

Request for Proposals RFP – 2021

Beaver County Tourism Office

Marketing/PR Campaign and Media Buys

Beaver County Office of Tourism, is looking for vendor(s) to guide, implement a precision marketing and PR strategy **and** associated media buying. Respondents may reply to both or only the creative portion or the media buying portion of this RFP.

Beaver County aims to attract and support visitors who travel thoughtfully and engage with local communities and businesses in order to create more memorable and connective experiences. In most cases, this equates to longer visits and increased spending. In addition to improving the quality of the visitor experience, this approach will increase travelers' economic impacts through longer stays and additional services, including guided travel, workshops and add-on experiences.

Beaver County is relatively new to the Tourism market and we are looking make responsible incremental growth that will begin to expand our economy and quality of life. Beaver County is possibly the only county in the State of Utah that does not have a state park, national park or national monument. This creates a very unique approach to tourism in our county because our residents are very proud and protective of our beautiful assets and while they are interested in growth they want it to be conscientious and thoughtful thus preventing us to become overgrown. However, tourism is the front-door to economic development in other industries-- our visitors often become our residents and business owners. **It is important to Beaver County to attract visitors that appreciate the culture, heritage and values that are part of the soul of Beaver County in order to ensure that the culture and traditions live on as we grow in population.** It is important to maintain the uniqueness of our destination as we continue to welcome visitors from around the world. *We don't want to become Moab, Utah (we can say that out loud, right?).*

Beaver County has a total population of 6700. The boundaries go from Nevada to the west, to the Tushar Mountain range on the east, just to the north of us is the I-70 junction and south borders Iron County. It comprises several small, unique communities including Beaver City, which is the county seat and largest city, Minersville Town and Milford City. Eagle Point ski resort is situated high in the Tushar Mountains and is a small resort with no lines, has a small town feel, deep powder and some very steep black diamond runs. Beaver City has been the anchor tenant in our marketing as it has the most lodging, dining and activities. However, we are looking for ideas of how to creatively expand our messaging to include the other town and cities through media opportunities that will increase the bookings while continuing to grow awareness and momentum of our brand and tag line, Ramblers, Utah Pure and Simple.

About the Brand:

The Ramblers was established late 2019 (see attached Brand Style Guide). We have gone through two separate branding processes trying to create a brand that is inclusive county wide. Formerly, the branding name of Beaver Country was used. It became apparent there was a problem because the searchability of the word Beaver. Unfortunately, due the sexual connotation, it became difficult to drive traffic to our website because it was filtered. We also have a deep rooted local rivalry between Beaver and Milford which precluded Milford from embracing any brand that wasn't more inclusive. After a lengthy branding process with the Utah Office of Tourism assistance we arrived at The Ramblers. We would like to capitalize on our

own landscape where people can slow down and ramble through our county. We have the grand peaks of the Tushar mountain range, which is the third highest range in the state of Utah, to the unique undiscovered Mineral Mountains with its granite boulders and exceptional mineral deposits that are searched for by rock hounds. West of Milford City sits the ghost town of Frisco nestled in the shadow of the San Francisco Range where the highest producing silver and gold mine in the state of Utah was discovered. A booming town full of saloons, brothels and shootings where there still resides an old cemetery considered boot hill. There are kilns scattered throughout this range that can be accessed by ATV's. We are also on one of the access points to the famous Paiute Trail for ATViing which is established, signed and maintained.

We now desire to further develop the dimension and depth of our creative identity to demonstrate the attractiveness of Beaver County. We want to be known as a unique and connective experience rather than just a pit stop along I-15. We believe that part of that includes sharing the nature and character of the people, the history, heritage, lifestyle, values and the activities meaningful to locals already.

