



**Lincoln City Visitor and Convention Bureau**

**City of Lincoln City**

**REQUEST FOR PROPOSALS**

**LCVCB Marketing Agency of Record**

**Lincoln City, Oregon**

**RFP SCHEDULE**

Request for Proposals Issued:	April 18, 2018
Deadline to Submit Clarifying Questions:	May 11, 2018, 5:00 PM, Pacific Time
Request for Proposals Due:	May 18, 2018, 5:00 PM, Pacific Time
Tentative Date for Proposal Presentations:	June 4 – June 8, 2018
Notice of Intent to Award Contract:	5 Days following Presentations
Anticipated Contract Start Date:	July 1, 2018



**Lincoln City Visitor and Convention Bureau**

**City of Lincoln City**

**REQUEST FOR PROPOSALS**

**LCVCB Marketing Agency of Record**

**April 18, 2018**

**TABLE OF CONTENTS**

- I. NOTICE
- II. PURPOSE OF RFP
- III. BACKGROUND
- IV. OBJECTIVES
- V. SCOPE OF WORK
- VI. FUNDING, BUDGET & TERMS
- VII. SELECTION PROCESS
- VIII. EVALUATION CRITERIA
- IX. PROPOSAL CONTENTS
- X. SUBMITTAL INSTRUCTIONS
- XI. PROPOSAL CONTENTS
- XII. ADDITIONAL INSTRUCTIONS, NOTIFICATIONS AND INFORMATION

**Lincoln City Visitor and Convention Bureau**

**City of Lincoln City**

**REQUEST FOR PROPOSALS**

**LCVCB Marketing Agency of Record**

**NOTICE**

Notice is hereby given that Lincoln City through the Visitor & Convention Bureau, will receive Proposals per specifications until **5:00 PM, Pacific Time, May 18, 2018** to provide: Marketing Agency of Record. No Proposals will be received or considered after that time.

The resulting contract from this RFP will have an initial term of one year through June 30, 2019, with two (2) additional one (1) year optional extensions thereafter subject to mutual agreement of the parties.

Proposal packets are available from 8:00 AM to 5:00 PM Monday through Friday at Lincoln City City Hall, 4<sup>th</sup> Floor, 801 SW Hwy 101, Suite 401, Lincoln City, OR 97367, telephone (541) 996-1274 or may be obtained at <https://www.oregoncoast.org/contact-us/>. Sealed Proposals are to be delivered to the Lincoln City Visitor and Convention Bureau at the above Hwy 101 address or sent by email to [lfrancis@lincolncity.org](mailto:lfrancis@lincolncity.org).

For procurement process questions: Liz Francis, [lfrancis@lincolncity.org](mailto:lfrancis@lincolncity.org), (541) 996-1272

The Lincoln City Visitor and Convention Bureau reserves the right to reject any and all Proposals not in compliance with public bidding procedures and requirements, and may reject for good cause any and all Proposals upon the finding that it is in the public interest to do so and to waive any and all informalities in the public interest. In the award of the contract, the Lincoln City Visitor and Convention Bureau will consider the element of time, will accept the Proposal or Proposals, which in their estimation, will best serve the interests of Lincoln City and will reserve the right to award the contract to the contractor whose Proposal shall be best for the public good.

## **PURPOSE OF RFP**

The City of Lincoln City Visitor and Convention Bureau (LCVCB) invites the submittal of responses to this Request for Proposals (RFP) from qualified firm(s) interested in becoming the Marketing Agency of Record for the LCVCB. The LCVCB will enter into a contract with the selected agency of record to provide a continuity of integrated marketing support, with annual review of contract terms and compensation.

## **BACKGROUND**

The City of Lincoln City Visitor and Convention Bureau (LCVCB) is the recognized Destination Marketing Organization (DMO) for Lincoln City. The mission of the LCVCB is to inspire travel, stimulate economic growth and steward brand identity with the vision to establish Lincoln City as the preferred beach vacation destination on the Oregon Coast. The LCVCB does this through destination management, tourism promotion and visitor experience in Lincoln City and the surrounding area. Tourism works in partnership with members of the industry and with communities to develop and enhance local tourism assets and experiences. This department works to balance the interests of visitors, businesses, other organizations, and government through innovative leadership and strategic investment of resources and staff.

