

Request for Proposals

Tourism Marketing Agency Services

Issued by:

Davis County, a political subdivision of the state of Utah
PO Box 618
61 S Main St, Rm 104
Farmington, UT 84025

Date of Issue:

December 7th, 2020

I. Introduction

The Davis County Tourism and Events (DCT) office, part of Davis County, Utah, invites interested marketing and advertising agencies to submit proposals in response to this Request for Proposals for marketing services with the responsibility of guiding and managing a precision marketing, creative and public relations strategy (creative services) **and** associated media planning and buying (media services). Respondents may submit a proposal for any of the following:

- A. Marketing, Creative Services and Public Relations Strategy;
- B. Media Planning and Buying Services;
- C. Both Services

II. Overview

Davis County is located in Northern Utah and lies between the Great Salt Lake on the west and the Wasatch Range on the east. Davis County is the third most populated County in Utah but is the smallest by land area. DCT is responsible for promoting and marketing the area to encourage people to visit the County with the goal of increasing economic impact.

In 2018, visitor spending in Davis County was \$516.8M, directly supporting the local economy which is the 5th highest in the State according to the [University of Utah Kem C. Gardner Policy Institute report](#). The Lodging Accommodations Tax (TRT) specifically that year was \$2M, the 9th highest in the State, while Restaurant Tax (TRCC) was \$5M, the 3rd highest in the state. The DCT office is funded through TRT and TRCC tax revenue generated from visitor spending.

DCT seeks to improve the local economy by promoting, marketing, and supporting recreation and tourism through our brand, Discover Davis - Utah's Amusement Capital. Davis County is Utah's Amusement Capital and offers endless outdoor recreation with incredible views, amazing wildlife, and Utah's only Amusement Park. Within minutes, you can enjoy a round of golf at one of nine public courses, adventure at several different theme parks, explore over 500 miles of trails and bikeways, ski world-class downhill slopes, go sightseeing at Antelope Island State Park or launch a kayak on the Great Salt Lake.

In addition to showcasing what Davis County has to offer to potential visitors, DCT is also a resource for all visitors when they are looking for things to do, places to eat or stay, or to book a convention/event in the area. Oftentimes the local community also looks to DCT for information on events and things to do in the area. Because DCT is a government organization funded by TRT and TRCC taxes, we provide unbiased information for local businesses, but do promote and visually show many different tourism related businesses in our campaigns. Through advertising and campaigns our messaging strives to convey to visitors what sets Davis apart from other destinations. Davis focuses on "play" and being the amusement capital in Utah. Major attractions and offerings in Davis that are used in Tourism marketing:

Lagoon and other Amusement Centers: Lagoon is the largest amusement park in the intermountain region and brings thousands of visitors to the area every year. In addition the area is home to five other amusement centers, including Seaquest, Utah's only interactive aquarium.

Outdoor Recreation: 500+ miles of trails in the County, mountain and road bike trails, and many fishing, lake options in the area. Davis County is also home to nine public and one private golf courses with amazing views of the mountains and the Great Salt Lake. During the winter, our mountains provide great trails for ATV, snowmobiling, and snowshoeing.

Antelope Island State Park: One of Utah's many treasures, the largest island in the Great Salt Lake and one of Utah's top State Parks. Cycling, Hiking, Mountain Biking, Kayaking, Horseback riding, bird watching and more are all popular activities on the island. Antelope Island does not allow off road vehicles on trails. In addition, Antelope Island does not get much snow in the winter and is a great place to still outdoor recreate in the winter when the mountains are buried in snow. It's popular for trail running, mountain biking and hiking in the winter.

Restaurants and Shopping – Cities such as Layton, Farmington, and Bountiful have plentiful accommodations, and a large variety of restaurants from fast food to fine dining. Station Park in Farmington also offers an outdoor entertainment complex for people to shop, eat, stay, and play. Station Park receives a lot of travelers from Idaho and surrounding areas for shopping needs. Bountiful Main Street offers locally owned businesses and a Town square for gathering. Layton's Midtown offers a restaurant row, and hotel district.

Arts: The Bountiful Davis Art Center features three spacious galleries, a recital stage and studio space. The Davis Arts Council annually hosts a summer concert series, a chamber music series, the Free Friday Film Series, and oversees Kenley Amphitheater, an outdoor performance space seating 1,800. Housed in the Davis Center for the Performing Arts, CenterPoint Legacy Theatre presents musicals and plays throughout the year. On Pitch Performing Arts also offers a full season of musicals and plays, as well as classes in dance, voice and musical theatre. Also, history is celebrated and preserved at several Davis County museums. Visitors can also learn about the past at Lagoon's Pioneer Village and the Charles W. Penrose Cabin Museum, and Hill Aerospace Museum.

Ski Base Camp: Davis County is within one hour of 9 world class ski resorts in Utah. Snowbasin being only 30 minutes away with public transportation available from the hotel district in Layton. In previous years, ski was the main marketing message during winter. However in 2020, messaging has shifted to incorporate all things to do in Davis, with ski being part of the conversation, just not the main focus. Although Davis offers a great ski basecamp option for budget-seeking visitors, due to the low costs of hotels and proximity to being within one hour of nine ski resorts, it was determined that strategy was too expensive to execute and did not show the full potential Davis has to offer.

