

Reporting Template

Economic Development and Tourism Marketing

Scope of Work Reference Section D1	List activities and outcomes in providing technical assistance to local businesses using the following metrics: <ul style="list-style-type: none"> • Payroll, average high wage salary, number of jobs/high wage jobs • Specific assistance provided to businesses • Testimonials
1.2	List activities to connect local businesses to capital, information or technical expertise.
1.3; 4.1	List activities to evaluate regulatory, permitting, infrastructure and other constraints to new or existing business and any recommendations to facilitate economic growth in Nevada County.
1.3; 1.5	List businesses selected for targeted assistance and describe the support provided, including outcomes such as increased revenues, improved or streamlined services or other tangible benefits.
1.7	Describe/list how ERC has contributed to positively impact the growth of at least one existing Nevada County businesses with the retention or creation of 10 jobs or more
1.8	List business showcase/networking events held, and companies showcased.
1.9	List specific improvements or additions to the ERC website, and/or examples in providing a unique resource for business and job seekers.
1.10	List new business startups with the potential to create 10 jobs or more that ERC helped foster in Nevada County.
1.11	List events hosted by ERC that promote, bring together or provide targeted information for businesses from both East and West areas of the County; and notable outcomes.

Scope of Work Reference Section D2	Report activities and outcomes to assist and support the growth of existing and emerging business “clusters” in the following areas:
2.4	Provide a summary report on the Digital Media Campus including the programs and services that are being operated and any upcoming plans.
2.3; 2.4	Provide a list of participating businesses located at the Campus, number of vacancies, and any recruitment efforts.

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2.2; 2.5	Provide a summary on any coordination with key government, private, education and nonprofit stakeholders who can add value to, or benefit from, the Digital Media Campus, including any pursuits of public, private and/or philanthropic funding endeavors.
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Scope of Work Reference Section D3	List activities and outcomes to assist businesses with talent-related needs in the following areas:
3.1	Collaboration with industry, workforce development and education partners to improve the labor pool.
3.2	Marketing of workforce programs.
3.3	Status of outreach visits to career days at universities and community colleges and of hosting a “Job Day” in Nevada County for students from Northern California universities.
3.4; 3.5	Update on integration of technology and talent into the ERC’s marketing campaign.

Scope of Work Reference Section D4	List activities and outcomes to assist businesses seeking to move to the area using the following metrics: <ul style="list-style-type: none"> • Site Selector Visits to the County of Nevada • Trade shows attended and analysis of benefits or detriment • Number of new businesses locating in Nevada County
4.2; 4.3	Resources or custom-tailored data provided to companies seeking to locate in Nevada County.
4.5	Integration of business attraction initiative efforts with the ERC’s marketing campaign, including participation in industry trade shows.

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Scope of Work Reference Section D5	<p>List activities and outcomes in the listed elements of an integrated marketing campaign that encompasses tourism, the arts, talent and technology companies using such metrics as where applicable:</p> <ul style="list-style-type: none"> • Total reach of editorial placements (impressions) • Advertising equivalent • Tracking advertising and direct sales efforts by leads generated, coupons redeemed, TOT and sales revenues over a previous period (or other pertinent measures). • Creation and distribution of industry packets, promotional materials such as videos, DVD's, etc.
5.1; 5.2; 5.5; 5.6	Provide an executive summary on the ERC's Tourism Integrated Marketing activities.
5.1; 5.2	Provide a summary on the activities that incorporate the ERC web site, www.GoNevadaCounty.com and various social media tools to market Nevada County.
5.2	List trade shows and conferences where ERC participated as an attendee, exhibitor or sponsor; and the value/benefit of such participation.
5.3; 7.4	Promotional/marketing activities to promote <u>ERC services</u> such as through events, print, broadcast and online media.
5.3	Examples of increased / expanded participation and collaboration by stakeholders in the arts, tourism, technology, education, agriculture and other key sectors of the local economy.
5.4	Recommendations to assist / support increased tourism in Nevada County.
5.7(a)	Provide a summary report on magazine advertising that includes, but is not limited to, the number of community and business partners engaged, the number of advertisements being deployed, the names and dates of the publications, and the number of subscribers for each publication.
5.8	List number of business being advertised in Eastern County and date range of publication.
5.11	Provide a summary on the Interactive Asset Map Initiative including an update on its development, upgrade, number of art and cultural assets inventoried across the County,

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	site analytics and collaboration efforts with the Nevada County Arts Council (such as meetings attended, etc.)
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Scope of Work Reference Section D6	Maintenance of the County’s Tourism Website, GoNevadaCounty.com, to ensure the site’s continued growth, success and integrity.
6.3.2	Provide an overview summary on website traffic reports, including webs usage, referrals, and page hit analysis to the County via Google analytics, existing host admin tools or other methods acceptable to the County. Reports should include a brief professional analysis and/or executive summary of reported data.
6.4.1; 6.4.3	Provide a Community Calendar Report that includes, but not limited to, statistics on events per month, number of registered subscribers, summary of upgrades on functionality and appearance, information on training sessions provided, and an executive summary.
6.4.2	Provide average number of weekly blog postings.
6.4.4	Provide a short summary of AdWords Campaign activities that include, but is not limited to, top five search terms, frequency and other analytics of search terms and information on top 3 AdWords marketing campaigns launched.
6.4.5	Provide a short summary of Targeted Digital Display Advertising activities that include, the type of ads, how many times an ad appears (impressions), how many users viewed the ad (reach), how many people interacted with the ad (engagement rate), and how many people clicked on the ad (click-through rate).
6.4.6	Provide a brief list of links and/or embedded applications to external booking or trip scheduling platforms or websites that enable the streamlining of travel reservations and scheduling to promote tourism into Nevada County.
6.4.8	Provide a brief summary on the GoNevadaCounty.com Press Room Portal activity, including the number of press releases, the topics covered, number of featured videos and analytics, and the number and duration of user views.

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Scope of Work Reference Section D7	Sustainability Measures
7.1; 7.2; 7.3; 7.4	Provide an executive summary on the ERC's suitability efforts that include i) a list new memberships, and sponsorships (value in dollars), ii) any grants applied for or obtained, iii) any fundraising activity including the ERC Foundation, and iv) any other sustainable measures.

FOR ANNUAL REPORT: Please provide an expenditure report that includes a breakdown of expenditures of contract funds by Activities and Performance Measures Category.