

REQUEST FOR PROPOSALS

RFP#CVB2021-02

Professional Marketing Services for Creative Services; Media Buys & Digital Placement; Meetings & Groups; and PR/Media Relations

Sealed Proposals will be accepted and must be received before:

An agency may subcontract or respond to portions of the RFP, as long as all relationships are fully disclosed.

April 15, 2021

3:00 p.m. Central Standard Time



City of South Padre Island
Attn: City Secretary's Office
4601 Padre Boulevard
South Padre Island, Texas 78597
Refer Written Inquiries To:

Teresa Rodriguez
City of South Padre Island Convention & Visitors Bureau
Email: Teresa@sopadre.com

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I. GENERAL INFORMATION

The South Padre Island Convention & Visitors Bureau (CVB) is seeking agencies that can deliver creative, original, and effective professional services to work as collaborative partners in the development, implementation, and optimization of world-class marketing programs, further accelerating South Padre Island's growth as a year-round travel destination to state, regional, national and international markets.

The CVB is pleased to invite you to submit a proposal for the following scope of services:

(You can submit for any one or all of these services)

- Creative Services
- Media Buy & Digital Placement — *all-encompassing (not to include special events)*
- Meetings & Groups
- PR/Media Relations

An agency may subcontract or respond to portions of the RFP, as long as all relationships are fully disclosed. The lead agency of record must manage subcontractors. Should an agency using partners be selected, the CVB may choose to contract and interact with all parties, including subcontractors, directly.

A. SOUTH PADRE ISLAND CONVENTION & VISITORS BUREAU OVERVIEW

As the official destination marketing organization for South Padre Island, the CVB is responsible for representing South Padre Island to enhance the long-term development of our community through travel and tourism. This is achieved with a consistent brand message delivered through a mix of media placement, signature events, public relations, group sales, and service programs to promote visitations during the shoulder and peak seasons.

The CVB is a division of the City of South Padre Island (City) and provides sales, special events, marketing, and promotional efforts targeted to potential leisure and convention group markets.

CVB staff oversees the production of a variety of marketing activities, including creative development, media buy and placement, development and management of digital and print collateral, website and social media platforms, content development, public relations efforts, travel and trade shows, large signature events, convention and group travel recruitment, visitor information center development and management, other visitor services programs, and cooperative programs with Texas Office of Tourism, Texas State Film Commission, industry associations, and local businesses and organizations.

The successful offeror(s) for services outlined in this RFP will be expected to work collaboratively and cooperatively with all agencies working with the CVB.

B. WORKING WITH US

The CVB tourism-marketing program is a research-based, data-driven program with the goals of generating awareness, engagement, and conversion in South Padre Island as a travel destination and increasing year-round visitation. Funded through hotel occupancy tax (HOT), the CVB reports to a seven-member advisory board to make decisions, some of which require approval by the City Council.

The CVB has talented staff that is eager to develop a collaborative relationship, including working closely with its committees and advisory board. The CVB seeks an innovative partner that provides the strategic and creative nimbleness needed to generate effective and measurable results.

- Knowledge and understanding of South Padre Island as a leisure and meeting destination.
- Team approach mentality, with the understanding that the CVB advisory board, staff, and agency must all work together as a team.
- Provide thoughtful leadership and best practices that further the achievement of marketing objectives.
- An understanding of emerging technology, trends, platforms, and messaging opportunities and how to best leverage them on behalf of the CVB with a responsible budget.
- A reputation for taking calculated risks – backed by insights and research – to achieve success.
- Transparency, accountability, and clear lines of agency communication are paramount.
- Previous agency and or critical staff experience working with destination marketing organizations (DMO) (*a must*).
- Knowledge and best practices of analytical benchmarks within the DMO/tourism industry.

Ultimately, the success and ROI of our marketing efforts will be supported by industry research and analytics that will measure increase in awareness, intent to visit, actual visitation, and overnight stays for South Padre Island.

C. TARGETED AUDIENCES AND GEOGRAPHY

Audience 1: Singles/Couples Mid-Lifers

Age: 25-35; HHI: \$75k

Traveling with no children

Seasonality: Year-Round/ Geo: All

Audience 1A: Singles/Couples Mid-Lifers

Age: 36-54; HHI: \$100k

Traveling with no children

Seasonality: Year-Round

Geo: All

Audience 3: Empty Nesters/Active Adults

Age: 55+; HHI: \$100k

Traveling with no children

Seasonality: Year-Round/ Geo:

All

Audience 4: Winter Texan/Retirees

Age: 65+; HHI: \$75k

Traveling with no

children Seasonality: Fall

and Winter

Geo: Upper Midwest Corridor & Canada

Audience 2: Families

Age: 30-54; HHI: \$100k
Traveling with children
Seasonality: Summer and Spring Break/ Geo: All

Audience 5: Collegiate Spring Break

Age: 18-24; College Students
Seasonality: Spring Break non-TX week
Geo: Specific Colleges/Areas

Audience 2A: Families

Age: 55+; HHI: \$75k
Traveling with older children Seasonality:
Summer and Spring Break Geo: All

Audience 6: Meetings & Groups

Corporate, groups, smaller
associations and incentive travel.
Seasonality: All, Off Peak
Season Geo: Texas Metro;
Austin and RGV

Geography

Primary: Texas Markets (in order)

- Houston, San Antonio, Dallas/Ft. Worth, Austin, Upper RGV including McAllen, Pharr and Rio Grande City, Laredo and the rest of Texas.