The LCVCB is funded by tax dollars generated from a city-wide transient room tax (TRT) of 9.5%. The annual funding available varies with the collection of TRT dollars. These tax dollars are to be used for the development and promotion of tourism in Lincoln City. The Visitor & Convention Committee (VCC) along with the Lincoln City City Council advise and oversee the programs and budget of the LCVCB.

The LCVCB employs a core staff of six (6) FTE. The LCVCB's Marketing Manager, along with the Director, will be the primary point of contact for the marketing agency of record. In addition to two (2) administrative employees, the LCVCB employs two (2) staff to manage and deliver our public relations, social media and content efforts.

The main objective in marketing is to deliver the LCVCB brand message to reach our audience of local, regional, national, and international markets. Our core markets include Portland, the Willamette Valley and the Pacific NW region, including Oregon and Washington State. High potential growth markets include Idaho (Boise) and Northern California. Historically, our target audience is 24-65 years of age depending on seasonality; predominately leisure visitors; and some business and special group travel.

The LCVCB marketing campaigns have included a mix of print advertising (leisure and travel media), out of home (billboards, buses, commuter trains), digital (banners, video, SEM), social media, broadcast (target cable TV), sponsored editorial, and radio (traditional and digital).

Additional marketing services not covered under the contract with a marketing agency of record include public relations, non-paid social media, SEO, and website management. The marketing agency of record will work closely with all in-house staff

and assist in integrating the marketing strategies of these aforementioned programs. The LCVCB will maintain a separate contract of service with a website development/hosting firm. The marketing agency of record will provide input on the marketing strategy and artistic design that will enhance our website presence in the ever-changing online marketing world.

## **OBJECTIVES**

The LCVCB proposes to retain a highly qualified, capable firm to act as the full-service marketing agency of record. Special consideration will be given to those agencies with proven destination marketing experience. The successful agency will work with the LCVCB to support a variety of branding, marketing and strategic efforts. The LCVCB is seeking an agency that values partnership, communication and can interpret and actualize our vision into compelling and emotive calls to action that will inspire consumers to visit, experience, stay, and return to Lincoln City. The LCVCB expects an agency that is creative, producing work that stands out in a competitive market, knowledgeable, demonstrating thorough understanding of marketing concepts, tactics and trends, and accountable, with results-based execution and timely follow through.

## **SCOPE OF WORK**

City of Lincoln City is requesting proposals from qualified and interested multi-disciplinary agencies for professional services related to developing and implementing brand management, integrated marketing and advertising plans for the LCVCB. The selected agency of record shall provide the LCVCB with professional marketing services that will be outlined in a contract for services including an approved annual program of work and budget for each year of the contract based on a to be developed strategic plan.

**Retainer Services – Creative Development and Strategy:** Marketing agency of record shall provide account services, concept advertising, conduct market research/trends pertinent to creative development, creative direction, art direction, copywriting, media evaluation/recommendations, campaign measurements and reporting for the LCVCB. It is expected that the selected agency of record will provide Retainer Services that include, but are not limited to:

- Lead brand/messaging development for the LCVCB for both corporate and consumer delivery;
- Evaluate and determine the need and timing for a brand refresh or overall redesign;
- Provide brand style guides and messaging, to be integrated and used by the LCVCB's in-house staff;
- Develop integrated marketing strategic plans and recommend the appropriate spend, media, and strategies to be most effective in achieving the LCVCB's objectives and within budget parameters;
- Evaluate media opportunities, recommend media plans, and negotiate media buys for the best advertising rates and placements for all forms of media;
- Establish metrics and tracking methodologies of all advertising and marketing

programs, and provide regular and annual reporting of status, performance measurements, and improvement efforts;