Business/Sports: Davis Conference Center, a 70,000 square foot conference center located in Layton City, manages regional and local events that have a significant impact on the community. Legacy Events Center is currently utilized as a multi-use facility for conventions, sports, trade shows and more. Legacy is going through a remodel starting 2021 and will be better positioned once upgrades are made to welcome bigger regional events to the area and be a hub for Northern Utah youth sports. Both facilities are crucial to driving incremental economic impact to the area, especially in the off season.

Events: Annual events put on by DCT include The Great Salt Lake Bird Festival, Antelope by Moonlight Bike Ride and the Davis County Heritage Fair. However, DCT also sponsors and partners with other major events such as The Utah Air Show (bi-annually), Tour of Utah (bi-annually), and more. A future goal for DCT's team is exploring more partnership opportunities with additional sporting groups or other large events that have the potential to bring more people to the area.

Hill Air Force Base: Davis County is home to Hill Air Force Base and welcomes thousands of short term and long term transplants to the area. Tourism strives to reach both the military visitor who is staying in a hotel temporarily and also those that have been stationed in the area, as both groups will support businesses and eat at our local restaurants. The Davis County economy relies heavily on Hill Air Force Base. Tourism marketing efforts targeting specifically HAFB visitors and employees is necessary in future strategies as a tertiary focus.

Birding: Although this is a very small focus for DCT, it is part of our messaging when mentioning all the things you can do in the area. There are several birding locations in Davis due to the Great Salt Lake. The Eccles' Wildlife Education Center, Shoreline Preserve, Antelope Island and the Wasatch mountains are all highly visited places for birders. Every May for 23 years, DCT puts on a 4-day Bird Festival that has around 400 people attend.

III. About the Brand

The name “Davis County Tourism and Events” has been the official name since 2014, when the County brought all tourism back in-house and did not renew the Davis Area Convention and Visitor Bureau’s contract. The brand somewhat evolved into “*Play in Davis. Eat. Stay. Play*”. However no logos or branding material were created for this name/campaign, and the official county logo of the DCT Office continued to be used for all marketing efforts. Social media platforms and the website URL were the only channels that used the *Play in Davis* name. Tourism branding marketing efforts and strategies overall have been minimal or not executed in the most effective way. Therefore, over the past year, the DCT team has invested in marketing research and other development tools in efforts to rebrand DCT to be a credible and identifiable Destination.

DCT went through a recent rebrand in November 2020, with the DMO’s name being officially branded as “Discover Davis - Utah’s Amusement Capital.” Inserting “Discover” into the name is an open invitation for all to visit our area to explore and “discover” what we have to offer as there is plenty to do in Davis. The DMO and Marketing Agency is responsible for creating campaigns and marketing effort strategies that will showcase all of those offerings in a creative, fun, engaging way.

Davis County is unique in Utah as there is not just one city that “represents” the County, but several cities are identifiable. Farmington City is the County Seat, but Layton is the largest city in the County, with Bountiful being the second largest. All three of those cities have large commercial offerings and offer entertainment options to visitors and the community. Because of this, it was challenging to determine the right name for the DMO. In keeping Davis in the name, previous branding efforts and the work that was already done in the past is preserved. However, since it is a County name, it was also important to include Utah in the brand, so visitors and all viewers would know where Davis was located and not mistake our destination for other areas of the nation.

Lagoon Amusement Park, the only amusement park in Utah, (and the largest family owned amusement park in the country), is a staple in the community and is not only well known statewide but regionally as well. Oftentimes many might not know where Farmington City is, but they do know where Lagoon is located, which creates a great landmark for our destination. Davis is also home to five other large amusement centers, and many smaller family entertainment options, including bowling alleys, axe throwing, trampoline parks, and more. Because of our Amusement center ties, and it being something Davis offers that is unique in Utah, the word amusement evolved into being part of the brand. The word amusement is more than just an Amusement Park. It's a feeling of being entertained and happy, it makes people smile or laugh. It relates to fun, leisure, entertainment, and activities. Having “amusement” in the brand allows the DMO to really capitalize on all that is offered in Davis County and be a place that offers many different kinds of amusement. Amusement means so many different things to each person and Davis can offer many opportunities for visitors to find joy and entertainment through various activities: Amusement Parks and Centers; outdoor recreation; Antelope Island State Park; shopping and dining; golf; skiing; arts; and more. *Discover Davis - Utah’s Amusement Capital* is different from other State DMOs who are home to national parks and/or world class skiing resorts, to name a few. Davis can own and be its own brand of adventure in Utah through Amusement, playing on and capitalizing on this word.

The new brand and campaigns with updated logos and messaging went live late November 2020. There are still many marketing opportunities to push this brand further and take marketing efforts to the next level. The current campaign will run through April 30, 2021. Part of this RFP will be asking the Marketing Agency to provide direction on the next steps with campaigns and media plans after the current campaign ends. See Exhibit B for new brand logos and current campaign assets for reference. Also included will be old campaign assets prior to the rebrand for reference on the changes and progression taken at this point.

It is important to have a strong brand for Davis as we know that by having a strong tourism brand for leisure and recreational travelers, this will also have an impactful influence on group businesses being booked through DCC and LEC. Conventions, sporting events, and other groups enjoy going to places that offer more opportunities than the event itself and by having a strong tourism brand this will also assist in the sales teams' efforts.