Secondary: Expand market share outside of Texas to key markets showing interests and alignment with flight origination markets.

- Current Targeting: Upper Midwest including Minnesota, Iowa, Michigan, Wisconsin, Illinois, Ohio, Indiana, Oklahoma, Michigan, Missouri, Wisconsin., Ohio, New York, Kansas
- Focus on specific cities: Chicago, Illinois; Minneapolis, Minnesota; Detroit/Ann Arbor, Michigan; Kansas City/St. Louis, Missouri; OKC, OK; Madison, Indianapolis, Indiana; Denver, Colorado; Seattle, WA; Portland, OR; Coffeyville and Wichita, Kansas

Tertiary: Potential new target market cities due to flight origination should include:

- Chicago and Denver; Possibility of Detroit to come later
- Canada specifically Toronto, Calgary, Vancouver, Winnipeg, Montreal
- Mexico specifically Monterrey, with new targeting efforts to include: Reynosa, Tamaulipas, Garcia, Monterrey, Saltillo, San Nicolas, Guadalupe, San Pedro Garza, San Luis Potosi

Collegiate Spring

Break Meetings Groups

- Texas Metro; San Antonio; Austin and Rio Grande Valley (RGV)

II. DEFINITIONS

To simplify the language throughout this request for proposal, the following definitions shall apply:

- **City of South Padre Island** – Same as City
- **South Padre Island Convention & Visitors Bureau** - Same as CVB
- **City Council** – The elected officials of the City of South Padre Island, Texas given the authority to exercise such powers and jurisdiction of all City business as conferred by the State Constitution and Laws.
- **Contract** – An agreement between the City and the successful proposer to furnish the services described herein.
- **City** – The government of the City of South Padre, Texas.
- **City Hall**– 4601 Padre Blvd., South Padre Island, TX 78597
- **Agency** – the proposer of this request.
- **Offeror** – Respondents to this request for proposal.
- **RFP** – Request for Proposal.

III. NOTICE TO OFFEROR(S)

All responsive proposals will be evaluated based on stated evaluation criteria, accepted industry standards, and a comparative analysis of all other qualified responses. Submitted proposals must be complete at the time of submission and may not include references to information located elsewhere, such as Internet websites or libraries. Offerors selected as finalists may be asked for oral presentations.

This RFP contains the instructions governing the proposals to be submitted and a description of the mandatory requirements. To be eligible for consideration, an offeror(s) must meet the intent of all mandatory requirements. Compliance with the intent of all requirements will be determined by the CVB. Responses that do not meet the full intent of all requirements listed in this RFP may be subject to point reductions during the evaluation process or may be deemed non-responsive.

A. NOTICE

Sealed proposals are due by **3:00 PM on Thursday, April 15, 2021** after which time all qualified proposals will be acknowledged at 4601 Padre Boulevard, South Padre Island, Texas 78597. Proposals received after this time will not be accepted for consideration. The submissions must be in the format and order as directed.

The original and all copies must be submitted in a sealed envelope or container. No electronic or facsimile submissions will be accepted.

One (1) unbound original and three (3) copies of the complete proposal must be provided. **Sealed proposals shall be clearly marked with the RFP number and title and addressed to the City of South Padre Island - City Secretary. Proposals shall be delivered using one of the following:**

Hand-deliver to:
4601 Padre Boulevard
South Padre Island, TX 78597

Ship to (FedEx, UPS, DHL, etc.):
4601 Padre Boulevard
South Padre Island, TX 78597

The CVB reserves the right to reject any or all proposals received and the right to choose parts of the RFP to execute.

Regardless of cause, late proposals will not be accepted and will automatically be disqualified from further consideration. It shall be the offeror's sole risk to assure delivery at the designated office by the designated time. Late proposals will not be opened and may be returned to the offeror at the expense of the offeror or destroyed.

Vendors may receive notice of solicitations from the CVB from a variety of channels. Approved methods of dissemination include: City of South Padre Island website or the CVB. The receipt of solicitations through any other means may result in the receipt of incomplete specifications or addenda, which could ultimately render your proposal non-compliant. City accepts no responsibility for the receipt or notification of solicitations through any other source.

