldt County's assets, current marketing efforts, and regional tourism trends. These insights inform the development of a cohesive strategy that aligns with the County's goals while fostering collaboration among local partners and organizations. By applying industry best practices and leveraging innovative tools, we ensure that the strategic framework is both forward-looking and actionable.

By adhering to these techniques, The Abbi Agency not only fulfills the requirements outlined in the RFP but also provides measurable value through strategic, efficient, and adaptable services. Our proven methodologies empower Humboldt County to achieve its vision for a unified and sustainable tourism strategy while respecting the community's unique character and resources.

By adhering to these methods, we ensure that the services we deliver not only meet the specifications outlined in the RFP but also provide measurable value.

QUALITY ASSURANCE

CAPABILITIES

B. Quality Assurance Capabilities. Proposals shall include an overview of the Proposer's policies and procedures regarding quality control, which includes, at a minimum, all of the following:

Quality assurance is at the heart of everything we do. Our commitment to delivering the highest standard of work is supported by trusted processes, proven systems and a wealth of experience built by carrying out previous strategic tourism projects. Leading this charge will be a dedicated Brand Manager, who will serve as the key point of oversight and ensure that every deliverable meets and exceeds the expectations of Humboldt County. This role is critical in maintaining consistency, managing cross-team collaboration, and addressing feedback efficiently to keep the project on track and aligned with the County's goals.

We have a long-standing history of delivering results on projects like this, ensuring a seamless and effective process. Our teams rely on refined workflows and advanced tools to support robust quality control – from clear project milestones to detailed progress reviews and approvals. By combining these proven methods with our experienced team, we will ensure that every aspect of this project reflects our commitment to excellence and the County's vision for sustainable and collaborative tourism growth.



UNDERSTANDING OF REQUIREMENTS &

POTENTIAL CHALLENGES

1. A detailed description of the Proposer's understanding of the requirements and potential challenges applicable to the provision of services equivalent to those set forth in this RFP.

The Abbi Agency understands that Humboldt County is seeking a comprehensive, unified strategy to enhance its tourism marketing efforts while addressing the fragmented approaches and limited collaboration that currently exist in the region. The requirements for this RFP involve a combination of research, stakeholder engagement, strategic planning and actionable implementation guidance. Our understanding of the key requirements and potential challenges is as follows:

KEY REQUIREMENTS

Comprehensive Research and Analysis

- Conduct a thorough inventory of Humboldt County's tourism assets, including natural attractions, cultural heritage sites and community resources.
- Evaluate current marketing efforts and trends to identify gaps and opportunities for improvement.
- Analyze past contracts, including the roles of the Humboldt County Visitors Bureau (HCVB) and other stakeholders, to inform future strategies.

Strategic Framework Development

- Create a long-term (3 - 5 years) strategic framework that aligns with Humboldt County's goals for sustainable tourism, community engagement, and regional collaboration.

Destination Marketing Plan

- Develop a short-term (1 - 2 years) marketing plan that includes specific, actionable goals to drive measurable results.
- Align marketing efforts across municipalities, gateway partners, and community organizations.

Stakeholder Collaboration

- Facilitate meaningful engagement with municipal leaders, gateway partners and community organizations to ensure alignment and buy-in.
- Address diverse priorities while fostering collaboration among all parties.

Implementation Guidance and Reporting

- Provide a detailed implementation schedule and budget to guide the rollout of the strategy.
- Deliver bi-weekly progress reports and a final comprehensive report summarizing findings and recommendations.



POTENTIAL CHALLENGES & MITIGATION STRATEGIES

Challenge: Fragmented Collaboration Among Stakeholders

- **Understanding:** The County's tourism landscape has shifted, with municipalities focusing on localized efforts, reducing regional collaboration and alignment.
- **Mitigation:** Facilitate structured engagement sessions to bring stakeholders together, align goals, and foster trust. Use proven tools to navigate differing priorities and create a shared vision for the future.

Challenge: Lack of Centralized Data and Metrics

- **Understanding:** Inconsistent or unclear data sources have been a challenge in past planning efforts, leading to inefficiencies and incomplete deliverables.
- **Mitigation:** Use established data collection methodologies and integrate insights from existing resources like the Redwood Region Rise Plan and HCVB annual reports. Establish clear benchmarks for success.

Challenge: Balancing Local and Regional Needs

- **Understanding:** Balancing the unique needs of individual municipalities with broader regional goals can be challenging, particularly when TOT funds are allocated locally.
- **Mitigation:** Craft strategies that prioritize regional cohesion while respecting local autonomy. Provide actionable recommendations for maximizing TOT allocations and fostering collaborative marketing initiatives.

Sustainable Tourism and Community Buy-In

- **Understanding:** Residents and community leaders are rightfully sensitive to tourism's impact on local resources, infrastructure and quality of life.
- **Mitigation:** Incorporate sustainable tourism principles into the strategy to protect natural and cultural assets. Emphasize community benefits and include local voices in the planning process to address challenges, build trust and buy-in.

Implementation Complexity and Timelines

- **Understanding:** The project's scope and diverse deliverables require careful coordination and adherence to tight timelines.
- **Mitigation:** Use expert brand managers, advanced project management tools and bi-weekly reporting to ensure progress remains on track. Maintain flexibility to adjust plans based on real-time insights or logistical considerations.

By understanding these requirements and challenges, The Abbi Agency is uniquely positioned to deliver a strategic, cohesive and actionable tourism marketing plan for Humboldt County. Our experience working with similar destinations ensures we can navigate complexities while delivering measurable results that align with the County's goals and community values.

PROJECT MANAGEMENT

FOR EFFICIENT & HIGH-QUALITY SERVICE

2. A detailed description of the specific management strategies that will be utilized by the Proposer to assure that services equivalent to those set forth in this RFP are provided in an efficient and satisfactory manner.

The Abbi Agency will act as a caring, capable extension of your team, ensuring that Humboldt County has a top-notch experience partnering with our team.

A Brand Manager will serve as your single point of contact, ensuring streamlined communication between the County and The Abbi Agency. In addition to coordinating with Humboldt County to establish deadlines and projects throughout each phase, your brand manager will actively flag any concerns or delays in deliverables and make sure the internal agency team is briefed for each project. They will also be responsible for monthly billing with the agency's financial offices and will be available to answer questions and forecast budget line items as outlined in the scope of work.

