



CHAMBER OF COMMERCE | CONVENTION & VISITORS BUREAU

Park City Chamber of Commerce & Visitors Bureau

1850 Sidewinder Dr., #320, Park City, UT, 84060

Request for Proposal: Creative & Media Agency Services

Release date:	September 1, 2022
RFP Coordinator:	All communications regarding this RFP must be made through the RFP coordinator identified below: Ginger Wicks gingerwicks@icloud.com
Proposal Submission Format:	Proposals must be submitted by e-mail to the following address: gingerwicks@icloud.com E-mail attachments must be below 10 megabytes in size. If your file is larger, please include a Dropbox or Google Drive link.
Intent to Respond	Please email intent to respond no later than September 13, 2022
Questions on RFP	All questions are due by September 13, 2022 @ 5pm MDT
Proposal Submission Deadline:	September 29, 2022, 5:00 pm MDT
Finalist Interviews:	November, 2022
Anticipated Start Date:	January, 2023

The Park City Chamber of Commerce & Visitors Bureau (PCCVB) is seeking a full-service agency to come on board as an agency of record, providing strategic guidance, creative and media services to develop the Park City Chamber of Commerce and Visit Park City brand, and promote tourism. The selected agency will assist in the development and execution of innovative, effective, integrated marketing programs that drive overnight visitation while reinforcing Park City’s sustainable tourism initiatives.

The purpose and intent of this request for proposal is to seek and retain a qualified full-service agency to work with the PCCVB’s marketing team in planning, developing, and executing marketing programs which integrate paid, earned, and owned channels that support our mission. This RFP focuses on creative and paid media, but the agency is required to be a full-service agency with strong research and strategic planning, creative development, CRM, website design and development, media and measurement, analytics and content production. In addition, the successful agency must have tourism experience.

All proposals will be carefully reviewed and evaluated based on the criteria noted. The initial scope of work contained within this RFP will be from award date through June 2025, with the option of three one-year extensions to be explored at that time. Proposals are due no later than 5:00 pm MST on September 29, 2022.

Background

About Park City Chamber of Commerce & Visitors Bureau

Park City Chamber of Commerce & Visitors Bureau is a non-profit 501(c)(6) organization representing nearly 1,000 businesses in Summit County, Utah. Founded in 1963 to promote local ski resorts, today, the PCCVB is entrusted with fostering the health and wellbeing of the local community by attracting, managing, monitoring and measuring tourism. The PCCVB serves as a Chamber of Commerce and a Destination Marketing & Management Organization. The PCCVB

serves our members through destination management and marketing efforts, advocacy, education, marketing and networking opportunities. From maintaining economic stability and addressing environmental concerns, to developing sustainable tourism plans and preserving cultural heritage, the organization prides itself on being in the community for the community.

Vision: We embrace the world, acting as a global model of community stewardship and authentic experiences.

Mission: We serve our mountain community, inspire sustainable travel, drive equitable economic prosperity, and catalyze positive change.

Values:

We believe in:

Service: We foster meaningful relationships in our team and our communities — we put others first in our work.

Joy: We are grateful, positive, enthusiastic, and generous — we take great pride in our work and region.

Exploration: We promote our community and travel, express curiosity, and explore new places and ideas.

Elevation: We have grit and arrive every day motivated to work hard for progress.

Organizational Position

PCCVB is a community leader in Summit County, Utah, serving residents, businesses, employees, visitors, our natural environment, and our government and non-profit partners through:

- Convening important community conversations, establishing community networks, advocating for equitable economic prosperity, and collaborating on issues related to our mission
- Implementing educational programs for visitors, residents, and businesses that support a vibrant economy, amplify our sustainability efforts, and foster positive interactions
- Marketing, promotion, and sales efforts that draw visitation aligned with the Sustainable Tourism Plan and our community values
- Collaborating on visitor management efforts that influence visitor behavior, enhance education, and leverage relationships in the community to mitigate tourism impacts

The PCCVB is the county's official destination marketing and management organization charged with furthering the destinations driving visitor economy, which saw record breaking highs in 2020 generating more than \$1 billion in annual visitor spending.