B. QUESTIONS AND INQUIRIES

Questions and inquiries about this RFP shall be submitted in writing via email to the following point of contact:

Teresa Rodriguez
Senior Marketing Manager
Email:teresa@sopadre.com

The deadline for written questions is **Thursday, April 1, 2021 at 3:00 PM CST.** This deadline has been established to provide adequate time for staff to prepare responses to questions from proposers to the best of their ability in advance of the proposal closing.

Offeror(s) shall not attempt to contact industry stakeholders, City Council members, committee and/or advisory board members, City staff or management directly during the post-proposal period and will abide by the terms and process regarding this procurement.

Any unauthorized contact may disqualify the offeror from further consideration.

The CVB intends to respond to all appropriate questions or concerns; however, the CVB reserves the right to decline to respond to any question or concern. Any interpretation, corrections or change to this RFP will be made by written addendum, which will be publicly posted. Interpretations, corrections or changes to this RFP made in any other manner will not be binding and offerors shall not rely upon such interpretations, corrections or changes. All addenda issued prior to the due date and time for responses are incorporated into the RFP and must be acknowledged in the proposal response. Only written information provided shall be binding. Oral or other interpretations shall not be binding and are held without legal effect.

C. SCHEDULE OF IMPORTANT DATES

The CVB will generally comply with the following schedule for the selection process and are subject to change if necessary to ensure fairness and to accommodate unanticipated events:

RFP Released	Thursday, March 4, 2021
Deadline for Questions and Inquiries	Thursday, April 1, 2021 at 3:00 PM CST
Proposal Closing Date and Time	Thursday, April 15, 2021 at 3:00 PM CST
Evaluation and Review of Proposals	Week of April 19, 2021
Finalists Announced	Week of April 19, 2021 or April 26, 2021
Finalist Presentation/On-site Visit	Week of April 19, 2021 or April 26, 2021
CVA Board Discussion and Action	April 28, 2021
City Council Discussion and Action	May 5, 2021
Contract Negotiations	TBD
Intended Date for Contract Award	TBD
Contract Commences	Friday, October 1, 2021

D. FINALIST PRESENTATION/ON-SITE VISIT

After receipt of all proposals and before the determination of the award(s), respondents may be asked to submit additional information, complete strategic assignments and/or recommendations. Finalists may be asked to make an oral presentation/on-site visit on South Padre Island, Texas, to clarify their response or to further define their offer. Specifics about the presentation and additional destination documents will be shared with finalists at the time of their notification.

Oral presentations/on-site visit, if requested, shall be at the offeror’s expense. Offerors will be required to bring key personnel involved in the project to the oral presentations/interview. Final selection of the awarded offeror(s) shall be based on a combination of both the written and in-person proposals.

South Padre Island Convention & Visitors Bureau is neither requesting nor seeking any speculative creative work by any respondent, including during finalist presentations.

IV. STANDARD TERMS AND CONDITIONS

A. AWARD OF CONTRACT AND NEGOTIATIONS

This RFP does not commit CVB to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered. Selection shall be made of one or more offerors deemed to be fully qualified, best suited and offering the best value that meets the needs of the CVB, among those submitting proposals on the basis of evaluation factors included in the RFP.

The initial contract period will begin October 1, 2021, and end September 30, 2022. At the City’s option, the agreement may be extended for two (2) additional one-year periods.

CVB may pursue contract negotiations with finalist agencies of our choosing and reserve the right to negotiate concurrently or separately with competing proposers. All agency contracts will include requirements for specific service levels and measurable performance standards.

Only a fully executed agreement shall bind the parties.

CVB will not furnish a statement of the reason why a particular proposal or presentation was not deemed to be the most advantageous. At any time during the negotiations, CVB may terminate all negotiations and re-advertise the requirement. The reason for such termination shall be made part of the file. The award document shall be a signed contract incorporated by reference all the requirements, terms and conditions of the RFP and the Contractor's proposal as negotiated.

B. DISCLOSURE

CVB specifically disclaims any warranty or accuracy of the information included herein. It is the respondent's sole responsibility to conduct their own appropriate due diligence as they see fit. The issuance of this document and receipt of information in response will not in any way cause CVB to incur liability or obligation to you or your organization, financial or otherwise.

At the due date and time there will be no disclosure of the contents of any proposal to competing proposers, and all proposals will be kept confidential during the negotiation process. Except for trade secrets and confidential information, which the firm identifies as proprietary, all proposals will be open for public inspection after the contract award.

C. DISCLOSURE OF INTERESTED PARTIES

Contracting hereunder may require compliance with §2252.908 Texas Government Code/Disclosure of Interested Parties for contracts that (1) require an action or vote by the City Council before the contract may be signed; or (2) has a value of at least \$1 million.

The law provides that a governmental entity may not enter into certain contracts with a business entity unless the business entity submits a disclosure of interested parties to the governmental entity at the time the business entity submits the signed contract to the governmental entity or state agency.

