

Request for Proposals

Advertising Agency for the Hendricks County Convention and Visitors Bureau

The Hendricks County Tourism Commission d/b/a the Hendricks County Convention and Visitors Bureau (hereinafter referred to as 'HCCVB') is searching for a creative shop or agency to provide:

Advertising Concepts and Execution – including print, broadcast and electronic
Email Promotions
Search Engine Marketing
Website Design

The following Request for Proposals (RFP) was designed to provide the HCCVB with the appropriate information to properly select the best creative company to be our partner in a long-term relationship. This document also contains the following information that may be useful to anyone wishing to submit a proposal:

Attachment A – Form of Proposal
Attachment B – Scope of Work
Attachment C – Demographic Information on the end consumers
Attachment D – Pricing Information

Background

The HCCVB is Hendricks County's destination marketing organization and promotes tourism through marketing, hospitality and community development. In existence for over 10 years the group revealed a branding campaign in December 2006 positioning the destination as the 'Fast Track to Family Fun!' Hendricks County is located just minutes west of downtown Indianapolis and promotes to four distinct leisure target markets including motorsports fans, cultural enthusiasts, history and education seekers and of course, families. They also promote their corporate brand 'Indy's Fast Track to Fun' to small meeting planners, gatherings and group tours. The HCCVB maintains a destination website at www.TourHendricksCounty.com and currently has a 10-month e-marketing campaign, a social media presence on Facebook and limited co-op print advertising. The HCCVB is a tax-exempt quasi-governmental agency that is governed by a nine member Tourism Commission that is appointed by the Hendricks County Commissioners and the Plainfield Town Council. The HCCVB represents all 11 communities of Hendricks County. The HCCVB needs to increase awareness of the destination to Midwestern travelers and group businesses. The HCCVB is funded by a portion of the 8% inkeepers tax collected by Hendricks County lodging facilities.

Purpose

The purpose of this RFP is to select a vendor that can satisfy the HCCVB's need for an advertising agency. It is the intent of HCCVB to contract with a vendor that provides quality advertising and marketing communications for the organization focusing on promoting the destination to business and leisure travelers thereby increasing the number of overnight rooms rented in Hendricks County. The HCCVB reserves the right to utilize multiple vendors to fulfill all marketing opportunities for the HCCVB.

Question/Inquiry Process

All questions must be received by Tuesday, February 23rd at 5:00 p.m. Questions/Inquiries may be submitted via fax (317-718-9913) or email Jaime@TourHendricksCounty.com and must be received by the time and date indicated above to the contact below. Phone calls are welcome.

Deadlines and Contact Information

Hard copy proposals must be received at the following address by **Friday, February 26th no later than 5:00 p.m.** Each Respondent must submit one original (marked "Original") and five (5) complete copies of the proposal. A complete copy of the proposal must be provided on CD-ROM. All proposals must be addressed to:

Jaime Bohler Smith, Associate Director
Hendricks County Convention and Visitors Bureau
8 West Main Street
Danville, IN 46122
Jaime@TourHendricksCounty.com
317-718-8750

Any proposal received by the HCCVB after the due date and time will not be considered. Any late proposals will be returned, unopened, to the Respondent upon request. No more than one proposal per Respondent may be submitted. The HCCVB accepts no obligations for costs incurred by Respondents in anticipation of being awarded a contract.

Type and Term of Contract

The HCCVB intends to sign a contract with one or more Respondent(s) to fulfill the requirements in this RFP. The term of the contract shall be for a period of 2 years from the date of contract execution. There may be three (3) one year renewals for a total of five (5) years at the HCCVB's option.

Selection Process

Proposals will be evaluated based on their ability to deliver quality results in all areas. The HCCVB reserves the right to reject any or all proposals or to accept individual proposed components. Bidders may use subcontractors to provide some services.

Selection Schedule

Advertise/distribute RFP	January 27 th , 2010
Questions/Inquiries Due	February 23 rd , 2010
Proposals Due	February 26 th , 2010
Review Proposals	March 1-5, 2010
Interview Finalists	March 8-12, 2010
Select Company	March 22-24, 2010
HCCVB Approval	March 25 th , 2010

Attachment A Form of Proposal

All proposals will need to contain the following information:

General Information:

- Respondents will provide basic contact information such as name, address and telephone number.
- Respondents will provide year respondent was established along with a brief history.
- Respondents will provide the number of full-time staff members; identify management staff that would directly handle this account and their length of tenure with the respondent and the roles they perform.
- Respondents will provide the range of respondent's services and capabilities.
- Respondents will provide a list of services that are typically subcontracted by the respondent and the subcontractors the respondent currently uses or would recommend.