- Research and identify evolving technologies and trends with all marketing channels, including paid social media, and integrate into LCVCB media plans;
- Review all new requests for media and sponsorship opportunities and provide the LCVCB with recommendations;
- Creative concept design and evaluation of core marketing campaigns, including cooperative advertising with tourism partners;
- Prepare and write headline and advertising copy;
- Creative concept and account services for producing the annual Visitor Guide;
- Coordinate brand messaging and visual identity within the LCVCB website design;
- Negotiate the lowest possible rate consistent with hi-res quality and good craftsmanship on purchases of new photography, video, soundtrack, and other materials with appropriate licensing use or ownership rights;
- Provide a repository of all images purchased and used on behalf of the LVCB within a DAM (CrowdRiff, contracted and provided by the LCVCB);
- Concept design considerations for promotional campaigns and other marketing programs, including any sweepstakes components which meet the desired objectives to increase audience;
- Coordinate with the PR and social media communications team for integrated strategies between paid placements, earned media, and publicity;
- Assist with strategic long-term planning utilizing research and analysis from sources such as Dean Runyan Associates, Longwoods International, Smith Travel Research, and coordinate any needed market research projects with any future research firms.

**Non-Retainer Services – Creative Production and Media:** In addition to the services outlined above, the LCVCB will request additional advertising and marketing services for collateral, trade show items, photo file, and unplanned items. Marketing agency shall provide services outside of the retainer for creative production, media services, hard costs, and miscellaneous projects for the LCVCB. Media buying will include net media costs plus a media buying rate. It is expected that the selected agency of record will provide Non-Retainer Services that include, but are not limited to:

- Execute the process of establishing a brand refresh or overall redesign;
- Media buying and trafficking of approved advertising plans;
- Design, edit, produce and submit approved advertising;
- Develop and execute promotional campaigns and other marketing programs, including any sweepstakes components;
- Creative production services, printing, and shipping of the annual Visitor Guide;
- Creative production services of the Finders Keepers collateral, including printing and shipping of the annual poster;
- Concept, create, and produce all other print collateral outside of the annual Visitor Guide and Finders Keepers collateral;
- Purchase costs of new photography, video, soundtrack, and materials with appropriate licensing use or ownership rights (exempt from any markup fees);

- Develop and execute the approved concept for promotional campaigns and other marketing programs.

### **FUNDING, BUDGET & TERMS**

Funding of the work described herein will be determined by TRT collections and the LCVCB as approved and authorized by the Lincoln City City Council. The LCVCB will have the ability to consider any identified change in Retainer Services and associated fees for this service during the annual renewal process, as influenced by unperceived market changes. Each year, the awarded firm is expected to provide a detailed marketing budget to the LCVCB outlining the anticipated annual costs of services prior to work commencing for that fiscal year.

Services for media planning and placement shall be compensated through the standard media commissions received from advertising placements. The LCVCB FY 17-18 media budget, including commission, was three hundred eighty thousand dollars (\$380,000). Future media budget is expected to be similar, based on City Council approval. Other approved work will be compensated within an agreed monthly retainer and/or on an agreed hourly basis. Fees may not be duplicative (example: charge an hourly rate for media planning and placement plus a media commission fee).

The term of the contract shall be from the effective date through June 30, 2019 with the option for two (2) additional one (1) year extensions thereafter subject to the mutual agreement of the parties.

### **SELECTION PROCESS**

From a review of the statements of qualifications received, the City of Lincoln City Visitor and Convention Bureau intends to evaluate the proposals and possibly invite one or more firms to be interviewed before making a final selection of a firm for the project. The City of Lincoln City Visitor and Convention Bureau will notify selected firms of the date and times of any interviews. The City of Lincoln City Visitor and Convention Bureau reserves the right to make a selection based solely on statements of qualifications received.

The selected respondent whose selection was based on qualifications will then negotiate with the City of Lincoln City Visitor and Convention Bureau on fee and contract conditions. If a reasonable fee cannot be achieved with the respondent of choice, negotiations will proceed with other qualified respondents until a mutually agreed contract can be negotiated.

### **EVALUATION CRITERIA**

An evaluation committee will review all Proposals that are initially deemed responsive and they shall rank the Proposals in accordance with the below criteria. The evaluation committee may recommend an award based solely on the written responses or may request Proposal interviews/presentations. Interviews/presentations, if deemed beneficial by the evaluation committee, will consist of the highest scoring Proposers.

