



Request for Proposals

Destination Marketing and Advertising Campaign for the Bay Area Houston Convention and Visitors Bureau

BACKGROUND

The Bay Area Houston Convention and Visitors Bureau (BAHCVB) is a non-profit destination marketing organization comprised of three partner cities: Kemah, Nassau Bay and Seabrook, TX. Each partner city contributes 15% of their locally-collected hotel occupancy tax for destination marketing and promotional activities in support of area travel and tourism.

Destination marketing brings in outside dollars, creates jobs and reduces the tax burden on local citizens. Research by the State of Texas indicates:

- For every \$1 spent on destination marketing, an average of \$7 in revenue returns to the local economy.
- One in nine jobs are in the hospitality industry.
- Texas ranks among the largest states in the nation for direct and international travel expenditures.
- Without tax revenue generated by travel and tourism, each Texas household would pay approximately \$950 more in taxes each year to maintain existing government services.
- With two of Texas' top attractions in our region, every dollar spent marketing the region gets a boost on return.

It is the mission of the BAHCVB to increase hotel occupancy and sales revenues by encouraging visitation to area restaurants, retail, meeting and event facilities, and attractions; to enhance the cultural, recreational and economic environment and activities of the Bay Area community; to stimulate the creation of more tourism-related jobs; and to promote and advertise a defined image identifying Bay Area Houston as the premiere destination of the Texas Gulf Coast.

The BAHCVB is unique among destination marketing organizations with a regional footprint of three different municipalities, two counties and two major attractions, as well as additional attractions, all with different identities and in-house marketing plans. Marketing for the BAHCVB must be complementary, rather than competing, to each of the partner cities. It must also incorporate changing tourism trends, residential components and the current business climate that may differ among partner cities.

The BAHCVB recently restructured the organization and is now moving in a new direction that will outsource marketing and advertising efforts. Each city appoints three board members to the BAHCVB Board of Directors and has one marketing representative that serves as a liaison to the BAHCVB staff.

PURPOSE

The purpose of this Request for Proposal (RFP) is for the BAHCVB to solicit proposals from qualified marketing and advertising agencies or contractors to develop and implement a marketing campaign that increases overnight stays and tourism activities for partner cities. The BAHCVB invites proposals from interested marketing agencies and contractors with experience in brand development and management; marketing; media buying; social media strategy, implementation and management; graphic design; print production; website development; and market research.

The selected contractor is expected to create a marketing campaign based on the attached Scope of Work (SOW), which builds upon the strengths and strategies of the current BAHCVB Marketing Plan while introducing fresh, innovative ideas that will increase tourism in the area. Approaches may include strategic planning, creative development (including but not limited to television, radio, print, digital and mobile), collateral and/or product development, promotions, account management, marketing strategy and support and implementation.

TIME FRAME

The Destination Marketing and Advertising Campaign will be executed throughout a two (2) year fiscal cycle; from the commencement of contract to September 2018.

BUDGET

At this time, the budget for the campaign and it's execution is approximately \$75,000 to \$150,000 per fiscal year and includes any and all collateral, advertisements, design services, media placement and purchases in addition to all associated professional fees. Each RFP submitted for consideration should stay within this budget range.

SCOPE OF WORK

The selected agency or contractor will work directly with the BAHCVB staff, city marketing liaisons and the Board of Directors to develop and implement a Destination Marketing and Advertising Campaign designed to increase awareness of Bay Area Houston as the premiere destination of the Texas Gulf Coast for leisure, business and events. Promotions should be designed for both consumer and trade media with a

keenly-focused action plan that incorporates public relations, marketing and advertising that serves to better showcase the area both nationally and statewide. The scope of work will include the following:

Strategy

- Serve as the BAHCVB expert advisor for the development and implementation of marketing strategies that will directly increase tourism and overnight stays.
- Develop a marketing plan focused on increasing tourism activity and overnight stays.
- Create a quarterly planning objectives and activity reports for ensuring tactics are managed on brand and on budget, and accountable to measurement key performance indicators.
- Prepare an annual performance report that will be presented to each partner city identifying their ROI.

Market Research

- Conduct market research to identify target industry segments.
- Conduct demographic surveys as needed.
- Identify and target key visitor markets to achieve maximum exposure.
- Connect with area hotels on a monthly or quarterly basis to gather overnight stay demographics.

