

Solicitation 2013-19-B

RFQ for PUBLIC RELATIONS FIRM for PLANO CVB

Bid designation: Public



City of Plano

Bid 2013-19-B

RFQ for PUBLIC RELATIONS FIRM for PLANO CVB

Bid Number 2013-19-B
Bid Title RFQ for PUBLIC RELATIONS FIRM for PLANO CVB

Bid Start Date Oct 23, 2012 3:01:10 PM CDT
Bid End Date Nov 5, 2012 4:00:00 PM CST
Question &
Answer End Date Oct 31, 2012 12:00:00 PM CDT

Bid Contact Sharron Mason
Senior Buyer
Purchasing Division
sharronm@plano.gov

Description

The Plano Convention and Visitors Bureau (PCVB) for the City of Plano Texas are undertaking a search for a public relations agency to represent Plano's tourism product to media in the U.S. Responsibilities will include, but not be limited to press release writing and distribution; news bureau activities; media relations; scheduling media tours and interviews; organizing and escorting press trips; representation at key travel media conferences and crisis communications.

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RFQ NO.: 2013-19-B

REQUEST FOR QUALIFICATIONS

For

PUBLIC RELATIONS FIRM for PLANO CVB

DOCUMENTS ARE DUE TO THE PURCHASING DIVISION PRIOR TO:

4:00 PM (CST) on MONDAY, NOVEMBER 5, 2012

NO LATE RFQ'S WILL BE ACCEPTED

*****VENDOR MUST SUBMIT ONE (1) ORIGINAL AND FIVE (5) COPIES. NO PRICING IS REQUIRED AT THIS TIME. IF "COPIES" ARE NOT SUBMITTED WITH THE ORIGINAL, YOUR RFQ MAY BE CONSIDERED "NON-RESPONSIVE TO SPECIFICATIONS" AND MAY NOT BE CONSIDERED FOR FURTHER EVALUATION.**

Time Critical RFQ Deliveries: The City of Plano, Texas cannot guarantee, due to internal procedures, any RFQs sent Priority Mail will be picked up and delivered by the closing date and time. It is recommended that critical RFQs deliveries be made either in person or via an alternate delivery method.

FOR ADDITIONAL INFORMATION CONCERNING THIS SOLICITATION PLEASE CONTACT:

**Sharron Mason
Sr. Buyer
sharronm@plano.gov**

**REQUEST FOR QUALIFICATIONS
For
PUBLIC RELATIONS FIRM for PLANO CVB**

RFQ NO.: 2013-19-B

STATEMENT OF PURPOSE

The Plano Convention and Visitors Bureau (PCVB) for the City of Plano Texas are undertaking a search for a public relations agency to represent Plano's tourism product to media in the U.S. Responsibilities will include, but not be limited to press release writing and distribution; news bureau activities; media relations; scheduling media tours and interviews; organizing and escorting press trips; representation at key travel media conferences and crisis communications.

Selection procedures will be based on the strengths in the following areas:

- A. Professional Capabilities and Experience (30%)** The PCVB review panel will evaluate this area based on how well paragraphs 5, 6, and 7 under the **RFQ FORMAT SECTION**.
- B. Staffing: (15%)** The PCVB review panel will evaluate this area based on how well paragraphs 11, 12, and 17 under the **RFQ FORMAT SECTION**.
- C. Approach to Project: (20%)** The PCVB review panel will evaluate this area based on how well paragraphs 13, 15, and 16 under the **RFQ FORMAT SECTION**.
- D. Experience and Quality of like Work: (25%)** The PCVB review panel will evaluate this area based on how well paragraphs 9, 10, and 14 under the **RFQ FORMAT SECTION**.
- E. Fulfillment of requested specifications of the web site (10%)** The PCVB review panel will evaluate this area based on how well paragraphs 1, 2, 3, 8, and 18 under the **RFQ FORMAT SECTION**.

Public Opening

RFQ's will be publicly opened in the Purchasing Division, Municipal Center, 1520 Avenue K, Suite 370, Plano, TX 75074 on **Monday, November 5, 2012 at 4:00 pm (CST)**. Only the names of the firms submitting RFQs will be read aloud at the public opening.

Delivery of RFQ Instructions

Mark RFQ package(s): **"RFQ No. 2013-19-B, RFQ for PUBLIC RELATIONS FIRM for PLANO CVB"**. All RFQ's must be delivered or mailed sealed to the following location **prior to 4:00 pm (CST) on Monday, November 5, 2012**.

City of Plano – Purchasing Division
Attn: Sharron Mason – Sr. Buyer
1520 Avenue K, Suite 370
Plano, TX 75074

Questions Concerning this RFQ

To ensure that all prospective respondents have accurately and completely understood the requirements, questions will accept questions up until **12:00 Noon (CDT) on Wednesday, October 31, 2012**. Questions **must** be submitted online through www.bidsync.com. Please **do not** email your questions. You will be directed to submit your questions online through www.bidsync.com. No questions **will not** be accepted after **12:00 Noon (CDT) on Wednesday, October 31, 2012**.

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CITY OF PLANO INSTRUCTIONS FOR BIDDING

1. **CITY OF PLANO GENERAL TERMS AND CONDITIONS APPLY TO ANY PROCUREMENT OF PRODUCTS OR SERVICES BY THE CITY OF PLANO (CITY).**
2. **BID NOTIFICATION:** City of Plano utilizes the following procedures for notification of bid opportunities: www.bidsync.com and the Plano Star Courier: www.planostar.com. These are the only forms of notification authorized by the City. City of Plano shall not be responsible for receipt of notification and information from any source other than those listed. It shall be the bidder's responsibility to verify the validity of all bid information received by sources other than those listed.
3. **REQUIRED INFORMATION:** City of Plano (City) bid/proposal packets contain various sections requiring completion. The bid form section of the bid packet must be completed prior to the date and time set for bid opening and included with the bid packet or the bidder may be found non-responsive. Vendors may be required to complete and supply all information contained in the "supplemental information" portion of the packet at a date after bid opening. Failure to complete "supplemental information" requirements in a timely manner, prior to council award, may be used by the City in determining a vendor's responsibility.
4. **MINIMUM STANDARDS FOR RESPONSIBLE PROSPECTIVE BIDDERS:** a prospective bidder must affirmatively demonstrate their responsibility. The City of Plano may request representation and other information sufficient to determine bidder's ability to meet these minimum standards including but not limited to:
 - A. Have adequate financial resources, or the ability to obtain such resources as required;
 - B. Be able to comply with the required or proposed delivery schedule;
 - C. Have satisfactory record of performance;
 - D. Have a satisfactory record of integrity and ethics;
 - E. Otherwise qualified and eligible to receive an award.
5. **CORRESPONDENCE:** the number of this bid packet must appear on all correspondence, or inquiries, pertaining to this quotation.
6. **PREPARATION COST:** the City will not be liable for any costs associated with the preparation, transmittal, or presentation of any bids or materials submitted in response to any bid, quotation, or proposal.
7. **NOTICE OF PUBLIC DOCUMENTS:** any and all materials initially or subsequently submitted as part of the bid process shall become the property of the City, and shall be treated as City documents subject to typical practice and applicable laws for public records.
8. **ADDENDA:** any interpretations, corrections or changes to this bid packet will be made by addenda. Sole issuing authority shall be vested in the City of Plano purchasing division. Addenda will be sent to all who are known to have received a copy of this bid packet, if the addenda contain changes to the "specification" or "bid form", bidders shall acknowledge receipt of all addenda or they may be declared non-responsive.
9. **REVISED BIDS:** the bid that is submitted last will supersede any previous versions.
10. **NON-RESIDENT BIDDERS:** Texas government code, chapter 2252: non-resident bidders. Texas law prohibits City and governmental units from awarding contracts to a non-resident unless the amount of such bid is lower than the lowest bid by a Texas resident by the amount a Texas resident would be required to underbid in the non-resident bidder's state.
11. **INTERLOCAL AGREEMENT:** successful bidder agrees to extend prices and terms to all entities who have entered into or will enter into joint purchasing interlocal cooperation agreements with the City of Plano.
12. **INSURANCE:** the City requires vendor(s) to carry the minimum insurance as required by state laws, and insurance requirements outlined in the bid/proposal documents.
13. **NO PROHIBITED INTEREST:** Bidder acknowledges and represents that they are aware of the laws, City Charter, and City Code of Conduct regarding conflicts of interest. The City Charter states that "no officer or employee of the City shall have a financial interest, direct or indirect, in any contract with the City, nor shall be financially interested, directly or indirectly, in the sale to the City of any land, or rights or interest in any land, materials, supplies or service.....".
14. **SILENCE OF SPECIFICATION:** the apparent silence of these specifications as to any detail or to the apparent omission from it of a detailed description concerning any point, shall be regarded as meaning that only the best commercial practices are to prevail. All interpretations of these specifications shall be made on the basis of this statement.

CITY OF PLANO INSTRUCTIONS FOR BIDDING

15. **SAMPLES:** any catalog, brand names, or manufacturer's reference in this bid packet is descriptive and not restrictive, and is used to indicate type and quality level desired for comparison purposes unless specifically excluded. Please quote as listed or give equal. If item offered is other than as indicated, bidder must state make, model, and part number of product quoted. Equality will be determined by the City, per the specifications. Samples, if required, shall be furnished free of expense to the City. **Samples should not be enclosed with bid unless requested.**
16. **TESTING:** testing may be performed at the request of the City or any participating entity, by an agent so designated, without expense to the City.
17. **TAXES:** the City of Plano is exempt from federal manufacturer's excise and state sales and use tax. Tax must not be included in bid. Tax exemption certificates will be executed by the City and furnished upon request.
18. **PRICING:** bid price(s) quoted, must be held firm for ninety (90) days to allow for evaluation unless otherwise stated in this document.
19. **ERROR-QUANTITY:** bid price must be submitted on units of quantity specified, extended, and total shown, in the event of discrepancies in extensions, the unit price shall govern.
20. **WARRANTY/GUARANTEE LAWS AND REGULATIONS:** By submittal of this bid, in addition to the guarantees and warranties provided by law, vendor expressly guarantees and warrants as follows:
 - A. That the articles to be delivered hereunder will be in full conformity with the specifications or with the approved sample submitted, and agreed that this warranty shall survive acceptance of delivery and payment for the articles and that the vendor will bear the cost of inspecting and/or testing articles rejected.
 - B. That the articles to be delivered hereunder will not infringe on any valid patent, trademark, trade name, or copyright, and that the vendor will, at vendor's own expense, defend any and all actions or suits charging such infringement and will save and hold harmless the City, its officers, employees, agents, and representatives from any and all claims, losses, liabilities and suits arising there from.
 - C. That the articles to be delivered hereunder will be manufactured, sold and/or installed in compliance with the provisions of all applicable federal, state and local laws and regulations.
 - D. That nothing contained herein shall exclude or affect the operation of any implied warranties otherwise arising in favor of the City.
21. **PACKAGING:** unless otherwise indicated, items will be new, unused, and in first rate condition in containers suitable for damage-free shipment and storage.
22. **F.O.B./DAMAGE:** quotations shall be bid F.O.B. delivered, designated location, and shall include all delivery and packaging costs. The City of Plano assumes no liability for goods delivered in damaged or unacceptable condition. The successful bidder shall handle all claims with carriers, and in case of damaged goods, shall ship replacement goods immediately upon notification by the City of damage.
23. **DELIVERY PROMISE – PENALTIES:** quotations must show the number of calendar days required to place the materials in the possession of the City. Do not quote shipping dates. When delivery delay can be foreseen, the bidder shall give prior notice to the purchasing division, who shall have the right to extend the delivery date if reasons for delay appear acceptable. Default in promised delivery, without acceptable reasons, or failure to meet specifications, authorizes the purchasing division to purchase goods elsewhere, and charge any increase in cost and handling to the defaulting bidder.
24. **PAYMENT TERMS:** payment terms are net 30 unless otherwise specified by the City in the bid/proposal packet.
25. **ELECTRONIC BIDS:** the City of Plano uses BidSync to distribute and receive bids and proposals. For cooperative bids and reverse auctions only, responding vendors agree to pay BidSync a transaction fee of one percent (1%) of the total awarded amount of all contracts for goods and/or services awarded to the vendor. Cooperative bids and reverse auctions will be clearly marked on the bid documents. To assure that all vendors are treated equally, the fee will be payable whether the bid/proposal is submitted electronically or by paper means. Refer to www.bidsync.com for further information.
26. **ELECTRONIC SIGNATURE – UNIFORM ELECTRONIC TRANSACTION ACT:** the City adopts Vernon Texas' Statutes and Codes, Annotated Business and Commerce Code Chapter 43. Uniform Electronic Transaction Act, allowing individuals, companies, and governmental entities to lawfully use and rely on electronic signatures.
27. **PRESENTATION OF BIDS – PAPER SUBMISSION:** complete bid packets must be presented to the Purchasing Division in a sealed envelope unless otherwise indicated.

CITY OF PLANO INSTRUCTIONS FOR BIDDING

28. **ALTERING BIDS – PAPER SUBMISSION:** bid prices cannot be altered or amended after submission deadline. Any inter-lineation alteration, or erasure made before opening time must be initialed by the signer of the bid, guaranteeing authenticity.
29. **LATE BIDS – PAPER SUBMISSION:** bid packets received in the purchasing division after submission deadline shall be returned unopened and will be considered void and unacceptable. The City of Plano is not responsible for the lateness of mail carrier, weather conditions, etc.
30. **WITHDRAWAL OF BIDS:** bidder agrees that a bid price may not be withdrawn or canceled by the bidder for a period of ninety (90) days following the date designated for the receipt of bids without written approval of the City.
31. **BID OPENINGS:** all bids submitted will be read at the City's regularly scheduled bid opening for the designated project. However, the reading of a bid at bid opening should not be construed as a comment on the responsiveness of such bid or as any indication that the City accepts such bid as responsive. The City will make a determination as to the responsiveness of bids submitted based upon compliance with all applicable laws, City of Plano purchasing guidelines, and project documents, including but not limited to the bid/proposal specifications and required submittal documents. The City will notify the successful bidder upon award of the contract and, according to state law all bids received will be available for inspection at that time.
32. **BID SUMMARY SHEET:** bid summary results will be made available forty-eight (48) hours after bid opening. Bidders desiring a copy of the bid summary sheet may view the results online forty-eight hours (48) hours after the bid opening at the following locations: www.plano.gov/departments/purchasing/bid+information/bideval.htm [City of Plano Purchasing website] or www.bidsync.com [Bid Sync website]. No results will be given over the telephone.
33. **MINOR DEFECT:** the City reserves the right to waive any minor defect, irregularity, or informality in any bid. The City may also reject any or all bids without cause prior to award.
34. **EVALUATION:** bids/proposals will be evaluated as outlined in the bid/proposal document.
35. **SPLIT AWARD:** the City reserves the right to award a separate contract to separate vendors for each item/group or to award one contract for the entire bid. The City reserves the right to take into consideration contract administration costs for multiple award contracts when determining low bid.
36. **PROTESTS:** all protests regarding the bid solicitation process must be submitted in writing to the Purchasing Manager within five (5) working days following the opening of bids. This includes all protests relating to advertising of bid notices, deadlines, bid opening, and all other related procedures under the local government code, as well as any protests relating to alleged improprieties or ambiguities in the specifications. The limitation does not include protests relating to staff recommendations as to award of this bid. Protests relating to staff recommendations may be directed to the City council by contacting the City Secretary prior to council award. All staff recommendations will be made available for public review ninety-six (96) hours prior to consideration by the City council.

INSTRUCTIONS ON UPLOADING AN ATTACHMENT THROUGH www.BIDSYNC.com

Once the vendor has clicked on the 'Place Offer' button, a screen will come up where you are able to enter your pricing and/or bid information.

There is an 'Upload New' link next to the 'Attachments' heading on this page. To upload the attachment, click on the 'Upload New' link, then in the new window that comes up, click on the 'Browse' button. Find the document on your hard drive that you are looking to upload and highlight it. Click 'Open'. In the pop-up 'Upload Attachment' window, the document heading will then be shown. Click the 'Submit' button to save the uploaded document. The screen will then refresh and the document heading will be shown next to the 'Attachments' heading on the 'Submit Offer' page. Once all information is uploaded, make sure to click the 'Submit Offer' at the bottom of the page. There will then be a confirmation page where you need to enter your password and confirm the information that had been entered on the previous page.