The invited Proposers will be notified of the time, place, and format of the interview/presentation. Based on the interview/presentation, the evaluation committee may revise their scoring.

Written Proposals must be complete and no additions, deletions, or substitutions will be permitted during the interview/presentation (if any). The evaluation committee will recommend award of a contract to the final City decision maker based on the highest scoring Proposal. The City decision maker reserves the right to accept the recommendation, award to a different Proposer, or reject all Proposals and cancel the RFP.

Proposers are not permitted to directly communicate with any member of the evaluation committee regarding this RFP during the evaluation process.

<b>Evaluation Criteria – Written Response</b>	<b>Points Available</b>
Project Understanding & Management Strategy	25
Creative & Design Approach	25
Qualifications Experience & References	25
Overall Quality & Creativity of Proposal	10
Proposed Pricing/Fees	15
<b>Available Points</b>	<b>100</b>

<b>Evaluation Criteria – Oral Presentation (if any)</b>	<b>Points Available</b>
Level of Understanding of Lincoln City & DMO	20
Relevance of Creative Brief	25
Creativity & Graphic Design Appeal	25
Flexibility of Marketing Program	20
Strategic Plan Outline & Association Budget Allocation	10
<b>Available Points</b>	<b>100</b>

### **SUBMITTAL INSTRUCTIONS**

Responses must observe submission instructions and be advised as follows:

Complete Proposals may be mailed to the below address or emailed directly to [lfrancis@lincolncity.org](mailto:lfrancis@lincolncity.org). The subject line of the email must clearly identify the RFP title. The LCVCB will provide confirmation that the Proposal has been received. If the Proposal is mailed, a sealed original copy labeled with the RFP title and digital copy (on compact disk or flash drive) must be included. **The Proposal (hardcopy or email) must be received by 5:00 PM, Pacific Time on May 18, 2018.**

Mailing address including Hand Delivery, UPS and FEDEX:

Lincoln City Visitor & Convention Bureau  
Attn: Liz Francis  
801 SW Hwy 101, Suite 401  
Lincoln City, OR 97367



The LCVCB reserves the right to solicit additional information or Proposal clarification from the vendors, or any one vendor, should the City deem such information necessary.

## **PROPOSAL CONTENTS**

To enable the LCVCB to efficiently evaluate the responses, it is important that each response be submitted as outlined in this section. Please include an outside cover and/or first page, containing the name of the project followed by a Table of Contents. Provide the following information in the order in which it appears below:

### **Written Response**

#### **Agency Information**

---

- Provide basic information including agency name, addresses, and telephone number of all offices.
- Describe your organizational structure and size of agency.
- Provide general history of agency including number of years in business.
- Provide the name of agency principal(s) and primary contact.

#### **Project Understanding & Management Strategy**

---

- Describe your company's values and approach to client relationships and account management, including enough detail so the LCVCB can determine that the agency has a thorough understanding of the services required by this project.
- Illustrate the firm's strategic and integrated planning process, in addition to proposing how the firm will approach this work with the LCVCB.
- Indicate what you would characterize as key competitive challenges, opportunities, and trends that the LCVCB should be mindful of relative to today's changing technologies and marketing environment.

#### **Creative Design & Approach**

---

- Include information on the agency's creative process, corporate culture, and what sets your creative capabilities apart from other agencies.
- Provide information on the steps that would be taken to create the marketing/advertising strategies for Lincoln City.
- Provide samples of work or case studies created for projects similar in size and scope that demonstrate the agency's creativity working across multiple channels (preference will be given to work presented that is of current agency employees who will be assigned to the LCVCB's account).

#### **Qualifications, Experience & References**

---

- All team members (including subcontractors) included on the team shall be

identified. Demonstrated levels of experience and available staff must be clearly stated.

