



Town of Mountain Village Request for Proposals Tourism Marketing and Promotion Services

I. INVITATION

The Town of Mountain Village (“the Town”) invites all interested, qualified companies or firms to submit responses to this Request for Proposal (RFP) seeking companies capable of providing a full range of comprehensive destination marketing, brand marketing and brand management services for the Town.

The Town of Mountain Village is committed to implementing marketing plans that will promote responsible tourism and travel to the area. The successful consultant must demonstrate extensive knowledge and understanding of how to create and implement a comprehensive marketing program strategy for a outdoor recreation focused community and economy to fulfill the objectives of the Town. The Town is encouraging consultants to bid on the RFP as a whole or to bid on specific parts of the RFP where the consultant may have specialized expertise. Consultants are welcome to submit joint proposals, and, in the event of a joint submission, consultants may submit individual bids as well.

Responses to this Request for Proposals will be accepted until November 23, 2021, at 5:00 p.m. Mountain Daylight Time. Proposals must be submitted via email to Zoe Dohnal, Business Development and Sustainability Director, at zdohnal@mtnvillage.org It is the sole responsibility of the consultant to ensure that its proposal is received before the submittal deadline listed above. Late proposals will not be considered.

Any requests for clarification or additional information deemed necessary by any respondent to present a proposal may contact Zoe Dohnal, Business Development and Sustainability Director, at zdohnal@mtnvillage.org. Please submit all questions by October 31, 2021, at 5:00 p.m. MDT. The Town reserves the right to negotiate any and all elements of this proposal.

II. GENERAL BACKGROUND

Situated in the heart of the breathtaking San Juan Mountains, Mountain Village was incorporated in 1995 as a home rule municipality that, in part, encompasses Telluride Ski & Golf (“TSG”). Its founders envisioned a European-style ski-in/ski-out, pedestrian-friendly destination resort that would complement the historic mining town of Telluride. A three-stage gondola transportation system connects the Town of Mountain Village with the Town of Telluride. Situated at 9,545 feet, Mountain Village is a world apart from other resorts: it is innately spectacular, beautifully orchestrated and planned, and overflowing with style, charm and sophistication.

The selected consultant will work closely with Town staff to market Mountain Village to target audiences and key demographics. While the selected consultant’s efforts will invariably benefit TSG and the region as whole, the consultant’s primary focus will be on marketing and building the Mountain Village brand.

The general marketing objective is to create or continue the implementation of a marketing program that identifies target markets, informs and promotes responsible tourism for identified target markets, promotes outdoor recreation activities, the area’s numerous and diverse natural resources, dining and retail opportunities, and Mountain Village’s unique events and festivals.

The Town anticipates entering in a multi-year agreement with the selected consultant to carry out these services and more, as identified below.

III. SCOPE OF SERVICES

The successful consultant will be expected to complete the following scope of work, including but not limited to:

Objective 1: Digital Asset Development

Develop Town specific digital assets, including website home sliders, website events, blog posts, e-newsletters, email blasts, photography, videos and infographics

Enhance and support existing digital assets, including the Town’s website, mobile apps, branded social pages, landing pages, photography, videos and infographics in order to increase online traffic to Town and Town-related sites and increase Mountain Village brand awareness. (All assets will belong to the Town for discretionary use.)

Objective 2: Print Collateral Development

Develop Town specific marketing collateral, including, infographics, event magazines, brand stories, newsletters, flyers, posters, banners, maps and mailers to increase brand awareness and enhance and promote the Mountain Village experience.

Objective 3: Visitor’s Guide Development and Production

Develop and produce a visitor’s guide specific to the Town of Mountain Village for the purpose of enhancing and promoting the visitor experience in Mountain Village and to drive traffic to Mountain Village businesses. If a Mountain Village specific visitor’s guide is not feasible, feature Mountain Village news and amenities equitably in current Visitor’s Guide and ensure content distribution is equal to funding source. Develop a strategy for effective distribution of such visitor’s guide to maximize return on investment.

Objective 4: Print Paid-Media Creative Development, Planning, and Implementation

Develop and implement an interactive paid media strategy, broadcast, digital, and print. Such paid media should drive traffic to relevant Town websites, Town retail outlets or service locations, and Town social media sites.