IV. Davis County Tourism Office Operations:

Davis County Tourism is structured into three areas of focus: Tourism Marketing and Events, Legacy Events Center, and the Davis Conference Center. The Davis County Tourism Division Director manages each of these areas. The marketing and events team includes two full-time employees that oversee all marketing efforts with a marketing coordinator and events coordinator. The marketing coordinator is responsible for organic social media posting, blog posts, and website maintenance (minor updates, does not include coding or creative updates). The events coordinator manages all DCT or supported events mentioned previously.

The Legacy Events Center (LEC) in Farmington has a number of full-time staff that focus solely on selling and maintaining the facility in order to host events that bring economic impact to the community. Most events are sports related, hobby shows, and trade shows. After the remodel taking place in 2021, this will change to be more heavily focused on youth sports.

The Davis Conference Center (DCC) located in Layton is owned by the County, but operations of the facility is contracted with Western States Lodging to manage. Event bookings, referrals for bookings, and day to day planning and operations are all managed through Western States Lodging. DCT is not part of these efforts, but is responsible for managing the contract with Western States Lodging, overseeing FF&E requests, assisting in additional branding marketing efforts when needed, and facility maintenance updates.

V. Target Audience

DCT looks at 4 Tourism Audience Segments:

1. Regional Leisure Traveler
2. LEC attendees - sports/hobby markets
3. DCC meetings and conventions
4. DCT events.

Segment 1: The leisure travel age group is 25-54, with a secondary group of 35-64. Research has shown that typically women plan family vacations. Household income is based on certain campaigns but for a general HHI the target audience is 50k+. DCT focuses on families by emphasizing all of the family-friendly activities we offer in the area, including amusement centers, outdoor recreation, and etc. We also promote being a budget friendly area compared to our neighboring counties.

Segment 2 and 3 may require additional research and development between DCT and the awarded agency in 2021.

Segment 4 is used when advertising for DCT events throughout the year and will be requested and discussed specifically with the awarded agency.

VI. Target Market

Research has shown that our audience is within a 300-500 mile radius of Davis County. With a major focus on drive markets, especially right now due to the pandemic with people traveling closer to home and within driving distance. Idaho, different parts of Utah, Las Vegas, Southern California, Wyoming, and parts of Colorado are the main markets targeted. Idaho, areas within Utah, and parts of Southern California (LA County) bring the most visitors to our area.

Target audiences for LEC and DCC are different from the leisure traveler audience. Micro campaigns will be developed later on for LEC and if needed DCC for their marketing needs. Events such as Bird Festival, Moonlight Bike Ride and the Fair also all have different target markets.

VII. Tourism Budget

Total budget for a marketing agency will be between \$350,000 and \$425,000 annually. The budget for Media Planning and Buying services in 2021 starting in April is ranged between \$150,000 and \$200,000. The budget for Marketing and Creative Services and PR Strategy ranges between \$75,000 and \$120,000 with a start date of the contract being signed with the awarded agency. Total budget allocations may change from year to year depending on tourism tax revenue received, updated direction from the Tourism office, and final budget approval from Davis County Commissioners.

Currently, DCT has internal staff execute organic social posts, blog content writing, email blasts and some independent media buys. DCT also works with other third-party sources for website redesign and development (currently in the works and will not be complete until early summer), brochure printing, visitor guides, etc. DCT is open to discussions on integrating some of these services with respondent(s) if it makes sense and is cost effective.

Once an agency(s) is awarded, further discussion on final budgets for 2021 will be finalized and an exact amount available will be provided.

VIII. What we want to accomplish

Davis County visitation in 2019 was at an all-time high and was on pace in 2020 to exceed those numbers. However due to the world wide pandemic, hotel occupancy is down about 25% YOY, with taxes being down 40%. Restaurant taxes are down roughly 10% YOY. For the next foreseeable future the marketing goals for DCT will be to assist in the recovery of Tourism in the area and rebranding the area to “Discover Davis - Utah’s Amusement Capital.” Traditionally (pre-Covid), the months between April and October have a high occupancy rate of around 70-80% on average, with the summer months around 80%, with weekends around 90%. Summer welcomes Lagoon travelers to the area, high conference center bookings, and other travelers. The slowest months are November through March, when school is back in session, during the holiday season, and beginning of the year when conferences are not as popular. Part of brand awareness will be telling the story of all things to do in Davis, even in the off season when places with high visited areas such as Lagoon and Cherry Hill are closed for the season.

Fundamental Goals include:

- Brand and market the area as *Discover Davis: Utah’s Amusement Capital*
 - Build brand equity and brand awareness

- Improve the quality of visitor
- Extending the average length of stay
 - Encourage road trippers that are passing through with a quick stop at Antelope Island State Park to stay in the area longer
 - Encourage day trippers from neighboring counties to eat at restaurants and enjoy our attractions, ultimately increasing economic impact
- Increase off-season visitation: November through March
- Distribute visitation throughout all areas of the County through education, storytelling and promotions.