- Provide background information describing your business, including a comprehensive overview of your capabilities to provide the requested service, your ability to develop a tourism destination marketing organization's advertising campaign, and initial ideas that demonstrate how your agency's experience can benefit Lincoln City.
- Provide overview of how your agency measures and reports impact of brand marketing activities and ROI.
- Demonstrate your ability to manage aggressive project timelines while maximizing budgets.
- Provide a summary of marketing/advertising services of this nature provided to any current clients in Lincoln County, as well as tourism clients from outside the county. Provide a summary of experience with governmental accounts or non-profit agencies of similar size and scope as described in this solicitation.
- Provide a minimum of three references including contact names, dates that the services were provided, addresses and telephone numbers. At least two of the references must be current clients. References may be checked to verify the agency's ability to perform similar tasks.
- Indicate your knowledge of the tourism industry and the City of Lincoln City.
- Indicate your experience working with government agencies.

### **Overall Quality & Creativity of Proposal**

---

- The composition of the submitted proposal will be considered a reflection of the agency's work and approach to business.

### **Proposed Pricing/Fees**

---

The pricing/fee component must include the total annual cost for the contract with break outs showing a schedule of prices for specific services: including the monthly retainer rate for services with a precise definition of expenses covered by the retainer, staff hourly charges, and media buying and trafficking commission. Specifically itemize:

- Monthly Retainer Services Fee
- Hourly and material rates for Non-Retainer Services
- Media buying commission rates
- Travel expenses or reimbursements

### **Additional Information**

---

- Provide any other information as part of your Proposal, which you believe to be important to the selection process.

## **Oral Presentation (if any)**

Will consist of an agency presentation of a creative brief outlining a comprehensive marketing – advertising campaign including an overview of proposed implementation strategies and initial creative designs. Detailed information, including the most current draft Marketing Plan and Brand Guide, will be provided to each agency to assist in preparation of their presentation. The presentation should include an overview of the percent of budget to be allocated to each strategy presented. Agency staff (and subcontractors that are part of the proposal) that would have major roles in the program should be part of the presentation. The presentation will be no more than one hour with an additional one hour allowed for questions and answers. A briefing with the LCVCB Director and Marketing Manager will be made available to all finalists prior to the beginning of the preparation period. All other questions and contact with the LCVCB with regard to this RFP must be done in writing (via e-mail is satisfactory) and all questions/answers will be shared with all finalists. The oral presentation may be made in-person or remotely.

## **Information to be Evaluated in Oral Presentation (if any):**

---

- Level of understanding of Lincoln City tourism evident in presentation.
- Relevance of creative brief including implementation strategy to draft FY18-19 Marketing Plan and a future Strategic Plan.
- Creativity of presentation and appeal of graphic design.
- Flexible marketing program to meet changing trends, mediums and evolving technologies.
- Recommendation of a strategic marketing plan outlined and associated budget allocation for specific program areas.

## **FINAL SELECTION WILL BE MADE BASED UPON THE COLLECTIVE POINTS AWARDED DURING THE WRITTEN AND ORAL PRESENTATIONS.**

### **ADDITIONAL INSTRUCTIONS, NOTIFICATIONS AND INFORMATION**

- All Information True: By submitting a response, Respondents represent and warrant that all information provided in the response submitted shall be true, correct and complete. Respondents who provide false, misleading, or incomplete information, whether intentional or not, may be excluded.
- Proposals are deemed confidential until the "Notice of Intent to Award" letter is issued. This RFP and one copy of each original Proposal received in response to it, together with copies of all documents pertaining to the award of a contract, will be kept and made a part of a file or record which will be open to public inspection.
- Cost of Responses: The LCVCB will not be responsible for the costs incurred by anyone in the submittal of responses.
- Contract Negotiations: This RFP is not a contract or a commitment of any kind. If this RFP results in a contract offer by the LCVCB, the specific scope of work, associated fees, and other contractual matters will be determined during

contract negotiations.

- No Obligation: The LCVCB reserves the right to evaluate responses submitted; waive any irregularities therein; select candidates for the submittal of more detailed or alternate proposals; accept any submittal or portion of submittal; reject any or all Respondents submitting responses; should it be deemed in the LCVCB's best interest; or cancel the entire process.
- Professional Liability Insurance: The Respondent shall have the appropriate liability insurance certificate by an insurer authorized to transact insurance in the State of Oregon, to be submitted on an annual basis.