



**VISIT JOHNSON CITY
REQUEST FOR QUALIFICATIONS / PROPOSALS
MARKETING / CREATIVE / MEDIA BUYING / PUBLIC RELATIONS SERVICES**

Bids Due: _____, 2022 at 3 p.m. CST
303 E. Pecan Dr. (Physical)
P.O. Box 369 (Mailing)
Johnson City, Texas 78636
(830) 868-7111 (830) 868-7718 fax

VISIT JOHNSON CITY

MARKETING & PUBLIC RELATIONS SERVICES – REQUEST FOR QUALIFICATIONS / PROPOSALS

The City of Johnson City, Texas requests that each firm provide a written presentation outlining the firm's qualifications for marketing, creative, media buying, and public relations services.

BACKGROUND

The City of Johnson City, Texas (the "City") is a Type A General Law Municipality located within the Texas Hill Country. Incorporated in 1944, Johnson City seeks to promote tourism and the convention / hotel industry through marketing research, advertising, and public relations efforts.

Each respondent shall furnish the information required in the Scope of Services. Responses submitted in any other format may be rejected at the sole discretion of the City.

It is the respondent's responsibility to ensure that responses are received by the City, 303 E. Pecan Dr. (Physical), P.O. Box 369 (Mailing), Johnson City, Texas 78636, no later than the closing deadline stated on the cover page. Responses received after the closing deadline will not be accepted or considered. No telegraphic or facsimile responses will be considered.

All responses must be submitted with one (1) original and two (2) copies. The original and copies must include the Request for Qualifications / Proposals cover page, the signature section, any section on which annotations are required or exceptions are taken, and any supporting documentation or literature being submitted with the response.

It will be the responsibility of the respondent to contact the City prior to submitting a response to ascertain if any addenda have been issued, to obtain all such addenda, and to return executed addenda with their response.

The winning respondent will report directly to the Chief Administrative Officer (CAO) on its activities in accordance with other policy. The winning respondent will be required to present updated materials, ideas, and designs to the City Council quarterly.

The winning respondent will assume responsibility for the performance of all required services, whether or not subcontractors are involved. The City will consider the winning respondent to be the sole point of contact with regard to all materials and will not maintain contacts with any subcontractors. The winning respondent will specify any subcontractors it intends to use and what their function(s) will be.

All materials, ideas, designs, and layouts developed for the City under this contract are the property of the City, may not be used for any other purpose without prior written consent, and will remain the sole property of the City regardless of termination of services for any reason. If

subcontractors are used, the winning respondent shall obtain all necessary releases to ensure all materials, ideas, and layouts are the property of the City.

RESPONSE AND SIGNATURE SECTION

The City reserves the right to reject any or all responses, without recourse, to waive technicalities, or to accept the response which, in its judgement, best serves the interests of the City. Respondent's submittal costs are considered an operational cost of respondents and shall not be passed on to or be borne by the City.

The City reserves the right to request any additional information needed for clarification from any respondent(s) during the evaluation period of the responses.

Failure to comply with these instructions may be cause of disqualification of your response.

Firm

Date

Authorized Signature

Print Name and Title

RFQ / P responses and any questions regarding this RFQ / P should be addressed and submitted to:

Rick A. Schroder, Chief Administrative Officer
303 E. Pecan Dr. (Physical)
P.O. Box 369 (Mailing)
Johnson City, Texas 78636
(830) 868-7111 (830) 868-7718 fax
rschroder@johnsoncitytx.org

GENERAL PROVISIONS

Any contract resulting from this RFQ / P is deemed effective only to the extent of funds available, and it shall contain the following provisions. At the time of contracting services, materials, equipment, or other items, other provisions may be added, as determined by the City.

Any permits, licenses, or fees required will be the responsibility of the respondent and no separate payment will be made for same.

All documents and other materials made or received in conjunction with this project will be subject to the public records disclosure requirements of State Law, unless exempted therein. Responses will become part of the public domain upon opening and respondents shall not submit information or pages either marked "proprietary" or otherwise restricted in any way.

Special Provision – There is one (1) attachment to this RFQ / P and is to be attached with the completed RFQ / P by respondent. **Attachment A – Insurance and Risk Management Requirements**

SCOPE OF SERVICES

The purpose of the RFQ / P is to obtain the service of an agency qualified to handle the City of Johnson City, Texas and its goal to promote tourism and the convention / hotel industry. The City is seeking a full-service marketing / creative / media buying / public relations firm with extensive experience in destination marketing.

Advertising, promotions, and public relation efforts are targeted to, but not limited to, major domestic markets throughout the State of Texas and North America.

The winning respondent shall be the principal provider and / or advisor to the City for the following related services:

1. Creation and development of a creative advertising strategy and overall advertising campaign.
2. Production and execution of an advertising campaign.
3. Evaluation of advertising (creative) campaigns.
4. Provide strategic recommendations / input to the City on a quarterly and annual basis.
5. Media planning and buying.
6. Creation and host of the Visit Johnson City website and any other sub-websites that are owned by the City.
7. Create advertising components that are consistent with print, online, television, radio, and social media campaigns.
8. Other related advertising / marketing activities, as directed.