The process as implemented by the Texas Ethics Commission ("TEC") is as follows:

1. The disclosure of interested parties must be performed using the [Texas Ethics Commission's electronic filing application](#) listing each interested party of which the business entity is aware on Form 1295, obtaining a certification of filing number for this form from the TEC, and printing a copy of it to submit to the City.
2. The copy of Form 1295 submitted to the City Secretary must be notarized and contain the unique certification number from the TEC. The form must be filed with the City pursuant to §2252.908 Texas Government Code, "at the time the business entity submits the signed contract" to the City.
3. The City, in turn, will submit a copy of the disclosure form to the TEC not later than the 30th day after the date the City receives the disclosure of interested parties from the business entity.

D. MANAGEMENT

Should there be a change in management after the due date and time, but before a contract is awarded, offeror(s) must notify the CVB immediately. This may result in further evaluation. Should a change in management occur after the contract is awarded, the contract shall be canceled unless a mutual agreement is reached with the new owner or manager to continue the contract. Any resulting contract is non-transferable by either party.

E. OFFEROR COMPETITION

CVB encourages free and open competition among offerors. Whenever possible, specifications, proposal requests and conditions are designed to accomplish this objective, consistent with the necessity to satisfy the CVB's need to procure technically sound, cost-effective services.

- The offeror's signature on a proposal in response to this RFP guarantees that the prices quoted have been established without collusion and without effort to preclude CVB from obtaining the best possible scope of services.

F. PERSONAL INTEREST

Offeror(s) shall comply with all applicable ordinances and with state law pertaining to conflict of interest and required disclosures, including, but not limited to, TEXAS LOCAL GOVERNMENT CODE, Chapter 171.

G. PRIORITY OF DOCUMENTS

In the event there are inconsistencies between the RFP terms and conditions, scope of work or agreement terms and conditions contained herein, the latter will take precedence.

H. RECEIPT OF PROPOSALS

Proposal(s) must be received by the CVB prior to the time and date specified. The mere fact that the proposal was dispatched will not be considered; the agency must ensure that the proposal is actually delivered. The time proposals are received shall be determined by the time clock at the City Hall reception area.

I. REIMBURSEMENTS

There is no express or implied obligation for the CVB to reimburse responding offeror(s) for any expenses incurred in preparing proposals in response to this request and the City will not reimburse agencies for these expenses, nor will the City pay any subsequent costs associated with the provision of any additional information or presentation, or to procure a contract for these services.

J. REPRESENTATIONS AND RESPONSIBILITIES

Each offeror who submits a proposal represents that:

- The proposal is based upon an understanding of the specification and requirements described in this RFP.
- Costs for developing and delivering responses to this RFP and any subsequent presentations of the proposal as requested by South Padre Island Convention & Visitors Bureau are entirely the responsibility of the offeror. South Padre Island Convention & Visitors Bureau is not liable for any expense incurred by the offerors in the preparation and presentation of their proposals.

- All materials submitted in response to this RFP become the property of South Padre Island Convention & Visitors Bureau and are to be appended to any formal documentation, which would further define or expand any contractual relationship between South Padre Island Convention & Visitors Bureau and offeror resulting from this RFP process.
- Offeror(s) may submit a modified proposal to replace all or any portion of a previously submitted proposal until the Deadline for receipt of proposals. South Padre Island Convention & Visitors Bureau will only consider the latest proposal submitted. Failure to submit a complete and responsive proposal shall result in automatic rejection of the proposal.
- **The proposals must be signed in ink by an individual authorized to legally bind the business submitting the proposal.**

K. RIGHTS RESERVED

While the South Padre Island Convention & Visitors Bureau has every intention to award a single contract for each bid service as a result of this RFP, issuance of the RFP in no way constitutes a commitment by South Padre Island Convention & Visitors Bureau to award a contract. Upon a determination such actions would be in its best interests, South Padre Island Convention & Visitors Bureau in its sole discretion reserves the right to:

- waive any formality
- cancel or terminate this RFP
- reject any or all proposals received in response to this document
- waive any undesirable, inconsequential or inconsistent provisions of this document which would not have significant impact on any proposal
- not award, or if awarded, terminate any contract if South Padre Island Convention & Visitors Bureau determines adequate funds are not available.

L. SUBCONTRACTING

The successful offeror will be the prime contractor and shall be responsible, in total, for all work of any pre-approved subcontractors. All known subcontractors must be listed in the proposal. CVB requires that all subcontractors be approved before any work being started on our behalf.

The contractor shall be responsible to CVB for the acts and omissions of all subcontractors or agents and of persons directly or indirectly employed by such subcontractors, and for the acts and omissions of persons employed directly by the contractor. Further, nothing contained within this document or any contract documents created as a result of any contract awards derived from this RFP shall create any contractual relationships between any subcontractor and CVB.