CITY OF PLANO GENERAL TERMS AND CONDITIONS

1. **THESE TERMS AND CONDITIONS APPLY TO ANY PROCUREMENT OF PRODUCTS OR SERVICES BY THE CITY OF PLANO (CITY).**
2. **ADDITIONAL TERMS:** Notwithstanding acceptance by the City of the goods or services ordered hereby, no additional terms or conditions of vendor, whether contained within vendor's invoice or otherwise, shall be accepted by City.
3. **CONFLICTS:** In the event the terms and conditions herein expressed conflict with the terms and conditions of any specifications issued by the City in conjunction with this purchase, the specifications shall supersede these terms and conditions to the extent of the conflict.
4. **AUTHORIZATION:** The City of Plano will not accept or pay for articles delivered or services performed without a specific written Purchase Order.
5. **CONFORMITY OF GOODS/SERVICES:** All goods to be delivered or services to be performed shall conform in every respect to the specifications issued by the City in conjunction with its solicitation of bids or proposals. In the event no such specifications were issued, the goods or services shall conform to the proposal submitted by the vendor.
6. **WARRANTY/GUARANTEE LAWS AND REGULATIONS:** By acceptance of this order, in addition to the guarantees and warranties provided by law, contractor expressly guarantees and warrants as follows:
 - A. that the articles to be delivered hereunder will be in full conformity with the specifications or with the approved sample submitted, and agreed that this warranty shall survive acceptance of delivery and payment for the articles and that the contractor will bear the cost of inspecting and/or testing articles rejected.
 - B. that the articles to be delivered hereunder will not infringe on any valid patent, trademark, trade name, or copyright, and that the contractor will, at contractor's own expense, defend any and all actions or suits charging such infringement and will save and hold harmless the City, its officers, employees, agents, and representatives from any and all claims, losses, liabilities and suits arising there from.
 - C. that the articles to be delivered hereunder will be manufactured, sold and/or installed in compliance with the provisions of all applicable federal, state and local laws and regulations.
 - D. that nothing contained herein shall exclude or affect the operation of any implied warranties otherwise arising in favor of the City.
7. **PRICING:** Unit pricing shall be in strict conformity with the bid or proposal submitted by vendor, unless a price increase is authorized by the City.
8. **PRICE ESCALATION:** price escalations may be permitted by the City of Plano during the term of the contract. All requests for price escalation shall be in written form and shall demonstrate industry-wide or regional increases in the contractor's costs. Include documents supporting the price escalation, such as manufacturer's direct cost, postage rates, railroad commission rates, federal/state minimum wage laws, federal/state unemployment taxes, FICA, etc. Increases will apply only to the products(s) and/or service(s) affected by an increase in raw material, labor, or another like cost factor. The City of Plano reserves the right to accept or reject any/all price escalations.
9. **PRICE REDUCTION:** if during the life of the contract, the contractor's net prices to other customers for the same product(s) and/or service(s) are lower than the City of Plano's contracted prices, an equitable adjustment shall be made in the contract price.
10. **TAXES:** the City of Plano is exempt from federal manufacturer's excise and state sales and use tax. Tax exemption certificates will be executed by the City and furnished upon request.
11. **PACKAGING:** unless otherwise indicated, items will be new, unused, and in first rate condition in containers suitable for damage-free shipment and storage.
12. **F.O.B./DAMAGE:** all orders shall be F.O.B. delivered, designated location, and shall include all delivery and packaging costs. The City of Plano assumes no liability for goods delivered in damaged or unacceptable condition. The contractor shall handle all claims with carriers, and in case of damaged goods, shall ship replacement goods immediately upon notification by the City of damage.
13. **DELIVERY TIMES:** deliveries will be acceptable only during normal working hours at the designated location.
14. **DELIVERY PROMISE – PENALTIES:** default in promised delivery without acceptable reasons, or failure to meet specifications, authorizes the purchasing division to purchase goods elsewhere, and charge any increase in cost and handling to the defaulting contractor.

CITY OF PLANO GENERAL TERMS AND CONDITIONS

15. **INSPECTION, REJECTION, AND EXCESS SHIPMENT:** In addition to other rights provided by law, the City reserves the right (a) to inspect articles delivered and to return those which do not meet specifications or reasonable standards of quality, (b) to reject articles shipped contrary to instructions or in containers which do not meet recognized standards, and (c) to cancel the order if not filled within the time specified. The City may return rejected articles or excess shipment on this order, or may hold the articles subject to the vendor's order and at vendor's risk and expense, and may in either event charge the vendor with the cost of shipping, unpacking, inspecting, repacking, reshipping and other like expenses.
16. **INVOICES:** invoices must be submitted by the contractor to the City of Plano, Accounting Department, P.O. Box 860279, Plano, TX, 75086-0279. The City Purchase Order number **must** appear on all invoices, delivery memoranda, bills of lading, packing and correspondence.
17. **PAYMENT TERMS:** payment terms are net 30 unless otherwise specified by the City. Upon receipt of a properly executed invoice and verification of delivery from the consignee, payment will be processed for items or services delivered.
18. **PATENT RIGHTS:** the contractor agrees to indemnify and hold the City harmless from any claim involving patent right infringement or copyrights on goods supplied.
19. **FUNDING:** the contractor recognizes that any contract shall commence upon the effective date and continue in full force and effect until termination in accordance with its provisions. Contractor and City herein recognize that the continuation of any contract after the close of any given fiscal year of the City of Plano, which fiscal year ends on September 30th of each year, shall be subject to Plano City Council approval. In the event that the Plano City Council does not approve the appropriation of funds for the contract, the contract shall terminate at the end of the fiscal year for which funds were appropriated and the parties shall have no further obligations hereunder.
20. **ASSIGNMENT:** the contractor shall not sell, assign, transfer or convey this contract in whole, or part, without the prior written consent of the purchasing division.
21. **INTERLOCAL AGREEMENT:** contractor agrees to extend prices and terms to all entities who have entered into or will enter into joint purchasing interlocal cooperation agreements with the City of Plano.
22. **AUDIT:** the City of Plano reserves the right to audit the records and performance of contractor during the contract and for three years thereafter.
23. **INSURANCE:** the City requires contractor to carry the minimum insurance as required by state laws and insurance requirements outlined in the bid/proposal documents.
24. **CHANGE ORDERS:** no oral statement of any person shall modify or otherwise change, or affect the terms, conditions or specifications stated in this contract. All change orders to the contract will be made in writing by the City of Plano.
25. **INDEMNIFICATION:** contractor agrees to defend, indemnify and hold the City and its respective officers, agents and employees, harmless against any and all claims, lawsuits, judgments, fines, penalties, costs and expenses for personal injury (including death), property damage, intellectual property infringement claims (including patent, copyright and trademark infringement) or other harm or violations for which recovery of damages, fines, or penalties is sought, suffered by any person or persons that may arise out of or be occasioned by contractor's breach of any of the terms or provisions of the contract, violations of law, or by any negligent, grossly negligent, intentional, or strictly liable act or omission of the contractor, its officers, agents, employees, invitees, subcontractors, or sub-subcontractors and their respective officers, agents, or representatives, or any other persons or entities for which the contractor is legally responsible in the performance of the contract. The indemnity provided for in this paragraph shall not apply to any liability resulting from the sole negligence of City, and its officers, agents, employees or separate contractors. City does not waive any governmental immunity or other defenses available to it under Texas or federal law. The provisions of this paragraph are solely for the benefit of the parties hereto and are not intended to create or grant any rights, contractual or otherwise, to any other person or entity.

Contractor, at its own expense, is expressly required to defend City against all such claims. City reserves the right to provide a portion or all of its own defense; however, City is under no obligation to do so. Any such action by City is not to be construed as a waiver of contractor's obligation to defend City or as a waiver of contractor's obligation to indemnify City pursuant to this agreement. Contractor shall retain defense counsel within seven (7) business days of City's written notice that City is invoking its right to indemnification under this agreement. If contractor fails to retain counsel within the required time period, City shall have the right to retain defense counsel on its own behalf and contractor shall be liable for all costs incurred by City.

CITY OF PLANO GENERAL TERMS AND CONDITIONS

In addition to contractor's intellectual property infringement indemnification and defense requirements herein, if an infringement claim occurs, or in contractor's opinion is likely to occur, contractor shall, at its expense: (a) procure for city the right to continue using the product; (b) replace or modify the product so that it becomes non-infringing while providing functionally equivalent performance; or (c) accept the return of the product and grant city a reimbursement for the product. Contractor will proceed under subsection (c) above only if subsections (a) and (b) prove to be commercially unreasonable.

The intellectual property infringement indemnification herein applies to all products provided, supplied or sold under this agreement by contractor to City whether manufactured by contractor or a third party. Contractor represents that, to the best of its knowledge, City's use of products that are provided supplied, or sold by contractor to City as part of this agreement does not constitute an infringement of any intellectual property rights and City has the legal right to use said products. City enters into this agreement relying on this representation.

The indemnification herein survives the termination of the contract and/or dissolution of this agreement including any infringement cure provided by the contractor.

26. **TERMINATION FOR DEFAULT:** the City of Plano reserves the right to enforce the performance of the contract in any manner prescribed by law or deemed to be in the best interest of the City in the event of breach or default of the contract. The City reserves the right to terminate the contract immediately in the event the contractor fails to 1) meet delivery schedules or, 2) otherwise perform in accordance with these specifications. Breach of contract or default authorizes the City to award contract to another contractor, purchase elsewhere and charge the full increase in cost and handling to the defaulting contractor.
27. **REMEDIES:** the contractor and the City of Plano agree that each party has rights, duties, and remedies available as stated in the uniform commercial code and any other available remedy, whether in law or equity.
28. **VENUE:** this agreement will be governed and constructed according to the laws of the state of Texas. This agreement is performable in Collin/Denton County, Texas. Exclusive venue shall be in Collin County, Texas.
29. **NO PROHIBITED INTEREST:** contractor acknowledges and represents that they are aware of the laws, City Charter, and City Code of Conduct regarding conflicts of interest. The City charter states that "no officer or employee of the City shall have a financial interest, direct or indirect, in any contract with the City, nor shall be financially interested, directly or indirectly, in the sale to the City of any land, or rights or interest in any land, materials, supplies or service....."
30. **DELINQUENT TAXES:** section 2-2 of the City Code of Ordinances prohibits the payment of public funds to persons that owe delinquent taxes to the City of Plano. Therefore, payment to a contractor for goods or services provided to the City under contract or Purchase Order may be withheld in the event the contractor owes delinquent taxes to the City.
31. **EMPLOYMENT ELIGIBILITY VERIFICATION:** the immigration reform and control act of 1986 (IRCA) makes it illegal for employers to knowingly hire or recruit immigrants who do not possess lawful work authorization and requires employers to verify their employees' work eligibility on a U.S. department of justice form I-9.

The contractor warrants that contractor is in compliance with IRCA and will maintain compliance with IRCA during the term of the contract with the City. Contractor warrants that contractor has included or will include a similar provision in all written agreements with any subcontractors engaged to perform services under this contract.

SMWBE POLICY

IT IS THE POLICY OF THE CITY OF PLANO TO INVOLVE SMALL BUSINESSES AND MINORITY/WOMAN OWNED BUSINESSES TO THE GREATEST EXTENT POSSIBLE IN THE PROCUREMENT OF GOODS, EQUIPMENT, SERVICES AND CONSTRUCTION PROJECTS. TO ASSIST US WITH OUR RECORDKEEPING, VENDORS SHOULD IDENTIFY ANY SMALL/MINORITY/WOMAN-OWNED COMPANY BEING UTILIZED IN THIS BID AND NOTE THE MONETARY INVOLVEMENT.

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Written Contract Verbiage

The successful vendor must execute a **CONTRACT** within ten (10) days after receipt of documents. Proposer/Vendor agrees to submit to the City, a corporate resolution, certificate of partnership, partnership agreement or joint venture agreement which identifies the person(s) authorized to execute a contract on behalf of the corporation, partnership or joint venture.

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ANNUAL CONTRACT VERBIAGE

This agreement will contain a fixed pricing structure for the term of the agreement. Quantities shown are estimates and NOT a commitment to buy any specific quantity. Orders will be placed on a non-exclusive, "as needed", basis. Orders placed by the City of Plano will be done so utilizing Contract Release Orders (CRO's). All invoices must reference City of Plano CRO number.

The City will have the right and option to extend the term of the agreement for three additional one (1) year periods upon the same terms and conditions. The City will also have the right and option to terminate the agreement upon thirty (30) days written notice.

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Insurance Verbiage

The successful vendor must SUBMIT PROOF OF MEETING NECESSARY INSURANCE REQUIREMENTS within ten (10) business days of notification by the City of Plano. Failure to respond within ten (10) business days will be grounds for declaring vendor non-responsive to specifications.

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P L A N O

c o n v e n t i o n & v i s i t o r s b u r e a u

Request for Qualifications
for
Public Relations Firm

odwyerpr.com

REQUEST FOR QULIFICATIONS

Public Relations Firm
Plano Convention and Visitors Bureau
City of Plano, Texas

STATEMENT OF PURPOSE

The Plano Convention and Visitors Bureau (PCVB) for the City of Plano Texas are undertaking a search for a public relations agency to represent Plano's tourism product to media in the U.S. Responsibilities will include, but not be limited to press release writing and distribution; news bureau activities; media relations; scheduling media tours and interviews; organizing and escorting press trips; representation at key travel media conferences and crisis communications.

BACKGROUND

The PCVB was established in 1989 to help generate more group business for the city and to help promote the new convention center that came on-line in 1990. Over the past 23 years, the PCVB has seen a number of changes both in its organizational structure and in the product that it has to offer potential visitors. When the PCVB began, the Plano Centre answered to the Manager of the PCVB and the PCVB Manager answered to the City Manager. Over time the structure was changed and the PCVB and Plano Centre now operate under two different managers and they in turn answer to the Director of Parks and Recreations.

During this same time the amount of product within the city changed. In 1990 the city of Plano had 6 hotel properties with a total of 335,600 room nights available each year. Today we have 34 hotel properties with an estimated 1,900,000 room nights available each year. With this growth we have also seen our hotel occupancy fluctuate from 60.8% in 1990 to what it is today at 60.1%. We have also seen our hotel revenue increase from \$9,842,000 in 1990 to what it is today at \$78,500,000.

PCVB FUNDING

The PCVB is the official destination management and marketing organization for the City of Plano and is funded through the Hotel/Motel Tax. When staying at a Plano hotel a guest will pay a 13% tax on top of their room rate. Currently 6% of that will go to the state of Texas and 7% will go to the city of Plano. The funding for the PCVB comes from that 7%. In 2011 that 7% totaled 4.3 million dollars and the PCVB receives just over 1.7 million dollars for its annual operating budget.

PCVB MISSION

“The mission of the PCVB is to enhance the economic fabric, tax base and employment opportunities in Plano through destination marketing, facility marketing and support programs.”

PCVB ORGANIZATIONAL STRUCTURE

The PCVB is comprised of (6) full-time staff members and one (2) part-time and has five primary departments: 1) Marketing, 2) Convention Sales & Services, 3) Sports Sales and Services, 4) Tourism Sales & Services, and 5) Operations.

MARKETING

Marketing activities for the PCVB include but are not limited to:

- Sales and marketing efforts to attract state, regional and national conventions and meetings.
- Sales and marketing efforts to attract state, regional and national sporting events.
- Sales and marketing efforts to promote the Plano Convention Centre.
- Sales and marketing efforts to attract visitors through targeting media, tour operators and direct to the consumer.
- Marketing efforts to attract travel writers.
- Product development and special events.
- Media outreach and promotions.
- Community relations' efforts.
- Working collaboratively with the area cities to attract visitors and events to the region.

The City of Plano is part of the Dallas/Ft. Worth area which is the number one tourist destination in Texas and represents more than one-third of all the state's tourism spending of \$57.5 billion. The D/FW area through tourism contributes \$1 billion in local and state sales tax.

As part of a new branding initiative, the PCVB sees the need to develop a more aggressive Public Relations presence through the assistance of a PR firm. This will help the Plano CVB continue to carry its message outside of the Dallas/Ft. Worth area.

COMMUNITY PROFILE

- Approximately 270,000 residents.
 - Located 29 miles north of downtown Dallas.
 - Located in Collin and Denton Counties with 90% of the population living in Collin County.
 - Corporate boundaries include 72.5 square miles.
 - **Accolades and Rankings**
 - # 1 "Safest City in the America" – *Forbes*
 - # 1 "Best Place to Live in Western United States" – *CNN Money*
 - #1 "Best City to Build Personal Wealth" – *Salary.com*
 - "America's 10 Best Places to Grow Up" – *US News & World Report*
 - # 25 "Top Suburbs for Retirement" – *Forbes*
 - # 11 "America's Best Places" – *Bloomberg Businessweek*
 - # 2 "Most Educated Cities in America" – *Men's Health*
 - # 25 "America's Best Places to Move" – *Forbes*
 - "AAA" bond rating – *Moody's Investor Service, Standard & Poor's, Fitch IBCA*
 - # 1 "Most iPad-Friendly Cities" – *Men's Health*
 - "Hot Air Balloon Capital of Texas" – *State of Texas*
-

- ***Business Climate***

- # 5 Top Cities in Texas for Foreign Direct Investment – *US Bureau of Economic Analysis*, 2010
 - # 35 “Top 50 U.S. Destination Cities” – *U-Haul International*
 - # 1 “Best City to Build Personal Wealth” – *Salary.com* (cities 250,000+ pop.), 2008
 - #17 “Top 20 Inventive Towns” – *Wall Street Journal* (ranked ahead of Menlo Park, CA), 2007
-

- ***Quality of Life***

- # 1 “Safest City in the America” – *Forbes*, 2011
 - # 2 “Most Educated Cities in America” – *Men’s Health*, 2011
 - # 1 “Most iPad Friendly Cities” – *Men’s Health*, 2011
 - # 11 “America’s Best Places” – *Bloomberg Business Week*, 2011
 - # 10 “Happiest Cities” – *Men’s Health*, 2011
 - # 1 “Best Family-Friendly City or Suburb” – *DallasChild*, 2011
 - # 25 “Top Suburbs for Retirement” – *Forbes*, 2011
 - # 1 Educational Attainment category, “America’s Most Literate Cities – *Central Connecticut State University*, 2011
 - # 1 “Best Cities to Live in” – *Women’s Health* and # 3 – *Men’s Health*, 2010
 - # 25 “America’s Best Places to Move” – *Forbes*, 2009
 - # 1 Most Affluent City – *USA Today*, 2009
 - # 15 “America’s Six-Figure Towns” – *Money*, 2009
 - # 1 “The Hottest Place to Live in the Western United States” – *Money*, 2004
 - “Hot Air Balloon Capital of Texas” – *State of Texas*, 1999
 - “Best Places in the Dallas-Ft. Worth Metroplex to Live” – *D*
-

- ***Public Safety***

- # 1 “Safest City in the America” – *Forbes*, 2011 & 2010
 - # 1 “Safest City in North Texas” and # 6 “Safest City in Texas” – *CQ Press*
 - # 8 out of 101 U.S. cities for the Safeness of the Food Supply – *Men’s Health*
-

- ***Environmental***

- Governor’s Community Achievement Award, 1st Place, Keep Texas Beautiful, 2011
 - Silver Excellence Award for Public Education, Live Green in Plano, – *Solid Waste Association of North America*, 2010
 - Excellence in Sustainability Award for the City’s Live Green in Plano initiative – *National Environmental Health Association*
 - Tree City USA designation
-

- ***Government***

- “All America City” – *National Civic League* and *Allstate Foundation*, 1994
- “AAA” bond rating – *Moody’s Investor Service*, *Standard & Poor’s* and *Fitch IBCA*
- # 10 “Best Run Cities in America” – *24/7 Wall St*, 2012
- Texas City Council of the Year – *Texas City Management Association*, 2007

STAKEHOLDERS

Stakeholders will include all those individuals, companies and organizations that have an interest in the success of the PCVB and its sales and marketing efforts. This group would include, but is not limited to the following: area hotels/motels, restaurants, entertainment venues, art groups, historic groups, air and ground transportation companies, area attractions, retail, Plano Centre, Plano Parks and Recreation Department, City government, surrounding cities, area tourism organizations, etc.

