



REQUEST FOR BIDS UINTAH COUNTY, UT PR/Marketing Proposal

Uintah County hereby makes notice of intent to solicit bids for PR/marketing services for Uintah County Travel and Tourism. Bids are to be in accordance with and in agreement to the below specifications.

PROJECT REQUIREMENTS

With the contract resulting from this Request for Proposal, Uintah County, in partnership with the selected firm, will develop a tourism marketing campaign and related creative elements. The Uintah County Tourism Office seeks a firm that has demonstrated success in tourism marketing and has proven success with tourism advertising and public relation campaigns. Expected services include: creative designing, strategic planning, digital marketing, traditional marketing, public relations, web development, social media planning and management, and any other services necessary to ensure a successful campaign for the county.

PROJECT SCOPE

Uintah County seeks a strategic plan to enhance its current tourism brand and image. This project requires a firm experienced with PR/tourism marketing to conduct research, develop a marketing plan and establish an implementation schedule.

A successful PR/Marketing effort will include the following aspects:

- Digital Marketing Strategy
- Full media and budget recommendation
- Leveraging of the Jurassic World movie launch to generate excitement about Uintah County
- Public relations strategy
- Social media strategy
- Consistent integration between media throughout the campaign

REQUIRED DELIVERABLES

- A plan including priorities and implementation strategy
- New website development bid
- Cost of services
- Recommended annual budget
- Recommended target market areas
- Recommended target audience identification
- Recommended timing of campaign launch
- Recommended use of UOT co-op funds
- Ability to measure the effectiveness of the campaign
- Campaign design including all necessary media



UINTAH
COUNTY TRAVEL & TOURISM

- REQUEST FOR BIDS

SUBMITTAL REQUIREMENTS

Scope of Work: Detail how firm will accomplish scope of work

- **Qualifications:** Provide a statement of your qualifications, including related experience with other municipalities.
- **Project Team:** List names of key personnel and their responsibilities.
- **References:** List three clients for whom comparable services were performed including the name and contact information of a primary client representative.
- **Proposed Budget:** Break down estimated costs by individual components of your firms proposed work plan.
- **Time Line:** Should include time frames of each component of work.

SUBMITTAL DEADLINE

Sealed bids must be clearly labeled "Travel and Tourism PR/Marketing Proposal" and submitted to the Uintah County Clerk Auditor at 147 East Main, Vernal, Utah 84078 no later than 9 a.m. on Monday, Dec. 22, 2014. Bids received by this deadline will be opened at the regularly scheduled Uintah County Commission Meeting on Monday, Dec. 22, 2014 at 11 a.m.

Uintah County reserves the right to accept or reject any or all bids if they are deemed not advantageous to the county.