

**JACKSON HOLE TRAVEL AND TOURISM  
JOINT POWER BOARD  
180 S. King St., P.O. Box 4068  
Jackson, WY 83001**

**REQUEST FOR PROPOSAL**

**JACKSON HOLE TRAVEL AND TOURISM  
ADVERTISING SERVICES**

**RFP DUE  
OPENING DATE AND TIME  
February 18, 2015 ---- 2:00 p.m.**

**PURCHASING REPRESENTATIVE: Keith Gingery, Deputy County Attorney  
TELEPHONE NO. (307) 732-8611  
EMAIL [kmgingery@wyoming.com](mailto:kmgingery@wyoming.com)**

	PAGES
I. Background	4-6
II. Request for Proposal	7 - 8
III. General Provisions	9-12
IV. Special Provisions	13-19
V. Written Response Questionnaire	20-22
VI. Timeline/Question, Answer period	23
VII. Proposal Price Sheet	24-26



## **TRANSMITAL LETTER**

**To: Interested Agencies**  
**From: Jackson Hole Travel & Tourism Joint Powers Board**  
**Re: Request for Proposal for Advertising Agency**

Attached is a request for proposal (RFP) to provide services to develop, implement and manage the Jackson Hole Travel & Tourism Joint Powers Board advertising campaign beginning July 1, 2015 through June 30, 2016, with three one-year extensions possible, which would total a possible four years being under contract with the JHTTB until the contract is rebid.

This RFP is being sent to all interested and capable parties. To compete and win this contract, a firm must demonstrate that they have the experience and capability to handle a program of the size, scope and complexity of the Jackson Hole Travel & Tourism Board's program.

The selection process will consist of two steps:

1. A written response to a series of questions concerning the firm's capabilities.
2. If chosen as a finalist, an oral presentation.

A winner will be announced no later than May 1, 2015.

## **I. BACKGROUND**

### **ABOUT US**

The Jackson Hole Travel & Tourism Board was formed in January of 2011 after the voters approved a 2% lodging tax imposed on all Teton County lodging properties. The tax was reinstated this past November and will be up for re-vote in November, 2018. The Jackson Hole Travel & Tourism Board is an all -volunteer board that is appointed by joint appointment by the board of county commissioners of Teton County, Wyoming and the Town council of the Town of Jackson for a three year staggered terms. Responsibilities for overall policy and budgetary development of the JHTTB are within the purview of the Establishment Agreement of the JHTTB. The JHTTB has an Executive Director who acts as the point person to the assigned agency. To learn more about the operations of the JHTTB, visit [www.4jacksonhole.org](http://www.4jacksonhole.org).

The primary goal and mission of the JHTTB is to effectively spend lodging tax funds to promote travel and tourism to Teton County in a manner that is consistent with the shared values of the community. The JHTTB's actions will reflect stewardship of Teton Counties natural resources, highlight outstanding amenities and strive toward sustainability. Other goals include:

- Inspiring leisure travelers/consumers to consider a Teton County vacation
- Increasing awareness and visitation to Teton County during the shoulder seasons, Fall, Winter and Spring
- Increasing community engagement/involvement in promoting Teton County
- Providing quality information to convert interest into travel to Teton County and grow Teton County's market share
- Allowing the Teton County community to utilize the JHTTB's promotional efforts to leverage their marketing dollars through cooperative programs

The Jackson Hole Travel & Tourism Board meets once/month, (second Thursday of every month). The board also has two committees that include board members, as well as representatives from the tourism industry. The two committees are Marketing and Special Events. The contractor will work closely with the the marketing committee and report to the JHTTB Executive Director on their activities in accordance with office and board policies. Written reports from vendors are prepared monthly and distributed to board members and committee members for their review and comments. All contractors are to provide support to JHTTB staff and appropriate committees and are expected to attend board and committee meetings.

## **General Research Information**

The Jackson Hole Travel & Tourism Board has access to the Jackson Hole Airport board's research conducted bi-annually by RRC Associates which surveys airport passengers in the summer and winter. Research available upon request.

## **General Marketing Information**

Currently for the fiscal year 2015, the JHTTB promotes Teton County with an \$1.1 million domestic advertising budget. The JHTTB solely focuses on the out of state audience during the shoulder season. In the Spring and Fall the focus is on drive markets including Colorado, Utah, Idaho and Montana. In the winter season the focus is on flight markets including; New York, LA, San Francisco, Boston, Houston, Dallas, Washington DC, Seattle, Chicago and Atlanta. Markets vary based on seasonality, audience segmentation and other factors such as accessibility to the area and repeat visitation numbers. Currently, the JHTTB does not directly execute Public Relations but has provided funding for fam trips and press events to other entities. The JHTTB has a very limited Social Media strategy.