Objective 5: Interactive Paid-Media Creative Development, Planning and Implementation

Develop and implement an interactive paid media strategy, including multitouch digital media channels to reach the Town of Mountain Village target audience at various points in their travel decision making - inspiration, planning, booking, scheduling, traveling, experiencing, and sharing. Ensure Town of Mountain Village reaches and remains at the forefront of new and innovative digital media trends.

Objective 6: Marketing Monitoring/Tracking/Reporting

Provide data and analysis to the Town with respect to Mountain Village marketing efforts, return on investment (ROI) and other key performance indicators.

Objective 7: Media Outreach and Fam Visits Coordination

Collaborate with Town staff to promote and pitch stories to regional and national media. Organize familiarization trips with key media/travel partners and Town Staff to highlight Mountain Village amenities, experiences and stories

Objective 8: Media Monitoring/Tracking/Reporting

Provide data and analysis to the Town with respect to Mountain Village media mentions, ROI and other key performance indicators.

Objective 9: Professional Lodging Performance Metrics

Provide data and analysis to the Town with respect to Mountain Village and Telluride hotel performance, including near and long-term trends, which analysis shall include, among other indicators:

- Total Available Rooms
- Average Daily Rate (ADR)
- Revenue Per Available Room (RevPAR)
- Average Occupancy Rate / Occupancy (OCC)
- Average Length of Stay (LOS)
- Market Penetration Index (MPI) as related to each individual hotel

Objective 10: Self-managed Lodging Performance Metrics

Provide data and analysis to the Town with respect to Mountain Village and Telluride short-term rental property performance, including near and long-term trends, which analysis shall include, among other indicators:

- Total Available Rooms
- ADR
- RevPAR
- OCC
- LOS

Objective 11: In-bound Consumer Market Analytics

Increase the awareness of the Town of Mountain Village brand and increase the preference for such brand through content marketing, blogs, events, search engine optimization, social media, and other

strategies.

Objective 12: Business/Economic Development Metrics/Support

Work with Town staff to establish metrics directly linked to Town goals in order to assist the Town in its effort to support economic and business development within the Town of Mountain Village. Such metrics to include:

- In-bound market analytics
- Amount/percentage of tax collected by industry
- Total dollars and dollars per capita deposited in local banks annually
- Dollars spent in locally-owned businesses, through credit card spending and other metrics.
- Retail sales per capita
- Retail sales per square footage
- Tourism/bed tax revenues
- Total wage and salary jobs per employed resident
- Net job growth/loss
- Percent of jobs created/retained above county average wage
- Average Salaries
- Wages/benefits as compared to competitor communities
- Unemployment rate
- Average weekly initial claims for unemployment insurance

Objective 13: Local Business Engagement & Support

Assist business with ongoing efforts to market themselves as well as events supporting businesses within the Mountain Village business community.

IV. PROPOSAL CONSIDERATIONS

The Town will take the following factors, among others, into account in selecting a consultant to provide services to the Town:

- a. Ability to meet the Town's needs for each objective the submitting consultant seeks to fulfill.
- b. The extent to which a proposal short and long-term strategies
- c. Completion and submission of required submittal along with implementation schedule.
- d. Cost of proposed services to be provided
- e. Presentation of a verbal report to the Town of Mountain Village of proposal.

V. REQUIRED SUBMITTALS AND PROPSAL

Interested companies or firms shall submit deliverables that clearly demonstrate their ability to provide services as outlined in this Request for Proposals. The following submittals shall be organized in the order listed below to facilitate fair and equitable evaluation of the responses.

- a. **Cover Letter** - A cover letter shall be provided with explains the firms interest in the project. The letter shall contain the name, address, and phone number of the person who will serve as the contact for the project and who will be authorized to make presentation on behalf of the firm.
- b. **Company Qualifications and References** – Please submit a brief list of references,

experiences with similar projects, agency background, and familiarity with Mountain Village.

