

City of Staunton Request for Proposal (RFP)

TOURISM DIGITAL MARKETING SERVICES

AUGUST 31, 2018

GENERAL INFORMATION

PROPOSAL

The City of Staunton Tourism Department (Visit Staunton) is seeking proposals from qualified firms to provide digital marketing services. The purpose of the proposal is to increase awareness of the City of Staunton as a visitor destination in our target markets, stimulate overnight stays, enhance visitor spending and ultimately produce a substantial economic impact for the City of Staunton

All proposals must be delivered to:

Mail To:
Chad Horvat
Finance Business Manager
P.O. Box 58
Staunton, VA 24402-0058

Overnight To:
Chad Horvat
Finance Business Manager
116 W. Beverley St., 3rd Floor
Staunton, VA 24401

(540) 332-3819

ALL PROPOSALS MUST BE SUBMITTED BY 4:00 P.M. FRIDAY SEPTEMBER 28, 2018.

The City is not responsible for delays in the delivery of the mail by the U.S. Postal Service, private couriers, or the inter-office mail system. It is the sole responsibility of the Offeror to ensure that its proposal reaches the Finance Business Manager by the designated date and time. **Facsimile and e-mail submittals are not acceptable.**

All Offerors shall abide by all applicable State and Federal laws.

This public body does not discriminate against faith-based organizations, in accordance with the Code of Virginia, § 2.2-4343.1 or against a Bidder or Offeror because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by law relating to discrimination in employment.

INQUIRIES CONCERNING RFP

Additional information about Visit Staunton is available at www.visitstaunton.com. Any questions or comments concerning this RFP should be directed to Sheryl Wagner, Director of Tourism via email wagnerss@ci.staunton.va.us by Wednesday, September 12, 2018 at 4pm.

REQUEST FOR PROPOSAL VISIT STAUNTON DIGITAL MARKETING SERVICES

I. INTRODUCTION

Visit Staunton is seeking proposals from qualified firms to provide digital marketing services. The objective of the service contract is to increase awareness of the City of Staunton as a visitor destination in our target markets, stimulate overnight stays, enhance visitor spending and ultimately produce a substantial economic impact for the City of Staunton.

II. SPECIFIC REQUIREMENTS

A. Serve as the Visit Staunton's digital marketing agency:

Shall promote and encourage visitation to Staunton. The successful contractor or contractors will work in conjunction with the Department to conduct a digital marketing program to attract potential visitors from our primary target markets of Washington, DC, Northern Virginia, Richmond and Hampton Roads to the City of Staunton. Contractor shall develop and execute creative concepts based on strategic analysis, research and input from City of Staunton, and as agreed upon by the City. These services shall include, but are not limited to, the following:

1. Analyze local, regional, and national research to recommend the best strategies and promotions.
2. Provide advice, counsel, and assistance to the Department on matters pertaining to digital marketing to ensure the Department's benefit to the fullest extent possible and with input from the City of Staunton.

B. Facebook & Instagram Campaigns:

Set up and manage Facebook & Instagram Ad campaigns using the following delivery methods to test ad variations:

1. Facebook newsfeed Ads testing unique combinations of images, headlines, copy, and link to each of the landing pages produced by contractor(s).
2. Instagram Photo Ads using eye-catching visuals to boost awareness, increase social following and engagement, and drive website visits.
3. Instagram Stories Ads to reach audiences with full-screen branded photos and/or video in their Story feed.

C. Campaign Optimization:

Optimize campaigns on a regular basis to continually increase performance and marketing Return on Investment ("ROI").

1. Bid Optimization: monitor and adjust keyword bids to attract visitors who are more likely to convert.
2. Budget Allocation: analyze performance of the various campaigns to pull budget from low-performers and increase budget for campaigns that provide the greatest ROI.
3. Ad Testing: Test ad creativity to discover what variables (e.g. headlines, images, descriptions, display URLs, sitelink extensions, and call-outs) prove most effective in attracting high quality visitors to the visitstaunton.com website.