For a glimpse into the domestic campaign including Jackson Hole's current brand platform, please visit the quick link: <http://www.visitjacksonhole.com>.

## **General Contract Information**

The contract, if any is awarded as a result of this RFP, will require the entity selected to meet the needs of the JHTTB. The JHTTB intends to award one contract to a qualified organization or syndicate of organizations, for all services, hereinafter referred to as the Contractor.

The Contractor will assume responsibility for the performance of all required services, whether or not subcontractors are involved. The JHTTB will consider the Contractor to be the sole point of contact with regard to all matters and will not maintain contacts with any subcontractor. The Contractor, however, will specify for the JHTTB any subcontractors the Contractor intends to use and what their function(s) will be. The organization must furnish the corporate or company name and names of key personnel to be assigned to the contract by the subcontractor. The JHTTB will retain the right to inspect any phase of the Contractor's efforts in fulfillment of the contract, either on a continuing or a spot-check basis, including visits to vendors' premises.

All materials, ideas, designs, layouts, etc. developed under this contract and paid for by the JHTTB are the property of the JHTTB and may not be used for any other purpose without the

prior written permission of the JHTTB. If the Contractor uses subcontractors to provide any of the materials and services set forth in this contract, the Contractor shall obtain all necessary releases to assure that all materials, ideas, layouts, etc. are property of the JHTTB. A contract will be awarded for services provided from July 1, 2015 to June 30, 2016 based upon funding availability. The resulting contract may be renewed at the sole discretion of the JHTTB, for three additional one-year periods.

## REQUEST FOR PROPOSAL

### 1. SUBMISSION OF PROPOSALS:

**Sealed Proposals**, (one (1) original and eight (8) copies) will be received for providing ADVERTISING SERVICES FOR THE JACKSON HOLE TRAVEL AND TOURISM JOINT POWER BOARD by the Teton County and Prosecuting Attorney's Office, P.O. Box 4068, 180 S. King St., Jackson, Wyoming 83001 until **February 18, 2015, 2:00 p.m.**, at which time they will be publicly opened.

**NOTE: Packages not containing the required number of copies will be rejected.**

- 1.1 No proposal will be considered which is not accompanied by the attached Proposal Price Sheet and signed by the proper official of the firm. Proposals **will not** be accepted by Fax or Email.
- 1.2 Proposals must be received in the office of the Teton County and Prosecuting Attorney's Office on or before the time and date specified. Proposals received after the time specified will not be considered and will be returned unopened.
- 1.3 Proposal information is restricted and not publicly available until after the opening of the proposals.

### 2. MODIFICATIONS OR WITHDRAWAL OF PROPOSALS:

- 2.1 A proposal that is in the possession of the Jackson Hole Travel and Tourism Joint Power Board may be altered by a letter bearing the signature or name of the authorized person, provided it is received PRIOR to the date and time of the opening. FAX, telephone or verbal alterations will not be accepted.
- 2.2 A proposal that is in the possession of the Jackson Hole Travel and Tourism Joint Power Board may be withdrawn by the proposer up to the time of the opening. Failure of the successful proposer to furnish the service awarded as a result of this advertisement shall eliminate the proposer from the active proposers list for a period of time as determined by the Jackson Hole Travel and Tourism Joint Power Board.

### 3. PREPARATION OF PROPOSALS:

- 3.1 No proposal will be considered which modifies, in any manner, any of the provisions, specifications or minimum requirements of the Request for Proposal.
- 3.2 In case of error in the extension of prices in the proposal, unit prices will govern.

- 3.3 Proposers are expected to examine special provisions, specifications, schedules and instructions included in this Request. Failure to do so will be at the proposer's risk.
- 3.4 Failure to respond (submission of proposal, or notice in writing that you are unable to offer but wish to remain on the active mailing list) to Request for Proposals will be understood by the Jackson Hole Travel and Tourism Joint Power Board to indicate a lack of interest and will result in the removal of the Firm's name from the applicable mailing list.