Initial Strategies include:

- Retargeting past visitors
- Public Relations and content creation
- Branding strategies with a multi-year integrated marketing strategy
 - Create and execute marketing strategies that are data driven and targeted in order to increase tourism to the area and meet the overall goals.
 - Covid-19 recovery strategies and tactics for the foreseeable future.
- Recommend and plan branding opportunities over the next 6-9 months to launch the new brand.
- Highlighting all of the different attractions in Davis specifically to potential visitors, with a family focus
 - Promoting the area to families as a safe and affordable fun place to vacation.
- Marketing specifically to HAFB visitors and employees as a tertiary focus.
- Retarget messages to attendees that are visiting LEC and DCC for events to visit the attractions in the area.

Future or as requested initiatives:

- New marketing efforts promoting the Legacy Events Center after remodeling efforts in 2021 are complete. Focus on Regional Youth Sporting Tournaments, and other large events.
- Support the Davis Conference Center in marketing efforts to attract more group/convention business as needed

Measures and Metrics:

Davis County is committed to campaign measurables, and building a strong tourism brand for our area. The desire is to have more sustainable year-round tourism and extend average length of stay, while increasing our TRT and TRCC revenues. Resources will be available to the awarded agency(s) that gives access to data platforms that track visitors based on Bluetooth cell phone data, website analytic access, STR hotel occupancy data, and VisaVue spending reports. The agency is responsible for all other data tools to help track and prove marketing strategies are successful. I.e. Expedia, Adara, etc.

Challenges:

- Sustainable Tourism in the area
 - Responsible Recreation in our area. This is an issue across the state, and Davis is no different
 - Building infrastructure fast enough to keep up with the demands
- Lack of Identity
- Being located between SLC and Ogden.
 - Although Ogden does less Tourism dollars overall than Davis, Ogden has a strong recognizable Tourism brand.

- Being able to increase length of stay (average in 2019 was 1.9).
- Tracking and measuring campaign successes beyond TRT metrics.
- The COVID-19 pandemic has severely hurt the convention and event center business, along with other tourism related businesses.
- Lack of assets and/or video libraries.

IX. Mandatory Requirements

All respondents must meet the following criteria:

- Tourism marketing and advertising experience for at least a minimum of 5 years
- Tourism marketing strategy experience for at least a minimum of 5 years.
- Experience in managing media budgets as high as \$400,000, as well as smaller micro campaigns within \$10,000 to 50,000.
- Section A/C: Agency Creative Director working on the DCT account must have 5+ years of Tourism creative services experience.
- Section B/C: Media Agency working on the DCT account must have 5+ years of Tourism media planning/buying experience.

X. Scope of Work

The purpose of this Request for Proposal is to hire an agency(s) to work with DCT in providing marketing and creative services, as well as media planning and buying. The awarded Agency(s), will become the Agency(s) of Record for DCT. The Agency(s) will work closely with DCT's team on all aspects of marketing service needs and requests. The Agency(s) responsibilities shall include, but not be limited to the following:

Section A- Creative Agency:

1. Marketing and Creative Services and Public Relations Strategy

A. Strategy

- a. Develop a high-level, integrated marketing and PR strategy for DCT for the next 3-5 years that builds brand equity, and addresses the needs of DCT
- b. Use of data sources available through DCT, Utah Office of Tourism, and additional research to optimize the marketing strategy
- c. Bring expertise to managing and advancing the brand

B. Campaign Development and Execution

- a. Ideate and present creative approaches to marketing campaigns in line with the overall marketing and PR strategy
- b. Appropriate for all media channels and platforms: digital and traditional media and social platforms
- c. Ideate and present creative approaches to branding marketing collateral that is in alignment with the DCT brand
- d. PR professionals and media/publication access for story distribution.
- e. Produce all campaign creative materials and accompanying assets
 - i. Additionally, any other tourism creative assets needed at the request of DCT
- f. Video Filming and production management
- g. Content recommendations and options for obtaining assets.
 - i. I.e. images, video, website content writing, etc.

- h. Testing strategies for campaign creative or messaging.
- C. Work with 3-party partners and DCT staff to assist in managing these campaigns and projects
 - a. Potential Media Buying agency
 - b. Website Agency
 - c. Others
- D. Reporting
 - a. Weekly Status calls with Agency and DCT
 - b. Monthly reports when applicable
 - c. Set and measure success metrics related to branding, marketing and PR that map back to the objectives and overall strategy
 - d. Define key performance indicators (KPIs) and detailed campaign measurement metrics for annual integrated marketing plans
- E. Other- depending on DCT needs, the request of creative requests or asks may vary and may also include product ordering fulfillment. For example, but not limited to, design of an expo booth, create or update brochures, SWAG and/or other marketing material. For product ordering hard costs, costs will be determined on a case by case basis
 - a. Support new marketing efforts promoting the Legacy Events Center after remodeling efforts in 2021 are complete. With a focus on Regional Youth Sporting Tournaments, and other large events. Assist in providing event planners and attendees with promotions and incentive materials for broader county offerings
 - b. Provide recommendations for DCC marketing strategies when requested or needed
- F. If needed, recommend and lead additional market research
- G. Help develop public and private partnerships to further enhance DCT's offerings. I.e. outdoor reaction that would provide new experiences for visitors.
- H. Budget management and Proof of Performance (POP) reports with invoices monthly

Section B- Media Agency:

