

Dear Kimberly Morgan:

## A Proposal to provide Clay County, FL consulting services for creative placemaking and product development.

**Background:** Clay County, FL Tourism has developed a Coffeehouse Itinerary highlighting the independently owned coffeehouses throughout the county. Each offers their own unique vibe and experience. Right now, it's just an itinerary on paper, but we all know that there needs to be consumer engagement and experiences that make this itinerary come alive and become a potential destination driver.

**Deliverables:** Brian London, tourism industry consultant, will provide:

- Onsite assistance with coffeehouse owners to help them develop their unique experience individually and collectively.
- These consulting sessions will include ongoing progress appointments to assist the businesses with performance measures, potential next steps (to implementation) and additional product development.
- At the conclusion of the consultations, Brian London will host an industry seminar sharing the best practices for marketing experiences, and best practices for staff training of experiences.

### Sequence of Events:

- Hosting a Coffeehouse itinerary group meeting to outline the project, share the creative placemaking model, and set appointments for individual consulting sessions.
- Consulting sessions to last up to one-full day for each Coffeehouse.
- One week after each consulting session the individual Coffeehouse will receive a Creative Placemaking and product development summary report – specific to their establishment and based on the conversation during the consulting session.
- Two weeks after the final consulting session, each establishment will receive a group report summarizing Creative Placemaking and product development concepts with performance measures, potential next steps (to implementation) and additional product development ideas – individually and collectively.
- One month after the final consulting session, an industry seminar will be held in which best practices for marketing experiences and for staff training of experiences will be shared.

**Project time period:** July 2019 – June 2020

**Investment:** \$9,500

Sincerely,



Brian London