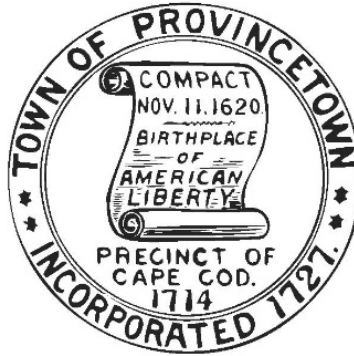


Request for Proposals



Town of Provincetown



Visitor Services Board

260 Commercial Street
Provincetown, MA 02657

<https://www.provincetown-ma.gov/150/Visitor-Services-Board>

Digital Media & Social Media Relations

RFP #: 022323

Publish Date:	February 23, 2023
RFP Coordinator:	All communication regarding this RFP must be made by email through the RFP Coordinator identified below: Name Anthony Fuccillo
Proposer Questions Period:	Questions must be submitted by email to the Coordinator Tourism@provincetown-ma.gov no later than Friday, March 10, 2023. All questions with answers will be posted on the Town of Provincetown website on Wednesday, March 15, 2023, 5 p.m. EST
Proposal Submission Format:	Six (6) hard copies and one (1) digital copy of the non-price proposal, and one hard copy of the price proposal enclosed in a separate sealed envelope. Both price and non-price proposals should be submitted; and clearly marked in separate sealed envelopes. Send sealed and labeled proposals to: Town of Provincetown Visitor Services Board Media Relations Town Manager's Office 260 Commercial Street Provincetown, MA 02657 Phone: (508) 487-7002
Proposal Submission Deadline:	Wednesday, March 22, 2023, 4 p.m. EST
Finalist Interviews:	Week of April 24, 2023
Anticipated Start Date:	On or before July 1, 2023

Background

Our Work

The Provincetown Visitor Services Board and Office of Tourism is a Destination Marketing Organization (DMO) responsible for the Town of Provincetown’s tourism, which is the Town’s largest economic engine exceeding \$250 million annually.

Our mission: Market and enhance tourism in Provincetown and promote the brand as a premier travel destination and create market awareness of and stimulate interest in travel to Provincetown among consumers. The goals we set to achieve this mission are:

- Develop an annual tourism strategic marketing plan.
- Maximize opportunities to market the Provincetown Brand and promote the history and heritage of the town globally.
- Engaging in the next level of programmatic targeted digital media including Social Media Optimization (SMO), Digital Display, Search Engine Optimization (SEO), Digital Advertising and Video.
- Enhancing organic social media with inspiring cutting-edge content including organic posts, reels, video, stories, and influencers.
- Generate media interest resulting in earned editorial content.
- Embrace diversity, equity and inclusion in marketing through target demographics including age, gender identity, and race/ethnicity.
- Marketing Provincetown to international and key domestic markets as a destination for life events, LGBTQ+, the food scene, arts, entertainment, nightlife, pets, eco-tourism and marine activities, and bicycle-friendliness.
- Continue to publicize and promote Provincetown via the internet by maximizing the Office of Tourism’s website and expanding social networking efforts, increasing use of digital platforms and by utilizing public relations services to leverage efforts with travel writers, influencers and in the media.

Our vision: To be viewed as a progressive world class LGBTQ+ travel destination known for inclusion and attracting a younger and diverse audience that celebrates community and heritage with a vibrant art colony, growing marine activity, unique shops, food scene and nightlife. To be perceived a sustainable year-round community that harnesses natural resources and is affordable to all income levels attracting diverse visitors.

Project Overview

Our Audience

The Provincetown Visitor Services Board and Office of Tourism seeks to engage with new and existing prospects to maintain and grow the tourism economy. This includes reaching a broad demographic with a heavy focus on the LGBTQ+ community and their allies through digital media platforms.

Our target audience travelers to the town including individuals/families, business travelers, international travelers, and more. The target audience is 18 to 75, with a focus on younger, adventurous, and progressive, including:

- Domestic and International Tourists
- Second Homeowners
- Day Trippers
- Short Hall and Long Hall
- LGBTQ+ Communities
- BIPOC Communities
- Tour Operators
- Travel Agents

Known audience profile:

- 84% spent at least one night in Provincetown on their most recent visit
- 97% were from the US (MA 39%, NY 16%, CT 7%, NJ 5%, CA 4%, FL 4%, DC, NH, PA, RI 2-3%)
- 89% were tourists and 11% were second homeowners
- 66% were LGBTQ, 29% heterosexual, and 5% other or preferred not to answer
- 47% identified as female, 52% as male, and 1% as non-binary/other
- 54% were age 55 or older, 40% age 35-54, and 6% under age 35
- 57% were married and 10% had children under 18 at home
- 64% were from households earning \$100k+ and 79% were college graduates
- 44% spent \$1000 or more on their most recent visit
- 50% visited in summer and 23% visited in September/October
- 66% most recently visited with a spouse or SO
- 5% brought children under 18
- 83% had visited Provincetown more than 5 times

Scope of Work

The goal of the proposal is to provide a detailed description and outline of the services you will provide to accomplish the objectives of the project. The successful contractor/vendor will be responsible for...