4. AWARD AND CONTRACT INFORMATION:

- 4.1 The proposer expressly warrants to the Jackson Hole Travel and Tourism Joint Power Board that it has the ability and expertise to perform its responsibilities hereunder and in doing so shall use the highest standards of professional workmanship.
- 4.2 The Jackson Hole Travel and Tourism Joint Power Board reserves the right to reject any or all proposals, to waive any informality or technical defect in the proposals, or to award the contract in whole or in part, if deemed to be in the best interest of the Jackson Hole Travel and Tourism Joint Power Board to do so. The Jackson Hole Travel and Tourism Joint Power Board will award this contract to the firm, determined by the Jackson Hole Travel and Tourism Joint Power Board the most responsive and responsible offer, based on criteria specified herein.
- 4.3 This Request for Proposal shall become part of the Contract and will be in effect for the duration of the Contract period.
- 4.4 The successful proposer will be required to enter into and sign a formal Contract with the JHTTB with reasonable adjustments acceptable to the JHTTB. The agreement will become a part of the Contract and will be in effect for the duration of the contract period. The contract language will control over any language contained within this RFP that conflicts with the signed and fully executed Contract.

DATED THIS 14th DAY OF January, 2015

Jackson Hole Travel and Tourism Joint Power Board

Ponteir Sackrey, Chairman

## GENERAL PROVISIONS

### 1. INDEPENDENT CONTRACTOR

1.1 The contractor shall function as an independent contractor for the purposes of the Contract, and shall not be considered an employee of the Jackson Hole Travel and Tourism Joint Power Board for any purpose. The contractor shall assume sole responsibility for any debts or liabilities that may be incurred by the contractor in fulfilling the terms of the Contract, and shall be solely responsible for the payment of all federal, state and local taxes which may accrue because of this Contract. Nothing in the Contract shall be interpreted as authorizing the contractor or its agents and/or employees to act as an agent or representative for or on behalf of the Jackson Hole Travel and Tourism Joint Power Board, or to incur any obligation of any kind on the behalf of the Jackson Hole Travel and Tourism Joint Power Board. The contractor agrees that no health/hospitalization benefits, workers' compensation and/or similar benefits available to Jackson Hole Travel and Tourism Joint Power Board employees will inure to the benefit of the contractor or the contractor's agents and/or employees as a result of this Contract.

### 2. INSURANCE:

2.1 The contractor shall indemnify and save harmless the Jackson Hole Travel and Tourism Joint Power Board, its officers, and employees from all suits, actions, or claims of any character brought because of injuries or damage received or sustained by any person, persons, or property; on account of the operations of the said contractor or on account of or in consequence of any neglect in safeguarding the work; or because of any act or omission, neglect, or misconduct of said contractor or from any claims or amounts arising or recovered under the Workers' Compensation Act, or any other law, ordinance, order or decree.

### 3. LAWS TO BE OBSERVED:

3.1 The contractor shall keep fully informed on all federal and state laws, all local bylaws, regulations and all orders and decrees of bodies or tribunals having any jurisdiction or authority which in any manner affect those engaged or employed on the work or which in any way affect the conduct of the work. The contractor shall at all times observe and comply with all such laws, bylaws, ordinances, regulations, orders and decrees in force at the time of award. The contractor shall protect and indemnify the State and its representatives against any claim or liability arising from or based on the violation of any such law, bylaw, ordinance, regulation, order or decree whether by himself or his/their employees. No extension of time or additional payment will be made for loss of time or

disruption of work caused by any actions against the provider for any of the above reasons.

4. TAXES:

4.1 The contractor shall pay all taxes and other such amounts required by federal, state, and local law, including but not limited to federal and Social Security taxes, workers' compensation, unemployment insurance and sales taxes.

5. ASSIGNMENT/CONTRACTOR:

5.1 The Contract shall not be assigned by the contractor. Third party participation is authorized only as a joint venture which must be clearly stated with details on the original proposal, signed by all parties participating. Any alterations, variations, modifications or waivers of the provisions of this Contract shall be valid only if they have been reduced to writing, duly signed by the parties hereto and attached to the original Contract agreement.

5.2 The contractor shall not enter into any subcontracts for any of the work contemplated under this Contract without prior written authorization of the JHTTB.

5.3 Claims for money due or to become due contractor from the JHTTB under the Contract may be assigned to a bank, trust company, or other financial institution, or to a trustee in bankruptcy, without approval by the JHTTB. Notice of any assignment or transfer shall be furnished to the JHTTB.

5.4 The contractor shall not use the Contract, or any portion thereof, for collateral for any financial obligation without the prior written permission of the Agency.

6. TERMINATION OF CONTRACT:

6.1 Termination of the Contract may be made by any party at any time with or without cause, upon no less than thirty (30) days written notice by mail, or personal delivery of notice to the other parties. The Contract shall remain in full force and effect until terminated as provided herein.