4. Audience Targeting: Test and optimize ad messaging and/or images shown to targeted audiences to serve the most relevant and compelling ads based on known interests, demographics, and likely decision-making criteria.

D. Landing Page Design & Development:

1. Design and develop campaign landing pages, for digital campaigns, on the existing website, www.visitstaunton.com.
2. Content review & recommendations based on page copy, outlines, and images provided by Staunton.
3. Mobile responsive dynamic CSS styles that change layouts depending on the device and screen size.
4. Browser Compatibility: the website will work on the latest stable version of all modern browsers that account for the vast majority of US web traffic: Internet Explorer 11, Edge, Chrome, Firefox, Safari, iOS, & Android browsers.

E. Analytics Tracking Set Up:

1. Build onto the existing Google Tag Manager installation and set-up key goals and conversion events (e.g. newsletter sign up, visitor guide request, partner referrals) to quantify user engagement and compare the quantitative and qualitative value of visitors from each advertising source. Final tracking parameters will depend on the back-end flexibility of the current website's content management system (CMS). Deliverable will include documentation of new goals and conceptual analytics-based visitation funnel.

F. Social Influencer Campaign(s):

1. Identify social influencers that complement Visit Staunton's brand.
2. Staunton will organize familiarization trip for the influencer and organize first person blog post by influencer for www.visitstaunton.com.
3. Create social ads for blog post.
4. Run and optimize ad campaign.

G. Video Campaign(s):

1. A short and inspiring video highlighting the key selling points of Staunton, VA.
2. Provide concepts for video.
3. Create social ads to promote video.
4. Run and optimize ad campaign.
5. Staunton may outsource video creation.

H. Google AdWords:

1. Create, run and optimize AdWords.

I. AdRoll Display/Retargeting:

1. Create ads for retargeting.
2. Staunton may be responsible for deploying ads.

J. Performance Reports: Produce monthly reports summarizing campaign performance and key insights including:

1. Overview of KPIs like spend, clicks, CPC, CTR, and CPA (where applicable)
2. Highlights of top performing areas of the campaign will be included
3. Overall analysis of performance with key insights and major action items (as needed)

K. Purchase media per campaign(s) including but not limited to: Google, Facebook and Instagram as part of the agreed upon strategy and target markets.

III. GENERAL REQUIREMENTS

Proposals should be as thorough and detailed as possible so that the City may properly evaluate the capabilities of respective firms to provide the required services. **At the same time, proposals should be concise (a maximum of 20 pages) and supply information based on the following criteria:**

A. Firm History and Organization

B. Personnel

1. Identify and provide resumes (may be abbreviated), including references, for key project personnel.
2. List outside firms, if any, that may be part of the services team

C. Experience: Provide a description of the firm's background in integrated marketing projects. In particular, please indicate any previous experience with local government contracts. This information should include:

1. Project name and address;
2. Description of services provided, and
3. Contact person and telephone number

D. Creative Portfolio: Provide details of, up to, three examples of innovative campaigns completed for a recent client(s) that were based on research, had specific goals, leveraged resources, and demonstrates your creativity and leveraging of funds.

E. Approach to Providing Services: Please outline your firm's proposed approach to providing services referenced in Section II (Specific Requirements).

F. Fee Schedule: Please be as specific as possible.

G. Availability: The Visit Staunton would like to begin work as soon as a contract for services is completed. Please address the availability of your firm and key personnel to meet this requirement.

