



## REQUEST FOR PROPOSAL (RFP) PR Agency Services

*The Monterey County Convention & Visitors Bureau (MCCVB) is seeking an agency specializing in Media Relations to support and assist in the development and execution of effective, integrated marketing communications programs that 1) reinforce Monterey County's standing as one of the world's premier tourism destinations; and, 2) grow overnight visitation. The agency will work with the MCCVB marketing communications team in planning and executing media FAM trips to ensure national, international and meetings industry editorial coverage, in keeping with MCCVB's strategic business plan.*

### MCCVB: About Us

The MCCVB is the Destination Marketing Organization (DMO) for the County of Monterey that includes 10 jurisdictions and an industry that includes hundreds of hotels, resorts and unique lodging partners; major attractions; and a variety of additional businesses that fuel the tourism economy. Monterey County stretches along the coast from Moss Landing to the Monterey Peninsula to Big Sur; and in land to Salinas and Salinas Valley. Monterey County boasts major tourism attractions and resorts such as the world renowned Monterey Bay Aquarium, Cannery Row and Pebble Beach Resorts, as well as hundreds of other diverse and engaging tourism offerings and events (for a full review of all Monterey County has to offer visit [www.SeeMonterey.com](http://www.SeeMonterey.com)).

#### **MCCVB Strategic Plan:**

***Vision:*** *Inspire the world to experience our extraordinary destination*

***Mission:*** *Drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests, members and community.*

**A PDF of the current MCCVB business plan can be downloaded at: [2017-18 MCCVB Business Plan.pdf](#)**

#### **MCCVB PR-specific links and information:**

- <https://www.seemonterey.com/media/kit/>
- <https://www.seemonterey.com/media/#>

### Target Markets + Audience

The MCCVB focuses on three audience groups:

1. Leisure travelers-- visitors to Monterey County are from San Francisco and California's Central Valley with a smaller percentage coming from Los Angeles and Southern California; 90% of visitors drive to the destination. Monterey County is serviced by the Monterey Regional Airport (MRY) that has non-stop flights from San Diego, Phoenix, Las Vegas, Los Angeles and San Francisco. Domestic short haul markets include Washington, Arizona, Colorado, Nevada and Oregon. Long-haul markets include Texas, Illinois and New York.

2. Group business: corporate and incentive groups, meeting and conference planners, state and regional associations.
3. International: FIT individual travelers (and travel and tour operators who facilitate such travel) and some Group travel. Monterey County has made strides in identifying itself as an international destination in primary target markets: China, Mexico and Canada. MCCVB International programs also rely on regional partnerships with neighboring DMOs and continue to include opportunistic markets such as UK and Europe as part of a long-term strategic growth strategy.

## What Matters Most

A snapshot of our agency “must haves”:

1. **Passion & Knowledge** for the travel and hospitality industry and Monterey County, and understanding of MCCVB business objectives, strategies and priorities.
2. **FAM Experience** – experience planning and executing press trips including working with media on what they need for their story, building itineraries and managing FAMs as they take place.
3. **Strong Organizational and Communication Skills**—it is important to be highly organized as the agency may balance several FAMs at the same time. Excellent communication skills are also needed as you will not only be working with media but also MCCVB members and partners.
4. **Proximity**—agency should be based within Monterey County or within driving proximity and able to attend and escort media FAMs as requested/needed.

## Scope of Work

***Primary Focus – assist in the development, execution and follow-up with Leisure, Group and International FAM trips to Monterey County.***

- PR Agency to work closely with the MCCVB Communications Manager and act as an extension of the MCCVB Marketing Communications team.
- Plan and coordinate an average of four-five (up to eight) media familiarization (FAM) trips per month, as determined by MCCVB Communications Manager. FAMs vary by season and by month and overall expectation is approximately 50 per year.
- Create itineraries for media FAMs that include outreach and coordination with MCCVB members to secure accommodations, meals and activities for media FAMs. Must respond to members’ emails within 24 hours (or 48 hours if the email comes in on a weekend day and is not urgent). Itineraries range from one night to three nights.
- Meet/greet with media during the FAMs for coffee/tea or meal as directed by Communications Manager to connect, build relationships, share more about the destination and answer any questions.
- PR Agency to bill the MCCVB for expenses in accordance with the MCCVB’s Financial Policies.
- Follow-up with
  - Media via email or phone call after the trips for feedback on the visit.
  - Members via email after the trips for feedback on the media FAM
  - Follow-up with media on media coverage run date and final coverage

- Create social media coverage reports that extends from FAMs as needed. This includes clipping Instagram and Facebook stories and posts.
- Schedule and participate in regular calls to check-in and discuss past and upcoming media FAMs in addition to in-person meetings as needed.
- Provide monthly reports that include summaries of the media FAMs including the outlet, members visited and any initial results from the media FAMs (initial media coverage and possible social media coverage reports).
- Represent MCCVB standards, values and strategic priorities with members or journalists.