The City requires unique, innovative concepts and strategies that will produce quantifiable results.

The winning respondent will work with City Staff and should be able to suggest strategies to expand the impact of a branding and marketing campaign, while allowing for the broadest possible exposure. Such strategies may include maximizing the use of cooperative advertising, as well as identifying promotional and public relations opportunities.

RESPONSE FORMAT

Response must be submitted on paper (numbered, typed, with headings, sections, and sub-sections identified appropriately).

All respondents shall submit all required information at the time of the submission of responses. Failure to provide the required information will affect the evaluation of the response.

1. Transmittal Letter

The letter must be on official business letterhead of the organization proposing to become the winning respondent. The letter is to transmit the RFQ / P and shall identify all material and enclosures being forwarded.

2. Organization Ownership and Management

- a. Provide the name, address, and telephone number of the legal entity with whom the contract will be written and all trade names used.
- b. Provide the name, address, and telephone numbers of the organization's principal officers and other owners, as well as subcontractors identified in the proposal.
- c. Identify type of business (sole proprietorship, partnership, corporation, etc.).
- d. If respondent is a corporation, provide copy of the certification from Texas Secretary of State verifying respondent's status and good standing.
- e. Provide FEIN (Federal Employer Identification Number) of respondent or SSNs (Social Security Number) in the case of sole proprietorship or partnerships.

3. Organization's Structure and Experience

- a. Provide an organizational chart of the organization, including contact points between the organization and the City. Include all subcontractors to be employed on the project.
- b. Disclose the organization's total number of employees, both full and part time.
- c. Provide a short history of the organization and include a history of subcontractors to be employed on these projects.
- d. Disclose the name(s) of the person(s) in the organization management who will work on the account and how much of his or her time will be spent on the account.
- e. Provide a summary noting the qualifications and experience of each person who will work on the account, as well as any subcontractors.
- f. Provide hours of operation and staffing availability.
- g. Describe the organization's experience in tourism, or directly related field. Include tourism experience of all subcontractors.

- h. Identify any accounts the organization is handling which may be perceived to be in competition with the City or which may pose a conflict of interest.
 - i. Provide examples of work developed by your creative team in each medium: online, social media, print, television, radio, collateral, direct mail, and, if available, interactive media. Work examples should include standard objectives, target audience, strategy, and results of each medium.
 - j. Any additional information that respondent considers pertinent for consideration should be included in a separate section of the response.
4. Proximity to and Familiarity with the City of Johnson City, Texas
Describe the respondent's familiarity with the City of Johnson City, Texas, or similar city.
5. Client Information for each Area of Concentration (Marketing / Creative, Media Buying, Public Relations, Website Creation/Management / Hosting)
- a. List your current clients in declining order of size and the years you have worked for them.
 - b. Name the two most recent past clients. Have any of these terminations been due to agency non-performance? If so, explain.
 - c. Provide names of any travel / tourism clients you now serve.
 - d. Provide a list of accounts gained in the past two years and comment on why your organization was chosen to service these new accounts.
6. Billing
- a. Provide methodology and options for pricing all projects that may be assigned through the contract term as it relates individually to advertising, creative, public relations, marketing services, and website creation, maintenance, and hosting.
 - b. Identify percent (%) commission on media buys.
7. Additional Information
Any additional information that respondent considers pertinent for consideration should be included in a separate section.

CONSIDERATION OF RESPONSES AND EVALUATION

SELECTION PROCESS

The Chief Administrative Officer will receive responses from potential respondents in response to this RFQ / P. Based on the responses to the criteria listed in the RFQ / P, the Chief Administrative Officer will short list respondents for further consideration.

Short-listed respondents will be invited to make formal presentation(s) to the City Council. The

City Council will evaluate the responses and rank the respondents with whom negotiations shall be pursued. Negotiations will begin with the most responsive / responsible respondent until a mutually-agreeable contract is reached with one of the ranked respondents. The proposed contract shall be submitted to the City Council for approval.

ATTACHMENT A – INSURANCE REQUIREMENTS

Respondent shall provide the following described insurance, except for coverage specifically waived by the City, on policies with insurers acceptable to the City.

The insurance requirements shall not limit the liability of the respondent. The City does not represent that these types and amounts of insurance are sufficient or adequate to protect respondent's interests or liabilities, but are merely minimums.

Respondent's insurance policies shall be endorsed to name the City as an additional insured to the extent of the City's interests arising from any contract or agreement between the City and respondent.

Respondent waives its right of recovery against the City to the extent permitted by its insurance policy limits.

- Workers' Compensation insurance in accordance with the laws of the State of Texas.
- Commercial General Liability insurance with limits of not less than:
 - \$2,000,000 General Aggregate Limit; and
 - \$1,000,000 Each Occurrence, combined single limit.
- Professional Liability and Errors and Omissions insurances with limits not less than \$1,000,000 each claim/annual aggregate.