

VISIT CORPUS CHRISTI

Request for Proposal Destination Marketing Organization Digital & Traditional Media Agency

SECTION 1 Submittal Process

A. Due Date: August 7, 2020

B. Proposals are hereby solicited and will only be received by:

1. Visit Corpus Christi
ATTN: Emily Zertuche
Senior Director of Creative Strategy
1501 N. Chaparral Street
Corpus Christi, Texas 78401
2. Office Hours are Monday-Friday 8:30 am to 5:00 pm CST. Please ensure proposal is delivered during these times.

C. Schedule

- 6/19/2020 - Public announcement of Request for Proposals
- 8/7/2020 - Proposals due, no later than 3:00 pm CST
- *8/20/2020 - Visit Corpus Christi Evaluation of submitted RFPs
- *8/21/2020 - Visit Corpus Christi selects Top 3 Candidates
- *8/31/2020 – 9/4/2020 - Finalist Interview and Presentations at Visit Corpus Christi
- *9/4/2020 - Finalist selected
- *9/30/2020 - Execute Contract

*NOTE: Dates preceded by an asterisk are estimated dates. Estimated dates are for information purposes only.

D. Submittal Instructions

1. Label the exterior packaging of the RFP with the following information:
 - Name
 - Company Name
 - Contact Number
 - Contact Email
2. Submit one (1) original hard copy, five (5) hard copies, and one (1) electronic copy of the submittal packet and attachments on USB flash drive. All copies shall be unbound; one binder clip may be used. Each subsection of Section 3 must be on its own section in the proposal. For easy identification, please place the agency name on the lower left-hand corner of each page of the proposal. In the lower right-hand corner, please identify the section, subsection and page number of the proposal (ie 4A page 1; 4B page 1; 4C page 1, etc).

3. Proposals shall contain all required information as delineated in this RFP and will be submitted no later than date, time and place as stated on the cover page of this RFP or as amended. Proposals will not be accepted at any other Visit Corpus Christi location other than 1501 N. Chaparral Street and must be directed to Emily Zertuche, Senior Director of Creative Strategy.
4. Please note that Visit Corpus Christi will not reimburse or compensate any expenses related to responding to this RFP.
5. No questions will be submitted to Visit Corpus Christi staff during the process.

SECTION 2 Background and General Information

A. *About Corpus Christi*

The City of Corpus Christi is a multi-cultural community located 140 miles southeast of San Antonio on Corpus Christi Bay, an inlet off the Gulf of Mexico. The City comprises of a population of 326,586 and is the fifth largest port in the nation and the top port in the world for oil and gas exporting. This All-America City is the 8th largest city in Texas and key industries include tourism, petrochemicals, and military. For more information visit www.visitcorpuschristitx.org.

B. *About Visit Corpus Christi*

As the official marketing organization for the City of Corpus Christi, the mission of the Corpus Christi Convention & Visitors Bureau/Visit Corpus Christi is to drive overnight visitors to the Corpus Christi area.

1. The Visit Corpus Christi also is a full-service travel information center; as such, it offers Corpus Christi maps and Visitors Guides online and in print to anyone interested. In addition, the Visit Corpus Christi provides the community with marketing support for the tourism, sports, and convention industries. These industries support the Corpus Christi area with a positive economic impact second only to the area's oil/gas/chemicals industry. Specific activities performed by Visit Corpus Christi include:
 - Promote the city as a year-round leisure tourism destination
 - Design and implement an advertising campaign with state, national and international coverage to feature Corpus Christi as an attractive location for tourism
 - Support special events that will create overnight visitors
 - Maintain high quality, updated website and printed materials for visitors
 - Serve as main point of information for inquiries related to tourism and convention-related business that brings visitors to Corpus Christi lodging facilities
 - Research and advise the City on projected growth of tourism and convention-related business to assist City planning efforts, including expanding segments of the industry, such as sports tourism, cultural tourism and nature tourism

