



REQUEST FOR PROPOSALS

DIGITAL MARKETING CAMPAIGN

Mission

The mission of the South Padre Island Convention & Visitors Bureau is to enhance the local economy, hotel occupancy tax base and employment opportunities by marketing South Padre Island as a special event, convention and visitor destination.

Goal of the Project

Manage a website that promotes the City of South Padre Island as a tourist destination and convention/meeting site, while positioning the South Padre Island Convention & Visitors Bureau as a resource to visitors, meeting planners, travel media and special event planners. The site should be creative and innovative, while at the same time providing a look and web environment appropriate for the City of South Padre Island and integrates the current advertising and marketing campaign(s) of the South Padre Island Convention & Visitors Bureau. This is a one year contract expiring on September 30, 2016 with the option for a two-year extension negotiated annually. We understand that internet technology and trends are evolving at an ever-rapid pace. Participants must be mindful of this when developing their proposal. Thus, we expect measures to be taken to ensure the continuity of our web marketing message, content, analytics & statistics, and data.

General Information

This Request for Proposals is issued for the purpose of establishing a one (1) year contract with a two (2) year renewal option for services as described below.

This Digital Marketing RFP is being conducted simultaneously with a Advertising RFP and proposals may be submitted separately for each RFP or one combined proposal for both.

Overview

The City of South Padre Island is soliciting proposals for the operation of its Convention & Visitors Bureau digital marketing campaign to more effectively promote the City of South Padre Island as a destination and resource for all targeted markets. The site should seamlessly tie in our current advertising campaigns.

The contract for services will be with the City of South Padre Island. Proposals are to be directed to William A. DiLibero, City Manager.

Lobbying

All firms are hereby placed on NOTICE the City Council, Convention & Visitors Advisory Board nor Staff wish to be lobbied either individually or collectively about projects regarding this proposal. Firms and their agents are not to contact members of the Convention & Visitor's Advisory Board or Convention & Visitors Bureau staff for such purposes as meetings, introductions, luncheons or dinners.

Scope of Work

1. South Padre Island Convention & Visitors Bureau will provide photographs, maps, editorial content and other information as necessary. All photography supplied by the vendor must be approved by the South Padre Island Convention & Visitors Bureau Director and or CVA board.
2. The City of South Padre Island will retain complete ownership of the data. Indicate in what format the collected data will be provided to the City of South Padre Island for its re-use for other projects in the future.
3. The South Padre Island Convention & Visitors Bureau will review and approve all design, content, and listings that appear on the site. The vendor will test all the functionality of the site.
4. The City of South Padre Island will provide annual hosting for the site.
5. Editorial content of the new site will be maintained in-house by The City of South Padre Island staff.
6. Current South Padre Island Convention & Visitors Bureau websites are located at www.sopadre.com.
7. Proposed website should integrate pre-produced, on-demand video provided by South Padre Island Convention & Visitors Bureau.
8. Proposed website will include a new kid's page featuring an interactive content. Research shows kids have tremendous input in travel/vacation decisions.
9. Proposed website will include separate design for Spring Break, birding, kiteboarding, Semana Santa, summer, winter texans webpages. This website will include the following six (6) pages: Home, Events, Photos and videos. Activities, Restaurants, Lodging and Map which will link to the provided pages within the main website at Sopadre.com
10. Successful proposer will provide suggestions on implementation/integration of a South Padre Island travel blog.
11. Proposal should contain cost for constant search engine optimization, "Link Building" (12/month period).
12. Mobile-friendly ("Responsive") design.
13. Content Management System (CMS)
14. Data Migration, if necessary, from current platform to new platform. This includes business listings, events, coupons/deals, packages, etc.

15. We must include full integrations for Twitter, Facebook, Instagram, Pinterest, Mailchimp, iDSS, OpenGraph, Sharethis (or similar), etc. in order to ease the management and sharing of content across all platforms.
16. Provide a platform for user-generated content for the SoPadre.com website and associate micro-sites/landing pages.
17. Include in proposal costs for developing landing pages for paid web campaigns on a “per-campaign” basis.

Submission Requirements

The Proposal shall include:

1. Original RFP document, returned intact - dated on every page.
2. Name of proposer, address and telephone number.
3. Related experience -- proposer must submit URLs of previous similar work.
4. Submit three (3) references who have worked previously with the proposer.
5. Names, titles, professional information (resume) for staff who will be working directly with this contract.
6. If subcontractor(s) or joint venture(s) will be used, please provide name, title, address and professional information for these staff.
7. Description of how the above scope of work will be implemented.
8. Explanation of coordination with City of South Padre Island staff throughout project.
9. Detailed timeline and completion date of project.
10. Itemized budget for the above scope of work.