GOAL OF THE PROJECT

The general scope of services to be obtained includes professional promotional services with the primary purpose of promoting Plano, Texas as a visitors, meetings and sports destination. Respondances are requested to submit RFQs to perform the following services:

1. Become familiar with the Plano tourism industry, including advertising, research, and resources.
2. Establish a press kit for the Plano CVB.
3. Identify target audiences, travel writers, and publications to attract qualified travel writers to Plano.
4. Organize travel writer familiarization trips to promote Plano which will result in published articles.
5. If budget permits, represent Plano at travel writer conferences and other related shows.
6. Support the CVB with work that may include creation of individual media itineraries, creation and implementation of group destination press FAMs, response to individual media requests for information, and support with any and all public relations initiatives at the bureau as assigned.
7. Identification of a key message topic published ,at least Quarterly, for which an effective news release will be developed and distributed by the Agency, highlighting appropriate examples within the destination.
8. Public Relations activities will focus on the creation of at least one, and possibly more destination event(s) per calendar year to inform key travel media about what's new and newsworthy in Plano. Each event will be appropriately themed and targeted to attract top tier media. Destination partners that fit with the event theme will be provided with an opportunity to participate in these events in some fashion, to be determined.
9. Collaborate with the CVB on press releases and proactively solicit coverage with media to ensure maximum exposure.
10. Advocate tourism on behalf of the Plano CVB to encourage positive articles in bona fide publications.

11. The consultant should have previous experience working with a municipality or non-profit organization, having produced a promotional campaign for at least two years, and have a portfolio to support this work.

EVALUATION CRITERIA

The PCVB review panel will evaluate each RFQ based on his/her understanding of how the RFQ meets the project's objectives and requirements. PCVB review committee will be looking to make its decision based on the information outlined in your RFQ. We consider experience, the understanding of the tour and travel industry, quality of service, staff and company professionalism, proactive/creative thinking, customer commitment, and references to be extremely important factors in making our decision. Our requirements are business-driven, and our decision will be based on the perceived ability of your product and employees to fulfill these requirements.

After the initial evaluation, the PCVB will choose to contact a short list of vendors. Finalist will be asked to formally present their solution, or they may be asked to submit additional information and/or recommendations as amendments to their initial RFQ.

Further, PCVB is not obligated to reveal specific information to its decision-making process. PCVB is committed to fairness, objectivity and impartiality.

SELECTION PROCEDURES

Selection will be based on the strengths in the following areas:

- A. Professional Capabilities and Experience (30%)** The PCVB review panel will evaluate this area based on how well paragraphs 5, 6, and 7 under the **RFQ FORMAT SECTION**.
- B. Staffing: (15%)** The PCVB review panel will evaluate this area based on how well paragraphs 11, 12, and 17 under the **RFQ FORMAT SECTION**.
- C. Approach to Project: (20%)** The PCVB review panel will evaluate this area based on how well paragraphs 13, 15, and 16 under the **RFQ FORMAT SECTION**.
- D. Experience and Quality of like Work: (25%)** The PCVB review panel will evaluate this area based on how well paragraphs 9, 10, and 14 under the **RFQ FORMAT SECTION**.
- E. Fulfillment of requested specifications of the web site (10%)** The PCVB review panel will evaluate this area based on how well paragraphs 1, 2, 3, 8, and 18 under the **RFQ FORMAT SECTION**.

RFQ FORMAT SECTION

To ensure timely and fair consideration of your RFQ, respondents are asked to adhere to a specific response format, which is outlined below.

1. Authorization Letter and Signature

Under the signature of an authorized company representative, provide the names of individuals authorized to represent and negotiate the company's products and services.

2. Table of Contents

3. Company and Contact Information

Company, contact(s), title, address, fax, phone, email, web address

4. Executive Summary

High level summary of the most important aspects of your company's RFQ.

5. Vendor Profile

- a. Summary of your core business
- b. Long-term mission/vision statement
- c. Company locations that will provide services to the PCVB
- d. Strategic relationships with other industry providers
- e. Quality assurance – describe your company's commitment and procedures to delivering flawless service to its clients

6. Subcontractor(s)

If subcontractor(s) or joint venture(s) will be used, please provide name, title, address and professional information for these staff.

7. Creative

Provide specific examples of story pitches and results that demonstrate experience in the industry.

8. Implementation Timetable

If applicable, provide a timetable for project from start to finish.

9. References

List of references including name, address, telephone numbers and contact person of at least five (5) clients for whom similar services have been preformed, including three professional (journalist) references

10. Client Information

- Who are your largest and smallest travel/tourism accounts?
- What is the average budget size?

- What other urban destination account experience does your agency have?
- What other Texas destination account expertise does your agency have?
- List of clients the agency has served in any of the following industries: travel, municipal, entertainment, and hospitality sectors.

11. Agency Hours

How many agency hours will be contributed to the Plano account per month?

12. Agency Staff

Who from the agency will be involved on the Plano account? What are their titles?

13. Tactics

What additional tactics do you recommend to be included in Plano's PR plan other than those listed in this RFQ?

14. Other Organizations

What media and travel organizations does your agency belong to?

15. Reporting

What type of reporting will your agency provide and how will you provide the Plano CVB with results and how do you analyze those results?

16. Performance

How will you track your performance?

17. Experience

RFQ's should demonstrate related experience in providing public relations and marketing services for municipal or non-profit entities. RFQ's should demonstrate an understanding of the Plano CVB's primary mission, targeted markets, and available budget.

18. Appendices

If applicable, attach supporting documents and/or additional sample reports.

SPECIAL CONDITIONS

The RFQ will be reviewed by a selection committee. The committee will select as the finalist, the most qualified organization from among those responding to this RFQ. The finalists may be invited to make a presentation to the committee. Those organizations selected to be interviewed by the selection committee may be asked to provide additional information and materials. The committee will then select an organization for recommendation. The PCVB Staff will negotiate fees, schedules and a contract with organization recommended by the committee. Contingent upon the successful negotiation of the agreement, the PCVB staff will recommend that the selected organization be retained for the project.

- A. The PCVB is not liable for costs incurred by respondents prior to execution of a contract. All costs incurred as a result of this RFQ request, including travel and personnel costs, are the sole responsibility of the respondent.
- B. The PCVB reserves the right to reject any RFQ that do not address all terms and conditions of this document.
- C. In the event it becomes necessary to revise any part of this RFQ prior to deadline, addenda will be provided to any prospective respondents who received the initial RFQ.
- D. The respondent shall be responsible to the PCVB 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.
- E. This RFQ does not obligate the PCVB or the selected respondent until a contract is signed and approved by both parties. If approved, it is effective from the date the contract is signed. The PCVB shall not be responsible for work done, even in good faith, prior to the final approval of the proposed contract.
- F. News releases or the release of information to media pertaining to this RFQ request must be approved by the PCVB.
- G. The PCVB acknowledges that information obtained from respondents may be proprietary. Upon receipt and acceptance of any RFQ resulting from this request, the PCVB affirms confidentiality of all information contained in the RFQ. Only the senior staff of the PCVB and appointed representatives of the PCVB Review Committee shall have access to RFQ information and will treat information on a confidential basis.

2012 Events Calendar

Month	Dates	Event (Official Name Only)	Location	Event Phone #	Event Website	Notes
JAN	14	Element Fighting Championship	Plano Centre		www.elementmma.com	
	15	Miss Vietnam Texas	Plano Centre		www.missvietnamtexas.com	
	19	Estate Planning Seminar	Plano Centre	972-497-1010	www.richardjohnsonlaw.com	
	21-22	Dallas Area Train Show	Plano Centre	817-721-5064	www.dfwtrainshows.com	
	21	Plano Symphony Orchestra presents "Cirque de la Sympho	Eisemann Center - Richardson, TX		www.planosymphony.org	
	25-28	Marriage/Life Enrichment Boot Camp	Plano Centre	214-736-9991	www.marriagebootcamp.com www.lifeenrichmentbootcamp.com	
	28	Neil Sperry's Home Landscape School	Plano Centre	972-562-5050	www.neilsperry.com	
FEB	11	Daddy's Little Sweetheart Dance (Parks & Rec)	Plano Centre	972-941-7250	www.planoparks.org	
	12	Very Special Arts Festival (Parks & Rec)	Plano Centre	972-941-7250	www.planoparks.org	
	16	Plano (DFW) Career Fair	Plano Centre	702-257-1562	www.choicecareerairs.com	
	18	Plano Symphony Orchestra presents "The Texas Tenors"	Eisemann Center - Richardson, TX		www.planosymphony.org	
	29-03/3	Marriage/Life Enrichment Boot Camp	Plano Centre	214-736-9991	www.marriagebootcamp.com www.lifeenrichmentbootcamp.com	
MAR	1	A Beka Book	Plano Centre	800-613-3222 x67	www.abeka.org	
	`	Courtyard Texas Music Series - Radney Foster	Courtyard Thea	972-941-5611	www.planostages.com	
	3	Dallas Woods & Waters Club Banquet/Fundraiser	Plano Centre	214-570-8700	www.dwwcc.org	
	11	Plano Bridal Show	Plano Centre	972-713-9920	www.bridalshowsinc.com	
	18-20	Divine Consign Children's & Maternity Consign Sale	Plano Centre	214-513-2839	www.divineconsign.net	
	21	Estate Planning Seminar	Plano Centre	972-497-1010	www.richardjohnsonlaw.com	
	24	Plano Symphony Orchestra presents "Porgy & Bess"	Eisemann Center - Richardson, TX		www.planosymphony.org	
	31	Radio Martie HealthFest 2012	Plano Centre	877-262-7843 or 972-372-0603	www.radiomartie.com	
	31	Plano Dance Festival	Courtyard Theatre		www.planoparks.org	
APR	5	Courtyard Texas Music Series - Ray Wylie Hubbard	Courtyard Thea	972-941-5611	www.planostages.com	
	14	Trinkets to Treasures (JL of Collin County)	Plano Centre	972-769-0557	www.jlcollincounty.org	
	14	Learn 2 Live Green	Shops at Legad	972-769-4264	www.learn2livegreen.com	
	14	Second Saturday at the Amp - An Evening of Steely Dan	Oak Poin Amp	972-941-7250	www.planoparks.org	
	21	Plano Symphony Orchestra presents "Finlandia"	St. Andrew UMC		www.planosymphony.org	
	24-26	Just Between Friends Children's/Maternity Consign Sale	Plano Centre	214-603-4500	www.plano.jbfsale.com	
	25-28	Marriage/Life Enrichment Boot Camp	Plano Centre	214-736-9991	www.marriagebootcamp.com www.lifeenrichmentbootcamp.com	
	28	Dominion Warrior	Plano Centre		www.dominionwarrior.com	
	28	Satisfaction! A Rolling Stones Tribute	Oak Point Amp	972-941-7250	www.planoparks.org	
MAY	3	Collin County Christian Prayer Breakfast	Plano Centre	214-757-7259	www.collincountychristianprayerbreakfast.com	
	3	Courtyard Texas Music Series - Jason Boland	Courtyard Thea	972-941-5611	www.planostages.com	
	5	AsiaFest 2012	Haggard Park	214-252-0900	www.asianamericanheritage.org	
	5-6	Cottonwood Art Festival	Cottonwood Pk - Richardson		www.cottonwoodartfestival.com	

For more detail about these events, visit www.planocvb.com

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	18-20	Wildflower! Art & Music Festival	Galatyn Park-Richardson		
JUN	7	Courtyard Texas Music Series - Junior Brown	Courtyard Thea	972-941-5611	www.planostages.com
	8-9	Ham-Com 2012	Plano Centre	469-964-2814	www.hamcom.org
	9	Komen North Texas Race for the Cure	HP/SMU Campus at Legacy		
	9	Second Saturday at the Amp - AC/DC Tribute	Oak Point Amp	972-941-7250	www.planoparks.org
	12-14	Tax Alliance Conference	Plano Centre	817-543-2392	www.taxalliance.org
	13-16	Marriage/Life Enrichment Boot Camp	Plano Centre	214-736-9991	www.marriagebootcamp.com www.lifeenrichmentbootcamp.com
	15-16	Heart of Texas Arts & Crafts Show	Plano Centre	281-304-0160	www.heartoftexasshow.com vendorinfo@shoppingseasons.com
	20-22	Rachel's Challenge Summit	Plano Centre		www.rachelschallengesummit.org
JUL	4	All-American Fourth (Parks & Rec) (9pm)	Oak Point Park	972-941-7250	www.planoparks.org
	4	Patriotic Pops - Plano Symphony Orchestra (3pm)	Eisemann Center - Richardson, TX		www.planosymphony.org
	4	Plano Independence Day Parade (9am)	Independence Pkwy		www.planoparade.com Plano Early Lions Club
	5	Courtyard Texas Music Series - James McMurtry	Courtyard Thea	972-941-5611	www.planostages.com
	9-13	Robots-4-U Summer Camp	Plano Centre	972-782-2503	www.robots-4-u.com
	10	A Beka Book	Plano Centre	800-613-3222 x67	www.abeka.org
	28	Skirmish 2012	Plano Centre	972-458-8501	www.dfwirregulars.com
AUG	2	Courtyard Texas Music Series - Cory Morrow	Courtyard Thea	972-941-5611	www.planostages.com
	2-4	Friends of Plano Library Book Sale	Plano Centre	972-941-7193	www.friendsofplanolibrary.org
	10-11	Quilt Plano 2012	Plano Centre	214-244-4324	www.quilterguildofplano.org kemberson@msn.com
	26-28	Divine Consign Children's & Maternity Consign Sale	Plano Centre	214-513-2839	www.divineconsign.net
	30	A Beka Book	Plano Centre	800-613-3222 x67	www.abeka.org
SEP	6	Courtyard Texas Music Series - Gary P Nunn	Courtyard Thea	972-941-5611	www.planostages.com
	9	Plano Bridal Show	Plano Centre	972-713-9921	www.bridalshowsinc.com
	12-15	Marriage/Life Enrichment Boot Camp	Plano Centre	972-736-9991	www.marriagebootcamp.com www.lifeenrichmentbootcamp.com
	13	Plano (DFW) Career Fair	Plano Centre	702-257-1562	www.choicecareerairs.com
	21-23	Plano Balloon Festival	Oak Point Park	972-867-7566	www.planoballoonfest.org
	22	Plano Symphony Orchestra presents "Rapturous Rachmaninoff"	Eisemann Center - Richardson, TX		www.planosymphony.org
OCT	4	Courtyard Texas Music Series - Max Stalling	Courtyard Thea	972-941-5611	www.planostages.com
	5-7	Heart of Texas Arts & Crafts Show	Plano Centre	281-304-0160	www.heartoftexasshow.com vendorinfo@shoppingseasons.com
	6-7	Cottonwood Art Festival	Cottonwood Pk - Richardson		www.cottonwoodartfestival.com
	13	Plano International Festival	Haggard Park (Downtown)		www.planointernationalfestival.org info@planointernationalfestival.org
	13	Second Saturday at the Amp - Bricks in the Wall	Oak Point Amp	972-941-7250	www.planoparks.org
	16-18	Just Between Friends Children's/Maternity Consign Sale	Plano Centre	214-603-4500	Google: Just Between Friends Plano

For more detail about these events, visit www.planocvb.com

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	17-20	Marriage/Life Enrichment Boot Camp	Plano Centre	972-736-9991	www.marriagebootcamp.com www.lifeenrichmentbootcamp.com	
	20	Plano Symphony Orchestra presents "Disney in Concert"	Eisemann Center - Richardson, TX		www.planosymphony.org	
	27	2012 Downtown Plano FEAST-ival	Downtown Plano	214-674-3225	www.visitdowntownplano.com	Vendors: 903-575-7495
NOV	1	Courtyard Texas Music Series - The Bellamy Brothers	Courtyard Theatre	972-941-5611	www.planostages.com	
	8-11	Neath the Wreath Holiday Gift Market (JL of Collin County)	Plano Centre	972-769-0557	www.jlcollincounty.org	
	13	Love and Logic Seminar	Plano Centre	800-338-4065	www.loveandlogic.com	
	13	Targeted Job Fairs	Plano Centre	800-662-9869	www.targetedjobfairs.com	
	17	Plano Symphony Orchestra's 30th Anniversary Concert	Eisemann Center - Richardson, TX		www.planosymphony.org	
	17	Element Fighting Championship	Plano Centre		www.elementmma.com	
	17-18	City of Plano Christmas Crafts Fair	Oak Point Centre	972-941-7250	www.planoparks.org	
	28-12/01	Marriage/Life Enrichment Boot Camp	Plano Centre	972-736-9991	www.marriagebootcamp.com www.lifeenrichmentbootcamp.com	
	30	Dickens in Historic Downtown Plano (Parks & Rec)	Downtown Plano	972-941-7250	www.planoparks.org	
DEC	16	Plano Symphony Orchestra presents "Home for the Holidays"	St. Andrew UMC		www.planosymphony.org	

For more detail about these events, visit www.planocvb.com

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2011 YEAR IN REVIEW

2012 PROGRAM OF WORK

OdwyerPr.com

DALLAS & FORT WORTH Beyond

2011 Year in Review | 2012 Program of Work

Where will your story begin?



