

EXHIBIT A

**Olympia-Lacey-Tumwater Visitor and Convention Bureau
Operation of a Tourism Promotion Agency
2012 STATEMENT OF WORK**

Tourism Promotion Agency – Olympia-Lacey-Tumwater VCB, contract amount not to exceed \$100,000

To fulfill the terms of its Lodging Tax funded Agreement with the City of Olympia, the Olympia-Lacey-Tumwater VCB (Agency) will provide the following services to promote Olympia and attract tourists from outside Thurston County and encourage overnight stays during the 2012:

1. Maintain and operate a visitor and convention bureau located in the City of Olympia, including a visitor information center that is open to the public Monday through Friday (except holidays), 10:00 a.m. to 5:00 p.m., and with Saturday and/or Sunday openings for special events May-September.
2. Organize and host a workshop to assist local event sponsors with marketing and promotion resources. Make direct contact to the organizations that have Lodging Tax funded tourism promotion contracts with the City of Olympia to invite them to the workshop and to discuss how the VCB may assist with event promotion.
3. Maintain a tourism website for Olympia, including a calendar of events; and use other social media such as Twitter and Facebook to promote Olympia.
4. Develop a marketing campaign in cooperation with Olympia area hotels, and distribute public relations and promotional materials designed to inform tourists of Olympia and area attractions and amenities.

The City shall reimburse the Agency the costs for contracted professional and other vendor services for tourism promotion listed above in an amount not to exceed the actual expense incurred by the Agency for said services upon submittal to the City of:

- A signed invoice accompanied by a:
 - copy of the Agency's operating account bank statement for the period for which reimbursement is requested, and
 - copy of the Agency's General Ledger or Income Statement printout for the same period.
- Supporting documentation of work product such as copies of the brochures, posters, print advertisements, radio/television advertisement copy, etc.
- a report summarizing the services provided and documenting the economic impact of the contracted tourism promotion services in a format acceptable to the City.

The total reimbursement from the City to the Agency to fulfill the terms of this Agreement shall not exceed \$100,000.