



**Shenandoah Valley Tourism Partnership Request for Proposal (RFP)
Tourism Digital Marketing Services**

March 14, 2019

General Information

Proposal

Shenandoah County Tourism & Economic Development is seeking proposals from qualified firms to provide digital marketing, social media and content creation services. The purpose of the proposal is to increase awareness of Shenandoah County, Virginia as a visitor destination in our target markets, stimulate overnight stays, increase visitor spending and produce a substantial economic impact for the communities within our county.

All proposals must be mailed to the address listed below. Please send one (1) original, two (2) copies and one (1) digital file.

Mail to:

Jenna French, Director of Tourism & Economic Development
Shenandoah County
600 North Main Street, Suite 101
Woodstock, VA 22664
(540) 459-6227

ALL PROPOSALS MUST BE SUBMITTED BY 4:00 P.M. Friday, March 29, 2019.

Shenandoah County is not responsible for delays in the delivery of the mail by the U.S. Postal Service or private couriers. It is the sole responsibility of the Offeror to ensure that its proposal reaches the County by the designated date and time. Email submittals are not acceptable on their own and must be accompanied by hard copies.

All Offerors shall abide by all applicable State and Federal laws.

This public body does not discriminate against faith-based organizations, in accordance with the Code of Virginia, §2.2-4343.1 or against a Bidder or Offeror because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by law relating to discrimination in employment.

Inquiries Concerning RFP

Additional information about Shenandoah County Tourism & Economic Development is available at www.VisitShenandoahCounty.com. Any questions or comments concerning this RFP should be directed to Jenna French, Director of Tourism & Economic Development for Shenandoah County via email at jfrench@shenandoahcountyva.us by Friday, March 22, 2019.

REQUEST FOR PROPOSAL
SHENANDOAH COUNTY TOURISM & ECONOMIC DEVELOPMENT DIGITAL MARKETING SERVICES

I. Introduction

Shenandoah County Tourism & Economic Development is seeking proposals from qualified firms to provide digital marketing services. The objective of the service contract is to increase awareness of Shenandoah County, Virginia as a visitor destination in our target markets, stimulate overnight stays, increase visitor spending and produce a substantial economic impact for the communities within Shenandoah County.

II. SPECIFIC REQUIREMENTS

A. Serve as Shenandoah County's digital marketing agency:

Shall promote and encourage visitation to Shenandoah County, Virginia. The successful contractor or contractors will work in conjunction with the Shenandoah County Tourism and Economic Development staff to conduct a digital marketing program to attract potential visitors from our primary target markets of, but not limited to, Washington, DC, Northern Virginia, Richmond, Norfolk, and Hampton Roads. Other markets include Baltimore, Pennsylvania, New York, Charlotte, Raleigh Durham, and Florida. (Contractors shall develop and execute creative concepts based on strategic analysis and research and input from Shenandoah County. These services shall include, but are not limited to, the following:

1. Analyze local, regional, and national research to recommend the best strategies and promotions and target markets.
2. Provide advice, counsel, and assistance to the Committee on matters pertaining to digital marketing to ensure Shenandoah County's benefit to the fullest extent possible and with input from Shenandoah County Tourism staff.

B. Facebook & Instagram Campaigns

Set up and manage Facebook and Instagram ad campaigns using the following delivery methods to test ad variations:

1. Facebook newsfeed ads testing unique combinations of images, headlines, copy, and link to each of the landing pages produced by contractor(s).
2. Instagram photo and video ads using eye-catching visuals to boost awareness, increase social following and engagement, and drive website visits.
3. Instagram Stories ads to reach audiences with full-screen branded photos and/or video in their Story Feed.
4. Submit necessary paperwork required for VTC co-op reimbursement

C. Campaign Optimization:

Optimization campaigns on a regular basis to continually increase performance and marketing Return on Investment (ROI).

