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June 23, 2019

Ms. Kimberly Morgan
Director of Tourism & Film Development
Clay County Board of County Commissioners
P.O. Box 1366
477 Houston Street
Green Cove Springs FL 32043

Dear Kimberly:

Thank you for reaching out to me regarding the development of your Coffeehouse itinerary and Experiences in Clay County. Based on our discussion, the Coffeehouse Trail is an itinerary that you would like to transform into multiple Coffeehouse Experiences that will drive visitation to Clay County.

The following proposal outlines how we can assist you and your Coffeehouse partners develop market-ready, revenue-producing experiences for visitors and locals.

SITUATIONAL APPRAISAL

Clay County Tourism has stitched together a Coffeehouse Trail of six independent coffeehouses and a tearoom. Currently, they all sell, serve and/or roast coffee and several include food. The Tourism office wants to transform the itinerary trail into multiple coffeehouse experiences that would attract visitors and local residents.

The sites are presently transactional, selling their offerings; however, the Tourism department wants to convert each site into a unique experience based on their offerings, backgrounds and experience.

The trail may have a passport that once completed could be redeemed for merchandise.

The goals of the project include:

- Onsite consulting and coaching with the coffeehouse owners to develop unique experiences.
- Assist with creating a process for the businesses to train employees.
- A process for ongoing progress along with next steps and performance measures.
- Marketing strategies and tools to sell the experiences.
- Training workshop for employees on how to deliver an amazing experience with customers.

To achieve your goals, I recommend a two-part solution. The first part of the project will include assessing each of the coffeehouses to understand their businesses. It will also include designing possible new opportunities at each site for the Coffeehouse Trail. The second part of the project would include the crafting, staging, scripting and marketing of each coffeehouse experience.

Part I – One visit:

- “Engineering Unforgettable Visitor Experiences” half-day workshop to provide tools, trends and techniques on designing, development and delivering unforgettable visitor experiences.
- On-site consulting with each business owner to assess and evaluate their offerings to design possible new experiences.
- Partner homework: story inventory and drafting of core stories.
- Follow up conference call with each business to finalize their experience(s).

At the end of Part I, each business will have a plan to design, craft, script and stage their new offerings.

Investment: \$10,000

Part II – Two visits:

Visit One:

- Storyboarding and scripting work with the partners to craft their experiences.
- On-site coaching with each business to fine tune and stage each experience.
- Marketing experiences workshop to provide marketing and sales tools to promote new experiences.
- Coaching call with each business.

Visit Two:

- On-site with each business to test and stage their experience.
- Workshops for employees – “Best Practices for Delivering Unforgettable Experiences”.
- Testing new experiences with the CVB and customers
- Review of each business’ marketing and sales plan.

Investment: \$15,000

The second part of the project may be modified; however, given our successful process, we have included workshops in each of the areas outlined in the scope of work.

The project will be completed in three months based on the partners' ability to complete deliverables and project milestones.

ABOUT VENETO COLLABORATORY

Veneto Collaboratory is an experience design consulting company that partners with organizations in the Tourism, Hospitality and Service related Industries. We have developed the Experience Formula™ process to assist businesses with the creation, development and market-ready delivery of unforgettable customer experiences.

Since 2004 Veneto Collaboratory has partnered with Destination Marketing Organizations and their partners around the United States to develop unforgettable experiences that transform tourism landscapes. Organizations have included:

- Destination Madison, Madison, WI
- Gulf Shores & Orange Beach Tourism, Gulf Shores, AL
- Meet Minneapolis, Visit Saint Paul and The Mall of America, MN
- Deadwood Chamber of Commerce, Deadwood, SD
- Shreveport Visitor and Convention Bureau, Shreveport, LA

Here are links to their experiences:

- Madison, WI: <https://www.visitmadison.com/essential-madison-experiences/>
- Gulf Shores & Orange Beach, AL: <https://www.gulfshores.com/signature-experiences/>
- Minneapolis, MN: <http://www.minneapolis.org/groups-weddings/group-experiences/>
- St Paul, MN: <http://www.visitsaintpaul.com/groups-weddings/group-travel/signature-experiences/>
- Deadwood, SD: <https://www.deadwood.com/businesses/experiential-tours>
- Shreveport, LA: <http://www.shreveport-bossier.org/group-tours/group-experiences/>