- c. **Marketing Campaigns** – Please submit a brief summary of previous destination marketing services, brand marketing, brand management, and proposed preliminary campaign ideas presented for the Town of Mountain Village, the effectiveness of message, and how the consultant proposes to measure the results of the campaign during the marketing period.
- d. **Cost of Services** – Please provide a summary of the following:
 - i. Total anticipated cost of services to be provided, with a specific break out total cost for each objective to be fulfilled
 - ii. Billable rates, including travel
 - iii. Non-billable services
 - iv. Ability to leverage and extend funding opportunities

The Town reserves the right to reject any and all proposals and further reserves the right to award the project to any bidder even though the successful contractor may not be the lowest bidder.

VI. PROPOSED TIMELINE FOR MARKETING AND ADVERTISING CONTRACT

- a. Posting of RFP – October 25, 2021
- b. RFP Responses Due – November 19, 2021
- c. Notice of Interviews – December 3, 2021
- d. Interviews with Mountain Village staff and Town Council – December 16th and 17th
- e. Notice of Award – January 2022

VII. CONFIDENTIAL AND PROPRIETARY INFORMATION

If a contractor believes that parts of an offer are confidential, then the contractor must so specify. The contractor must include in bold letters the term “CONFIDENTIAL” on that part of the offer which the contractor believes to be confidential. The contractor must submit in writing specific detailed reasons, including any relevant legal authority, stating why the contractor believes the material to be confidential. Vague and general claims as to confidentiality will not be accepted. The Town will be the sole judge as to whether a claim is acceptable. Decisions regarding the confidentiality of information will be made when requests are made to make the information public. All offers and parts of offers, which are not marked as confidential, will automatically be considered public information after the contract is awarded. The successful offer may be considered public information even though parts are marked confidential.

VIII. WITHDRAWAL OR MODIFICATIONS OR OFFERS

Any contractor may modify or withdraw an offer in writing at any time prior to the deadline for a submission of an offer.

IX. ACCEPTANCE

Any offer received and not withdrawn shall be considered an offer, which may be accepted by the Town based on initial submission without discussions or negotiations. By submitting an offer in response to this solicitation, the contractor agrees that any offer it submits may be accepted by the Town at any time within 90 calendar days from the date of submission deadline. The Town reserves the right (a) to reject any or all offers, (b) to waive informalities and minor irregularities in

offers received, and/or (c) to accept any portion of an offer if deemed in the best interest of the Town. Failure of the contractor to provide in its offer any information requested in the RFP may result in rejection of the offer for non-responsiveness.

X. PROPOSAL PREPARATION COST

The cost of proposal preparation is not a reimbursable cost. Proposal preparation and presentation shall be at the contractor's sole expense and is the contractor's total and sole responsibility.

XI. AWARD

The Town intends to make an award using the evaluation criteria listed in this RFP to determine the best value, considering all factors and criteria in the proposals submitted. Best value means the expected outcome of an acquisition that, in the Town's estimation, provides the greatest overall benefit in response to the requirements detailed in the RFP. The Town reserves the right to reject any or all offers and to not make an award.

XI. SUBSTANTIVE PROPOSALS

By responding to this RFP, the contractor certifies (a) that contractor's proposal is genuine and is not made in the interest of, or on behalf of, an undisclosed person, firm, or corporation; (b) that contractor has not directly or indirectly induced or solicited any other contractors to put in a false or sham proposal; (c) that contractor has not solicited or induced any other person, firm, or corporation to refrain or abstain from proposing an offer or proposal; (d) that contractor has not sought by collusion to obtain for themselves any advantage over any other contractors or over the Town; and (e) that contractor has not violated or caused any person to violate, and shall not violate or cause any person to violate, the Town's Code of Ethics.

XII. NON-COLORADO ENTITIES

If contractor is a foreign entity, the contractor shall comply with C.R.S. section 7-90-801, "Authority to transact business or conduct activities required," and section 7-90- 802, "Consequences of transacting business or conducting activities without authority." Before or at the time that the contract is awarded to an entity organized or operating outside the State of Colorado, such entity shall obtain authorization to do business in the State of Colorado, designate a place of business herein, and appoint an agent for service of process. Such entity must furnish the Town with a certificate from the Secretary of the State of Colorado to the effect that a certificate of authority to do business in the State of Colorado has been issued by that office and is still valid. The entity shall also provide a certified copy of the designation of place of business and appointment of agent for service of process from the Colorado Secretary of State, or a letter from the Colorado Secretary of State that such designation of place of business and agent for service of process has been made.