H. Insurance: By signing and submitting a proposal under this solicitation, the offeror certifies that if awarded the contract, it will have the following insurance coverages and limits at the time the contract is awarded, and the offeror further certifies that the offeror and any subcontractors will maintain these insurance coverages and limits during the entire term of the contract and that all insurance will be provided by insurance companies authorized to sell insurance in Virginia by the Virginia State Corporation Commission and shall be administered by a Virginia registered agent:

1. Insurance: Professional Liability Insurance in an amount not less than \$1,000,000/\$500,000, and offer a minimum of \$1,000,000 excess liability insurance umbrella form, or such other insurance as is satisfactory and may be approved by the City. All insurance coverages shall be written by companies licensed to do business in Virginia, shall be administered by a Virginia registered agent, and shall ensure prior written notification to the City prior to cancellation of the policy.
2. Workers' Compensation - Statutory requirements and benefits. Coverage is compulsory for employers of three or more employees, to include the employer. Contractors who fail to notify SCS of increases in the number of employees that change their workers' compensation requirements under the Code of Virginia during the course of the contract shall be in noncompliance with the contract.
3. Commercial General Liability – Not less than \$1,000,000 per occurrence and \$2,000,000 in the aggregate. Commercial General Liability is to include bodily injury and property damage, personal injury and advertising injury, products and completed operations coverage. City of Staunton must be named as an additional insured and so endorsed on the policy, as demonstrated to the sole satisfaction of the City.
4. Automobile Liability - \$500,000 combined single limit. (Required only if a motor vehicle not owned by the City of Staunton is to be used in the contract. Offeror must assure that the required coverage is maintained by the Offeror (or third-party owner of such motor vehicle.)

IV. REVIEW AND AWARD

To be considered for selection, offerors must submit a complete response to this Request for Proposals. Failure to submit all information requested may result in the rejection of the incomplete proposal.

Proposals shall be signed by an authorized representative of the offeror. Three (3) copies of the proposal must be submitted to the City. Each copy of the proposal should be bound in a single volume as practical.

The following criteria will be used in evaluating the responses to this RFP. This weighting has been determined at the sole discretion of Visit Staunton.

- a) Previous experience (10 points)
- b) References (i.e., satisfaction of former clients) (15 points)
- c) Credentials of project team proposed to perform work (10 points)
- d) Creative Portfolio (20 points)
- e) Project Approach (30 points)
- f) Fees (value of services provided in comparison to cost – 15 points)

V. TERMS OF THE CONTRACT

The City expects to choose a firm promptly and intends to begin the contracted services as soon as possible after October 1, 2018.

The initial contract shall run from date of award through October 31, 2019 with an option for up to two (2) additional one (1) year renewals. The contract shall be subject to cancellation for cause or convenience with written notice 30 days prior to the effective date of the cancellation. No change in costs at renewals shall exceed the change in the Consumer Price Index for All wage Earners for this region.

The City reserves the right to negotiate contract terms with the successful firm for items/services other than those specifically stated in this RFP in the best interest of the City and agreed to by the contractor.

VI. PROCUREMENT GUIDELINES

A. COMPETITIVE NEGOTIATION

The procurement method is competitive negotiation of other than professional services, as defined in Section 2.2-4301 of the Code of Virginia (1950) as amended. This Request for Proposal indicates, in general terms, the nature of the program and services being sought. Each offeror is to submit the proposal(s) that best suits the needs of the City.

The specific requirements for the contents of the proposals are contained in the RFP. Offerors are encouraged to provide additional information not specifically identified as a requirement if that additional information enables the proposal to better suit the needs of the City. In order to procure the program that best suits the needs of the City, the competitive negotiation process and evaluation criteria consider factors in addition to cost.

B. AWARDING THE CONTRACT

The award of a contract shall be determined in the sole discretion of the City based upon evaluation of all information as the City may request. The City reserves the right to waive any informality in proposals submitted in response to this RFP when such waiver is in the best interest of the City.

The evaluation process shall be based upon the criteria set forth in Section IV of this request for proposals. Price will be considered but will not be the sole determining factor. Selection shall be made of two or more offerors deemed to be fully qualified and best suited among those submitting proposals, on the basis of the factors involved in the Request for Proposal. Negotiations shall then be conducted with each of the offerors so selected. After negotiations have been conducted with each offeror so selected, the City shall select the offeror which, in its opinion, has made the best proposal, and shall award the contract to that offeror. When the terms and conditions of multiple awards are so provided in the Request for Proposal, awards may be made to more than one offeror. Should the City determine in writing and in its sole discretion that only one offeror is fully qualified, or that one offeror is clearly more highly qualified than the others under consideration, a contract may be negotiated and awarded to that offeror.

