

Bid Title:	Marketing Platform and Creative Strategy Development RFP
Category:	Convention and Visitors Bureau
Status:	Open

Description:

Purpose

The Warrensburg Convention & Visitors Bureau (WCVB) is seeking proposals from experienced agencies for marketing strategy, social media, graphic design and advertising support services to attract local, regional and national tourists to the City of Warrensburg, Missouri.

The document is a request for proposals from agencies with experience in developing marketing campaigns that capitalize a community's assets and unique attributes to attract tourists and impact all aspects of the local economy.

The WCVB recently completed a destination branding strategy. The logo and brand messaging were approved by the WCVB board January 2020. The qualified consultant must implement the new messaging through creative development, social media, advertising and the overall all strategic campaign.

Brand Messaging:

Nestled in between the here and there, we are small in size, but big in soul. One of our greatest assets is our people. We welcome you with open arms to the place we call home.

Warrensburg, Missouri Small Town + Big Soul

Introduction & Background

Who is the Warrensburg Convention & Visitors Bureau? The WCVB is a not-for-profit organization that promotes the region as a premier destination, welcoming visitors with a personal touch, in order to generate jobs, tax revenues and, thus, an exceptional quality of life for area residents.

Warrensburg's destination marketing organization (DMO) has been the WCVB for more than two decades, first as a department of the Warrensburg Chamber of Commerce and later as a separate not-for-profit organization.

Scope of Work

Develop an overall marketing campaign and strategy designed to establish and strengthen Warrensburg's presence in the regional market and to attract a greater number of local, regional and national visitors. The selected agency will be provided with past research and marketing strategies and brand style guide. The agency will assist with recommendations on the 2020-2021 media plan. Deliverables include:

Messaging & Storytelling Assets

Develop core messaging content to meet the WCVB's strategic brand objectives. This content is to include:

- Messaging recommendations specific to target market profiles
- Brand statements and foundational copy content that can be leveraged by the WCVB for general messaging needs (ad development, social media posts, collateral development, etc.)
- Photo shoots and video vignettes to showcase attractions; WCVB to receive and retain ownership of all photo files.
- Social media strategic content plan and scheduling calendar

Graphic Design

Design layouts for the following items based on the objectives of the WCVB:

- PowerPoint template
- Facebook Covers (4)
- Facebook Posts (4)
- Pull-up banner design
- Flier template
- Ad templates-various sizes (6)
- Visitor Guide

Upon approval of the design layouts, the WCVB will receive final files and retain ownership for all stated print and digital collateral in standard file formats. A minimum of two proofs must be provided in print-ready format (pdf).

Marketing and Media Strategic Plan Development

- Develop a comprehensive strategic marketing plan
- Conduct a review of media placement, deliver new media recommendations, as needed, and provide support for placement of media buys to gain optimal exposure in target markets.
- Provide maintenance to update graphic designs and messaging, as needed, to support the creative strategy implementation.

Publication Date/Time:

2/4/2020 9:00 AM

Closing Date/Time:

2/28/2020 10:00 AM

Submittal Information:

Deadline for Proposals: Friday, February 28 at 10 a.m. (CST).

Pre-bid Meeting:

NA

Contact Person:

Questions can be directed to Marcy Bryant, WCVB Tourism Director, at marcy.bryant@warrensburg-mo.com.

Proposals must be submitted to Cindy Gabel, City Clerk, at 102 S. Holden, Warrensburg; and cindy@warrensburg-mo.com.

Download Available:

NA

Fee:

NA

Business Hours:

8 a.m.-5 p.m.

Fax Number:

NA

Qualifications:

Agency Capabilities

Overall, we want to know why you have the experience, expertise and knowledge for this comprehensive project. What can you do to help WCVB stand out as a destination and organization?