RETAIL REFERENCES

The following is a list of retail venues where we have designed and developed unique experiences with individual businesses:

- The Mustard Museum, Middleton, WI

- Mustard Bites Experience – a culinary journey of pairing artisanal mustards with foods.
- <https://www.visitmadison.com/essential-madison-experiences/mustard-bites/>
- Us Up North, Shreveport, LA
 - Chef Hardette Harris created Louisiana’s official meal. It was turned into a market-ready experience and business.
 - <https://www.shreveport-bossier.org/listing/us-up-north-food-tours/2198/>
- vomFass, Mall of America, Bloomington, MN
 - The Art of Mediterranean Diet is a four-course meal incorporating artisanal olive oil, balsamic vinegars and spices into foods that create health benefits and encourage healthy lifestyle.
 - <https://vomfass-tcwhatscooking.com/2018/03/14/signature-experiences-at-vomfass-in-mall-of-america/>

For your review, please find attached the following materials on our Experiential Development process and content workshops:

- Experiential Development
- Experiential Workshops and Seminars
- Joe Veneto Bio
- Veneto Collaboratory Profile sheet

PROJECT DELIVERABLES

- At the end of the project each partner will have a new market-ready experience to drive revenue.
- The partners will have a new innovation process for ongoing Experiential Development.
- High-content workshops include:
 - Engineering Unforgettable Experiences
 - Staging and Scripting Unforgettable Experiences.
 - Marketing Experiences
 - Delivering Unforgettable Experiences
- On-site consulting and coaching throughout the project.
- Next Steps & Action Items to be completed at the end of all meetings.

PROJECT INVESTMENT

Part I, one visit, three days
Deliverables as outlined

Investment: \$10,000

Please note that travel expenses for applicable air fare, lodging, rental car, transfers and meals are in addition to the quoted project rate.

Part II, two visits, two and a half days each
Deliverables as outlined
The fee will be based on the features of the second part of the project

Investment: \$15,000

Kimberly, I look forward to speaking with you to discuss next steps and details once you have an opportunity to review the above information.

Thank you in advance for your consideration. I look forward to our collaboration. I will be in the office this week on Thursday and Friday to connect with you.

Regards,

Joe Veneto
Chief Experience Officer



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Joe Veneto, Chief Experience Officer, CSP

Joe Veneto is Chief Experience Officer at Veneto Collaboratory (formerly Opportunities Unlimited), a management consulting and training company. He collaborates with destination marketing organizations, hospitality companies, travel attractions and service-related companies to create results that generate economic development, drive customer engagement and loyalty.

Since 1996, Joe has provided consulting services and presented content-rich keynotes and presentations to hundreds of destinations, travel organizations and hospitality companies. His areas of specialty include experience design and development, consumer product/vacation packaging, sales development and customer service.

Management Consultant

Veneto Collaboratory partners with clients in the Tourism, Hospitality, Retail and Service Industries on a variety of business development initiatives.

Working with senior executives in organizations, we identify new business opportunities, develop strategies and implement solutions. We leverage an organization's assets to capitalize on new business opportunities that generate sustainable results.

Areas of Specialty include:

- Customer Experience Design and Development
- New Product Development
- Consumer Travel Packaging strategies
- Strategic Planning

Speaker: Certified Speaking Professional

Joe Veneto provides audiences with engaging, thought-provoking presentations that deliver high-energy, content-rich, sustainable strategies. Sessions are designed to create new business solutions that capitalize on emerging industry trends, challenge assumptions and create results.