6.2 The JHTTB may, upon ten days written notice to the contractor, terminate the contract, in whole or in part, for just cause, which shall include failure of the contractor to fulfill in a timely and proper manner the obligations under the Contract. In such event, all campaigns and presentations, finished documents, data, models and reports prepared under this contract shall, at the option of the Jackson Hole Travel and Tourism Joint Power Board become its property upon payment for services rendered through the termination of the Contract.

6.3 Should the contractor fail to comply with the provisions of the Contract, payment for portions of the Contract will be withheld until such time as the Contract terms have been implemented. Administrative, contractual, and/or legal remedies as determined by the Teton County Attorney will be implemented if it appears the contractor has breached or defaulted on the Contract.

7. ACCOUNT REPRESENTATIVE:

7.1 The successful proposer(s) shall appoint, by name, a company representative who shall be responsible for servicing this account. The appointed representative shall be responsible to provide the services required to insure that the account will be administered in an organized systematic manner.

8. RESPONSIVENESS:

8.1 Proposers are expected to examine specifications, schedules and instructions included in this package. Failure to do so will be at the proposer's risk.

9. EXTENSION AND AMENDMENT:

9.1 The proposer and the Jackson Hole Travel and Tourism Joint Power Board covenant and agree that this proposal or subsequent Contract may, with the mutual approval of the proposer and the Jackson Hole Travel and Tourism Joint Power Board, be extended under the same terms and conditions of this proposal or Contract for a period of one (1) year, and said option to extend this proposal or Contract for a one year period shall be in effect for each year thereafter for a total period not to exceed two (2) additional years.

10. COMPLIANCE WITH LAWS:

10.1 In performing the Contract, both parties agree to comply with all applicable state, federal, and local laws, rules and regulations.

11. AUDIT:

11.1 The Jackson Hole Travel and Tourism Joint Power Board or any of their duly authorized representatives shall have access to any books, documents, papers, and records of contractor which are directly pertinent to the Contract for the purpose of making audit, examination, excerpts, and transactions.

12. CONFLICT OF INTEREST:

12.1 The parties warrant that no kickbacks, gratuities, or contingency fees have been paid in connection with the Contract and none has been promised contingent upon the award of the contract. Consultant warrants that no one being paid pursuant to the Contract is engaged in any activities which would constitute a conflict of interest with respect to the purposes of the Contract.

13. OWNERSHIP OF DOCUMENTS/WORK PRODUCT:

13.1 It is agreed that all finished or unfinished campaigns, creative, presentations, documents, data, or reports, prepared by contractor under the Contract shall be considered the property of the Jackson Hole Travel and Tourism Joint Power Board, and upon completion of the services to be performed, or upon termination of the Contract for cause, or for the convenience of the Jackson Hole Travel and Tourism Joint Power Board, will be turned over to the Jackson Hole Travel and Tourism Joint Power Board.

14. CONFIDENTIALITY OF INFORMATION:

14.1 All documents, data compilations, reports, computer programs, photographs, and any other work provided to or produced by the contractor in the performance of the Contract shall be kept confidential by the contractor unless written permission is granted by the Jackson Hole Travel and Tourism Joint Power Board for its release.

15. SOVEREIGN IMMUNITY:

15.1 The Jackson Hole Travel and Tourism Joint Power Board does not waive immunity by entering into the Contract, and Jackson Hole Travel and Tourism Joint Power Board specifically retain immunity and all defenses available to them as sovereigns pursuant to Wyoming Statute 1-39-104(a) and all other state law.

16. INDEMNIFICATION:

16.1 The contractor shall release, indemnify, and hold harmless the Jackson Hole Travel and Tourism Joint Power Board, and their officers, agents, employees, successors and assignees from any cause of action, or claims or demands arising out of contractor's performance under the Contract.

## **SPECIAL PROVISIONS**

**PROPOSALS MUST BE DELIVERED TO THE TETON COUNTY AND PROSECUTING ATTORNEY'S OFFICE IN A SEALED ENVELOPE OR PACKAGE BY 2:00 P.M. ON February 18, 2015.**

**PROPOSALS ARE TO BE DELIVERED TO THE TETON COUNTY AND PROSECUTING ATTORNEY'S OFFICE, 180 S. KING ST., P.O. BOX 4068, JACKSON, WY 83001, BY 2:00 P.M. ON February 18, 2015. NO PROPOSALS WILL BE ACCEPTED AFTER THE ABOVE DATE AND TIME.**

**NOTE: Packages not containing the required number of copies will be rejected. There will be no exceptions.**

### **DESCRIPTION OF WORK:**

#### **A. GENERAL INFORMATION:**

The Jackson Hole Travel and Tourism Joint Power Board, requires the development and placement of advertising directed to their target markets.