Submission Requirements

Please Submit (in order):

1. Agency introduction and background
2. Agency's fee structure (monthly/hourly rate)
3. Agency's recommendations for the WCVB's 2019-2020 marketing budget (\$40,000)
3. List of prior/current clients (including tourism-related organizations), including points of contact (name, company, telephone and email)
4. Examples of similar projects (completed within the last three years) and the results.

Responses that do not include all of the above-mentioned items may be deemed non-responsive and eliminated from consideration.

Please provide one printed copy (maximum 15 pages) AND one electronic copy of your proposal to:

City of Warrensburg

WCVB Marketing Services RFP

c/o Cindy Gabel, City Clerk

102 S. Holden

Warrensburg, MO 64093

cindy@warrensburg-mo.com

All proposals should be submitted no later than 10 a.m. (CST) on Friday, February 28. Any proposals received after this deadline will be rejected, no exceptions.

Evaluation Process

Proposals will be evaluated by the WCVB, based on the following criteria:

- Qualifications and experience of agency
- Ability to meet developmental/technical requirements of project
- Past performance, including number of clients and references
- Similar projects completed, especially related to non-profit and tourism
- Ability to work within WCVB deadlines and budget

At the conclusion of the evaluation process, the submitting agencies may be invited to interview with the WCVB.

The selection of the agency will be based, in large part, on evidence of producing this type of work and attaching a realistic fee structure for the project. However, exceptional work and proven results are of the utmost importance as well.

Cost, although always a factor, shall not be the deciding factor. The decision of the WCVB will be considered final. All services requested under this RFP must be addressed for any proposal to be considered. Proposals should explain clearly and completely the qualifications and experience of the responding individual, company, organization etc. as they pertain specifically to the services outlined in this RFP.

Miscellaneous:

Timeline

The proposal submission and evaluation process will follow the schedule outlined below with tentative deadlines. The WCVB reserves the right to amend the proposal at any time, and any changes to this schedule will be posted to our website.

Deadlines: Distribution of proposals, submissions and the evaluation process.

- Distribution of Proposals: Monday, February 3
- Deadline for Written Inquiries: 5 p.m. Friday, February 14 to marcy.bryant@warrensburg-mo.com
- Inquiry Response Deadline: Friday, February 21 via email
- Deadline for Proposals: Friday, February 28 at 10 a.m. (CST). Mail one copy to City Clerk Cindy Gable at 102 S. Holden, Warrensburg and submit the PDF file electronically to cindy@warrensburg-mo.com.
- RFP tentatively awarded: March 4, 2020 (Date Subject to Change). Agencies submitting will receive a notification letter within 10 business days following the awarding.

Contract Dates: Annual Term (12-months) Start Date: May 1, 2020

The contract will include the option to renew. The WCVB will have the option to renew the contract for two (2) terms of one (1) year. If either party decides it does not wish to renew the agreement, they must notify the other party in writing at least sixty (60) days prior to the expiration of the contract.

Budget

Please provide a breakdown of the agency fees as it relates to each of the categories included in the scope of work, a total proposed monthly cost for the full scope of work outlined, as well as hourly rates for team members assigned to the WCVB account.

The WCVB staff will approve and execute all ad buys determined in the media plan with the agency's assistance.

The contract will include two rounds of revisions on any content, graphic design, etc. The proofs must be provided in print-ready format (PDF).

In addition to the agency's fees, include your recommended allocation of the WCVB's 2019-2020 advertising budget \$40,000. The WCVB's budget period is October 1-September 30. The proposed advertising budget needs to include digital ads, print and other platforms (billboards, TV, radio, collateral material, etc.).

While budget is an important consideration, it will not be the sole deciding factor in awarding this project.



City of Warrensburg

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Frequently Asked Questions

[How can I help the pets at the animal shelter?](#)
[How do I adopt?](#)
[I can no longer keep my pet. Can I bring it to Warrensburg Animal Shelter?](#)
[I found a stray animal. Can I bring it to Warrensburg Animal Shelter? What else can I do?](#)