Specific responsibilities include:

- Oversee and coordinate all efforts related to the account needs, projects, allocation and planning
- Function as the primary contact for communication with key marketing staff
- Manage the scope of work, contract and any other SOWs that are signed for the client
- Oversee the budget on a monthly and annual basis
- Analysis and strategic insights on monthly reporting and planning
- Oversee the development of the marketing plan
- Management of kick-off meetings and timeline of deliverables



INNOVATIVE MANAGEMENT

METHODS & TECHNIQUES

3. A detailed description of the Proposer's ability to implement innovative management methods and techniques.

The Abbi Agency is committed to leveraging cutting-edge management methods and techniques to ensure the success of complex projects like Humboldt County's countywide travel and tourism marketing strategy. Our approach combines the latest technology-driven tools with flexible, adaptive methodologies to deliver results efficiently and effectively.

Technology-Driven Project Management

We utilize advanced project management tools to streamline processes, enhance collaboration, and ensure timely delivery of milestones. These tools enable us to manage complex projects with multiple stakeholders and moving parts effectively.

- **Centralized Communication Platforms:**

We leverage our project management platform, Workamajig, to keep all team members informed and aligned. These platforms serve as a single source of truth for task assignments, progress tracking and deadlines.

- **Regular Reporting and Project Updates:**

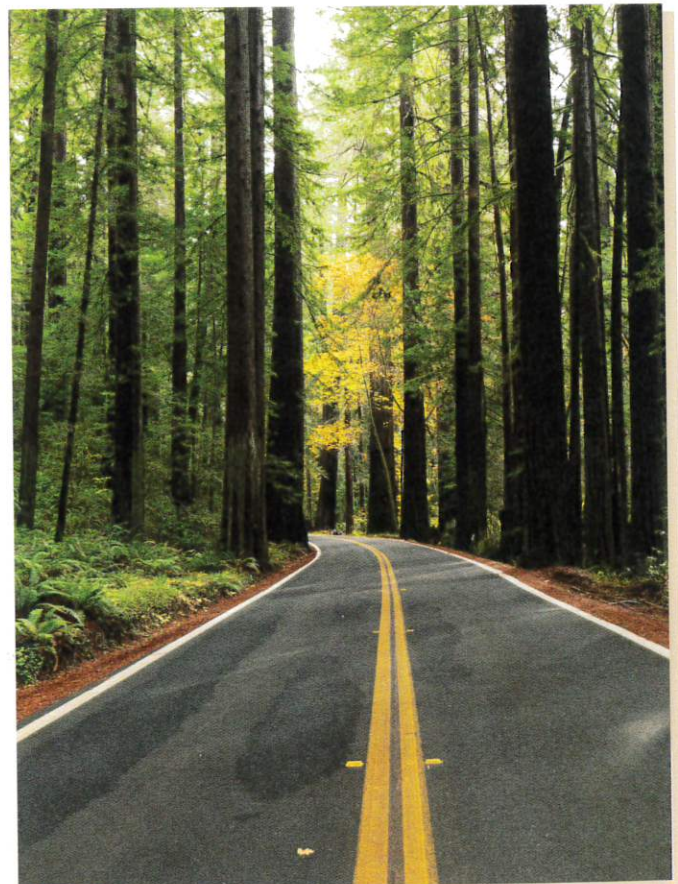
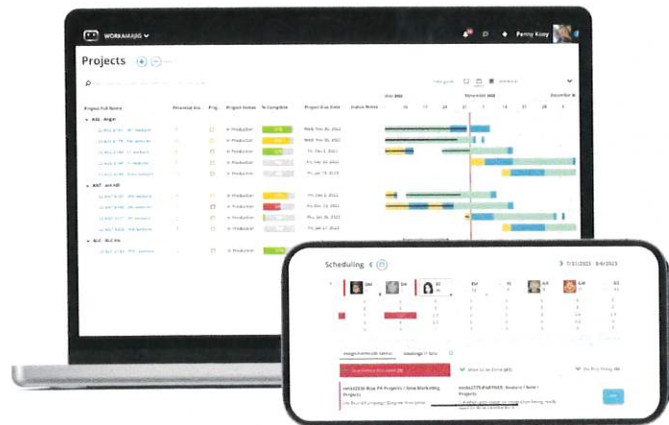
Data visualization and planning tools will help provide stakeholders with up-to-date progress reports, highlighting metrics, timelines, and deliverables.

- **Efficient File Sharing and Version Control:**

Platforms like Google Workspace will ensure all project files are easily accessible, up to date, and organized for seamless collaboration.

- **Value Added:**

- Promotes transparency and accountability.
- Reduces inefficiencies and duplication of efforts.
- Provides stakeholders with instant access to project progress and insights.



AGILE & ADAPTIVE METHODOLOGIES

Our team employs agile methodologies to remain flexible and responsive throughout the project lifecycle. As we dig into stakeholder communications and uncover opportunities throughout your communities, we may find information that require us to pivot or shift aspects of our originally-planned scope of work. This approach ensures we can adapt to emerging opportunities, address unforeseen challenges, and incorporate stakeholder feedback in real time. And, it ensures that we build strategies and plans that are flexible enough to adjust based on Humboldt County's long-term outcomes. One of our values is "Agile" – we work to apply this to all project methodologies, while still delivering an exceptional product within the timeline.

Iterative Planning and Execution:

- Break the project into smaller, manageable phases to ensure progress is incremental and measurable.
- Allow for regular stakeholder input, ensuring alignment with community and County goals at every stage.

Early-Phase Prototyping:

- Develop preliminary frameworks or draft strategies early in the process to gather feedback and refine approaches.
- Use this iterative process to ensure the final deliverables are actionable and resonate with stakeholder needs.

Scenario-Based Planning:

- Incorporate flexible strategies that allow for adjustments based on tourism trends, budget fluctuations or changes in stakeholder priorities.
- Develop multiple pathways to achieve objectives, ensuring the County can pivot over time as needed.

Value Added:

- Ensures the project remains aligned with the County's evolving needs.
- Facilitates collaboration and feedback integration, improving stakeholder buy-in.
- Allows for quick course corrections, minimizing delays or inefficiencies.



INNOVATION IN STAKEHOLDER ENGAGEMENT

Engaging diverse stakeholders is a critical component of this project, and our approach incorporates innovative techniques to maximize participation and insights. Based on our previous experiences in projects with numerous stakeholders, we recognize that this element of the project is key and can become the most challenging. Leveraging our tools and innovative approaches, we work to engage stakeholders early and often, ensuring that their context and input are taken into account at the start of the project. The Abbi Agency and our subcontractor Whereabout are skilled strategic facilitators, ensuring that Humboldt County will be able to come out of strategic sessions with consensus around key topics and goals.

