



# **REQUEST FOR PROPOSAL**

## BID SOLICITATION DOCUMENT

<b>SUBMISSION DEADLINE FOR RESPONSE</b>	
Proposal Deadline:	September 1, 2023, at 5 p.m. CST
Deliver proposal submissions for this Request for Proposal to the Delivery Address below on or before the designated proposal opening date and time. In accordance with Arkansas Procurement Law and Rules, it is the responsibility of Prospective Contractors to submit proposals at the designated location on or before the proposal opening date and time. Proposals received after the designated opening date and time will be considered LATE and may be returned to the Prospective Contractor without further review.	

<b>DELIVERY OF RESPONSE DOCUMENTS</b>	
Delivery Address:	Agency Review Eureka Springs Advertising and Promotion Commission P.O. Box 522 Eureka Springs, AR 72632

<b>EUREKA SPRINGS ADVERTISING AND PROMOTION COMMISSION CONTACT INFORMATION</b>	
Director of Tourism – City of Eureka Springs	Scott Bardin
Telephone Number	(479) 253-7333
Email	sbardin@eurekasprings.org

## **SECTION 1 – GENERAL INSTRUCTIONS AND INFORMATION**

-Do not provide responses to items in this section unless specifically and expressly required.

### **1.1. PURPOSE**

The Eureka Springs Advertising and Promotion Commission (the Commission) is seeking a qualified, full-service Advertising Agency to serve as the Commission's contracted agency of record. The agency will guide the organization's overall marketing strategy including advertising campaigns, development of creative assets, photo and video production, and national media relations.

### **1.2. TYPE OF CONTRACT**

A. As a result of this RFP, the Commission intends to award a contract to a single Contractor.

B. The anticipated starting date for any resulting contract is no later than November 1, 2023. By submitting a signed proposal in response to the RFP, the Prospective Contractor represents and warrants that it will honor its proposal for a period of sixty days.

C. The initial term of the resulting contract will be for one (1) year. Upon mutual agreement by the Contractor and the Commission, the contract may be renewed yearly, for up to three years.

D. If either party decides not to renew the contract, they must let the other party know at least thirty (30) days before the end of the contract term.

### **1.3. ISSUING AGENCY**

The Eureka Springs Advertising and Promotion Commission, as the issuing agency, is the sole point of contact throughout this solicitation process.

### **1.4. RESPONSE DOCUMENTS**

A. Original signed Proposal Signature Page.

B. Original signed financial statement from accounting firm.

C. One (1) original hard copy of the proposal response.

D. Agencies should forward their completed proposal, clearly labeled, by registered mail to Commission staff at:

Agency Review  
Eureka Springs Advertising and Promotion Commission  
P.O. Box 522  
Eureka Springs, AR 72632

### **1.5. CLARIFICATION OF BID SOLICITATION**

- A. Submit any questions requesting clarification of information contained in this Bid Solicitation in writing via email by 5:00 p.m., Central Time on or before **August 22, 2023** to **Scott Bardin** as shown on page one (1) of this Bid Solicitation. Prospective Contractors' written questions will be consolidated and responded to by the Commission. If Prospective Contractor questions are unclear or non-substantive in nature, the Commission may request clarification of a question(s) or reserves the right not to respond to that question(s). Prospective Contractors are prohibited from making contact with of any sort, including direct, indirect, or through intermediaries with any other member of the Eureka Springs Advertising and Promotion Commission and staff members about any substantive questions regarding this RFP and the agency selection process.
- B. An oral statement by the Commission will not be part of any contract resulting from this solicitation and may not reasonably be relied on by any Prospective Contractor as an aid to interpretation unless it is reduced to writing and expressly adopted by the Commission.
- C. Competing agencies are prohibited from making contact direct, indirect, or through intermediaries, with any member of the Eureka Springs Advertising and Promotion Commission and/or other public officials of Eureka Springs, Arkansas about this RFP and/or the Commission's agency selection process, during the selection process, except for clarifying questions which should be directed to Scott Bardin.
  - a. Except that an agency that represents a business employing, owned by, or associated with a member of the Commission may continue to have normal contact with the member, but only regarding business that has nothing to do with the Commission agency selection process.
- D. The term "contact" emphatically and specifically includes any direct or indirect gifts, gratuities, goods, or services to any Commission member, the family of any Commission member, any staff member, or the family of any staff member.

#### **1.6. PROPOSAL SIGNATURE PAGE**

- A. An official authorized to bind the Prospective Contractor(s) to a resultant contract **must** sign the Proposal Signature Page.
- B. Prospective Contractor's signature on this page signifies Prospective Contractor's agreement to and compliance with all Requirements of this RFP, and that any exception that conflicts with a Requirement or Proposal Submission Requirement of this Bid Solicitation will cause the Prospective Contractor's proposal to be disqualified.

#### **1.7. CAUTION TO PROSPECTIVE CONTRACTORS**

- A. Do not alter any language in any solicitation document provided by the Commission.
- B. All official documents and correspondence related to this solicitation become part of the resultant contract.

