

# Request For Information



visitparkcity.com

## Public Relations Services July 1, 2022 – June 30, 2025

Park City Chamber/Bureau is seeking public relations agencies interested in representing Utah's premier mountain destination to U.S. and Canadian media on a three-year contract.

Interested agencies are asked to provide credentials including (but not limited to):

AGENCY HISTORY (EMPHASIS ON TOURISM SEGMENT)

TOTAL STAFF (INCLUDING PERCENT INVOLVED IN TOURISM)

STAFF BIOS PROPOSED FOR PARK CITY CHAMBER/BUREAU ACCOUNT

SUMMARY OF MEDIA RELATIONS STRENGTHS IN USA AND CANADA  
(TOURISM SEGMENT)

CURRENT CLIENT LIST (EMPHASIZING TOURISM CLIENTS)

This information should be submitted no later than October 15. Qualified agencies with strong demonstrated national media relations capabilities in the tourism sector will be asked to respond to a formal written Request for Proposal (RFP) with a deadline of January 10<sup>th</sup> and finalists will be asked to make a verbal presentation in Park City, Utah on February 10 and/or 11.

Park City Chamber/Bureau currently retains a national agency for this service at \$9,000/month excluding expenses to manage numerous inbound media fam trips and deskside media visits in target market cities each year. Responding to this Request for Information indicates your agency understands and believes it is capable of managing this scope of work within budget parameters.

Notes: Current agency of record has expressed interest in retaining the account and is being encouraged to apply. Agencies that currently represent mountain destinations that might be considered competitors to Park City, Utah, are asked to describe in your RFI response why a 'conflict of interest' would not apply.

**Please submit interest (no later than 5 PM Mountain, October 15) via email or mail attention to: dan@visitparkcity.com**