Proposal Evaluation

The evaluation of proposals will be performed by three members of the CVA Board, Mayor and City Manager, as well as the Information Technology Director. All proposals will be reviewed for compliance with the mandatory requirements as stipulated within the RFP. Proposals deemed non-responsive will be eliminated from further competition. Remaining proposals will then be reviewed according to their relative merits as measured against the evaluation criteria set forth below.

The proposals will be evaluated in the following areas with scoring values of each:

- Cost (40%)
- Company’s relevant experience with similar projects and clients (25%)
- Development Team & backup staff (20%)
- Artistic quality and technical proficiency as well as level of professionalism demonstrated in samples of work and/or proposal, including direct overlapping with the CVB marketing campaign (15%)

South Padre Island will request finalists to make a formal presentation including mock design, storyboards and branding

Contract Award

The City of South Padre Island will review the proposals using these criteria as an overall guideline but the Convention & Visitors Bureau is under no obligation to select a contract award based solely on lowest proposal. All criteria will factor into the overall selection of a winning proposal. After review and recommendation from staff, a contract will be negotiated with the selected firm/contractor.

Special Conditions

1. South Padre Island Convention & Visitors Bureau is not liable for costs incurred by proposers prior to execution of a contract. All costs incurred as a result of this proposal request, including travel and personnel costs, are the sole responsibility of the proposer.
2. South Padre Island Convention & Visitors Bureau reserves the right to reject any proposals that do not address all terms and conditions of this proposal request. In addition, South Padre Island Convention & Visitors Bureau, may reject any and all proposals at any time if it is determined it is not in their best interest to award the contract to anyone from among the submitted proposals.
3. In the event it becomes necessary to revise any part of this RFP prior to deadline, addenda will be provided to any prospective proposer who received the initial RFP.
4. The proposal prices shall include all labor, materials, freight and taxes, insurance, etc., to cover the finished work.
5. The firm/contractor shall be responsible to the City of South Padre Island for all acts and omissions of employees or subcontractors while performing any work related directly or indirectly with the project covered by the contract documents or related instruction and documents.
6. This RFP does not obligate the City of South Padre Island or the selected firm/contractor until a contract is signed and approved by both parties. If approved, it is effective from the date the contract is signed. The South Padre Island Convention & Visitors Bureau shall not be responsible for work done, even in good faith, prior to the final approval of the proposed contract.
7. Contractor acknowledges that a negotiated percentage of payment will be reserved until South Padre Island Convention & Visitors Bureau accepts final work product.
8. The City of South Padre Island has the right to use any of the ideas presented in any response to this proposal request. Selection or rejection of the proposal(s) does not affect that right.
9. News releases or the release of information to media pertaining to this proposal request and the service or project to which it relates shall not be made without prior approval of the City of South Padre Island.
10. The South Padre Island Convention & Visitors Bureau acknowledges that information obtained from proposers is subject to the Public Information Act and cannot be withheld or considered confidential.
11. Successful proposer will sign an "Agreement for Work Made for Hire" that assigns ownership of this website design and all work on this project to the City of South Padre Island.

12. Successful proposer retains the creative freedom to use new technology, perhaps even those developed during the length of this agreement, in the design and development outlined in this document.

The South Padre Island Site Outline for www.sopadre.com. Items may be added or deleted.

1. Home Page
 - a. South Padre Island CVB
 - b. Photo Gallery Link
 - i. 8 pages with external links to the sites
 - c. Information Request Form Link
2. Visitors
 - a. Accommodations provided through Book.SoPadre.com (ARes Travel). If a different vendor is preferred, please include in proposal with description and explanation.
 - i. Links to Local Hotels
 - ii. Search for Hotels
 - b. Airport/Airline Info
 - i. Airport & Airline Information
 - ii. Airport Facts
 - iii. Link to today's arrivals (info from City of South Padre Island) using 3rd party API or feed
 - iv. Link to today's departures (info from City of South Padre Island) using 3rd party API or feed
 - v. Local Related Contact Points
 - vi. Comparative Distances
 - vii. Information on accommodating private planes
 - c. Scrolling page with attraction descriptions and external links to the attraction
 - d. Campgrounds & RV Parks
 - i. List of local Campgrounds & RV Parks
 - e. Climate
 - i. Location description
 - ii. Climate description
 - iii. Current conditions
 - iv. Temperature – Table
 - v. Sunrise & Sunset – Table
 - f. Coupons (changes seasonally)
 - i. As space allows
 - g. Calendar of Events
 - i. Monthly Calendar with listed events provided by City
 - ii. Option to Submit an Event
 - iii. iframe of Calendar of Events for MySPI.org website.
 - h. History & Trivia
 - i. A Fable
 - ii. Synopsis
 - iii. South Padre Island Timeline
 - iv. South Padre Island Trivia
 - i. Map
 - i. South Padre Island Map with Google interaction