A list of things that are important to current residents:

- Outdoor activities including: hiking, biking, boating, ATViing, skiing etc.
- Nature
- Solitude
- Quaintness
- Connectivity with others
- Family
- School activities/sports
- Freedoms
- Hunting
- Ranching/ Agriculture
- Rodeo
- Events: ATV Jamboree, 4th of July, 24th of July, Horse Races, Baseball Tournaments, Crusher in the Tushar Bike Race, Beaver Canyon Marathon, Doughboy Triathlon, Trap Shooting, Trunk or Treat, Christmas Light Parade and Festival.
- History:
 - Pioneer history (including the John D. Lee trail regarding the Mountain Meadow Massacre)
 - Mining

Local Pride:

We believe our locals are our first audience. We always take into consideration the impact of our efforts on the quality of life for our locals. We don't want mass numbers of visitors like many destinations have sought, which later impacted the enjoyment of living in that area. That is a major reason for going after quality and connective *travelers* as opposed to quantity *tourists*.

Locals and alumni are some of our best ambassadors. We want our creative to be backed by and instill pride in our locals. We want to have some of our creative placed locally so that they are aware and take pride in how we present ourselves to the visitors regionally, nationally and internationally.

For example, Ramblers is a new brand which has been met with some resistance from our locals. We want to incorporate it in our messaging in a way that will be catchy, memorable and engaging without sacrificing our identity in the name of tourism. The brand will work and we want to continue to use it, but some work needs to be done on the local level to change how locals feel about it and associate with it.

To summarize the objective of controlled/responsible growth, we want to develop a strategy that identifies “who” we want to attract, and “how many” we want to attract.

Measures and Metrics:

Beaver County is committed to campaign measurables. We desire to have more sustainable, year-round tourism and extend the average length of stay, while increasing our TRT (lodging tax) and TRCC (restaurant tax) revenues. As we increase the occupancy in all-seasons, it ensures year-round business and employment opportunities for our locals.

We are interested in developing a strategy that identifies a quantitative maximum threshold. This threshold would represent an increase in visitations, while also representing the objective of controlled and responsible growth. For example, we may identify a goal of increasing our visitation by 30%. Setting this goal comes from a qualitative and quantitative analysis that shows a 30% increase will be the maximum increase allowable without compromising the quality of experience for both the visitor and the residents. The work considered under this RFP would include a strategy that would; identify the maximum threshold, the strategy to reach the threshold, and also a strategy to help prevent surpassing the threshold. For example, the strategy may include an aggressive marketing campaign that is used until the increased percentage is 15%. At this point, a less aggressive campaign is used until the increase reaches 20%. At the 20% mark, the strategy calls for a minimal marketing strategy and focuses more on natural/generic growth in visitation. The strategy will also consider timeframes in reaching these benchmarks.

COVID Impacts:

Due to the COVID Crisis, Beaver County is well positioned to enter the market as a destination apart from the crowds of our neighboring counties.

Many of the visitors we are getting are camping on our mountains and bypass town thus creating more garbage and not the economic impact we would hope for.

Markets:

The top domestic markets for Beaver County are Nevada, Wasatch Front and Southern and Eastern Utah.

We also get day-trippers from closer markets Cedar City, Millard County, and Sevier County all peripheral areas. We have marketed these areas for events and believe there to be more opportunity in these communities for more day-trippers and perhaps weekenders to experience our growing ski resort and ATV trails.

Tourism Operation:

Beaver County Office of Tourism is currently structured with a Director of Tourism and Outdoor Recreation, part time secretary and campground supervisor. I present to the Travel Council which has seven voting board members and three non-voting city council members.

Beaver County Office of Tourism operates primarily on the Transient Room Tax, TRT, collected from short-term rentals (under 30 days) in Beaver County.

Budget:

Our media buy for 2021 will be \$155,000 or greater as a result of our fully-funded grant request from the Utah Office of Tourism providing matching funds. This amount may vary from year to year based on grants received and on the budget recommended by the Beaver County Travel Council, contingent on approval by the Beaver County Board of Commissioners. It will also increase based on the marketing efforts success in an increase in Transient Room Tax. We recognize this will be a challenging budget initially but are looking for the companies that are interested in not only the contract but the challenge and opportunity to be in the grassroots effort of a newly expanding area.

Currently, Beaver County has a vendor that is working to launch our social media. We also work with other third-party sources for, photography, video, native, web and we are interested in expanding.

