

**"This is only the scope of work for the project. For more information, interested parties should contact Procurement at [purchasing@stp.gov](mailto:purchasing@stp.gov) to ensure receipt of a full project package, to be listed as a plan holder and to ensure any addenda to the project package are received."**

### **Scope of Work/Services**

The selected firm shall be responsible for the development of a multifaceted strategic marketing plan, to raise awareness of and generate operational and maintenance income for the FG facilities. The ideal marketing firm will be familiar with the FG facilities, other similar facilities in the area, and be able to develop effective and productive relationships with potential rental groups/individuals. This marketing plan shall include the following tasks:

- Develop an authentic, compelling brand image for the FG, including a logo;
- Development of a strategic, fully implementable marketing plan for the FG;
- Develop and present collateral and advertising materials;
- Pinpoint where marketing efforts will occur, what will be marketed, identification of target markets, short and long term strategies;
- Upon approval, execute the marketing and communications strategies, including the implementation of tactics designed to specifically generate event leads;
- Develop and adhere to implementation schedule for the marketing plan;
- Develop rental agreements for the marketed uses of the facility; and
- Develop a rental cost matrix for each building/area of the facility.

### **Additional requirements:**

Meetings with the Parish staff and the Fairgrounds Advisory Board as well as potential user groups as needed. Prepare agendas for meetings to discuss the project and to update the status of the project to the Parish.

Required to regularly communicate or meet with the Parish Facilities Management Director to ensure timely completion of tasks, coordinating of work efforts, and review progress of services.