Hybrid Engagement Models:

- Offer in-person and virtual engagement options to accommodate stakeholders' schedules and preferences.
- Use platforms like Zoom and Miro for interactive virtual workshops, ensuring inclusivity and productivity.
- Include a survey and/or other input options to ensure all stakeholders can engage in some form.

Early-Phase Prototyping:

- Develop preliminary frameworks or draft strategies early in the process to gather feedback and refine approaches.
- Use this iterative process to ensure the final deliverables are actionable and resonate with stakeholder needs.



Dynamic Facilitation Techniques:

- Employ structured facilitation methods, such as design thinking exercises, to generate creative solutions and encourage collaboration.
- Leverage tools like Mentimeter and Poll Everywhere for real-time input during workshops.

Value Added:

- Ensures broad participation across municipalities and community partners.
- Generates actionable insights while fostering trust and collaboration.

By combining technology-driven tools, agile methodologies, and innovative stakeholder engagement techniques, The Abbi Agency ensures that the management of this project will be efficient, adaptable, and aligned with Humboldt County's goals. Our commitment to innovation positions us to deliver a strategic plan that is both practical and forward-thinking.

PROVEN EXPERTISE

IN GOVERNMENT & TRAVEL/TOURISM

4. A detailed description of the Proposer's subject matter expertise, and how such expertise will assure staff continuity and timely performance of services equivalent to those set forth in this RFP.

The Abbi Agency is a trusted, award-winning marketing agency with over 15 years of experience delivering comprehensive services to government and travel/tourism agencies. Our expertise spans strategic marketing, destination branding, and stakeholder engagement, allowing us to craft impactful and collaborative solutions tailored to meet the unique needs of our clients. We are confident in our ability to exceed the requirements of this RFP, providing seamless staff continuity, timely performance, and innovative strategies that ensure the highest standards in research and execution.



ASSURANCE OF STAFF CONTINUITY



Dedicated Team Structure: This project will be assigned a dedicated team of specialists, including a project manager and marketing and creative strategists, to ensure continuity and accountability.



Cross-Training and Knowledge Transfer: Internal cross-training and briefing on this project ensures that team members are prepared to handle transitions without compromising project timelines or deliverables.



Employee Retention: Our agency fosters professional growth and a collaborative culture, resulting in high retention rates and continuity across long-term projects.

KEY PERSONNEL

AVAILABILITY & COMMUNICATION

5. A detailed description of how the availability of key personnel, and the expected communication channels between the Proposer and the County, will ensure that services equivalent to those set forth in this RFP will be performed to the County's satisfaction, including, without limitation, how potential problems and/or disputes will be resolved.

The Abbi Agency confirms that all key personnel are highly accessible and will be fully dedicated to the success of Humboldt County's project. Each member of our team, led by the Brand Manager, will be directly involved in delivering services with transparency, efficiency and responsiveness. Our streamlined communication structure and commitment to collaboration will ensure that all requirements of this RFP are met to the County's satisfaction.

Key Personnel Availability

- **Dedicated Project Leadership:** The Brand Manager will serve as the central point of contact, ensuring alignment across all aspects of the project and providing consistent updates to the County. This individual will be readily available to address questions, facilitate feedback and manage deliverables.
- **Specialized Expertise on Demand:** Our team of subject matter experts in research, stakeholder engagement, sustainability and strategic planning will be available at each phase of the project, ensuring the highest quality and precision in all deliverables.

Expected Communication Channels

- **Custom-Designed Communications Plan:** During our discovery meetings and initial phase of work together, The Abbi Agency will work with Humboldt County to establish communication protocols of the project, taking into account Humboldt County's specific needs.
- **Regular Progress Updates:** Bi-weekly meetings will serve as a cornerstone of our communication plan, providing opportunities to review milestones, address emerging challenges and ensure alignment.
- **Multi-Channel Communication:** We leverage tools including email, Zoom, Google Drive and shared project management platforms to maintain real-time communication and track project progress.
- **Stakeholder Touchpoints:** Engagement sessions, workshops and surveys will incorporate County feedback at every stage, ensuring that the final strategy reflects its goals and vision.



SECTION 6.0

COST PROPOSAL



ATTACHMENT B

Request for Proposals No. EDD-2025-01
Professional Consulting Services for County Wide
Travel and Tourism Marketing Strategy & Tourism Assets Study

ATTACHMENT B – COST PROPOSAL FORM
(Submit with Proposal)

Itemize all costs that will be incurred by the County for the provision of services equivalent to those set forth in Request for Proposals No. EDD-2025-01 Price Quotes shall include any and all costs associated with the provision of such services. A narrative should be attached to clarify any pricing data submitted.

A. Personnel Costs	
Title: Brand Manager, Account Services Director, Project Manager, Client Success Director Salary Calculation: \$150 per hour x 82 hours (over 9 months) = \$12,300 Duties Description: Oversees and manages all aspects of the project, ensures alignment with goals and timelines, and serves as the primary County contact.	\$12,300
Title: Destination Strategist, Destination Analyst, Marketing Director Salary Calculation: \$150 per hour x 222.33 hours = \$33,350 Duties Description: Stakeholder Engagement, Research & Strategic Planning for Strategic Framework, Destination Marketing Plan and Final Report content.	\$33,350
Title: Creative Director, Art Director, Designer Salary Calculation: \$150 per hour x 17 hours = \$2,550 Duties Description: Designing final report/presentation and contributing to messaging/positioning recommendations in the Strategic Framework and Destination Marketing Plan.	\$2,550
Total Personnel Costs:	\$48,200
B. Operational Costs	
Title: Technology Fee Description: The Abbi Agency charges a nominal monthly technology fee of \$200 to allow access to our comprehensive suite of software platforms, including GVI, Buzzsumo, Muckrack and others.	\$1,800
Title: Description:	\$0.00
Title: Description:	\$0.00
Total Operational Costs:	\$1,800
D. Transportation/Travel	
Title: N/A Description: No transportation costs have been included as our team is confident we can carry out the project on virtual platforms, in order to maximize the resources available.	\$0.00
Total Transportation/Travel:	\$0.00
E. Other Costs	
Title: Description:	\$0.00
Total Other Costs:	\$0.00
Total :	\$50,000

Insert RFP # Request for Proposals No. EDD-2025-01

BUDGET NARRATIVE ATTACHMENT

COST PROPOSAL EXPLANATION

The Abbi Agency's cost proposal has been thoughtfully structured to align with the scope of services outlined in Humboldt County's RFP. Our budget reflects a balance of personnel expertise, innovative tools and streamlined processes to maximize the value delivered within the project's \$50,000 budget.