1. Bid Optimization: monitor and adjust keyword bids to attract visitors who are more likely to convert.
2. Budget Allocation: analyze performance of the various campaigns to pull budget from low-performers and increase budget for campaigns that provide the greatest ROI.
3. Ad Testing: Test ad creativity to discover what variables (e.g. headlines, images, descriptions, display URLs, sitelink extensions, and call-outs) prove most effective in attracting high quality visitors to the VirginiasShenandoahValley.com website.
4. Audience Targeting: Test and optimize ad messaging and/or images shown to targeted audiences to serve the most relevant and compelling ads based on known interests, demographics, and likely decision-making criteria.

D. Landing Page Designs & Development:

1. Design and develop campaign landing pages, for digital campaigns, on the existing website, www.VisitShenandoahCounty.com
2. Content review & recommendations based on page copy, outlines, and images provided by SVTP.
3. Mobile responsive dynamic CSS styles that change layouts depending on the device and screen size.
4. Browser Compatibility: the website will work on the latest stable version of all modern browsers that account for the vast majority of US web traffic: Internet Explorer 11, Chrome, Firefox, Edge, Safari, iOS & Android browsers.

E. Analytics tracking Set Up:

1. Build onto the existing Google Tag Manager installation and set-up key goals and conversion events (e.g. newsletter sign up, partner referrals, UTrip) to quantify user engagement and compare the quantitative and qualitative value of visitors from each advertising source. Final tracking parameters will depend on the back-end flexibility of the current website's content management system (CMS). Deliverable will include documentation of new goals and conceptual analytics-based visitation funnel.

F. Video Campaign(s)

1. Create social ads to promote existing video content, run and optimize ad campaign

G. Google Adwords:

1. Create, run and optimize Google AdWords.

H. Retargeting:

1. Create ads for retargeting.

2. Deploy retargeting campaign to reach previous website visitors who have not resulted in conversions.

I. Performance Reports: Produce monthly reports summarizing campaign performance and key insights including:

1. Overview of KPIs like spend, clicks, CPC, CTR, and CPA (where applicable)
2. Highlights of top performance areas of campaign will be included
3. Overall analytics of performance with key insights and major action items (as needed)

J. Purchase Media per Campaign(s) including but not limited to: Google, Facebook and Instagram as part of the agreed upon strategy and target markets.

K. Blog Campaign

1. Create monthly relevant blog posts, including photos provided by staff.
2. Create social ads for new blog posts
3. Run and optimize ad campaign

III. GENERAL REQUIREMENTS

Proposals should be as thorough and detailed as possible so that Shenandoah County may properly evaluate the capabilities of respective firms to provide the required services. **At the same time, proposals should be concise and supply information based on the following criteria:**

A. Firm History and Organization

B. Personnel

1. Identify and provide resumes (may be abbreviated), including references, for key project personnel.
2. List outside firms, if any, that may be part of the services team

C. Experience: Provide a description of the firm's background in integrated marketing projects. In particular, please indicate any previous experience with local government contracts or multijurisdictional contracts. This information should include:

1. Project name and address;
2. Description of services provided, and
3. Contact person and telephone number and email address

D. Creative Portfolio: Provide details of, up to three examples of innovative campaigns completed for a recent client(s) that were based on research, had specific goals and how those goals were measured, leveraged resources, and demonstrates your creativity and leveraging of funds. Examples should include visuals where applicable.