1. Tourism conducts regional, national and some international advertising, promotion and public relations to attract visitation to Jackson Hole, the Town of Jackson, and Teton County. The budget is developed on an annual basis, but has not been established for the period of this Contract. In FY 2015 fiscal year the media buy expenditure was \$840,000 and the total contract, advertising spend was \$1,068,000 million. The current projection will include a minimum increase of 10%. In addition to providing market analysis, strategic marketing and advertising recommendations, the Proposer's capabilities must include the following creative and media purchasing activities:
  - Online Marketing – All methods online, including digital display, both banner and rich media placements, mobile advertising, content placements and Search Engine Marketing
  - Social Media including content marketing and management for paid and unpaid campaigns on Facebook, Twitter and other relevant channels and native advertising
  - Magazine – National general interest and travel titles
  - Public relations, both Traditional and Fam trips

- Newspaper – Local, regional and national
- Radio – Satellite and network
- Television-National, spot and cable/satellite
- Direct mail
- National and international travel trade publications
- Creating and producing collateral and fulfillment pieces

**B. SERVICES REQUIRED:**

The JHTTB seeks a lead agency to be responsible to develop strategies, creative, production, media strategies and placement for JHTTB’s advertising campaigns that will assist in increasing the county’s share of the tourism market which will aid in growing the county’s tourism economy. This involves taking the JHTTB’s brand message to reach predominately regionally and nationally targeted audiences

Qualified firms and their staff should demonstrate capabilities and proven successes in handling accounts of the nature, size, and complexity of the JHTTB’s domestic program. Working with the JHTTB’s Executive Director, the contractor will be required to provide a comprehensive domestic consumer marketing plan including strategies to execute the plan. That program will consist of, but is not limited to:

1. **CREATIVE SERVICES:** Ability to develop advertising concepts, themes and slogans; design advertising for digital display and publication layouts; produce television commercials, from concept through storyboard, to final production; produce rich media and conversion-centric internet banners; produce online video, copywriting for print advertisements and for radio and television commercials.
2. **MEDIA RESEARCH, EVALUATION, PURCHASE, PLACEMENT SERVICES:** Ability to provide the highest quality experience and skill in media strategy and audience targeting, including research and evaluation of all mediums (Online, Print, TV, Desktop and Mobile Devices, Out of Home, Direct Mail, etc.) and advertising channels; negotiation, verifications, added value opportunities and partnerships including co-op advertising programs with state tourism and locally.
3. **RESEARCH:** Ability to provide market analysis information; pre-test advertising concepts and slogans in key markets; organize and conduct focus group studies; conduct research to determine motivation for travel among consumers and understand consumer’s propensity to travel

4. **KNOWLEDGE OF DOMESTIC AND INTERNATIONAL TRAVEL INDUSTRY:** Ability to provide information regarding travel trends, future projections, and demonstrate an understanding of market/economic fluctuations and how these affect travel as it relates to consumer attitudes and behaviors towards travel.
  
5. **ONLINE/INTERACTIVE:** Experience with providing ongoing strategic planning, management, direction and implementation regarding all electronic/interactive marketing mediums (online banners, behavioral and audience targeting across desktop and mobile devices, search engine marketing, email campaigns, social media across all platforms, Facebook, Twitter, Pinterest, including content development and management and contextual placements, etc.) to ensure this strategy integrates with traditional advertising efforts. Online/interactive experience should include planning, media buying, creative production, keyword purchase, keyword management, tracking and reporting of all interactive campaigns, as well as all other aspects required to manage, execute and measure results of a comprehensive online/interactive marketing campaign.
  
6. **ACCOUNT/FISCAL MANAGEMENT/COST OF SERVICE:**  
 Demonstrate ability to provide quality account management regarding fiscal responsibility including, but not limited to, budgeting/accounting, invoicing and timing, and implementation of best practices for a fee based compensation and pricing structure. Produce dynamic presentations for the board and community on JHTTB's consumer advertising programs and results.
  
7. **EXPERIENCE IN BUILDING PARTNERSHIPS:** Ability to build appropriate partnerships with other organizations and companies
  
8. **INDUSTRY INTEGRATION AND LEADERSHIP:**  
 Coordinate with local community for the use of the JHTTB's creative work to promote tourist travel  
 When developing opportunities for advertising campaigns, agency should integrate as many tourism industry partners as possible such as DMOs, hotels, attractions, etc.  
 Assist in providing industry relations services for the marketing program, including presentations to organizations when requested by the JHTTB.
  
