



Springfield, Missouri, Convention and Visitors Bureau
815 East St. Louis Street
Springfield, Missouri 65806

Request for Proposals (RFP) Advertising Agency

RFP Issue Date: January 6, 2012
RFP Closing: February 6, 2012
RFP Process Facilitator: Laura Whisler
417-881-5300, Ext. 104
Lwhisler@springfieldmo.org



Date: January 6, 2012

To All Prospective Bidders:

The Springfield Convention & Visitors Bureau (SCVB) is seeking a full-service advertising agency to assist with development and implementation of marketing programs including but not limited to: brand development, creative, media planning and placement, promotions, sponsorship opportunities and ROI. Many of these services are currently being done in-house or through existing relationships with several advertising agencies. We hope this process will develop a long-term partnership in an effort to maximize potential revenue for the City of Springfield and its residents.

The vision of the Springfield Convention & Visitors Bureau is to lead the area travel industry in promoting Springfield as a premier destination for leisure travelers and outdoor enthusiasts, a recognized and successful host city for meetings and conventions and a prominent and respected venue for sporting events. As such, the marketing programs managed by SCVB are critical to the success of Springfield as a travel destination.

The SCVB marketing department oversees the development, production and management of a variety of marketing programs including online and offline marketing, visitor publications, cooperative marketing programs, advertising sales and sponsorships, interactive and mobile marketing and public relations. The purpose of this RFP is to seek a full-service advertising agency with travel and tourism-related experience that offers outside, unbiased perspective on SCVB marketing programs and to assist, where needed, in developing and executing strategies to increase number of visitors and total visitor spending in the Springfield region. A proven history of effective travel and tourism-related marketing services is required to be considered as a viable candidate.

An important aspect of SCVB marketing plan and strategy is continued participation in the Missouri Division of Tourism's Cooperative Marketing Program. This program contributes half of the overall advertising budget for SCVB and is critically important to the success of SCVB marketing programs. The agency selected will be required to gain a thorough working knowledge of the program, attend regional meetings to learn of changes in the program, and attend regular cooperative marketing meetings at the SCVB offices.

All interested parties should review the attached information carefully to ensure that you can meet or exceed the minimum requirements of the scope of work. All proposals will be carefully reviewed and evaluated based on the criteria noted in the enclosed document.

I look forward to hearing from you.

Sincerely,

Laura Whisler
Director of Marketing
Springfield, Missouri, Convention & Visitors Bureau
www.SpringfieldMO.org
800-678-8767, Ext. 104

Organizational Overview

Organizational Overview:

The mission of the Springfield, Missouri, Convention & Visitors Bureau is to serve as the primary marketing organization responsible for the development and implementation of marketing programs to ensure positive economic impact on the Springfield metropolitan area through steady growth of the travel industry.

The goal of the Bureau's efforts is to encourage the development of tourism and increase overnight travel and occupied rooms in Springfield metropolitan area hotel/motel properties. Continued growth will be realized by identifying and implementing marketing programs to the specified market segments of:

- I. Meetings, Conventions and Seminars
- II. Individual Leisure Travel, including Event Promotion
- III. Group Tours
- IV. Sporting Events

Springfield Overview:

Springfield offers a wide array of attractions, including: the original and largest Bass Pro Shops, North America's only ride-thru cave Fantastic Caverns, Springfield Cardinals double-A baseball, Wonders of Wildlife Museum & Aquarium set to reopen in late 2012, Discovery Center, Dickerson Park Zoo, Missouri Sports Hall of Fame, Wild Animal Safari, Battlefield Mall and the Air & Military Museum. Regional attractions such as Route 66, Wilson's Creek National Battlefield, Lambert's Cafe and a more than 50-mile trail network also add to the variety of offerings that make Springfield a unique and inviting family destination. With more than 1.5 million visitors staying in hotels and motels, an estimated three million total overnight visitors and countless day trip visitors per year, tourism is a healthy and vital industry in Springfield.

Contact Information:

Laura Whisler, Marketing Director
Springfield, Missouri, Convention & Visitors Bureau
815 East St. Louis Street
Springfield, Missouri 65806
(417) 881-5300
(800) 678-8767
(417) 881-2231 – fax

In addition to its offices in downtown Springfield, the SCVB operates a Tourist Information Center at 3315 E. Battlefield Road and at the Springfield-Branson National Airport. SCVB also operates a satellite sales office in Jefferson City, Missouri.

