



TOURISM AUTHORITY

Request for Proposal International Media Planning and Buying Services

Issued By:

San Diego Tourism Authority
750 B Street, Suite 1500
San Diego, CA 92101

Key Dates (*may be subject to change)

RFP Released	March 3, 2023
Proposals Due	April 7, 2023
Vendor Finalist Selection	April 14, 2023
Vendor Finalist Oral Interviews if Needed (can be virtual or in-person)	April 21, 2023
Contract Awarded	April 25, 2023

Purpose

The purpose of this Request for Proposal is to seek and retain a qualified, innovative agency to provide media strategy, planning, management and buying services.

Project Overview

In 2022, the San Diego Tourism Authority (SDTA) identified the need to launch an international advertising campaign to support travel recovery in two key markets: Canada and the United Kingdom. The SDTA has an approved campaign concept and was recently awarded a multi-million-dollar EDA subgrant by Visit California as part of the state's economic recovery. The \$3.5MM grant awarded to the SDTA will support international marketing, DEI initiatives and an updated destination master plan. The international advertising campaign is budgeted at a total of \$1.825MM for Canada and the United Kingdom. The project must be billed in full by December 31, 2023. Once selected, the agency must be prepared to begin work with SDTA immediately.

Scope of Work:

- Provide a comprehensive research-based media strategy for the advertising campaign
- Identify key target audiences
- Identify KPIs to measure performance
- Recommend specific tactics across all channels
- Measure against established benchmarks
- Execution of an RFP process with media vendors
- Evaluation of media proposals
- Delivery of comprehensive media plan and flowchart
- Media vendor management and communication
- Buying services and placing of all insertion orders

- Manage campaign optimizations and make recommendations to increase ROI
- Ongoing review of media opportunities
- Provide monthly reporting of KPIs
- Coordination with the Brand Agency of Record to deliver all required creative assets

The project partner will be expected to take the lead during all phases of the project, working with direction from the SDTA Brand Management Team.

Background on the San Diego Tourism Authority

The San Diego Tourism Authority (SDTA) is San Diego's umbrella destination marketing organization, charged with driving visitor demand and monitoring the health of the tourism industry. SDTA develops sales and marketing programs that promoted San Diego as a preferred leisure and meetings destination. In collaboration with San Diego's tourism industry partners, SDTA serves as the collective voice of the destination and aims to keep San Diego top-of-mind.

Incorporated in 1954, SDTA is a private nonprofit 501c6 corporation that is governed by a 19-member board of directors composed of industry and on-industry representative. Funding comes from the City of San Diego Tourism Marketing District, City of Coronado Tourism Improvement District and private source revenues (membership dues, advertising and events).

Investment by SDTA in sales and marketing of San Diego brand has resulted in San Diego becoming one of the nation's top travel destinations.

Vision

Leading San Diego to be the most desirable destination.

Mission

To drive visitor demand to economically benefit the San Diego Region.

Our Diversity, Equity, Inclusion and Accessibility Statement

In San Diego, all are welcome and differences are celebrated. The San Diego Tourism Authority is committed to diversity, equity, inclusion, and accessibility to promote unique San Diego experiences and elevate voices in the community that speak to travelers from around the world. We aim to be a thought leader in our industry, city, and community.

Proposal Requirements:

In a maximum of 10 pages, please provide the following information:

Company Background

Please include the following items:

- A letter of interest;
- A description of your company's primary services;
- The year in which your company was formed;
- The address from which the primary work on the contract would be performed;
- Numbers of total employees and contractors; and
- A current and past client list.

Conflict of Interest

Please list all tourism-related clients for whom you have acted during the past 12 months. Please include a brief description of the type of activity and services you provide.

Company Management & Staff

Please include the following items:

- The contract manager for this scope of work; and
- The individuals who will be conducting the day-to-day work.

For all individuals assigned to this account, please provide:

- Current resumes/biographies demonstrating qualifications related to this RFP; and
- Length of time with your company

Case Studies

Showcase studies (minimum of three) with demonstrated results relevant to San Diego Tourism Authority (scale, industry, and/or similarity).

Miscellaneous

- Please describe your familiarity with San Diego and experience working with Destination Marketing Organizations.

General project questions

- Please describe your process for planning media, including how you establish goals, select partners and approach targeting given the estimated budget.
- List the project phases and key milestones typically used when developing a comprehensive, multi-million-dollar media plan.
- Please describe your approach to optimization during the span of a project.
- Please describe your approach to client service, including your process for handling one-off requests, your average response time, and escalation process. Comment on the process used when beginning a relationship with a new client.
- Please describe your approach to reporting and how you work with custom reporting requirements.
- Please describe your access to industry-based research.
- Please provide an overview of your capabilities to provide creative/digital production support if needed.