2. Media Planning and Buying Agency

A. Planning and Buying Media

- a. Provide recommended media plans in order to achieve the highest return possible, meet outlined KPI's, create brand awareness, and achieve increased visitation to the area.
- b. Media plans to include CPM, reach, frequency, impressions, flight recommendations, and reasoning behind the recommendations, along with tracking metrics available for individual platforms
- c. Subscriber to media planning/buying software programs
- d. Be able to plan multiple media plans based on media campaigns or initiates, including cooperative campaigns that focus on out-of-state areas to promote traveling to Discover Davis for their vacation, event specific promotions, in-state only campaigns, and more.
- e. Plan A/B testing campaigns as necessary to track successes of campaign creative and/or messaging.
- f. Solicit, negotiate, secure and monitor various media outlets, including, but not limited to: TV, print, digital channels, social platforms, radio, out-of-home, direct mail, etc. The Respondent shall secure media placements and rates most advantageous and economical to DCT
- g. Seek out and recommend partnerships and media placement opportunities that will help DCT achieve its goals

- h. Use of data sources available through DCT, UOT and additional research to optimize media placements
- i. Present DCT with new options for placement if it aligns with the overall strategy
- j. Manage creative traffic and deadlines for each marketing platform
- k. Relationships with local and regional media contacts
- B. Work with 3rd-party partners to assist with execution of campaigns, or strategy.
 - a. Creative Agency
 - b. Website agency for tracking purposes and reporting access
 - c. Internal departments, DCT, DCC and LEC as necessary
 - d. Be willing to familiarize, learn and utilize data tools available through DCT's contracts to better optimize media placements and recommendations, along with tracking possibilities
 - e. Others
- C. Reports
 - a. Weekly calls with agency and DCT
 - b. Set, monitor and provide monthly reports on ROI benchmarks and KPI's. Include optimization recommendations if necessary to ensure goals are being met
 - c. Provide the most accurate targeting and reporting possible within the constraints of CCPA. Monitor additional changes in regulation and create a plan for DCT to keep ahead of changes in the industry
 - d. Provide the client with new tracking methods as they become available or new policy constraints that come up
- D. Other
 - a. Provide media recommendations for group business marketing for DCC and LEC as needed
 - b. Provide additional media recommendations for DCT events listed in this RFP as needed
- E. Budget management and Proof of Performance (POP) reports/invoices monthly

XI. Proposal Submission Requirements; Potential Proposal Protection

1. Proposal Submission Requirements. The proposals submitted by Respondents in response to this RFP must be organized sequentially to address each of the subsections directly below. Failure to comply with this organization requirement or satisfy one or more of the RFP submission requirements in the subsections below may result in the rejection of a Respondent's submitted proposal. Each proposal is limited to 30 pages from respondents.

- A. TAB 1 - Letter of Interest and Respondent Information
 - a. Name of Firm
 - b. Length of time in business
 - c. Location of Office(s)
 - d. Phone and email contacts
 - e. Persons(s) authorized to represent the firm in negotiations
 - f. Complete and submit Exhibit A – Respondent Proposal Form, which must be signed by an authorized representative of Respondent
- B. TAB 2: Support and relevant experience of the Agency
 - a. Describe marketing, advertising and public relations experience
 - b. Describe media relationships and provide examples, if applicable
 - c. Describe ability to leverage relationships

- d. Proposed approach of doing research and becoming familiar with Davis in order to effectively execute services desired
 - e. Identify a minimum of three (3) Tourism client references including contact information, and details on work performed
 - f. List any specific experience working with government agencies
- C. TAB 3: Qualifications of Staff
- a. List of appropriate staff that would be assigned to the DCT account for day-to-day work, planning and execution of work
 - i. Cite relevant experience and credentials for each employee
 - b. List of Owners, Chiefs, Directors, and/or other managers that will be involved in the account strategies
 - i. Cite relevant experience and credentials
- D. TAB 4: Scope of Work plans for either A or B. If respondents plan to do a proposal for both sections please answer both sections separately
1. **Section A of RFP: Creative Services**
 - a. Provide detail of a marketing and PR strategy for DCT for 2021 using the Scope of Work listed and information provided in this RFP
 - b. Provide any creative and/or PR suggestions for enhancing the branding efforts with the new brand
 - c. Provide past examples of creative campaigns from other Tourism work you have done
 - d. Provide details on the approach the agency will take to create a high level 3-5 year strategy and marketing plan for DCT
 2. **Section B of RFP: Media Agency**
 - a. Provide details on the planning process
 - b. Provide a detailed media plan recommendation based on information given in this RFP, including estimated costs.
 - c. Provide and outline measurement tactics and tools for tracking each media recommendation
 3. **Sections A and B: Resources and Reporting:** If you are providing a proposal for section C for both services, please make sure the following are addressed for both Creative and Media services provided.
 - a. Describe the vision and reasoning for providing the deliverables in your response
 - b. Describe available resources for providing services, including ability to leverage outside resources
 - c. Describe measurement tools and metrics available to track services executed
 - d. State the process for suggested benchmark averages or goals for strategies being proposed
 - e. Value Add
 - i. Please list anything that your agency does that is not listed in this RFP that would be of value to DCT's marketing & PR efforts. Please include additional recommendations and costs
- E. TAB 6: Proven Performance
- a. Provide a list of current and previous Tourism clients, provide type and example of work performed
 - b. Describe measurement tools and metrics used for previous campaigns your agency developed and/or implemented

