



Request for Proposal  
Social Media Agency

The Grand County Colorado Tourism Board (GCCTB) is in search of a specialized social media agency to elevate the Grand County brand and bolster tourism within the County. This RFP is a quest to find and establish a partnership with an adept agency aligning seamlessly with GCCTB's marketing plan. The selected agency will play a pivotal role in crafting and executing dynamic, integrated social media marketing initiatives designed to:

- 1) Elevate Grand County's Status: Cement Grand County's reputation as one of Colorado's premier destinations, showcasing its unique attractions and unparalleled experiences.
- 2) Boost Visitation: Drive overnight visitation for both individual travelers seeking leisure and groups seeking exceptional experiences.
- 3) Promote Responsible Travel: Reinforce the values of safe, sustainable, responsible, diverse, and inclusive travel, promoting ethical tourism practices.

In close collaboration with GCCTB's Executive Director, the chosen agency will devise innovative social media marketing programs. These programs will seamlessly integrate across paid, earned, and owned channels, aligning precisely with the objectives outlined in the GCCTB's marketing plan. Collaboration between the agency and GCCTB's PR team is crucial, especially in the realm of influencer programs and other engaging activations.

### **Introduction**

The Grand County Colorado Tourism Board (GCCTB) is a non-profit organization with 12 volunteer Board representatives appointed by the Grand County Board of Commissioners.

The Board operates through funds generated by the Lodging Tax of 1.8%, paid by visitors staying in lodging properties, excluding the "Town of Winter Park".

The goal of GCCTB is to drive tourism to Grand County and increase bookings through chambers, lodging properties, activity vendors, events and other tourism entities.

### **Mission**

We inspire a sustainable, year-round tourism economy in Grand County with an emphasis on strengthening the vitality of our communities, celebrating our local culture and traditions, and respecting our environment and resources.

## **Our Team**

The GCCTB consists of a twelve-member board, a marketing agency, and an Executive Director. We aim to work seamlessly to create, curate, and distribute content to our targeted audiences. The agency's primary point of contact will be the Executive Director.

To achieve success, the team must liaise with and support a variety of stakeholders, including GCCTB committees and the Board of Directors. The selected agency must understand and support the organization in strategic social media management and actively suggest, produce, and help guide activities designed to showcase Grand County's wide range of tourism experiences. This should be done by targeting regional and national market segments and tracking measurable outcomes from activities with regular reports.

Our team also works with the Colorado Tourism Office, Destination Granby, Kremmling Chamber, Grand Lake Chamber, and Winter Park Chamber. Collaboration may be needed with these partners and other agencies. Currently, the GCCTB maintains agency relationships for advertising and digital/web development, Executive Director, and research.

## **Goals and Measurement**

GCCTB's Communication strategy is crafted around content marketing, a dynamic approach that captivates positional visitors through a blend of paid, owned, and earned tactics. These efforts are used to measure using Key Performance Indicators (KPIs).

In the upcoming 2024-25 year, our strategic focus encompasses several objects:

- 1) Prolong stays: We aspire to extend the duration of visits, particularly among our drive and target markets.
- 2) Hidden Gems Knowledge: We are devoted to raising awareness about the county's lesser-known treasures, including Kremmling and Hot Sulphur Springs.
- 3) Promoting Responsible Travel: Upholding our commitment to responsible travel, we are dedicated to reinforcing the culture, especially in dedicated areas such as Rocky Mountain National Park and other federal lands. Our pioneering role in sustainable travel promotion continues, with an expansion of our current initiatives, shaped by the sentiments of the Grand County residents.
- 4) Strategic Overnight Stays: We seek to encourage overnight stays strategically, employing responsible travel messaging in sensitive regions like Grand Lake in July by managing the influx of visitors and ensuring that our social messages resonate with these areas.

## **Scope of Work**

Seeking an agency to act as a GCCTB social media contractor. The selected agency may be asked to collaborate on projects with other contracted agencies, including Miles Media (advertising, digital development, SEO, and creative), and Ore Communications (public relations).

The agency must have a core team located in Grand County, Colorado.

Our chosen agency will play a pivotal role in bolstering our marketing and public relations endeavors through an enduring social media strategy aligned seamlessly with our 2024 marketing plan. The agency is tasked with devising and curating content for both individual travelers and group ventures.

**Audit:** Thoroughly scrutinize GCCTB's social media channels, evaluating the audience, tone of voice, policies, competitors, and imagery to gain valuable insights.

**Strategy:** Formulate a comprehensive strategy and social tactics that augment existing campaigns and promotions, amplify GCCT partner content, and emphasize off-peak and shoulder season, as well as responsible travel initiatives. Please include posting cadence and samples of previous work. Paid social advertising comes from a separate budget.

**Content:** Propose innovative content ideas tailored for GCCTB's social channels, showcasing the diverse tourism experiences in Grand County. Develop strategies to amplify user-generated content and leverage influencer programs effectively.

