

SANTA CATALINA
ISLAND COMPANY



Since 1894

Request for Proposal

Public Relations Agency of Record

Issue Date: November 1, 2013
RFP Responses Due: November 22, 2013
*RFP Presentation Date: December 9-13, 2013**
**subject to change*

RFP Contact: Julie Sevilla, Director of Marketing

310.510.2000 x1273 | jsevilla@scico.com

Santa Catalina Island Company
PO Box 737, 150 Metropole Avenue, Avalon, CA 90704
www.visitcatalinaisland.com
310.510.2000

Santa Catalina Island Company

OBJECTIVE:

Santa Catalina Island Company (SCICo) is engaging in the process of requesting proposals from public relations agencies to ensure enhanced media and community partnerships and awareness. The main goal is to achieve maximum revenues through consistent positive brand messaging, media coverage and awareness, community relations support, compelling messaging, creative story ideas, partnerships, sponsorships, and promotions that support the hospitality and recreational objectives while being proactive in the approach to ever changing market conditions.

ABOUT SCICo:

Located off the coast of Southern California, Catalina Island is a popular resort and outdoor recreation destination also known for its vibrant history as a glamorous retreat for Hollywood celebrities. SCICo offers a wide range of services and amenities such as the newly renovated Descanso Beach Club, Pavilion Hotel, Atwater Hotel and Avalon Grille. SCICo's expedition operator has added new adventures to its menu of 25 expeditions and tours with the Zip Line Eco Tour, Eco Hummer Tour, Dolphin Quest, Sea Trek and many more, which are designed to introduce visitors to the island's rich history, wildlife and backcountry. Other activities include hiking, bicycling, fishing, boating, kayaking, snorkeling, golfing or relaxing on the beach. SCICo has operated much of the island's lodging, dining and tour options for over 118 years. For more information, please visit our website at www.VisitCatalinaIsland.com.

SCOPE OF SERVICES:

The Public Relations Agency of record shall perform a variety of services including, but not limited to:

- Strategic planning (local, regional & national)
- Execute campaigns, stunts, grass roots initiatives
 - Writing, producing and disseminating all necessary press materials
 - Securing interviews and story placements
 - Finding and submitting award submissions

- Writing blogs and brainstorming content ideas
- Play support role in external communications for each key public being served (e.g., guests, board, community, local & national interests, etc.)
- Continue overall focus on the primary target markets
- Maintenance of account
 - Weekly meetings/conference calls
 - Staffing select events as necessary
 - Timely monitoring, reporting and evaluation of media

INITIAL RESPONSE:

Agencies interested in participating must submit a completed RFP response to Julie Sevilla at jsevilla@scico.com by 5pm PST on November 22, 2013.

PRESENTATION:

If selected, the Agency will have the opportunity to make a one hour presentation between December 9-13 (subject to change). The presentation will be held on Catalina Island in the SCICo corporate offices. **Please note that expenses associated with the presentation will be at the cost of the agency and may not be submitted for reimbursement.

Presentation shall include all of the information solicited in this RFP, and any additional data that the respondent deems pertinent to the understanding and evaluating of the proposal. All presentations shall include at minimum:

- Overview of Agency
 - Scope of services available
 - Organizational chart
 - Sample of prior placements/case studies
- Account management and commitment
 - Primary point of contact for account
 - Proposed account team
- Presentation based on RFP submission request

- Account pricing, including hourly rate fees for each principle
- Any special interests or unique advantages
- Client list and/or conflict of interest

PRESENTATION EVALUATION:

Key executives will review initial responses and final presentations. Factors taken into consideration will include:

1. Experience
 - a. Team and Agency
 - b. Account representative
 - c. References
 - d. Proven success
2. Creativity and Strategic Thinking
 - a. Examples of previous work
 - b. RFP response
3. Fees & Agreements
 - a. Monthly retainer
 - b. Billing rates
 - c. Additional costs
 - d. Standard agreements
4. Additional strategic advantages and/or capabilities

The contract awarded will be for 1 year, with annual renewals possible. The contract does not prohibit the use of services from other firms for specialized projects or needs or conducting on-going, in-house marketing activities.

SCICo reserves the right to reject any or all proposals submitted if such election is deemed to be in the best interest of the company. SCICo assumes no obligation, no responsibility and no costs incurred by the responding Agencies prior to the issuance of a contract. Submitted proposals and materials are non-returnable.

*Presentation dates subject to change. Agencies will be notified if selected to present.

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AGENCY ORGANIZATION OVERVIEW:

1. Company Profile
2. List of core competencies and services
3. Experience in chosen business sectors:
 - a. Hospitality / Travel & Tourism
 - b. Meeting and Convention
 - c. Leisure (spa, golf, retail, activities, etc.)
 - d. Entertainment (events, concerts, celebrity, etc.)
4. Geographic location(s)

STRATEGY & DEVELOPMENT:

1. Describe why you feel your organization will be successful in organizing different messages as well as producing one universal message about SCICo and its entities.
2. From your research of SCICo, where do you feel that the most immediate attention needs to be placed as it relates to public relations?
3. From your research of SCICo, what target markets do you feel would best benefit the island as a whole?
4. How do you measure the success of a public relations program/campaign?

RELATIVE RELATIONSHIPS:

1. Describe your strategic relationships with the following media markets:
 - a. Local
 - b. Regional
 - c. National
2. From the below list, which media channel(s) do you feel SCICo will best benefit from and how will you be able to provide SCICo with exposure to those channels?
 - a. Print: (Newspaper/Magazine)

- b. Television
- c. Radio
- d. Internet
- e. Social
- f. Community (non-profit, cause marketing)

CLIENT PARTNERSHIP:

1. What is your client retention rate and who is your longest running client; number of years?
2. Describe your organization's structure and highlight the following:
 - a. Organizational chart
 - b. List of any third party companies or outside contractors that would be involved with our account
 - c. Description of individuals proposed for the account and years of experience
 - d. Bios for key individuals

CASE STUDY & REFERENCES:

1. Provide at least two case studies that exemplify your success as a public relations firm.
2. Provide at least three current, client references (company name, contact name, address, phone number, e-mail address)

BUDGET & FEES:

1. Include your proposed budget and fees including a detailed list of any specific fees.
 - a. Agencies responding from out-of-state locations, provide travel costs and how it would affect the overall budget/retainer