

EXAMPLE | Scope of Work

Hotel Cantarana y El Manglar

Federico
 Palms Beach Estates, Playa Grande,
 Guanacaste, Costa Rica
 EX: PlayadePalmas.com

This document offers CREOVISIO's vision for Creative Services as outlined below, that we feel are a fit for helping enhance the strategic marketing foundation for growth for all entities connected as part of this hospitality destination. This document is to serve conversational purposes in the exploration of mutually beneficial services between parties.
 Possible projects and services together for your consideration, include:

Services

Stage 1 | Foundation

Fee | Normally \$200/hr, Optional Exchange for TBD Room Credit

- Deliverables:

	Total:	72-100 hours
○ Strategy: Defining vision, strategic growth road map, necessary deliverables,		12-18 hours
○ Branding and storytelling: create branding that ties together all entities		8-10 hours
○ Website: Mobile optimized website + SEO, showcasing all entities in the ecosystem		30-40 hours
○ Airbnb: Refreshing all text and images to reflect the ecosystem		6-10 hours
○ Media: Refreshed photos and video, drone if possible, to capture full spectrum, + editing		6-10 hours
○ Guide: A guest experience guide for optimal and efficient hosting		10-15 hours
- Timeframe **Delivered across 30-90 days, pending agreement**

Phase 2 | Ongoing

Fee | Normally \$200/hr, Optional Exchange for TBD Room Credit

- Deliverables:

	Total:	4 hours
○ Management of updates as needed within storytelling development, website updates, Airbnb updates, and the guest experience guide, not to exceed 4 hours per month,		
- Timeframe **Ongoing per month**

Additional Services | As requested

Fee | Payment

- Additional services may be requested and will be proposed and agreed in additional agreements. Such services include:
 - Long term growth strategy development, management, and implementation
 - Search engine optimization, pixel based data targeting, ad content + budget management and funneling,
 - Systems development for full booking funnel management system with tracking for enhanced conversions
 - Systems development for restaurant and service bookings management across properties
 - Program development and management for: Social events, retreats, group events, weddings, wellness,
 - Social media, email marketing, ads management, media management,
- Terms: Such services require upfront payments, and sometimes offer opportunity for performed based revenue share

Terms

- **Start date** of October XX, 2022 is agreed by both parties.
- **Service exchange** activate upon deliverables commencing in that Stage, not completed, as agreed by Client: Stage 1: XX nights. Stage 2, ongoing: XX nights.
- **Termination:** Either party may terminate at any point with 30 days written notice
- **Promise:** Any services delivered will be honored according to service exchange terms for each party
- **Expiration:** All room credit expires within 12 months from agreement of Stage delivered
- **Booking:** Room credit reservations may be requested at anytime so long as available at hotel
- **High Season:** Room credit not valid for longer than one week during December through March, unless agreed by owner
- **Full Agreement:** This is the full agreement between both parties. Any changes or additions to the working relationship, this Statement of Work, any terms, services, or fees, will be made in writing and agreed upon by both parties.