- Provide feedback to City, as requested, to facilitate policy decisions made in the interest of tourism promotion
 - Perform all responsibilities of tourism and marketing
2. According to the 2018 Texas Travel Industry Research Report, funded by the Office of the Governor Economic Development and Tourism Division, the number of Person-Stays to the Corpus Christi Metropolitan Statistical Area (MSA) is estimated at 10.49 million and the volume of Person-Days was estimated at 22.63 million. This translates to 1.4 billion in visitor spend to the Corpus Christi area. This report may be requested by email only to ezertuche@visitcorpuschristitx.org.
 3. The Corpus Christi MSA share of total Person-Stays to Texas ranked 6 out of 26 MSAs.
 4. The Visit Corpus Christi feeder cities in order are San Antonio, Houston, Austin, Rio Grande Valley, Corpus Christi and Dallas-Fort Worth.
 5. The 2018 Texas Travel Industry Research Report notes that Corpus Christi's biggest draws are the beach, followed by dining, shopping, attractions and outdoor sports.
 6. Corpus Christi is a drive market, with 96.5% of travelers arriving via vehicular transportation.

SECTION 3 Scope of Work

Full-Service Marketing

Visit Corpus Christi is looking for a full-service advertising agency to work in collaboration with the Visit Corpus Christi Creative Team and lead the strategic creative vision on the organization. Using analytics and data research, this includes developing and implementing visitor persona profiles, key target markets, and a traditional marketing and communications strategy. The agency will also assist the Visit Corpus Christi Creative Team in promoting the brand identity of Corpus Christi with the goal of creating increased awareness and visitation to the region as a tourism destination. The agency will develop a comprehensive advertising plan inclusive of television, OOH, programmatic, print and digital mediums. The agency must have the creative skills to develop creative campaigns which may include the development of creative collateral. Following and understanding the reporting through the strategic plan goals set by the Visit Corpus Christi team. The term of contract shall last one year and is subject to revision or extension at any time.

- The FY 2020-2021 annual creative budget will be approximately \$4,000,000; however, this is subject to change.
 - The FY 2020-2021 annual traditional media budget will be approximately \$1,500,000; however, this is subject to change.
 - The FY 2020-2021 annual digital media budget will be approximately \$2,500,000; however, this is subject to change.

- Please note that this scope of work does not include limited creative brand strategy or messaging on an as-needed basis. Most creative is currently handled by Visit Corpus Christi staff.

Traditional Marketing

Visit Corpus Christi is looking for a full-service advertising agency to work in collaboration with the Visit Corpus Christi Creative Team and lead the strategic creative vision on the organization. Using analytics and data research, this includes developing and implementing visitor persona profiles, key target markets, and a traditional marketing and communications strategy. The agency will also assist the Visit Corpus Christi Creative Team in promoting the brand identity of Corpus Christi with the goal of creating increases awareness and visitation to the region as a tourism destination. The agency will develop a comprehensive advertising plan inclusive of television, OOH, programmatic, print. The agency must have the creative skills to develop creative campaigns which may include the development of creative collateral.

Following and understanding the reporting through the strategic plan goals set by the Visit Corpus Christi team. The term of contract shall last one year and is subject to revision or extension at any time.

- The FY 2020-2021 annual traditional media budget will be approximately \$1,500,000; however, this is subject to change.
- Please note that this scope of work does not include limited creative brand strategy or messaging on an as-needed basis. Most creative is currently handled by Visit Corpus Christi staff.

Digital Marketing

Visit Corpus Christi is looking for a digital marketing agency to work in collaboration with the Visit Corpus Christi Creative Team and other departments to place digital media buys (inclusive of social media) specifically in strategic markets outside the Corpus Christi MSA, develop targeted campaigns based on initiatives approved by the Creative Team for increased digital exposure; along with monitoring and reporting the results in a timely and cost-effective manner. To include, but not limited to, media planning and buying, search engine optimization (SEO), analytics, and research. Following and understanding the reporting through the strategic plan goals set by the Visit Corpus Christi team. The term of contract shall last one year and is subject to revision or extension at any time.

- The FY 2020-2021 annual digital media budget will be approximately \$2,500,000; however, this is subject to change.
- Please note that this scope of work does not include limited creative brand strategy or messaging on an as-needed basis. Most creative is currently handled by Visit Corpus Christi staff.

