



REQUEST FOR PROPOSALS

ADVERTISING AGENCY

Mission

The mission of the South Padre Island Convention & Visitors Bureau is to enhance the local economy, hotel occupancy tax base and employment opportunities by marketing South Padre Island as a special event, convention and visitor destination.

Goal of the Project

The City of South Padre Island through its Convention and Visitors Bureau is accepting proposals from marketing/advertising agencies to implement its marketing plan (attached) through the placement of media buys. This is a one-year contract expiring on September 30, 2016 with the option for a two-year extension negotiated annually.

General Information

This Request for Proposals is issued for the purpose of establishing a one (1) year contract with a two (2) year renewal option for services as described below.

This Advertising RFP is being conducted simultaneously with a Digital Marketing RFP and proposals may be submitted separately for each RFP or one combined proposal for both.

Overview

The City of South Padre Island is soliciting proposals for the operation of its Convention & Visitors Bureau advertising agency to more effectively promote the City of South Padre Island as a destination and resource for all targeted markets. The agency should work seamlessly with digital marketing efforts to ensure or advertising campaigns are reflecting the image and brand of South Padre Island.

The contract for services will be with the City of South Padre Island. Proposals are to be directed to William A. DiLibero, City Manager.

Lobbying

All firms are hereby placed on NOTICE the City Council, Convention & Visitors Advisory Board nor Staff wish to be lobbied either individually or collectively about projects regarding this proposal. Firms and their agents are not to contact members of the Convention & Visitor's Advisory Board or Convention & Visitors Bureau staff for such purposes as meetings, introductions, luncheons or dinners.

Scope of Work

Media Research, Planning and Negotiation – Paid by the commission for media placed.

1. Employ on the City's behalf, Agency's knowledge and research of available media and means that can be effectively used to promote the City's products or services;
2. Development of identity guidelines and coaching of City staff in the use of these guidelines. This may include a new logo, slogan, etc. to fit the overall marketing plan.
3. Maintain marketing budget of \$1.8 million. Additional funding may be available.
4. Order the space, time or other means to be used for the City's advertisements, endeavoring to secure the most advantageous rates available;
5. On all time and space purchased by Agency on the City's behalf, will bill the City at best possible negotiated media rates; and must provide insertions/contracts to CVB prior to billing.
6. Media commission covers the internal cost of media planning and placement, media trafficking and all administrative and accounting functions.
7. Electronically provide CVB monthly reports of media placements and expenditures no later than the 3rd Wednesday of every month.
8. See CVB Advertising Attachment A for a list of additional services.

Submission Requirements

The Proposal shall include:

1. Original RFP document and three unbound copies, returned intact - dated on every page
2. Name of proposer, address and telephone number
3. Related experience -- proposer must submit html addresses of previous relevant work projects
4. Submit three (3) references who have worked previously with the proposer
5. Names, titles, professional information (resume) for staff who will be working directly with this contract
6. If subcontractor(s) or joint venture(s) will be used, please provide name, title, address and professional information for these staff
7. Description of how the above scope of work will be implemented
8. Explanation of coordination with City of South Padre Island staff throughout project
9. Detailed timeline and completion date of project elements
10. Itemized budget for the above scope of work

This Request for Proposal represents a fair and competitive process. Proposals should include a brief

Proposals will be accepted until Thursday, June 11, 2015 at 3:00 p.m. Proposals must be delivered to City Secretary Susan Hill, 4601 Padre Boulevard, South Padre Island, TX 78597 in a sealed Envelope titled "South Padre Island CVB Advertising Proposal."

Proposal Evaluation

The proposals will be evaluated in the following areas with scoring values of each:

- Cost (40%)
- Company's relevant experience with similar projects and clients (25%)
- Creative Team & backup staff (20%)
- Artistic quality and technical proficiency as well as level of professionalism demonstrated in samples of work and/or proposal, including direct overlapping with the CVB digital campaign (15%)

South Padre Island will request finalists to make a formal presentation including mock design, storyboards and branding

Contract Award

The City of South Padre Island will review the proposals using these criteria as an overall guideline but the Convention & Visitors Bureau is under no obligation to select a contract award based solely on lowest proposal. All criteria will factor into the overall selection of a winning proposal. After review and recommendation from staff, a contract will be negotiated with the selected firm/contractor.