The City of Staunton shall endeavor to award the contract within thirty (30) days from receipt of proposals. Notice of award will be posted on the City Web Site. (<http://www.staunton.va.us/solicitation-results>)

C. PUBLIC INSPECTION OF PROCUREMENT RECORDS

Proposals submitted shall be subject to public inspection only in accordance with Section 2.2-4342 of the Code of Virginia, which reads, in essence, as follows:

Except as provided in this section, all proceedings, records, contracts, and other public records relating to procurement transactions shall be open to the inspection of any citizen, or any interested person, firm or corporation, in accordance with the Virginia Freedom of Information Act

Cost estimates relating to a proposed procurement transaction prepared by or for a public body shall not be open to public inspection prior to contract award.

Any competitive negotiation offeror, upon request, shall be afforded the opportunity to inspect proposal records within a reasonable time after the evaluation and negotiations of proposals are completed but prior to award, except in the event that the City decides not to accept any of the proposals and to reopen the contract. Otherwise, proposal records shall be open to public inspection only after award of the contract.

Any inspection of procurement transaction records under this section shall be subject to reasonable restrictions to ensure the security and integrity of the records.

Trade secrets or proprietary information submitted by a bidder, offeror or contractor in connection with a procurement transaction shall not be subject to the Virginia Freedom of Information Act; however, the bidder, offeror or contractor shall (i) invoke the protections of this section prior to or upon submission of the data or other materials, (ii) identify the data or other materials to be protected, and (iii) state the reasons why protection is necessary. Bidder may not invoke this protection on the entire proposal – only on those sections or data which are considered trade secrets or proprietary.

D. ETHICS IN PUBLIC CONTRACTING

By submitting their proposal, all offerors certify that their proposal is made without collusion or fraud and that they have not offered or received any kickbacks or inducements from any other offeror, supplier, manufacturer or sub-contractor in connection with their proposal, and that they have not conferred on any public employee having official responsibility for this procurement transaction any payment, loan, subscription, advance, deposit of money, services or anything of more than nominal value, present or promised unless consideration of substantially equal or greater value was exchanged.

E. ANTI-DISCRIMINATION

By submitting their proposal, offerors certify to the City of Staunton that they will conform to the provisions of the Federal Civil Rights Act of 1964, as amended, the Virginia Fair Employment Act of 1975, as amended, where applicable and Section 2.2-4311 of the Virginia Public Procurement Act.

1. During the performance of this contract, the offeror agrees as follows:

- a. The offeror will not discriminate against any employee or applicant for employment because of race, religion, color, sex, national origin, age, disability, or other basis prohibited by state law relating to discrimination in employment, except where there is a bona fide occupational qualification reasonably necessary to the normal operation of the offeror. The offeror agrees to post in conspicuous places, available to employees and the applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
- b. The offeror, in all solicitations or advertisements for employees placed by or on behalf of the offeror will state that such offeror is an equal opportunity employer.

c. Notices, advertisements and solicitations placed in accordance with federal law, rule or regulation shall be deemed sufficient for the purpose of meeting the requirements of this section.

2. The offeror will include the provisions of the foregoing paragraphs a, b and c in every subcontractor purchase order of over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.

F. DRUG-FREE WORKPLACE

By submitting their proposal, offerors certify to the City of Staunton that they will conform to the provisions of Section 2.2-4312 of the Virginia Public Procurement Act. offerors agree to (i) provide a drug-free workplace for the offeror's employees; (ii) post in conspicuous places, available to employees and applicants for employment, a statement notifying employees that the unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana is prohibited in the offeror's workplace and specifying the actions that will be taken against employees for violations of such prohibition; (iii) state in all solicitations or advertisements for employees placed by or on behalf of the offeror that the offeror maintains a drug-free workplace; and (iv) include the provisions of the foregoing clauses in every subcontract or purchase order of over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.