9. **MEASUREMENT AND REPORTING:**  
 Develop and maintain a monthly tracking mechanism on advertising efforts including leads, inquiries, impressions, etc.  
 Recommend and develop a "measures of success" for consumer advertising campaigns

Provide reports on status and progress of the JHTTB's consumer advertising program, its expenditures and confirmation of major decisions.

- Collaborate, coordinate and support JHTTB's other contractors and partners including but not limited to; PR, fulfillment, the state tourism office and local hotels and attractions.
- Key agency personnel must be able to attend phone meetings with JHTTB staff with a 24-hour notice, exclusive of weekend and state holidays.
- Attend committee meetings and monthly board meetings, including coordinating, presentations and providing input during discussions.
- Other activities deemed necessary by the JHTTB Executive Director and JHTTB to accomplish JHTTB's marketing goals.

**C. PROJECT MANAGEMENT TEAM:**

Upon awarding this Contract, the Successful Proposer(s) will name one (1) individual that shall act as Account Manager for the Tourism account. The Account Manager will be responsible for servicing the Tourism account and will coordinate all Tourism programs with the creative, research, media, production and accounting departments. The Account Manager will be responsible for all deadlines and for the finished quality of all Tourism programs, campaigns and products conducted.

**D. TERMS OF THE PROPOSAL:**

1. The Successful Proposer may bill Jackson Hole Travel and Tourism Joint Power Board on a monthly basis as the campaign progresses by submitting itemized invoices along with a Teton County voucher.. Jackson Hole Travel and Tourism Joint Power Board is exempt from sales and use taxes in Wyoming.
2. This Contract shall run from approximately July1, 2015 through June 30, 2016 with the option for Jackson Hole Travel and Tourism Joint Power Board to renew for not more than two (3) additional years.
3. The Jackson Hole Travel and Tourism Joint Power Board is considering contracting with a Destination Marketing Organization (DMO) that the Jackson Hole Chamber of Commerce is considering creating. There is the potential that the Jackson Hole Travel and Tourism Joint Power Board may decide at a future date to assign this marketing contract to the DMO that may be created by the Jackson Hole Chamber of Commerce.

**E. SELECTION PROCESS:**

1. **WRITTEN PROPOSALS:** Based on the enclosed written response questionnaire, written proposals will be evaluated by Jackson Hole Travel and Tourism Joint Power Board. The initial evaluation will reduce the field of Proposers to at least two (2), but not more than six (6) finalists. All finalists will be notified by Jackson Hole Travel and Tourism Joint Power Board in writing no later than the March 4, 2015.
2. **FINALIST PRESENTATIONS:** The finalists, based upon the evaluation of the written proposal, will make an oral presentation to the Jackson Hole Travel and Tourism Joint Power Board. The date and time of the oral presentation will be by mutual consent, but will take place on March 18<sup>th</sup>, 19<sup>th</sup>, 2015. The oral presentation shall not exceed two (2) hours in length, which shall include questions and answers.

**F. SCORING CRITERIA FOR EVALUATION OF WRITTEN PROPOSALS:**

1. (25 points) ~ Experience and quality. Special attention will be given to the skills of management assigned to the account, the Account Manager, the media buyers and the creative staff.
2. (20 points) ~ Evidence that the Proposer has past successful experience in the conduct of regional, national and international advertising, marketing and promotion campaigns and media placements for an account of this size and scope.
3. (20 points) ~ Evaluation of a minimum of two (2) relevant examples of finished Proposer-produced multi-media advertising, marketing and promotion campaigns and media plans, which include samples of how the Proposer used research, marketing, advertising, promotion, partnerships and media planning to successfully move the clients' business forward.
4. (15 points) ~ Evidence that the Proposer has an understanding of Teton County's tourism product, national travel trends and forecasts, and Teton County's potential to capture/increase market share.
5. (10 points) ~ Proposed pricing structure.
6. (5 points) ~ Other relevant data and information.
7. (5 points) ~ Operating as a Wyoming company is not a requirement for Proposers responding to this RFP. Companies that qualify as Wyoming

residents will receive an additional five percent (5%) of the total points possible. Resident Proposers must verify residency according to Wyoming state statute.