M. VENUE

Any contract awarded as a result of this RFP shall be governed by and construed in accordance with the laws of the State of Texas, and is fully performable in South Padre Island, Texas, and venue for any action related to this contract will be Cameron County, Texas.

N. WITHDRAWAL OF PROPOSALS

A proposal may be withdrawn only by written notification. Letters of withdrawal received after the deadline for receipt of proposals will not be accepted unless the contract has been awarded to another vendor or no award has been made within ninety (90) days after the deadline for receipt of proposals. Unless withdrawn, as provided in this subsection, a proposal shall be irrevocable until the time that a contract is awarded. Proposals and/or modifications to proposals received after the deadline for receipt of proposals specified in the RFQ timeline are late and shall not be considered.

V. SCOPE OF SERVICES

The anticipated annual budget for the professional services detailed herein is approximately \$1,750,000.

Please include a cost proposal sheet for each bid request submitted along with any additional costs not listed. The services outlined in this RFP will be scored and awarded separately.

Summary of Scope of Services

Creative Services	\$50,000
Media Buy & Placement*	\$1,450,000
Meetings & Groups	\$200,000
PR/Media Relations	\$50,000

** Includes Component 1: Digital Marketing Services and does not include commission for media placed*

A. CREATIVE SERVICES

Includes creative services for targeted audiences based on current trends, research, and applicable data. Offeror is responsible for creative strategy, and ongoing brand development and stewardship.

- Campaigns shall address relevant research. Strategies, objectives, tactics and measurement for each major campaign element to be reviewed and updated on a regular basis.
- Campaign completion report to be provided to SPICVB in digital format. Report must include analysis of tactics used, results, and include a copy of all creative.
- Offeror is expected to keep abreast of trends and issues facing the tourism industry and will provide innovative and insightful recommendations.

B. MEDIA BUY AND PLACEMENT

The offeror(s) will act as the media buyer for the Bureau, collaborating with the in-house marketing team to drive the overall execution of the marketing strategy. As appropriate, proposals should also include ideas for cooperative marketing programs for South Padre Island tourism businesses to participate. If awarded Media Buy & Placement, the agency will provide a comprehensive research-based multi-platform, media rich content marketing strategy inclusive of concepts, research, data, analysis of information, creative design, media plans, evaluations, negotiations, content placement, account management and all supporting documentation for all services.

- Offeror(s) is responsible for assisting CVB staff in media buying and placement for print advertising and multimedia opportunities. Execution includes placement, optimization and cancellations.
- Upon approval by South Padre Island Convention & Visitors Bureau of all placements and associated deliverables, the offeror(s) will implement and track all efforts for effectiveness, completion and reporting.

Component 1: Digital Marketing Services

The successful contract will be able to drive execution of digital marketing strategy by continually monitoring channels and analytics while proactively ensuring in-house marketing efforts align with current strategy to provide effective placement and creative development.

- Expertise in developing a strategy with significant experience in global marketing messaging, content and multi-channel strategies.
- Plan, implement and purchase, which includes search engine marketing (SEM) and search engine optimization (SEO) strategies. Manage paid search marketing and display ads to increase website traffic, and ultimately drive conversions.
- Negotiate media rates, optimize advertisement costs, monitor campaigns and provide analytics and return on investments (ROI).
- Provide ongoing support and recommendations for in-house content marketing, including assistance with developing a content calendar optimized for future digital marketing campaigns, recommend strategic content topics, and recommend best practices for content marketing to optimize South Padre Island's marketing efforts.

The award of the contract for a particular component does not guarantee the contractor exclusivity to perform the tasks under that component. Subcontractors may be required to work in tandem with other subcontractors.

C. MEETINGS AND GROUPS

The Convention Sales team promotes South Padre Island as a premier meeting and convention destination in order to generate hotel room nights and revenue for the South Padre Island Convention Centre and other meeting facilities. The successful offeror(s) will provide an effective and measurable meetings and convention plan and strategy to assist staff with the use of direct sales and marketing efforts, such as face-to-face client meetings, trade shows, sales missions and client events to secure city-wide, long-term future business.

D. PR/MEDIA RELATIONS

South Padre Island Convention & Visitors Bureau seeks PR/Media Relations services that will successfully implement a public relations plan designed to creatively secure earned media impressions that inevitably support the destination’s position as “Texas’ Best Beach.” The initiatives should support the current marketing plan and scope of work towards achieving the following goals:

- Strengthen the South Padre Island CVB brand awareness amongst its target audience and stakeholders.
- Increase awareness to grow visitation from domestic key feeder markets.
- Grow room nights through comprehensive marketing and sales programs.
- Increase awareness of local assets to harness the power of a personal invitation.
- Content development, management and distribution at the core of all communication.

- Establish the ideal target media list – and grow the list’s percentage of its contribution to the overall media impressions, annually.
- Conduct quality media relations initiatives with key journalists through various activities, including but not limited to media networking events and familiarization tours.
- Prepare strategic, proactive pitches and press materials.
- Crisis Communications Plan.
- Initiate and create buzz-worthy PR campaigns and partnerships.

