

**AMENDMENT #2**  
**CONTRACT #000000000000000000053967**

This is an Amendment to the Contract (the "Contract") entered into by and between the Indiana Destination Development Corporation (the "State") and WE CREATE MEDIA LLC (the "Contractor") approved by the last State signatory on June 14, 2021, and as previously amended by the last State signatory on July 28, 2021.

In consideration of the mutual undertakings and covenants hereinafter set forth, the parties agree as follows:

1. The Contract is hereby extended for an additional period of seven (7) months. It shall terminate on December 31, 2023.
2. The consideration during this extension period is \$5,582,552.00. Total remuneration under the Contract is not to exceed \$8,795,402.00.
3. The Contract is amended as follows:

**Exhibit A-1**, attached hereto and incorporated fully herein, sets forth the scope of work and budget for this Amendment #2.

**All matters set forth in the original Contract and prior amendment(s) and not affected by this Amendment shall remain in full force and effect.**

**Non-Collusion and Acceptance**

The undersigned attests, subject to the penalties for perjury, that the undersigned is the Contractor, or that the undersigned is the properly authorized representative, agent, member or officer of the Contractor. Further, to the undersigned's knowledge, neither the undersigned nor any other member, employee, representative, agent or officer of the Contractor, directly or indirectly, has entered into or been offered any sum of money or other consideration for the execution of this Contract other than that which appears upon the face hereof. **Furthermore, if the undersigned has knowledge that a state officer, employee, or special state appointee, as those terms are defined in IC § 4-2-6-1, has a financial interest in the Contract, the Contractor attests to compliance with the disclosure requirements in IC § 4-2-6-10.5.**

**Agreement to Use Electronic Signatures**

I agree, and it is my intent, to sign this Contract by accessing State of Indiana Supplier Portal using the secure password assigned to me and by electronically submitting this Contract to the State of Indiana. I understand that my signing and submitting this Contract in this fashion is the legal equivalent of having placed my handwritten signature on the submitted Contract and this affirmation. I understand and agree that by electronically signing and submitting this Contract in this fashion I am affirming to the truth of the information contained therein. I understand that this Contract will not become binding on the State until it has been approved by the Department of Administration, the State Budget Agency, and the Office of the Attorney General, which approvals will be posted on the Active Contracts Database: <https://secure.in.gov/apps/idoa/contractsearch/>

**In Witness Whereof**, the Contractor and the State have, through their duly authorized representatives, entered into this Contract. The parties, having read and understood the foregoing terms of this Contract, do by their respective signatures dated below agree to the terms thereof.

~~WE CREATE MEDIA LLC~~

DocuSigned By:  
By: *Wade Britzke*  
C1CD5BD7A395458...

Title: president

Date: 5/10/2022 | 14:06 EDT

~~Indiana Destination Development Corporation~~

DocuSigned By:  
By: *Elaine E. Bedel*  
0C8CE01CE25446D...

Title: secretary & CEO of IDDC

Date: 5/10/2022 | 14:09 EDT

Electronically Approved by: Department of Administration  By: _____ (for) Rebecca Holw erda, Commissioner	
Electronically Approved by: State Budget Agency  By: _____ (for) Zachary Q. Jackson, Director	Electronically Approved as to Form and Legality by: Office of the Attorney General  By: _____ (for) Theodore E Rokita, Attorney General

## **EXHIBIT A-1 Scope of Work and Budget for Amendment #2**

### **Project Overview: Promoting and Marketing Indiana’s Leisure & Hospitality Industry**

Project Goal: To Increase the number of visitors to Indiana and their overall spending with the leisure/hospitality, outdoor recreation, and travel entities within Indiana. In order to attract visitors, Indiana needs to raise its public perception. This promotion and marketing plan is intended to do that.

Contractor’s duties shall include the following elements:

#### **Contract Administration – Budget Allocation: \$330,000**

- Objective: Contractor will administer the Travel, Tourism and Outdoor Recreation Grant program funds (“Grant Funds”) to be utilized for the Contractor’s duties described in this Amendment #2. Administrative costs are estimated to be approximately six percent (6%) of the total Grant Funds.
- Outcome: Indiana Destination Development Corporation (“IDDC”) staff will work closely with the Contractor to ensure the scope of engagement is completed in an effective and efficient manner.
- Budget: \$330,000 – Cost of administrative services to oversee the campaign product creation, implementation of media plan, and measurement of effectiveness.
- Timeline: On-going, which is expected to be year-end 2023.

#### **Research & Evaluation – Budget Allocation: \$250,000**

- Objective: Gather data to create/execute an effective marketing plan for a targeted audience.
  - Industry research and evaluation experts will be contracted to deploy focus groups, consumer studies, and third-party research to ensure all messaging is effective and resonates with the targeted consumer. The ongoing research will provide evidence of a sustainable marketing plan to bring back tourism after the effects of COVID-19.
  - Using various metrics, measure success of the promotion and marketing plan as well as the increased number of visitors to Indiana.
- Outcome: Initial guidance on appropriate messaging per target audience. Once marketing plan is activated, guidance on whether to continue with current plan or revise plan to increase effectiveness.
- Budget:
  - \$60,000 - Focus Groups to test messaging
  - \$100,000 – In order to measure effectiveness of the promotion and marketing campaign, data will be collected via consumer studies, brand awareness and market research.
  - \$90,000 – Measurement of the number of times users engaged with digital assets, i.e., website.
- Timeline: The focus groups will be completed during first quarter 2022. The measurement of effectiveness will be completed in fourth (4<sup>th</sup>) quarter of 2022. Digital visitations will be

measured from the start of the website or with other various data measurement services through year-end 2023.