Below, we provide an explanation of how these costs are calculated and their alignment with project objectives.

A. PERSONNEL COSTS

Personnel costs account for the expertise of our multidisciplinary team, ensuring the delivery of high-quality, actionable strategies. Each team member brings specialized skills tailored to the project's needs:

Brand Manager, Account Services Director,**Project Manager, Client Success Director:**

Oversees and manages all aspects of the project, ensures alignment with goals and timelines, and serves as the primary County contact.

- Calculation: \$150/hour x 82 hours = \$12,300

Destination Strategist, Destination Analyst,

Marketing Director: Conducts stakeholder engagement, research, and strategic planning to develop the Strategic Framework, Destination Marketing Plan, and Final Report.

- Calculation: \$150/hour x 222.33 hours = \$33,350

Creative Director, Art Director, Designer:

Designs the final report and presentation materials, contributing to the messaging and positioning recommendations.

- Calculation: \$150/hour x 17 hours = \$2,550

Total Personnel Costs: \$48,200

B. OPERATIONAL COSTS

Operational costs include a nominal monthly technology fee to access The Abbi Agency's comprehensive suite of software platforms:

Technology Fee: Provides access to GWI, Buzzsumo, Muckrack, and other tools essential for research, data analysis, and campaign planning.

- Calculation: \$200/month x 9 months = \$1,800

Total Operational Costs: \$1,800

C. TRANSPORTATION/TRAVEL COSTS

To maximize available resources, our team will conduct all activities virtually, eliminating transportation costs while ensuring robust stakeholder engagement through online platforms.

Technology Fee: Provides access to GWI, Buzzsumo, Muckrack, and other tools essential for research, data analysis, and campaign planning.

- Calculation: \$200/month x 9 months = \$1,800

Total Transportation/Travel Costs: \$0

Total Project Cost: \$50,000

VALUE ALIGNMENT

WITH PROJECT GOALS

This cost proposal reflects our commitment to delivering a high-impact, data-driven strategy that aligns with Humboldt County's goals. By allocating resources strategically, we ensure:



Expert-Led Execution: A team of experienced professionals manages every phase of the project, ensuring quality and efficiency.

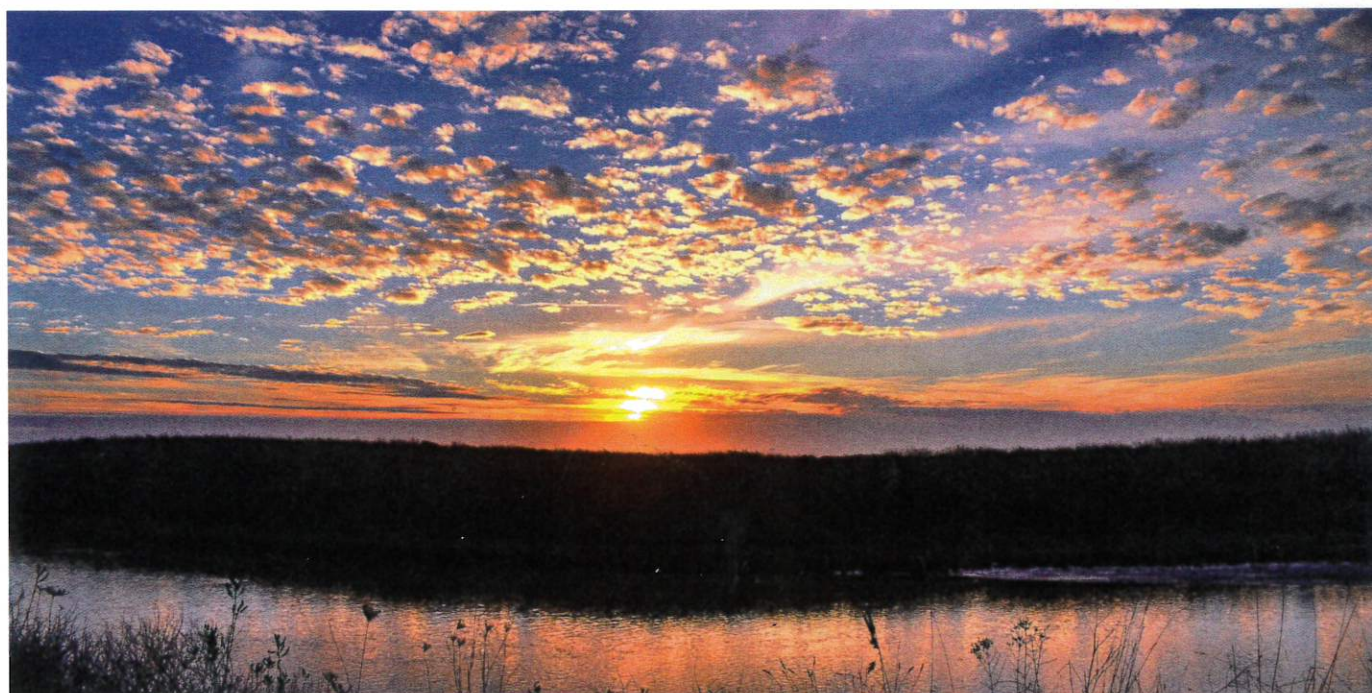


Resource Optimization: Virtual operations eliminate unnecessary expenses, directing the budget toward actionable outcomes.



Innovation and Tools: Leveraging advanced platforms like GWI ensures data-driven decision-making and actionable insights.

The Abbi Agency's thoughtful approach ensures that the services provided will meet and exceed Humboldt County's expectations while maintaining transparency and accountability throughout the project lifecycle.



BUDGET SUMMARY

BY DELIVERABLE

The Abbi Agency has established a comprehensive budget to support Humboldt County's scope of work, broken down by task/deliverable. Below is a budget summary, illustrating the total cost associated with each task/deliverable.