**Total Possible Points for Written Proposal: 100 points**

**G. SCORING CRITERIA FOR EVALUATION OF FINALIST ORAL PRESENTATION:**

1. (20 Points) ~ Experience and quality. This includes the involvement of senior agency management, experience level of the key members of the team (particularly account, creative and media persons) and the perceived ability of the proposer to work with Jackson Hole Travel and Tourism Joint Power Board and members of Wyoming's tourism industry.
2. (20 Points) ~ Evaluation of the overall capabilities (current and proposed) of those elements of marketing, research, advertising, promotion and public relations which are relevant to Teton County's needs and the ability of the Proposer to handle an account of this scope and size. Demonstrate capabilities in providing the necessary research to build successful campaigns including how the Proposer works to understand the motivators and attitudes of consumers towards travel.
3. (20 Points) ~ Case history, demonstrating research, strategic positioning, print, broadcast and online advertising, partnering/promotion, unique media planning and results for a campaign of which the Proposer is most proud.
4. (25 Points) ~ Provide a speculative advertising effort for Teton County, with particular emphasis on strategic positioning, creative/thematic strategy, and media strategy. Creative and media executions should be rough and inexpensively prepared. Provide specific information of how the Proposer arrived at the proposed concept to take Teton county's advertising efforts into the future. Describe the analysis and insight into Teton County's market position, market share and market potential used to develop the concept.
5. (10 Points) ~ Other unique or relevant benefits that the Proposer can bring to the table.
6. (5 Points) ~ Wyoming Companies

**Total Possible Points for Oral Presentation: 100 points**

The Jackson Hole Travel and Tourism Joint Power Board will be the sole judge with respect to the evaluation of these proposals. Each Proposer will be judged on each of the criteria indicated above, and the Proposers that receive the highest scores on the written phase, maximum of six (6), will be considered a finalist and will make presentations to the Jackson Hole Travel and Tourism Joint Power Board. These finalists will be judged on the above presentation criteria following the presentation phase, and the Proposer with the highest aggregate score from the Jackson Hole Travel and Tourism Joint Power Board will proceed to final Contract negotiations.

#### **H. PRICE NEGOTIATION:**

Proposer should complete the attached Proposal Price Sheet as part of the RFP proposal on page 24.

After all criteria are evaluated, Jackson Hole Travel and Tourism Joint Power Board will have the option to enter into Contract and price negotiations with one (1) or more of the Successful Proposer(s). At that time, all pricing and charges will be negotiated between Jackson Hole Travel and Tourism Joint Power Board and the Successful Proposer(s). Following negotiations and when final pricing arrangements have been mutually agreed upon by the Successful Proposer(s) and Jackson Hole Travel and Tourism Joint Power Board, Jackson Hole Travel and Tourism Joint Power Board may award the Contract to the Successful Proposer(s), which in the best judgment of Jackson Hole Travel and Tourism Joint Power Board, offers the optimum combination of price, creative ability and knowledge to increase Teton County's tourism market share and overall tourism economy.

## **I. WRITTEN RESPONSE QUESTIONNAIRE:**

Written responses should address each of the items listed below.

### **Experience and quality of the Proposer and the team:**

1. Proposer name, address, phone number.
2. History of Proposer (one page or less).
3. Ownership structure and the names, titles, length of service of principals along with a brief resume for each.
4. Current clients, years of service and reference contact information for each. Identify any current clients posing a possible conflict of interest.
5. Total annual billings 2013, 2014, 2015 and anticipated 2016. Please use capitalized income to calculate billings.
6. Name, title, and short resume of Account Manager, Copywriter, Art Director and Media Buyer who will be assigned to the account and rationale for this choice.
7. List other employees that will serve the account and the skill/experience they will bring. Provide an organizational chart of the Proposer's assigned team and the estimated percentage of time each team member will spend on the account along with other accounts to which they are currently assigned.
8. Describe key personnel's current or past experience with tourism clients and identify any current clients posing a possible conflict of interest.
9. Present plans to use Wyoming people/companies and describe what portion of budget it would represent.

### **Evidence of Proposer's past successful experience:**

10. From a creative standpoint only, provide a sample(s) of advertising of which the Proposer is most proud.
11. Briefly describe, online marketing capabilities including; digital display, SEM, mobile and tablet placements, digital media research/buying experience and capabilities in the latest developments in the digital marketing space.

12. Briefly describe experience with social media marketing including content development and management across all platforms. If these services do not exist in-house, indicate how the capability will be added and services provided.
13. Briefly describe experience in tracking/monitoring campaign results and how that might translate to the account.
14. Using a specific example(s), describe research capabilities.
15. Describe how the Proposer manages online campaigns and any software tools used in the process. Provide examples of where increased sales or leads can be specifically attributed to the Proposer's online advertising and Search Engine Marketing efforts.
16. Using a specific example, explain experience in digital marketing and/or response generation, with particular emphasis on driving traffic to a website.
17. Briefly describe Public Relations capabilities. If these services do not currently exist in-house, indicate how the capability will be added and services will be provided.

