



**Request for Proposals for  
Tourism Promotion, Marketing and Event Coordination Services  
for the City of Moberly**

Introduction and Summary

Moberly, Missouri is requesting proposals from qualified firms for creation, implementation and performance documentation of tourism promotion, marketing and special event coordination services for the city.

This is a one-year contract for services beginning in 2018 with two 1-year options to renew. The estimated contract amount will include event management, website and social media content, print advertising, promotional campaigns, market research, performance measures and administrative costs.

Proposals are due Monday, October 2, 2017 at 2:00 p.m. Proposals should be prepared in accordance with this RFP and mailed or delivered to:

Kay Galloway, City Clerk  
City of Moberly  
101 W. Reed Street  
Moberly, MO 65270

Six hard copies and one electronic copy on CD of the submittals must be received by the deadline indicated above. Postmarks will not be accepted.

Background

The City of Moberly, Missouri is located in central Randolph County. The city is well positioned to serve as the launch point for tourism destinations in the state including Columbia, St. Louis, Kansas City and Jefferson City. The city provides shopping, dining and special events to attract tourists. The city has been working with regional partners to communicate a consistent and positive identity as a unique and high-quality community to draw visitors to the area and improve the economy.

The city has been assisting event organizers to co-market and promote regional marquee events. The city's tourism, marketing and promotion efforts have been successful but disparate. The City Council is interested in leveraging the existing budget for multiple activities by consolidating the city's tourism promotion and marketing efforts into a single contract for services.

Statement of Need

The City is in need of tourism promotion, marketing and event services and wishes to contract with an experienced and qualified consultant to create and implement multi-media tourism marketing services that will result in increased tourism business and number of tourists to the City of Moberly. Contractors will be required to manage special events and assist city staff, and area festival and event organizers with marketing and



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promotion efforts of those events. Contractor should promote the City of Moberly as a tourist and conference destination in order to drive hotel and leisure sales and tax revenues. Assist with the administration of the department's tourism sales and marketing strategies.

### Scope of Work

1. Event Management – Develop sales leads and conduct sales activities with the goal of generating overnight stays in the City. Work with city staff and volunteers to secure sponsors, develop marketing materials, advertise, promote, and oversee the city's special events; work with private event managers to cross promote the city's brand.
2. Website – Manage the city's tourism website to promote local businesses and events to residents and businesses; create and promote advertising space on the website as a part of the sponsorship package for businesses; develop content for the website; update and enhance the website weekly with new event information; link the website to the City of Moberly, Chambers and other regional travel promotion sites.
3. Social Media – Maintain existing Facebook site and add additional social media outlets to the tourism marketing effort, including Twitter, Instagram, and Snapchat. Update and enhance social media platforms weekly with new information.
4. Publications – Design, print and distribute posters, rack cards and print advertising to attract residents and visitors to special events; create and distribute media kits at tradeshow; provide editorial content for the City of Moberly visitor guide.
5. Branding/Advertising –Utilize print, on-line, and radio to target travelers; place events on travel portals; submit regular news releases to local media regarding events; create and implement innovative promotional campaigns to drive residents and visitors to visit local businesses; Continue to work with Moberly Area Tourism, Moberly Parks and Recreation, State Parks, Missouri Division of Tourism, and local photographers to collect photo images, video, B-roll, etc., of the area.
6. Securing Sponsors – Create sponsorship packages to bring value to businesses supporting special events; network with local businesses to import the value involvement in community events.
7. Travel Trade – Develop sales leads and conduct sales activities with the goal of generating overnight stays in the City. Host tour operators, travel writers and others to familiarize them with our community.
8. Market Research – Calculate the number of visitors to each special event; track advertising success rates via click through, website landing pages etc; submit quarterly reports to the economic development board and city council.



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9. Budget – Create advertising and marketing budgets for city events and promotion activities; secure, manage and track sponsorships and paid advertising for city events; submit monthly expense reports.

**Form of Proposal**

Respondent proposals should not exceed 12 pages, including attachments and should include:

1. Cover letter limited to one page, including name, address and telephone number and e-mail address of the person(s) representing the firm.
2. Knowledge of the City of Moberly and surrounding communities that are a part of the Moberly community. The narrative should identify past marketing and tourism related experiences in the city and region.
3. Experience managing special events including the name of the event, event sponsor, location, number of attendees, the consultant's role and event budget.
4. Proposed strategy for providing outreach and marketing support for area festivals and events designed to attract out of area visitors.
5. Experience developing and managing websites and social media to promote tourism. Include a list of the sites and site sponsors.
6. Proposed approach to use the Internet, social media and print materials to develop, manage and execute a comprehensive marketing strategy
7. Experience writing copy and editorial content
8. A detailed budget for the contracted services, inclusive of travel, administrative costs, sub-contracted services, media development and delivery.
9. Measures proposed to assess impact of contract performance including strategy to measure economic impacts to area businesses.

**Evaluation**

Proposals will be evaluated by city staff and members of the city council and tourism commission. Respondents may be interviewed by a selection committee. The Tourism Commission may make a recommendation for contract award to the City Council who will make final selection.

Evaluation Criteria:



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Proposer qualifications, experience and demonstrated ability 40

pts.

Proposed approach to implement scope of services 30 pts.

Budget and cost of proposal 20 pts.

Strategy to measure economic impacts 10 pts.

Estimated Timeline

Deadline for Proposals: October 2, 2017  
City Council Review: October 2, 2017  
Selection: October 16, 2017  
Contract Start Date: January 1, 2018

Terms

The City shall not be responsible for any costs incurred by the firm in preparing, submitting or presenting its response to the RFP.

The contract resulting from the acceptance of a submittal by the City shall be in a form supplied or approved by the City, and shall reflect the specifications in this RFP.

The selection committee reserves the right to request additional information from respondents.

The City reserves the right to reject all submittals.

Contract Terms: A contract will be awarded for one year with two 1-year options for renewal. A performance review will be conducted annually.

It is the intention and understanding of the City that the consultant shall be an independent contractor and that the City shall be neither liable for nor obligated to pay sick leave, vacation pay or any other benefit of employment, nor to pay any social security or other tax that may arise as an incident of employment. Consultant shall pay all income and other taxes as due. It is recognized that consultant may or will be performing services during the term of the contract for other parties and that the City is not the exclusive user of the Consultant's services.

All proposals are public records.



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All materials created under contract with the City of Moberly will be owned by the City.