Financial Information and References:

- Respondents will provide a current financial statement.
- Respondents will provide names of current and past clients associated with the tourism industry and contact information for two clients - either current or previous clients. Client references should be less than \$50,000 accounts.
- Respondents will provide their proposed fee structure, including hourly rates and ad placement commission rate. (See Attachment D)

Other Information:

- Respondents will site recommendations of innovative strategies that would grow the HCCVB's brand. The brand slogan 'Fast Track to Family Fun' is a required element. The website will remain hosted by Digital Impact LLC.
- Respondent will provide an example of a multi-layered regional campaign (print, online, radio) with quantifiable results and the metrics used to determine those results.
- Respondent will provide an example of a website and an e-mail campaign that showcases innovation and creative abilities.
- Respondents will provide any additional information that may assist the HCCVB in the evaluation of the proposal.

Attachment B Scope of Work

HCCVB's vision is to be a regional leader in tourism economic development through creative marketing, product development and short- and long-term planning. The primary goal of the HCCVB is to increase visitor spending in Hendricks County and increase occupancy in Hendricks County lodging facilities. The mission of the organization is to attract visitors to the county by promoting and developing tourism, which stimulates economic growth and enhances quality of life.

In order to achieve these goals the HCCVB must communicate with audiences including both leisure and business travelers in Indiana and surrounding states, trade, media, tourism related businesses and elected and government officials. To reach these markets and audiences, HCCVB focuses on program areas including consumer and trade marketing campaigns, tourism research, social media and networking, community relations and product development programs.

The HCCVB seeks the support of a marketing communication agency to create and implement the above communication activities. This will include seasonal/annual advertising direction (including online), direct marketing, promotional campaigns, as well as supporting collateral and trade show materials for the leisure brand (Fast Track to Family Fun!) and the corporate brand (Indy's Fast Track to Fun!). It does NOT include the niche promotions such as the Green Spree, the Rural Routes to Main Street Cultural Trail and the Wedded Bliss promotions.

Primary projects include the production of potentially three publications, seasonal advertising campaigns, website design and possible maintenance, development of SEO management and development/production of signage.

Some of the responsibilities of the selected respondent will include:

- Account supervision, management and coordination
- Strategic planning and research assistance as well as sound long-term marketing consultation
- Creative concept development
- Media planning, negotiation and buying
- Print advertising, collateral, communications materials, multi-page guidebook design, copywriting and production on a quality and creative level
- Display graphics and production
- Brand supervision and direction

Website Responsibilities:

- Provide direction and future planning to make TourHendricksCounty.com a more dynamic, interactive site
- Increase traffic (currently just under 40,000 unique visitors annually/over 195,000 total visits/just under 800,000 pages viewed annually)
- Contract or offer in house search engine optimization
- Continuous usability analysis
- Regular editorial and design updates
- Website will remain hosted by Digital Impact LLC

The selected respondent may be asked to subcontract for the following services:

- Printing
- Broadcast and print production services
- Photography
- Copywriting
- Literature fulfillment and postage
- Other various consultants

The HCCVB reserves the right to contact additional subcontractors who will be required to work with the awarded agency on behalf of the HCCVB.

Attachment C Background Information on HCCVB

Various research materials can be found at www.tourhendrickscounty.com/pressroom under the Research tab.

Here is an overview of data from Certec Inc. (based on 2007 data):

- Destination travelers to the county totaled nearly 1.7 million persons in 2007. An additional 430,000 pass-through travelers also visited. These visitors generated 2.7 million participant days.
- Visitor spending totaled \$124.4 million in direct expenditures in 2007. The majority is spent on food and beverage (32%) followed by attractions (19%), shopping (17%), lodging (15%), transportation (11%) and souvenirs (6%).
- By sector, lodging guests account for 33% of all visitor expenditures. Attraction visitors accounted for over 28%, VFR was 25%, pass-through 10% and campers 4%.
- Greatest share of Hendricks County travelers come from within the state (37.4%). 20% come from Illinois and Ohio and 5.5% from Missouri.
- Average length of stay is 3.8 days.
- The typical travel party has an average of 3.5 people.
- There is a high level of repeat visitation; overall visitors have taken an average of 5.2 trips to the area in the past two years. 30% of travelers are on their first visit to the county.
- Information sources used when making travel plans include (in rank order): the internet (75.8%), friends and relatives (45.1%), newspapers (10.9%), magazines (9.9%), state tourism office (7.7%), and a local visitors bureau (5.5%).
- In Hendricks County, tourism supports 2,581 jobs which equates to \$37.4 million in wages.

**Attachment D
Pricing Information**

Please submit rates for the following services to be evaluated. This is not a comprehensive list of services that could be required throughout the term of the agreement. Please use the space below for additional comments regarding pricing structure:

Service:	Rate:
Monthly Retainer*	
Account Management Hourly Rate	
Account Coordinator Hourly Rate	
Creative Hourly Rate (Note different levels if applicable)	
Copywriting Hourly Rate	
Media Planning	
Website Design Hourly Rate	
Website Maintenance Hourly Rate	
Option for Flat Hourly Rate	

*If applicable, identify services that are included in the monthly retainer.

Comments: