



Request for Proposal

Public Relations & Social Media Management

**DEADLINE FOR INTENT TO RESPOND:
FRIDAY, APRIL 21, 2017**

**DEADLINE FOR PROPOSALS:
FRIDAY, MAY 19, 2017**

**SUBMIT PROPOSALS TO:
JT Thompson
North Lake Tahoe Marketing Cooperative
P.O. Box 5459
100 North Lake Blvd.
Tahoe City, CA 96145
E-mail: jt@gotahoenorth.com**

REQUEST FOR PROPOSAL
Public Relations & Social Media Management
North Lake Tahoe Marketing Cooperative

The North Lake Tahoe Marketing Cooperative hereby solicits proposals from qualified Public Relations & Social Media Management companies to support the NLTMC's public relations & social media efforts domestically and internationally. The Representative will develop, execute and deliver a comprehensive program designed for domestic & international media relations that incorporates consumer, travel trade and conference markets that support tourism to North Lake Tahoe and generates increased demand for the destination.

Candidates may bid on parts of the Request for Proposal (RFP) or the entire RFP. In the case of both, candidates must provide a separately priced option for each individual area that is being bid on apart from pricing on the full scope of the RFP.

INTRODUCTION

The North Lake Tahoe Marketing Cooperative (NLTMC) is a cooperative agreement between the North Lake Tahoe Resort Association and the Incline Village Crystal Bay Visitors Bureau to market and position the region as one tourism destination. The NLTMC is designed to present the North Lake Tahoe area under one brand umbrella, with one consistent creative execution, one call to action, and a single website for fulfillment and referrals to area businesses and constituents. The NLTMC is overseen by the Cooperative Marketing Committee consisting of four members from each entity. This committee, with input and direction from each organization, directs the implementation of the NLTMC marketing efforts.

The departments within the NLTMC work to bring an integrated approach to tourism, economic and community development with a focus on North Lake Tahoe's status as a leisure and adventure destination within the Sierra Nevada Mountains of California and Nevada.

The North Lake Tahoe Resort Association (NLTRA) is an association that provides coordinated services to our members and the community at large. These services include operation of the North Lake Tahoe Convention & Visitors Bureau and the North Lake Tahoe Chamber of Commerce. The NLTRA has an agreement for services with Placer County, California. Through this agreement, the NLTRA receives Placer County Transient Occupancy Tax (TOT) funds to provide "*a full spectrum of management activities for tourism marketing and visitor services for businesses of the North Lake Tahoe area*". The NLTRA also serves as a partner with Placer County, California and other local organizations and agencies in the development and funding of infrastructure, transportation and strategic planning projects designed to enhance tourism and community quality of life for the benefit of all in the North Lake Tahoe region. To guide its work, the NLTRA has developed and adopted the [North Lake Tahoe Tourism and Community Investment Master Plan](#) (June 2015) which has also been adopted by the Placer County Board of Supervisors.

The Incline Village Crystal Bay Visitors Bureau (IVCBVB) is the public organization responsible for destination marketing for the Nevada side of Lake Tahoe's North Shore. Operating primarily from a percentage of lodging room tax collected by the Reno Sparks Convention and Visitors Authority allocated to the organization, the IVCBVB conducts advertising, promotions, public relations and special events programs to promote tourism for the Lake Tahoe portion of Washoe County, NV. The IVCBVB's mission is *"to encourage tourist visits and ultimately enhance the occupancy and revenues for lodging facilities in the Incline Village and Crystal Bay areas"*. The IVCBVB offers the most current marketing and sales support, produces appropriate special events, publishes targeted advertising and collateral, and provides visitor services and information.

PUBLIC RELATIONS & SOCIAL MEDIA OVERVIEW

The NLTMC develops and implements a year-round, targeted public relations & social media based program that effectively:

- 1) Builds continued public and media awareness of the North Lake Tahoe brand as a desirable year round, active outdoor recreation destination.
- 2) Increases participation in all facets of social media.
- 3) Creates and maintains relationships with key press and media partners--writers and influencers within the consumer, travel and conference industries--with the aim of increasing demand for the destination.
- 4) Strengthens media knowledge of the destination through programs that include, but are not limited to, media outreach related to seasonal updates, events, crisis communications, blog posts, and social media on an ongoing, consistent and relevant basis.
- 5) Develops a minimum of two separate destination content campaigns annually in coordination with marketing agency.