Official Visitors Guide Radio Promotions FACEBOOK Attractions Pass Events
DFWandBeyond.com Deals & Packages Education SOCIALS Sales Missions
THEMED ITINERARIES DFW Area Sports Alliance Advertising & Marketing
Twitter Tourism Alliance of North Texas Tag Taggart Scholarship CTA

DFWANDBEYOND.COM

MEMBER OPPORTUNITIES
INSIDE





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The Dallas/Fort Worth Area Tourism Council (DFWATC)

Who We are:

The Dallas/Fort Worth Area Tourism Council was formed in 1978 as a comprehensive force within the tourism industry to jointly market the entire region as a single destination.

Our Mission:

The mission of the Dallas/Fort Worth Area Tourism Council is: to increase tourism revenue and visitors through cooperative public/private partnerships; to market the exciting Dallas/Fort Worth/North Texas area as a travel destination; to educate the public on the economic importance of tourism; and to provide support on tourism industry issues of concern to the area.

Our History:

“If we can get people to the area, everyone will benefit.”

That was the mantra behind the founding of our organization and still holds true today - to jointly market the entire area as a single destination. The Dallas/Fort Worth Area Tourism Council began in 1978 as the North Texas Tourism Council by the cities of Arlington, Dallas, Fort Worth and Irving to cooperatively market the area. Within three years, they were joined by the cities of Grapevine and Grand Prairie. In the mid-Eighties, the Council changed its name from the North Texas Tourism Council to the Dallas/Fort Worth Area Tourism Council to better identify its location within the state.

Today the Council has grown and expanded past those founding six cities to the mature organization it is today – one that has banded together all segments of the tourism industry, representing 32 counties with over 40 city partners, as well as area hotels, major area attractions, museums, shopping/retail establishments, transportation companies and support services to the industry.

During the early years, the Council primarily concentrated its sales and marketing efforts on the international market, an area not being addressed by individual members, as well as maintained memberships in ABA, NTA and other similar organizations. In the Eighties, in response to membership requests, it shifted direction to address a growing regional inbound market with heavy concentration on attracting visitors within a 300-500 mile radius of the DFW area. While addressing the regional market as a primary target market, the Council still addresses the domestic travel market and international market, through its partnerships and marketing efforts.

Now – 34 years later, the Council has grown from 4 cities into a strong cooperative marketing organization. Working together cooperatively with its members, the Council is able to publish the Official Visitors Guide to the Dallas/Fort Worth Area, as well as lead extensive marketing and media efforts to showcase the area to travel consumers, tour and travel planners, and visitors both inbound and during their stay in the region in a variety of ways. We continue to promote this region as the great leisure destination we know it is by showcasing all the diverse experiences and adventures that await visitors when they come to north Texas.

Tourism Impacts, Trends and the Council

For the past couple of years our economy has been on a downward slide and many in our industry are left wondering what's next. Although there is still some trepidation over the global economy, in the U.S., there seems to be some optimism for slight growth during this year.

According to Economist Magazine, they see the U.S. economy slowly improving with positive signs the jobs market is looking up, housing sales and construction have been showing recent signs of improvement; business sales and profits are rising, and many consumers are in better shape today than they were in 2010. Even consumer confidence has continued to improve according to the Conference Board December 2011 findings.

Tourism is vital to the Dallas/Fort Worth area by providing economic benefit to our communities with new sources of revenue, jobs creation and improvement in the quality of life for all within the community. In 2011, while state tourism funding was under fire our industry rallied and we all united and converged on Austin and lawmakers to voice our concerns and inform them that **Travel Matters**.

People will always want to and have a desire and the need for travel whether this is to reconnect with friends and family, relax, or just do something different from the normal routine. This may take the form of a shorter trip closer-to-home, getting a great deal by booking early, or it could be in the form of taking that dream vacation with the entire family.

Travelers are savvy, resourceful and more connected than ever before. Cheaptickets.com found in their recent trends report for 2012 that even though the priority is to get away – cutting costs is still on the top of every traveler's mind. Google's travel director also predicted that travel shoppers will continue to search for deals and discounts at record levels.

Situational Analysis

The North Texas area has been the #1 destination in Texas for many years. We have ease of accessibility to our region via our two major airports, multiple regional airports, a rail system, and increased public transit routes, as well as through the expansion of our highway infrastructure. Dallas, Fort Worth & Beyond is a destination that offers a variety of experiences for any age and type of traveler.

The Dallas/Fort Worth/North Texas area falls within our state's "Prairies & Lakes" defined region. According to the latest research statistics available by DK Shifflet & Associates Ltd., in 2010:

- This region ranked 1st out of all 7 regions visited
- Texans generated 56% of the travel in this region
- Leisure travel represented 70%; Business travel 30%
Of the leisure travel, visiting friends and relatives (37%) was the primary reason for visiting our region, followed by vacation (including weekend getaways) at 12.5%, special events (11%) and other personal business at 10%
- 71% traveled by auto
- Average stay was 2.11 days
- 70% of travelers to this region were within 500 miles or less

Tourism Impacts in DFW

DFW/North Texas Area Tourism Economic Impact Figures^{*}:

- The DFW/North Texas region represents almost one-third (\$18 B) of all of the state's travel spending of \$57.5 billion^{*}.
- Travel spending in the DFW/North Texas region directly supported 162,100 jobs with an annual payroll of \$5.7 billion^{*}.
- The DFW/North Texas area through tourism contributed over \$1 billion in local and state taxes^{*}. Without the total \$7.5 billion in travel-generated tax revenue, each household in Texas would have to pay \$850 in additional taxes (local, state & federal).^{**}

* Information was gathered from the research conducted by the Office of the Governor, Texas Economic Development & Tourism (2010 numbers). ** Information gathered from Dean Runyan Associates, Inc., Portland Oregon.

Even though leisure travel is expected to grow slowly about 2.4% over the next year, with business travel a bit more slowly at 1.3%, there are some bright spots. TripAdvisor in their 2012 Travel Trends Forecast indicated that despite the current economic climate, 31 percent of those surveyed anticipate they will spend more on leisure travel, while 49 percent expect to spend the same amount as they did in 2011. Ninety percent of respondents are planning to take two or more leisure trips next year, and 24 percent are planning five or more getaways. The Drive Market Consumer study by Mandela Research and Solutionz showed 82% of the U.S. population took 1-5 leisure trips during the past 12 months. Of that, 52% took 3 or more leisure trips. Of the 28% that took a business trip in the last 12 months, 19% combined business travel with leisure.

In prior years, the overall economy was the main factor negatively influencing people taking a trip. By 2011 this had shifted to high gas prices as the most cited factor. These results are also echoed in the State of the American Traveler July 2011 issue. However, travel by personal car was still the most popular form of transportation, followed by air travel then by rental car.

Opportunities

There are tremendous opportunities for us in 2012 that include a myriad of strategies from packaging to promotions to technology. Technology is having a major impact on tourism. Travel is becoming more social with people utilizing a variety of social networks and technology to make decisions. The firm eMarketer estimates there will be 117.6 million online travel researchers (61% of internet users) in the U.S. by 2012. Another technology change is the increase in mobile use, as it is changing the way people use information while on trips. One statistic shows that 62% have a mobile phone with 43% using in on trip.

The way we target consumers is also crucial. People are bombarded with so much information from so many different sources but still only have the same amount of time to digest it all. Our challenge is to rise through the clutter and noise to differentiate our region as the destination of choice by tailoring our messages to the consumer and making sure they are finding unique and useful content on our web site, whether that is through our new blog, through our deals and packages, in our social media efforts or through our special promotions throughout the year.

The research from Mandela's Drive Market study showed that the availability of discounts of 20% lodging was noted to have impact on 66% of travelers in making last minute leisure trip. Although some of the research shows last minute trips are trending down, there are still 29% of travelers that took a last minute trip last year according to Ypartnership/Harrison Group study.

Looking Ahead

Our strength as a destination and organization is a huge factor in the marketplace. We need to take advantage of this as well as some of the opportunities that lie ahead so that we may continually promote and differentiate our region from other destinations. We also want to take advantage of this year as an opportunity for renewal of the organization's mission and activities while continuing to build upon the foundation DFWATC has laid over the past three decades so that we are looking strategically at the future.

This year, we will:

- Continue to enhance our tourism products – the Official Visitors Guide, our web site, social media platforms, mobile capabilities and our Attractions Pass program
- Work and collaborate with our industry partners and members to continue raising the profile of Dallas, Fort Worth & Beyond as a leisure destination

- Continue our cooperative marketing/advertising program to keep the region top of mind as a leisure destination and maximize each dollar spent and look for new and innovative ways to accomplish this goal
- Take advantage of some of the new technology trends to capitalize on our region's uniqueness and target people with smart phones
- Continue to expound on the variety of experiences found within our 32-county region by highlighting our tour itinerary ideas, creating new itineraries, enhancing new tourism products and leveraging some of the new social media trends and platforms to further enhance our visibility and stretch our advertising dollars
- Focus on targeting the drive market in addition to promoting the region's accessibility via our two airports, enhanced public transportation system, and road developments.
- Find ways for our partners to connect with the Council and its many opportunities as well as connect with the traveling public
- Hone in on what our stakeholders value most in our organization
- Develop a strategic game plan for the organization that will fit the multi-faceted world of today
- Continue to build our brand in the hearts and minds of the consumer.



Year in Review - 2011

For 33 years, the Council has been actively and cooperatively promoting the diverse Dallas/Fort Worth/North Texas area through a variety of activities. Following is a brief summary of the year in review.

Advertising, Promotions and PR

Advertising

2011 marked the fifth year of our cooperative advertising campaign. Although a tight economic year, together with our partners the Council's budget was leveraged by over \$100,000 to have a continued presence in the marketplace through online opportunities to position the Dallas/Fort Worth region as a great leisure destination that would appeal to travelers and their interests. Similar to 2010, a portion of this year's advertising efforts were devoted to creating awareness in the changes to the Attractions Pass program and new passes available for purchase.

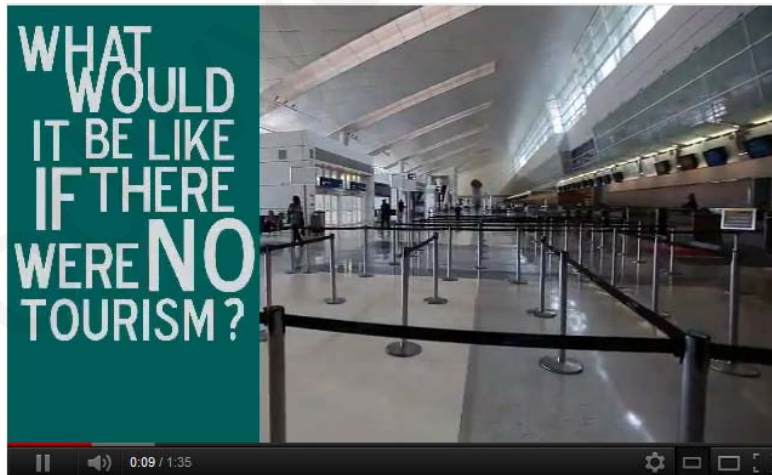
The Council continued the use of e-mail marketing with over 343,512 e-mails sent, generating direct site traffic as well as utilized paid search via Google AdWords for the first time in the 2011 campaign. The highly efficient text ad campaign allows for a pay-per-click model and delivered 27% of all Flight 1 clicks direct to the site.

The campaign, which delivered 15,456,097 banner impressions to specifically geo-targeted areas, drove significant traffic to the website.



Promotions

In May, the Council, along with its non-profit arm, The Tourism Alliance of North Texas, and founding city partners put together a press conference on the economic importance of tourism in our North Texas region and produced a video on the impact of tourism. This video and others can be seen on our DFW & Beyond YouTube channel.



The Council's annual guide promotion with WBAP-AM continued, with the station handing out 30,000 guides at its booth during its run at the State Fair of Texas.

Radio/Online/Broadcast Promotions

In lieu of a substantial advertising budget, the Council's barter program continues to be a successful promotional vehicle for the area. Through these radio promotions, the Council continued its regional radio promotions that focused

on and highlighted the variety of experiences found throughout the region. During 2011, we were in **9 markets (77 stations and 10 different formats)** and gave away **73 themed packages** from June through September and in December through a special Holiday package. Each promotion included web site exposure on the participating station as well as a hyperlink back to the DFWandBeyond.com web site.

**2011
Promotional Value
\$303,322**

The promotional value gained through this program in 2011 for the region and participants was \$303,322.

In the Press

In 2011, the Council continued to assist with media and photo requests from media outlets and travel journalists. In addition, the Council hosted two press conferences in May and September. The May event at the Hyatt Regency DFW highlighted National Tourism Week and debuted the Council's video "**Picture a year without tourism. Why travel matters to you.**" September's event was to promote the Council's newest attractions pass, the seasonal "*Dew the Boo*" haunted house pass, but also highlighted all of the new Attractions Passes now available.

In November, the Council hosted Vincent Noce, the cultural editor of the Paris newspaper *Liberation* as well as a noted international art market specialist who freelances for other travel and art publications. His focus was on the art museums and attractions in North Texas.

Shows/Events/Missions

In a continued effort to promote the Dallas/Fort Worth/North Texas region as a premier leisure destination, our Council partners presented a strong and unified voice hosting a variety of sales missions and promotional events as part of our marketing efforts throughout 2011:

- **5th Annual Dallas/Fort Worth & Beyond Marketplace (Mar)** - Hosted over **200 attendees** plus walk-ins at the Irving Arts Center. Invitations were extended to DFW Airport Ambassadors, Love Helpers (Love Field), DFW Area Concierge (both hotel and corporate), area CVB volunteers, North Texas CTAs, and the Texas Travel Information Centers.
- **Northwest Louisiana Home and Landscaping Show (Mar)** - Attended this Shreveport, LA, show. The area was well received and the Council was also promoted in print and radio advertisements.
- **Little Rock Sales Mission (Apr)** - DFWATC members participated in area sales calls and reception to highlight the DFW/North Texas area as a leisure destination to group tour and group leaders in the Little Rock area.
- **Travel Counselors Conference (Apr)** - Hosted breakfast and North Texas Jeopardy game for this annual conference for all of the State Texas Information Travel Counselors.
- **Sales Survey (May)** – Conducted to gauge member partners opinions and views about current and future sales and promotional activities of the Council.
- **Oklahoma City Sales Mission (Aug)** - DFWATC members participated in area sales calls and reception to highlight the DFW/North Texas area as a leisure destination to AAA offices, group tour and group leaders in the greater Oklahoma City area.
- **Albuquerque Balloon Fiesta (Oct)** - Participated with the TEAM TEXAS booth to distribute Guides at this New Mexico show that draws over 700,000 visitors each year during the 10 day festival.
- **Red Carpet Charters FAM Tour & Marketplace (Nov)** - Hosted a tradeshow with Red Carpet's best tour operators to showcase what our region has to offer to their group tour market.



DFW Sports Alliance

The Sports Alliance shares a purpose in attracting sports events, meetings, and sports related travel to the greater Dallas Fort Worth metro area. For sports visitors and planners, CVBs and Sports Commissions are like a key to the city. As an unbiased resource they exist to serve as a broker or an official point of contact for sporting events, conventions and meeting planners, fans and visitors. The common objective is to recruit, retain and grow professional, collegiate and amateur sports.

In 2011, the Alliance supported:

- **Cooperative initiatives**—cooperative advertisement in the Sports Business Journal that ran during October.
- Expanding its services and presence on the DFWATC web site—dfwandbeyond.com/sports
- **NASC (National Association of Sports Commissions) (Apr)** – attended this annual event in North Carolina and created a larger exposure for the region by hosting a Texas Hold'em Tournament for the attendees of the show
- **TEAMS (Travel, Events, And Management in Sports) Conference (Oct)** with 106 rights-holders in attendance and an improved quality of appointments for the 10 participating DFWATC cities.
- Hosted a reception for the **National Association of Tournament Directors** with over 100 local and regional club and sports directors in attendance.

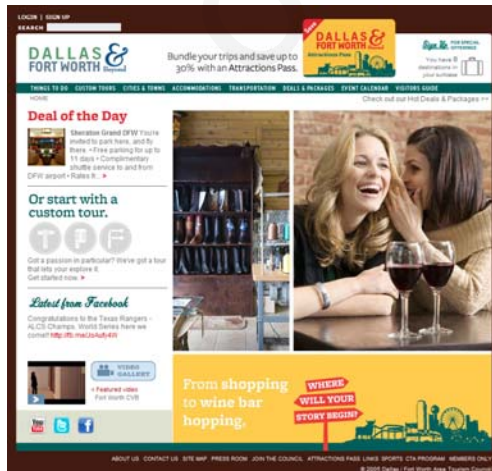


Council Products

Official Visitors Guide:

As the premier marketing piece for the Dallas/Fort Worth/North Texas region, the Official Visitors Guide continued to reflect the Council's branding and messaging, drawing attention to the types of activities visitors could experience. The Council continued to have the Guide distributed extensively through:

- 11 State of Texas Visitor Information Centers
- DFWATC member city bureaus, chambers and information centers
- AAA travel offices nationally and regional military base travel offices
- DFW International Airport and Dallas Love Field
- Council sponsored missions, events, special promotions and 14 national consumer trade shows
- Advertising generated leads and website requests
- The Guide in digital format on its web site via the Nxtbook platform in addition to a version for the iPhone, Android and Blackberry smartphones.



Web site—www.DFWandBeyond.com

We continued to strengthen and increase the number of visitors to the DFWandBeyond.com web site and completed the mobile version of our web site.