The successful offeror will keep abreast of the issues facing both the domestic and international travel markets, and will provide innovative and insightful recommendations on how SPICVB should take advantage of newsworthy trends or adapt to overcome any challenges.

VI. SUBMISSION REQUIREMENTS

The City will not accept oral proposals, or proposals received by telephone, FAX machine or email. To ensure timely and fair consideration of each response, proposals must be prepared simply and economically, providing a straightforward, concise description of the offeror's ability to meet all requirements and specifications of this RFP. Emphasis should be focused on completeness, clarity of content and responsiveness to all requirements and specifications of this RFP.

The proposal must be submitted in hard copy. One (1) unbound original and three (3) copies of the complete proposal must be provided.

The CVB requires comprehensive responses to every section within this RFP. To facilitate the review of the responses, respondents shall follow the described format. The intent of the proposal format is to expedite review and evaluation. It is not the intent to constrain offeror(s) with regard to content, but to assure that the specific requirements set forth in this RFP are addressed in a uniform manner amenable to review.

- Offeror(s) must organize proposals into sections following the format of this RFP, with tabs separating each section. Points may be subtracted for noncompliance with these specified proposal format requests.
- South Padre Island Convention & Visitors Bureau may also choose not to evaluate, may deem non-responsive, and/or may disqualify from further consideration any proposals that do not follow this RFP format, are difficult to understand, are difficult to read, or are missing any requested information.

TAB A AGENCY OVERVIEW AND BACKGROUND

1. Agency Overview

- a. Agency name and contact details.
- b. Authorization Letter and Signature. Under the signature of a company representative, provide the names of individuals authorized to represent and negotiate the company's products and services.
- c. Company Overview.

2. Agency Positioning, Vision, Philosophy

- a. How does your agency differ from the agencies with whom you usually compete?
- b. What vision do you have for your company?
- c. What overall philosophy or credo do you operate by?
- d. Integrated/Digital Approach: Please indicate how you integrate digital work, or that of multiple communications channels, into your approach. Is digital a natural area of activity resulting from a holistic channel-neutral methodology, or is it an area of focus? What role does data play for your agency?

3. Agency Strengths and Special Experience

- a. Key Strengths: Describe the accounts or categories in which you believe you have special strengths.
- b. Special Experience: Is there anything special about your agency experience or expertise that a new business prospect should know about?

4. Agency History, Ownership, Current Size and Key Employees

- a. Founding Date: When was your Agency opened? When was the office responding established?
- b. Mergers and Acquisitions: List any subsequent mergers, acquisitions or name changes.
- c. Current Ownership: Who are the current owners of your agency?
- d. Current Size: Summarize the total billings, number of employees and number of accounts currently being handled directly by your office.
- e. Key Executives: Provide a short biography of no more than six of your Agency's key executives and describe their current roles.

5. Current Clients, Account Gains and Losses

- a. Current Clients: List all current clients managed by the office responding. Rank them by size and indicate the dates they were acquired and, if possible, approximate budget ranges for each.
- b. Account Gains: Of the accounts acquired within the past two years, please comment on why your agency was chosen to service these new accounts.
- c. Account Losses: Of the accounts lost in the past two years, explain why they left or were resigned by the agency.

6. Agency Billings History and Current Distribution by Media

- a. Billings and Revenue: Chart your agency's gross billings for the past three years.
- b. Spending by Media: Chart your agency's current spending by media — Specifically how much do you spend by major publisher, broadcaster or Digital Leader? Provide rough figures and percentages by the media.

TAB B PROJECT EXPERIENCE AND QUALIFICATIONS

1. **PROJECT:** Submit a three-year strategic plan proposal on where your agency can take the island over the next 36-months. This should include both branding and campaign ideas which enhance and build off our current SoPadre Campaign.
2. Describe at least three (3) projects that are complementary in nature to this RFP. References for each scope of service should be included (preferably other City, town or local government DMOs in Texas that the offeror(s) has provided services to).
3. Describe the experience of the firm in the last thirty-six (36) months in performing services of similar scope and size.
4. Identify the Project Manager and each individual who will work as part of this engagement. Include resumes for each person to be assigned. Include any professional designations and affiliations, certifications and licenses, etc.
5. **Agency Services:** List the various services offered by your agency and the number of full time employees dedicated to each department (e.g. account management, strategic services (including account and communications planning, research, etc.), creative (including digital), digital media planning and buying (specific to digital media, social media, SEM), production (broadcast, online, print production, etc.), CRM, PR, promotion, experiential marketing and website.
6. **Creative Development Process:** Discuss your creative development process and communications planning process. Please discuss where research tools fit into your process and the ability of data and analytics to deliver marketing ROI.
7. **Media Services:** Describe your capabilities and strengths in media research, planning, buying, monitoring and overall stewardship of your clients' funds.
8. **Digital Services:** In addition to any digital services listed above, please describe established strengths and capabilities, including mobile, search, CRM, ecommerce, website development and analytics.
9. **Other Specialized Services:** List any other specialized services your agency offers to its clients, either directly or indirectly through its parent or sister companies, subsidiaries or network of affiliations.
10. **Subcontractors:**
 - Which services or parts of this RFP will you hire subcontractors to provide?
 - How do you manage subcontractors so that the client is able to easily convey its strategy, goals and objectives and answer questions from the people working on its accounts?