- C. The Commission has the right to award or not award a contract, if it is in the best interest of the Commission to do so.
- D. As requested, provide clarification regarding Prospective Contractor's proposal response to Scott Bardin, as provided on page 1.
- E. Submissions are public documents that are subject to the Freedom of Information Act.
- F. All Prospective Contractors must stay up to date with the Eureka Springs Advertising and Promotion Commission's website for any updates, addendums, or clarifications to this RFP.

#### **1.8. REQUIREMENT OF ADDENDUM**

- A. Only an addendum written and authorized by the Commission will modify this Bid Solicitation.
- B. An addendum posted prior to the Proposal Deadline may extend the Deadline date and time and may or may not include changes to the Bid Solicitation.
- C. Any addendum to this RFP will be posted on the Eureka Springs Advertising and Promotion Commission's website.

#### **1.9. AWARD PROCESS**

- A. Proposers shall submit a proposal based on the guidelines in this RFP before the Proposal Deadline.
- B. After the Proposal Deadline, the Commission will review the submitted proposals, based on their selection criteria. The Commission will select three finalist agencies out of the submitted proposals by **September 15, 2023**. All agencies will be informed of the results at the contact address listed on the questionnaires.
- C. The three finalists will be invited to make a full-scale presentation to the Commission and staff. Each agency will be given 45 minutes to present, followed by a 15-minute question and answer session. At the sessions, each agency will present one or more case studies of campaigns it has conducted in the past (for tourism related accounts if possible), noting the entire process of budgeting, determining objectives, formulating marketing strategies, developing creative and other communications methodologies, media strategies and measurements, then evaluating results. The Commission is particularly interested in measuring the agencies' ability to match strategies and tactics with objectives.

- a. **No marketing, creative, graphics, themes, or any other material whatsoever related to what the agency might propose for Eureka Springs should it be awarded the account will be permitted.**
  - b. The agencies may use whatever presentation methodology they wish for their case studies; however, the Commission is interested in substance, not showmanship. Costumes, props, gimmickry, and other distractions from substance are not in the spirit or desire for these presentations and may weigh against any agency employing them.
  - c. As with the rest of the agency selection process, no gifts, gratuities, valuable leave-behinds, or similar inappropriate inducements will be accepted at the presentation. Agencies may produce a written summary of their presentation for the Commissions' reference, but these and their containers should be simple and to the point with no monetary value other than their content.
- D. Following the full-scale presentations, the Commission will select an agency.
- E. The Executive Director will contact the selected agency to negotiate a one-year, renewable contract.
- F. If an agreement is reached on a contract, the Executive Director and the Agency will sign the Contract and the Agency will be hired.
- G. If no contract agreement can be reached, the Commission can reconvene and select another agency.
- a. The previous three steps will be repeated until an agency is contracted. The Commission retains the right to not select any agency for this Bid Selection process if it is within the best interest of the Commission to do so.
- H. The name of the Proposers only will be available after the deadline until a contract has been awarded by the Commission. All interested parties understand proposal documents will not be available until after a valid contract has been executed.

## SECTION 2 – REQUIREMENTS

### **2.1. SCOPE OF WORK**

- A. Evaluate and update the Commissions' marketing strategy and tactics utilizing industry insights.
- B. Identify target markets for ad placement.

- C. Develop an annual advertising campaign supported by a robust creative package, to include photo and video assets.
- D. Design collateral materials for the consumer leisure market as well as for specific industry segments such as tournament organizers, motorcycle enthusiasts, and meeting planners.
- E. Advise on social media strategy and assist in the development of a social media calendar that aligns with the overall public relations strategy.
- F. Secure coverage of Eureka Springs in national and regional media outlets.
- G. Organize annual photo and video shoots including location scouting, scripting, and securing talent.
- H. Assist in the development of an annual digital visitors' guide.
- I. Collaborate with the web developer to ensure that the website's look and feel is in keeping with the Commission's latest campaigns.
- J. Monitor and interpret consumer and travel industry data.
- K. Coordinate the production and distribution of advertising materials.
- L. Establish key performance indicators (KPIs) to track the success of advertising campaigns.
- M. Prepare a monthly report that lists ad placements, assigns a monetary value to earned media, and evaluates overall marketing performance.
- N. Utilize a project management software or dashboard to keep the Commission and staff up to date on current projects.

## **2.2. CONTENT OF SUBMISSION**

Your Proposal Packets are to be no more than twenty-five (25) pages; single sided, standard, readable, printed on standard 8.5" x 11" paper. All Proposers shall submit one paper copy.

- A. Based on the information provided by the Commission, propose how your agency would approach the marketing strategy for our organization.