EXPENSES BREAKDOWN	BUDGET
RETAINERS	
Project Management Retainer (9 months at \$1,200)	\$10,800.00
Technology Fee (9 months at \$1,200)	\$1,800.00
Total	\$12,600.00
FIXED FEE	
Onboarding, Kick-off and Project Plan	\$1,500.00
Stakeholder Engagement	\$12,000.00
Strategic Framework for Collaborative Marketing	\$10,500.00
Destination Marketing Plan	\$10,850.00
Final Report and Powerpoint Development	\$2,550.00
Total	\$37,400.00

LINE ITEM BUDGET

BY DELIVERABLE

The Abbi Agency has built out a line item version of Humboldt County's project budget to effectively carry out each of the tasks and deliverables referenced in the RFP. We do recognize that we have limited context and this is a first draft of a budget – we are open to discussion surrounding prioritization of funds and need areas as we kick off work with Humboldt County.

EXPENSES BREAKDOWN											BUDGET
RETAINERS	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25		
Project Management Retainer (9 months at \$1,200) - TAA	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	\$10,800.00
Technology Fee (9 months at \$1,200)	200	200	200	200	200	200	200	200	200	200	\$1,800.00
											\$0.00
	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	\$12,600.00
FIXED FEE											
Onboarding, Kick-off and Project Plan - TAA	1,500										\$1,500.00
Stakeholder Engagement - Whereabout		6,000	6,000								\$12,000.00
Strategic Framework for Collaborative Marketing - Whereabout				5,250	5,250						\$10,500.00
Destination Marketing Plan - TAA						3,900	3,900	3,050			\$10,850.00
Final Report and Powerpoint Development - TAA									2,550		\$2,550.00
											\$0.00
	1,500	6,000	6,000	5,250	5,250	3,900	3,900	3,050	2,550		\$37,400.00
											Contract Budget: \$0.00
											Variance: -\$50,000.00
											Combined Total \$50,000.00
TOTAL EXPENSES: RETAINERS	\$1,400.00	\$1,400.00	\$1,400.00	\$1,400.00	\$1,400.00	\$1,400.00	\$1,400.00	\$1,400.00	\$1,400.00	\$1,400.00	\$12,600.00
INVOICE NUMBER: RETAINERS											
TOTAL EXPENSES: FIXED FEE	\$1,500.00	\$6,000.00	\$6,000.00	\$5,250.00	\$5,250.00	\$3,900.00	\$3,900.00	\$3,050.00	\$2,550.00		\$37,400.00
INVOICE NUMBER: FIXED FEE											

It should be noted that this budget does not include hard costs for travel – based on the proposed plan, we can conduct all work virtually in order to maximize resources.

The Abbi Agency includes a nominal monthly tech fee to allow for access to the agency's software suite, which will enable our team to carry out a deep dive on Humboldt County's audiences, online/media conversations, and other key data.

SECTION 7.0

SUPPLEMENTAL DOCUMENTATION



The Abbi Agency (TAA) is a certified Disadvantaged Business Enterprise (DBE).



SECTION 8.0

REFERENCES



A. REFERENCE DATA SHEET

The Abbi Agency verifies that all information provided in the Reference Data Sheet is true and correct to the best of our knowledge.

Request for Proposals No. EDD-2025-01
Professional Consulting Services for County Wide
Travel and Tourism Marketing Strategy & Tourism Assets Study

ATTACHMENT C – REFERENCE DATA SHEET (Submit with Proposal)

REFERENCE DATA SHEET

Provide a minimum of three (3) references with name, address, contact person and telephone number whose scope of business or services is similar to those of Humboldt County (preferably in California). Previous business with the County does not qualify.

NAME OF AGENCY:	Visit Carmel-by-the-Sea	
STREET ADDRESS:	PO Box 3921	
CITY, STATE, ZIP:	Carmel-by-the-Sea, CA 93921	
CONTACT PERSON:	Amy Herzog, Executive Director	EMAIL: amy.herzog@carmelcalifornia.com
PHONE #:	831-238-1849	FAX #: N/A
Department Name:	N/A	
Approximate County (Agency) Population:	~3,100 (Carmel-by-the-Sea population)	
Number of Departments:	N/A	
General Description of Scope of Work:	The Abbi Agency has developed strategic marketing plans and annual reports for Carmel-by-the-Sea, ensuring a cohesive and forward-thinking approach to their communications and outreach efforts. Additionally, we have provided ongoing public relations outreach for several years, carrying out rich and diverse storylines, hosting right-fit journalists for FAM trips, and supporting crisis communications.	

NAME OF AGENCY:	Visit Morro Bay	
STREET ADDRESS:	695 Harbor Street	
CITY, STATE, ZIP:	Morro Bay, CA 93442	
CONTACT PERSON:	Michael Wambolt	EMAIL: michael@morrobay.org
PHONE #:	805-225-7411	FAX #: N/A

Department Name:	N/A
Approximate County (Agency) Population:	~10,600 (Morro Bay population)
Number of Departments:	N/A

General Description of Scope of Work:	The Abbi Agency is Visit Morro Bay's Agency of Record, providing integrated marketing services to support the destination. Our team handles Morro Bay's creative, advertising, social media, digital content and public relations. In 2022, The Abbi Agency carried out a rebrand for Visit Morro Bay, establishing "Come Get Salty" as the destination's new bold tagline and modernizing the destination's overall look and feel.
---------------------------------------	---

Applicant Tracking System Implementation Date:		
NAME OF AGENCY:	Travel North Tahoe Nevada	
STREET ADDRESS:	969 Tahoe Blvd.	
CITY, STATE, ZIP:	Incline Village, NV 89451	
CONTACT PERSON:	Andy Chapman, President & CEO	EMAIL: andy@gotahoe.com
PHONE #:	530-448-9992	FAX #: N/A
Department Name:	Incline Village Crystal Bay Visitors Bureau	
Population:	~9,000 (Incline Village population)	
Number of Departments:	N/A	
Work:	The Abbi Agency and Whereabout carried out a comprehensive stakeholder engagement and strategic planning process for Travel North Tahoe Nevada, a destination that has become highly popular in recent years. This effort resulted in a future-defining four-year plan that charts the course for this tourism destination, leading with sustainability and community-based efforts. The strategic plan included a roadmap to fully integrate stewardship and sustainability into every facet of the destination's operations, serving as both a guide and pledge to the surrounding communities.	

