

Request for Proposal
for
Marketing and Advertising Services



194 Municipal Way
Post Office Box 1220
Santee, South Carolina 29142
Phone (803) 854-2152/Fax (803) 854-3233
www.townofsantee-sc.org

INTRODUCTION

The Town of Santee, South Carolina (the “Town”) is seeking the professional services of a qualified full service marketing and advertising agency to work with the Town in the development, implementation and evaluation of the Town’s strategic, and integrated marketing program to promote the Town as a travel destination to state, regional, national and international markets. The Town seeks a partner with experience in brand development and management, marketing, social media strategy, implementation, and market research. The successful firm shall assist the Town in the planning, development, creation and execution of various marketing and advertising programs in support of the Town’s tourism goals.

BACKGROUND

The Town desires to grow its economy by fostering sustainable tourism, economic development and effectively market the Town to increase visitation and improve the quality of life for all citizens.

The Town wants to grow the tourism activities and in its broadest form, “put heads in beds”, “feet on fairways” and people in restaurants.

The contract resulting from this solicitation has a maximum potential value of up to \$1 million over the life of the contact. The contract term is from July 1, 2019 through two fiscal years, ending June 30, 2021, with three additional one-year renewals. Fully executed, the contract will end June 30, 2024.

The specific annual value of the contract is directly tied to the Town’s annual budget cycle and will fluctuate from year to year based on the budget allocated to tourism by Town Council each year and based on tourism marketing priorities in any given year.

SCOPE OF WORK

The Town seeks a firm or joint venture with the ability to provide a broad range of marketing services, including:

- Research and strategic planning
- Account services
- Media planning, evaluation, negotiation, and purchasing
- Ad trafficking across all types of media
- Creative and production services for traditional and digital mediums and emerging mediums
- Cooperative advertising programs
- Interactive media
- Digital media
- Search engine optimization
- Search engine marketing
- Collateral
- Industry relations
- Web development and maintenance
- Web tracking/reporting
- Mobile application development and maintenance
- Mobile trafficking and reporting
- Public relations services

- Social media, analytics tracking and reporting
- Social media advertising
- Photography services and video production
- Measurement/tracking and reporting
- Subcontracting for goods and services as necessary to execute the Town’s marketing programs
- Accounting, billing, and invoice reconciliation

RFP SCHEDULE

The Town has established the following target dates for processing the RFP. The schedule for evaluation and award of this RFP is subject to change and can be affected by various interviewing events.

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| • Release Date | April 1, 2019 |
| • Qualification Proposals Due Date (evaluation and interview, if needed, by selection committee) | May 3, 2019, 5 p.m. May 13-17, 2019 |
| • Selection Committee Recommendations for Approval to Council | May 24, 2019 |
| • Approval of Selection Committee’s Recommendations by Council | June 5, 2019 |

RESPONSE REQUIREMENTS (MINIMUM REQUIREMENTS)

Each response to this RFP shall include the information described in this section. Failure to include all of the elements specified may be cause for rejection. Additional information may be provided, but should be succinct and relevant to the goals of the RFP. However, descriptions that tend to be excessive, not “to the point” or too wordy may not be considered favorably. Document pages shall be 8-1/2x11” in size or folded to such a size.

Please follow this numbering protocol exactly, and do not re-number, insert numbers, or otherwise modify the sequence. Responses that do not follow this numbering order will not be considered.

1. Company profile

- a. Name of the business, contact person, and contact information: Provide address, telephone, mobile telephone number, fax number, e-mail address, and web address, as applicable.
- b. Statement of ownership: Describe the type of business entity (sole proprietorship, corporation, LLC, or other), and list the majority and minority owners.
- c. List of subcontractors. If applicable, provide company name, contact person, address, telephone number, and intended percentage of work to be performed by any subcontractor.

2. Qualifications

- a. Provide a brief description of your firm, including its founding and history, number of employees, service areas, and awards or other forms of recognition.
- b. Provide a description of your work process.
- c. Describe the experience with and knowledge of marketing and advertising services among your firm’s personnel in the context of their careers.
- d. Describe why and how your firm is uniquely positioned to serve as the Town’s lead marketing strategist, implementer, and advisor.

3. Experience and ability to perform work

- a. Describe the approach your firm would undertake to successfully complete the tasks described in the Scope of Work.
- b. Provide examples of relevant work and/or case studies.
- c. Provide a minimum of three (3) client references.
- d. Provide a list of personnel who would be assigned to the Town’s work, along with their credentials and experience.

4. Pricing

- a. Provide a schedule of fees for all relevant services described in the Scope of Work. Include costs of ongoing consulting, management, strategy development, digital marketing services, external collateral, content development and website maintenance, public relations, and paid media.
- b. Based on your approach, provide an estimate of the annual number of hours required for each service area described in 4a.
- c. Please follow exactly the requirements for the response noted above. It is the responsibility of the bidders to provide all required materials in the required form and format. Responses that are not in the required form and format will not be considered.

QUESTIONS

Individual questions regarding the RFP will be responded to only as follows: Questions regarding requirements and scope of work will be accepted up to 5 p.m. EST Friday, April 26, 2019 via e-mail only, at jpinter@townofsantee-sc.org. Answers to all questions received by this deadline will be sent via e-mail.

Telephone calls, faxes, and/or requests for solicitation will not be accepted or acknowledged.

SUBMITTAL INSTRUCTIONS

- a. One original and seven (7) copies of the RFP shall be received no later than the date and time listed above at the Office of the Mayor, Town of Santee, 194 Municipal Way or Post Office Box 1220, Santee, SC 29142.
- b. Late RFPs shall not be accepted under any circumstances.
- c. Cost of preparation of RFP will be borne by the offerors.
- d. The Town reserves the right to waive minor defects and/or irregularities in submittals, and shall be sole judge of the materiality of any such defects or irregularities.

EVALUATION CRITERIA

Each submittal will be rated using the following criteria and scoring:

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| Experience and Expertise | 30% |
| Methodology and Creative Abilities | 30% |
| Facilities and Resources | 25% |
| Cost | 15% |

SELECTION PROCEDURE

- RFPs will be reviewed for responsiveness and responsive submittals will be screened by an evaluation committee in accordance with the criteria listed above. The firms submitting the most highly rated responses may be invited for interviews.
- The Town reserves the right to make an award without further discussion of the submittal with the offeror(s). Therefore, the RFP should be submitted initially on the most favorable terms that the responding firm may propose.
- The Town reserves the right to award a contract to the firm(s) who, in the sole judgment of the Agencies, provide(s) the most favorable response(s) to the RFP pursuant to the Evaluation Criteria listed above.
- The Town reserves the right to reject any or all RFPs, to waive minor irregularities in said RFPs, or to negotiate minor deviations with the successful firm(s).