



STATE OF ALABAMA
KAY IVEY, GOVERNOR
ALABAMA TOURISM DEPARTMENT
LEE SENTELL, DIRECTOR

May 31, 2019

Request for Proposal
Alabama Tourism Department
401 Adams Avenue, Suite 126
Montgomery, AL 36104
334-242-4169

1. Statement of Purpose:

The purpose of this request for proposal is to identify an Alabama-based, fully integrated marketing communications firm that will work with the Alabama Tourism Department (ATD) to:

- Build top-of-mind awareness and consideration for Alabama’s unique vacation options
- Drive online traffic to alabama.travel to further influence the target audience’s vacation planning
- Utilize the magical, charming, authentic and relaxing character of ‘Sweet Home Alabama’ to distinguish it as a uniquely rewarding destination with more to savor.
- Work with ATD staff to facilitate additional targeted marketing initiatives (ex.: international, group, association, tour and motorcoach segments or initiatives to support State-owned or funded facilities and events) potentially beyond the defined scope of work when deemed essential and as determined by the Director.

The selected marketing communications firm will be required to demonstrate its ability to work in all communications channels – traditional media and digital, paid and nonpaid, promotions and events – in addition to providing an effective long-term strategic platform and flawless marketplace execution, all at a competitive cost to ATD. The resulting contract will commence on October 1, 2019 and continue through September 30, 2021. All created and managed assets (i.e., websites, campaigns, logos, tangible assets purchased or produced from activation events, etc.) are the property of the State of Alabama.



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2. Agency Information required:

- a. Headquarters address and other offices
- b. Years in business
- c. Ownership
- d. Agency leadership with bios
- e. Number of employees
- f. Billings: 2017, 2018 and projected 2019
- g. Describe your agency philosophy and what makes your agency unique or different
- h. List your current clients – Please describe any potential conflicts such as other tourism and travel category or destination marketing organization (DMO) clients.
- i. List your former clients within the last 2 years.

3. Agency Capabilities

Please indicate agency capabilities (yes or no) in each category and, if yes, whether services are provided by in-house staff or are outsourced; and, if so, to whom.

- a. Account management
- b. Brand planning and research
- c. Creative development and execution (both traditional and digital)
- d. Cross-channel brand content development
- e. Website design and development
- f. Mobile
- g. Public Relations
- h. Social media
- i. Promotions
- j. Email Marketing
- k. Events
- l. Broadcast production
- m. Print production
- n. Media planning and buying (both traditional and digital)
- o. SEO and search
- p. Data analytics
- q. Business intelligence



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4. Additional Requirements

- a. Agency must have had Tourism and Travel, Hospitality or Destination Marketing experience in the past five years:
 - a. List your Tourism, Hospitality and Destination Marketing experience.
- b. Please provide two case studies of your best work.
 - a. Include the strategy, execution and results.
 - b. Include at least one case study from the Tourism, Hospitality or Destination Marketing category.
- c. Provide bios of the team members who would work on this assignment, including their experience in Tourism, Hospitality and Destination Marketing
- d. Digital security: Describe the digital security and privacy policies your agency has in place and any completed certifications.

5. Cost Estimate & Anticipated Scope of Work

It is our expectation that, upon selection, we will develop and agree to an annual scope of work to be delivered by the agency, keeping in mind that we are held to stringent cost-control measures and always seek to be good stewards of the state's resources.

The scope and subsequent staff requirements to support ATD are dynamic and volatile, always influenced by state budget fluctuations, local, state and national events, weather, natural and manmade disasters and other unforeseen circumstances. While every effort is made to define and follow a specified scope of work, there is no guarantee that such scope or budgets will be maintained.

The following cost estimate worksheet is provided to allow ATD an insight and estimate of your Agency's fee to accomplish a scope of work that closely represents the tasks and agency hours approved and executed by ATD over the past three years and then averaged to represent a hypothetical single fiscal year.

5.1 Media Supported Advertising:

Includes hours only for strategy, research, planning, negotiation, placement, optimization and reporting stewardship of all paid and donated media, TV, radio, print, outdoor, online, and other vehicles. The media plan in more recent years has shifted from an emphasis on traditional to digital channels but may include a mix of any or all to support the overall strategy (TV, cable, radio, out of home, digital banners as static or rich media, digital video, search, sponsorships, events and experiential, etc.). Overall, media hours represent approximately 20% of total hours for this segment of the work.