G. FORUM SELECTION

This solicitation and any resulting contract shall be governed in all respects by the laws of the Commonwealth of Virginia, without reference to conflict of laws principles or rules of construction. Any action, proceeding, or claim in any way related to this agreement or the relationship between the parties shall be filed and maintained solely in the General District Court or the Circuit Court of the City of Staunton, Virginia.

H. IMMIGRATION REFORM

By submitting a proposal, offerors certify that, they will not, and shall not knowingly employ an unauthorized alien as defined in the federal Immigration Reform and Control Act of 1986.

I. PROMPT PAYMENT ACT

Any contract awarded as a result of this Request for Proposal shall incorporate the terms and conditions of Article 4 of the Virginia Public Procurement Act with respect to Prompt Payment.

J. REJECTION OF PROPOSALS

The City reserves the right, at any time prior to award of the contract, to reject any and all proposals, or any part thereof, to make no award, and/or to issue a new Request for Proposal, or make modifications, corrections of additions to the information contained herein.

Offerors are cautioned this is a Request for Proposal, NOT a request to contract.

K. COSTS FOR PROPOSAL PREPARATION

Any costs incurred by offerors in preparing or submitting proposals are the offeror's sole responsibility; the City will not reimburse any offeror for any costs incurred as a result of the preparation of this Request for Proposal.

L. APPROPRIATIONS

The obligations of the City of Staunton are subject to and contingent upon annual appropriation by City Council of sufficient funds for the purposes of this contract. In the absence of such annual

appropriation, either the City of Staunton or offeror may terminate the contract by giving not less than ten (10) days prior notice to the other, specifying this reason for the termination, and upon effective termination pursuant to this provision, any compensation due shall be equitably adjusted by mutual agreement.

M. STATE CORPORATION COMMISSION IDENTIFICATION NUMBER

Pursuant to Code of Virginia, §2.2-4311.2 subsection B, a bidder or offeror organized or authorized to transact business in the Commonwealth pursuant to Title 13.1 or Title 50 is required to include in its bid or proposal the identification number issued to it by the State Corporation Commission (SCC). Any bidder or offeror that is not required to be authorized to transact business in the Commonwealth as a foreign business entity under Title 13.1 or Title 50 or as otherwise required by law is required to include in its bid or proposal a statement describing why the bidder or offeror is not required to be so authorized. Link to the Virginia State Corporation Commission site: <http://www.scc.virginia.gov/>.

N. DEBARMENT STATUS

By participating in this procurement, the offeror certifies that they are not currently debarred by the Commonwealth of Virginia or the City of Staunton from submitting a response for the type of goods and/or services covered by this solicitation. Offeror further certifies that they are not debarred from filling any order or accepting any resulting order, or that they are an agent of any person or entity that is currently debarred by the Commonwealth of Virginia or the City of Staunton.

O. INDEMNIFICATION: The Offeror agrees to indemnify, defend, and hold harmless the City of Staunton and it's Council members, officers, directors, agents and employees against any and all claims, liabilities, losses, damages, costs and expenses (including reasonable attorney fees) arising out of, or resulting from any and all injuries to persons or damage to property or intellectual infringement claim arising out of services performed hereunder or by reason of the intentional or negligent acts or omissions of the Offeror, its employees, agents or sub-contractors, including any independent contractors. The provisions of this section of shall survive the completion, terminations or expiration of the contract.

P. COPYRIGHTS: The Offeror hired pursuant to this contract is prohibited from copyrighting any papers, interim reports, forms, or other materials resulting from performance under this agreement, without the written permission of the Purchasing Agency. Data and their analysis, forms, and images gathered or developed during fulfillment of this contract may be used by the Offeror in subsequent copyrighted publications, provided the copyrights do not in any way restrict or limit the Purchasing Agency's ownership, use, or distribution of said information, forms, or images.