



Albuquerque Convention & Visitors Bureau  
Request for Proposal: Travel Media Relations

## **Albuquerque Convention & Visitors Bureau**

# **REQUEST FOR PROPOSAL (RFP) TRAVEL MEDIA RELATIONS**

**July 10, 2012**

Albuquerque Convention & Visitors Bureau  
20 First Plaza Suite 601  
Albuquerque, New Mexico 87102  
505-842-9918 fax: 505-247-9101  
e-mail: mayo@itsatrip.org



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## **I. Background**

The Albuquerque Convention & Visitors Bureau (ACVB) is a private, non-profit 501c6 organization whose mission is to stimulate economic growth by marketing Albuquerque as a convention and visitor destination. ACVB is funded by lodger's tax through a contract with the City of Albuquerque and additionally through private sector activities. ACVB is supported by partnerships (memberships) of 900 organizations, a Board of Directors of approximately 30, a full-time staff of 41 and over 100 volunteers.

## **II. Objective and Project Overview**

The ACVB is seeking the services of a travel media relations firm to conduct a national media marketing program with a focus on in-market media tours. Hosting media in Albuquerque is a key component of the ACVB travel media relations program.

## **III. Qualifications and Bidder Information**

Please provide three copies of your proposal by 5:00pm MDT on Monday, July 30, 2012 to:

ACVB  
Attn: Megan Mayo  
20 First Plaza, Suite 601  
Albuquerque, NM 87102

All responses to the RFP become the property of ACVB. Submissions for this RFP will not be released until completion of the entire RFP process and a contract is executed.

Bidders who need additional information, or who have questions, may submit those questions to [mayo@itsatrip.org](mailto:mayo@itsatrip.org) until 5:00pm MDT on Wednesday, July 25, 2012.

ACVB may ask finalists to make a formal presentation at our offices in Albuquerque, NM or via webinar. The RFP responses will be evaluated objectively by ACVB's selection panel.

## **IV. RFP Schedule**

RFP Release Date: Tuesday, July 10, 2012  
RFP Response Deadline: Monday, July 30, 2012  
RFP Decision: No later than Friday, August 10, 2012

Interested parties should submit the following materials in the order listed.

## **V. Firm Overview**

- Provide the name of the firm and contact information.
- What is the history of the organization and when was it founded?

## **VI. Tourism/Travel Media Experience**

- Outline the firm's experience in coordinating in-market media tours on behalf of destination marketing organizations, such as state tourism agencies, CVBs or regional tourism marketing organizations.
- Provide information regarding the firm's background and expertise related to tourism accounts including media tour coordination.
- Describe your expertise in marketing to the cultural traveler via appropriate media outlets (including print, online, blogs, etc.). Please provide specific examples from the past two years.
- Describe your expertise related to promoting the culinary assets of a destination. Please provide specific examples from the past two years.
- Describe your experience in working with outdoor recreation media outlets and successful efforts to generate new coverage. Please provide specific examples from the past two years.
- Describe your experience working with new media content creators (including, but not limited to, bloggers, social media influencers, podcasts, etc.) and provide examples from the past two years.

## **VII. Media Tour Development Experience**

- Please provide a list of 20 travel journalists, along with their contact information for verification purposes, who have participated in media tours conducted by the agency in the past 12 months.
- Describe the agency's relationship with airlines to secure complimentary/discounted regional and national airline transportation for journalists attending media tours.

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- Provide examples of media tour itineraries, local sponsors/partners and participating media lists for at least three destination clients from the past 12 months.
- Provide references from three destination clients for whom the agency coordinates media tours or related services (these may be the same clients as above).

## **VIII. Proposed Structure of Relationship**

- Provide background and experience of key staff that would be included on the account.
- Describe your ideal relationship with the in-house public relations team at ACVB.
- Describe the value that your organization would provide to Albuquerque. What is your familiarity with the destination?
- What is the process for securing lodging, dining, attraction/activity partner participation in media tours?
- What types of tracking/reporting do you propose for this type of program?

## **IX. Recommendations for Albuquerque CVB**

- We would like to host 40-50 journalists on media tours from July 1, 2012 – June 30, 2013. How would you propose to structure the media tours, and how many would you recommend? View the FY12 marketing plan for reference at <http://www.itsatrip.org/fy12plan/>.
- How would you propose to structure the press tours – based on topic/theme, size of group, type of media represented, etc.?

