



## REQUEST FOR SERVICES MARKETING SUPPORT – JANUARY 2018

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### **About the Greater Raleigh Convention and Visitors Bureau (CVB)**

The Greater Raleigh CVB, as the official and accredited destination marketing organization (DMO) of Raleigh and Wake County, North Carolina, accelerates sustainable economic growth and development by increasing visitor and convention business. Find more at

<http://www.visitRaleigh.com/partners/about-grcvb/>.

### **About the CVB's Marketing and Communications Department**

The CVB being Wake County's one and only DMO, its Marketing and Communications Department is also unique within the area. The Marketing and Communications Department is responsible for the CVB's integrated marketing communications efforts, through which various destination marketing tools work together to maximize their total impact on (mostly external) target consumers or stakeholders.

Based on consumer market research and other CVB marketing data, these efforts comprise the advertising, brand communications, cooperative partner programming, publications and tourism strategies that lead to consideration of Raleigh, N.C., as a destination for the sports, convention and leisure tourism vertical markets. The primary goal of the department is to increase overall visitation to the destination and area hotel and restaurant revenues. Current departmental budget is \$1.1 million (excluding salaries and benefits).

The department's team of five consists of:

- Director of marketing and communications Jonathan Freeze, CDME, CHIA (JF);
- Creative director Karen DeSollar (KD);
- Senior marketing manager Derek Allman, CHIA (DA);
- Content marketing manager Michael Robson (MR);
- Assistant marketing manager Andrew Baker (AB).

The department has combined experience stretching 42 years working in the DMO industry (30 years spent at the Greater Raleigh CVB).

### **Background of Request for Services**

At present, the Marketing and Communications Department/CVB is engaged with creative and media services agencies, French/West/Vaughan (FWV) and AdStaff Media, as well as with interactive agency/information technology services provider Simpleview Inc., premium products provider Halo Branded Solutions and Visitors Guide publisher Compass Media LLC, among others.

It is anticipated that the Greater Raleigh CVB will retain more than one of these relationships into 2018–2019 and for subsequent years. However, projects assigned to the entities providing contracted marketing support services are open to detailed discussions with the CVB/Marketing and Communications Department again at this time, based on the qualifications and recommendations of those responding to this Request for Services.

Of the overall marketing mix for Raleigh/Wake County, the current division of projects between the Marketing and Communications Department and its marketing support providers is as follows:

<b>Destination Marketing Mix</b>	<b>In-House</b>	<b>Agency/Provider</b>
advertising research, planning, media buying and placement		AdStaff; FWV
creative development of advertising for print and digital placements (all vertical markets)		FWV
brand compliance and Bureau-wide creative oversight	JF; KD	
content creation for internet, point of sale and social media marketing	DA; MR	
internet marketing including email marketing/marketing automation/database marketing	DA; AB	
market research and marketing research	JF	
destination photography	MR	
partnership marketing with local hospitality businesses (including ad co-op planning, packaging)	JF; DA; AB	
preparation of all publications	KD	
concepts, orders and sometimes fulfillment for promotional products/premiums	AB	Halo
social media marketing	DA; MR	

<b>Destination Marketing Mix</b>	<b>In-House</b>	<b>Agency/Provider</b>
support to in-house sales teams (with tradeshow appearances etc.)	KD; AB	
video production (4K digital)		FWV
Visitors Guide to Raleigh, Cary and Wake County (design and layout, ad sales and printing)		Compass
webpage design, content maintenance and updates to listings	DA; MR; AB	

Notably, the department does not directly manage the CVB's website/search engine marketing/interactive agency (rather the CVB's Information Technology Department does) and does not direct the CVB's public relations efforts including media relations (rather the CVB's Public Relations Department does). The CVB's Marketing and Communications Department integrates activities with these and all other Bureau departments.

### **Guiding Documents (Objectives)**

All work carried out by the CVB's Marketing and Communications Department and its service providers is guided by:

- [2014–2018 GRCVB Strategic Plan](#);
- [2017–2018 GRCVB Business Plan](#) (and subsequent years');
- 2017–2018 GRCVB budget (and subsequent years');
- [Raleigh, N.C., Destination Brand Strategy Manual](#);
- Raleigh, N.C., Destination Brand Visual Manual;
- [Raleigh, N.C., Marketing Blueprint](#);
- 2017–2018 Digital Content Marketing Strategy (and subsequent years');
- 2017–2018 Social Media Marketing Strategy (and subsequent years');
- [2017–2018 Editorial Calendar](#) (and subsequent years').