In 2011, mobile visitors to our site increased 148.3% this year and we had over 108,000 total visitors to our site, an increase of 15.6% over 2010.

Attractions Pass

After the development of the first pass DFW area pass (our Sampler Pass), and additional consumer research, the program was modified and enhanced by focusing on specifically themed passes and extending the length of time on the pass. The new passes included the addition of an **All About Kids**, **Art Attack**, **Thrillseeker**, and seasonal **Dew the Boo** pass – a haunted house pass.



The **Dew the Boo** pass was a uniquely structured pass designed just for the Halloween season with Pepsi as the corporate sponsor. The program had three haunts included for the inaugural season and the promotion included heavy in-store displays with Fiesta Foods, radio buys, billboards, newspaper inserts, and specialty coupons.



E-Newsletter

The Council’s quarterly opt-in e-newsletter was sent to subscribers which highlighted seasonal events and activities, as well as new developments to the region and web site. The database has grown substantially during 2011 to over 16,800 subscribers while maintaining an open rate of 13.8% (national averages 2-15%).

Social Media

The Council continued its efforts in promoting the region in the social media realm pages via Facebook and Twitter. These two media opportunities offered the Council additional ways to expand its influence and spread the message about the area as a leisure destination by reaching out to consumers via social networking. We were able to grow our fan base from just over 500 in 2010 to over 1,500 in 2011 by publicizing events and new attractions, highlight our tour themes and programs, and support our advertising program and partners. Our Twitter followers have grown to 372.

www.facebook.com/DallasFortWorthandBeyond

www.twitter.com/dfwandbeyond

A new initiative in 2011, was the addition of a Dallas/Fort Worth & Beyond YouTube channel highlighting various videos of the area. This media has changed greatly and according to Google, YouTube has 3 billion views a day, a 50% increase over last year.

www.youtube.com/dfwandbeyond

Legislative

2011 was a wild year in the Texas legislature with many agencies having their budgets cut across the board. In an effort to promote the importance of the tourism industry to the state economy and keep as much of the budget intact as possible, the Council participated in the TTIA Unity Dinner and Converge on the Capitol in Austin, on Feb 22 & 23. In addition to participating in this annual event, the Council hosted two separate events at the Capitol.

On the afternoon of the 22nd, Council members exhibited in the Capitol’s Lower Rotunda highlighting travel to the North Texas region. On the morning of the 23rd, the Council hosted a breakfast for North Texas Legislators and their staff to stress the importance of tourism and its vital role to our local economy. We had 22 guests including 7 legislators from 16 different legislative offices in attendance.

The Council updated and distributed a Legislative edition of its newsletter – the Tourism Exchange that was mailed to each North Texas Representative’s office. This reiterated the financial importance of tourism to the state and specifically North Texas and highlighted our marketing and promotional efforts to keep our region “top of mind” for visitors and promote their involvement with the Tourism Caucus.



Education & Networking

The Council provides educational opportunities throughout the year for our members and industry colleagues to enhance their knowledge base and skills as well as maintain positive liaisons with other similar organizations.

DFWATC Annual Meeting & Luncheon (Jan) – Hosted at the Irving Convention Center and featured guest speaker, Dave Bratton, founder of Destination Analysts. Inc., who presented the State of the American Traveler Survey. These results were taken from his January 2011 “State of the American Traveler” survey, which focused on the leisure traveler and highlights some DFW specific data.

DFWATC Brown Bag Luncheon (May) – This luncheon meeting format, free for partners and guests to attend, focused on a variety of timely and relevant topics. In May, we held ours at the Dallas Museum of Art. The topic was on all things sales related, sharing best practices and sharing the results of the Council’s Sales Survey to the partners.

DFWATC & HSMIA-DFW Joint Meeting (Sep) - Dr. Lalia Rach, Dean of the NYU School of Hospitality, Tourism, and Sports Management was back with a powerful message “**Understanding the Revised Rules of Engagement**” with new approaches that will be useful in meeting the challenges of the months ahead.

DFWATC Socials – These informal gatherings were great ways for our members and guests to get-together in a low-key atmosphere for some food, fun and camaraderie.

- National Tourism Week Social at Cross Timbers Winery (May)
- Summer Social with CTAs at Eddie V’s in Dallas (Jul)
- Holiday Social at Gloria’s in Addison (Dec) – Event benefited the North Texas Food Bank.



2012 Marketing Plan & Program of Work

Our mission to promote the DFW/North Texas area as a premier leisure destination has never been more important than it will be in 2012. There is more competition than ever for discretionary dollars. Our marketing efforts have focused on engaging the visitor through experiences. By breaking down the area through thematic experiences we are able to appeal to a variety of visitor interests. We want to continue our efforts to highlight what makes us unique and stand out among other leisure destinations.

We want to continue encouraging our stakeholder partners to help in fulfilling our mission that ultimately strengthens and enhances Dallas, Fort Worth & Beyond as a leisure destination. Each of our partners is crucial to that success because cooperatively we are all marketing the region to visitors and we want to focus on making each trip and encounter a memorable one. Through our combined efforts, creativity, marketing dollars, and expertise we are a powerful force in the marketplace.

As important as it is to keep our marketing fresh and our stakeholders engaged, it is equally important that we take an internal assessment of the Council and its various activities from time to time. This year we are going to do just that and examine everything the organization does and provides. Our board is made up of tourism professionals from a variety of backgrounds. With their assistance, and input from our stakeholders and industry partners, we are going to look toward a developing a strategic and flexible plan for the future that promotes long-term sustainability of the organization, strengthens our partnerships and industry relationships, maximizes everyone's return on investment, and develops a roadmap for the Council for future activities and growth.

Our Products

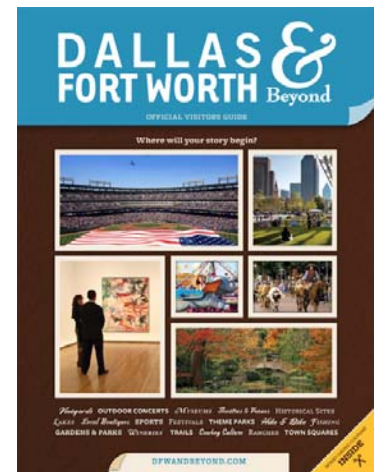
As a cooperative marketing organization, we have a multitude of tools at our disposal. Our products and services are comprised of a variety of things.

Official Visitors Guide

As the premier sales piece of the Council, the Guide actively promotes the entire region to leisure travelers, groups and residents alike. There is no other comprehensive piece of literature like the Official Visitors Guide that promotes the entire North Texas region.

Distribution Channels: Produced annually, as well as the electronic version distributed and viewed through our web site, the Guide gives our members great exposure in a variety of markets with distribution through:

- DFW International Airport and Dallas Love Field
- All Texas Visitors Information Centers and DFWATC City Member Visitor Centers
- Local Chamber offices
- Regional military bases and travel offices
- AAA offices domestically
- Travel agencies and tour operators
- Special promotions and missions—local, regional, national, international
- Individual inquiries
- Concierge desks (hotel and corporate)
- CTA (Certified Tourism Ambassador) Program
- Digital formats on the Council's Web site (Guide on-line in its entirety) via the Nxtbook platform and **mobile versions** specifically designed for iPad/iPhone and Android, as well as a version for Blackberry users.



Web Site - www.dfwandbeyond.com | mobile.dfwandbeyond.com

Our web site continues to be a strong marketing tool for the Council and its partners. More than 95,000 unique visitors came to the site in 2011 up 15.9% over the prior year and our mobile visitors to our site increased 148% over 2010.

This will only continue to increase as more and more research is conducted online and via smartphones. In fact, according to *PhoCusWright's Traveler Technology Survey 2011* more than half of U.S. online travelers now own a smartphone, which significantly influences how consumers use their phones to facilitate and enhance their travel planning, shopping and sharing. As the web-enabled device market grows, so does the way in which travelers will connect on-the-go before, during and after their trips.

In 2012, the Council will be updating the look of the home page as well as modifying some of the existing pages to better engage visitors as well as continuing to update the look and feel of the mobile web site.

Mobile App - TagWhat

The Council is teaming up with Tagwhat to bring all of the richness and diversity of the North Texas area to visitors through their new augmented reality app that allows for tagging any place with information, enabling users to see others tags in real time.

The Tagwhat system is set up with a variety of channels such as history, sports, art and for us, a DFW & Beyond channel. Based on a visitor's current location and interest, stories and places pop up on top of real-life locations. This includes information, photos, audio and video content and much more.

This will greatly assist the Council in telling visitors and residents alike about our incredibly diverse region and hidden gems waiting to be discovered.



DFW & Beyond Blog

One initiative that was originally planned for 2011 but now will come to fruition in 2012 is the DFW & Beyond blog. Our blog will focus on creating unique content for the web site that is designed to capture people's attention with a great story, idea, or place to discover and to be something that they feel is worth sharing with their friends.

Our reinvigorated Media Committee will be assisting as our bloggers in this new endeavor and sharing with visitors the variety of things our region can offer as a destination.

Attractions Pass Program

We will continue to feature the expanded passes available through the Council and seek out opportunities to promote the uniqueness of each one through social media as well as through some targeted email and direct mail promotions. The platform used for the basis of the program is extremely flexible whereby we can develop and add on new passes (such as the Dew the Boo specialty pass) to the program for 2012 and in the future.

Advertising & Promotions

Advertising Program

As we enter the sixth year of the Council's advertising campaign, we are faced with a very lean budget for 2012. This program has been a wonderful complement to other marketing efforts by our partners in the area since this unites the entire region as a destination and extends everyone's marketing efforts. As we develop our

Advertising Program for 2012, we will be looking at new opportunities and exploring innovative ways to promote our region, engage consumers, and continue to add value for the participants in the program.

Other advertising plans include:

- **Texas Travel Industry Association’s File Folder Program**—reaching more than 20,000 travel agents, tour operators, AAA offices, and travel planners worldwide through a direct link to the online brochure form via email.

The website, [www.http://discovertx.com/](http://discovertx.com/), is also accessible to the general public.

- **“See Texas First” Vacation Guide Spring newspaper insert**—reaching over 1.5 million in circulation.

Promotional Vehicles

In addition to advertising, the Council will also use a variety of other promotional vehicles to promote the region. These include but are not limited to:

- **Partnership with www.TourTexas.com** —providing additional exposure for the Council and its members with its own microsite, listings, links and information request form.
- **Regional Promotions** – Continue its current partnerships and seek out new ones for distribution of the guide in addition to special web promotions in 2012.
- **Facebook Promotions** – Utilize the power of this social media tool to engage consumers, generate leads and target visitors interested in the North Texas area.
- **Radio Promotions** - Designed for our regional market, these promotions have been an effective program for our members and the Council. Each of the promotions highlights the varied themes of the area and reinforces our brand and message while directing people to the Web site for more information. These promotions are extremely popular with our radio station partners because they provide their listeners with vacation packages while giving the Council and its partners thousands of dollars worth of advertising and promotion, both on-air and online. See our “Power of One” example.

Communications & Public Relations

Communications is an important component of any marketing plan especially in leaner times where those efforts can extend the value and reach of advertising dollars. Our media committee will focus on the messages that will engage travelers, promote the unique attributes of the region, and highlight the Council's products and initiatives as we find innovative ways to partner with the media.

Media Promotions

The Council will continue working with a variety of radio and television outlets for special and effective promotions highlighting our region and thematic tours (please see the Power of One example on page 15) and when appropriate, host qualified inbound travel writers on an individual basis for FAM tours of the region.

Social Networking

Our social networking efforts have paid off with a growing Facebook fan base and Twitter following and allows us to add layers of messaging about the region. In 2012, we will continue with our social strategy of providing relevant posts about events and activities, promotions, questions and general information on the area as well as expanding on our own YouTube channel.

THE POWER OF ONE PACKAGE..... SEE HOW IT GROWS!

Following is an example of what the “power of one” hotel room coupled with attraction tickets can do for promoting the region. This is from an actual 2011 promotion in Little Rock, Ark – Cumulus Broadcasting.

Promotion Details: DFW & Beyond was the Sponsor of the Girl’ Night Out 2011 which included: 3900+ Live & Pre-recorded promotional announcements on KURB, KLAL, KIPR, KARN FM, KARN AM, KOKY, KPZK, KAAY, and the Arkansas Radio Network (49 stations, 43 markets). Also Stage Announcements at Event.

Estimated Value: \$25,000

Values/exposure varies by station, but the value of the promotion is never less than 4 to 1 (value of the package). This is exposure not only for the hotels and attractions but for the Dallas, Fort Worth & Beyond as a whole. It’s a win-win deal for everyone!



Communications Tools

There are a variety of tools we use to communicate with our stakeholders and the consumer. These include:

- **DFWandBeyond.com** - Public side of the web site where visitors may find a variety of information on things to do, deals, coupons, events, lodging, transportation and general information on the area.
- **DFWandBeyond.com (memberportal.dfwandbeyond.com)** - Partners only section of the web site where partners may find information on Council events, industry updates and more.
- **DFW & Beyond—Where will your story begin?** - Quarterly subscriber (consumer) newsletter focusing on the activities occurring within a specific quarter. Currently, there are over 16,000 subscribers in our database. According to Lyris, B2C promotional email marketing campaigns open rate often range from about 2% to 12%, the Council's average open rate is 13.8%. In 2012, we will continue to expand the email database and look to add additional target emails.
- **"The Exchange"** – quarterly partner newsletter highlighting news of the Council, its partners and more. Sent out via email and posted online. Hard copies available.
- **"The Exchange - Legislative Edition"**—DFWATC 's annual Legislative Newsletter for legislators and elected officials highlighting the work of the Council as well as the economic impact of tourism for North Texas and the State.
- Tweets on **Twitter**
- Posts on **Facebook**
- Video Posts on **YouTube**
- **Blog** - new for 2012, the Council will start its blog that will post relevant and timely articles about the area.

Sales Efforts

In addition to the promotion and sale of the new DFW & Beyond Attractions Passes online, the Council has other sales efforts that it has employed in the past that include outer market missions and sales events to targeted markets and market segments.

Sales Missions

The Council utilizes sales missions to focus on group tour leaders and tour operators in key markets to generate more group overnight business in the area for our partners, as well as seek out other related sales efforts to promote the region to generate more overnight stays for the region.

DFW Sports Marketing Alliance—www.dfwandbeyond.com/sports

The goal of the Alliance is to spur economic development in the DFW metro area through the business of sport. The Alliance's common objective is to recruit, retain and grow professional, collegiate and amateur sports and encourage groups and competitions to book their events within the region. Cooperatively the group plans to host a regional booth at sports related events such as the TEAMS conference and others as warranted, in addition to seeking out cooperative advertising opportunities.



For 2012, we are evaluating the following:

- Expanding the Sports Alliance's its services and presence on the DFWATC web site—dfwandbeyond.com/sports
- **NASC (National Association of Sports Commissions) (Apr)** – attend this annual event in Hartford and create a larger exposure for the region by hosting a reception for all events rights holders.
- **TEAMS (Travel, Events, And Management in Sports) Conference (Oct)** – consider hosting a Texas Hold'em Tournament for all event rights holders while continuing to improve the quality of appointments for the committed cities.
- **USOC Media Summit (May)**- evaluate the feasibility of hosting a reception for the 150 Olympians, 70 National Governing Body Executive Directors and Marketing Directors, 300-500 Sports Media, and USOC staff.

Industry Connections

Staying connected and improving communication with our Council partners and industry partners is important. We will continue to strengthen these connections throughout the year while also providing additional participatory events for our partners.

Legislative Outreach

During legislative years, the Council monitors and keeps its partners aware and apprised of any legislative issues that may impact the tourism/hospitality industry on both a state and local level. The Council's legislative efforts for this year include:

- **TTIA Unity Dinner**—Annual participation and support of this state-wide legislative event held in Austin each year.
- **DFWATC Legislative Event** – Since 2012 is an off year for the legislature, the Council would like to host an event for North Texas representatives and their staff in our area during 2012.
- **Communications**— A legislative edition of the Council's newsletter will be sent to all of the region's legislators, focusing on the Council's efforts in marketing the region, the economic importance of tourism to the region and the state, issues that are facing the industry, and encouraging their participation in the state's Tourism Caucus. In addition, the Council will keep its members informed of any actions by the Legislature that could impact our region and tourism in the State.

Programs & Events

The Council will continue to offer both educational and social opportunities for our partners to get together and network with one another. Plans for 2012 include:

- **6th Annual DFWATC Marketplace (Mar)**—Partners have the opportunity to meet face-to-face with these important travel professionals and volunteers who are anxious to learn about the regions' cities, attractions, hotels, restaurants, and more, to enhance their jobs assisting visitors for the upcoming travel season.
- **Brown Bag Forums**—Luncheons free to partners and guests. These will continue in 2012 to be free and open forums where partners can discuss relevant and timely topics and issues within our industry.
- **Co-Hosted Events**—The Council will partner with other industry organizations to bring quality educational opportunities to its members when opportunities arise.
- **Socials** - In an ongoing effort to incorporate some "just for fun" activities, the Council will continue with planning some social events during the year.



Marketing Partner Membership

Who is the Dallas/Fort Worth Area Tourism Council?

The Dallas/Fort Worth Area Tourism Council (DFWATC) is a not-for-profit organization that has banded together all segments of the tourism industry to jointly market the entire area as a single destination.

A comprehensive force within the tourism industry, the DFWATC represents a multi-county region as well as area cities, major area hotels, all major area attractions, transportation companies, entertainment venues, tour operators, airlines, shopping/retail centers, airports and restaurants.

