



Request for Proposals Tourism Marketing and Promotion Services

City of Nevada
April 2022

1. INVITATION

- 1.1.** The City of Nevada, Missouri (hereinafter “the City”) invites all interested, qualified companies, non-profits or firms to submit responses to this Request for Proposal (RFP) seeking professional management, advertising and marketing services. The City of Nevada is committed to implementing new marketing plans that will promote responsible tourism and travel to the area.
- 1.2.** The successful consultant must demonstrate extensive knowledge and understanding of how to create, implement and manage a comprehensive marketing program strategy to fulfill the objectives of the City.
- 1.3.** Responses to this Request for Proposals will be accepted until **4:00 P.M. Tuesday May 10, 2022**
- 1.4.** Proposals can be submitted via email to **mmitchell@nevadamo.gov** or dropped off at City Hall, 110 S. Ash, Mon-Fri 8:30am-4:30pm or mailed to ATTN: Tourism, City of Nevada 110 S. Ash, Nevada, MO 64772.
- 1.5.** It is the sole responsibility of the consultant to ensure that its proposal is received before the submittal deadline listed above. Late proposals will not be considered.
- 1.6.** Any requests for clarification or additional information deemed necessary by any respondent to present a proposal may contact Mark Mitchell, City Manager at **mmitchell@nevadamo.gov**
- 1.7.** The City reserves the right to negotiate any and all elements of this proposal.

2. GENERAL BACKGROUND

- 2.1.** The City of Nevada is a growing community with a population of approximately 8,400 located in Southwest Missouri. A 3% tax levy of the gross receipts from the city’s hotels and motels is collected for the purpose of promoting tourism in the city. This levy generates approximately \$88,000 annually. As of March 1, 2022, the City’s Tourism fund has a balance of over \$188,000.00.
- 2.2.** The selected consultant will work closely with City staff and the City Council to responsibly market Nevada to target audiences and key demographics. The general marketing objective:
 - a.** To create a marketing program that identifies target market(s).

- b. Promote outdoor recreation activities, the area's numerous and diverse natural resources.
- c. Highlight Nevada's unique festivals, retail opportunities, and historic downtown.
- d. Develop promotional materials, including but not limited to videos, photos, maps, blogs, social media (organic exposure, ads, content) brochures, and more.

3. SCOPE OF SERVICES

3.1. The successful consultant will be expected to complete the following scope of work, including but not limited to:

- a. Develop a strategic consumer marketing plan in coordination with other economic development efforts that includes identification of target markets; specific strategies with measurable objectives for each target market; and tactics to achieve those objectives.
- b. Develop strategies that maximize funds to establish an on-going marketing program. Program should identify potential marketing and advertising partners to develop tactics for generating new funding opportunities and leverage City of Nevada funds to extend a comprehensive marketing program.
- c. Develop a comprehensive reporting strategy that will inform the City of Nevada, in a timely manner, of the successes and failures of the marketing program and corrective action measures to address failures or intensify successes.

4. PROPOSAL CONSIDERATIONS

4.1. Prepare a marketing plan for the City of Nevada that can be implemented with a budget of up to \$88,000 annually.

4.2. The marketing plan will address short and long-term strategies and should be proposed within **6-9 months of award.**

4.3. Completion and submission of the marketing plan in a written report which identifies problems and issues and recommended strategies and implementation schedule.

4.4. Presentation of a verbal report to the City Council summarizing the plan.

5. REQUIRED SUBMITTALS AND PROPOSAL

5.1. Interested companies or firms shall submit deliverables that clearly demonstrate their ability to provide services as outlined in this Request for Proposal. The following submittals shall be organized in the order listed below to facilitate fair and equitable evaluation of the responses.

- a. Cover Letter - A cover letter shall be provided which explains the firm's interest in the project. The letter shall contain the name, address, and phone number of the person who will serve as the contact for the project and who will be authorized to make presentation on behalf of the firm.
- b. Company Qualifications and References – Please submit a brief list of references, experiences with similar projects, agency background, and familiarity with Nevada.
- c. Marketing Campaigns – Please submit a brief summary of previous marketing campaign, proposed preliminary campaign ideas presented for the City of Nevada, the effectiveness of message, and how the consultant proposes to measure the results of the campaign during the marketing period.
- d. Cost of Services and Budget for Funds

5.2. All inquiries and requests for clarification shall be submitted via email to Mark Mitchell, City Manager at by no later than **May 2, 2022** The City shall post responses to all requests for clarification by **May 4, 2022**

5.3. Proposals can be submitted via email to **mmitchell@nevadamo.gov** or dropped off at City Hall, 110 S. Ash, Mon-Fri 8:30am-4:30pm or mailed to ATTN: Tourism, City of Nevada 110 S. Ash, Nevada, MO 64772.

5.4. The City reserves the right to reject any and all proposals and further reserves the right to award the project to any bidder even though the successful contractor may not be the lowest bidder.

6. WITHDRAWAL OR MODIFICATIONS OR OFFERS

6.1. Any contractor may modify or withdraw an offer in writing at any time prior to the deadline for a submission of an offer.

7. ACCEPTANCE

7.1. Failure of the contractor to provide in its offer any information requested in the RFP may result in rejection of the offer for non-responsiveness.

8. PROPOSAL PREPARATION COST

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

9. AWARD

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