More information about Springfield and the Springfield, Missouri, Convention & Visitors Bureau (SCVB) can be accessed via our website at www.SpringfieldMO.org.

Purpose and Services Required

Purpose:

The purpose of this Request for Proposals (RFP) is to obtain proposals from qualified firms interested in providing marketing services including but not limited to brand development, creative, media planning and placement, promotions, sponsorship opportunities and ROI for the Springfield, Missouri, Convention & Visitors Bureau. Implementation of these programs support SCVB's efforts to promote travel to Springfield by leisure, conventions and sports visitors and meeting the needs of our established advertisers and marketing partners by expanding tourism opportunities in the Springfield region. *See Attachments & Appendix for instructions to view Marketing Plan and other documents required to further explain the overall marketing strategy.*

This RFP provides prospective vendors with sufficient information to enable them to prepare and submit proposals for consideration by the Springfield, Missouri, Convention & Visitors Bureau to satisfy the needs as outlined in the information below.

Services Required:

SCVB staff has been conducting many of the proposed marketing services in-house or with the assistance of several advertising agencies. A partnership which allows SCVB and agency staff to work together to develop and implement these strategies is the desired outcome of the RFP process. The agency will need to thoroughly understand the travel and tourism industry and all channels of media in order to develop a comprehensive media plan for the leisure, convention and sports markets to generate interest in the destination, ultimately resulting in more hotel bookings. The development of consumer promotions and experience in interactive, social and mobile applications is critical. In addition, SCVB relies on private revenue generation to increase marketing budgets each year. Creative agency fee structures, such as corporate strategic partnerships, could be developed to increase the marketing budget for subsequent years. Because SCVB does not seek an Agency of Record relationship, all items included in the proposal should be listed separately and fee structures should not be dependent on any other criteria not specifically mentioned in the proposal.

Desired services may include:

- Strategic planning to develop comprehensive, targeted marketing programs for leisure, convention and sports markets
- Creative direction and design production (online, print, video, radio, mobile, etc.) to support overall advertising strategy
- Media planning, purchasing and placement (online and offline)
- Development of consumer promotions to drive visitors and hotel bookings
- Development of strategic corporate partnerships and sponsorship opportunities
- Publication design and layout
- New photography and promotional videos
- Development of social media and PR strategies to drive website visitors and incremental visitation
- Digital marketing and media services including interactive, mobile and social
- Implementation of ROI programs with proven results. Examples of measurement include:
 - Increased visitors to SCVB website(s)
 - Increase in total overnight visitation at Springfield hotels
 - Increased incremental trips, spending and overall ROI as reported by independent advertising effectiveness study
- Client management with in-person meetings, conference calls, presenting at board meetings, as needed, attendance at local, regional and national industry events and SCVB functions.

Note: We recently launched a new website and will not be soliciting services that include any major change to the site at this time.

Proposal Requirements

Part 1

Company Background

- General Company Information
 - Number of employees
 - Do you have an office in Missouri? If so, where?
 - How many clients do you have under \$1 million in advertising budgets?
 - How many clients do you have over \$1 million in advertising budgets?
- Include a description of the proposer's company history, all travel- and tourism-related experience, services and activities and overall company information
- Proposer services and fees. Expand specifically on:
 - Experience with online and social measurement
 - Corporate partnership development experience
 - SEO/website content management
 - Social media/blogs
 - E-mail marketing
 - Online advertising (display, paid search, paid email)
 - Online vs. offline spending
 - Mobile marketing
- Client list, noting all tourism-related businesses. Include any potential conflicts of interest.
- List of travel/tourism-related shows attended in the past or scheduled to attend in the future.
- Organizational structure
 - Include responsibilities, bio and length of time with agency for each member of lead account team, creative team and management team.
- Document any subcontractor information required to fulfill aspects of this proposal.

Part 2

Recommendations:

- Based on current travel trends, information gleaned from the 2011/2012 Marketing Plan and historical budget data (*see attachments*), what five marketing strategies/tactics would you recommend for Springfield? Include specific examples of how you would plan, develop and execute these recommendations over the next 12 months. Spec work is not required but ideas are encouraged.
- Detailed marketing budget describing agency fees and total costs associated with the following projects: (Note: all fees should be listed ala carte and independent of one another.)
 - Media planning and placement of \$1 million advertising budget
 - Creative development for print, online, radio and television advertising (print and online ad resizing can be handled in-house, if necessary)
 - Desired services (from page 4)
- Describe your view of the future of Destination Marketing Organizations as it relates to traditional, interactive and mobile strategies.
- Three recent examples of travel/tourism-related work with synopsis of marketing strategy and results.

