

REQUEST FOR PROPOSAL

Contractor

(“EXECUTIVE DIRECTOR SERVICES”)

Jackson Hole Travel & Tourism Joint Powers Board

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REQUEST FOR PROPOSAL EXECUTIVE DIRECTOR SERVICES

I. Introduction and Overview

The Jackson Hole Travel and Tourism Joint Powers Board (sometimes hereinafter referred to as the “Board” or the “Owner”) is seeking proposals for services of an independent contractor to serve as the Executive Director to the Jackson Hole Travel and Tourism Joint Powers Board is tasked with statutory duties to allocate and spend funding from the Teton County/Town of Jackson Lodging Tax for the purpose of promoting travel and tourism within Teton County, Wyoming, and the Town of Jackson. An agreement will be negotiated and executed between the Board and the selected contractor. The Board reserves the right to refuse or reject any and all proposals without cause.

The applicant shall provide the following professional services to the Board:

1. Coordinate with the Board’s fiscal manager for voucher submittal/approval and timely submittal of proposed budget.
2. Work with the Board’s Treasurer and Chair on preparing and presenting annual budget.
3. Work with the Brand Agency to develop and create TTB Annual report.
4. Facilitate and assist the Board in the development and implementation of an annual tourism-marketing plan. This would include guiding and managing the strategic development process to guide the plan; managing the development of an over-arching campaign to guide the development of creative materials; guiding the development of a media/digital/social media plan to direct the delivery of those materials to relevant audiences; devising a PR editorial calendar identifying a targeted local presence through the use of social media, print, radio, etc.; develop and promote Board activities/events to local tourism properties, Town, and County websites; and distribute bi-monthly updates to all media groups.
5. Serve as primary liaison between the Board and the Destination Marketing Brand agency, (Collectively “the Marketing Company”) ensuring alignment between the Marketing Companies’ activities and Board directives.
6. Serve as primary liaison between the Board and the Destination Marketing digital agency, (Collectively “the digital Marketing Company”) ensuring alignment between the digital Marketing Company’s activities and Board directives.
7. Serve as primary liaison between the Board and Social Media agency, (Collectively “the social media Company”) ensuring alignment with the TTB board’s social media strategy and all agencies of record.

8. Monitor Brand, Digital and Social media agencies billing and budgets and work with Board Treasurer and Accounting firm to manage all three entity spending.
9. Serve as primary liaison between the Board and Fulfillment Company, ensuring alignment between the Fulfillment Company's activities and Board directives.
10. Serve as primary liaison between the Board and the Jackson Hole Chamber of Commerce including monthly reporting at Chamber board meetings.
11. Ensure timely feedback and approval from Board for Brand, Digital and Social Media agencies work efforts. Manage communication with agencies to communicate required revisions through final Board approval.
12. Regularly coordinate and promote Board promotional activities to Town and County agencies, as well as targeted audiences including media, local and regional communities.
13. Manage and coordinate the Public Relations and Social Media efforts of the Board to widely communicate its activities. Serve as the primary interface with media for Board; use local media to update the community and portray positive stories about projects (activities) the Board is undertaking.
14. Coordinate with the Marketing committee to ensure Board is actively pursuing travel/trade on behalf of local tourism and meeting planner promotion.
15. Prepare and distribute meeting agendas and minutes for all Board meetings, reserve and set up the meeting room, provide the required equipment and materials for Board members in a timely fashion, and provide other support as necessary.
16. Track progress regarding Board's Goals and Objectives and make recommendations to the Board regarding possible advertising, publicity, promotions, and marketing actions and programs based on available research and marketing judgment.
17. Prepare all Board external communications.
18. Set-up and coordinate multiple Free Community Workshops including; message development, advertising, and facilitating the meetings.
19. Present Board's efforts community wide with formal Outreach program.
20. Develop, manage and deliver local PR strategy and messaging.
21. Analyze and vet all media and PR opportunities nationwide.
22. Develop and manage local communications web page, 4jacksonhole.org.
23. Manage local Facebook page, 4JH.
24. Serve as primary liaison between Board and community for local and national communication campaigns.
25. Liaison between Board and Wyoming Office of Tourism. Keep Board apprised of Wyoming Office of Tourism opportunities and efforts.
26. Transition new Board members and bring them up to date on initiatives and programs.

27. Quarterly memos to Board's liaisons for Town Council and Board of County Commissioners to keep elected officials apprised of Board's programs, initiatives, and efforts.
28. Organize and facilitate Board retreats annually.
29. Coordinate with Special Events' Liaison on Special Event Sponsorship program.
30. Liaison between Board and SHIFT event.
31. Manage Destination Agency RFP process for contract renewal.
32. Manage Fulfillment agency RFQ process for contract renewal.
33. Manage Accounting Firm RFP process for contract renewal.
34. Coordinate with Teton County Attorney's Office for timely review of all contracts or agreements, and presentation of all contracts or agreements to the Board, and to obtain legal advice for the Board as needed or required for documents and administration.