TAB C METHODOLOGY AND TECHNICAL APPROACH

1. Work Process and Practices

- a. Provide a narrative description of the offeror's plan to accomplish the scope of work and services to be provided to the CVB.
 - b. Describe your agency's work process (if you use a specific discipline), and any particular practices you employ that help you produce consistently effective marketing. How do you see your clients' role in the strategic and creative development processes?
2. Provide a detailed description of the offeror's schedule to transition into the services, ensuring a seamless transition
 3. Clearly distinguish the firm's duties and responsibilities and those of the City. Absence of this distinction shall mean the firm is assuming full responsibility for all tasks.

TAB D COST PROPOSAL

1. **Compensation:** What is your philosophy regarding agency compensation? Do you have any preferences regarding commissions vs. fees? How do you normally like to structure compensation? Are you open to a performance-based compensation arrangement?
2. **Fee Schedule:** In what areas do you charge fees in addition to commissions on media and production and what is your fee schedule for these services?
3. Please include your standard rate structure, including hourly rates for staff roles required to service the scope described in the RFP document. RFP Submissions without agency rates and/or compensation information will be automatically disqualified.

TAB E CURRENT CLIENT AND AGENCY REFERENCES

Please provide contact information for at least six (6) current clients and two agencies you have collaborated with. Wherever possible, please include travel industry or destination marketing clients as references. For each reference, please indicate the following:

- Contact Name and Title
- Contact Company Name
- Contact Phone Number and Email
- Client Industry/Agency Type
- Brief Service/Relationship Description
- Length of Relationship

TAB F SAMPLES OF WORK

Based on the bid request(s) submitted, the offeror(s) should provide a **minimum of two samples** for each of the scope of services requested which are pertinent to this proposal. The components of the program must be detailed and specific.

Provide an explanation of what the scope of service was designed to accomplish, budget information and measurable outcomes. For the samples provided, identify the personnel responsible for the components and cross-reference how personnel is proposed to be utilized for the South Padre Island Convention & Visitors Bureau.

TAB G CERTIFICATION AND ACKNOWLEDGEMENT PAGE

VIII. EVALUATION AND SELECTION PROCESS

CVB may make such investigations as deemed necessary to determine the ability of the offeror(s) to supply the scope of services and perform the services specified. CVB reserves the right to reject any proposal if the evidence submitted by, or investigation of, the offeror(s) fails to satisfy South Padre Island Convention & Visitors Bureau that the offeror(s) is properly qualified to carry out the obligations of the contract. This right includes the South Padre Island Convention & Visitors Bureau's ability to reject the proposal based on negative references.

A. OFFEROR(S) QUALIFICATIONS

In determining the capabilities of an offeror to perform the services specified herein, the following informational requirements must be met by the offeror(s) and will be weighted by the South Padre Island Convention & Visitors Bureau:

- **References:** Offeror(s) shall provide a **minimum of three (3) references** that are using services proposed in this RFP. At a minimum, the offeror(s) shall provide the company or agency name, location where the services were provided, contact person(s), telephone number, a complete description of the service type and dates the services were provided.

South Padre Island Convention & Visitors Bureau reserves the right to use any information or additional references deemed necessary to establish the ability of the offeror(s) to perform the conditions of the contract. **Negative references may be grounds for proposal disqualification.**

- **Office Location:** While it is not a prerequisite that the offeror(s) have an office on South Padre Island, it is expected that key personnel be available for meetings on South Padre Island as needed at their own expense and available at all times via telephone and email. It is also required that the offeror(s) have a working knowledge of South Padre Island's tourism products and brand.
- **Resumes/Company Profile & Experiences:** Offeror(s) shall specify how long the individual/company submitting the proposal has been in the business of providing professional destination marketing and consultation services similar to those requested in this RFP.

Offeror(s) shall also include proposed staffing and organization of personnel to be assigned to this account and provide answers concerning the qualifications and experience of personnel to be assigned to this contract.

- **Method of Providing Service:** Offeror(s) must provide a detailed narrative description of the specified methods the offeror(s) intends to use in order to provide the services needed as described in this RFP.
- **Scope of Services:** Information is desired as to client reporting methods, in-house production capabilities and possible use of subcontractors.

B. METHOD OF SELECTION

The evaluation committee will separate proposals into “responsive” and “non-responsive” proposals. Non-responsive proposals will be eliminated from further consideration.

