

Request for Proposal  
River Parishes Tourist Commission

The River Parishes Tourist Commission will receive proposals from individuals, corporations, partnerships, and other legal entities for the purpose of providing advertising services.

One (1) and 9 (nine) signed copies of the proposal must be received no later than 4:00 p.m. on Friday March 21<sup>st</sup>, 2017. Responses shall be delivered to the River Parishes Tourist Commission.

For information, contact:

Kimmie Carlos, Executive Director

985-359-2784

Fax 985-359-9778

E-mail [Kimmie@Visitnopc.com](mailto:Kimmie@Visitnopc.com)

River Parishes Tourist Commission/New Orleans Plantation Country

Questions and comments must be received no later than close of business, March 13<sup>th</sup>, 2017.

Finalists must be available to appear before a Review Panel within the first two weeks of April, 2017 in LaPlace, Louisiana at the River Parishes Tourist Commission office.

Publish date: March 1<sup>st</sup>, 2017

Request for Proposal for a Full Service Advertising Agency

*Purpose*

The purpose and intent of this request for proposal is to enter into an annual contract with a qualified full service advertising agency that can furnish counsel, carry-out market research for and produce a multi-faceted advertising campaign to support the tourism mission of the River Parishes Tourist Commission ( RPTC).

*Background*

In 2001 the RPTC was formed by a legislative act. The three parish councils of St James, St John and St Charles Parishes identified the RPTC as an organization knowledgeable in tourism promotion and respected by the provider of such activities.

Under the terms of the legislation, the Commission may enter into a contractual agreement with an independent, full service advertising agency, to perform specific duties associated with the advertising campaign.

*Requirements*

The Company selected must be a full service advertising agency experienced in destination marketing. Interested agencies must be able to demonstrate measurable success in previous tourism campaigns on behalf of tourist destinations, tourist accommodations, tourist attractions, etc.

*Scope of Service*

The agency will develop a successful campaign, both nationally and internationally, to attract tourists to the River Parishes with special emphasis on increasing hotel and motel occupancy. From time to time, the agency may be asked to conduct conversion studies or mini-research projects. The agency is expected to work in close cooperation with the Commission's Internet

service provider, with the agency providing the editorial copy and creative for both the web site and the marketing pieces. The agency coordinates and manages the annual cooperative advertising campaign with participating partners of the RPTC. The agency must work closely with the Louisiana Office of Tourism and its agency of record.

The agency must perform all creative, copy writing, media placement, Internet marketing, coordination with mail house and consultant services described herein. The agency will arrange and contract for photography, film and television production, printing, display construction and other outside services with the approval of the Commission.

The agency's compensation will be based on no more than 20 percent, and no less than 15 percent, of the gross annual advertising budget. The advertising budget on which the agency fee is determined does not include postage, communications, promotion, the Commission's management fee, or other expenses paid to contractors engaged directly by the Bureau.

The Advertising budget is dependent upon approval of the RPTC Board. All bills for agency production such as color copies, color separations, scans, photography and printing, or other work on behalf of the Commission performed outside the agency of record, shall be paid by the agency and billed to the Commission on a "net basis". **The agency may accept a commission on media placement or a mark-up on production charges incurred outside the agency.**

The agency must be able to arrange adequate financing in order to pay vendors, production costs, media placement and related expenses in advance. The RPTC's policy pays on a reimbursement basis upon receipt of the Agency's invoice and written approval of same by the Commission's Agent indicating that services have been rendered in conformity with contract. Copies of original invoices, tear sheets and detailed expense reports or affidavits must accompany all requests for reimbursement.

Travel to and from the River Parishes, and expenses incurred while in the River Parishes, is the responsibility of the agency and are not reimbursable.

#### *Term*

The term of a resulting contract will be for 12 months (July 1st, 2017- June 30<sup>th</sup> 2018) with the option of two one year extensions with the approval of both parties.

#### *Response Format*

Respondents shall submit one (1) original and nine (9) copies of their submittal.

#### *Questions*

Please answer each question in detail:

A. Do you currently represent a Convention and Visitors Bureau, Tourist Development Council, Chamber of Commerce or other tourism related organization within the State? If yes, please name the entity (entities) and describe how you would handle that account along with the Bureau's.

B. Do you currently represent a company involved in the travel and tourism industry located within River Parishes? (i.e. hotel, motel, resort, condominium, restaurant, attraction, car rental.) If yes, please name the company/companies.

C. What expertise does your agency possess that makes you the best qualified company to handle the tourism account for the River Parishes?

D. Do you consider yourself a full service advertising agency? Please provide detail.

E. What market research has been conducted, or would you be willing to conduct, to better position the River Parishes as a desirable tourist destination?

F. What experience have you had in placing ads and positioning U.S. products or services in overseas markets?

G. What experience have you had in Internet marketing and placement on Internet travel sites.

H. Based on your knowledge, what is there about our community that makes River Parishes stand out as a tourist destination compared to other communities in State?

I. Please provide the history of the firm, its corporate structure and years in business. In addition, please report on the technical, educational, and training accomplishments of dedicated firm team members including related job skills, education, training and experience of assigned professional staff or subcontractors associated with similar activities.

J. Provide a description of the firm's marketing philosophy, current techniques and use of available technology.

*General Information to Proposers:*

Proposers must comply with the following instructions to be considered for selection.

1. Any questions or requests for clarification must be submitted in writing to Executive Director, Kimmie Carlos, River Parishes Tourist Commission, 985-359-2784, or via email: [Kimmie@Visitnopc.com](mailto:Kimmie@Visitnopc.com).
2. It shall be the sole responsibility of the proposer to have their proposal delivered to the RPTC for receipt on or before the stated time and date. Any proposals received after the stated time and date will not be considered.
3. One (1) original and nine (9) copies of your proposal shall be submitted in one sealed package and addressed to the RPTC at 2900 Hwy 51 LaPlace, LA 70068.
4. Proposals shall clearly indicate the legal name, address and telephone number of the proposer. Proposals shall be signed above the typed or printed name and title of the signer. The signer shall have the authority to bind the proposer to the submitted proposal.
5. All expenses for making proposals to the Commission are to be borne by the proposer.
6. The Bureau reserves the right to accept or reject any and/or all proposals, to waive irregularities and technicalities, and to request resubmission. Any sole response received by the first submission date may or may not be rejected by the Commission, depending on available competition and timely needs of the Commission. The Commission reserves the right to award the contract to a responsible proposer submitting a responsive proposal, with a resulting negotiated contract which is most advantageous and in the best interests of the Commission. The Board of Directors of the Commission shall be the judge of the proposal, and the resulting negotiated contract that is in its best interest and its decision shall be final. Also, the Commission reserves the right to make such investigation as it deems necessary to determine the ability of any proposer to perform the work or service requested. Information the Commission deems

necessary to make this determination shall be provided by the proposer. verification of availability of equipment and personnel; and past performance records.

7. The review of the proposals will focus on the perceived ability of the Proposer to perform the services listed in the Scope of Services based on qualifications and experience as well as subsequent investigation by the Commission. Firms responding to this Request for Proposal shall be available for presentation, if required, within the first two weeks of April, 2017 if chosen... The award of this RFP shall be to the Proposer who, in the sole opinion of the Bureau's Board of Directors, is most qualified to perform the services required.