SECTION 4 Proposal (Submittal) Requirements

To ensure that all information is properly evaluated, please organize and label proposals to correspond with the structure provided below (ie, 3A, 3B, 3C, etc.).

Proposals (submittals) shall include, at a minimum, the following:

A. Agency Facts and History (5 points)

Describe your firm's and subcontractors' experience including:

1. Experience working with city, county or state-level Destination Marketing Organizations
2. Experience working with Visit Corpus Christi and/or its tourism partners (if applicable)
3. Experience with strengths, weaknesses, opportunities and threats of traditional DMO structures
4. Experience working collaboratively with client's creative team/client's in-house creative
5. Experience working with coastal tourism partners and its advantages and challenges
6. Experience with reporting key performance indicators and other marketing metrics
7. Experience of key staff members that will handle the Visit Corpus Christi account
8. Must include three Destination Management Organization referrals and include scope of work with the DMO, contact name, and contact information.

B. Agency Narrative (20 points)

Describe in narrative format the agency's approach to both traditional and digital marketing focusing on DMO clients (if applicable). Include information on ad campaign strategies, creative concepts, budget and actual ads with the media buy placement on all traditional and digital marketing platforms. Please include the following information of the agency's approach to marketing:

1. The agency's process for developing effective marketing campaigns
2. What type of research the agency uses in determining marketing tactics including specific analytical platforms used in the tourism world.
3. The agency's point of view on the future of advertising and how the agency helps their clients prepare for that future
4. In a few words, the agency's philosophy on tourism marketing and promotions on marketing platforms.
5. What are the determining elements that you use when making purchasing decisions? What separates your agency from its competitors in identifying the appropriate ad placements for your clients?
6. Standard practices for client communication and accountability
7. Any awards and/or industry credentials for either individual staff or the organization as a whole.

C. Reporting and Analytics (25 points)

Describe in narrative format the agency's reporting and analytic services for its clients. Please include the following information regarding the agency's reporting process:

1. The agency's preferred key performance indicators in both traditional and digital marketing campaigns

2. Preferred programs, software and/or tools used when create marketing reports
3. How the agency determines success of marketing campaigns based on analytics
4. How the agency converts insights from analytics and assists its clients in future campaigns
5. Samples of reports generated by the agency
6. Must include specific example of monthly dashboard reporting

D. Budget (25 points)

1. Provide an overview of how the agency would allocate Visit Corpus Christi’s dedicated media budget. Please fully explain your method of compensation. These allocations will be used to demonstrate the agency’s philosophy on resource allocation and compensation.
2. How is the agency paid?
 - i. Please provide a detailed cost structure for each area of work.
 - ii. If commission or other fees are part of the proposal, they must be listed in the budget section of the proposal and include a detailed breakdown of the pricing structure of the commissions and fees.
3. No monthly retainer fees will be allowed.
4. The winning agency must agree and adhere to a detailed invoicing policy breaking down individual costs of staff time, commissions, ad buys, and other fees.

E. Case Study (10 points)

1. Provide a case study of a prior client (preferably a DMO) that demonstrates how the agency has contributed to a client’s success with a focus on cost effectiveness of the spend and results through reporting and analytics.

F. Summary (15 points)

1. The agency should state in one sheet or less, the specific reason the agency is best qualified, suited and capable of being awarded the marketing agency contract for Visit Corpus Christi.

**SECTION 5 Scoring Metrics
Evaluation of RFP submitted**

Section	Point Value
Agency Facts/History	5
Agency Narrative	20
Reporting and Analytics	25
Budget	25
Case Study	10
Summary	15

Finalist Interview and Presentations

Section	Point Value
Agency Facts/History	5
Agency Narrative	25
Reporting and Analytics	15
Budget	30
Interview/Presentation	35

SECTION 6 Final Steps

After submissions are complete, evaluations by Visit Corpus Christi will be finalized. Upon completion of the evaluations, Visit Corpus Christi will identify the top three (3) highest scoring respondents based upon the metrics listed in Section 5. The top three respondents/finalists will each be contacted for a formal interview and presentation to Visit Corpus Christi and its stakeholders.

Once the interview and presentations are completed a single finalist will be selected based upon the metrics listed in Section 5, and a contract will be executed.