

**PROVINCETOWN VISITOR SERVICES BOARD AND
PROVINCETOWN OFFICE OF TOURISM
DIGITAL MEDIA CONTRACTOR
REQUEST FOR PROPOSALS**

The Town of Provincetown, an Equal Opportunity Employer, is hereby requesting proposals from qualified digital media firms for comprehensive digital marketing services for the Provincetown, Massachusetts Office of Tourism to begin work 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 Select Board and funding approval at Annual Town Meeting.

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 Office of Tourism and VSB. The firm will work under the direction of the Office of Tourism, which requires Open-Meeting-Law authorization of all expenditures by the VSB, including contracted fees.

Sealed proposals labeled “Town of Provincetown – DIGITAL MEDIA CONTRACTOR Proposal” are due NO LATER THAN 4:00 PM on Wednesday, JANUARY 15, 2020. At the 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. Questions should be submitted by email to 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.

Copies of the RFP may be found on the Town web site (www.provincetown-ma.gov) or from the Office of the Town Manager (Executive Assistant Elisabeth Verde, everde@provincetown-ma.gov or 508-487-7002).

David Gardner
Acting Town Manager
Chief Procurement Officer

The Provincetown Banner: December 12 and 19, 2019
The Central Register: December 12, 2019
Posted by Town Clerk: December 12, 2019