Budget

The current budget for this project is \$1,825,000 inclusive of fees.

- Please provide an overview of your fee structure for services.
- Demonstrate financial viability for maintaining a budget of this size.
- Please provide method of billing for work.

Proposal Evaluation

The SDTA Review Committee will evaluate the written proposals. The criteria for the scoring of the proposals is included as Attachment A. The committee may at any time during the evaluation process seek clarification from Proposers regarding any information contained within their proposal. Final scores for each Proposer will reflect a consensus of the evaluation committee. Any attempt by an agency to contact a member of the evaluation committee outside the RFP process, in an attempt to gain knowledge or an advantage may result in disqualification of Proposer.

The Review Committee may choose to do oral interviews (via in-person or virtual) if needed. Should oral interviews be deemed necessary, the SDTA will provide at least 7 working days notice before scheduling the meetings.

Please note: Upon completing the selection process under this RFP, San Diego Tourism Authority will notify the winning Proposer and all other Proposers who were not selected. San Diego Tourism Authority's deliberations are confidential. Accordingly, while we understand that non-selected proposers may wish to ascertain reasons for their non-selection, San Diego Tourism Authority cannot respond to any subsequent questions and/or requests for information as to why a company was not selected.

Reserved Rights

All proposals submitted shall become the property of San Diego Tourism Authority and shall not be returned to the Proposer. San Diego Tourism Authority also reserves the right to:

- Reject any and all bids;
- Cancel this RFP;
- Revise the amount of funds available under this RFP;
- Amend this RFP as needed; and
- Not select a vendor and award a contract from this RFP

Submission Instructions

Preferred Delivery: Electronic (PDF); however, if hard copies are sent, please include three copies.

Deliver to: kvkapich@sandiego.org, or if sending by mail:

Kerri Kapich
Chief Operating Officer
San Diego Tourism Authority
750 B Street, Suite 1500
San Diego, CA 92101

NOTE: If an extension to the response deadline is needed, please send an email to the contact above with a brief statement on why the extension is needed.

Inquiries

All inquiries regarding this RFP should be directed via email to:

Kerri Kapich

Chief Operating Officer

San Diego Tourism Authority

750 B Street, Suite 1500

San Diego, CA 92101

e: kvkapich@sandiego.org

Attachment A

PROPOSAL EVALUATION

FOR REFERENCE ONLY

WRITTEN PROPOSAL EVALUATION CRITERIA

Proposals will be reviewed, evaluated and scored by an evaluation committee based on the criteria below to the degree of responsiveness present in the written proposal submitted.

	Proposal Criteria	Max Score	Score
1	Overall Experience of Firm Our evaluation will include an assessment of such items as the history of your company, your experience as it relates to the requirements within this RFP, evidence of past performance, and related items.	20	
2	Scope of Work Our evaluation will include an assessment of the quality of proposed strategies, creativity, detail of plan, ROI measurement systems, and related items.	20	
3	Familiarity with San Diego Brand and Product Our evaluation will include our assessment of your understanding of our organization and how you integrated this knowledge into your proposal, cultural fit, and related items.	10	
4	Qualifications of Team Our evaluation will include an assessment of the qualifications, experience, and creativity of your managerial team, staff, and subcontractors, and related items.	10	
5	Capabilities Our evaluation will include an assessment of your past performance related to this RFP.	20	
6	Cost Effectiveness The maximum services provided in relation to the service fee charged and the value of the overall project. The budget is reasonable and appropriate.	20	

TOTAL

100

Attachment B

PRESENTATION EVALUATION

FOR REFERENCE ONLY

VIRTUAL PRESENTATION EVALUATION CRITERIA

Presentations will be reviewed, evaluated and scored by an evaluation committee based on the criteria below to the degree of responsiveness presented.

	Presentation Criteria	Max Score	Score
1	Quality and completeness of answers regarding the proposed work plan. Professionalism and staff expertise, creativity and ratio of personnel assigned to the account.	30	
2	Market knowledge and industry relationships.	10	
3	Our evaluation will include our assessment of your understanding of our organization and how you integrated this knowledge into your proposal, cultural fit, and related items.	15	
4	Quality of proposed strategies, tactics and work samples.	30	
5	ROI, budget recommendations and cost effectiveness	15	

TOTAL

100