



Mike Howren
Lure Creative Design
151 Portage Trail Ste #2
Cuyahoga Falls, OH 44221

May 31, 2024

Corrina Ruffieux
Haywood County Tourism Development Authority
91 N Lakeshore Drive
Lake Junaluska, NC 28745

Subject: Haywood County Visitors Guide

Dear Corrina and Ashley,

Enclosed you will find Lure Creative Design's proposal for designing & printing your 2025 Visitors Guide.

We thank you for this opportunity and look forward to working together.

Sincerely,

Mike Howren
President



Business Overview

The Haywood County Tourism Development Authority (HCTDA) has asked Lure Creative to provide a proposal for designing and printing its 2025 Visitors Guide, as well as converting its publication into an online, interactive guide.

Project Scope

- Online Kick-Off Meeting
- 2025 Visitors Guide including:
 - Design & Layout
 - Printing & Delivery
 - Digital Guide Conversion (**FREE**)

Editorial and Design Process

Kick-Off Meeting - Your project begins with idea sharing and expectation setting. Our kick-off meeting is designed to allow us to start the process of our research and discovery, so that we can effectively tell your story. While we are not in your backyard, we view that as one of our strengths. We ask the challenging questions that get to the heart of who your area is, and the story you want to tell. Combining that with a fresh outside perspective allows us to build a strong foundation for the creative process. We also educate our clients on how to prepare content and imagery to maximize the design impact and collaboration during the creation of your guide.

Visitors Guide - Design and Layout - Our goal is to make the guide imagery-based in order to have a more cohesive design and perform as a leader in your category regarding innovative marketing techniques. In addition, this lifestyle publication is to inspire visitors to visit and relocate to the Haywood County area.

Design & Layout Details

- **HCTDA will provide all editorial & listing content, maps, as well as all photos for the 2025 publication in approved digital formats.**
- Listing content must be provided in the agreed syntax, including but not limited to addresses, websites, phone numbers and descriptions. **All listing content must be provided in word document. If Lure Creative needs to reformat any data, our hourly rate of \$100/hr will apply to any work needed to prepare data suitable for layout.**
- Complete image library & copy, content is due prior to start of Phase 2 of the Project Calendar. If not provided, timeline delays will occur.
- Failure to provide Lure Creative with content at specified deadlines will result in project delay.
- **During the design phase, Lure Creative will provide up to 3 rounds of revisions for cover concepts, and 3 major rounds of revisions during the proofing process. Any rounds of revisions beyond 3 will be billed at our hourly rate of \$100/hr.**
- Campaign Objectives include:
 - To align with tourism and consumer trends and re-envision Haywood County collateral.
 - Build a brand connection between your print collateral and website.
 - Bring to life through imagery, layout and copy the many unique offerings that Haywood County has for visitors and residents.



Digital Guide Conversion – Lure Creative will convert your Visitors Guide into a dynamic, interactive guide that can be placed on your website, social media pages and emails.

Digital Guide Features

- Convert printed guides to Digital Guide.
- Create links to external URLs.
- Online Digital Guide expands the message of the Guide and adds valuable functionality including:
 - Responsive design allows the guide to be viewed on all devices, including PCs, laptops, tablets and smart phones.
 - Sharing and social media features stimulates viral marketing and expands audience potential.
 - Downloads on-demand for efficient bandwidth usage.
- Convenient one-click jump to desired page.
- Zoom tool allows for detailed magnification.
- Powerful print and save functionality offer viewers valuable output options.
- Advertisements are linked directly to each advertiser's website.
- Internal linking allows for interactive table of contents and easy navigation of guide.
- Videos can be imbedded within your guide, opening up new advertising opportunities for an additional cost.



Project Calendar

Your project will be divided into 4 Phases, outlined below. Each Phase is assigned specific deliverables along with timelines. Lure Creative will not move on to the next Phase until we have exceeded your expectations. This approach guarantees that we will exceed your expectations at the completion of the project. Phases are listed below.

PROJECT CALENDAR: Design, Printing and Delivery

Phase 1 (Planning) Estimated time of completion: 2 weeks

Highlights on Phases 1:

- Project kick-off meeting/conference call
- Define HCTDA contact through which all revisions and approvals will be obtained.
- Cover needed materials or discuss how they will be generated if not currently in place.
- Consult with the HCTDA on campaign goals.
- Photography consultation (if needed)
- ALL CONTENT due by close of this Phase, including logos, image library, copy & content.
- Images should be 300dpi or greater and in a file format supported by Adobe Photoshop, preferably a TIF file or high-resolution JPG.

Phase 2 (Concepts) Estimated time of completion: 2 weeks

Highlights on Phases 2:

- Inventory images and content. Images and copy must be provided in a digital format.
- Optimize, color correct digital images.
- Present three Cover Concepts, exploring a range of concepts
- Revise Cover Concept (up to 3 rounds to gain Approval).
- Present Page Styles (up to 3 rounds to gain Approval).