The Greater Raleigh CVB is also currently engaged with Jones Lang LaSalle Americas, Inc. (JLL) to lead a strategic planning process that will conclude in [Wake County's first-ever Destination Strategic Plan](#), a tourism master plan to shape the next 10 years of our area's tourism-related economic development. The new, 10-year plan will be published in Aug. 2018 and will guide future efforts by the CVB and others.

### **Request for Services and Scope of Work Summary**

The CVB's Marketing and Communications Department desires to contract services from sole proprietorships, partnerships, corporations, consultants or other legal entities that will collaborate with and aid the in-house team in executing the destination marketing mix on behalf of Raleigh/Wake County year-round.

The CVB is not looking for strategic planning, market research, a business or marketing plan, new brand strategy or other (SEO/SEM) strategy, as all already exist.

Instead, the team seeks outside assistance to complement in-house skills and talents, extend capacity, fill foreseen gaps and complete additional work as assigned.

Projects are likely to be further outsourced under these areas of the overall destination marketing mix:

- advertising research, planning, media buying and placement;
- creative development of advertising for print and digital placements;
- some content creation for internet, point of sale and social media marketing;
- some internet marketing including email marketing/marketing automation/database marketing;
- some destination photography;
- preparation of some publications;
- some support to in-house sales teams (with tradeshow appearances etc.);
- video production (4K digital);
- Visitors Guide to Raleigh, Cary and Wake County (design and layout, ad sales and printing);
- some webpage design, content maintenance and updates to listings.

Notably, advertising-related projects represent a small minority of assignments that the CVB's Marketing and Communications Department anticipates outsourcing to providers of contracted marketing support services. For this reason, those responding to this Request for Services should be able to provide a complete array of services beyond a typical "advertising agency" setup or (if individualized specialists) should be able to collaborate or partner closely with other responders in providing a unified stream of support to the CVB.

### **Qualifications Sought**

Based on the above background, documentation and scope, it is anticipated that responding service providers will demonstrate significant experience in performing comparable work for other, comparable CVBs/DMOs, local governments or instrumentalities of local government and/or business improvement districts.

Finalists for providing new contracted services also should demonstrate significant familiarity with Raleigh and Wake County as places (the destination), with the Visitors Guide (<http://www.raleighvisitorsguide.com>), with visitRaleigh.com and with visitRaleigh-brand content and with video/social media accounts (@visitRaleigh).

As the Marketing and Communications Department's in-house team will be providing leadership and day-to-day direction with all assigned project work, qualified finalists must embrace a collaborative approach to project work and demonstrate commitment to the following:

- project-managing alongside designated CVB staff throughout the year;
- devising high-quality, creative content and designs (whether copy, image, video, HTML, placement, publication) that integrate with the CVB's destination brand initiatives and that address specific, research-based strategies and tactics of the CVB's guiding documents;
- meshing detailed specifications from other team participants with their own approaches and contributions while on deadline.

Particularly of interest will be responses from marketing support service providers that:

- like the CVB, are customer-centric, passionate, entrepreneurial, collaborative and ethical;
- are viewed as credible, trusted and effective in their industry;
- employ fresh, innovative methods;
- are dedicated to the use of technology including project management tools and email best practices;

- resolve conflicts openly and directly;
- understand that deadlines are not suggestions;
- understand, are respectful of and reflect the Raleigh area's brand/environmental/social values;
- believe in thoroughness, exactitude and quest for perfection and continuous betterment, learning and performance improvement.

### **Nature of the Services Relationship(s)**

The selected provider(s) will be invited to engage in a standing relationship with the Greater Raleigh CVB and its Marketing and Communications Department for an annual program of work, projects assigned and managed weekly or monthly. It is anticipated that the relationship will continue for longer than one year. Lines of communication should be open and continuous throughout, for the benefit of all projects.

Contractually the CVB may agree to a year-long scope fully determined at the outset (retainer-like model) or—to allow for the most flexibility/responding to market demands—may assign projects on a case-by-case basis over the course of a year (estimate/quotation model). Locally-based service providers will be invited to attend monthly department meetings in person, but in all cases, service providers should interact frequently with the in-house team using the best available technology, e.g., GoToMeeting.