About Park City, Utah

Any ski town would be fortunate to be the home of two mountain resorts within its limits, but Park City isn't just any town and our two mountain resorts aren't just any resorts – Park City Mountain is distinct for having the largest lift-accessible ski terrain in the United States and Deer Valley is consistently rated at the very top of the rankings in the USA for its service levels, grooming and culinary excellence, to name just a few. Park City also is recognized for its Olympic legacy, home of the last games to be hosted on U.S. soil (2002), and the town has the largest concentration of luxury ski-in/ski-out accommodations in North America.

MOST ACCESSIBLE MOUNTAIN DESTINATION

Flying into Utah? Be sure to linger in the all-new Salt Lake City International Airport which became America's newest air terminal when it opened in September 2020. From the Salt Lake valley, Park City is a mere 25 miles away, nestled high in the Wasatch Mountain Range sitting at about 7,000 feet in elevation. Yes, the views are spectacular.

Park City's two ski resorts have a combined 62 lifts with over 400 runs on 9,526 skiable acres. The resort experience is enhanced by an authentic, historic silver mining town legacy, an array of luxury experiences, a 12-month calendar of festivals including America's preeminent independent film festival (Sundance), award-winning dining and a vibrant nightlife for an unparalleled visitor experience.

People who visit Park City are drawn to the breathtaking beauty of the land, the creative culture of our thriving communities, and the sustainable values woven into the very fabric of our town. With some of the most ambitious climate goals in North America, Park City's commitment to our cultural heritage and sustainability includes sharing with visitors and locals alike how we can all strive to maintain the unique beauty and spirit of this community we call home. Support the rich heritage and pristine wonder of Park City and help preserve what makes the community we all love so very special.

SUSTAINABILITY GOALS

- Net-zero carbon and 100% renewable energy for city operations by 2022.
- Net-zero carbon and 100% renewable energy community-wide by 2030.

LOCAL STEWARDSHIP

- First town in Utah to ban single use plastic bags at major grocery stores (Ordinance 2017-21)
- Community recycle center: Recycle Utah
- Residential and business composting programs
- Ski resort sustainability efforts including the adoption of low-energy-consuming snow guns, recycle bins next to every trash can, locally sourced food ingredients, rethinking and re-sourcing hotel amenities
- 8,000+ acres of green spaces within Park City
- Zero emission public bus fleet
- Electric vehicle charging points at local venues, parks, city facilities, hotels and more
- Public electric bike share system, with charging stations throughout Summit County available 24/7 during the spring, summer and fall months

OUR COMMITMENT

- Park City and Summit County are committed to destination stewardship. Read about our Sustainable Tourism planning process at www.ParkCityChamber.com/sustainabletourismplan

A 2032 Sustainable Tourism Vision for Park City and Summit County

Ten years from today, we envision a Park City where robust outdoor recreation and a mountain-town lifestyle thrive, where friends gather and community spirit soars in pristine natural surroundings, and where people live their values of inclusion, respect, and equity.

In other words, a future that doesn't replace the community of Park City with the destination of Park City.

Yet Parkites also see a need for change as we face our challenges together. We will build a community where stewardship informs our daily life, a tourism culture where visitors join us in sustaining our environment and lifestyle, and a regional economy that disperses visitation across time and geography—mitigating seasonal surges, congestion, and overcrowding. Respecting the community's need for respite, our efforts will acknowledge our traditional off-season recharge time.

We see Park City as a beacon for an earth-friendly lifestyle, a place where residents and visitors embrace carbon-free public and active transit that gets us where we want to go when we want to go. We imagine a Park City where our community adapts and becomes resilient in the face of climate change, and where we demonstrate our commitment to reversing that trend.

In 2032, Parkites foresee a future where authenticity reigns—where we celebrate the perspectives of Indigenous peoples, our mining and railroad history, pioneer heritage, and our long winter sports tradition.

Our vision embraces the health of our environment as the beating heart of the Park City experience—central to why we and our visitors love the Wasatch Back. We see a future in which locals, governments, business groups, non-profits and land managers share a mission to integrate tourism with stewardship and preservation, engaging visitors as partners who care about—and for—our community. We will adapt our community systems, seeking to become the most sustainable mountain destination in the world.

Whatever the season, we will entice and intrigue visitors with options for outdoor recreation, food, shopping, and the arts, with well-managed events and festivals true to our spirit. Every encounter with our guests and every marketing message we share will be informed by our friendly expectation of sustainable, responsible recreation and behavior.