**Key Partnership Onboarding & Activation – Budget Allocation: \$885,000**

- Objective: Secure community partners statewide to collaborate with promoting and marketing Indiana.
  - Businesses, universities, local municipalities, and nonprofits are important assets to the state because of their ability to influence visitors, current residents, and future residents of Indiana. Partnership with these key stakeholders is vital to the success of the campaign. There is opportunity to engage such partners not only at the inception of the new messaging launch, but to influence their adoption of Indiana's message in their own ethos as entities within the state. This can be accomplished through strong relationship management, sustained programming, seamless user experience, and cross-promotion.
- Outcome: Contractor shall measure performance in this metric through the investments made by partners in the IDDC's marketing platform, as well as in the integration of the State's messaging across all partner platforms. This will include placement of State messaging on partner websites, distribution of messaging assets through digital channels, and placement of print assets.
- Budget:
  - \$165,000 – Consulting services to provide a road map for partner participation and engagement with the promotional campaign. Partners will include corporations/businesses, universities and colleges, foundations, and associations, along with leisure and hospitality entities. This will include determining who should be partners, what program would be offered, and implementation and monitoring procedures.
  - \$185,000 – Public relationship services to assist with messaging outside of the state, i.e., secure interview opportunities, influencers to promote message, etc.
  - \$100,000 – Media support includes the services of a firm to bring high-level journalists to Indiana as a comprehensive means of increasing awareness of Indiana's messaging. It is expected that message recognition will increase and specific niche markets will receive carefully crafted messages.
  - \$60,000 – Creation of media toolkits that can be used by Indiana's partners to promote the State and their local regions.
  - \$150,000 – Activation and digital stunting will be used to amplify the Indiana messaging. This may include a public relations, media, or marketing activation such as an event, artwork, signage, public appearances, co-branded materials, or any interaction to drive consumer actions and create awareness.
  - \$225,000 – Public affairs onboarding will include meetings with partners to improve their perception of Indiana's ability to help support their own interests in repositioning their communities as having a high quality of life, place, and opportunity and to bolster Indiana's travel, tourism, and outdoor recreation sectors.
- Timeline: The tasks and services will be activated during the first year, and based on effectiveness, some tasks and services may be extended over the anticipated two (2) years of the promotion and marketing campaign, i.e., year-end 2023.

**Visual Asset Production – Budget Allocation: \$1,105,000**

- Objective: Create an inventory of visual assets to be used to showcase Indiana now and in the future. The collection of photos, videos, and other collateral will be evergreen, i.e., timeless.
  - The quality of the visual content will greatly impact the effectiveness of the promotion and marketing campaign. Video, photo, design, and creative copy will showcase assets from across the state. Utilizing these unique, authentic, and real assets will illustrate the many reasons to visit, stay, and participate in Indiana's economic ecosystem.
- Outcome: Using these visual assets in this marketing campaign, IDDC will drive consumer spending in and around key tourism, travel, and outdoor recreation assets across the state. By improving awareness around these assets and presenting a clear call to action to IDDC's target audiences, tourism rates will increase in these areas of interest. IDDC will measure the outcome through overall spend and tourism rates as well as the average per-consumer spend.
- Budget:
  - \$265,000 – Photos illustrating the attraction assets within the State of Indiana that will be used throughout the promotional campaign. These timeless photos will be part of an inventory available for use by partners and in future campaigns.
  - \$465,000 – Production of videos to be used in the promotional campaigns. Like the photos, these videos will be maintained for future use.
  - \$225,000 – Creative services to produce the advertising, social media, and website elements from the photos and videos. This will include both design and copy elements.
  - \$150,000 – Payment of talent fees and other hard costs necessary to produce the videos, etc.
- Timeline: Pre-production should be completed by March 31, 2022; production should be completed by June 30, 2022; and post-production tasks should be completed by March 31, 2023. All talent fees and hard costs should be paid out between April 1, 2022, and December 31, 2022.

**Advertising – Budget Allocation: \$3,012,552**

- Objective: Utilizing the research outcomes and the visual assets created as described above, a media plan will be developed. This will include a mix of on-line platforms and advertising methods in the areas of digital, geofencing, broadcast, cable, OTT streaming, social platforms, radio, outdoor advertising, print, etc. In addition, messaging via text and email will be incorporated.
- Outcome: Contractor will measure the performance of the digital strategy through metrics such as click rates, open rates, conversion rates, and total time spent on IDDC platforms. Other ad effectiveness metrics will be used to determine the success of the broadcast, radio, streaming, and outdoor advertising.
- Budget:
  - \$2,962,552 – Media buys for digital, broadcast, cable, OTT, social, radio, OOH, print, as well as geofencing. This is the bulk of the IDDC Grant Funds spending and will be key to the success of the promotion and marketing plan for the State.
  - \$20,000 – Service cost to use text marketing as part of the promotional campaign.
  - \$30,000 – Service cost to use email marketing as part of the promotional campaign.
- Timeline: Media buys will take place between April 1, 2022, and December 31, 2022. Some may extend into the second (2<sup>nd</sup>) year of the campaign, based on effectiveness. The testing and emailing campaigns will be on-going through year-end 2023.