B. REQUIRED INFORMATION

Reference 1:

1. *The name, physical address, email address and telephone number for the current contact person of each referenced client.*

Visit Carmel-by-the-Sea

Contact Person: Amy Herzog, Executive Director
Address: PO Box 3921, Carmel-by-the-Sea, CA 93921
Email: amy.herzog@carmelcalifornia.com
Phone: 831-238-1849

2. *The dates on which services equivalent to those set forth in this RFP were provided to each referenced client.*

Dates of services provided: 2018 - Present

3. *A detailed description of the services equivalent to those set forth in this RFP that were provided to each referenced client, including, without limitation, the time period in which such services were delivered.*

Since 2018, The Abbi Agency has provided public relations and social media management services for Carmel-by-the-Sea to promote it as a world-class travel destination. In alignment with the requirements of this RFP, our work for Carmel-by-the-Sea includes conducting in-depth research and analysis on tourism assets, regional trends, and market opportunities to inform strategy, crafting unified messaging that highlights the destination's unique assets, and developing cohesive strategies that integrate multiple stakeholders' efforts into a cohesive narrative. This integrated approach demonstrates our ability to deliver strategic frameworks that directly support the objectives outlined in Humboldt County's travel and tourism marketing strategy.

4. *A detailed description of how the services equivalent to those set forth in this RFP that were provided by the Proposer led to accomplishment of each referenced client's objectives.*

The Abbi Agency's targeted public relations campaigns and strategic social media management led to tangible achievements for Carmel-by-the-Sea, directly contributing to the client's overarching objectives. Specific accomplishments include:

- **Elevated Awareness:** Secured high-profile earned media placements in top-tier outlets, bringing widespread attention to Carmel's unique offerings.
- **Distinction in a Competitive Market:** Developed compelling digital content and audience-specific campaigns that positioned Carmel as a standout destination among coastal competitors.
- **Measurable Results:** Delivered data-driven outcomes that aligned with Carmel's objectives, ensuring sustained growth and recognition as a premier travel destination.

This results-driven approach underscores our proven ability to meet and exceed client goals, positioning us as a valuable partner for Humboldt County's travel and tourism initiatives.

5. *Verification that all information provided in the Reference Data Sheet is true and correct to the best of the Proposer's knowledge.*

The Abbi Agency verifies that all information provided in the Reference Data Sheet is true and correct to the best of our knowledge.

B. REQUIRED INFORMATION, CONT.

Reference 2:

1. The name, physical address, email address and telephone number for the current contact person of each referenced client.

Visit Morro Bay

Contact Person: Michael Wambolt, Executive Director

Address: 695 Harbor Street, Morro Bay, CA 93442

Email: michael@visitmorrobay.com

Phone: 805-225-7411

2. The dates on which services equivalent to those set forth in this RFP were provided to each referenced client.

Dates of services provided: September 2021 - Present

3. A detailed description of the services equivalent to those set forth in this RFP that were provided to each referenced client, including, without limitation, the time period in which such services were delivered.

Since 2022, The Abbi Agency has served as the Agency of Record for Visit Morro Bay, providing integrated marketing services that align closely with the scope outlined in this RFP. Our work includes creative development, advertising, social media management, digital content creation, and public relations, all tailored to support the destination's unique tourism goals.

In 2022, we successfully rebranded Visit Morro Bay with the introduction of the bold and distinctive tagline "Come Get Salty." This rebranding modernized the destination's look and feel, creating a unified brand identity that resonates with visitors while emphasizing its unique coastal charm.

In 2023, we launched a location-driven campaign retargeting previous visitors through geo-targeted advertising to support high-season tourism numbers. These services demonstrate our ability to conduct data-driven research, collaborate with stakeholders,

and implement marketing strategies that align with the goals of enhancing tourism visibility and increasing visitor engagement—key objectives of this RFP.

4. A detailed description of how the services equivalent to those set forth in this RFP that were provided by the Proposer led to accomplishment of each referenced client's objectives.

The Abbi Agency's work for Visit Morro Bay delivered measurable results aligned with the destination's objectives. The 2022 rebrand modernized the destination's identity, establishing cohesive messaging that differentiated Morro Bay from regional competitors. The tagline "Come Get Salty" highlighted Morro Bay's unique sensory experiences, such as fresh seafood, coastal air, and laid-back culture, driving increased visitor engagement and reinforcing its brand.

In 2023, our location-driven campaign successfully retargeted past visitors, addressing the client's need to stabilize high-season tourism numbers. Using data, we crafted hyper-targeted creative content and leveraged digital programmatic ads and social media campaigns to encourage repeat visitation. The campaign achieved an exceptional 13:1 return on ad spend, directly increasing in-market spending and visitation. These results demonstrate our ability to implement strategic marketing plans that meet and exceed client goals while driving sustainable tourism growth.

5. Verification that all information provided in the Reference Data Sheet is true and correct to the best of the Proposer's knowledge.

The Abbi Agency verifies that all information provided in the Reference Data Sheet is true and correct to the best of our knowledge.

B. REQUIRED INFORMATION, CONT.

Reference 3:

1. The name, physical address, email address and telephone number for the current contact person of each referenced client.

Travel North Tahoe Nevada

Contact Person: Andy Chapman, President & CEO

Address: 969 Tahoe Blvd., Incline Village, NV 89451

Email: andy@gotahoe.com

Phone: 530-448-9992

2. The dates on which services equivalent to those set forth in this RFP were provided to each referenced client.

Dates of services provided: 2021 - Present

3. A detailed description of the services equivalent to those set forth in this RFP that were provided to each referenced client, including, without limitation, the time period in which such services were delivered.

The Abbi Agency, in partnership with Whereabout, provided strategic planning and brand development services for Travel North Tahoe Nevada, culminating in a comprehensive four-year plan. This initiative included extensive stakeholder engagement to ensure alignment with community values and destination goals. The strategic plan emphasized sustainability and stewardship, outlining actionable steps to embed these principles into every aspect of the destination's operations. Through collaborative workshops, data analysis, and cross-departmental coordination, we developed a clear roadmap to guide Travel North Tahoe Nevada's efforts in addressing growing tourism demands while preserving the region's natural and cultural assets.

4. A detailed description of how the services equivalent to those set forth in this RFP that were provided by the Proposer led to accomplishment of each referenced client's objectives.

Our work with Travel North Tahoe Nevada directly supported the client's objectives of aligning tourism growth with sustainability and community well-being. The four-year strategic plan we developed provided a clear, actionable roadmap to integrate stewardship into the destination's operations. By engaging stakeholders across the region, we ensured the plan reflected the values and priorities of local communities.

As a result, Travel North Tahoe Nevada was equipped with a future-focused guide to manage tourism sustainably while preserving its natural beauty and cultural heritage. The plan's emphasis on community-based efforts strengthened stakeholder collaboration and built long-term trust with residents and local businesses, empowering the destination to balance increased visitation with environmental and social responsibility. These outcomes underscore The Abbi Agency's ability to craft and implement strategic frameworks that achieve client goals and foster meaningful, sustainable growth.

