



**REQUEST FOR PROPOSAL  
MARKETING AGENCY  
AUGUST, 2024**

**INTRODUCTION:**

The Grand County Colorado Tourism Board (herein known as GCCTB) invites all interested, qualified companies or firms to submit responses to the Request for Proposal (RFP) seeking companies capable of providing a full range of destination marketing, brand marketing and brand management services for Grand County.

**ORGANIZATION DESCRIPTION:**

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 1.8% lodging tax paid by visitors staying in lodging properties, excluding the Town of Winter Park. Additional funding comes through grants from the Colorado Tourism Office.

GCCTB aims to drive responsible tourism to Grand County, Colorado through increasing the average length of stay, support a year-round tourism economy that benefits residents, local Chambers of Commerce, lodging properties, activity vendors, restaurants, shops and other small businesses, attract sustainable visitors, and disburse visitors throughout the county.

Grand County's communities include Grand Lake, Kremmling, Hot Sulphur Springs, Granby, Fraser, Parshall and Winter Park.

**THE PROPOSAL SHOULD ADDRESS THE FOLLOWING:**

**Goals and Objectives**

- Create a year-long media schedule to advertise Grand County, Colorado, and its events to potential visitors. Position Grand County as the premier tourist destination in Colorado.
- Work with various media sources to increase visitor night stays, particularly during shoulder seasons.
- Work with the GCCTB Executive Director, social media and PR contractors and the GCCTB to maximize exposure to visitors at a reasonable cost.

- Work with the county's chambers and the Colorado Tourism Office on joint county-wide marketing efforts. Work with local (Grand County) qualified professionals and businesses to develop materials and strategies.

### **Current Contractors**

- Gaylene Ore – Executive Director
- Ore Communications, Inc – Public Relations
- Megan Dryden – Social Media
- Carrie Tomlinson- Miles Partnership

### **Scope of Services**

The services required involve the management and execution of a comprehensive marketing strategy to be submitted to the GCCTB and Board of County Commissioners for approval. Following approval of the planned strategy, the services next required would be the management and execution of that strategy, including, but not limited to, developing an overall marketing plan, developing creative content, negotiating media buys, monthly reporting and analysis, and other services as requested by the GCCTB.

- Provide data and analysis to the GCCTB regarding the county's marketing efforts, return on investment (ROI), and other key performance indicators (KPIs).
- Work with Grand County area tourism interests to execute a consistent and cohesive brand.
- Develop Grand County-specific digital assets, including website assets, newsletters, email blasts, advertisements, videos, infographics, and photography.
- Identify Grand County's marketing needs by analyzing available advertising media, including radio, television, newspaper, magazine, billboard, online/digital, etc., to determine suitable advertising media for the county.
- Plan, create, and prepare advertising or arrange for the planning, creating, and preparing of advertising.
- Negotiate and contract with the advertising media for space or time to obtain the most favorable terms and rates.
- Maintain website performance and accuracy, while building upon existing and seasonal media efforts.
- Follow up on all services provided by the media to evaluate and determine their compliance with contractual obligations.
- Make timely payments to all persons or firms supplying goods or services in connection with the advertising program.
- Present a list of creative ideas and strategies for the GCCTB (minimum 4 times a year)
- Work on a customer satisfaction survey from visitors regarding the quality of experience in Grand County. This should be considered an optional service provided as part of any proposal.
- Document how marketing will meet the board's goals and objectives.
- Conduct market research on key target demographics and trends in the travel industry.

- Implement SEO and SEM strategies to improve Grand County's online visibility and drive traffic to relevant platforms.
- Maintain website performance and accuracy, while building upon existing and seasonal media efforts.
- Ensure that the website and all marketing materials are ADA Compliance.
- Collaborate with the executive director to leverage partnerships and resources local businesses, tourism organizations, and government agencies.
- Attend six GCCTB monthly meetings.
- Maximize the use of qualified local professionals and businesses.
- The proposal budget should clearly differentiate administrative costs vs. media buys.
- Demonstrate the ability to work with the executive director and contractors.
- Provide marketing support for Grand County area events, lodging, retail, restaurants, and activities as directed by the executive director and GCCTB.

### **Desired Qualifications**

- Five years destination marketing experience.
- Experience in creating comprehensive marketing plans.
- Experience working with destination stakeholders (non-profits, governmental agencies, and stakeholders).

### **Official Contact**

Gaylene Ore | Please email [grandcountycotourismboard@gmail.com](mailto:grandcountycotourismboard@gmail.com)

### **TIMELINE**

This tentative timeline may be altered at any time at the discretion of the GCCTB:

- RFP available to agencies | August 7, 2024
- Final day to submit questions regarding this RFP | By 5:00 PM Mountain Standard Time August 29, 2024
- Questions by Applicants will be responded to by RFP Marketing Committee | By 5:00 PM Mountain Standard Time September 3, 2024
- Proposals Due by 12:00 PM Mountain Standard Time September 15, 2024
- Proposals evaluated by Marketing RFP Committee | By September 30 - October 15, 2024
- Agencies under consideration will be interviewed. Follow-up interviews will be conducted during this time frame as needed | October 21 - 28, 2024
- Agency selected, and contract negotiations begin | November 15, 2024
- Work begins for limited duration, decided in contract negotiations | December 2, 2024

### **QUESTIONS**

Note that all answers regarding questions and requests for clarification for this RFP will be responded to publicly on the GCCTB website in a manner consistent with the schedule to ensure that all respondents have the same information. No calls, please.