Programs include:

- Keynote addresses
- Seminars and breakouts
- Workshops and training sessions

Signature Session Topics

- Engineering Unforgettable Experiences from Concept to Competitive Advantage
- Destination Transformation — Product Development Strategies to Create Economic Development.
- The Secrets of Travel Packaging Success
- Get Turned On in the Off Season
- Nurturing Your Narrative — Crafting Your Brand Story

Clients Include

Bermuda Tourism Authority
Canadian Museum Association
Charleston Area CVB
Colonial Williamsburg
Destinations International
Experience Columbus
Florida Association of CVBs
Meet Minneapolis
Southeast Tourism Society
Texas Travel Industry Association
Visit Houston

What customers are saying —

"You were an absolute hit at the Governor's Conference on Tourism! Thank you for sharing relevant information to take Wisconsin Tourism and our travel experiences to the next level."

Stephanie Klett, Secretary
Wisconsin Department of Tourism

"Thank you for your outstanding session at our Spring Meeting. We purposely set the schedule to have you as our closing for a grand finale!"

Bill Hardman, President & CEO
Southeast Tourism Society

For further information contact Joe Veneto, Chief Experience Officer at
Veneto Collaboratory, joe@venetocollaboratory.com
or call 617.786.9096.



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The Experiential Development Process

Experiences are the currency of twenty-first century consumers. As a result, destinations, travel attractions, cultural organizations, culinary venues, retail stores, etc. must design, develop and deliver unforgettable customer experiences.

Veneto Collaboratory has developed a unique Experiential product development process for destinations, travel attractions and retail venues to transform their customers' experience and create competitive advantage. **The Experience Formula** provides destinations and their travel suppliers with the strategies and tools to revitalize existing offerings as well as to engineer new, engaging and immersive experiences.

Following Veneto Collaboratory's unique experiential development methodology, destinations and their travel suppliers collaborate to design, craft, script and stage UFEs (Unforgettable Experiences).

Benefits of Experiential Development

- Creates new, richer, immersive, experiential products that drive visitation.
- Drives visitor length of stay, spending and generates repeat business.
- Transforms brand attributes into tangible, point-of-sale products.
- Provides new revenue streams for travel partners.
- Updates existing product in a compelling way.
- Ensures new product moves from concept to market.
- Adds new offerings in key market segments (tour and travel, meetings, conferences/conventions, and leisure consumers).
- Gives attractions, small businesses, cultural and non-profit partners access to product development expertise they cannot underwrite on their own.
- Provides partners with a repeatable on-going product development process.
- Develops sales skills in partners to promote and market their products.
- Implements a tracking program to demonstrate results and measure ROI.

Experiential Development projects typically involve a group of selected travel partners by a sponsoring destination who collaborate for a designated period of time. During the project, travel suppliers implement the Experiential Development Process within their organizations with the assistance of Veneto Collaboratory associates and Joe Veneto.

The Experiential Development Process includes:

- Implementation of the Experiential Development process with travel attraction partners
- Monthly on site consulting work with travel partners to design, craft, script and stage experiences
- Five high content workshops for partners:
 - Possibilities and Stories for Unforgettable Experiences
 - Designing and Scripting Unforgettable Experiences
 - Marketing Unforgettable Experiences
 - Selling Unforgettable Experiences
 - Best practices for Delivering Unforgettable Experiences
- Monthly notes on Next Steps and Action Items to ensure accountability
- Assistance with pricing, marketing development and web navigation to market and promote new experiences
- Implementation of a tracking program to measure R.O.I.

Most projects are sponsored by a Destination Marketing Organization to innovate their tourism landscape and drive new product development. The project requires executive level commitment from the DMO host along with participating organizations.

Supplier Partners include cultural organizations, arts groups, museums, historic sites, large and small attractions, breweries/wineries, restaurants and culinary venues, galleries, state and national parks, retail stores and others.

Projects runs from six to nine months, depending on the scope, number of partners and the desired outcomes. The experiences are designed to drive

visitation in the Conventions, Meetings, Group Tour & Travel and Leisure Consumer market segments.

Sample destinations include: Philadelphia, PA; Columbus, OH; Virginia Beach, VA; Minneapolis and St. Paul, MN; Baltimore, MD; Shreveport, LA; The Mall of America, MN; Hilton Head, SC; Paducah, KY; Wichita, KS; Deadwood, SD and others.