Value Added Partnership Opportunities:

The Council is constantly improving on the programs and services that are offered to our partners. We want to develop initiatives and services that stress the VALUE of your partnership with the Council

Your Return on Investment:

- By working cooperatively, the Council and its partners are able to achieve a cost-effective tourism marketing program which serves to increase business for themselves and the entire area.
- You have an entire organization working for you 365 days a year!
- You have exposure continually for an entire year through the Council's Official Visitors Guide, website, and special interactive web features.
- You can choose from a wide variety of opportunities, from marketing & advertising initiatives, to product development, to media relations that best fit your needs - it's your choice.
- You are able to participate in joint marketing programs that leverage your marketing dollars, support, and agency expertise/experience with a consistent message.
- You can reach key markets to which you may not otherwise have access or are cost prohibitive to do independently.
- You can connect with your peers and other marketing partners in the industry.
- You have a variety of tools at your fingertips: website, email alerts, and annual marketing program to help you achieve your goals.

There are many ways to participate with the Council. The two most common ways are through our **basic partner** level or **web listing partner** level. As a Basic Partner of the Council, you get a multitude of opportunities and you become eligible to participate in additional partner programs with more benefits.

Basic Partner Benefits

At a basic partner of the Council, you are able to be represented in the most economical way as well as serve on various committees of interest to you and your organization.

Dallas/Fort Worth Area Official Visitors Guide

You receive one expanded 25-word listing in the Official Visitors Guide along with your address, phone and website (Note: City members receive a 200 word listing as well as additional listing options). This Guide is used as the fulfillment piece for all inquiries about the area through our direct mail program as well as distributed to area Visitor Information Centers, State Visitor Information Centers, Regional Military Ticket and Tour offices, AAA offices, groups, through special promotions within our region.

In 2012, the Guide will continue to be available on the web site in its entirety and is also available in mobile platforms compatible with users of iPhone/iPad, Android and Blackberry devices.

Dallas/Fort Worth Area Official Web Site - www.dfwandbeyond.com | mobile.dfwandbeyond.com

All partners receive their information and link in their associated category section of the website along with a photo. There are opportunities in the Council's Video Gallery to post your organization's videos shown (via YouTube) on the Council's site. In addition, our partner's information from the Council's website will also be

included on the www.tourtexas.com website that is also a great avenue for search engines to find information about our area (a \$250 value that is free with your membership).

Ways to Connect

Focus on you and your organization's interests by getting involved in one of our specialized activities or events. There are many ways to connect whether you have a lot of time or are time-limited.

The Exchange

Quarterly partner newsletters keep you up-to-date on Council activities, events, partners, and opportunities.

Partners "Member Only" Section of Web Site

The Council's member portal is filled with information on the Council, activities, and events that are posted in this section of the web site which can also be easily downloaded.

Regional Radio Promotion

Participants can donate barter to be included in regional radio promotions to drive visitors to our website and our region, giving each participant valuable media exposure in these target markets.

Social Media Exposure

The Council's Facebook and Twitter pages offer a great way to addition layers of messaging to consumers and leisure travelers.

DFWATC Events and Educational Opportunities

Participants can attend the Council's annual meeting, educational seminars, and participate in special **partner-only** activities and programs.

Cooperative Advertising Opportunities

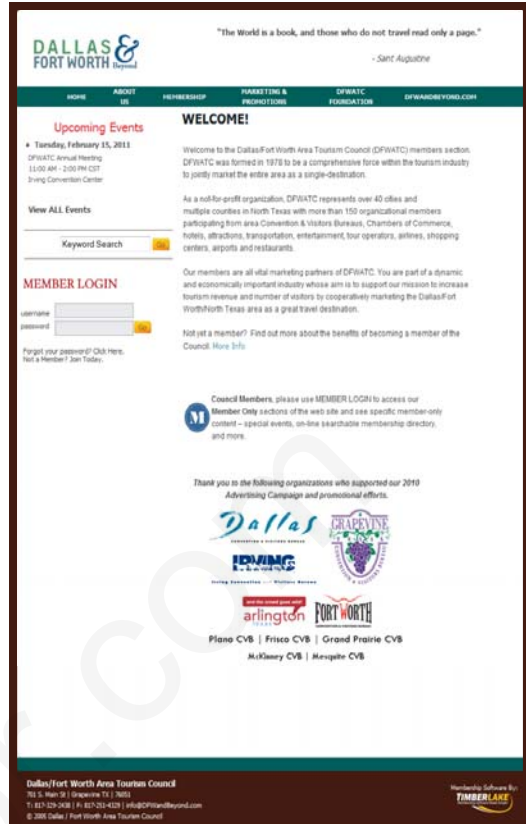
Participants can participate in special **partner-only** cooperative advertising opportunities when available.

DFWATC Official Visitors Guide Advertising

Participants can purchase advertising in our guide at discounted rates. Please contact our Guide Manager – Carmen Tidwell at 972-234-4448.

Web Only Listing Partner Benefits

Listings are exclusively for **web site only** and do not feature any exposure in our Visitors Guide or other additional benefits and services as outlined in our Basic Partner Level. Please note that Cities/CVB's/DMO are not eligible for a Web only listing. Please contact the office for information.



memberportal.dfwandbeyond.com



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THE TOURISM ALLIANCE
of NORTH TEXAS

2011 Year in Review | 2012 Program of Work

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Tourism Alliance Year in Review - 2011

In its second year, the Dallas/Fort Worth Area Tourism Council Foundation officially changed its name to the **Tourism Alliance of North Texas**. As a 501c3 non-profit organization, the Board felt that a name change would better assist in growing funding opportunities and would align more closely with what the organization does. This move still gives the organization a strong base on which to continue to grow, develop programming, and impact its purpose and mission -

***To promote educational endeavors to strengthen the
North Texas Hospitality & Tourism industry and workforce.***

The world of travel, tourism and hospitality is a dynamic one and full of career possibilities. Being a service based industry, it depends on a skilled and qualified workforce as vital to the success and future of tourism and the vitality of the area's economy. This is so important in today's economic climate where destinations are seeking out items of differentiation as selling points to visitors, and convention groups, as well as corporate relocations.

By promoting, developing and utilizing existing educational materials, programs, and courses that pertain to all aspects of the tourism/hospitality industry for university age levels and those already employed in the industry, the Tourism Alliance hopes to increase the knowledge base, education and skills of area workers and raise awareness of the tourism/hospitality industry as a viable career path, thus ensuring a skilled and knowledgeable workforce. The main initiatives are the management of two programs - the Tag Taggart Scholarship and the North Texas Tourism Ambassador (CTA) program which tie into our mission.

We extend our thanks to all of the supporters and advocates who are dedicated and committed to the growth and success of the Tourism Alliance of North Texas, as we continue to advance and support educational endeavors in the tourism/hospitality industry. Without your support, none of this would be possible.

Following is a brief overview of the Foundation's activities this past year:

Certified Tourism Ambassador (CTA) Program



The Certified Tourism Ambassador (CTA) national certification program in North Texas grew substantially throughout 2011. The region-wide program is focused on promoting tourism by creating a culture of hospitality so that front-line hospitality employees and volunteers understand it at its core and are inspired to make every visit to the DFW/North Texas area a positive experience for the traveler.

The North Texas Tourism Ambassadors Program had a busy year and made it through the Super Bowl XLV, albeit an icy one, and the demand for classes. Our North Texas CTAs volunteered for all types of Super Bowl activities and answered the call when even more volunteers were needed for special events like the NFL Experience. Our CTAs also stepped up when our industry needed help in Austin by participating in our Converge on the Capitol.

At the end of 2011, there were 14 programs in 14 states representing over 90 DMOs with over 8,000 CTAs nationally.

Program Overview

The course goes through the basics of how to exceed customer expectations, why tourism is important to the health of our economy and what valuable product knowledge about the region front-line employees and volunteers should possess. The learning objectives and customized curriculum focus on giving employees or volunteers the tools and confidence they need to create memorable experiences. And the annual renewal requirements necessary to renew the certification ensure that the ambassador corps is forever building upon their product knowledge base.



Below is an overview of Certification Courses taught since the program's beginning:

- 41 CTA Certification Courses Taught in 2009 (164 hours front-line hospitality training)
- 64 CTA Certification Courses Taught in 2010 (256 hours front-line hospitality training)
- 32 CTA Certification Courses Taught in 2011 (128 hours front-line hospitality training)

Total of 137 CTA Courses have been led by at least two volunteer facilitators since the beginning of the program. The estimated dollar value of volunteer time in 2009 was \$20.85 per hour according to the Independent Sector. Based on an estimated 5-hour timeframe per volunteer, this equates to **\$28,564.50 in volunteer hours** donated to this program.

CTA Events

One objective of the CTA program is to build upon one's knowledge of the area. The Alliance hosted a variety of educational and networking events for CTAs during the year and arranged special pricing for CTAs at industry events programs:

- **5th Annual Dallas, Fort Worth & Beyond Marketplace** (Mar) – CTAs were invited to be part of this annual Council event to learn more about the region and its attractions.
- **CTA Open Houses** (Sept) – Two open houses were held during the last part of 2011 that focused on helping CTA's understand the renewal process for maintaining their certification and answering questions for those interested in the program.
- **CTA Renewal** - 2011 was the second year our program was involved with the renewal process. A variety of communications (mail, email, phone calls) were used to connect with CTAs to let them know the importance of maintaining their designation and insure they understood the processes for renewing their certification and to offer assistance.
- **CTA Events** - Some of our CTAs also helped the tourism industry this year by participating in Converge on the Capitol event in Austin. The 2011 legislative year was a critical one for the hospitality and tourism industry in Texas, so our CTAs joined with other state organizations to meet with and speak to our North Texas representatives to tell them how important this industry is to our region and the state.

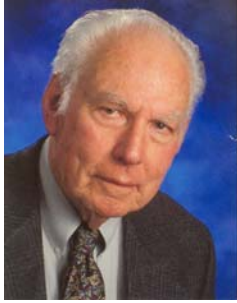
Following is a brief summary of CTA specific events for 2011:

- CTA Discovery & Networking Event - The Sixth Floor Museum at Dealey Plaza (Jan)
- CTA Facilitator Thank You Event - OVO Cirque du Soleil (Jan)
- CTAs Converge on the Capitol - Austin, TX (Feb)
- CTA & Family Discovery Day – Irving, TX (Mar)
- CTA Discovery Day - Arlington, TX (May)
- CTA/DFWATC Networking Mixer - Eddie V's Dallas (Jul)
- CTA Discovery Day – Fort Worth, TX (Oct)
- CTA Family Fun Day –Traders Village, Grand Prairie (Dec)



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Tag Taggart Scholarship Program



Started in 2003, the Council scholarship program was named after one of the Council's long-time members, Irving "Tag" Taggart. It was officially moved under the purview of the Council's 501c3 organization in 2010. The purpose behind the scholarship is to increase the number of students from the Dallas/Fort Worth region to seek out a career in the tourism industry in hopes that the recipients will become future leaders in the tourism industry. The scholarship was expanded in 2008, to assist students who cannot afford to attend industry events, as well as those who are already in the field and are continuing their education.

The Tourism Alliance continued its association with HSMAI-DFW chapter in its joint fundraising initiative the Hospitali-Tee Industry-wide Golf Tournament. The proceeds from the event were split between the organizations' philanthropic beneficiaries. The Tourism Alliance's beneficiary is the Tag Taggart Scholarship program.

Additional funding for the scholarship program is derived from donations throughout the year. To date, over \$26,000 has been raised for this scholarship and 7 scholarships have been awarded. The scholarship information not only was posted on the Tourism Alliance web site but also sent out to area hospitality programs and individuals, posted in the DFWATC newsletter as well as presented and discussed with students at the Richland College's 3rd Annual TEMM Industry Showcase event in November.

2012 Program of Work

There will still be economic challenges that face the non-profit sector this year so staying vigilant in keeping costs down is important. Our Tourism Alliance was fortunate to have a strong financial head start in its efforts, but for the long-term health and sustainability of our organization we need to look for innovative ways of becoming more entrepreneurial in our thinking. So whether we are working on traditional fund-raising activities or developing an earned income stream, we have a goal of moving toward self-sufficiency to keep the programs strong and flourishing.

As we move forward with individual steps, our vision and goals will continue to inspire us as we grow into a stronger organization.

Governance and Administration

During the 2012 fiscal year, the Tourism Alliance and the Board of Directors will continue to work on building a strong organization with a focus on creating a stronger travel/tourism/hospitality industry within North Texas. Some of the goals for this year include:

- Continue to build on the successes of existing programs
- Build awareness and presence of the Tourism Alliance and its efforts with government officials and community leaders
- Strengthen relationships with area colleges and schools as well as industry partners
- Seek out traditional funding sources including grants and fundraising events for the Tourism Alliance's programming and operations but start work on seeking out a more long-term sustainable income resource
- Continue to update and enhance the Tourism Alliance Web site—tantx.org (or dfwatcfoundation.org) — with information on workforce issues, industry knowledge and skills, and educational institutions in North Texas with course and degree plans in the industry

Educational Endeavors

Certified Tourism Ambassador (CTA) Program

Education and life-long learning continues to be important, and according to its 2011 Consumer Trends Mintel stated we may see more lifelong learning in the workplace, corporate sponsored degrees, and companies investing in employees through education and training rather than through increased salary or benefits.

For the North Texas area, having a well-trained, knowledgeable ambassador corps that can promote the area to visitors (and residents alike) is important. This program incorporates certification along with lifelong learning and the improvement of “soft skills” for participants.

Some of the goals for the CTA program in 2012 include:

- Seek out ways to market the program to people within the industry and to show the continued value of the program
- Continue to update the NTTAP microsite on CTANetwork.com with timely information, and CTA-only activities
- Continue to educate CTAs through the distribution of quarterly newsletters to all North Texas CTA's as well as by holding CTA networking events and activities such as our popular “Discovery Day” events and in 2012 our transportation seminar and public transportation tour of the area
- Develop our CTAs into a marketing arm for promoting the area by sharing their favorite places to visit, restaurants and things to do via social media.
- Provide a well-trained, visitor-centric volunteer force for industry events and conventions such as the American Bus Association and American Society of Association Executives that can have a positive impact and help bring more business back to our region.

Tag Taggart Scholarship Program

In 2012, the Alliance will continue to raise funds for the scholarship program, with final scholarship presentations to be given at the Dallas/Fort Worth Area Tourism Council's Annual Meeting.

The collaborative fundraising event, the Hospitali-Tee Industry-wide Golf Tournament will continue for 2012 as well as the investigation into other fund-raising events.



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Marketing Partner Submission/Renewal Form

Marketing partnership in DFWATC is available through annual membership dues payable per calendar year. One partnership entitles a company up to five representatives to receive mailings. However, partnership is by company only. If one of the representatives leaves the company, partnership does not transfer with the person, but can be changed to a new representative within the company.

Organization: _____

Address, CSZ: _____

Phone: _____ Fax: _____ Website: _____

Contact Name/Title: _____ Email: _____

Other organization Contacts with email (may list up to 4 additional):

Basic Marketing Partner Categories and Dues (select one):

Accommodations (Based on number of rooms):

- Up to 400 rooms \$235
- Over 400 rooms \$285

Attractions (Based on attendance):

- 0-100,000/Non-Profit/Free Adm . \$235
- 100,001-499,999 \$385
- 500,000-9,999,999 \$535
- Over 1,000,000 \$785

Cities/CVB/DMO (Based on total operating Budget):

- Below 499,999 \$535
- 500,000 – 999,999 \$735
- 1,000,000-3,499,999 \$1285
- Over 4,000,000 \$1785

- Restaurant** \$235
- Shopping Center/Retail Outlet** \$285
- Support Services** \$235
- Transportation Companies** \$285

Total Amount Due: _____

Payment Method: (check one) Credit Card Check enclosed payable to DFWATC

Charge to: Visa Mastercard American Express

Card #: _____ Expiration Date: _____ CVS Code: _____

Signature: _____ Total Amount Charged: _____

DFWATC | P.O. Box 187 | Grapevine, TX 76099
 Phone (817) 329-2438 | Fax: (817) 251-4329 | tmayer@dfwandbeyond.com

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2012 Deals, Discounts & Promos

Member Opportunity for Free Publicity!

The Council will again conduct a comprehensive outer market advertising campaign as well as our summer radio promotions. Travelers will still continue to seek out all types of deals and discounts when making travel plans. Last year, the program provided over 15 million prospective visitor impressions.

As a DFWATC member and partner, there are several ways in which you can be involved – and at no cost – creating both awareness of your product, as well as further advancing DFWATC’s regional promotional outreach.

Summer Radio Promotions:

Through the barter donations from our members, the Council creates packages that can be given away on-air with radio stations in key cities within our drive market. This provides our members and our area with thousands of dollars worth of free media coverage. Last year, we generated over \$303,000 of coverage through these promotions alone.

For our 2012 promotions, we very much need certificates for hotel stays (can be one-night stays or weekend – whatever works for your property), attraction tickets, shopping/gift certificates, dining certificates, and transportation vouchers, or other elements that can be included in these packages.

2011 Results

In 2011, we put together 73 tour-themed packages with radio partners in nine markets (Abilene, Little Rock, Midland, Odessa, Oklahoma City, Shreveport, Waco and Wichita Falls) May through October 2011.

Value for the region and partners: \$303,322

DFWandBeyond.com – Deals and Packages

Our “deals and packages” section of our website highlights and profiles member deals and packages, that can be searched by category, tour theme and by city.

With rising gas prices, visitors are still looking for great deals and values and we will be posting a variety of deals, discounts, and packages that can be featured on our website, in our online promotions, advertising, and more. Make sure we have all the information about your special packages and promotions, and we’ll include the info in our work, all at no cost to you.

The form can be returned at anytime throughout the year but we ask that you please return it to the Council Office by April 9, 2012. Thank you.

DFWATC | P.O. Box 187 | Grapevine, TX 76099
Phone (817) 329-2438 | Fax: (817) 251-4329 | tmayer@dfwandbeyond.com

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2012 Deals, Discounts & Promos Response Form

Name: _____

Organization: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

ITEM(S) to include in radio packages:

Participants must provide actual tickets, letters or certificates for prizes that can be tendered for service.

