


Exhibit A  
Promotion Program

1. Maintain a link to VSPC consumer website at [www.creativepinellas.org](http://www.creativepinellas.org).
2. Prepare and submit a monthly written report describing efforts to promote the County as a vibrant arts destination. This report will be posted on VSPC's industry facing website along with other department reports.
3. VSPC will provide a website pixel for Creative Pinellas to implement on its website ([www.creativepinellas.org](http://www.creativepinellas.org)). The pixel will allow for improved digital retargeting and provide Creative Pinellas and VSPC with robust data.
4. Include VSPC logo on all marketing materials, unless as otherwise mutually determined by the Parties, via established guidelines, processes, etc.
5. Include VSPC's customized graphic depicting that Creative Pinellas is funded in part by VSPC on all signs designated for public art installations, unless as otherwise mutually determined by the Parties, via established guidelines, processes, etc.
6. Present program updates to the Tourist Development Council at least twice per year.
7. Distribute Gulf to Bay Magazine, Beach & Culture Maps and other marketing materials as determined by VSPC in a branded display rack to be installed in public entrance/lobby area (display rack provided by VSPC).
8. Opportunity for VSPC to have permanent signage installed in public area (exact signage and location TBD) 
9. VSPC logo, link to VSPC homepage and VSPC's customized graphic depicting that Creative Pinellas is funded in part by VSPC shall be included on all email blasts to database and subscribers, unless as otherwise mutually determined by the Parties, via established guidelines, processes, etc.
10. Opportunity for VSPC to provide emails to Creative Pinellas for re-blast to its database (minimum of twice annually).
11. Opportunity for VSPC to address Creative Pinellas Board on an annual basis.
12. Opportunity for VSPC to use museum space, as available, for special events, as mutually agreed upon by the Parties. 