SCOPE OF SERVICES DESIRED

During the term of the agreement, the Representative will provide public relations and social media services for local, national and international media that include, but are not limited to, the following:

- 1) Develop and implement an annual media strategy plan that supports activities mentioned in the Overview section. The plan shall include a proposed budget, recommended scope of work and suggested campaign content.
- 2) Assist the NLTMC in scheduling and escorting media familiarization visits, and any other requests by media professionals, during the contract period. The Representative will qualify media and try to obtain airline participation (i.e., - seats).
- 3) Provide assistance, development and outreach for consumer content campaigns. The Representative would be a resource to review and

- evaluate the campaigns and provide insights and recommendations on how to increase consumer participation in each campaign.
- 4) Ensure all NLTMC activities comply with brand standards and quality levels.
 - 5) Develop, maintain and grow an accurate media database containing local, regional, national and international media contacts.
 - 6) Maintain and develop an editorial calendar for the NLTMC.
 - 7) Maintain and monitor daily a social media posting calendar that includes Facebook, Instagram, YouTube, Twitter, Pinterest and Snapchat.
 - 8) Provide monthly & quarterly reports of Representative's activities, which will include: media placements, examples and marketing value of placements; social media key performance matrix provided by the NLTMC; a list of calls conducted and received, with pertinent discussion points; general media information to include travel related economic conditions; desk-side meetings conducted; international program development; a summary of miscellaneous contacts made, requests and inquiries serviced during each reporting period.
 - 9) Jointly coordinate and possibly attend key media missions with stakeholders including Visit California and Travel Nevada.
 - 10) Ensure a dedicated account manager assigned to the NLTMC account.

DETAILED COST

The scope of services outlined above are expected to be included as part of the fee. State all services that the Representative would be willing to perform as part of the fee, and list any services that would not be included. State what routine monthly expenses would need to be covered by NLTMC.

Please provide Representative's proposed fee structure (i.e. including expense estimates) for managing a destination account requiring full service. This must be provided or proposal will not be considered, no markups allowed.

REFERENCES

The Representative shall furnish at least three (3) corporate references with the proposal. The references shall include the company name, contact person and their telephone number. The reference shall describe where services similar in magnitude and scope to those requested in this RFP are currently provided and have been provided for at least six (6) months. Employees of NLTMC may not be used as corporate references. The NLTMC reserves the right to contact references or clients not listed in the RFP.

STATEMENT OF QUALIFICATIONS

Proposals submitted must contain, at a minimum, the information described below. The evaluation of proposals and presentation will include, but not be restricted to, these

points. Please respond to each numbered section in order, numbering the responses in the same sequence as below to make the review process easier.

1. CORPORATE BACKGROUND

Describe your firm's internal organization and the manner in which services will be furnished to the NLTMC. Include and identify those services, which may not be available through the local office but are available from your firm in another manner. Explain how you will access those services. Provide an example of the structure of servicing used for an account similar to the NLTMC. Please include the following:

- Details on the corporation background and each known subcontractor, its size, and resources
- Date established
- Federal Employer's Identification Number (FEIN)
- Name(s) and Type of Ownership (public company, partnership, subsidiary, etc.)
- Primary business
- Total number of full-time employees including ethnic/race/gender breakdown
- List and provide bios for the key individuals in the company
- Physical locations including addresses of all branches

2. CORPORATE EXPERIENCE

- Listing of major accounts including current tourism, destination and hospitality accounts
- Details of corporate client experiences within the last three (3) years relevant to the services requested in this RFP
- List of any other relevant experience of the Representative (including knowledge of the travel, tourism and meeting industry)
- List of experience in brand marketing and experience in developing and implementing programs
- Identify the staff person who would be the NLTMC Account Executive and describe their qualifications, credentials, experience and responsibilities and specifically, work and experience on similar accounts.
- List of all clients added and lost in the past five years.

3. FINANCIAL BACKGROUND

Please provide financial information for the applicable legal entity(ies) for each of the last three (3) years. Statements should demonstrate the capacity to perform this contract and should include:

- Financial statements (P&L, Balance Sheet)
- Auditor's reports
- Business licenses
- Professional certification
- Annual Reports

CONTRACT TERM

The NLTMC seeks a contract with the selected Representative effective August 1, 2017 and continuing through June 30, 2020. Upon NLTMC's determination that the Representative is performing in an exemplary fashion, NLTMC may negotiate an additional three year contract.