Part 3

Administrative:

- References (at least three)
- Most recent fiscal year financial statement

Part 4

Other:

- The single most outstanding quality that differentiates your agency
- Why are you interested in this project
- Anything else you think we should know about the company or proposed strategy that you would like to share

RFP Response Requirements and Process

Schedule of Activities:

| | |
|-----------------------------------|---------------------------|
| Release and Advertisement of RFP: | January 6, 2012 |
| RFP Questions Due to SCVB: | January 20, 2012 |
| Proposal Submission Deadline: | February 6, 2012 |
| Finalists notified: | February 20, 2012 |
| Finalist Presentations: | February 27-March 2, 2012 |
| Notification of Award: | March 15, 2012 |

Proposal Submission:

Please submit five (5) copies of the complete proposal by 5:00pm CST on February 6, 2012 to:

Laura Whisler, Director of Marketing
Springfield, Missouri Convention & Visitors Bureau
815 East St. Louis Street
Springfield, Missouri 65806

Proposals received after the date will not be considered. It is the responsibility of the vendor to ensure that their proposal is received by the SCVB, prior to the deadline. Consultants mailing proposals should allow ample mail delivery time to ensure timely receipt of their proposals. Proposals will not be accepted by facsimile transmittal.

Proposal Format

Provide answers to all questions in the RFP and address all requirements listed. Answers should be detailed, but as brief as possible while still satisfactorily answering each requirement. If you believe there is a better way to address stated requirement, address the requested information first, then propose alternatives. When possible, respond to requirements themselves rather than referring to an attachment. Include any necessary attachments at the end of the document

Pricing

All pricing structures should be independent of each item and should be identified as one-time, recurring or hourly billing. Include quantity discounts where applicable. Proposal should include the preferred payment method and payment schedule, including payment requirements, available discounts, and/or other invoicing details the company deems significant. Creative, performance-based fee structures are encouraged.

Contract Information

Amendments to RFP

This RFP represents the best effort of SCVB to document its requirements for this project. In the event it should be necessary to revise any portion of this RFP, a written addendum will be provided to all vendors remaining in consideration. If you received this RFP by means other than the bid system, you must furnish your firm's name, address, and telephone number to the Director of Marketing as identified in the Proposal Instructions section in order to receive any addendum to this RFP.

Vendor Responsibility

It is the vendor's responsibility to provide complete response to the RFP. If the vendor believes more information is necessary for a proper response, questions should be directed via e-mail to lwhisler@springfieldmo.org. Subject: "Agency RFP Questions" no later than 5pm CST January 16, 2012. In some cases, if additional information is provided to one potential vendor, similar information will be provided to other vendors receiving this RFP. All vendors must furnish satisfactory evidence to the SCVB that they have previously performed this type of service and must submit at least three samples of work to accompany the proposal.

Acquisition of Goods and Services

Goods and services over \$3,000 acquired by the vendor on behalf of SCVB should be supported by a minimum of three bids for SCVB's advance approval. For larger purchases (over \$20,000), actual specifications used to obtain bids should be provided. Sole-source purchases or selection of a vendor that is not the lowest bidder should be supported in writing as to the basis for such a recommendation.

Laws and Ordinances, Regulations, Licensing Fees

Operators shall conform to all rules, regulations, ordinances, or directives set forth by the SCVB. Vendor shall conform to any and all changes made to this contract/agreement as a result of any ordinance, law and/or directive issued by the SCVB. By responding to this RFP, the vendor is providing assurance that in the performance of the service covered under this RFP it will comply with all applicable state and federal laws.

Indemnification

The operator shall indemnify, save and hold harmless the SCVB, its employees, and agents, against any and all claims, damages, liability and court awards including costs, expenses, and attorney fees incurred as a result of any act of omission by the operator of its employees, agents, subcontractors, or assignees pursuant to the terms of the contract resulting from this RFP.

Assignment of Contract

Neither this contract, nor any portion thereof, shall be reassigned except by formal written approval by the SCVB.

Waiver

The SCVB reserves the right to waive any variances from the original RFP in cases where variances are considered to be in the best interest of the SCVB.

