



# Request for Proposal

## Digital Media Services for the Town of Provincetown Tourism Department

The Town of Provincetown is hereby requesting proposals from qualified contractors for comprehensive Digital Media services for the Provincetown, Massachusetts Tourism Department.

Funding for this project is through the Provincetown Tourism Fund and is subject to all municipal regulations. The contractor must provide a comprehensive digital media plan to promote Provincetown as a year-round travel destination to domestic and international markets in support of the comprehensive marketing plan developed by the Tourism Department and Visitors Service Board (VSB). The Contractor will work under the direction of the Tourism Department. The Tourism Department's annual marketing budget requires approval of all expenditures including contractor fees at scheduled VSB Open Law Meetings.

**Sealed and labeled proposals labeled "Town of Provincetown – DIGITAL MEDIA CONTRACTOR Proposal" are due NO LATER THAN 4:00 PM on Wednesday, JANUARY 15, 2020. Proposals should be sent to:** Town Manager's Office, 260 Commercial Street, Provincetown, MA 02657, (508) 487-7002. Six (6) separate copies of a non-price proposal should be submitted **AND one separate sealed envelope with the cost proposal** (including any additional information that will support the proposal) should be included. **Full details of requirements of the proposal are located in section IV.** Questions should be submitted by email to [tourism@provincetown-ma.gov](mailto:tourism@provincetown-ma.gov) no later than Thursday, January 9, 2020. All questions with answers will be posted on the Town of Provincetown website on Friday, January 10, 2020.

**TERM: The contract will begin upon execution, but not later than** no later than April 1, 2020 through June 30, 2021 and may be additionally considered for renewal in subsequent fiscal years, beginning July 1, 2022 and beyond based upon satisfactory performance, as determined by the Director of Tourism, subject to recommendation by the Visitor Services Board, [VSB] approval by the Board of Selectmen and funding approval at Annual Town Meeting.

- I. The Town of Provincetown reserves the right to reject any or all proposals that are not in the best interest of the Town.
- II. The Town of Provincetown reserves the right to utilize other consultants or vendors at any time for particular matters, as determined in sole discretion of the Town.

## **BACKGROUND:**

**Article 5 of the April 7, 1997 Special Town Meeting** established a Visitor Services Board, to be appointed by the Board of Selectmen.

### Role of the Visitor Services Board:

To develop, coordinate and implement a long-term comprehensive plan to enhance tourism year-round and for the purpose of overseeing expenditures of the Tourism Fund, under the direction of the Board of Selectman.

### Visitor Services Board Mission Statement:

The mission of the Visitor Services Board and the Provincetown Tourism Office is to market, beautify and enhance tourism in Provincetown. The goals we set to achieve this mission are:

- ❖ Develop a marketing and media plan and update the Five Year Plan to promote, market and beautify Provincetown.
- ❖ Continue to prioritize marketing Provincetown to international and key domestic markets. Also, prioritize marketing the town as a wedding and honeymoon destination, a Lesbian, Gay, Bisexual, Transgender, Questioning (LGBTQ) destination, and an arts and pet-friendly destination, and expand upon eco-tourism marketing efforts. We also have recently begun to promote Provincetown as a bike-friendly destination.
- ❖ Continue to publicize and promote Provincetown via the internet by maximizing the Tourism Office's new website and expanding social networking efforts, and also by leveraging efforts of the Public Relations Firm and travel writers.
- ❖ Continue efforts to market and promote Provincetown by approving Tourism Grants, with primary focus on events outside of the peak season of July and August. Also, help to ensure the success of established events with continued grant funding.

## **I. OBJECTIVE**

To obtain professional digital marketing services with the primary purpose of promoting Provincetown, Massachusetts as a visitor destination.

The contractor must create innovative and cost-effective digital marketing programs to raise awareness of Provincetown as a premier travel destination with a primary focus on strategies targeting consumers.

The contractor must have a minimum of seven (7) years of history perfecting state-of-the-art campaigns and strategies tailored to consumers and designed to help diverse communities promote themselves while increasing year round visitation to the destination.

## II. SCOPE of SERVICES

### Digital Media

Concentrate digital media activities during key travel planning seasons that provide the greatest potential to enhance the effectiveness and extend the reach of the TOURISM DEPARTMENT's planned advertising activities. This includes a plan to introduce Provincetown's diverse business segments, including LGBTQ culture; Arts, Culture and History; Ecotourism; Maritime Tourism; Entertainment and Nightlife; Retail; Wellness; Culinary; General Tourism.

Digital Media activities may include, but are not limited to:

- Creation of seasonal and monthly campaigns and scheduled posts
- Management and Optimization; Content Creation
- Management of social media assets including photography and video\*
- Paid promotions and story placement/sponsored content with online publishers \*\*
- Digital Display Ads
- Reporting should reflect leading industry standard measurements for all digital media

*\*Photography and video may be supplied by the Tourism Department*

*\*\*Working in collaboration with the Communications/PR contractor*

### Planning

The Contractor will submit a Digital Media Plan before June 1st of each Fiscal Year of the Contract Term. The Contractor shall be responsible for development and submission of an annual action plan for the services the Contractor proposes to undertake during the upcoming Fiscal Year. The plan will include the Contractor's evaluations and recommendations for all proposed activities and projects to be undertaken, that will most effectively position Provincetown as a premier travel destination and create market awareness of and stimulate interest in travel to Provincetown among consumers. Appropriate market research and planning should be conducted and provided in order to determine the most effective and cost efficient digital media and marketing efforts. The plan must include a detailed budget for all proposed projects, activities, and services to be performed, as well as recommendations of specific goals and measurements which demonstrate the success of the plan.