To discuss how the Experiential Development process will transform your visitors' experience, contact Joe Veneto, Principal, Veneto Collaboratory.

For further information contact Joe Veneto, Chief Experience Officer at
Veneto Collaboratory, joe@venetocollaboratory.com
or call 617.786.9096.



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Veneto Collaboratory Experiential Seminars & Workshops

Veneto Collaboration has developed a group of Experiential seminars and workshops. They are designed to provide content, skills and tools to design, craft, script and stage unforgettable customer experiences.

Engineering Experiences from Concept to Competitive Advantage

Consumers select destinations, attractions, cultural sites and travel products. However, what they really want are experiences. Learn the strategies you and your organization must implement to create competitive advantage by engineering UFEs, Unforgettable Experiences for visitors. Discover the Experience Formula to impact and influence your customers' emotional bank accounts. Uncover the five stages of every experience to create meaningful customer connections. Incorporate experience filters that nurture your narrative and engage your customers. Learn about successful models as well as the best product types to develop new experiences. Your customers will become your ambassadors who generate on-going marketplace buzz for your brand.

Nurturing Your Narrative — The Power of Stories

Stories are the building blocks of unforgettable experiences. Discover the power of stories to create a compelling experience narrative. Learn how to uncover impactful stories, develop a story inventory and identify your most compelling stories to enhance your experience. Acquire story techniques that will take your narrative from mundane to memorable and create emotional connections. Your customers will remember and recount your stories to amplify your message and build your business.

Storyboarding, Scripting and Staging Unforgettable Experiences

Discover the essential elements for scripting and staging experiences through the use of storyboarding. This amazing technique will allow you to develop unforgettable experiences using the Experience Formula™ as well as unique experience filters. Learn

how to create variety, change information delivery methods, craft special Wow moments and plant seeds for follow up visits. Your completed storyboard will provide a roadmap to craft a script, stage and deliver unforgettable experiences to your customers.

Selling Unforgettable Experiences

Discover the strategies and techniques to implement a sales process that will identify market opportunities, generate leads and convert sales for your experiences. Access multiple sales channels that will convert customers and drive on-going success. Learn how to upsell your customers by creating ad-hoc groups of leisure clients. You will drive a steady stream of business for your new experience.

Marketing Unforgettable Experiences

Create compelling content to market and promote your experiences. Identify the best marketing strategies and techniques to reach multiple market segments. Craft a powerful on-line presence that includes your web site, mobile and social media channels. Incorporate marketing methods that enable your customers to amplify your message and generate social proof.

Best Practices for Delivering Unforgettable Experiences

The essential ingredient in any organization to deliver unforgettable customer experiences is the front-line staff of associates, docents and guides. Learn effective techniques for connecting and interacting with customers. Uncover the five stages of any experience and discover how to dynamically deliver impact. Acquire new skills to present compelling information, recount interesting stories and dramatically enhance your presence with customers. You will deliver unforgettable experiences that will create customers for life.

For further information contact Joe Veneto, Chief Experience Officer at
Veneto Collaboratory, joe@venetocollaboratory.com
or call 617.786.9096.

Kimberly Morgan

From: Joe Veneto <joe@venetocollaboratory.com>
Sent: Monday, June 24, 2019 1:13 PM
To: Kimberly Morgan
Subject: Joe Veneto Coffee Hoose Trail proposla
Attachments: Proposal Morgan, Kimberly Clay County Board 6-23-19.docx; Experiential Development Process.pdf; VC Experiential Seminars& Workshops.pdf; Veneto Profile 2018.pdf

Importance: High

Dear Kimberly,

Thank you for your request to engineer unforgettable experiences with businesses on your Coffee House Trail.

Please find attached a proposal outlining details based on your scope of work. The proposal includes all the elements we implement with destinations and their attraction partners to design, craft, script, stage and deliver new experiences.

I will be back in the office on Thursday and Friday this week and would appreciate the chance to connect with you on the proposal.

Thank you in advance for your consideration and let me know if there is anything else you need from me. Please confirm that you received this proposal.

Regards,

Joe

Joe Veneto
Chief Experience Officer
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