- Item Description:

- Number Donated: _____ Dollar Value: \$ _____

DEALS/DISCOUNTS to be listed on Council website and/or in other promotions:

You may submit as many packages/promotions as you like. You can attach the information in a separate document(s) if you prefer.

Name of Deal/Discount: _____

Length of Offer: From _____ to _____

Description of Offer:

For inclusion in the 2012 programs, please return **by Monday, April 9** to:

DFW Area Tourism Council
(817) 329-2438 | (817) 251-4329 FAX | tmayer@dfwandbeyond.com



How to Get Involved with the North Texas Tourism Ambassador Program

There are many ways to get involved in helping to promote our region. One of those ways is to help us in getting the word out about the wonderful North Texas region and all it has to offer. In turn, our CTA's will become more knowledgeable about area and be able to better promote it to the visitor.

Offer Freebies & Discounts to CTA's



Encourage Certified Tourism Ambassadors (CTAs) to visit your venue - your place of business! Help our CTAs discover what you have to offer. It's been shown time and time again that if the front-line knows about your establishment and has personally visited it, they'll be able to speak from their own experience!

By participating in this **easy-to-use process** at CTANetwork.com, you'll not only support our local CTA program, you may also help the CTA earn points for their *Annual Renewal of Certification!* It's a nice Freebies & Discounts "perk" that will grab their attention and reward them for their commitment to your community!

You can update and change your offer at any time so we encourage you to take advantage of this opportunity. Best of all this is free.

Submit your events to our CTA Calendar of Events



Go to the CTANetwork.com site to have your events listed in our online calendar. This is another great way to get the word out about things happening in your community or at your venue.

Host a Class



We are always on the lookout for new places to host our CTA classes throughout the region. If you are interested in hosting a CTA class in your community or at your venue, please contact Barbara Altom who will be happy to answer any questions you may have at 817-329-2438 or a barbara@dfwandbeyond.com.

Become a CTA!



The best way of all is to become a CTA and join the over 883 CTA's in the North Texas region, all working to enhance the experience for our visitors.

Tourism Alliance of North Texas | P.O. Box 187 | Grapevine, TX 76099
Phone (817) 329-2438 | Fax: (817) 251-4329 | tmayer@dfwandbeyond.com

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Congratulations on your decision to become a Certified Tourism Ambassador™!

Easy online enrollment is available at www.CTANetwork.com!

You also may mail or fax the completed form below along with the non-refundable, non-transferable \$35 application fee to: NTTAP, c/o Tourism Alliance of North Texas, P.O. Box 187, Grapevine, TX 76099 or fax to: 817-251-4329. *Submit only one application per person. This form may be reproduced.*

CONTACT INFORMATION (please print): *Note: This information will be used internally to help us stay in touch with you and provide you with important, up-to-date information on the program and new happenings in the region.*

First Name: _____ Last Name: _____
 Title/Position: _____
 Company/Organization: _____
 Work Address: _____ City, State, Zip: _____
 Work Phone: _____ Work E-mail: _____
 Supervisor Name and Email (optional): _____
 Home Address: _____ City, State, Zip: _____
 Home Phone: _____ Home E-mail: _____
 Cell Phone Number (optional): _____ Preferred E-mail: _____
 Preferred Contact Method: (check only one) Work E-mail Home E-mail Mail
 Preferred Mailing Address: Work Home
 Special needs: _____
 Classroom session choice (indicate your first and second choice) - see full class schedule at CTANetwork.com:
 1. Location: _____ Date: _____
 2. Location: _____ Date: _____

BY SIGNING THIS APPLICATION, I AGREE THAT I:

- Currently work and/or volunteer in the hospitality, transportation, or tourism industry and that my current duties include directly or indirectly serving the region's tourists/visitors.
- Will demonstrate my commitment to becoming a Certified Tourism Ambassador™ (CTA), which I understand is an official industry designation presented by the DFWATC on behalf of the Tourism Ambassador Institute™ (TAI™), that the TAI™ reserves the right to revoke certification or refuse renewal at their sole discretion, and I understand and agree that certification as a Certified Tourism Ambassador™ (CTA) does not constitute TAI's warranty or guarantee of my fitness or competency to practice in the hospitality or tourism industry.
- Will complete the required pre-class reading and exercises; open-book exam; and assignments.
- Will actively participate in a half-day education/training session.
- Will work to earn annual renewal points every year in order to maintain my CTA designation and that it is my responsibility to be aware of current requirements for renewal of certification, as the TAI™ may update or revise the materials/requirements over time.
- Will continue my education by learning about how to best serve my customers and what the D/FW region has to offer.
- Will keep the DFWATC informed of any changes to my contact information, authorize the DFWATC to submit my name to be listed in TAI's nationwide list of CTAs, authorize use of any CTA-related event photos in which I may appear in TAI or NTTAP print or online media, and understand and agree that TAI™ may also use anonymous and aggregate application and examination data for statistical and research purposes.
- Will provide input to DFWATC on how the program can be enhanced to meet my needs and the needs of my customers.
- Will uphold the status of the CTA by pledging to maintain the highest standard of personal conduct and ethics.

Signature: _____ Date: _____

PAYMENT

Check (payable to NTTAP) Credit Card: Mastercard Visa American Express
 Amount Enclosed: \$ _____
 Credit Card Number: _____ Exp: _____ V-Code: _____
 Name on Card: _____ Signature: _____
 Billing Address for Credit Card: Home Work

Questions or comments? Contact Traci Mayer, phone: 817-329-2438 or email: tmayer@dfwandbeyond.com



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Encourage CTAs to Visit Your Venue by using our Freebies and Discounts Program!

The Dallas/Fort Worth & Beyond **North Texas Tourism Ambassadors Program (NTTAP)** promotes tourism by creating a culture of hospitality so that front-line hospitality employees and volunteers understand it at its core and are inspired to make every Dallas/Fort Worth & Beyond visit a positive experience for the traveler.

NTTAP teaches front-line employees how to interact with visitors and explains their role in increasing tourism. NTTAP helps workers to increase their knowledge of the region, provides answers to common visitors' questions, gives them a chance to meet one another and learn from each others' experiences and celebrate together!

The North Texas Tourism CTA Ambassador program is over 1300 members strong. Help us spread the word about your organization and let our CTAs discover what you have to offer. It's been shown time and time again that, if the front-line knows about your establishment and has personally visited it, they'll be able to speak from their own experience! A powerful connection takes place with the visitor, as well as important word-of-mouth marketing!

By participating in this easy-to-use process, you'll not only support our local CTA program, you may also help the CTA earn points for their *Annual Renewal of Certification*! It's a nice Freebies & Discounts "perk" that will grab their attention and reward them for their commitment to your community!

Take advantage of this opportunity to expose your venue to hundreds of CTAs in your area! Sign up today!

Venue Profile:

Organization/Venue Name: _____

Address: _____

City: _____

Zip: _____

Business Phone: _____

Web Site URL: _____

Describe Your Establishment/Company (Describe to entice them to visit! For Example: Upscale Italian dining in the heart of downtown!): 250 characters available

Unique Attributes of Your Venue (Optional: Provide anything that is unique about your venue that the CTA should note when visiting and/or what they should tell visitors about what you have to offer! For Example: Award-winning restaurant. Extensive wine cellar and wine-by-the glass selections!) 250 characters available

- Venue Type:** Hotel/Lodging (hotel, motel, B&B, etc) Transportation (shuttle, cab, limo, etc)
 Restaurant (upscale, café, etc.) Lounges/Nightlife
 Shopping/Retail Attraction (museum, cultural, sports, tours, etc)

Description of Offer Freebie/Discount (Describe how to redeem):

Offer Valid - Start Date: _____ End Date: _____

Authorized By:

First Name:	
Last Name:	
Title:	
Direct Phone:	
Cell Phone:	
Email:	

Main Contact: (leave blank if same)

First Name:	
Last Name:	
Title:	
Direct Phone:	
Cell Phone:	
Email:	

Main Contact Login Information:

Login Information (<http://www.CTANetwork.com/coupons>) Bookmark this link!
 Note: This login feature will become active when your account is approved and activated by the local CTA Program Administrator.

A username and password will be emailed to you to access your account and offer.
 This will allow you to modify or cancel the offer at any time or change contact information.

Thank you for supporting the CTA program in North Texas!

Tourism Alliance of North Texas | P.O. Box 187 | Grapevine, TX 76099
 Phone (817) 329-2438 | Fax: (817) 251-4329 | tmayer@dfwandbeyond.com

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DALLAS & FORT WORTH Beyond

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Irving CVB

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North Central Texas Council of Governments

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Byford Treanor
DFW International Airport

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Collin County College

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Committee Chairs

Tag Taggart Scholarship
Camille Keith, CTA

Tag Taggart Scholarship Golf Tournament
Sonya Lee

Administrative Staff

Traci Mayer, CTA
Executive Director

P.O. Box 187 | Grapevine TX 76099 | P: 817-329-2438 | F: 817-251-4329 | dfwandbeyond.com

Begin Date	End Date	Meeting Name
10/18/2012	10/19/2012	TEC (Texas Education Conference)
10/22/2012	10/24/2012	Rejuvenate MarketPlace
10/25/2012	10/28/2012	* Overseas Brats
10/27/2012	10/30/2012	Small Market Meetings Conference
1/24/2012	1/24/2012	* Southwest Showcase
1/28/2013	1/30/2013	TACVB (Texas Association of Convention & Visitor Bureaus) Mid-Winter Education Conference
1/29/2013	2/1/2013	* Religious Conf. Managers Assoc. (RCMA)
Feb TBD	Feb TBD	SGMP Joint Conference
March TBD	March TBD	* Plan Your Meetings Dallas
4/17/2013	4/19/2013	HelmsBriscoe Annual Business Conference
April TBD	April TBD	* Plan Your Meetings Austin
May TBD	May TBD	* Plan Your Meetings San Antonio
5/7/2013	5/9/2013	Christian Meetings & Conventions Assn. (CMCA)
5/22/2013	5/24/2013	* Society of Government Meeting Professionals
6/7/2013	6/8/2013	Your Military Reunion Connection (YMRC)
6/13/2013	6/15/2013	Collaborate Marketplace
7/6/2013	7/10/2013	* Fraternity Executives Assoc. (FEA)
7/20/2013	7/23/2013	WEC (World Education Congress)
8/6/2013	8/9/2013	TACVB (Texas Association of Convention & Visitors Bureau) Annual Conference
8/7/2013	8/9/2013	Reunion Friendly Network (RFN)
8/22/2013	8/24/2013	Connect Marketplace
8/22/2013	8/23/2013	Your Military Reunion Connection (YMRC)
August TBD	August TBD	SGMP Professional Development Seminar
August TBD	August TBD	* Plan Your Meetings Houston
9/22/2013	9/24/2013	TSAE (Texas Society of Association Executives) Annual Conference

* Are booth sharing opportunities.

City	State	Person
Dallas	TX	Karen
Columbus	OH	Kay
Reston (DC)	VA	Kay
Jacksonville	FL	Karen
Austin	TX	Karen
Bryan-College Station	TX	Mark & Staff
Minneapolis	MN	Kay
TBA	OK	Kay
Dallas	TX	Karen
Orlando	FL	Karen, Kay
Austin	TX	Karen
San Antonio	TX	Karen
TBA		Kay
Orlando	FL	Kay
Albuquerque	NM	Kay
Denver	CO	Karen
San Antonio	TX	Kay, Mark
Las Vegas	NV	Karen
El Paso	TX	Mark & Staff
Nashville	TN	Kay
Milwaukee	WI	Karen
Herndon (DC)	VA	Kay
TBA	TX	Kay
Houston	TX	Karen
Galveston	TX	Karen



Visitors:

FISCAL YEAR 2012

2010 MEDIA CAMPAIGN

Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Medium/	#	Net \$	OCTOBER		NOVEMBER			DECEMBER			JANUARY				FEBRUARY														
												Spot length/Unit Size	INS/weeks	(000)	26	3	10	17	24	#	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13						
				\$6,000	\$7,000	\$7,000	\$6,000					ONLINE																													
				\$5,000	\$5,000	\$5,000	\$5,000					Expedia.com	4	\$26.0																											
												SEM	4	\$20.0																											
\$6,500												ShopAcrossTexas.com	1	\$6.5																											
\$2,750		\$2,750										tourtexas.com platinum package	1	\$2.8																											
\$6,240												extraveler.com	1	\$6.2																											
				\$5,000	\$5,000	\$5,000	\$5,000					tripadvisor.com	4	\$20.0																											
		\$1,133	\$1,133	\$1,133	\$1,133	\$1,133	\$1,133	\$1,133	\$1,133	\$1,133	\$1,133	tripinfo.com	7	\$7.9																											
												PRINT																													
												AJR Integrated Package: "In Plano" Sweepstakes																													
												tourtexas.com Banners	10	\$3.7																											
							\$920			\$920		Texas Events Calendar: 1/3P4C	2	\$1.8																											
					\$4,110				\$4,110		\$4,110	Texas Journey: 1/3P4C	3	\$12.3																											
					\$2,552				\$2,552		\$2,552	Texas Highways-1/3P4C	3	\$7.7																											
			\$6,885									Texas State Travel Guide-1/3P4C	1	\$6.9																											
					\$4,876	\$4,876	\$4,876		\$4,876		\$4,876	E-mail Blasts	5	\$24.4																											
					\$3,149				\$3,149		\$3,149	Home & Away (OK) 1/3P4C	3	\$9.4																											
					\$3,243				\$3,243		\$3,243	Adlink: FP4CB Austin	2	\$6.5																											
					\$3,723				\$3,723		\$3,723	Adlink: FP4CB San Antonio	2	\$7.4																											
						\$7,500			\$7,500		\$7,500	America's Best Vacation Insert-1/8P4C	2	\$15.0																											
\$1,595			\$1,595			\$1,595			\$1,595		\$1,595	Dallas Newcomer & Relocation Guide-1/2P4C	4	\$6.4																											
												DFWATC Coop	1	\$0.0																											
												Meredith Texas Section; Lg Broc Ad	2	\$0.0																											
												Midwest Living: TP & Best of the Midwest	2	\$0.0																											
												Official Dallas Visitors Guide-FP4CB	1	\$0.0																											
												Shop Across Texas Guide: 1/2P4C	1	\$0.0																											
												See Texas First-1/4P4c + Brochure Ad	3	\$0.0																											
															<u>Net \$</u>													<u>Net \$</u>													<u>Net \$</u>

Adlink: Good Housekeeping, Redbook, Woman's Day
Meredith: May: Family Circle and Parents:
Meredith: Apr: BH&G

Visitor: Plan B



		2010 MEDIA CAMPAIGN																																																					
Medium/	#	Net \$	OCTOBER			NOVEMBER			DECEMBER			JANUARY			FEBRUARY			MARCH			APRIL			MAY			JUNE			JULY			AUGUST			SEPTEMBER																			
Spot length/Unit Size	INS/weeks	(000)	26	3	10	17	24	#	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24
ONLINE																																																							
SEM	4																																																						
ShopAcrossTexas.com	1																																																						
tourtexas.com platinum package	1																																																						
textraveler.com	1																																																						
tripadvisor.com	4																																																						
tripinfo.com	7																																																						
OUT OF HOME																																																							
Clear Channel	1		1																																																				
PRINT																																																							
AJR Integrated Package: "In Plano" Sweepstakes																																																							
Texas Highways-1/3P4C	3																																																						
Texas State Travel Guide-1/3P4C	1																																																						
E-mail Blasts	2																																																						
Adlink: FP4CB Austin	2																																																						
Adlink: FP4CB Houston	1																																																						
Adlink: FP4CB San Antonio	1																																																						
America's Best Vacation Insert-1/8P4C	1																																																						
Dallas Newcomer & Relocation Guide-1/2P4C	4																																																						
DFWATC Coop	1																																																						
Meredith Texas Section; Lg Broc Ad	2																																																						
Midwest Living: TP & Best of the Midwest	2																																																						
Official Dallas Visitors Guide-FP4CB	1																																																						
Plano Profile-1/2P4C	2																																																						
RV Travel & Camping Guide to Texas	1																																																						
Shop Across Texas Guide: 1/2P4C	1																																																						
See Texas First-1/4P4C + Brochure Ad	2																																																						
Texas Monthly: 1/4P4C-Travel Planner	1																																																						
		<u>Net \$</u>	<u>Net \$</u>									<u>Net \$</u>									<u>Net \$</u>									<u>Net \$</u>																									

Adlink: Good Housekeeping, Redbook, Woman's Day
 Meredith: May: Family Circle and Parents:
 Meredith: Apr: BH&G



Visitor

		2012 MEDIA CAMPAIGN																																																												
Medium/	#	Net \$	OCTOBER				NOVEMBER				DECEMBER				JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE				JULY				AUGUST				SEPTEMBER															
Spot length/Unit Size	INS/weeks	(000)	26	3	10	17	24	#	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24							
ONLINE																																																														
SEM	2																																																													
ShopAcrossTexas.com	1																																																													
tourtexas.com platinum package	1																																																													
textraveler.com	1																																																													
tripadvisor.com	4																																																													
tripinfo.com	7																																																													
OUT OF HOME																																																														
Clear Channel	1																																																													
PRINT																																																														
AJR Integrated Package: "In Plano" Sweepstakes																																																														
Texas Highways-1/3P4C	3																																																													
Texas State Travel Guide-1/3P4C	1																																																													
America's Best Vacation Insert-1/8P4C	1																																																													
Dallas Newcomer & Relocation Guide-1/2P4C	4																																																													
DFWATC Coop	1																																																													
Meredith Texas Section; Lg Broc Ad	2																																																													
Official Dallas Visitors Guide-FP4CB	1																																																													
Plano Profile-1/2P4C	1																																																													
RV Travel & Camping Guide to Texas	1																																																													
Shop Across Texas Guide: 1/2P4C	1																																																													
See Texas First-1/4P4c + Brochure Ad	2																																																													
		<u>Net \$</u>																																																												