**Platforms:** GCCTB primarily utilizes Instagram, Facebook, and Twitter. Additionally, GCCTB runs a Leisure podcast. The selected agency is expected to synchronize strategies and posting schedules across these platforms. Posting a minimum of 4 times a week.

**Future Expansion:** GCCTB Envisions expanding its social media footprint. This could involve a stronger presence on platforms like Pinterest and YouTube, which we currently have but haven't utilized. The agency is expected to analyze the need for these platforms and, if necessary, develop them from scratch.

**Tools:** Utilize Crowdriff UGC platform, funded by the GCCTB.

We anticipate the selected agency to not only meet these requirements but also bring fresh, innovative ideas that align with our vision for promoting Grand County's tourism offerings.

### **Reports and Calls**

-Schedule and participate in bi-monthly calls, providing agenda and status reports in advance.

-Provide monthly reports that include: Social media metrics and measurable outcomes.

### **Proposal and Criteria**

Please include the following items in your proposal. Agency selection will be based on the following:

- Brief overview of agency history and philosophy, including the agency's core capabilities, differentiators, and track record of success.

- Primary team members, roles, bios, location proposed for this account, and overall organizational chart for public relations and social media teams. Please list the primary agency address and any satellite office locations.
- Current client list and outline any long-term relationships and why they've been successful. Identify any current clients that might be in a potential or perceived conflict with GCCTB
- Experience with and approach to strategic planning and goal setting.
- Grand County: identify an area in that county that is lacking awareness and the proposed way you would begin to address it.
- The agency must have a policy of non-discrimination and commitment to diversity, equity, and inclusion.
- Short-listed finalists shall be required to provide proof of insurance of 1.2 million liability coverage.

### **Budget & Term**

**GCCTB's budget for the scope of work listed above is \$2,000 per month.** The agency should provide an estimate based on the scope of work, including agency fees, travel costs, and other associated expenses. Please outline your agency terms, conditions, and billing rate (commission, hourly, etc.) for standard development tasks and out-of-scope expenditures or reimbursable costs.

GCCTB functions on an annual calendar, operating from January to December. The initial term of the contract extends until December 31, 2024. The agreement holds the potential for extension, renewable annually in one-year increments, allowing for a total contract duration of up to three years, concluding on December 31, 2027. Such extensions are contingent on an annual evaluation of achievements conducted by the Marketing Committee and Executive Director. Each annual review will allow for consideration of adjustments in agency scope, fees, and extension. GCCTB reserves the right to cancel services for any reason with a 30-day written notice.

The selected agency will be GCCTB's social media agency of record. GCCTB reserves the right to retain other agencies for short-term projects.

### **Submission Details & Timeline**

**Please submit the proposal in PDF format to [grandcountycotourismboard@gmail.com](mailto:grandcountycotourismboard@gmail.com) by 11:59 p.m. MST November 26, 2023.** Any proposals received after this time or via any other channels may be disqualified and deleted. GCCTB does not take responsibility for any technical issues related to agency submissions nor receipt confirmation from GCCTB.

GCCTB will do its best to ensure such emails are received but not take responsibility if, for any reason, they are not.

The following is the complete timeline and process for agency solicitation, evaluation, and selection. Timeline subject to adjustment.

- RFP Distribution: Wednesday, November 1, 2023

- Agency Questions Deadline: 5:00 p.m., Wednesday, November 22, 2023 (submitted via email)
- RFP Deadline: 11:59 p.m., Sunday, November 26, 2023
- Selected Agencies Notified: Wednesday, November 29, 2023
- Presentations: Monday, December 4, 2023
- Final Selection: Wednesday, December 6, 2023
- Start Date: January 1 or immediately upon contract finalization

### **Additional Submission Guidelines**

In response to this Request for Proposal (RFP), agencies are encouraged to showcase their creativity and expertise in any format they see fit. By submitting a response, agencies confirm their understanding and acceptance of the following terms:

**Confidentiality:** All information, whether written or spoken, shared by GCCTB is considered confidential and must not be disclosed to external parties.

**Flexibility of RFP:** GCCTB reserves the right to modify any aspect of the RFP, the selection process, or cancel it entirely at any time and for any reason, without incurring any liability towards the participating agencies.

- **Truthfulness and integrity:** Agencies are expected to provide truthful and accurate information in their proposals. Any untruthful or misrepresented information will result in immediate disqualification. Furthermore, if such discrepancies are discovered post-contracting, it could lead to the termination of the contract without liability on GCCTB's part.
- **Conflict of Interest:** GCCTB represents various members in the tourism industry, some of whom might also be clients of the participating agencies. This potential conflict of interest is acceptable if agencies transparently identify any such conflicts in their proposals and demonstrate their ability to manage these conflicts (e.g., through firewalled account management)
- **Intellectual Property:** Any information, ideas, or concepts shared during the RFP process are considered non-proprietary. GCCTB retains the right to utilize these ideas without assuming any liability. Agencies should be aware that the presentation of ideas does not establish a formal agreement for compensation. Materials submitted during the RFP process will not be returned.