### **Schedule**

- Jan. 5, 2018 – Greater Raleigh CVB issues formal Request for Services;
- Feb. 1, 2018 – letters/statements of interest due to the Greater Raleigh CVB by noon ET;
- Late Jan./early Feb. 2018 – CVB reviews incoming letters/statements on a rolling basis, interviews new potential providers and narrows to finalists;
- Feb. 19, 2018 – Greater Raleigh CVB invites finalists to submit detailed proposals/samples;
- March 12, 2018 – detailed proposals due to the Greater Raleigh CVB by noon ET;
- Late March 2018 – CVB reviews detailed proposals and enters negotiations with finalist(s);
- April/May 2018 – contracted service provider(s) begin work/plan for 2018–2019 fiscal year.

### **Letters/Statements of Interest Requirements**

To be initially considered for selection and formal relationship, prepare a brief letter/statement of interest package with the following:

1. Statement of interest form (one page): Fill in and return the attached form.
2. Summary letter signed by principal/president/proprietor (not to exceed one page): Summarize the legal entity's background, experience, clientele and areas of expertise. Include number of years in business, largest account/smallest account and scope of services usually provided to clients, as well as entity's interest in providing services to the CVB.
3. Experience (one to three pages): Please describe, in detail, the background, experience and specific areas of expertise in relation to this Request for Services. Mention all office locations as well as location that would be assigned to the CVB's services. Include or hyperlink to list of current clients (noting longevity) and note names of any past or current destination/DMO clients that could be considered competitors to Raleigh/Wake County.
4. Key Personnel Background (limit to one page per person plus one additional page): Provide total staff size of location that would be assigned to the CVB's services and a brief

- professional bio/resume for the person/personnel to be assigned to the CVB's services, including any subcontractors. Include awards, credentials, licenses or special training related to the services requested. Please include any details about personnel's existing knowledge of the Raleigh area as a tourism destination. Principal(s), project manager(s) and/or specialist/technical staff must be identified; discuss their roles in relation to the work required alongside their bios/resumes. (As C-level interaction will be limited, focus the most on day-to-day doers and their portfolios of marketing experience.)
5. Standard Fees (not to exceed one page): Provide a fee or rate structure that is typical for services provided to clients such as this CVB. Please outline any cost-saving and/or added-value proposals typically offered for year-round engagement.
  6. Client References (not to exceed one page): Provide a list of at least three references for which the legal entity has provided similar services. Include a contact name, email address and phone number for each reference.

All letters/statements must be submitted in PDF form by noon ET on Feb. 1, 2018, to be considered. Early responses will be reviewed first by the CVB, but all timely responses will be considered. The CVB's Marketing and Communications Department will place most emphasis during the schedule of evaluation on the provider interviews and the later detailed review of samples and specific proposals; it is hoped that this letter/statement of interest package is a simple opening to further, collaborative discussions.

#### **Other Considerations**

- Confidentiality: It is understood that responses may contain confidential information relating to previous client relationships, goals and results. Such information should be marked as confidential at the time of submission to the CVB by hard copy, digital copy or email.
- Acceptance/Rejection of Any Proposals: The Greater Raleigh CVB reserves the right, at its discretion, to reject any resulting proposal that does not meet the above-stated criteria.
- Cost for Preparation of Responses: The Greater Raleigh CVB is not responsible under any circumstances for any costs incurred as the result of the preparation or submission of responses.
- Equal Opportunity: The Greater Raleigh CVB encourages minority- and women-owned businesses to submit responses.
- Local Economic Benefit: The Greater Raleigh CVB will give preference to proposals from Wake County-based firms when all other qualifications are the same.
- Negotiation: The Greater Raleigh CVB reserves the right to negotiate all elements that comprise a successful response to ensure that the best possible consideration be afforded to all concerned.

#### **Submit Responses (PDF) To: [jfreeze@visitRaleigh.com](mailto:jfreeze@visitRaleigh.com)**

Jonathan Freeze, CDME, CHIA  
Director of Marketing and Communications  
Greater Raleigh Convention and Visitors Bureau  
421 Fayetteville St., Ste. 1505  
Raleigh, N.C. 27601-2995

#### **Or Upload Large (>10MB) PDF To: <https://visitraleigh.sharefile.com/r-r28021efc7f04d709>**

(Please ensure that any uploaded filename includes name of entity responding and file submission date.)