Meredith: May: Family Circle and Parents:
 Meredith: Apr: BH&G

Group Business



2012 MEDIA CAMPAIGN

Medium/ Spot length/Unit Size	# INS/weeks	Net \$ (000)	OCTOBER			NOVEMBER			DECEMBER			JANUARY			FEBRUARY			MARCH			APRIL			MAY			JUNE			JULY			AUGUST			SEPTEMBER																
			26	3	10	17	24	#	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3
ONLINE																																																				
24/7 Business Ad network & E-mail Blast	2																																																			
MPG.com linked ad	4																																																			
one+.com	3																																																			
SGMP Buyers Guide online banner: Newsletter Banners, R	1																																																			
TM&E: web ads &CVENT listings	8																																																			
TM&E Bi-Weekly e-Newsletter1	12		1							1																																										
TM&E Video Preview Sponsorship2:	2		1	1																																																
TM&E Custom Email: National database of 35,000	1		1																																																	
TM&E Additional Ads: Specific Markets TBD	2									1																																										
PRINT																																																				
Association Leadership FP4C	6																																																			
Assn. Leadership Bellybands & e-Bellybands	2																																																			
TSAE Membership Dir. & Belly Bands/e-Belly Bands	1																																																			
Collaborate-1/2P4C	1																																																			
Connect-1/2P4C	3																																					Added Value														
CVENT	1																																																			
Dallas Business Guide	1																																																			
Dir of Mtg Sites in the South	1																																																			
Government Connections-1/2P4C + Show Guide	4																																																			
Meeting Planners Guide-1/2P4C	4																																																			
Meetings South-1/2P4C	1																																																			
Meetings Texas 1/2P4C	1																																																			
MPI Resource Gd: 1/2P4 + Bellyband	1																																																			
MPI-DFW Chapter-1/2P4CH	3																																																			
One+-1/2P4C	5																																																			
Plan Your Meetings-1/2P4C, Online, 4 Events	1																																																			
Rejuvenate-1/2P4C	4																																																			
Reunions-1/2P4CH	2																																																			
Smart Meetings	1																																																			
Texas Meeting & Events-1/2P4CB	4																																																			
Texas Tour & Meeting Guide	1																																																			
Texas Town & City	1																																																			
Contingency	1		1																																																	
		<u>Net \$</u>				<u>Net \$</u>						<u>Net \$</u>						<u>Net \$</u>						<u>Net \$</u>						<u>Net \$</u>																						

Sports



2012 MEDIA CAMPAIGN

Medium/ Spot length/Unit Size	# INS/weeks	Net \$ (000)	OCTOBER			NOVEMBER			DECEMBER			JANUARY			FEBRUARY			MARCH			APRIL			MAY			JUNE			JULY			AUGUST			SEPTEMBER															
			26	3	10	17	24	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3
ONLINE																																																			
Sportseventsmagszine.com/Destination Show	1																																																		
Sports Planning Guide & Directory: Web page on SportsDirectory.org	1																																																		
Top 10 facilities profiled online	1		2																																																
Sports Destination Management: Online Direc	1																																																		
E-Newsletter feature on Plano	1		2																																																
PRINT																																																			
Sports Events Magazine-1/2P4C	3		1																																																
Sports Destination Management	2																																																		
Sports Planning Guide & Directory	1																																																		
Texas Monthly: Sports Utility Guide 1/2P4C	1																																																		
Sports Travel-1/2PH4C	3																																																		
		<u>Net \$</u>																																																	
		<u>Net \$</u>																																																	
		<u>Net \$</u>																																																	
		<u>Net \$</u>																																																	



North Dallas Shopping Co-Op

2012 MEDIA CAMPAIGN																																																																
Medium/	#	Net \$	OCTOBER				NOVEMBER				DECEMBER				JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE				JULY				AUGUST				SEPTEMBER																	
Spot length/Unit Size	INS/weeks	(000)	26	3	10	17	24	#	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17										
AJR Integrated Media/North Dallas Sh	1																																																															
ONLINE																																																																
TourTexas.com Web Banners	6																																																															
TourTexas.com E-mail Newsletter Banners	5																																																															
Customized E-mail Newsletter																																																																
SMS Inbound collection and storage																																																																
Social Advertising																																																																
PRINT																																																																
AAA Home & Away-Travel Guide	2																																																															
AAA Southern Traveler-Travel Guide	2																																																															
AAA Midwest Traveler-Travel Guide	2																																																															
AAA Texas Journey-Travel Guide	2																																																															
		<u>Net \$</u>	QTR 1 (JFM '11) Totals				QTR 2 (AMJ '11) Totals				QTR 3 (JAS '11) Totals				QTR 4 (OND '11) Totals																																																	

CLIENT WORK HISTORY

Bidder is to list all experience/awarded contracts within the scope of work during the past (3) years.

1. Client Name: _____
 Contact Name: _____
 Phone Number: _____
 Dates of Service: _____
 Brief description of service provided: _____

2. Client Name: _____
 Contact Name: _____
 Phone Number: _____
 Dates of Service: _____
 Brief description of service provided: _____

3. Client Name: _____
 Contact Name: _____
 Phone Number: _____
 Dates of Service: _____
 Brief description of service provided: _____

4. Client Name: _____
 Contact Name: _____
 Phone Number: _____
 Dates of Service: _____
 Brief description of service provided: _____

In the last three years, have you been released or removed from a job prior to the job being completed?

YES _____ NO _____ If yes, give reason(s) _____.

INSURANCE REQUIREMENTS

Public Relations Firm for Plano CVB

1.0 General Provisions

- 1.1 The Contractor shall obtain and maintain the minimum insurance coverage set forth in this section. By requiring such minimum insurance, City shall not be deemed or construed to have assessed the risk that may or may not be applicable to the Contractor. The Contractor shall assess its own risks and if it deems appropriate and/or prudent, maintain higher limits and/or broader coverage. The Contractor is not relieved of any liability or other obligation assumed or pursuant to the Contract by reason of its failure to obtain or maintain insurance in sufficient amounts, duration, or types. The insurance requirements listed below do not replace any warranty or surety (performance, payment, or maintenance) bonds if required by preceding or subsequent sections of this contract.
- 1.2 Contractor shall cause each subcontractor employed by Contractor to purchase and maintain insurance of the type specified herein or cover such subcontractors under its insurance coverage.
- 1.3 The Contractor agrees that the insurance requirements specified in this section do not reduce the liability Contractor has assumed in any indemnification/hold harmless section of this contract.
- 1.4 City reserves the right to approve the security of the insurance coverage provided pursuant to this section by insurers including terms, conditions and the Certificate of Insurance. Failure of the Contractor to fully comply with requirements of this section during the term of the contract will be considered a material breach of contract and will be cause for immediate termination of the contract at the option of City.
- 1.5 Insurance coverage required by this section shall:
 - 1.5.1 Be on a primary basis, non-contributory with any other insurance coverage and/or self-insurance carried by City
 - 1.5.2 Be with an insurer possessing an A-VII. A. M. Best Rating
- 1.6 **Subcontractor Insurance.** If the contractor utilizes the services of another company or subcontractor, affiliate or non-affiliate, in order to fulfill the requirements covered under this Agreement, then those other companies or subcontractors must comply with the insurance provisions within this Agreement.

2.0 Minimum Insurance Coverage & Limits

2.1 Commercial General Liability. Contractor shall maintain commercial general liability and, if necessary commercial umbrella insurance as specified below.

2.1.1 Commercial general liability insurance shall be written on an ISO occurrence form CG 00 01 (or a substitute form providing equivalent coverage) and shall cover liability arising from premises, operations, independent contractors, product-complete operations, personal and advertising injury and liability assumed under an insured contract (including the tort liability of another assumed in a business contract).

2.1.2 City, the City Council and its members, the City's agents, officers, directors and employees shall be included as an additional insured under the commercial general liability using **ISO additional insured endorsement CG 20 10** or the equivalent.

2.1.3 Limits of Insurance

- 2.1.3.1 \$1,000,000 Per Occurrence
- 2.1.3.2 \$1,000,000 Personal/Advertising Injury

2.2 Professional Liability. Contractor shall maintain professional liability insurance covering errors, including omissions, due to negligence in the performance or failure to perform professional public relations services under this contract.

2.2.1 Limits of Insurance

- 2.2.1.1 \$1,000,000 Per Occurrence
- 2.2.1.2 \$2,000,000 Aggregate

2.2.2 If coverage required by this section is written on a claims-made basis the Contractor warrants that any applicable retroactive date under the policy precedes the effective date of this Agreement; and that continuous coverage will be maintained or an extended reporting period will be exercised for a period of one (1) year beginning from the time that work under the Agreement is completed.

3.0 Evidence of Insurance

3.1 Prior to commencement of work, and thereafter upon renewal or replacement of coverage required by this section, Contractor shall furnish City a certificate(s) of insurance, including for subcontractors cited in Section 1.6, executed by a duly

authorized representative of each insurer, showing compliance with this section. **Contractor shall furnish copies of all endorsement to insurance policies as required by each section herein to the City.**

- 3.2 Failure of City to demand such certificate(s) or other evidence of full compliance with these insurance requirements or failure of City to identify a deficiency from evidence that is provided shall not be construed as a waiver of Contractor's obligation to maintain such insurance.
- 3.3 City shall have the right, but not the obligation, of prohibiting Contractor or any subcontractor from entering the project site until such certificates or other evidence that insurance has been placed in complete compliance with these requirements is received and approved by the City.
- 3.4 Failure to maintain required insurance may result in termination of this contract at sole option of the City.
- 3.5 The Contractor shall furnish a Certificate of Insurance (COI) evidencing insurance coverage required by this section ten (10) business days preceding commencement of contracted service(s). The COI shall:
 - 3.5.1 List each insurers' NAIC Number or FEIN
 - 3.5.2 List **contract number, project name**/number, name of event, location (building name, building address, etc.), date(s) of event or service being performed
 - 3.5.3 State insurance is on a primary basis and non-contributory with any insurance/or self-insurance carried by City
 - 3.5.4 Specifically list reference to all endorsements required in each section of this document
 - 3.5.5 List the specific number of days cancellation provided pursuant to policy language for notice of cancellation on certificate
 - 3.5.6 List City of Plano, Risk Management Division, 7501 A Independence Parkway, Plano, Texas, 75025 in the Certificate Holder Section

VENDOR SUPPLEMENTAL INFORMATION

The following information is required for contract development.

- 1. In what state was your business formed?** _____
- 2. Provide the following information for the person authorized to execute contracts on behalf of your organization:**

Name _____ Title _____

Mailing Address _____ City _____ State _____ Zip _____

- 3. Provide the following information for the contact person authorized to implement this contract on behalf of your organization:**

Name _____ Title _____

Mailing Address _____ City _____ State _____ Zip _____

- 4. Is your company minority or woman owned?** Yes No

a. If yes, specify: MBE WBE

b. Has your company been certified MBE or WBE by any governmental agency? Yes No

c. If yes, specify the governmental agency: _____

Date of certification: _____

- 5. Select and complete one of the following:**

a. **Sole Proprietorship**

i. Legal name of Sole Proprietor: _____

ii. Business address: _____

City _____ State _____ Zip _____

VENDOR SUPPLEMENTAL INFORMATION

b. General Partnership

i. Legal name of Partnership: _____

ii. Business address: _____

City _____ State _____ Zip _____

c. Limited Partnership

i. Legal name of Limited Partnership: _____

ii. Names of General Partners: _____

iii. Business address: _____

City _____ State _____ Zip _____

d. Corporation

i. Legal name of Corporation: _____

ii. Business address _____

City _____ State _____ Zip _____

e. Limited Liability Company

i. Legal name of Limited Liability Company: _____

ii. Business address _____

City _____ State _____ Zip _____

f. Other Entity (not listed)

i. Legal name and type of Company: _____

ii. Business address _____

City _____ State _____ Zip _____

AFFIDAVIT OF NO PROHIBITED INTEREST

(Contract Required - Form must be notarized.)

I, the undersigned declare that I am authorized to make this statement on behalf of _____ and I have made a reasonable inquiry and, to the best of my knowledge, no person or officer of _____ is employed by the City of Plano or is an elected or appointed official of the City of Plano within the restrictions of the Plano City Charter.

I am aware that Section 11.02 of the City Charter states:

“No officer or employee of the city shall have a financial interest, direct or indirect, in any contract with the city, nor shall be financially interested, directly or indirectly, in the sale to the city of any land, or rights or interest in any land, materials, supplies or service. The above provision shall not apply where the interest is represented by ownership of stock in a corporation involved, provided such stock ownership amounts to less than one (1) per cent of the corporation stock. Any violation of this section shall constitute malfeasance in office, and any officer or employee of the city found guilty thereof shall thereby forfeit his office or position. Any violation of this section with the knowledge, express or implied, of the persons or corporation contracting with the city shall render the contract voidable by the city manager or the city council.”

I further understand and acknowledge that a violation of Section 11.02 of the City Charter at anytime during the term of this contract will render the contract voidable by the City.

Name of Contractor

By:

Signature

Print Name

Title

Date

STATE OF _____ §

§

COUNTY OF _____ §

SUBSCRIBED AND SWORN TO before me this _____ day of _____,
20____.

Notary Public, State of _____

FORM CIQ CONFLICT OF INTEREST QUESTIONNAIRE For vendor or other person doing business with local governmental entity

This questionnaire reflects changes made to the law by H.B. 1491, 80th Leg., Regular Session. This questionnaire is being filed in accordance with Chapter 176, Local Government Code by a person who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the person meets requirements under Section 176.006(a). By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the person becomes aware of facts that require the statement to be filed. See Section 176.006, Local Government Code. A person commits an offense if the person knowingly violates Section 176.006, Local Government Code. An offense under this section is a Class C misdemeanor.

OFFICE USE ONLY

Date Received _____

Name of person who has a business relationship with local governmental entity.

Check this box if you are filing an update to a previously filed questionnaire. (The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date the originally filed questionnaire becomes incomplete or inaccurate.) _____

3 Name of local government officer with whom filer has employment or business relationship. Name of Officer This section (item 3 including subparts A, B, C & D) must be completed for each officer with whom the filer has an employment or other business relationship as defined by Section 176.001(1-a), Local Government Code. Attach additional pages to this Form CIQ as necessary.

- A. Is the local government officer named in this section receiving or likely to receive taxable income, other than investment income, from the filer of the questionnaire? ___ Yes ___ No
- B. Is the filer of the questionnaire receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer named in this section AND the taxable income is not received from the local governmental entity? ___ Yes ___ No
- C. Is the filer of this questionnaire employed by a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership of 10 percent or more? ___ Yes ___ No
- D. Describe each employment or business relationship with the local government officer named in this section.

Signature of person doing business with the governmental entity Date:

_____ Signature

_____ Date

Adopted 06/29/2007

Local Government Officers City of Plano, Texas

For purposes of completion of the required Conflict of Interest Questionnaire for the City of Plano, Texas (required by all Vendors who submit bids/proposals), Local Government Officers are:

Mayor: Phil Dyer

Council
Members:

Lissa Smith, Mayor Pro Tem

Ben Harris, Deputy Mayor Pro Tem

Pat Miner, Council Member

André Davidson, Council Member

Jim Duggan, Council Member

Patrick Gallagher, Council Member

Lee Dunlap, Council Member

City Manager: Bruce D. Glasscock

City of Plano

Environmentally Preferable Purchasing Questionnaire

The City of Plano adopted an Environmental Purchasing Policy in March, 2008 which is posted on the Purchasing Department's Website.

The goal of the policy is to encourage the purchase and use of materials, products and services that are economically responsible that include environmental factors in the decision making process

Product and service attributes include, but are not limited to, recycled content, energy and/or water conservation, toxic material waste minimization and disposal methods.

To help measure the success of this EPP the Purchasing Department has developed this questionnaire concerning environmentally preferable products and services.

Note: This will either be an optional or required submittal.

If the bid or proposal requires environmentally preferred products/services in the specification and will be evaluated as such then this questionnaire shall be submitted with all other documents pertaining to the bid/proposal.

If there are no requirements in the specifications for these products/services but would like to help us gather information on environmentally preferable products then complete this questionnaire and submit it as optional information with the bid/proposal documents.

City of Plano

Vendor Name:	Phone:
Product/Service:	

Does Product or Service?	Yes	No	Details
Contain recycled material			
Reduce energy consumption			
Certified by certification programs such as Energy Star, Green Seal, Ecologo, EPEAT, etc.			
Reduce toxicity, including emissions			
Reduce waste			
Contain Recyclable materials			
Reduce water consumption			
Have other environmental impacts			

(Attach supporting documents if needed)

Vendor Acknowledgment Form

The undersigned hereby certifies that he/she understands the specifications, has read the document in its entirety and that the prices submitted in this bid/proposal have been carefully reviewed and are submitted as correct and final. Vendor further certifies and agrees to furnish any or all products/services upon which prices are extended at the price offered, and upon conditions in the specifications of the Invitation for Bid/Proposal.

The following information must be filled out in its entirety for your proposal to be considered.

Company Name: _____

Address of Principal Place of Business: _____

Phone/Fax of Principal Place of Business: _____

Address, Phone and Fax of Majority
Owner Principal Place of Business: _____

E-mail Address of Representative: _____

Authorized Representative: _____

Signature: _____

Title: _____

Date: _____

Printed Name: _____

Acknowledgement of Addenda:

#1 _____ #2 _____ #3 _____ #4 _____ #5 _____ #6 _____

**Question and Answers for Bid #2013-19-B - RFQ for PUBLIC RELATIONS
FIRM for PLANO CVB**

OVERALL BID QUESTIONS

There are no questions associated with this bid. If you would like to submit a question, please click on the "Create New Question" button below.

Question Deadline: Oct 31, 2012 12:00:00 PM CDT

Odwyerpr.com