Termination of Contract

The SCVB reserves the right to terminate the contract for reasons of violation by the successful vendor of any term or condition of the contract by giving thirty (30) days written notice stating the reasons therefore and giving the party ample time to remedy the deficiencies.

Method of Award/Selection

The SCVB will enter into negotiation with an agency that has fulfilled all the requirements of this RFP, shows strong qualifications and experience, and has the ability to enhance the current marketing strategy for further promotion of Springfield, Missouri. The SCVB staff will evaluate all proposals. The qualifications will be comparatively evaluated based upon the requirements stated in the body of this RFP. A number of firms may then be short-listed and an interview held, but is not necessarily guaranteed. All proposals will be critically reviewed. Reviewers may deem a submittal as non-responsive if a vendor fails to include all requirements listed herein or does not fully comply with all guidelines herein stated.

Length of Contract

The agency contract will be valid through June 30, 2013. The contract may be renewed for additional one-year periods at the discretion of both parties based on adequate performance measurements.

Response to Material Ownership

All proposals become the property of the SCVB, upon receipt and will only be returned to the vendor at SCVB's option. Selection or rejection of the proposal will not affect this right. SCVB shall have the right to use all ideas or adaptations of the ideas contained in any proposal received in response to this RFP. Disqualification of a proposal does not eliminate this right.

Proprietary Information

All material submitted in response to this RFP will become public record and will be subject to inspection after an award notice is issued. Any material requested to be treated as proprietary or confidential must be clearly identified and easily separable from the rest of the proposal. Such request must include justification for the request and approval by the SCVB Director of Marketing. Neither cost/pricing information nor a total proposal will be considered proprietary.

Liability

The SCVB shall not be obligated or be liable for any cost incurred by vendors prior to issuance of the contract. All costs to prepare and submit a response to this solicitation shall be borne by the vendor. The issuance of this document and the receipt of the information in response to this RFP will not in any way cause the SCVB to incur liability or obligation, financial or otherwise. SCVB assumes no obligation to reimburse or in any way compensate vendor for expenses incurred in connection with response to this RFP.

Submission of Proposals & Supplemental Materials

Proposals shall be submitted to the Director of Marketing. If supplemental materials are required or requested, then they must be submitted as a part of the proposal. Supplemental materials will not be accepted after the proposals have been opened, unless requested. Submission or distribution by the vendor of unsolicited supplemental materials to SCVB employees may result in rejection of the proposal.

Rejection of Proposals

The SCVB reserves the right to reject any or all bids or proposals received in response to this RFP, or to cancel this RFP if it is in the best interest of SCVB to do so. Failure to furnish all information or failure to follow the proposal format requested in this RFP may disqualify the proposal. Any exception to the Scope of Work must be identified in the proposal.

Discrimination Policy

The SCVB advises the public that it does not discriminate on the basis of handicapped status, race or color, national origin, religion, sex, or age in employment. Additionally, the SCVB has an Affirmative Action Plan for the purpose of promoting vigorously the objectives of equal opportunity in employment and all programs of service.

Use of Creative Materials

All creative produced and elements of the website created by the selected vendor for the SCVB during the contract period shall become the property of the SCVB, including but not limited to: photos, video, code, art and campaign elements developed but not utilized. The SCVB maintains the right to use any materials generated by the vendor in other SCVB advertising materials or programs generated by SCVB personnel and may do so without vendor's consent or approval. The SCVB acknowledges certain legal constraints and, as such, requires universal releases for materials unless cost considerations become prohibitive such as model releases, music, photographs, etc.

Attachments and Appendix

Attachments:

[FY12 CVB Budget](#)

[FY12 Marketing Plan](#)

[2011 Advertising Effectiveness Study](#)

[2010 Annual Report](#)

Appendix:

[Existing Agency Relationships](#)

Visitors Guide Layout: Schilling/Sellmeyer & Associates – Springfield, MO

Website development: MMGY Global – Kansas City, MO

Media Planning & Placement: Turkel – Miami, FL

Bradshaw & Associates – Springfield, MO

Creative Direction & Production: Bass Pro Shops Outdoor World Film & Video Department – Springfield, MO

[Current Advertising Samples:](#)

Leisure Ad Samples

[2011 Spring Leisure Advertising Creative Samples](#)

Convention Ad Samples

[Convention_Golf](#)

[Convention_Business](#)

[Convention_Religious](#)

[Convention_Lake](#)

Sports Ad Samples

[Sports_Kids](#)

[Sports_Pitcher](#)