## **X. Additional Information**

- Should any additional outreach programs take place, i.e. media events in major media markets, add-on days for desk-side meetings after a convention, etc., how would you envision your role as the agency for ACVB?
- Please provide examples of five media placements from the past two years that your team is most proud of for current or previous tourism clients and explain why.

**XI. Pricing**

ACVB requires that each respondent provide detailed pricing. Pricing must be fully comprehensive and complete, including all flat fees and hourly rates to execute the media marketing program. Please indicate your expectation of ACVB in terms of hosting costs.

**XII. Contract**

The contract terms shall be defined by written agreements, which shall be final when fully executed by both parties. Agreements will be customized through negotiations and ACVB's terms and conditions, and business requirements will be embodied in these contracts.

**XIII. Response Format**

Please provide three copies of your proposal to the ACVB, attention: Megan Mayo, 20 First Plaza, Suite 601, Albuquerque, NM 87102 by Monday, July 30, 2012.

**XIV. Proposal Evaluation**

The evaluation of proposals will be performed by the professional staff of the ACVB. This process will be completed by Friday, August 10, 2012. All proposals will be reviewed for compliance with the mandatory requirements as stipulated within the RFP. Proposals deemed non-responsive will be eliminated from further competition. Remaining proposals will then be ranked according to their relative merits as measured against the evaluation criteria set forth below.

**A. Evaluation Criteria**

<b>Evaluation Category</b>	<b>Points</b>
In-market media tour capabilities	30
Qualifications and prior experience with DMO clients	25
Service fees/costs associated	20
Experience marketing destination niche assets & previous coverage examples	15
Technical compliance with RFP requirements	10
<b>Total Points</b>	<b>100</b>

**B. Best Offers**

Award may be made without further negotiation based upon competitive proposals received, therefore your best initial offer should be submitted in response to this request for proposals. The bid prices shall include all labor, travel, materials, freight and taxes, insurance, etc., to cover the finished work called for.

### **C. Additional Information**

ACVB reserves the right to request any additional information needed for clarification from any bidder for evaluation purposes.

### **D. Determining Responsibility**

In conjunction with the weighted criteria being used to determine the viability of the offeror, ACVB shall consider the bidder's ability to meet or exceed the following criteria:

1. The bidder's ability, capacity and skill to perform the contract or provide the service within the time specified.
2. The reputation, judgment and experience of the bidder.
3. Resources of the bidder to perform the contract or provide the service.

### **E. Contract Award**

The evaluation committee of ACVB will score the proposals and they will be ranked according to scores.

After review and recommendation by the evaluation committee staff, a contract will be negotiated with the awarded vendor.

This Agreement shall not become effective or binding until approved by ACVB's Chief Executive Officer. This RFP does not obligate the ACVB or the selected vendor until a contract is signed and approved by both parties. If approved, it is effective from the date the contract is signed. The ACVB shall not be responsible for work done, even in good faith, prior to the final approval of the proposed contract.

Vendor acknowledges that a negotiated percentage of payment will be reserved until ACVB accepts final work product. Only the ACVB's President/CEO is authorized to approve final payment.

### **F. Questions**

All questions must be submitted in writing via e-mail by Wednesday, July 25, 2012. Replies will be issued via e-mail to all parties recorded by ACVB as having received the proposal documents and posted on the web page [http://www.itsatrip.org/about-us/travelmedia\\_rfp.aspx](http://www.itsatrip.org/about-us/travelmedia_rfp.aspx). Please direct all questions to Megan Mayo, ACVB Sr. Communications & Tourism Manager via email at [mayo@itsatrip.org](mailto:mayo@itsatrip.org).

## **XI. Legal Provisions and Applicable Conditions**

- **Costs Incurred:** ACVB is not liable for costs incurred by bidders prior to execution of a contract.