Our economic system in 2032 will be one in which responsible regulations help new and existing businesses, visionary entrepreneurs feel welcomed and supported, and where the workers who make it all happen are supported and well-compensated. Local arts will continue to ascend as a beacon of culture and self-expression, a point of pride for us residents and an inspiring adventure for our visitors. This economic vision includes residents of all ages and income levels finding suitable housing that fits their budgets, and a commitment to economic equity for all.

Though we recognize that concerns exist related to regional growth and tourism today, our aspirations are as optimistic, inspired, and confident as our residents themselves. But wishing does not make it so—the Park City Sustainable Tourism Plan relies on another Park City quality: working hard to reach our dreams and understanding that this is the place—our place—and now is the time. We will consider community and environmental benefits with the same weight as economic benefits and will ensure that the voices of residents and the business community are heard through comprehensive and transparent community engagement.

We may share Park City with the world, but Parkites have a unique sense of ownership of our community. No matter how long we've lived here, our love for this place motivated us to stake our claims, and countless dreams have blossomed into a reality that has often exceeded our expectations. We owe future generations a Park City that is pristine, balanced, and equitable—a place where those dreams will always have a home.

Brand Campaign Positioning Statements

Summer Campaign: On the Right Trail

When you visit Park City, Utah, worry goes right out the door. Stress melts away as you breathe in the fresh mountain air. Relaxation and fun take over as you discover a charming mountain town, filled with exhilarating adventures for everyone. You can say a vacation to Park City is a sure thing – it's good times guaranteed.

Winter Campaign: Winter's Favorite Town

At first, you may not believe what's around you...and what's so easy to access. Two world-class ski resorts. An authentic, historic town filled with award-winning dining and exhilarating nightlife. And a laid-back charm that makes you feel welcome the minute you arrive. Too good to be true? Not in Park City, Utah. Around here, that's the way winter is supposed to be.

Our Team

Though our entire team works collaboratively to achieve common goals, the selected agencies primary points of contact will be our Vice President of Marketing and Director of Marketing. The agency may also interact with other members of the Marketing, PR/Communications, Group Sales and Partner Services team for certain projects.

Scope of Work

At the direction of the PCCVB, the agency will assist in developing, managing, and measuring innovative and cost-effective integrated marketing campaigns throughout the year. Campaigns generally include a mix of strategies that focus on attracting leisure visitors, with a key emphasis on obtaining overnight visitation, establishing Park City as a sustainable destination, and supporting local businesses and communities.

- **Marketing and Advertising plan:** Agency will work closely with our team and collaborate to develop, execute, and track results for an annual marketing plan that supports the strategies set forth by the PCCVB. This includes strategic direction, creative strategy, brand development and stewardship, media plan and cooperative plan. Media plan should utilize research and market insights to develop strategic recommendations for media mix, market and audience prioritization, and budget allocation. Media mix should be diverse and digital heavy. Agency should also provide the PCCVB with insights on emerging trends and new media to continually evolve and reach the target audience.
- **Concept and Creative Development/Production:** Develop a comprehensive approach to brand advertising including conceiving and producing creative materials and campaign elements as needed. Please note that the PCCVB will be revamping our brand image for both the Chamber of Commerce and Visit Park City. Creative materials may include but are not limited to:
 - Re-branding (including brand guidelines & identity)
 - Print advertising
 - Video assets (long and short form)
 - Digital Display / Rich Media
 - Native ads
 - Social Media ads
 - Out of Home
- **Media Planning and Buying:** Agency shall plan, buy, execute, and measure media for PCCVB. Execution includes placement, optimization, cancellations, payment to vendors, and billing.
- **Reporting and Analytics:** Regular monthly reporting on campaign and brand program performance utilizing expertise, agency tools, data, partnerships, and other resources to manage program efficiency and performance. PCCVB expects the agency to monitor campaigns on a weekly basis and make adjustments as needed and approved. End of campaign wrap up reports, including screenshots of all assets, dashboard of goal performance and executive summary of key takeaways that include results mapping to larger objectives. Agency should always continue to look for ways to evolve measurement and reporting to show the bigger picture and to communicate value to PCCVB stakeholders. Agency will be requested to attend and present at regular marketing council meetings.
- **Research:** Participate as needed in customer insight, awareness, creative testing, and segmentation research. Provide data, creative assets and or insights as requested for market intelligence, research, and reporting. The PCCVB currently partners with Zartico for metrics on visitation dashboards, booking history and forecasts. This tool and data should be utilized to track and report back on campaign success.
- **Account Support:** Maintain regular communication on all activities. Attend on-site meetings as needed throughout the duration of the relationship at the agency's expense. Provide clear budgets and plans outlining

when materials are due for paid insertions prior to placing insertions. Collaborate with other PCCVB agency partners as needed to enhance our marketing efforts.