- E. Approach to Providing Services:** Please outline your firm's proposed approach to providing services referenced in Section II (Specific Requirements).
- F. Fee Schedule:** Please be as specific as possible with a breakdown of fees by service where possible. Please provide an estimate of anticipated costs on an annual basis.
- G. Availability:** Shenandoah County would like to begin work as soon as a contract for services is completed. Please address the availability of your firm and key personnel to meet this requirement.
- H. Insurance:** By signing and submitting a proposal under this solicitation, the offeror certifies that if awarded the contract, it will have the following insurance coverages and limits at the time the contract is awarded, and the offeror further certifies that the offeror and any subcontractors will maintain these insurance coverages and limits during the entire term of the contract and that all insurance will be provided by insurance companies authorized to sell insurance in Virginia by the Virginia State Corporation Commission and shall be administered by a Virginia registered agent.
1. Insurance: Professional Liability Insurance in an amount not less than \$1,000,000/\$500,000, and offer a minimum of \$1,000,000 excess liability insurance umbrella form, or such other insurance as is satisfactory and may be approved by SVTP. All insurance coverages shall be written by companies licensed to do business in Virginia, shall be administered by a Virginia registered agent, and shall ensure prior written notification to SVTP prior to cancellation of the policy.
 2. Worker's Compensation- Satisfactory requirements and benefits. Coverage is compulsory for employers of three or more employees, to include the employer. Contractors who fail to notify SCS of increases in the number of employees that change their workers' compensation requirements under the Code of Virginia during the course of the contract shall be in noncompliance with the contract.
 3. Commercial General Liability- Not less than \$1,000,000 per occurrence and \$2,000,000 in the aggregate. Commercial General Liability is to include bodily injury and property damage, personal injury and advertising injury, products and completed operations coverage. The Northern Shenandoah Valley Regional Commission (NSVRC) must be named as an additional insured and so endorsed on the policy, as demonstrated to the sole satisfaction of NSVRC.

IV. REVIEW AND AWARD

To be considered for selection, offerors must submit a complete response to the Request for Proposals. Failure to submit all information requested may result in the rejection of the incomplete proposal.

Proposals shall be signed by an authorized representative of the offeror. One (1) original and two (2) copies of the proposal must be submitted to Shenandoah County. Each copy of the proposal should be bound as a single volume as practical. Please avoid any unnecessary packaging such as binders

The following criteria will be used in evaluating the responses to this RFP. This weighting has been determined at the sole discretion of SVTP.

- a) Previous experience (10 points)
- b) References (i.e. satisfaction of former clients) (10 points)
- c) Credentials of project team proposed to perform work (10 points)
- d) Creative Portfolio (30 points)
- e) Quality of Writing (10 points)
- f) Project Approach (15 points)
- g) Fees (value of services provided in comparison to cost) (15 points)

V. TERMS OF THE CONTRACT

Shenandoah County expects to choose a firm promptly and intends to begin the contracted services in April 2019.

The initial contract shall run through June 30, 2019 with an option for up to two (2) additional one (1) year renewals. The contract shall be subject to cancellation for cause or convenience with written notice 30 days prior to the effective date of the cancellation. No changes in costs at renewals shall exceed the change in the Consumer Price Index for All Wage Earners for this region.

Shenandoah County reserves the right to negotiate contract terms with the successful firm for items/services other than those specifically stated in this RFP in the best interest of Shenandoah County and agreed to by the contractor.

VI. PROCUREMENT GUIDELINES

A. COMPETITIVE NEGOTIATION

The procurement method is competitive negotiation of other than professional services, as defined in Section 2.2-4301 of the Code of Virginia (1950) as amended. This Request for Proposal indicates, in general terms, the nature of the program and services being sought. Each offeror is to submit the proposal(s) that best suits the needs of SVTP.

The specific requirements for the contents of the proposals are contained in the RFP. Offerors are encouraged to provide additional information not specifically identified as a

requirement if that additional information enables the proposal to better suit the needs of SVTP. In order to procure the program that best suits the needs of SVTP. In order to procure the program that best suits the needs of SVTP, the competitive negotiation process and evaluation criteria consider factors in addition to cost.

B. AWARDING THE CONTRACT

The award of a contract shall be determined in the sole discretion of Shenandoah County based upon evaluation of all information as Shenandoah County may request. Shenandoah County reserves the right to waive any informality in proposals submitted in response to the RFP when such waiver is in the best interest of Shenandoah County.

