

## EXHIBIT A

### I. VISITOR GUIDE WEBSITE & PRINTED HANDBOOK

#### SCOPE – DIGITAL SERVICES

Thank you for the opportunity to propose this ongoing retainer to support major initiatives by becoming an extension of the City's economic development team. This will enable us to work with the City of Lake Elsinore to deliver the following key projects for Lake Elsinore :

- Visitors Guide Website
- Visitors Guide Printed Book

Additional services will also be identified, agreed and budgeted within the retainer as priorities arise (e.g. brand, web, and spatial).

### II. BLUE SKY MASTER PLAN & DIGITAL DISCOVERY

#### SCOPE - FEASIBILITY

Thank you for the opportunity to develop a proposal for a 'Phase 2' plan to expand the service offering and associated revenue streams at Lake Elsinore. We understand that there are new opportunities for development at Launch Pointe, including a mixed-use space in Yurt Village, as well as the 10-acre undeveloped land on the west side. Following our previous engagement with Lake Elsinore, where we worked with you to create a brand for your RV campground through brand personality, naming, logo and website design, we feel that we have a strong understanding of the City of Elsinore's needs and vision. This will serve as a strong foundation for further brand activity and design development.

To support your requirements, we are proposing the following process:

**Feasibility:** We will provide a feasibility study focused on new opportunities – involving benchmarking, market analysis, revenue stream review. We will provide a feasibility study focused on the new opportunities for development including a mixed-use space in Yurt Village as well as the 10-acre undeveloped land on the west side.

1. **Kick off meeting:** 1 x remote meeting with key stakeholders. At this kick off meeting we will:
  - Make introductions to key stakeholders and identify key points of contact and approvals
  - Outline the objectives of the feasibility phase in more detail
  - Clarify the methods for gathering data
  - Agree key competitors to include in the benchmarking process
2. **Market research analysis**
  - Local and regional demographic analysis
  - Regional Context and Competition – up to three (3) competitors. Assessment of regional competitors, offer, performance and tastes – honing the content to the nuances of the market.

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- International Benchmarking – up to five (5). Through our international experience we have an unrivalled understanding and database of performance of attractions of all types, providing detailed benchmarking.

### 3. **Site Assessment**

- Adjacencies, access, suitability, proximity to markets, other areas of importance to highlight at kick-off can be discussed

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### 4. **Financial analysis**

- Review of existing financial data and forecasts
- High level plan - initial illustrative 10-year plan for hospitality and entertainment
- Attendance Analysis - high level overview
- Recommendations on admission process;
- On premises facility sizing
- On premise revenue analysis

## SCOPE – BLUE SKY AND MASTER PLAN

**BlueSky:** Developing a new concept for your phase 2 plan, that builds on the existing brand identified in the initial project, complementing the existing RV park.

**Master Plan:** Creation of a site master plan to envision the development, starting to bring your ideas to life.

Our existing knowledge of your site will serve as a great foundation for further developing the BlueSky concept for your mixed-use development space. We will be able to define a complementary yet unique proposition that gives Yurt Village its own character and sense of place. Deliverables of this phase will include:

**Story Circle Workshop:** Through our proprietary Story Circle session, we will work with you and the team of core stakeholders to identify new opportunities that link to Launch Pointe's existing Big Idea. As we have worked closely with Lake Elsinore on your brand, website and spatial direction since 2017, we have an existing knowledge of your brand and 'Big Idea' which we will build on during this project.

**Project Mood Boards:** a collection of carefully curated images that serves as design inspiration for the project.

Master Planning:

- Hand drawn concept site plan (as needed)
- Hand drawn floor plan (as needed)
- Renders: (1-2) POVs for undeveloped land; and (2-3) POVs for general use existing area

**Onsite BlueSky Launch Presentation:** Presentation deck for Stakeholders. Launch session will include the presentation of the final deck and final Q&A.

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### SCOPE – DIGITAL DISCOVERY

Digital Discovery: Review of the check in process – how can we make this more efficient, in addition to offering the guest a curated online/mobile experience? (please note, this element of our service will be performed under our current retainer and concurrently as part of the BlueSky discovery session)

Our digital discovery will review your additional technology requirements for checking-in guests and will include:

- Review of functionalities requirements
- Internal review of the process, followed by a presentation of options to City of Lake Elsinore, outlining recommendations to make the online/mobile check-in process more efficient.