Budget

Agency fees should include work as identified in the scope above, except for media and production hard costs. Our full budget for domestic advertising/marketing in FY23 is \$4.3 million. Please note that the selected agency will manage the bulk of, but not the entire budget amount, as there are some items done throughout the year that the PCCVB manages in-house. However, there are also additional projects that fall outside of the marketing budget that the agency may help with.

Support Material and Research

The current agency of record is in the process of conducting audience profiles, brand research and strategy. The selected agency partner will have access to this information upon project start. More information about the Park City Chamber & Visitors Bureau can be found [here](#).

Contract

The term of a resulting contract will be for three years commencing upon the agency award date and ending on June 30, 2025, with the option of three one-year extensions. Each annual review will allow for consideration of adjustments in agency scope and fees. Either party may terminate the working relationship/contract without cause provided a 30-day written notice is provided.

Selection Criteria

Please note that PCCVB wishes to work with a full-service agency that can handle the scope of work without the need for the advertising agency to partner with other agencies to fulfill the SOW. Agencies that are not full-service will not be considered.

Agency partner selection will be based on the following criteria:

- Track record in building successful marketing campaigns with measurable ROI
- Familiarity with the Park City brand and product and how this knowledge is integrated into the proposal
- Highly creative and experienced people within the agency
- Experience in the travel trade/tourism/hospitality industry, associations, and not-for-profit organizations
- Capabilities in goal setting, strategic planning, client/agency communications and measurable outcomes, with proven ability to turn research and insights into innovative messaging
- Strong in-house media and digital teams that are skilled in all aspects of digital marketing and measurement
- Ability to integrate owned media content and public relations efforts
- Budget management, experience delivering cost effective solutions, and ability to negotiate favorable media rates and added value
- Turnkey administrative and account support, from strategic level planning to concise day-to-day communication to timely billing that aligns with budget plans provided by the PCCVB
- Cost proposal that is reasonable and appropriate for the scope of work, providing maximum services in relation to fees charged

Proposal Requirements

1. Please provide company background and how your agency differentiates itself. Include agency size and office locations as well as which office would work with PCCVB.
2. Briefly list and describe your company's in-house capabilities.
3. Tell us about your media planning, buying and measurement process. How large is your paid media team? What certifications do they have?
4. What role does measurement play in the success of a DMO and how do you measure success?
5. Provide information on your agency's leadership and day-to-day staff. What will each person's role be and what is their tourism experience? Please include a brief background summary of each key staff member that would be assigned to our account. Note who the main day-to-day contact would be.
6. Describe your agency's experience with Group Sales.
7. How would you staff a large new account without overwhelming current team members? What is your process for quick turnaround projects?
8. Describe Park City as a destination and how sustainable tourism plays a role.
9. Provide initial ideas that demonstrate how your agency's experience and capabilities can address the following areas of opportunity:
 - a. Reimagining the Park City Chamber & Visitor Bureaus brand: Park City is a world-class destination. We currently have two seasonal campaigns: Winters Favorite Town and On the Right Trail. How would your agency help to communicate, develop, and solidify Park City's brand as a premier travel destination with a laser focus on stewardship? How would your agency differentiate between reimagining and creating a new brand identity, along with seasonal campaigns - would your agency recommend a year-round or seasonal campaigns and why?
 - b. Always on vs. campaign programming: High season in Park City is winter (December – March), shoulder season is summer (June – October) and offseason is mid-April - May and November. Describe how your agency would approach an annual paid media program that balances campaign heavy periods, shoulder seasons, and always on programming.
 - c. Innovation: How would your agency utilize the latest technology and offerings to advance our destination and set us apart, and then report back on that success?
 - d. Owned media: While the development and execution of the PCCVB's owned programming is done in house, how would your agency help take our website, blog content, and social content to the next level and integrate paid and owned media programs?
10. What experience does your agency have in developing brand campaigns for communities and/or organizations like ours?
11. What experience does your agency have in sustainable tourism, destination management and/or destination stewardship?
12. Please list your current clients and include relevant tourism clients from the last 5 years.
13. List at least three client references that your agency has worked with on similar projects.
14. Provide a high-level budget outlining estimated agency fees, creative costs (labor and hard costs for production) and paid media based on a total domestic marketing budget of \$4 million. Please list your hourly rates separately in the budget break-out. Include the following:
 - a. Estimated media spend
 - b. Estimated agency fee break-out (account service, media, creative)
 - c. Estimated production costs
 - d. Other costs as needed or proposed
 - e. Agency hourly rates