- Any proposal that fails to achieve a passing score for any part/section for which a passing score is indicated will be disqualified from further consideration.
- The evaluation committee will evaluate the remaining proposals in a two-stage process.
 - Stage one will consist of a scored process based on the submitted proposals as described in Section C. If the first and second top scoring proposals are within five percent scoring of each other and the third top scoring proposals are within 10 percent of the top scoring proposal, all three top scoring offerors will proceed to stage two, which will consist of an oral interview and/or on-site visit.
 - The evaluation committee reserves the right to adjust these percentages as they deem appropriate. One of the individuals participating in the stage two process must be the person designated in the proposal as the account manager.
- For each finalist, total points for written responses, as scored by the evaluation committee, and total points for the oral interview and/or on-site visit will be combined into one total. The contract will be awarded to the finalist with the highest combined total.
- Awards will be based on the offeror’s proposal and other items outlined in this RFP. Responses must be complete and address all the criteria listed. Information or materials presented by offerors outside the formal response or subsequent discussion/negotiation or “best and final offer,” if requested, will not be considered and will have no bearing on any award. Offerors who attempt to provide information or materials outside the formal response may be found non-responsive.
- A “best and final offer” may be requested on price/cost alone.

C. STAGE ONE EVALUATION CRITERIA

Based on a maximum possible value of 150 points, the evaluation committee will review and evaluate the offers according to the following criteria:

Company Qualifications		Possible 20 points
A. References		Pass/Fail
B. Experience similar to contract needs		10
C. Project Staff		5
D. Agency Philosophy/ Environment		5
Projects/ Campaigns		Possible 30 points
A. Creativity		5
B. Overall Project/ Campaign		10
C. Effectiveness of Project/Campaign		5
D. Measurable Results		10
Method of Providing Services		Possible 30 points
A. Scope of Work Assessment		10
B. Reporting Methods		5
C. In-House Capabilities		5
D. Project Management		10
Project		Possible 20 points
Proposed three-year Strategic Plan		20
Cost for Services		Possible 40 points
Offeror(s) cost for billable services		40
Written Proposal		Possible 10 points
Offeror's written response to this RFP will be evaluated in its entirety in terms of completeness, responsiveness, clarity, quality of writing and overall layout		5
TOTAL		150 points

D. STAGE TWO EVALUATION CRITERIA

Based on a maximum possible value of 30 points, the evaluation committee will review and evaluate the stage two proposals according to the following criteria:

Oral Interview/ On-Site Visit	Possible 30 points
A. Clarity of presentation	5
B. Ability to address evaluation committee questions	5
C. Ability to articulate the company’s capabilities	10
D. Overall presentation, style, tone, and professionalism	10
E. Overall knowledge of travel and tourism industry	3
F. Please describe your ability to actively participate in an	5
impromptu meeting at the request of South Padre Island	5
Convention & Visitors Bureau in South Padre Island	5
	2
	2
TOTAL	30 points

VII. CERTIFICATION AND ACKNOWLEDGEMENT

The undersigned, as an authorized agent of the proposer, hereby certifies:

- () The proposer is familiar with all instructions, terms and conditions, and specifications stated in this RFP, including the following:
 - () The proposer will be available for an oral presentation/on-site visit, if selected for an interview by the CVB, the week of **April 19, 2021 or April 26, 2021 (exact date/time TBD)**.
 - () The proposer has reviewed the City's Professional Services Agreement released with this RFP (Attachment D), which agreement will form the basis of any contract for the performance of the work. **Any request for modifications are included and highlighted in the proposal by way of response included in TAB E.**
- () The proposer is qualified to perform the work and services outlined in this RFP.
- () The proposal has been arrived at independently and submitted without collusion with any other proposer, City staff or City contractor, and the contents of the proposal have not been communicated by the proposer or, to the proposer's best knowledge and belief, by any one of its employees or agents to any person not an employee or agent of the proposer, and will not be communicated to any person prior to the City's final action on this RFP by City Council. Nothing in this paragraph shall be construed to prevent or preclude two or more companies or persons from joining together to submit a proposal for the work.
- () The offers, terms and conditions of the proposal will remain valid and effective and may be relied upon by the City for a period of ninety (90) days following the proposal closing date and time as identified in this RFP or addenda.
- () The proposer certifies that it: i) does not boycott Israel; and ii) will not boycott Israel during the term of the agreement subject to § 2270.002 Texas Government Code.

Signed By: _____ Title: _____

Typed Name: _____ Phone No.: _____ Fax No.: _____
_____ Compa _____

ny Name:

Email: _____

Bid Address: _____
P.O. Box or Street City State Zip

Order Address: _____
P.O. Box or Street City State Zip

Remit Address: _____
P.O. Box or Street City State Zip

Federal Tax ID No.:

DUNS No.: _____ Date: _____