5. Verification that all information provided in the Reference Data Sheet is true and correct to the best of the Proposer's knowledge.

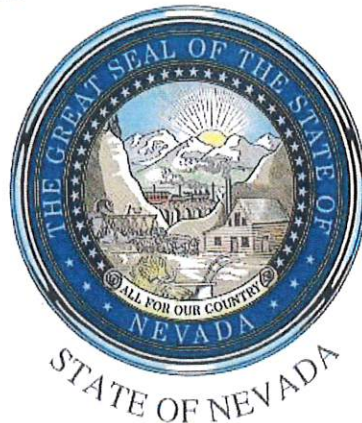
The Abbi Agency verifies that all information provided in the Reference Data Sheet is true and correct to the best of our knowledge.

SECTION 9.0

EVIDENCE OF INSURABILITY & BUSINESS LICENSURE



SECRETARY OF STATE



NEVADA STATE BUSINESS LICENSE

THE ABBI AGENCY

Nevada Business Identification # NV20081200897

Expiration Date: 08/31/2025

In accordance with Title 7 of Nevada Revised Statutes, pursuant to proper application duly filed and payment of appropriate prescribed fees, the above named is hereby granted a Nevada State Business License for business activities conducted within the State of Nevada.

Valid until the expiration date listed unless suspended, revoked or cancelled in accordance with the provisions in Nevada Revised Statutes. License is not transferable and is not in lieu of any local business license, permit or registration.

License must be cancelled on or before its expiration date if business activity ceases. Failure to do so will result in late fees or penalties which, by law, cannot be waived.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of State, at my office on 07/31/2024.



FVAguilar

FRANCISCO V. AGUILAR
Secretary of State

Certificate Number: B202407314845132

You may verify this certificate
online at <https://www.nvsilverflume.gov/home>



CERTIFICATE OF LIABILITY INSURANCE

ABBIE-1

OP ID: AM

DATE (MM/DD/YYYY)

01/08/2025

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER E.H. Hursh, Inc. 295 S. Maine Street Fallon, NV 89406 Christopher W. Rogne, CIC		CONTACT NAME: Christopher W. Rogne, CIC PHONE (A/C, No, Ext): 775-423-6501 E-MAIL ADDRESS: christopher@ehhursh.com FAX (A/C, No):	
INSURED The Abbi Agency 1385 Haskell Street Reno, NV 89509		INSURER(S) AFFORDING COVERAGE INSURER A: Lloyd's of London INSURER B: Employers Insurance Company INSURER C: INSURER D: INSURER E: INSURER F:	

COVERAGES**CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	<input checked="" type="checkbox"/> GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR		ESN0940023573	07/23/2024	07/23/2025	EACH OCCURRENCE \$ 5,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 250,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 5,000,000 GENERAL AGGREGATE \$ 5,000,000 PRODUCTS - COMP/OP AGG \$ 5,000,000	
	GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC						
	A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS		ESN0940023573	07/23/2024	07/23/2025	COMBINED SINGLE LIMIT (Ea accident) \$ 5,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (PER ACCIDENT) \$
		UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$					EACH OCCURRENCE \$ AGGREGATE \$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N N	EIG519867001	02/17/2024	02/17/2025	<input checked="" type="checkbox"/> WC STATUTORY LIMITS E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000	
A	MULTIMEDIA LIABILI		ESN0940023573	07/23/2024	07/23/2025	LIMIT 5,000,000	
A	ERRORS & OMISSIONS		ESN0940023573	07/23/2024	07/23/2025	LIMIT 5,000,000	

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

Cyber & Privacy Liability included with \$5,000,000 Aggregate Limit of Liability

CERTIFICATE HOLDER**CANCELLATION**

CARESOU Humboldt County, California County Administrative Office - Economic Development Division 825 Fifth Street #112 Eureka, California 95501	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE Christopher W. Rogne, CIC
--	--

© 1988-2010 ACORD CORPORATION. All rights reserved.

ACORD 25 (2010/05)

The ACORD name and logo are registered marks of ACORD

CALIFORNIA BUSINESS LICENSE

We confirm that The Abbi Agency holds an active California Business License. While we do not currently have a copy on hand to include in this submission, we are happy to provide documentation prior to finalizing a contract with Humboldt County upon request.