c. Include past examples and a narrative of those successes

F. TAB 7: Agency Fees and Cost of Overall Proposal

- a. Provide overall costs for the recommended services being proposed, including administration costs
 - i. Include a breakdown of agency fees separate from hard costs. I.e. Media commission percentages; hourly rates; account service fees; etc.
 - ii. If retainers are used, please include details on all that is included in the retainer monthly cost
 - iii. Any other additional fees or costs of doing business or that is offered that would be beneficial to DCT
 - iv. Provide other costs that are not proposed in your proposal but has the potential of being offered in the future
- b. Commission or production fees for video projects and/or product ordering, outlined separately by service
- c. Include, if applicable, fee changes or updates if your agency is submitting a proposal for both A and B sections and is awarded both sections of this RFP

G. TAB 8: Other Forms

2. Submission Options:

One original, and one electronic copy of the Respondent's proposal to the County. The electronic copy of the Respondent's proposal must be in "PDF" format, and submitted on a CD, flash drive, or other electronic storage medium (See subsection XI.2.B below for potential proposal protection)

Or, online submittals will be accepted through Scquest. (Upload the proposal in the section "Supplier Attachments", if you have trouble submitting online you can email scquestadmin@utah.gov for assistance).

- A. Address and submit proposals by mail or hand delivery as set forth below and ensure that they are received by the County no later than January 04, 2021, at 5:00 p.m.

If Provided by Mail:

Davis County
Attn: Purchasing Manager
PO Box 618
Farmington, UT 84025

If Provided by Hand Delivery:

Davis County
Attn: Purchasing Manager
61 S Main St, Room 102
Farmington, UT 84025

B. Potential Proposal Protection

- a. The electronic pdf copy of the Respondent's proposal must be a full and complete copy of the Respondent's proposal unless:
- b. The Respondent's proposal contains information that may be protected under Utah Code 63G-2-305(1), 63G-2-305(2), or both; and
- c. The Respondent complies with Utah Code 63G-2-309.
- d. If the Respondent satisfies subsections XI.2.B.b. and XI.2.B.c. directly above, the electronic pdf copy of the Respondent's proposal must be a redacted copy of the Respondent's proposal.
- e. If the Respondent complies with subsections XI.2.B.b., XI.2.B.c., and XI.2.B.d. directly above, the County will release a copy of the Respondent's redacted proposal upon receiving a records request for the Respondent's proposal under the Utah

Government Records Access and Management Act (“GRAMA”). However, if the Respondent fails to comply with subsections XI.2.B.b., XI.2.B.c., and/or XI.2.B.d. directly above, the County will release a full and complete copy of the Respondent’s proposal upon receiving a GRAMA request for the Respondent’s proposal.

XII. Evaluation Criteria

1. The County’s evaluation committee will evaluate proposals submitted by Respondent’s based on the following criteria:

<u>Primary Criteria</u>	<u>Primary Criteria %</u>		
I. Support and technical experience of the Respondent	20%	<u>Sub-Criteria</u>	<u>Sub-Criteria %</u>
		Demonstrated expertise and available support in specific RFP selected:	
		i. Relevant experience to Tourism and services desired	10%
		ii. Government experience	5%
		iii. Approach to familiarize their agency with Davis to effectively execute services	5%
II. Qualifications of Staff	25%	i. Appropriateness of assigned staff to the DCT account specifically for day to day work, account management, project work and execution. Relevant experience and credentials for each employee.	15%
		ii. Experience of Directors, Chiefs, Owners, and/or other managers that may not work on day-to-day projects but are part of the strategy and oversight	10%
III. Meets the needs of the services desired by DCT	35%	i. Proposal has demonstrated to be a good fit for DCT and has provided evidence of appropriateness and value in the services recommended	20%
		ii. Proposal deliverables are most desired by DCT based on the information outlined in this RFP	15%
IV. Evaluation of Cost Value	20%		15%

		i. The overall value of cost of the proposal including agency fees and services recommended ii. Overall cost value of agency services with commission, retainer fees, hourly rates, and/or all other fees asked to outline for all services being offered or mentioned in the proposal.	5%
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The County may invite up to five vendors for interviews/demonstrations if desired.

2. Projected Schedule for the RFP Process

The County reserves the right to modify the following projected schedule for this RFP process at its sole discretion.

<u>Activity</u>	<u>Date</u>	<u>Time</u>
Issuance of the RFP by the County	12/07/2020	N/A
Deadline for Respondent to submit proposals	01/04/2021	5:00pm MT
Report on register of proposals timely received by the County	01/05/2021	4:00pm MT
Date for interviews/demonstrations (if necessary)	TBD	TBD
Deadline for final and best offers (if necessary)	01/15/2021	5:00pm MT

3. Questions and Deadline for Questions

All questions relating to this RFP must be directed to Dax Teuscher, Davis County Purchasing Manager, via email at dteuscher@co.davis.ut.us. The deadline to submit questions regarding this RFP is December 30th, 2020, at 4:30 p.m. Mountain Time. County may reject any proposal submitted in response to this RFP if one or more employees, agents, representatives or otherwise contacts any other County employee, agent, or representative regarding this RFP.