The evaluation process shall be based upon the criteria set forth in Section IV of this request for proposals. Price will be considered but will not be the sole determining factor. Selection shall be made of two or more offerors deemed to be fully qualified and best suited among those submitting proposals, on the basis of the factors involved in the Request for Proposal. Negotiations shall then be conducted with each of the offerors so selected. After negotiations have been conducted with each offeror so selected, Shenandoah County shall select the offeror which, in its opinion, has made the best proposal, and shall award the contract to that offeror. When the terms and conditions of multiple awards are so provided in the Request for Proposal, awards may be made to more than one offeror. Should Shenandoah County determine in writing and in its sole discretion that only one offeror is fully qualified, of that one offeror is clearly more qualified than the others under consideration, a contract may be negotiated and awarded to that offeror.

C. PUBLIC INSPECTION OF PROCUREMENT RECORDS

Proposals submitted shall be subject to public inspection only in accordance with Section 2.2-4342 of the Code of Virginia, which reads, in essence, as follows:

Except as provided in this section, all proceedings, records, contracts, and other public records relating to procurement transactions shall be open to the inspection of any citizen, or any interested person, firm or corporation, in accordance with the Virginia Freedom of Information Act.

Cost estimates relating to a proposed procurement transaction prepared by or for a public body shall not be open to public inspection prior to contract award.

Any competitive negotiation offeror, upon request, shall be afforded the opportunity to inspect proposal records within a reasonable time after the evaluation and negotiations of proposals are completed but prior to award, except in the event that SVTP decides not to accept any of the proposals and to reopen the contract. Otherwise, proposal records shall be open to public inspection only after award of the contract.

Any inspection of procurement transaction records under this section shall be subject to reasonable restrictions to ensure the security and integrity of the records.

Trade secrets or proprietary information submitted by a bidder, offeror or contractor in connection with a procurement transaction shall not be subject to the Virginia Freedom of Information Act; however, the bidder, offeror or contractor shall (i) invoke the protections of this section prior to or upon submission of the data or other materials, (ii) identify the data or other materials to be protected, and (iii) state the reasons why protection is necessary. Bidder may not invoke this protection on the entire proposal- only on those sections or data which are considered trade secrets or proprietary.

D. ETHICS IN PUBLIC CONTRACTING

By submitting their proposal, all offerors certify that their proposal is made without collusion or fraud and that they have not offered or received any kickbacks or inducements from any other offeror, supplier, manufacturer or sub-contractor in connection with their proposal, and that they have not conferred on any public employee having official responsibility for this procurement transaction any payment, loan, subscription, advance, deposit of money, services or anything of more than nominal value, present or promised unless consideration of substantially equal or greater value was exchanged.

E. ANTI-DISCRIMINATION

By submitting their proposal, all offerors certify to SVTP that they will confirm to the provisions of the Federal Civil Rights Act of 1964, as amended, the Virginia Fair Employment Act of 1975, as amended, where applicable and Section 2.2-4311 of the Virginia Public Procurement Act.

1. During the performance of this contract, the offeror agrees as follows:

- a. The offeror will not discriminate against any employee or applicant for employment because of race, religion, color, sex, national origin, age, disability, or other basis prohibited by state law relating to discrimination in employment, except where this is a bona fide occupation qualification reasonably necessary to the normal operation of the offeror. The offeror agrees to post in conspicuous places, available to employees and the applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
- b. The offeror, in all solicitations or advertisements for employees placed by or on behalf of the offeror will state that such offeror is an equal opportunity employer.
- c. Notices, advertisements and solicitations placed in accordance with federal law, rule or regulation shall be deemed sufficient for the purpose of meeting the requirements of this section.

2. The offeror will include the provisions of the foregoing paragraphs a, b, and c in every subcontractor purchase order of over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.

F. DRUG-FREE WORKPLACE

By submitting their proposal, offerors certify to SVTP that they will conform to the provisions of Section 2.2-4312 of the Virginia Public Procurement Act. Offerors agree to (i) provide a drug-free workplace for the offeror's employees; (ii) post in conspicuous places, available to employees and applicants for employment, a statement notifying employees that the unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana is prohibited in the offeror's workplace and specifying the actions that will be taken against employees for violations of such prohibition; (iii) state in all solicitations or advertisements for employees placed by or on behalf of the offeror that the offeror maintains a drug-free workplace; and (iv) include the provisions of the foregoing clauses in every subcontract or purchase order of over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.

