



REQUEST FOR PROPOSALS

For Public Relations Services

Contact: Seth Webb, Director, Economic Development and Tourism, Town of Killington

Date of Issue: Friday, March 11, 2011

Deadline: **Friday, March 25, 2011 by 4:00 PM**

The Office of Economic Development and Tourism (EDT) is requesting proposals for planning, coordination, implementation and administration of Public Relations services.

The purpose of this Request for Proposals (RFP) is to select a qualified vendor to plan, coordinate, and administer Public Relations services to leverage media coverage about the Town as a four season destination. Efforts are intended to enhance the brand of the town and support the growth of its tourism economy.

The selected vendor will be retained for 6-12 months, dependent upon budget constraints.

Background

In March 2008 the Town of Killington established a 1% tax on sales, rooms, meals and alcoholic beverages with revenues used for the creation, funding and staffing of the municipal department of Economic Development and Tourism. The charge of this department is "to generate additional four-season business activity while stimulating the local economy through diversification and expansion of entertainment, special events and infrastructure to ensure that the town of Killington remains a dynamic and vibrant destination."

Overview

The prospective vendor replying to this RFP will be or represent a firm, company or corporation possessing relevant experience and expertise. Supporting documentation must thoroughly describe how the vendor has supplied expertise for similar contracts and work related to planning, coordination, and implementation of Public Relations, and how vendor would approach the projects outlined in the Scope of Work. A proven experience in destination marketing/public relations is recommended.

The Public Relations goal of the EDT is to leverage earned media in target markets to promote Killington as a four-season destination. Priorities include promoting:

- 1. Killington as a premier four-season destination*
- 2. Green Mountain National and Killington Resort Golf Courses*
- 3. Special events*
- 4. Seasonal Promotions*

Target markets include those populations within a one-day drive with emphasis on:

Connecticut – Hartford

Massachusetts – Boston, Springfield

New Hampshire – Manchester, Concord

New York – Albany, New York City

Vermont – Burlington, Montpelier, Rutland, White River Junction

Scope of Work

The Scope of Work is designed to encourage aggressive, proactive media outreach to increase visibility for the Town, its events, activities, amenities and promotions. It will include but not be limited to the following:

1. Executing targeted public relations campaigns to generate feature articles, event listings, and related publicity for events, promotions, and destination activities/amenities (e.g. golf, biking, skiing, weddings, adventure, etc) targeting publicity in print, TV, radio and online outlets.
2. Writing, formatting (with photos) and distributing press releases to print, online, broadcast media.
3. Conducting personal follow-up on outreach via phone, email and mail.
4. Coordinating messaging with third EDT partners and arranging media interviews.
5. Planning press conferences and stunts when appropriate to drive coverage.
6. Utilizing social media to generate publicity, word of mouth and grow the town's overall social media presence. Utilize tools and technology including digital media and blogging to support day to day marketing efforts.
7. Tracking coverage and measuring overall efforts, delivering weekly reports and comprehensive reports monthly (including estimated number of impressions and media value)
8. Sending media clips on a regular basis; tracking coverage and measuring efforts.

Proposal Requirements

The proposal should focus on addressing the vendor's ability to provide the services outlined in the Scope of Work. Please provide the following:

1. Cover Letter: A letter signed by an officer of the firm, company or corporation, binding the firm/company/corporation to all comments made in the proposal. Include a primary contact person for the proposal.

2. Qualifications and Experience: Provide a description of the history, experience, and qualifications of your firm/company/corporation and any proposed subcontractors* to perform the Scope of Work.

Please include:

- a. Resumes and biographies of all principals assigned to the project.
- b. List of capabilities corresponding to the scope of work.
- c. List of similar/relevant projects your firm/company/corporation has undertaken including results achieved.
- d. References from similar projects your firm/company/corporation has undertaken.

* If any element of the scope will be subcontracted, please provide the same information for the subcontracting firm.

3. Approach to Scope of Work

Provide a detailed description of your approach to each Scope of Work element. A key aspect to focus on is increased outreach to target audiences as defined by the EDT.

4. Service Timeframes

- a. Provide a detailed description of the services to be performed by the vendor based on the Scope of Work and the average timeframes required to complete each. This should include:
 - i. The account manager's name and specific staff assigned to the project;
 - ii. The estimated number of staff hours to complete scope of work;
 - iii. All personnel anticipated to be involved in each task.

5. Project Cost

- a. Provide detailed costs for the services to be performed by the vendor based on the Scope of Work.

Submission Requirements

Prospective service providers should submit one (1) original and one (1) copy of their proposal to the Town of Killington on or before Friday, March 25, 2011 at 4:00 PM.

Proposals should be titled "PR RFP," and submitted to:

Seth Webb

Director, Office of Economic Development and Tourism

Town of Killington

2706 River Road

PO Box 429

Killington, VT 05751

Proposal can also be emailed to SethWebb@town.killington.vt.us.

Please call Seth at 802-422-2146 with any questions.

Prospective vendors who are mailing proposals should allow normal mail delivery time to ensure timely receipt of their proposals. The Town of Killington is not responsible for any proposals that arrive beyond the deadline indicated.

Proposal Evaluation

The proposals will be evaluated based on the following criteria:

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| 1. Qualifications and range of experience of project staff and subcontractors | 25 pts |
| 2. Knowledge of project requirements as demonstrated under "Approach to Scope of Work" | 25 pts |
| 3. Written presentation, including readability and conveyance of technical aspects | 25 pts |
| 4. Project Costs | 25 pts |

Vendors not awarded the work outlined here will be notified by mail or email. The successful vendor will be required to sign a contract with the Town of Killington in which they accept responsibility for the performance of services as stated in their proposal.

After review of the submissions the Town of Killington may request to meet with potential service providers prior to selecting a vendor.

Provisions

The Town of Killington assumes no responsibility and no liability for costs incurred relevant to the preparation and submission of the RFP by prospective vendors, or any other costs prior to issuance of a contract.

The Town of Killington also retains the right to reject any and all of the proposals submitted, and to make any award deemed to be in the best interest of the Town of Killington.

A contract between the Town of Killington and the selected vendor will be subject to and be in accordance with all Federal, State, and local laws as may be applicable.

The Town of Killington is an Equal Opportunity Employer. Minority and women-owned business enterprises are encouraged to submit proposals.