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- All costs incurred as a result of this bid request, including travel and personnel costs, are the sole responsibility of the bidder.
- Rejection: ACVB reserves the right to reject any bids that do not address all terms and conditions of this bid request. In addition, ACVB may reject any and all bids at any time when it is determined to be in the best interest to not make the award from among the submitted bids.
- Addenda: In the event it becomes necessary to revise any part of this RFP prior to deadline, addenda will be provided to any prospective bidder who received the initial RFP and available on the web page [www.itsatrip.org/about-us/travelmedia\\_rfp](http://www.itsatrip.org/about-us/travelmedia_rfp). Vendors who were not included in the original email list of the RFP distribution by ACVB must e-mail [mayo@itsatrip.org](mailto:mayo@itsatrip.org) to be placed on the email list to receive notices of changes.
- Enforcement: The Vendor agrees to pay to ACVB all costs and expenses including reasonable attorney's fees incurred by ACVB in exercising any of its rights or remedies in connection with the enforcement of this Agreement.
- Applicable Law: This Agreement shall be governed by and construed and enforced in accordance with the laws of the State of New Mexico.
- Responsibility: The vendor shall be responsible to ACVB for all acts and omissions of employees or sub-contractors while performing any work related directly or indirectly with the project covered by the contract documents or related instruction and documents.
- Usage Rights: ACVB reserves the right to use any of the ideas presented in any response to this bid request. Selection or rejection of the proposal(s) does not affect that right.
- Confidentiality: The ACVB acknowledges that information obtained from bidders may be proprietary. Upon receipt and acceptance of any bid resulting from this request, ACVB affirms confidentiality of all information contained in the bid document. Only the professional staff associated with this function of ACVB shall have access to information and will handle with confidentiality.
- Media Policy: News releases or the release of information to media pertaining to this bid request, the service or project to which it relates shall not be made without prior approval of ACVB.
- Personnel: The Contractor represents that it has, or will secure at its own expense, all personnel required in performing all of the Services required under this Agreement. Such personnel shall not be employees of or have any contractual relationships with ACVB.

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All the Services required hereunder will be performed by the Contractor or under its supervision and all personnel engaged in the work shall be fully qualified and shall be authorized or permitted under state and local law to perform such Services.

None of the work or Services covered by this Agreement shall be subcontracted without the prior written approval of ACVB. Any work or Services subcontracted hereunder shall be specified by written contract or agreement and shall be subject to each provision of this Agreement.

- **Discrimination Prohibited:** In performing the Services required hereunder, the Contractor shall not discriminate against any person on the basis of race, color, religion, sex, national origin or ancestry, age, physical handicap or disability, as defined in the Americans With Disabilities Act of 1990, as currently enacted or hereafter amended.
- **ADA Compliance:** In performing the Services required hereunder, the Contractor agrees to meet all the requirements of the Americans With Disabilities Act of 1990 (the "ADA"), which are imposed directly on the Contractor or which would be imposed on the City as a public entity. The Contractor agrees to be responsible for knowing all applicable rules and requirements of the ADA and to defend, indemnify and hold harmless ACVB, its officials, agents and employees from and against any and all claims, actions, suits or proceedings of any kind brought against said parties as a result of any acts or omissions of the Contractor or its agents in violation of the ADA.
- **Indemnity:** The Contractor agrees to defend, indemnify, and hold harmless ACVB and their officials, agents, and employees from and against any and all claims, actions, suits, or proceedings of any kind brought against said parties for or on account of any matter arising from the services performed by the Contractor under this Agreement. The indemnity required herein shall not be limited by reason of the specification of any particular insurance coverage in this Agreement.

## **A. Insurance Coverage Requirements**

The successful bidder must show proof of insurance for the kinds and amounts of insurance as follows:

Commercial General Liability Insurance - a commercial general liability insurance policy with combined limits of liability for bodily injury or property damage as follows:

\$1,000,000 Per Occurrence

\$1,000,000 Policy Aggregate

\$1,000,000 Errors & Omissions Coverage

\$1,000,000 Products Liability/Completed Operations



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\$1,000,000 Personal and Advertising Injury

\$ 50,000 Fire Legal

\$ 5,000 Medical Payments

Said policy of insurance must include coverage for all operations performed for ACVB by the Contractor and contractual liability coverage shall specifically insure the hold harmless provisions of this contract (agreement).

Automobile Liability Insurance: A comprehensive automobile liability insurance policy with liability limits in amounts not less than \$1,000,000 combined single limit of liability for bodily injury, including death, and property damage in any one occurrence. The policy must include coverage for the use of all owned, non-owned, hired automobiles, vehicles and other equipment both on and off work.

- Workers' Compensation Insurance. Workers' compensation insurance policy for the Contractor's employees, in accordance with the provisions of the Workers' Compensation Act of the State of New Mexico, (the "Act"). If the Contractor employs fewer than three employees and has determined that it is not subject to the Act, it will certify, in a signed statement, that it is not subject to the Act.
- The Contractor will notify ACVB and comply with the Act should it employ three or more persons during the term of any Agreement resulting from this RFP.
- Increased Limits: During the life of the contract (agreement) ACVB may require the Contractor to increase the maximum limits of any insurance required herein.
- Proof of Insurance: The Contractor shall not commence any work under this Agreement until the insurance required has been obtained and the proper certificates (or policies) have been submitted and reviewed by ACVB.