4. Protests

Respondents may file a protest relating to this RFP pursuant to the County's purchasing policy and procedures governing requests for proposals (the "RFP Policy"). Respondents may receive a copy of the RFP Policy by requesting a copy of the RFP Policy through an email sent to dteuscher@co.davis.ut.us.

5. Respondents Are Bound by This RFP and the RFP Policy

By submitting a proposal in response to this RFP, each Respondent agrees to be bound by this RFP and the RFP Policy, including the following:

A. Proposals Must Remain Constant

Proposals, including costs, must remain constant from the proposal submission date through the execution of a contract between the County and a Respondent for the services sought through this RFP. A Respondent that submits a proposal that will not remain constant for this required time period may be rejected by the County.

B. Termination or Debarment Certification

Federal and state regulations require certification by Respondents as to current history regarding debarment, eligibility, indictments, convictions, or civil judgements. Respondents must submit a certification that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from soliciting work by any governmental department or agency. Respondents must also certify that neither it nor its principals have been terminated during the performance of a contract or withdrew from a contract to avoid termination. If a Respondent cannot certify these two statements, the Respondent shall submit a written explanation of the circumstances for review. A Respondent must submit these certifications with its proposal.

C. Governing Law; Jurisdiction

A selected Respondent shall agree to the following governing law and Jurisdiction provision: “Utah law governs any judicial, administrative, or other action, suit, claim, investigation, or proceeding (“Proceeding”) brought by one party against the other party arising out of this contract. If either party brings any Proceedings against the other party arising out of this contract, that party may bring that Proceeding only in a state court located in Davis County, Utah (for claims that may only be resolved through the federal courts, only in a federal court located in Salt Lake City, Utah), and each party hereby submits to the exclusive jurisdiction of such courts for purposes of any such proceeding.

D. Restriction on Assignment

A selected Respondent is precluded from assigning a contract arising from this RFP, in whole or in part, without the written consent of the County.

E. Licensing

A selected Respondent shall obtain all applicable federal, state, and local licenses before a contract for the services sought through this RFP and between the County and the selected Respondent is executed. These licenses must be maintained by the Respondent for the duration of the contract between the County and the Respondent.

F. Registration

Respondents shall be registered with the Utah Department of Commerce, Division of Corporations and Commercial Code. Respondents may obtain forms and information regarding this registration requirement by calling (801) 530-4849 or 1-877-526-3994, or by accessing the following website: www.commerce.utah.gov.

G. Modifying Proposal

A Respondent may modify its proposal at any time prior to the deadline for Respondents to submit proposals, which is set forth in the “Projected Schedule for the RFP Process” section above. After this deadline, a Respondent is precluded from modifying its proposal unless otherwise permitted by the RFP Policy or this RFP.

H. Independent Contractor

Each Respondent agrees that, if it enters into a contract with the County, the Respondent’s will be an independent contractor, and, thus, the Respondent will not have the authority, express or implied, to bind the County to any agreements, settlements, liability, or understanding whatsoever with any third party, and the Respondent will not have an interest in any benefits provided by the County to its employees.

I. Free and Competitive Bidding

Any agreement or collusion among Respondents to fix a price, limit competition, or other similar conduct shall render the proposals of such Respondents void.

J. Warranties

A selected Respondent shall warrant, under a contract with the County for the services sought through this RFP, that it shall perform the services identified in the applicable contract consistent

with the professional skill and care ordinarily provided by other professionals with the same or similar professional license or skill and providing the same or similar professional service in the same or similar locality, at the same or similar time, and under the same or similar circumstances

K. Insurance

Each Respondent agrees that prior to entering into a contract with the County for the services sought through this RFP and for the duration of such contact, the Respondent shall secure and maintain, at its own expense, insurance coverage that satisfies the following:

1. Professional liability insurance, including \$1,000,000 per occurrence and \$2,000,000 aggregate;
2. Occurrence form commercial general liability insurance with the following minimum limits:
 - a. Each occurrence - \$1,000,000.00;
 - b. Damage to Rented Premises - \$100,000.00;
 - c. Medical Expense (any one person) - \$10,000.00;
 - d. Personal and Adv. Injury - \$2,000,000.00;
 - e. General Aggregate - \$2,000,000.00; and
 - f. Products – Comp/Op Agg. - \$2,000,000.00;
3. A valid liability insurance policy that satisfies the minimum amounts required by Utah law; and
4. A valid Workers Compensation and Employer’s Liability policy with minimum limits as required by Utah law.

L. Indemnification

A selected Respondent shall agree to the following indemnification provision: “With respect to any judicial, administrative, or other action, suit, claim, investigation, or proceeding (“Proceeding”) against Davis County, Davis County’s officers, employees, agents, consultants, advisors, and other representatives, and each of their heirs, executors, successors, and assignees (“Davis County Indemnitees”) that arises out of this contract or the acts or omissions of the Respondent (each, a “Claim”), the Respondent shall, for the duration of this contract and for a period of six years after the termination of this contract, indemnify those Davis County Indemnitees against any amount awarded in, or paid in settlement of any Proceeding, including interest (“Loss”), and any expense incurred in defending a Proceeding or in any related to investigation or negotiation, including court filing fees, court costs, arbitration fees, witness fees, and attorneys’ and other professionals’ fees and disbursements (“Litigation Expense”) (Loss and Litigation Expense means “Indemnifiable Losses”) arising out of that Proceeding, except to the extent that Davis County negligently or intentionally caused those Indemnifiable Losses. The Respondent’s compliance with any provision of this agreement to secure and maintain insurance shall not waive or limit the obligations of this indemnification provision.

