

CAMPAIGN COMMUNICATIONS & STRATEGIC MEDIA AGREEMENT

Marion County America 250 Commemoration Initiative

Parties: Marion County America 250 Committee and Eliezer 'EJ' Nieves

Term: Five (5) Months – March 1st 2026 through July 31st 2026

1. Role & Appointment

EJ Nieves is appointed as Campaign Communications Director & Lead Spokesperson, providing executive-level communications leadership, narrative strategy, and public representation.

2. Scope of Work

- 6–10 Facebook Reels per week (24–40 monthly).
- 6–10 static posts per week (24–40 monthly).
- Weekly strategic advisory meeting.
- Public-facing spokesperson role.
- Tourism & Economic Activation integration.

3. Compensation

Monthly Retainer: \$10,500

Total Campaign Investment (5 Months): \$52,500

Compensation reflects executive communications leadership, high-volume production, tourism activation strategy, and leveraged visibility across 150,000+ social media followers.

EXECUTIVE SUMMARY

Campaign Communications Director & Lead Spokesperson – Eliezer 'EJ' Nieves

Investment: \$10,500 per month | Total Campaign Allocation: \$52,500

Scope includes strategic narrative leadership, 48–80 monthly assets, tourism activation, and leveraged visibility across 150,000+ social media followers.

DETAILED ANALYTICS & REPORTING FRAMEWORK

This framework establishes structured measurement standards for the Marion County America 250 Campaign.

1. Baseline Benchmarking

- Establish pre-campaign engagement averages.
- Document historical reach and audience growth trends.
- Identify Marion County demographic penetration.

2. Monthly Performance Metrics

- Total content produced (video + static).
- Aggregate reach and impressions.
- Engagement rate percentage (likes, comments, shares, saves).
- Video completion rate.
- Follower growth attributable to campaign.

3. Community Impact Indicators

- Public sentiment tracking.
- Comment quality and civic participation levels.
- Share velocity within Marion County audience clusters.

4. Reporting Schedule

- Monthly executive summary report (PDF format).
- Mid-campaign performance briefing.
- Final comprehensive analytics presentation.

TOURISM ACTIVATION ADDENDUM

Marion County America 250 Campaign

1. Purpose

This Addendum formally expands the Campaign Communications Agreement to include Tourism & Economic Activation Strategy designed to increase out-of-county visitation, overnight hotel occupancy (“Heads in Beds”), and regional economic impact tied to the America 250 initiative.

2. Tourism Scope of Services

- Develop destination-focused storytelling aligned with Marion County tourism assets.
- Produce travel-intent content targeting out-of-state audiences.
- Highlight hospitality partners, hotels, and event-driven itineraries.
- Create weekend and multi-day travel guides leading up to July 4.
- Integrate tourism messaging into America 250 narrative.

3. Tourism KPIs

- Out-of-county engagement rate increase.
- Travel-intent comment and share tracking.
- Click-throughs to tourism or hospitality landing pages.
- Hotel partner referral tracking (when available).
- Geographic audience growth outside Marion County.

4. Compensation Adjustment (If Applicable)

If Tourism Activation significantly increases production scope or economic deliverables, parties may mutually agree to adjust monthly compensation to reflect expanded economic impact objectives.

DESTINATION MARION COUNTY

Tourism Content Sub-Plan | America 250 Integration

Content Pillar 1 – Natural Beauty & Springs

- Silver Springs storytelling series.
- Adventure-focused reels (kayak, wildlife, heritage).
- ‘America’s Natural Freedom’ narrative framing.

Content Pillar 2 – Equestrian & Luxury Events

- World-class events at WEC.
- Luxury stay + celebration positioning.
- National visitor appeal messaging.

Content Pillar 3 – Historic Downtown & Culture

- Downtown Square features.
- Local dining + small business highlights.
- Fourth of July event previews.

Content Pillar 4 – 48-Hour Itinerary Series

- Weekend travel blueprint content.
- Family-focused itinerary.
- Couples getaway edition.
- Outdoor adventure edition.

HEADS IN BEDS – 12 WEEK TOURISM CONTENT BLUEPRINT

- Weeks 1–2: Campaign Announcement + Destination Awareness
- Weeks 3–4: Silver Springs + Outdoor Adventure Push
- Weeks 5–6: Downtown + Cultural Experiences
- Weeks 7–8: Hotel & Hospitality Spotlights
- Weeks 9–10: Event Countdown + Itinerary Guides
- Weeks 11–12: Final Travel Push + Urgency Messaging

MARION COUNTY TOURISM PARTNERSHIP FRAMEWORK

Purpose

- Align America 250 campaign with hospitality growth objectives.
- Drive measurable overnight stays.

Hotel Collaboration Structure

- Featured hotel highlight reels.
- Custom discount code tracking.
- Co-branded America 250 packages.
- Shared analytics reporting.

Economic Impact Reporting

- Track bookings linked to campaign content.
- Monthly occupancy lift analysis (when available).
- Partner testimonial inclusion in final report.

Optional Sponsorship Tiering

- Gold Partner – Full video feature + itinerary inclusion.
- Silver Partner – Static + story feature.
- Community Partner – Mention inclusion.