## **SUBMISSION INSTRUCTION**

Proposals must be submitted electronically to Gaylene Ore,  
grandcountycotourismboard@gmail.com

## **SUBMITTAL REQUIREMENTS AND DELIVERABLES**

Your response to this RFP must be submitted in the following format and labeled accordingly:

### **Statement of Qualifications**

Provide a written statement of your agency's qualifications for providing the work as described in the Scope of Work.

### **Tourism Experience**

Provide a written statement of your involvement in the tourism industry, specifically with DMO clients, industry memberships and resources.

### **Organization, Ownership, and Management**

- Name, address, and telephone number of the entity that will be contracted with and all trade names to be used.
- Name, address, and telephone numbers of the organization's principal officers and other owners.

### **Organization's Structure and Experience**

- The organizational chart of the company, including any subcontractors who will work with GCCTB.
- Total number of employees including full-time, part-time and contract workers
- A summary of employees who will work on the account, including their name, title, a short summary of their qualifications, and their main role in working with GCCTB.
- Hours of operation that staff will be available and any satellite offices.
- Experience in creative content, layout, messaging, print publishing, print distribution, and ad design. Please submit no more than three relevant case studies, including project goals with measurable KPIs and results. Creative work should be included in each case study.

### **Client Information**

- Current clients in descending order of size.
- List your two most recent past clients and reason for termination.
- List any travel/tourism clients and their current status.

### **Account Gain and Loss**

- Indicate if the agency has had a contract terminated for non-performance over the last five years, with either litigation determining the agency at fault or no litigation due to inaction on the part of the organization.

- List of accounts gained over the last two years and why your organization was awarded the work.
- Three references that are current accounts with contact names, email and phone numbers.

### **Conflict(s) of Interest**

The proposer must declare and provide details of any actual, potential, or perceived conflict(s) of interest.

### **Budget**

Please provide a proposed budget based on a budget of \$500,000 and a full year for creative layout, production, creative account management, and out-of-pocket expenses for a two year contract.

### **CONDITIONS OF PARTICIPATION**

- Submittals in response to this request and respondents' participation in the process shall be at no cost or obligation to the GCCTB. GCCTB reserves the right to, at any time, abandon or terminate its efforts to contract for any or all of said services without any obligation to any respondent.
- Responses to this request and other materials submitted shall become the property of GCCTB and will not be returned.
- Respondents shall not contact any GCCTB members or contractors after this request has been advertised, except to ask questions as specified below under "Respondent Questions." Such contact will be considered a cause for disqualification.
- GCCTB may waive any informalities or minor defects or reject any and all submittals.
- GCCTB reserves the right to reject any submittal if the evidence submitted by or investigation of such respondent demonstrates that such respondent or its subcontractors are not properly qualified to carry out the obligations of the Contract or to complete the Work enumerated or implied to fall under the scope of work thereof.
- All applicable laws, ordinances, and the rules and regulations of all governmental authorities having jurisdiction shall apply throughout the Contract. Further, all legal matters shall be adjudicated by the state courts of competent jurisdiction in Grand County, Colorado and shall comply with all relevant federal and state laws, regulations, and ordinances.

### **CONFIDENTIAL AND PROPRIETARY INFORMATION**

If a contractor believes that parts of an offer are confidential, then the contractor must 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 county will be the sole judge of 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 that are not marked as confidential will automatically be considered public information after the contract is awarded. The successful offer may be regarded as public information even though parts are marked confidential.

### **WITHDRAWAL MODIFICATIONS OR OFFERS**

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

### **ACCEPTANCE**

Any offer received and not withdrawn shall be considered an offer, which may be accepted by the county 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 count at any time within 90 calendar days from the submission deadline date. The county reserves the right (a) to reject any or all offers,(b) to waive informalities and minor irregularities in offers received, and (c) to accept any portion of an offer if deemed in the best interest of the county. The contractor must provide in its offer any information requested in the RFP to avoid the rejection of the offer for non-responsiveness.

### **PROPOSAL PREPARATION COST**

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

### **AWARD**

The county 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 County's estimation, provides the most significant overall benefit in response to the requirements detailed in the RFP. The county reserves the right to reject any or all offers and not to make an award.

### **SUBSTANTIVE PROPOSALS**

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

**NON-COLORADO ENTITIES**

If the 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 county 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 the place of business and appointment of an 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.

**BOARD INFORMATION** <https://www.visitgrandcounty.com/tourism-board/board-meeting-schedule/>