M. Conflicts

Any conflicts between one or more of the following shall be resolved in the following order:

1. The contract between the County and the selected Respondent for the services sought through this RFP;
2. The RFP Policy;
3. The County’s other policies and procedures;
4. This RFP; and
5. The proposal submitted by the selected Respondent in response to this RFP.

EXHIBIT A
(Respondent Proposal Form)

Respondent Proposal Form

Name: _____

(Provide the complete legal name of Respondent)

Address: _____

City: _____ State: _____ Zip: _____

List one person who Davis County may contact concerning the Respondent's proposal.

Name: _____

Telephone Number: _____

E-Mail: _____

I certify that to the best of my knowledge the information contained in this proposal is accurate and complete. I further certify that I am legally authorized by the Respondent to submit this proposal and bind the Respondent.

By: _____

Printed Name: _____

Position or Title: _____

Date: _____

EXHIBIT B
(Davis County Tourism Branding- Past and Present)

Davis County Tourism

- Logo used since 2014 for Tourism Office and DMO marketing
- Official name and logo for the Tourism office at Davis County Government.
- This logo will still be used for official Davis County Tourism and Events office and County business.



Old Campaign Examples

Lagoon Amusement Park

BREATHTAKING.

LANDSCAPE.

Antelope Island State Park

Davis County is the synonym for fun. Serious fun. Here you'll find everything from world-class amusement destinations to one of Utah's most popular State Parks. Plus, trails galore, over 400 dining establishments, shopping, museums, galleries, an aquarium and more. Fun times await.

Plan your next fun-filled getaway at playindavis.com.

Play In Davis
Sponsored · 🌐

MEMORIES AND FUN TIMES AWAIT IN DAVIS COUNTY. There's more to explore than you realize.

WATER. **WINGS.**

PLAYINDAVIS.COM
Davis full of surprises. Come see. [Learn More](#)
Davis County features 7 amusement centers, 11 golf...

👍❤️👍 Leo Escanga, Eileen Brinkenstein and 35 others 5 Shares

👍 Like 💬 Comment ➦ Share

Play In Davis
Sponsored · 🌐

DISCOVER FUN TIMES (AND 500+ MILES OF TRAILS) IN DAVIS COUNTY. But there's even more to explore.

HIGH. **JUMP.**

PLAYINDAVIS.COM
Davis full of adventure. Come enjoy. [Learn More](#)
Davis County features 7 amusement centers, 11 golf...

👍❤️👍 Terra Scott, Brad Wilson and 13 others 3 Shares

👍 Like 💬 Comment ➦ Share

DMO Rebrand Logo

- Official DMO logo for Davis County Tourism and Events • Launched November 2020





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davis

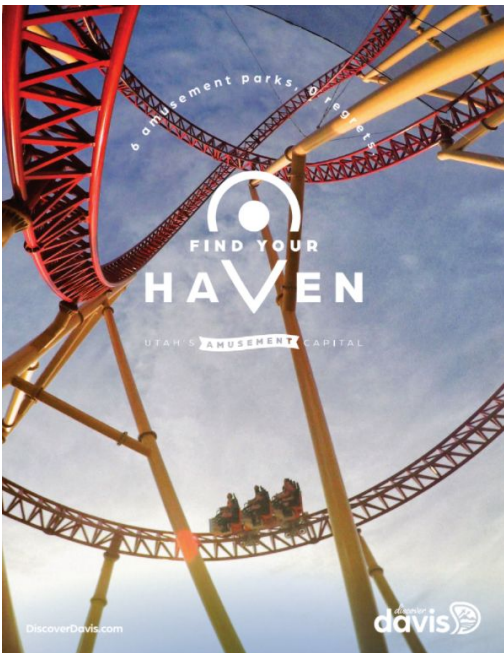
UTAH'S **AMUSEMENT** CAPITAL

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davis

DMO- Current Marketing Campaign

- Launched November 20, 2020 with the new brand launch • Current creative is promoting Winter activities
- In March 2021, spring/summer images will replace winter images



Example of an evergreen ad for Discover Davis



- 
1 Famous State Park
- 
500+ Miles Of Trails
- 
6 Amusement Centers
- 
 Arts & Culture
- 
 Shopping
- 
400 Tasty Restaurants
- 
10 Golf Courses
- 
22 Great Hotels
- 
9 World-Class Resorts*
*within 1-hour

Amusement isn't just roller coasters and waterslides (although we have plenty of those!). It's thrilling your senses with a bike ride among the bison at Antelope Island State Park. It's snorkeling with stingrays or having unforgettable adventures at Utah's only interactive aquarium. It's gliding across the ice, hiking the 500+ miles of trails and hitting the slopes at nearby Snowbasin Ski Resort. If you're looking for fun for all your senses, come to Davis, Utah's home of family-friendly amusement.



discoverdavis.com