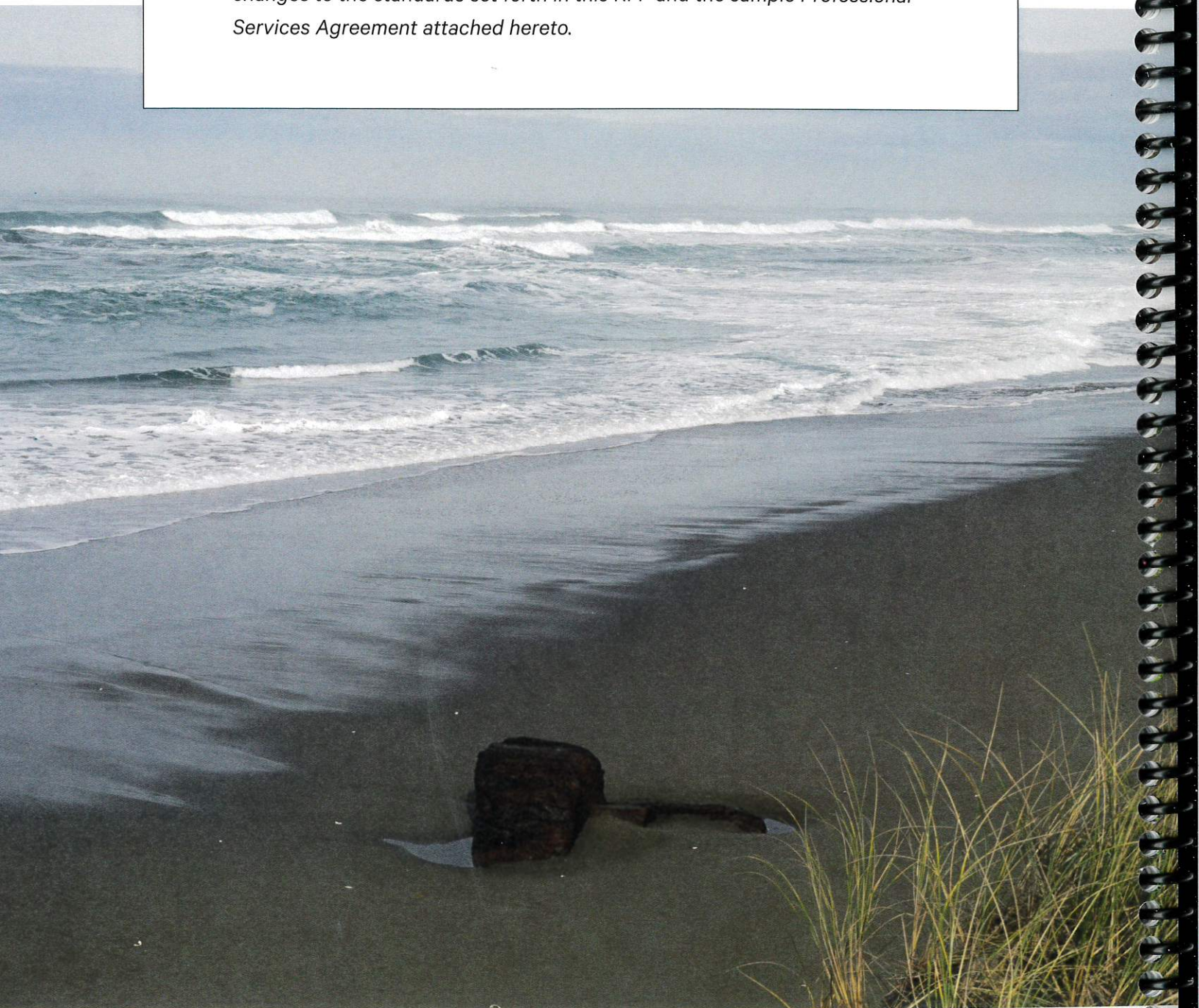


SECTION 10.0

EXCEPTIONS, OBJECTIONS & REQUESTED CHANGES



The Abbi Agency confirms we have no exceptions, objections or requested changes to the standards set forth in this RFP and the sample Professional Services Agreement attached hereto.

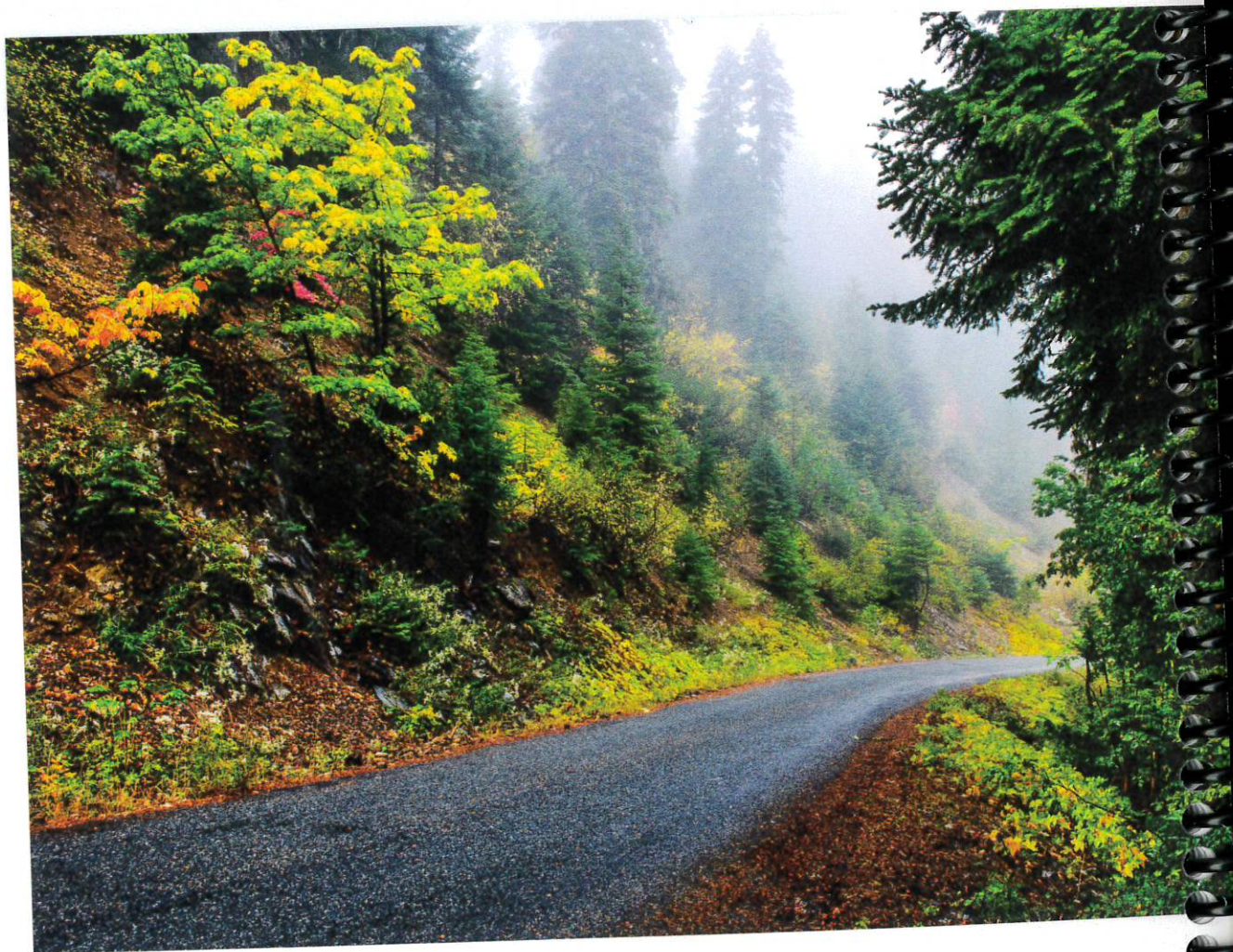


SECTION 11.0

REQUIRED ATTACHMENTS



- Attachment 1 – RFP Signature Affidavit
Included in Section 2.0 RFP Signature Affidavit
- Attachment 2 – Cost Proposal
Included in Section 6.0 Cost Proposal
- Attachment 3 – Supplemental Documentation
Included in Section 7.0 Supplemental Documentation
- Attachment 4 – Reference Data Sheet (See Section 7.9 of this RFP)
Included in Section 8.0 References



THANK YOU

OFFICES IN

Reno

Las Vegas

Montana

MAIN OFFICE

1385 Haskell St. Reno, NV 89509

775.323.2977 | theabbiagency.com

FOLLOW US