Any routine use of subcontractors for the provision of Contractor's in-house services that are to be included in Contractor's Monthly Service Fee shall be disclosed and clearly identified in the proposed Plan.

Upon the TOURISM DEPARTMENT's approval, the Plan will be adopted and serve as the Digital Media Plan to be implemented by the Contractor for the Fiscal Year. Any changes made to the Plan

throughout the Fiscal Year in which it is in effect must be approved by the TOURISM DEPARTMENT in writing.

### **Coordination of Efforts**

When appropriate, and as required by the TOURISM DEPARTMENT, the Contractor shall coordinate activities with other TOURISM DEPARTMENT's vendors (e.g., public relations, creative or research), other state agencies and local, regional, and statewide tourism industry associations and organizations involved with or affected by services and goods provided under the Contract.

**All digital media materials and elements created for the Tourism Department are, and will remain, the property of the Town of Provincetown.**

### **III. EVALUATION CRITERIA**

Contractors will be evaluated on the ability to meet or exceed the requirements set forth in the specifications. Proposals will be evaluated on various criteria, including but not limited to:

- A. **EXPERIENCE AND QUALITY OF LIKE WORK:** Proposals should demonstrate a minimum of 7 years related experience in providing digital media services for municipal DMOs or CVBs or non-profit entities. Proposals should demonstrate an understanding of the VSB's primary mission, targeted markets, and available budget.
- B. **STAFF:** Contractor's organization and staffing shall exhibit experience and qualifications in providing desired services. Proposal should describe the company, when established, number of staff, and in-house capabilities. Representatives in other key cities a plus.
- C. **PUBLIC SECTOR KNOWLEDGE:** Proposals shall indicate the agency and staff's knowledge and experience with Massachusetts public laws and procedures.
- D. **SCHEDULE:** **The contract will begin upon execution, but not later than** no later than April 1, 2020 through June 30, 2021 and may be additionally considered for renewal in subsequent fiscal years, beginning July 1, 2022 and beyond based upon satisfactory performance, as determined by the Director of Tourism, subject to recommendation by the Visitor Services Board, [VSB] approval by the Board of Selectmen and funding approval at Annual Town Meeting. Past experience with adhering to proposed schedules shall be demonstrated.

- E. APPROACH: Proposals shall include a description of the contractor's proposed approach for this project.
- F. CAPACITY: The proposal shall demonstrate the contractor's ability to undertake this project in a timely manner with respect to other on-going projects.

The geographic location of the contractor, qualified references from the industry and pricing may be considered during the selection process. Contractors submitting proposals are reminded that the VSB is funded with public funds and is a municipal entity and must meet the expectations of both the Town's leaders and its citizen taxpayers. As such the VSB must consider any and all expenses associated with the conduct of business.

#### IV. CONTEXT OF PROPOSAL

Six (6) separate copies of a **non-price proposal** should be submitted **AND one separate sealed envelope with the cost proposal** (including any additional information that will support the proposal) and should include the following elements along with any additional relevant information:

- Firm's philosophy of doing business with the Town of Provincetown's Tourism Department and VSB
- Specific examples of digital media campaigns and results that demonstrate experience in the destination marketing industry, and examples of handling campaigns
- Knowledge and expertise in these following elements:
  - LGBTQ culture
  - Arts, Culture and History
  - Ecotourism
  - Maritime Tourism
  - Entertainment and Nightlife
  - Retail
  - Wellness
  - Culinary
  - General Tourism
- List of clients the Contractor has served in any of the following industries: travel, municipal, entertainment, and hospitality sectors including list of current projects which may be perceived as a conflict of interest to the Provincetown Visitor Services Board – Include at least three and no more than five

- **Outlined Financial Proposal** to meet Provincetown’s Digital Media needs within budget. The Proposal should include the following:
  - A monthly rate and/or hourly pricing for services (Management and Optimization; Content Creation\* fees)
  - A Media Buy Plan for the year with a proposed budget of \$200,000\*\* including:
    - Seasonal and monthly campaigns and scheduled posts
    - Paid promotions and story placement/sponsored content with online publishers
    - Digital Display Ads

*\* Photography will be supplied by the Tourism Department*

***\*\*The contractor will purchase all media buys on behalf of the Tourism Department. Please reflect your service/handling fee as part of the \$200,000 budget. The Contractor will invoice the Tourism Department for all media buy purchasing for reimbursement.***

**Financial Proposal must be submitted in a separate sealed envelope, clearly marked “Digital Media Contractor RFP Price Proposal”**

- Include at least three, and no more than five, references, including name, address, telephone number and contact person of clients for whom similar services have been performed

Proposals will be reviewed by members of the Town of Provincetown, VSB, and Town staff. Proponents may be required to make a presentation to the VSB at their own expense. The Town will attempt to negotiate a contract with the most highly qualified responder. If not successful, they will proceed to the second most desirable vendor.

CERTIFICATION OF COMPLIANCE

**M.G.L. Chapter 62C, Section 49A**

Pursuant to Section 49A of Chapter 62C of the General Laws of Massachusetts, I hereby certify that I have complied with all Laws of the Commonwealth of Massachusetts relating to taxes.

This statement is made under the pains and penalties of perjury this \_\_\_\_ day of \_\_\_\_\_, 2019.

Printed Name of Individual or Corporation: \_\_\_\_\_

Name and Title of Corporate Officer (if applicable):  
\_\_\_\_\_

Signature of Individual or Corporate Officer:  
\_\_\_\_\_

Social Security or Federal Identification Number:  
\_\_\_\_\_