Marketing and Public Relations

- Provide graphic design and content development for digital, print and collateral material as requested and defined by plan.
- Manage public relations resources to accomplish the objectives as described in the marketing plan.
- Develop and maintain a proactive, ongoing relationship with appropriate consumer and trade media to develop coverage for the BAHCVB's leisure, business and recreational offerings.
- Provide strategic campaign support, including planning, development and execution; multi-channel outreach; and branded material development.
- Coordinate promotional and public relations efforts for other marketing activities including signature special events that have a high return on investment (ROI) for bringing visitors to Bay Area Houston.
- Maintain a close relationship with partner city's communication, marketing and event departments.
- Maintain a close relationship with partner city's hoteliers.

Digital & Print Collateral

- Provide website content, maintenance, design and development as needed for www.visitbayareahouston.com.
- Provide social media strategy development, content and execution for all BAHCVB social media networks.
- Research and develop new digital strategies to reach visitors.
- Maintain and grow the BAHCVB email listserve.

- Develop and design the annual BAHCVB Visitors Guide and Fun Map for print and digital distribution.
- Develop itineraries and travel articles for digital and media distribution.

Branding

- Ensuring implementation of the campaign maintains brand consistency while each partner city has balanced coverage.

RESPONSE REQUIREMENTS (minimum requirements)

For ease and efficiency of review, BAHCVB has specified the numbering protocol for bidders. Please follow this numbering protocol exactly, and do not re-number, insert numbers, or otherwise modify the sequence. Responses that do not follow this number order may not be considered.

1. Company/Contractor Profile

- a. Name of business/contractor, contact person and contact information: Provide address, telephone, mobile telephone number, fax number, e-mail address and web address, as applicable.
- b. Statement of ownership: Describe the type of business entity (sole proprietorship, corporation, LLC, other) and list the majority and minority owners.
- c. List of subcontractors. If applicable, provide company name, contact person, address, and telephone number and tended percentage of work to be performed by subcontractor.

2. Qualifications

- a. Provide a brief description of your firm, including its founding history; number of employees; service areas; and awards or other forms of recognition.
- b. Provide a description of your work process.
- c. Special consideration: Describe the experience with and knowledge of your firm's personnel, in context of their careers.
- d. Special consideration: Describe the experience and knowledge of the tourism industry among your firm's personnel, in the context of their careers.
- e. Special consideration: Describe why and how your firm is uniquely positioned to serve as the BAHCVB's lead marketing strategist, implementer and advisor.

3. Experience and ability to perform this work

- a. Describe the approach your firm would undertake to successfully complete tasks described in the Scope of Work
- b. Provide examples of relevant work.
- c. Provide a minimum of three (3) client references.
- d. Provide a list of personnel who would be assigned to the BAHCVB, along with their credentials and experience.

4. Pricing

- a. Provide a schedule of fees for all relevant services described in the Scope of Work including cost of ongoing consulting, management, strategy development; digital marketing services, collateral, content development, website maintenance, public relations, media buying and any other costs associated with the execution of the plan.
- b. Based on your approach, provide an estimate of the annual number of hours required for each services area described in 4a.

Please follow exactly the requirements for the responses noted above. It is the responsibility of the bidder to provide all required materials in the required form and format. Responses that are not in the required form and format may not be considered.

QUESTIONS

Individual questions regarding the RFP will be responded to only as follows: Questions regarding requirements of Scope of Work will be accepted up to 5:00 p.m. CST **Tuesday, January 3, 2017** via email only, at ldearman@seabrooktx.gov. Answers to all questions received by this deadline will be sent via email. Telephone calls, faxes and/or requests for solicitation will not be accepted or acknowledged.

AWARD

The BAHCVB reserves right to alter the timing of the start of any work described above, to not proceed with some or all of the work, and to contract with more than one vendor for services described within this RFP. The BAHCVB reserves the right to not award a contract for this RFP, and will not reimburse the cost incurred by bidders who respond to this notice.

ANTICIPATED SELECTION SCHEDULE

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| • RFP Distributed | December 6, 2016 |
| • Question and Answer Period | December 6, 2016 to January 3, 2017 |
| • Proposal Due Date | January 13, 2017 |
| • Interviews | January 16 to February 3, 2017 |
| • Contractor Selection | February 10, 2017 |
| • Commencement of Contract | February 27, 2017 |

PROTOCOLS FOR PREPARING AND DELIVERING RESPONSES TO THIS RFP

Responses to this RFP must be delivered electronically to the BAHCVB by **3:00 p.m. CST on Friday, January 13, 2017**. Responses submitted after 3:00 p.m. CST will not be accepted. Responses must be submitted electronically via email to the BAHCB Secretary, LeaAnn Dearman: ldearman@seabrooktx.gov with "RFP Submission for BAHCVB Marketing Services" in the subject line.

Submissions should consist of one (1) PDF document containing all the requested information with active links to examples of work in the same order as the numbered Response Requirements listed above.