#### *Included:*

- *Weekly Client Check-in Meetings - remote, if required. If in-person, pending scheduling, all travel costs are reimbursable expenses.*
- *Revisions - Through our collaborative approach we listen, check our understanding and iterate on each element; the product we deliver therefore typically requires very little revision. However, revisions are a standard part of the creative process. Creative deliverables come with one (1) distinct rounds of revisions only. Any additional amends will require a Change Order and incur an additional fee.*

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### III. SCHEDULE AND FEE - VISITOR GUIDE WEBSITE & PRINTED HANDBOOK

#### SCHEDULE BREAKDOWN:

Service	Schedule
Retainer Services	Start Date: October 1st, 2024 for a minimum of 12 months

#### FEE BREAKDOWN

Service	Fee
Monthly Fee	\$7,875 per month, minimum of 12 months
TOTAL	\$94,500

A monthly hours report will be provided to assess the hours usage trend. If average hours usage is above monthly retained for 6 months an adjustment to retainer may be needed to bring alignment within 12 months. Additional expenses may be incurred over the course of the project life cycle, to be approved by client, as detailed in the terms and conditions.

#### EXCLUSIONS

- Hard costs: such as printing costs, photography, videography, content writing will be charged and invoiced separately.
- Architecture services are not included in the cost.
- Spatial design services are limited to Storyland's in-house services
- Reimbursable costs

#### PAYMENT SCHEDULE:

- Monthly payments –
- Payment instructions: Lake Elsinore will be sent a monthly invoice outlining the retainer fee. The first invoice will be issued upon signing of this agreement. Any additional costs incurred on a monthly basis will be detailed (e.g. pre-approved hard costs or reimbursable costs). Any queries should be sent to your account manager: [kim@storylandstudios.com](mailto:kim@storylandstudios.com)

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### IV. SCHEDULE AND FEE - BLUE SKY MASTER PLAN & DIGITAL DISCOVERY

#### SCHEDULE BREAKDOWN:

Service	Schedule
Feasibility	2 WEEKS
BlueSky and Master Plan	6 WEEKS
Digital Discovery	6-8 WEEKS
<b>TOTAL</b>	<b>14-16 WEEKS</b> from Contract Signing Date & Receipt of Mobilization Payment

#### FEE BREAKDOWN

##### FEE BREAKDOWN

Service	Fee
Digital Discovery	Included in retainer fee
Feasibility	\$30,000
BlueSky and Master Plan	\$55,000
SUBTOTAL	\$85,000
Existing client discount	-\$15,000
<b>TOTAL</b>	<b>\$70,000</b>

##### PAYMENT SCHEDULE:

- 50% of Fee Due as a Deposit Upon Signing of this Contract // Week 0 (\$35,000)
- 40% of fee due at midpoint // Week 4 (\$28,000)
- 10% due at project completion // Week 8: (\$7,000)

## **EXHIBIT A**

### **EXCLUSIONS AND ASSUMPTIONS**

#### **Exclusions**

- Any work not documented in the Scope is considered excluded.
- All creative deliverables come with one (1) round of revisions. Any additional revisions requested by the client will be charged separately through a Change Order.
- No 3D Visual Fly-through is Included.
- Travel expenses are not included in the fee and will be reimbursable from the client. No travel will be booked without the client's approval.
- No taxes or VAT have been included in our fee.

#### **Assumptions**

- One weekly (1-hour) remote check-in has been included - day/date TBA pending scheduling.
- No work will take place until Storyland is in receipt of the deposit and a signed copy of this contract.
- Scales will be as appropriate; those shown in Scope are indicative only.
- Drawings will be produced by hand or other at Storyland's discretion.
- All deliverables will be submitted as PDF files, or suitable format at Storyland's discretion.
- All displayed fees are in USD (\$), unless specifically stated otherwise.
- Any air-travel and associated travel expenses will be recouped at cost +10% administration charge. (To be approved by client prior to cost being incurred).
- For the Digital Discovery scope of work, our ability to conduct comprehensive research and provide detailed solutions may be constrained by the need to stay within the allocated retainer hours without incurring additional charges.
- Additional expenses may be incurred over the course of the project life cycle, to be approved by client, as detailed in the terms and conditions.