II. Term

This is a contract position for professional services with a proposed initial term of the agreement to commence on October 1, 2016, and expire on September 31, 2017. The contract shall automatically renew for up to two (2) additional one-year terms, unless either party gives thirty (30) days written notice prior to expiration of the current term of its intent not to renew.

III. Required Qualifications

The applicant, in submitting a proposal to the Board represents that it is fully qualified, staffed, and equipped to properly perform the services the Board desires, as well as any agreed upon conditions and work as presented in the response to proposal. The applicant should demonstrate proficiency in managing a public volunteer board and be familiar with public board meeting protocol and procedures. The applicant must also have a minimum of eight (8) years of experience in planning, executing, and managing destination marketing campaigns, and working with marketing agencies including, branding, digital, and social media. Applicant must demonstrate knowledge of current trends in destination marketing applying all mediums. Applicant must also demonstrate a background in public relations, including managing PR campaigns, and writing press releases. Applicant must have an understanding of and experience with managing public/private sector marketing partnerships for mutual benefit.

Excellent communications skills are required, including large public speaking events, presentation skills and advanced writing skills.

Demonstrated financial management experience for a 3+ million dollar year budget.

IV. Selection Process

The Jackson Hole Travel and Tourism Joint Power Board shall be the Owner of all bid proposals submitted. The owner's representative is Chief Deputy County Attorney Keith Gingery. Please direct any questions on the submittals or requests for additional information regarding this Request for Proposals to Keith Gingery at 307.732.8611

All materials submitted regarding this Request for Proposal become the property of the Owner and will only be returned to the firm at the Board's option. The Board retains the right to use any or all ideas of an applicant in response to this Request for Proposal. Disqualification of the applicant or non-award of the contract to the applicant does not eliminate the owner's retention or right to use. The Board reserves the right to reject any or all proposals, to waive any informalities and irregularities in proposals received, to reject non-conforming, non-responsive or conditional proposals, and to accept the proposal from an applicant in the sole judgment and discretion of the Board, which best serves the interests and needs of the Board.

At a minimum, the Applicant's proposal shall include the following information:

1. Name, address, phone numbers and email of firm with contact person and title.
2. List of partners or sub-contractors if applicable.
3. Demonstrated understanding of the required services of Board and relevant experience.
4. Qualifications of the applicant.
5. Three (3) Writing samples, press release, a copy of meeting minutes and respondents choice.
6. List of at least three (3) references/clients from past similar director jobs or work projects, who will be contacted.
7. Fees and costs for services with a summary and breakdown by area or category of service required, budgeted time, and cost.
8. Ability to provide insurance coverage required (Workers' compensation, SUTA, general public and automobile liability).

A committee comprised of no more than three (3) members of the Board with representation from the County Attorney's office will make the selection and final recommendation to the Board. The committee's recommendation will be based upon review of the merits of the proposals received, using the attached score sheet to rank the applicants based upon certain categories and criteria. The criteria for these merits include but are not limited to the following areas:

1. Qualifications to perform required services.

2. Demonstrated relevant experience with similar organizations, boards, duties and responsibilities, including years of experience.
3. Positive references and feedback from previous and/or current clients.
4. The process, manner and methods of providing the service including staffing and the estimated time devoted to the duties and ability and competency to meet requirements.
5. Fees and costs of the proposal.

The Board may negotiate with two or more respondents, which may include interviews by the committee, after which time the committee will select and make its final recommendation to the Board for notification of award and approval of contract.

V. Schedule

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|--------------------------------|---------------------------------|
| 1. RFP Issued..... | July 18, 2016 |
| 2. Proposals Due..... | August 5, 2016, at 4:00 PM, MDT |
| 3. Notification of award | August 11, 2016 |
| 4. Contract Approval | August 11, 2016 |

VI. Method of Submittal

Sealed bid proposals must be submitted or may be hand delivered to the attention of:

Keith Gingery, Chief Deputy County Attorney
 Teton County Attorney's Office
 P.O. Box 4068
 180 S. King St. (Teton County Courthouse, 1st floor)
 Jackson, WY 83001

Fed Ex and UPS Delivery to physical address only, not Post Office Box

Proposals will be received up to but no later than 4:00 PM, MDT, August 5, 2016. Proposals received after this time and date will not be considered and will be returned to the applicant unopened. It is the sole responsibility of the applicant to ensure the proposal arrives on time.

Proposals shall be sealed and include the following:

- a. Three **(3) bound copies** of the complete proposal; and
- b. Within each of the three (3) sealed proposals shall be included **one (1) copy** of the fees and costs associated with the proposal in a separate sealed envelope. No faxes or electronic submittals will be accepted. All proposals shall be the Owner's property and will become public record.

RFP for Executive Director Services, JHTTB August 2016

Number	Company/Applicant	Relevant Experience (55 points)	Client References (20 points)	Manner/method of providing Service (15 points)	Fees and Costs (10)	Wyoming Bonus 5 points	105 Total Possible Points
1							0
2							0
3							0
4							0
5							0
6							0
7							0
8							0
9							0
10							0
11							0
12							0
13							0
14							0
15							0