



CARBONDALE CHAMBER & TOURISM

Request for Proposal for Tourism Marketing and PR Management Services *Issued by the Tourism Council of Carbondale*

The Tourism Council of Carbondale (TCC) is seeking an Association Management Service or Administrator in the fields of marketing and PR to advance its mission to create a strong tourism economy by promoting the town.

Organization

The TCC Carbondale Tourism is funded by the 2% lodging tax. On November 4, 2003, the voters of the Town of Carbondale approved a 2% lodging tax set forth in Ordinance No. 20, Series 2003. The tax is collected by the Town of Carbondale and funds are issued to Carbondale Tourism; use of revenue to be spent under its mission, "to create a strong tourism economy by promoting the Town." The TCC operates under the Carbondale Chamber's structure and bylaws; the TCC has its own budget and Board of Directors.

Summary of Contract

Through a fair, open, and competitive bidding and application process, the TCC is soliciting proposals from individuals and/or firms to submit proposals for a defined set of tourism marketing and PR management services. The contract will provide administrative services as described in the Scope of Services.

Term of Contract

The contract will cover a two-year service period starting January 1, 2022. The contract is mutually non-exclusive; the TCC need not be the Agency's sole client. Termination of contract is 90 days written notice.

Proposal Submission Instructions

RFP responses shall be submitted via email as a single PDF document to Andrea Stewart, Carbondale Chamber Executive Director at andrea@carbondale.com with the subject line: TCC – Request for Proposal

Any and all questions regarding the RFP should be submitted via email to Andrea Stewart, Carbondale Chamber Executive Director, at andrea@carbondale.com

RFP Timeline

Proposals are due Friday, December 3, 2021 and will be reviewed by a TCC selection committee.

Interviews may be scheduled and timing of next steps are to be determined with the goal to have a new tourism marketing and PR management services contract established January 1, 2022.

The goal of the RFP evaluation process is to select an individual or agency whose proposal is most advantageous to TCC operations, taking into consideration the qualifications, price, scope of services, and other factors set forth in the RFP. The ideal and qualified individual or agency will be invited to enter into a Letter of Agreement and subsequent contract according to terms outlined in this RFP.

RFP Submission Format

Proposals must include the following elements:

1. Description of the Agency/Individual and its qualifications. List of key representatives and experience.
2. A list of similar clients over the past 3-5 years with brief descriptions of services provided.
3. Name, title, and individual contact details for the person(s) submitting the proposal.
4. Detailed description of all services offered by the Agency/Individual. RFP's should at minimum include the services delineated under Scope of Services, but may include additional services offered by the Agency/Individual. If any services are optional and involve additional costs/fees, these should be listed.
5. Total fee for all services included in the proposal for the timeframe of the contract, per Scope of Services.
6. Service period.
7. Payment terms.
8. Assurance of agreement with terms specified for renewal options as described in this RFP, or alternatives for TCC to consider.
9. Accessibility times of the Agency/Individual, including days of the week, hours of the day, and communication methods.
10. Terms and additional fees, if applicable, for providing additional services not included in the contract that may arise.
11. Any other service qualifications, conditions, limitations to be considered for any contract that results if the Agency/Individual is selected.
12. 3-5 professional references from individuals or companies who have used the Agency/Individual services.
13. Any other information about the Agency/Individual and services relevant to the RFP selection process that may need to be included for reviewers' awareness (optional).

Expected contract fee for Tourism Marketing and PR Management Services:
\$40,000-48,000 per year for two years, per contract terms.

Tourism Marketing and PR Management Responsibilities:

- Work with TCC to develop a Strategic Marketing Strategy & Public Relations Plan for Carbondale Tourism (include existing pillars, 2022, and beyond)
 1. **Provide a fresh perspective as to marketing & PR needs specific to Colorado mountain towns**
 2. **Management of Plan with monthly reporting**
 3. **Advise TCC of opportunities to achieve Marketing & PR Goals as they become available**
- **Website Development/Management and Marketing**
 1. Produce/repurpose content for the website per month.
 2. Ensure the website and all associated components are up-to-date (based on seasonality) and accurately reflect Carbondale events, businesses and activities.
 3. Continually engage in social networks (focuses on Facebook, Instagram). Post Facebook and Instagram updates regularly, at least 2x per week, including Carbondale relevant threads. Expand Facebook and Instagram user groups by 20%.
 4. Assist in creation of social contests to increase followers
 5. Continue to monitor Search Engine Optimization and utilization
 6. Sell advertising throughout the Carbondale.com website and seek opportunities for TCC banner ads as trade/sister cities.
 7. Determine appropriate advertising channels, including event promotion
 8. Technology support and visioning
 9. Develop branding strategy and future web-based marketing direction and potential budgetary impacts
 10. Coordinate with fellow contractor, TCC Board and staff to ensure brand and message is consistent
 11. Attend monthly contractor meeting, provide TCC Board with monthly progress report with projected results, and work alongside TCC Board and staff to ensure projected goals and results are on track
 12. Assist with the development and coordination of new initiatives
 13. Report to Carbondale Chamber Executive Director and TCC Board
- **Public Relations**
 1. Assist in creation of social contests to increase followers
 2. Produce press releases on seasonal or otherwise identified rotation to highlight Carbondale and tourism-based opportunities
 3. Cultivate relationships with media and other Roaring Fork Valley and state tourism organizations based on demographic information, develop long-lead relationships, place short stories/motions, and enter Best Town contests, where deemed viable
 4. Participate in or develop Press Familiarization (FAM) Tour on a seasonal promotion basis

5. Research and develop group sales packages and conference opportunities
6. Coordinate with fellow contractor (if two firms are selected), TCC Board and staff to ensure brand and message is consistent
7. Attend monthly contractor meeting, provide TCC Board with monthly progress report with projected results, and work alongside TCC Board and staff to ensure projected goals and results are on track.
8. Assist with the development and coordination of new initiatives.
9. Report to Carbondale Chamber Executive Director and TCC Board