

Letter of Agreement

This agreement is made effective as of October 1, 2024 by and between Amanda Roll and the City of Laurel, MS. In this agreement the party who will receive services shall be referred to as "The City," and the party who will be providing services shall be referred to as "The Contractor." The parties agree to the following:

Description of Services: The Contractor will provide consultation for marketing and advertising projects for The City's Tourism Committee, including:

- Day to day management of marketing campaigns and projects for "Visit Laurel", including the current contract with Foster Relations that includes all content creation and approvals; ongoing communications and meetings to discuss campaign strategy, execution and success; provide campaign reports at committee meetings; also manage the procurement process for future vendors and campaigns (provide RFP, coordinate advertisements, review and present submissions)
- Coordination with City employees and IT services as needed for the execution of specific marketing tactics (i/e blog postings and web traffic); consult on edits and improvements to the Tourism landing page
- Research and present advertising opportunities for approval; meet with and vet potential vendors; manage the contract negotiation, content creation and placement processes. This includes additional digital services from those referenced above, plus state co-ops, print, out-of-home and other unique placements.
- Work with a designer to create necessary collateral; concept design, copywriting, photo selection, draft review and final approval; ensure that content is delivered on time and in correct format. Also procure print quotes for approval.
- Manage an organized database of photos and other assets
- Assist the Visitor Center as needed to accommodate guests' requests/questions; order promotional items; provide monthly mailing address list for mailed packets; provide templates and/or ongoing content for public screens; maintain the Visit Widget platform on the kiosk and troubleshoot issues
- Provide information from state and regional tourism partners on trends, relevant news and opportunities
- Leverage insight from traveler data to make recommendations on the Committee's strategies and execution
- When needed, represent the City of Laurel's Tourism Committee at events, tradeshow and conferences. (The city will reimburse consultant for travel expenses and registration fees. Additional compensation can be discussed depending on the time commitment for each event.)


Performance of Services: It is understood by the parties that the Contractor is an independent contractor and is not an employee of The City and will not require fringe benefits, including health insurance, paid vacations, sick pay or state retirement. The relationship between The City and The Contractor will not be an exclusive one as The Contractor performs services for other entities.

Confidentiality: Both parties agree to adhere to strict confidentiality practices and to provide each other with their best efforts in the fulfillment of this contract.

Compensation: The City will pay The Contractor for the services in this agreement a monthly fee of \$1,000. The City's Tourism Committee may approve travel for The Contractor, and The Committee may approve additional compensation and travel expenses per trip. The City will receive a monthly invoice, and payment will be expected within 30 days.

Guarantees: The Contractor shall use all resources at her disposal to perform the duties as assigned and agreed to by both parties and shall submit same in good faith. However, no guarantees of specific marketing results are implied or promised, unless agreed upon by both parties for individual projects. Payment is due for all work done on behalf of The City, regardless of the outcomes of projects and campaigns.

Termination: This agreement may be cancelled by either party with 30 days written notice.

	9/5/24		
_____	_____	_____	_____
Amanda Roll, consultant	date	Johnny Magee, City of Laurel	date