**Relevant Examples/Case Histories:**

18. Provide samples of two (2) relevant multi-media campaigns along with a brief description of the success of these efforts. If these samples do not include all elements of research, strategy development, creative, media planning, promotion and partnering please include a separate description/example of any elements not included in the relevant samples.

**Understanding of the national tourism market:**

19. Provide no more than three (3) pages of the Proposer's understanding of Teton County's tourism product, the state of the travel industry including national trends and forecasts, with particular emphasis on the market potential for Teton County. Include supporting rationale for these insights.

**Proposed pricing structure:**

20. Using an existing account of Teton County's scope and size, state the preferred compensation structure. If the compensation is commission based, be specific with regard to what is commissionable, what is not included in the commission and explain what is included in the non-commissionable charges. If it is hourly based, state the hourly charges. If it is fee based, state how the fee is determined.
21. Describe what the method/policy/amount of charging for travel expenses and travel time will be.
22. Describe the mark-up policy and supporting rationale.

**Other:**

23. Describe any relevant services, etc., which have not been covered.

**J. QUESTION AND ANSWER PERIOD:**

Questions regarding **any part of this RFP** must be submitted **in writing**, via email, no later than **12:00 p.m. MST on January 28, 2015** to:

Teton County and Prosecuting Attorney's Office  
Attention: Keith Gingery, Chief Deputy County Attorney  
Email: [kmgingery@wyoming.com](mailto:kmgingery@wyoming.com)

Answers to all questions will be compiled, answered and mailed/mailed to all Proposers on **January 28, 2015**.

<b>Event Description</b>	<b>Date</b>
A. RFP Release Date	January 14, 2015
B. Questions Due	January 28, 2015; 12:00 p.m. MST
C. Answers returned/mailed to Proposers	February 5, 2015
D. RFP Closes; Opening Date/Time	February 18, 2015 2:00 p.m. MST
E. Finalists Notified	March 4, 2015
F. Oral Presentations	March 18, 19th 2015 in Jackson, WY
G. Vender Recommendation/Notification	April 22, 2015

PROPOSAL PRICE SHEET

The undersigned agrees to provide Advertising Services to the Jackson Hole Travel and Tourism Joint Power Board in accordance with the Request for Proposal, General Provisions, Special Provisions and Proposal Price Sheet.

DESCRIPTION	LUMP SUM PRICE (Written in Words and Number)
ADVERTISING SERVICES	<hr style="border: 0; border-top: 1px solid black;"/> <hr style="border: 0; border-top: 1px solid black;"/> <hr style="border: 0; border-top: 1px solid black;"/>
	\$ <hr style="border: 0; border-top: 1px solid black;"/>

1. BY SUBMISSION OF A PROPOSAL, THE PROPOSER CERTIFIES:

- 1.1 Prices in this proposal have been arrived at independently, without consultation, communication or agreement for the purpose of restricting competition.
- 1.2 No attempt has been made nor will be by the proposer to induce any other person or firm to submit a proposal for the purpose of restricting competition.
- 1.3 The person signing this proposal certifies that he/she is authorized to represent the company and is legally responsible for the decision as to the price and supporting documentation provided as a result of this advertisement.
- 1.4 Proposer will comply with all Federal regulations, policies, guidelines and requirements.
- 1.5 Prices in this proposal have not been knowingly disclosed by the proposer and will not be prior to award to any other proposer.

2. GENERAL INFORMATION:

Proposer Name \_\_\_\_\_ Phone ( ) \_\_\_\_\_

FAX ( ) \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

SSN/Employer Identification Number \_\_\_\_\_

3. OWNERSHIP AND CONTROL:

Proposer's Legal Structure:

\_\_\_\_\_ Sole Proprietorship

\_\_\_\_\_ General Partnership

\_\_\_\_\_ Corporation

\_\_\_\_\_ Limited Partnership

\_\_\_\_\_ Limited Liability

\_\_\_\_\_ Other \_\_\_\_\_

If Proposer is a sole proprietorship, list:

Owner Name \_\_\_\_\_ Phone ( ) \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

SSN/Employer Identification Number \_\_\_\_\_

Beginning date as owner of sole proprietorship \_\_\_\_\_

Provide the names of all individuals authorized to sign for the Proposer:

NAME (printed or typed)

TITLE

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**VERIFICATION**

I certify under penalty of perjury, that I am a responsible official (as identified above) for the business entity described above as Proposer, that I have personally examined and am familiar with the information submitted in this disclosure and all attachments, and that the information is true, accurate, and complete. I am aware that there are significant penalties for submitting false information, including criminal sanctions which can lead to imposition of a fine and/or imprisonment.

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Name and Title) (Typed or Printed)

\_\_\_\_\_  
(Date)