G. FORUM SELECTION

This solicitation and any resulting contract shall be governed in all respects by the laws of the Commonwealth of Virginia, without reference to conflict of laws, principles or rules of construction. Any action, proceeding, or claim in any way related to this agreement or the relationship between the parties shall be filed and maintained solely in the General District Court of the Circuit Court of Warren County.

H. IMMIGRATION REFORM

By submitting a proposal, offerors certify that, they will not, and shall not knowingly employ an unauthorized alien as defined in the federal Immigration Reform and Control Act of 1986.

I. PROMPT PAYMENT ACT

Any contract awarded as a result of this Request for Proposal shall incorporate the terms and conditions of Article 4 of the Virginia Public Procurement Act with respect to Prompt Payment.

J. REJECTION OF PROPOSALS

SVTP reserves the right, at any time prior to award of the contract, to reject any and all proposals, or any part thereof, to make no award, and/or to issue a new Request for Proposal, or make modifications, corrections or additions to the information contained herein.

Offerors are cautioned this is a Request for Proposal, NOT a request to contract.

K. COSTS FOR PROPOSAL PREPARATION

Any costs incurred by offerors in preparing or submitting proposals are the offeror's sole responsibility; SVTP will not reimburse any offeror for any costs incurred as a result of the preparation of this Request for Proposal.

L. APPROPRIATIONS

The obligations of SVTP are subject to and contingent upon annual appropriation by the participating localities for the purposes of this contract. In the absence of such annual

appropriation, either SVTP or offeror may terminate the contract by giving not less than ten (10) days prior notice to the other, specifying this reason for the termination, and upon effective termination pursuant to this provision, any compensation due shall be equitably adjusted by mutual agreement.

M. STATE CORPORATION COMMISSION IDENTIFICATION NUMBER

Pursuant to the Code of Virginia, §2.2-4311.2 subsection B, a bidder or offeror organized or authorized to transact business in the Commonwealth pursuant to Title 13.1 or Title 50 is required to include in its bid or proposal the identification number issued to it by the State Corporation Commission (SCC). Any bidder or offeror that is not required to be authorized to transact business in the Commonwealth as a foreign business entity under Title 13.1 or Title 50 or as otherwise required by law is required to include in its bid or proposal a statement describing why the bidder or offeror is not required to be so authorized. Link to the Virginia State Corporation Commission site: <http://www.scc.virginia.gov/>.

N. DEBARMENT STATUS

By participating in this procurement, the offeror certifies that they are not currently debarred by the Commonwealth of Virginia or SVTP from submitting a response for the type of goods and/or services covered by this solicitation. Offeror further certifies that they are not debarred from filing any order or accepting any resulting order, or that they are an agent of any person or entity that is currently debarred by the Commonwealth of Virginia or SVTP.

O. INDEMNIFICATION

The Offeror agrees to indemnify, defend, and hold harmless SVTP and its members, officers, directors, agents and employees against any and all claims, liabilities, losses, damages, costs and expenses (including reasonable attorney fees) arising out of, or resulting from any and all injuries to persons or damage to property or intellectual infringement claim arising out of services performed hereunder or by reason of the intentional or negligent acts or omissions of the offeror, its employees, agents or sub-contractors, including any independent contractors. The provisions of this section shall survive the completion, termination or expiration of the contract.

P. COPYRIGHTS

The Offeror hired pursuant to this contract is prohibited from copyrighting any papers, interim reports, forms, or other materials resulting from performance under this agreement, without the written permission of the Purchasing Agent. Data and their analysis, forms, and images gathered or developed during fulfillment of this contract may be used by the Offeror in subsequent copyrighted publications, provided the copyrights do not in any way restrict or limit the Purchasing Agency's ownership, use, or distribution of said information, forms, or images.