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Also includes all hours for account management, strategy development and planning, creative development and production of all units of advertising such as TV, radio, print, online, out of home and experiential placed on behalf of ATD. It is important to understand this estimate of hours includes all time for creative development, necessary revisions and production supervision to final master of all broadcast materials. Also, complete supervision of all print and online materials to final form, plus the staff time for traffic and distribution of materials to required media outlets. All hard costs for production including, but not limited to, filming, editing, sound, direction, producers, talent, dubs, etc., will be competitively bid and billed at net.

Media Supported Advertising: 5,000 hours X \$ _____ (Blended Hourly Rate) =
\$ _____ total agency fee for media supported advertising scope of work as described

5.2 Integrated Marketing Services & Promotion:

Includes account management, research, strategy, and marketing and communications planning for special events, promotions and secondary campaigns, social media content planning and management, public relations, collateral/POS, meeting presentations, trade show and professional conference materials or sponsorships, consultation and other marketing activities not directly supported via paid media.

Again, the agency hours cover all agency professional service fees. All hard costs (for example: illustrations, photography, printing, license fees, travel, etc.) will be competitively bid and billed at net.

Marketing Services: 2,000 hours X \$ _____ (Blended Hourly Rate) =
\$ _____ total agency fee for integrated marketing services scope of work as described

5.3 Digital Services:

Includes overall digital marketing strategy and planning, including a close working relationship with media planning, buying and stewardship. Digital services also includes any necessary redesign and maintenance of www.alabama.travel, www.partners.alabama.travel including updating, refining, optimizing, creating content and design, content database maintenance and updating, CMS staff training, and management and implementation of all federal and state mandated and industry best practices for digital and website security and accessibility.



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Also includes design and production of any mobile apps, micro-sites and advertising or promotion campaign-driven landing pages, social media pages (such as Facebook, Twitter, YouTube, etc.), promotional e-mail and newsletters, contact database updates and maintenance. In addition, digital services scope includes search engine optimization of website(s); search marketing planning, buying and optimizing; mobile, social and online advertising creative and production including pre-roll video and rich media digital ad units; digital analytics tracking, reporting and recommendations based on captured data.

Digital Services: 5,000 hours X \$ _____ (Blended Hourly Rate) =
\$ _____ total agency fee for digital services scope of work as described

5.4 Total Fee:

Total from items 5.1, 5.2 and 5.3 above:

12,000	Total hours
\$ _____	Average hourly rate
\$ _____	Total fee

6. Agency Capabilities Evaluation

- a. Responses to RFP will be used to evaluate your Agency on the following criteria:
 - i. Experience (25%)
 - ii. Creativity (25%)
 - iii. Strategy (20%)
 - iv. Cost (30%)
- b. References
 - i. Please provide three current client references
 - ii. At least one of the above should be in the Tourism, Travel, Hospitality or closely related industry

7. Process & Schedule

- a. RFP question deadline: June 10, 2019*
- b. RFP response due date: June 17, 2019
- c. Review and selection: June 21, 2019
- d. Contract Review due date: July 15, 2019

*Questions about this RFP should be emailed to scott.burbank@tourism.alabama.gov and will be added to the RFP package on our website after the June 10, 2019 deadline for questions passes so that the information will be shared with all applicants.



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8. Instructions for Submitting a Proposal

All proposals must be received by the Alabama Tourism Department by 4 p.m. CDT on June 17th, 2019. It is solely the responsibility of each proposer to ensure timely delivery of their proposal. Late proposals cannot be considered. Proposers should submit one (1) original and three (3) duplicate copies of the proposal, including all attachments.

Send proposals via courier, USPS, FedEx, UPS, DHL, etc., to:

Scott E. Burbank
Alabama Tourism Department
401 Adams Avenue, Suite 126
Montgomery, AL 36104

- Package should be sealed and labeled "Response to Tourism Marketing RFP" and should clearly indicate the proposer's name.
- Faxed or emailed submissions are not acceptable.
- Please respond to all questions and provide all information in the order requested. Proposals with missing information will not be considered.
- Number all pages of the proposal.

Many thanks for your interest and consideration of this RFP. We look forward to hearing from you.

Sincerely,

A handwritten signature in black ink, appearing to read "Lee Sentell".

Lee Sentell

Director, Alabama Tourism Department