The terms of the contract will be set forth in a definitive agreement to be signed by NLTMC and the selected Representative, which will contain usual and customary terms for transactions of this type, including standard representations, warranties and termination provisions; and any contract terms set forth in this RFP will be merged into and superseded by the terms of such definitive agreement. This agreement shall automatically terminate upon the insolvency of the Representative or client's reasonable determination that Representative may not be able to pay its debts as they become due.

CONFLICT OF INTEREST

The Representative, if selected, must agree to not represent and/or to terminate all conflict of interest accounts. This may include, but not be limited to, a state, county, city, nation or region deemed to be a competitor as defined by the NLTMC. The NLTMC is to be advised of all new business solicitations by the Representative that could be perceived to constitute a conflict of interest by the NLTMC. With regards to the matter of branch or subsidiary offices of the Representative, it should be clear that all such offices are considered as part of the total corporate entity. List any accounts the Representative would perceive as a potential conflict.

EVALUATION PROCESS

The NLTMC reserves the right to determine the suitability of proposals on the basis of a proposal's ability to meet administrative requirements and/or technical requirements; the review team's assessment of the quality and performance of the strategy; services proposed; and cost.

During the evaluation process, the NLTMC may require a proposer's representative to answer questions with regard to the proposal and require those chosen as final bidders to make a formal presentation.

The following criteria will be used in reviewing and comparing the proposals and in determining the appropriate candidate. The weight to be assigned to each criterion appears following each item.

1. CAPABILITY AND EXPERIENCE (30%)

Financial viability, client references, knowledge and/or experience of similar accounts, demonstrated leadership and success with similar accounts with similar requirements including destination planning capabilities.

2. SCOPE OF WORK (25%)

The ability, capacity, and flexibility of the proposer to perform the contract.

3. PROJECT TEAM (25%)

Level and expertise of proposed team that would be assigned to the NLTMC account.

4. COST/VALUE (20%)

Value of the proposers in relation to the cost and their overall qualifications and services rendered.

USE AND DISCLOSURE

NLTMC reserves the right to use information submitted in response to this document in any manner it may deem appropriate in evaluating the fitness of the services proposed. Materials that are submitted by the Representative that should be considered highly confidential should be marked as such. If confidentiality is requested but cannot be afforded, the Representative will be notified and will be permitted to withdraw their proposal.

Additionally and at its discretion, the NLTMC agrees to maintain confidentiality of any product information developed by and offered by the Representative. All information provided in this RFP shall be deemed confidential and shall not be shared by the Representative.

ACQUISITION OF GOODS AND SERVICES/OFFICE EXPENSES

Any goods and services or expenses incurred by the Representative on behalf of the NLTMC, must receive NLTMC's advance approval. For major purchases, actual specifications used to obtain bids/quotes should be provided as well. Sole service purchases, or selection or recommendation of a vendor that is not the lowest bidder should be supported in writing as to the basis for such a recommendation.

KEY DATES AND EVENTS

The following schedule provides key events and their associated completion dates, and is provided primarily for planning purposes. The NLTMC may modify the project timeline at its discretion.

Task	Timing
Send RFP to Representative target list throughout the United States	April 6 th
Intent to respond & questions from candidates due via email to: jt@gotahoenorth.com	April 21 st
NLTMC will email all candidates the answers to questions	April 26 th
All proposals due. Send via email to: jt@gotahoenorth.com	May 19 th
Representative finalists announced – all candidates notified	May 26 th
Finalist candidates present in person (North Lake Tahoe Location TBD)	Week of June 5 th
Representative selected – begin negotiations with top ranked company	June 12 th
Start Date	August 1 st

QUESTIONS, REQUESTS FOR CHANGES AND CONCERNS

From the date this RFP is issued until a determination is made, **no contact related to this RFP will be allowed** between Representative and any employee of NLTMC other than the RFP Manager. Any contact with NLTMC must be directed to the **RFP Manager** in writing (via email) only. Any unauthorized contact may disqualify the respondent from further consideration. All questions must be submitted to the RFP Manager in writing (via email) prior to 5:00 PM (Pacific Daylight Savings Time) Friday, April 21, 2017. Consistency and full transparency will be maintained in the answers provided to all proposers.