- B. Provide a sample of your plan deliverables, describe how they will be converted into action, and list the metrics for success.
- C. Describe your experience working with destination marketing organizations, tourism bureaus, or similar organizations. Include what the process of working with these organizations looked like from idea to execution.
- D. Include two relevant case studies including background, implementation, and outcomes.
- E. Provide a brief description of your agency's structure and capabilities, including basic information, history, and biographies for your key project team. This includes but is not limited to: contact information; business structure; list of agency departments and number of employees in each department; and how many employees are full time vs. part time.
- F. Disclose and explain any potential conflicts of interest you may have.
- G. List your top three clients as determined by total billing.
- H. List any professional references in addition to clients that you would be willing to have contacted by the Commission or its staff, and their contact information.
- I. List five financial references that you would be willing to have contacted by the Commission or its staff, and their contact information.
- J. Describe, using specific hourly rates, commission percentages, etc., how your agency would propose to be compensated if you are selected (understanding that specific contract provisions are subject to negotiation between the Executive Director of the Commission and the agency – after the agency is selected).
- K. Attach a signed statement on the letterhead of your accounting firm testifying to your ability to be responsible for the cash flow, credit, and other financial requirements needed to deal with an account the size of Eureka Springs Advertising and Promotion Commission. (Around \$500,000.00 to \$1,000,000.00 per year).
- L. Attach a signed proposal signature page.

## SECTION 3 – CRITERIA FOR SELECTION

### **3.1. VISION**

Our vision is to advertise Eureka Springs as an all-inclusive haven of artistic wonder, cultural delight, and adventurous exploration. We envision marketing Eureka Springs as a destination that transcends the ordinary – a place that embraces all visitors with open arms, catering to families and individuals alike. We aspire to create an environment where art, culture, and adventure thrive, enriching the lives of both locals and tourists through our marketing campaigns and social media – highlighting events, festivals, concerts, and local businesses as well as our many unique attractions.

### **3.2. TARGET AUDIENCE**

The target audiences of Eureka Springs are: families, couples, students, young professionals; outdoor, art, foodie, and culture enthusiasts; from (but not limited to) Texas, Missouri, Kansas, Alabama, Louisiana, Oklahoma, Mississippi, and Tennessee.

### **3.2. FIVE CATEGORIES FOR OUR MARKETING AGENCY**

#### A. Creativity

- a. Agency with vision and unique concepts to capture all that Eureka Springs has to offer.
- b. Strengths in videography, photography, and graphic design.
- c. Focus on digital marketing, but will do print media as needed.
- d. Three to five (3 to 5) year projection and creative market plan.

#### B. Collaboration

- a. Do they work well with a team?
- b. Do they put the client first?
- c. Will they send approval before releasing content and are open to revisions?
- d. Will they be available to present stats at Commission meetings as well as meet with the Commission staff on calls when needed?

#### C. Cost

- a. Transparency – how the agency presents their costs. (All costs must be up front.)
- b. Concept of best use of taxpayer dollars.



c. Financial responsibility.

D. Connections

a. Do they have experience working with destination marketing organizations, tourism bureaus, or similar organizations?

b. Advertising Resources:

- i. Influencers
- ii. Bloggers
- iii. Vloggers
- iv. Publications
- v. Airlines
- vi. Travel Agencies

E. Capture Rate

a. How effective are their campaigns and strategies?

**3.3. PROPOSAL SCORE**

Members of the Commission will individually review and evaluate proposals and complete an Individual Score Worksheet for each proposal. Individual scoring for each Evaluation Criteria will be based on the following Scoring Description.

Quality Rating	Quality of Response	Description	Confidence in Proposed Approach
5	Excellent	When considered in relation to the RFP evaluation factor, the proposal squarely meets the requirement and exhibits outstanding knowledge, creativity, ability or other exceptional characteristics. Extremely Good.	Very High
4	Good	When considered in relation to the RFP evaluation factor, the proposal squarely meets the requirement and is better than merely acceptable.	High
3	Acceptable	When considered in relation to the RFP evaluation factor, the proposal squarely meets the requirement and is better than merely acceptable.	Moderate
2	Marginal	When considered in relation to the RFP evaluation factor, the proposal's acceptability is doubtful.	Low
1	Poor	When considered in relation to the RFP evaluation factor, the proposal is inferior.	Very Low

0	Unacceptable	When considered in relation to the RFP evaluation factor, the proposal clearly does not meet the requirement, either because it was left blank or because the proposal is unresponsive.	No Confidence
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**3.4. DEMONSTRATION SCORE**

- A. The Prospective Contractors with the top three proposal scores after the completion of the proposal evaluation may be contacted to schedule a full-scale presentation.
- B. The Commission will create a second set of score sheets for the presentations.
- C. After each presentation is complete, the Commission and staff will have the opportunity to discuss the demonstration.
- D. The final individual scores of the evaluators of the presentation will be averaged to determine the final score for each proposal.

## PROPOSAL SIGNATURE PAGE

<b>Prospective Contractor's Information</b>				
Company:				
Address:				
City:		State:		Zip Code:
<b>Prospective Contractor Contact Information</b>				
Contact Person:			Title:	
Phone:			Alternate Phone:	
Email:				

*An official authorized to bind the Prospective Contractor to a resultant contract shall sign below.*

The signature below signifies agreement that any exception that conflicts with a Requirement of this Bid Solicitation **will cause the Prospective Contractor's proposal to be disqualified.**

**Authorized Signature:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Printed/Typed Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_