

Hampton Virginia

ARPA Funding Budget Breakdown - December 5, 2022

| Category | Activity | Description | Timeline | Funding Amount |
|----------------------|------------------------------------|--|-------------------------|----------------|
| Marketing Production | Marketing/Ad Agency | Contract agency to develop marketing and advertising deliverables | March, 2023 | \$50,000 |
| Marketing Production | Campus Branding Study | Process to identify Campus Brand and Logo | March - May, 2023 | \$25,000 |
| Marketing Production | Photography & Videography | Still Photography, Videography, and drone captures of both | April, 2023 | \$25,000 |
| Marketing Production | Branded Campus Signage | Campus entrance and directional signage | May - June, 2023 | \$50,000 |
| Marketing Production | Professionally drafted RFP | Professionally written RFP for Full-Service Hotel Development | May, 2023 | \$20,000 |
| Marketing Production | 360-Degree Tour of Campus & Venues | Production of an exterior and interior 360-Tour of Campus including its Venues to showcase development opportunities | June-August, 2023 | \$75,000 |
| Marketing Production | Digital Campus Landing Page | Production of a digital landing page to serve as the master site for vampus and its venues | June, 2023 | \$10,000 |
| Marketing Production | Promotional Brochure | Trifold, 8-1/2" x 11" (folded size) full color promotional brochure of campus | July, 2023 | \$10,000 |
| Marketing Production | Direct Mailing Campaign | Direct mailer to Top 75 prospects | September, 2023 | \$5,000 |
| Paid Media | Print Advertising | Virginia Business print ad | March 2023-March2024 | \$5,000 |
| Paid Media | Print Advertising | Virginia Business Review print ad | March 2023-March2024 | \$5,000 |
| Paid Media | Digital Advertising | AreaDevelopment.com | March 2023-March 2024 | \$5,000 |
| Paid Media | Digital Advertising | BusinessFacilities.com | March 2023-March 2024 | \$5,000 |
| Paid Media | Digital Advertising | BXJMag.com/BusinessXpansion Journal | March 2023-March 2024 | \$5,000 |
| Paid Media | Digital Advertising | Expansion Management Site Selection | March 2023-March 2024 | \$5,000 |
| Paid Media | Digital Advertising | Tradeandindustrydev.com/Trade & Industry | March 2023-March 2024 | \$5,000 |
| Paid Media | Digital Advertising | Development | March 2023-March 2024 | \$5,000 |
| Paid Media | Digital Advertising | UrbanLand.uli.org/Urban Land Institute | March 2023-March 2024 | \$5,000 |
| Paid Media | Digital Advertising | Magazine | March 2023 - March 2024 | \$5,000 |
| Paid Media | Digital Advertising | CoStar.com (included in existing subscription) | March 2023 - March 2024 | \$5,000 |
| Paid Media | Print & Digital Advertising | Lodging Magazine | March 2023-March 2024 | \$5,000 |

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|------------------|-----------------------------------|--|-----------------------------|-----------|
| Public Relations | Press/Media Announcements | Press & Media Announcements, showcasing to Journalists and Influencers | February 2023 - August 2023 | \$2,500 |
| Sales | Web site listings | Targeting developers | May, 2023 | no cost |
| Sales | Email/Letter campaign | Targeting Hotel Developers | April 2023 - June 30, 2024 | no cost |
| Sales | Site Visits/Familiarization Tours | Hosting journalists, influencers, developers to showcase the site | April 2023 - June 30, 2024 | \$2,500 |
| Total - | | | | \$320,000 |