Expectations for Deliverables by Beaver County Procurement:

The chosen vendor is expected to provide these deliverables as part of this contract, though specific details and expectations will be outlined and agreed upon as part of the final collaborative process of building a scope of work.

A. Creative Agency

Strategy:

- Develop a high-level, integrated marketing & PR strategy for Beaver County Tourism Office for the next 2 years that builds on the brand and approaches the items that are shared in the Narrative.
- Use of data sources available through Beaver County, UOT and additional research to optimize the marketing strategy.
- Bring expertise to managing and advancing the brand.

Campaign Development and Execution:

- Craft and present creative approaches to marketing campaigns in line with the overall marketing & PR strategy.
- Produce all campaign creative and accompanying assets. Including but not limited to popup visitor center, city amenity book design, billboards.

Reporting:

- Set and measure success metrics related to branding, advertising, marketing and PR that map back to the objectives and concerns listed in the Narrative.
- Define key performance indicators (KPIs) and detailed campaign measurements metrics for annual integrated marketing plans.

B. Media Buying Agency

- Solicit, secure and monitor paid and non-paid social media time and/or space in various domestic (and potentially international) media outlets, including, but not limited to: broadcast, print, digital/social, radio, out-of-home, direct mail, etc. The vendor shall secure media placements and rates most advantageous and economical to Beaver County.
- Seek out and recommend partnerships and media placement opportunities that will help Beaver County to achieve the goals listed in the narrative.

- Constantly track placement performance and optimize for best results, particularly metrics on trackable bookings.
- Use of data sources available through Beaver County, UOT and additional research to optimize media placements.
- Set, monitor and regularly report out on ROI benchmarks and data sharing.
- Present the client with new options for placement and tracking methods as they become available.

C. Value Add

- Please list anything else that your agency does that isn't listed in this RFP that would be of value to Beaver County's marketing & PR efforts. Please include the additional proposal and cost.

D. EVALUATION OF PROPOSALS

The criteria listed below will be considered when making an evaluation of the proposals. Proposals for each service will be evaluated separately.

% OF SCORING WEIGHT	EVALUATION CRITERIA
Mandatory	Previous Destination Marketing Organization/Convention Visitor's Bureau Experience
20%	<u>Technical Experience of the Agency</u> – Considering relevant experience, preferably with state or federal clients, demonstrable expertise in specific RFP selected.
20%	<u>Qualifications of Staff:</u> Appropriateness of assigned staff to account. Cite relevant experience & credentials.
35%	Responsiveness of the proposal in clearly meeting the needs of the services to be performed: (1) Proposal meets needs of client. (2) Proposal meets deliverables desired.
25%	Cost of the Agency's proposal

Contract Award:

It is anticipated that this RFP will result in multiple contract awards; one for a creative agency and one for a media buy agency. These could be to the same firm or two separate firms. Applicants may apply for just one category of this RFP or for both. Beaver County reserves the right to accept or reject any bids based on scoring.

Category 1: Marketing/ PR Strategy and Creative

Category 2: Media buy

Closing date and time:

The Closing date and time for this sourcing event is **December 4th 5 p.m. MST**

Length of Contract :

The contract(s) resulting from this RFP will be for Two (2) with the option to renew each year.

Anticipated Schedule:

The following is the anticipated schedule for this procurement. The County reserves the right to alter these dates. All deadlines are prevailing (Daylight or Standard) Mountain Time.

DATES:

RFP Issued:	November 13, 2020
Google Hangout Meeting (optional) to review RFP	November 24, 2020
RFP Submittal DUE DATE	December 4, 2020
Presentations/Interviews	December 9, 2020
Potential Award Date	December 15, 2020
Signing of Contract	December 15, 2020

Minimum Qualification:

Previous DMO/CVB Experience

Requirements with Submittal:

- Bio on Agency with a list of key personnel and point of contact
- List of destination clients currently representing as well as other clients
- Written Proposal for Beaver County
- Cost breakdown
- References

Failure to submit cost or pricing data will result in your proposal being judged as non-responsive and ineligible for contract award. Offeror must guarantee it's pricing for one year.

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