Contractor Responsibilities: Year-round digital media activities with a concentration 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; Heritage; Ecotourism; Maritime Tourism; Entertainment and Nightlife; Retail; Wellness; Culinary; General Tourism. Digital Media activities may include, but are not limited to:

- Creation of seasonal strategy including quarterly/monthly campaigns and scheduled posts,
- Creation and optimization of cutting-edge content including videos and reels,
- Management of organic social media assets including content photography and video*,
- Robust social media influencer campaign with a focus on micro influencers
- Display Advertising,
- Reporting should reflect leading industry standard measurements for all digital media,

The contractor must:

1. Maintain a connection with the existing core visitor audience.
2. Reach demographic prospects interested in the community while avoiding negative interaction with users not in line with the Visitor Services Board's vision.
3. Expand the reach of younger, adventurous and progressive visitor prospects
4. Submit an annual media activity strategy before June 1st of each fiscal year of the contract term.
5. Approach media marketing from a mobile-first concept to meet the users on the go lifestyle and needs.
6. Develop and submit 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.

7. Perform appropriate market research and planning 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.
8. Become an expert in Provincetown's business segments to effectively carry out the services.
9. Coordinate 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.
10. Increase visitation and encourage longer stays in Provincetown.

Deliverables will include:

- Annual Strategic Plan
- Digital Material Placement
- Organic Social Media Posts
- Reels and Videos
- Curated Influencer Visits
- Social Media Optimization
- Search Engine Optimization
- Increased visits to website
- Monthly, seasonal and annual reports with analytics and results including data and reporting on engagement, interactions, demographics associated with those interactions, etc.
- Monthly and as-needed communication meetings with the Office of Tourism Staff.

Timeline: Fiscal Year July 1 – June 30

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

*Photography and video may be sourced or supplied by the Tourism Department

**Working in collaboration with the Communications/PR contractor

Proposal Requirements

Please submit the following in a hardcopy. **All responses not to exceed 30 pages.**

<p>Request:</p> <p>We are seeking to find a digital and social media relations partner who will integrate the power and reach of the Provincetown Tourism brand through curated digital and social media content marketing, in line with the Visitor Services Board's mission, objectives and vision, while seamlessly merging the newest tactics with traditional online strategies.</p> <p>DO NOT INCLUDE THE COST PORPOSAL WITH THE PROJECT PROPOSAL.</p>	<p>Responses must include:</p> <ul style="list-style-type: none"> • Your Experience: <ul style="list-style-type: none"> • General Overview: years in business, number of employees, operating approach • Project Team Composition: Describe the roles of team members, including qualifications and demonstrated success in similar initiatives.” • Timeline: including discovery, strategy, and execution of all deliverables, including start and end dates. • Project management approach: include tools and assets used to accomplish objectives. • Overview of your team’s structure and the staff positions that will engage with Provincetown Tourism Department directly and indirectly. • Description of how Diversity Equity and Inclusion (DEI) are reflected in culture of your organization. • Description of the organization’s leadership make-up in terms of diversity and how it is or is not being prioritized • Description of a detail the scope of services your firm would provide. Indicate whether all your services are provided in-house or if some are provided through third-party vendors. • If you use outside vendors, description of how DEI is reflected in their culture. • Description of your experience working with government agencies. • Description your experience facilitating community-based projects and research. • Description of your experience working with Destination Marketing Organizations (DMO). Include current list of DMO clients.
--	---

Please include any additional information you would like us to know, and feel would be useful.

Cost Proposal

<p>Request:</p> <p>The cost proposal must be submitted with the project proposal in a <u>separate sealed envelope</u> and clearly marked Cost Proposal</p>	<p>Response must include:</p> <ul style="list-style-type: none">• An outline of your monthly/annual service fees including those of third-party vendors. This should be your expected contract agreement including any commission percentage for space buying and talent, unless you will have a flat rate fee and will not charge a commission.• An estimated outline of expected cost of space buying and securing talent. This estimate needs to be separate from service fees and will be used to measure and estimate the extended commission cost. <p><i>Note: The contract agreement is annual on the Town of Provincetown's fiscal calendar including an automatic renewal clause for three additional years.</i></p>
---	--