- j. Packages
 - i. Hotels
 - k. Photo Gallery
 - i. 8 pages with external links to the sites
 - l. Request Information
 - i. Info@sopadre.com
 - m. Rental Cars
 - i. List of Rental Car Companies
 - n. Restaurants
 - i. List of Local Restaurants
 - o. Regional Road Conditions table with external links
 - p. Send a Postcard (through MyPostCards.com)
 - i. Pick up your South Padre Island postcard
 - ii. Compose and Send your South Padre Island postcard
 - q. Shopping
 - i. List of Stores
 - r. Suggested Itineraries
 - i. Past – Present – Future
 - ii. Bring the Kids
 - iii. Back to Nature
 - iv. Special Events
 - v. The Holidays
 - s. Visitor Information Center
3. Meetings & Conventions
- a. Accommodations – Same as in Visitors Section
 - b. Airport/Airline Info – Same as in Visitors Section
 - c. Airport: Arrivals – Same as in Visitors Section
 - d. Airport: Departures – Same as in Visitors Section
 - e. Attractions – Same as in Visitors Section
 - f. Book a Small Group – Same as in Visitors Section
 - g. Convention Services
 - i. Promotional Items
 - ii. Registration Assistance
 - iii. Meeting Publicity
 - iv. Expert Consultation
 - v. Housing
 - h. Convention Sales Staff
 - i. Links to sales representatives
 - i.
 - j. Facilities
 - k. South Padre Island CVB – Map
 - l. All hotels with meeting space
 - m. Map – Same as in Visitors Section
 - n. South Padre Island Group RFP Form
4. Rental Cars – Same as in Visitors Section
5. Request Information – Same as in Visitors Section
6. Restaurants – Same as in Visitors Section

7. Shopping – Same as in Visitors Section
8. Group Travel
 - a. Group Reservations (booking engine through Advanced Reservation Systems, Inc.)
 - b. Escort Notes
 - i. Quick Facts
 - ii. Did You Know?
 - iii. Distances
 - iv. Itinerary Suggestions – Same as in Visitors Section
9. About Us
10. FAQ
11. Press Releases (consider expansion into password protected media section)
 - a. Scrolling list of Press Releases
 - b. Add downloadable hi-res images vs. CleanPix service?
12. Staff
13. Download Visitor Guide (PDF)
14. Visitor Information Center – Same as in Visitors Section
15. Download Meeting Planner Guide
16. South Padre Island Links
17. South Padre Island Chamber of Commerce – Link to Site
18. South Padre Island Film Commission – Link to Site
19. More Links
 - a. Page of Links to South Padre Island Businesses, etc.
20. Non-English Content
 1. Español and multi-language translation of all pages
 2. Pirate Lingo – “Kids” & “Fable”

Deadline

Bid opening June 11, 2015. Proposals must be received by 3:00 p.m., Central Daylight Time, June 11, 2015. This Digital RFP is being conducted simultaneously with an Advertising RFP and proposals may be submitted separately for each RFP or one combined proposal for both.

Submit proposals in writing to:

City Secretary Susan Hill, 4601 Padre Blvd., South Padre Island, TX 78597.

- Please mark the sealed envelope with “SOUTH PADRE ISLAND DIGITAL MARKETING PROPOSAL DOCUMENTS ENCLOSED – DO NOT OPEN”.
- The date and time of the receipt of each proposal will be recorded.
- The Convention & Visitors Bureau will not accept multiple proposals from the same contractor.
- The Convention & Visitors Bureau is not responsible for failure to open a proposal that is not properly addressed and identified.
- A proposal may be corrected or withdrawn by a written request received prior to the date of opening proposals.
- Any proposals received after the deadline will be returned to the proposer unopened and will not be considered for award.