Special Conditions

1. South Padre Island Convention & Visitors Bureau is not liable for costs incurred by proposers prior to execution of a contract. All costs incurred as a result of this proposal request, including travel and personnel costs, are the sole responsibility of the proposer.
2. South Padre Island Convention & Visitors Bureau reserves the right to reject any proposals that do not address all terms and conditions of this proposal request. In addition, South Padre Island Convention & Visitors Bureau, may reject any and all proposals at any time if it is determined it is not in their best interest to award the contract to anyone from among the submitted proposals.
3. In the event it becomes necessary to revise any part of this RFP prior to deadline, addenda will be provided to any prospective proposer who received the initial RFP.
4. The proposal prices shall include all labor, materials, freight and taxes, insurance, etc., to cover the finished work.
5. The firm/contractor shall be responsible to the City of South Padre Island for all acts and omissions of employees or subcontractors while performing any work related directly or indirectly with the project covered by the contract documents or related instruction and documents.
6. This RFP does not obligate the City of South Padre Island or the selected firm/contractor until a contract is signed and approved by both parties. If approved, it is effective from the date the contract is signed. The South Padre Island Convention & Visitors Bureau shall not be responsible for work done, even in good faith, prior to the final approval of the proposed contract.
7. Contractor acknowledges that a negotiated percentage of payment will be reserved until South Padre Island Convention & Visitors Bureau accepts final work product.
8. The City of South Padre Island has the right to use any of the ideas presented in any response to this proposal request. Selection or rejection of the proposal(s) does not affect that right.
9. News releases or the release of information to media pertaining to this proposal request and the service or project to which it relates shall not be made without prior approval of the City of South Padre Island.
10. The South Padre Island Convention & Visitors Bureau acknowledges that information obtained from proposers is subject to the Public Information Act and cannot be withheld or considered confidential.
11. Successful proposer will sign an "Agreement for Work Made for Hire" that assigns ownership of this website design and all work on this project to the City of South Padre Island.
12. Successful proposer retains the creative freedom to use new technology, perhaps even those developed during the length of this agreement, in the design and development outlined in this document.

Deadline

Bid opening June 11, 2015. Proposals must be received by 3:00 p.m., Central Daylight Time. This Advertising RFP is being conducted simultaneously with an Advertising RFP and proposals may be submitted separately for each RFP or one combined proposal for both.

Submit proposals in writing to:

City Secretary Susan Hill, 4601 Padre Blvd., South Padre Island, TX 78597.

- Please mark the sealed envelope with “SOUTH PADRE ISLAND ADVERTISING MARKETING PROPOSAL DOCUMENTS ENCLOSED – DO NOT OPEN”.
- The date and time of the receipt of each proposal will be recorded.
- The Convention & Visitors Bureau will not accept multiple proposals from the same contractor.
- The Convention & Visitors Bureau is not responsible for failure to open a proposal that is not properly addressed and identified.
- A proposal may be corrected or withdrawn by a written request received prior to the date of opening proposals.
- Any proposals received after the deadline will be returned to the proposer unopened and will not be considered for award.
- Contract will be awarded effective October 1, 2015.

CVB Advertising Attachment A
Request for Proposal – May 21, 2015

1. Account Services/ Strategic Planning:
Describe the activities the Agency will provide to assist the CVB in developing and implementing a media plan.
2. Branding:
The agency will present a methodology for recommending a new brand for South Padre Island.
3. Media Research/Planning and Negotiation:
Research and negotiate available media and contract on the City's behalf media services.
4. Creative Development:
Work with the staff at the CVB to develop creative strategies to enhance South Padre Island for a variety of media outlets to support promotions and special events.
5. Production:
Employ on the City's behalf film production and recording studios and printing facilities to produce creative materials need to fulfill the media contract.
6. Costs and Fees:
Provide a breakdown of the costs associated with the each of the requested services including projected mark-ups for subcontracted services.

Provide the fees and hourly rates charged by the agency and its employees for services delivered to the City.