Phase 3 (Layout) Estimated time of completion: 4 weeks

Highlights on Phases 2:

- Visitors Guide Proof - 1st Draft
- Round 1: Major Revisions
- Round 2: Minor Revisions
- Up to 3 rounds of revisions to gain final approval.
- Final QA & Prepress

Phase 4 (Proofing, Printing, Delivery) Estimated time of completion: 2 weeks

Highlights on Phases 4:

- Color Proof
- PDF verification on revisions (if necessary)
- Final Approval to Print



Price Summary

Print Specifications:
2025 Visitors Guide Design & Printing

Size: 8 3/8 x 10 7/8
Pages: 64pg plus 4pg cover
Quantity: 50,000
Stock: Cover: 100# gloss text with UV Gloss on C1 & C4
Body: 50# gloss text
Color: 4/4 PC, full bleeds
Binding: Saddle Stitch
Packaging: Carton packed, 50 per box
Delivery: To be quoted at time of delivery

Total Print Price:\$36,157

Paper Subject to availability. Price prevailing at the time of order. Due to current market conditions, paper manufacturing lead times have increased significantly. Please contact your Sales representative for confirmation of availability of materials.

Due to current market conditions, freight charges will be determined at the time of delivery based upon any ancillary items as well as current market pricing.

Payment Terms: In order to secure paper, payment must be made in full. Paper costs will be confirmed by Lure Creative upon receipt of agreement, and confirmed prior to accepting job. Prices quoted in this proposal are good for 30 days.



Terms & Conditions

These Lure Creative Design, Inc. Proposal Terms and Conditions (the “Terms and Conditions”) are attached to the Lure Creative Design, Inc. Proposal (the “Proposal”) that will act as the agreement between Lure Creative Design, Inc., (“Lure Creative Design, Inc.”) and you (“Customer”) for purposes of the transactions referenced in the Proposal.

1. Any products and/or services to be supplied by Lure Creative Design, Inc. under the Proposal will be provided in accordance with the specifications set forth in the Proposal. Any dates or schedules specified in the Proposal for the delivery of any products or services by Lure Creative Design, Inc. are only estimates and shall not be binding upon Lure Creative Design, Inc.. Lure Creative Design, Inc. shall not incur any liability, either directly or indirectly, nor shall any engagement be canceled as a result of any delays in meeting such dates or schedules.

2. Lure Creative Design, Inc. may refrain from starting any work under the Proposal until such time as Customer has delivered to Lure Creative Design, Inc. all required content, including, but not limited to, copy, image files, logos and reference materials. Any delays in providing such content by Customer will extend the time period for the delivery. Lure Creative Design, Inc. has no obligation to review any content, information or other materials supplied by Customer and does not assume any liability therefore.

3. Lure Creative Design, Inc. shall not be responsible for any delays or inability of third parties used by Lure Creative Design, Inc. to provide the products and/or services under the Proposal. Any price estimates in the Proposal may be based on a quote from a third party. Lure Creative Design, Inc. shall not be bound by any price quote in the Proposal if any such third party fails to provide the products or services as agreed.

4. CANCELLATION. In the event Customer cancels the engagement contemplated under the Proposal or fails to deliver any items set forth in the Proposal or these Terms and Conditions after written request by Lure Creative Design, Inc., Customer shall pay to Lure Creative Design, Inc. all charges and fees incurred by Lure Creative Design, Inc. through the date of termination. In addition, without limiting the availability of any and all other legal or equitable remedies, Customer shall pay a cancellation fee, depending upon the date of cancellation, equal to the following schedule: (a) cancellation during Phase 1 (or equivalent period) – 50% of total estimated fees; (b) cancellation during Phase 2 (or equivalent period) – 75% of total estimated fees; and (c) cancellation during Phase 3 (or equivalent period) – 100% of total estimated fees.

5. OWNERSHIP. Any content or materials supplied by Customer shall remain the property of Customer. Any image, graphics, coding, scripts, text, source files, software or other materials supplied or prepared by Lure Creative Design, Inc., and any derivative works there from, shall remain the property of Lure Creative Design, Inc.; provided Lure Creative Design, Inc. shall grant to Customer the limited right to use such materials, on a non-transferable basis, on its Web site or as otherwise contemplated in the Proposal. Notwithstanding any other provision of the Proposal or these Terms and Conditions, Customer shall not be permitted to modify, reverse engineer, disassemble or decompile any software or source code supplied by Lure Creative Design, Inc. for any Web site developed by Lure Creative Design, Inc..

6. INDEMNIFICATION. Customer shall indemnify and hold Lure Creative Design, Inc., and its directors, officers, employees and agents, harmless from and against any claims, losses, damages, liabilities, costs or expenses of any nature (including reasonable attorney’s fees) suffered or incurred by any of them to the extent that such are caused by (i) a breach of the Proposal or these Terms and Conditions by Customer, or (ii) any content or materials supplied by Customer.



Agreement

Yes, I authorize Lure Creative to begin development on the Visitors Guide as outlined by the above terms.

____: 2025 Visitors Guide Design & Printing

Accepted By:

Haywood County Tourism Development Authority • Corrina Ruffieux
91 N Lakeshore Drive • Lake Junaluska, NC 28745

Printed Name: _____ Title: _____

Signature: _____ Date: _____

Prepared By:

Lure Creative Design, Inc. • Mike Howren
151 Portage Trail Ste #2 • Cuyahoga Falls, OH 44221

Printed Name: _____ Title: _____

Signature: _____ Date: _____