## What We Would Like to See From You

Please include the following items within your proposal (by the way, we value brevity):

- Brief overview of agency history and philosophy and a list of agency core capabilities
- Primary team member(s) working on this account, and their individual roles and personnel bios. List primary agency address and any satellite office locations
- Describe how agency differentiates itself from competitors
- Current client list including any that might pose a conflict to managing the MCCVB account
- Experience with and approach to coordinating media FAM trips and vetting of media inquiries
- Estimated budget based on expectations provided herein along with hourly rates for out of scope work.
- Provide three client references that have used your professional services for similar work with the expectation that MCCVB may contact – agencies understand that by providing references they are giving MCCVB permission to contact

## Budget and Term

While our terms are subject to evolve, the MCCVB's budget for content marketing services will be approximately \$2,000-4,500 monthly, depending on final Scope of Work. An annual agreement is preferred with a renewal option for additional two years at the end of the initial term.

## Timeline

- RFP distribution: July 6, 2018
- Agency questions deadline (submitted via email only): July 11, 2018
- **RFP Submissions Deadline: July 17, 2018**
- MCCVB staff/marketing committee feedback deadline: July 24, 2018
- Selected agencies notified and invited to present: July, 26, 2018
- **Agency presentations (at agency expense): week of July 30, 2018**
- Final Selection: August 6, 2018
- Agencies Notified: August 7, 2018
- Agreement Development Complete: August 9, 2018
- **Agency Start Date: August 13, 2018**

## Submission Details

All information should be submitted in a PDF format via the [following link](#).

- **Any questions related to this request** must be sent to [RFP@SeeMonterey.com](mailto:RFP@SeeMonterey.com) and received no later than 5pm Pacific Time, July 11, 2018. Questions will be addressed as quickly as possible and in the order received. We *strongly* encourage interested agencies to review [SeeMonterey.com](http://SeeMonterey.com), [MeetInMonterey.com](http://MeetInMonterey.com) and review the [MCCVB business plan](#) before contacting MCCVB with questions. The MCCVB will not take responsibility for the completeness or timeliness of answers. Agencies that are selected for presentations will have the opportunity for verbal Q&A.
- **Due Date – Complete information intended for RFP consideration must be received by 5pm Pacific Time, Tuesday July 17, 2018.** Any submissions received after will be disqualified and deleted. MCCVB does not take responsibility for any technical issues related to agency submissions.
- **Notifications** – The MCCVB will contact all submitting agencies via email to notify of any revisions or cancellations relative to the RFP content or process. The MCCVB will make best efforts to ensure such emails are received but not take responsibility if for any reason they are not.

## Additional submission information

The MCCVB is seeking proposals crafted by the information contained herein. Agencies are encouraged to review on their own any relevant tourism information through secondary sources to provide additional support for submitted proposals. Agency responses to the RFP can be fashioned however interested agencies choose to respond with the following terms:

- Do not contact any MCCVB Board Member, employee, or members of the evaluation taskforce. Any contact with these will automatically disqualify the agency. All inquiries should be sent to [RFP@SeeMonterey.com](mailto:RFP@SeeMonterey.com)
- Conflicts of Interest – MCCVB represents many members in the tourism industry. PR agencies may have as clients some of these members. This is *not* necessarily a conflict of interest so long as the agency pre-identifies in their proposal any *potential* conflicts and their ability to ensure there will not be a conflict (e.g. firewalled account management).
- Beyond the Scope – while this RFP is specific to the detailed Scope of Work and intended only for such work; we wouldn't mind learning a bit more about your capabilities. Please keep in mind – we value brevity in proposals.
- Any information, ideas and concepts shared with the MCCVB in this RFP process are submitted in a non-proprietary manner. Presented ideas and concepts are available to use by the MCCVB without any liability and do not constitute a formal agreement nor requirement for compensation. Materials submitted through the RFP process will not be returned to submitting agencies.
- The MCCVB reserves the right to change any part of this RFP, the process and/or altogether cancel at any point and for any reason without any liability to submitting parties.

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**Monterey County Convention**  
**& Visitors Bureau**

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- Agencies understand that any information provided that is found to be untruthful or otherwise a misrepresentation will automatically disqualify the submitting agency. In addition, should untruths or misrepresentation be found with the selected agency after contracting, such would be grounds for immediate termination of the contract without any liability from the MCCVB.
- All information (written or spoken) shared by the MCCVB is deemed confidential and shall not be shared with outside parties.
- Submitting agencies signify understanding and agreement with these terms by responding to the RFP.