All proposals must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

All responses not to exceed 30 single-sided pages. Budget is in addition to the page limit.

Timeline

RFP published date: September 1, 2022

Intent to respond submitted via e-mail along with requests for clarification: September 13, 2022, 5:00 pm MDT

Proposal submissions: September 29, 2022, 5:00 pm MDT

Finalist Agency presentations: November, 2022, Exact dates TBD

Proposal Submission

Intent to participate in this RFP along with any questions or comments, should be received by close of business September 13, 2022.

All proposals should be submitted in a PDF format via e-mail by 5:00 PM MDT, September 29, 2022, to:

Ginger Wicks

RFP coordinator

gingerwicks@icloud.com

If your file is larger than 10 MB, please include a Dropbox or Google Drive link.

Submissions shall clearly indicate the legal name, address, email, and telephone number of the proposer and include a signature above the name and title of the main contact on behalf of the agency submitting. The signer shall have the authority to bind the proposer to the submitted proposal and thereby swears that all information contained within the proposal is truthful in its entirety and the signer agrees to the general terms and conditions outlined in this RFP.

Agencies that are selected to proceed to the next step will be invited to present in November 2022.

In conformance with local preference law, the organization makes its best efforts to solicit active participation by local-area companies and certified minority owned business enterprises.

Additional submission information:

- All expenses incurred in the creation and delivery of proposals to the organization shall be borne solely by the proposer.
- The PCCVB reserves the right to accept or reject any or all proposals, to waive irregularities and technicalities and to request re-submission. The PCCVB reserves the right to award the contract to the proposer deemed the best fit for the overall integrated marketing needs of the organization.
- The PCCVB reserves the right to make any such investigations it deems necessary to determine the ability of the proposer to perform the work or service requested. Information deemed necessary will be requested of and is expected to be delivered by the proposal to the organization.
- The review of proposals will focus on the perceived and proven ability of the proposer to perform the services based on qualifications and experience as well as how well the agency meets the requirements and criteria of this RFP. The award of the agreement shall be to the proposer who, in the soul opinion of the organization, is most qualified to perform the services required.
- This RFP represents the best effort of the PCCVB to document its requirements for an integrated marketing agency. The organization reserves the right to adjust the specifications or scope of efforts stated in this RFP. If any modifications are necessary, the organization will notify all proposers remaining in consideration via a written addendum to this RFP.

- It will be expected that any creative produced by the awarded agency on behalf of the organization as campaign elements during the agreement shall become the property of the organization as well all materials, film, files, artwork, etc., as well as any campaign treatments developed but not utilized in execution. The PCCVB maintains the right to use any materials or programs generated by the agency without the agency's consent or approval. The organization acknowledges certain legal constraints and, as such, requires universal releases for materials unless cost considerations become prohibitive, such as model releases, music, film, photographs, etc. All responses to this request for proposal accepted by the PCCVB shall become the exclusive property of the PCCVB. When the organization recommends a company/agency to the PCCVB Board of Directors and if such recommendation is approved, the designated agency shall become a matter of public record and shall be regarded as public. Elements of each proposal which are defined by the submitting agency as business or trade secrets must be plainly marked as confidential or proprietary. Each element of the proposal which an agency desires not to be considered a public record must be clearly marked as set forth above and any blanket statement (I.E., regarding entire pages, documents, or other nonspecific designations) shall not be sufficient and shall not bind the organization in any way.