

STATE OF SOUTH DAKOTA
South Dakota Department of Tourism
711 East Wells Avenue, Pierre, SD 57501-3385

Request for Proposals for

Advertising, Marketing, and Public Relations Services

PROPOSALS ARE DUE NO LATER THAN 5:00 PM CST, May 22, 2017

RFP #: 935 BUYER: James D. Hagen, EMAIL:
South Dakota Department james.hagen@TravelSouthDakota.com
of Tourism

READ CAREFULLY

FIRM NAME: _____

ADDRESS: _____

CITY / STATE: _____

ZIP CODE (9 DIGIT): _____

EMAIL: _____

TELEPHONE NUMBER: _____

AUTHORIZED SIGNATURE: _____

TYPE OR PRINT NAME: _____

PRIMARY CONTACT INFORMATION

CONTACT NAME: _____

TELEPHONE NUMBER: _____

EMAIL: _____

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SOUTH DAKOTA DEPARTMENT OF TOURISM
RFP NO. 935

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1.0 GENERAL INFORMATION

1.0 PURPOSE OF REQUEST FOR PROPOSAL (RFP)

The South Dakota Department of Tourism is seeking the professional services of a single marketing agency, or multiple agencies, with extensive experience in tourism marketing to work as collaborative partners in the development, implementation, and evaluation of a comprehensive marketing program to promote South Dakota as a travel destination to regional, national and international markets. This RFP is to identify the most qualified agency or agencies to carry out all aspects of the South Dakota Department of Tourism's advertising and marketing objectives.

1.1 ISSUING OFFICE AND RFP REFERENCE NUMBER

The **South Dakota Department of Tourism** is the issuing office for this document and all subsequent addenda relating to it, on behalf of the State of South Dakota. The reference number for the transaction is RFP **#935**. This number must be referred to on all proposals, correspondence, and documentation relating to the RFP.

1.2 SCHEDULE OF ACTIVITIES (SUBJECT TO CHANGE AT THE STATE'S DISCRETION):

| | |
|--|---------------------------------|
| RFP Publication | April 19, 2017 |
| Deadline Submission for Written Inquiries | May 03, 2017 (5 PM, CST) |
| Responses to Offeror Questions | May 08, 2017 |
| Proposal Submission | May 22, 2017 (5 PM, CST) |
| Tourism Review/Scoring/Invite to Oral | May 30, 2017 |
| Oral Presentations/Discussions (if required) | June 12, 2017 |
| Proposal Revisions (if required) | June 15, 2017 |
| Anticipated Award Decision/Contract | June 26, 2017 |
| Negotiation | |

1.3 SUBMITTING YOUR PROPOSAL

All proposals must be completed and received by the Department of Tourism by the date and time indicated in the Schedule of Activities. **Proposals received after the deadline will be ineligible for consideration.**

ONE (1) original and **TEN (10)** identical copies of the proposal shall be submitted and received by the South Dakota Department of Tourism by **5:00 PM, Wednesday, May 22, 2017**. It is solely the responsibility of each Offeror to ensure timely delivery of the proposal. An electronic version of the proposal shall also be included via external hard drive (or flash drive). **Packages not containing the required number of copies will**

be rejected. There will be no exceptions. Proposals will not be accepted by fax or email.

All proposals must be signed, in ink, by an officer of the responder, legally authorized to bind the responder to the proposal, and sealed in the form intended by the respondent. Proposals that are not properly signed may be rejected. The sealed envelope must be marked with the appropriate RFP Number and Title. Proposals must be addressed and labeled as follows:

**James D. Hagen, Secretary
SOUTH DAKOTA DEPARTMENT OF TOURISM
711 EAST WELLS AVENUE
PIERRE, SD 57501-3385**

REQUEST FOR PROPOSAL: #935

1.4 CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION – LOWER TIER COVERED TRANSACTIONS

By signing and submitting this proposal, the Offeror certifies that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation, by any Federal department or agency, from transactions involving the use of Federal funds. Where the Offeror is unable to certify to any of the statements in this certification, the bidder shall attach an explanation to their offer.

1.5 NON-DISCRIMINATION STATEMENT

The State of South Dakota requires that all contractors, vendors, and suppliers doing business with any State agency, department, or institution, provide a statement of non-discrimination. By signing and submitting their proposal, the Offeror certifies they do not discriminate in their employment practices with regard to race, color, creed, religion, age, sex, ancestry, national origin or disability.

1.6 MODIFICATION OR WITHDRAWAL OF PROPOSALS

Proposals may be modified or withdrawn by the Offeror prior to the established due date and time.

No oral, telephonic, telegraphic or facsimile responses or modifications to informal, formal bids, or Request for Proposals will be considered.

1.7 OFFEROR INQUIRIES

Offerors may submit questions concerning this RFP to obtain clarification of requirements. No inquiries will be accepted after the date and time indicated in the Schedule of Activities (**May 03, 2017**). Email inquiries must be sent to James D. Hagen at james.hagen@TravelSouthDakota.com with the subject line "**RFP #935**". No phone inquiries accepted.

All Offerors will be informed of any inquiries and the Department of Tourism's response. Inquiries/questions and responses will be posted at www.SDVisit.com/RFP.

Offerors may not rely on any other statements, either of a written or oral nature, that alter any specification or other term or condition of this RFP. Offerors will be notified on the State's procurement website <http://boa.sd.gov/divisions/procurement/> regarding any modifications to this RFP. Click on the "Central Bid Exchange" link.

1.8 PROPRIETARY INFORMATION

The proposal of the successful Offeror(s) becomes public information. Proprietary information can be protected under limited circumstances such as client lists and non-public financial statements. Pricing and service elements are not considered proprietary. An entire proposal may not be marked as proprietary. Offerors must clearly identify in the Executive Summary and mark in the body of the proposal any specific proprietary information they are requesting to be protected. The Executive Summary must contain specific justification explaining why the information is to be protected. Proposals may be reviewed and evaluated by any person at the discretion of the State. All materials submitted become the property of the State of South Dakota and may be returned only at the State's option. The South Dakota Department of Tourism reserves the right to use any and all ideas presented in response to the RFP not identified by the Offeror as proprietary. Selection or rejection of the proposal does not affect this right of the Department of Tourism.

1.9 LENGTH OF CONTRACT

The anticipated length of the contract is **THREE (3)** years. The contract will commence on July 01, 2017 and end on June 30, 2020, with customary provisions for early termination based upon performance. At the Department of Tourism's discretion, the contract may be extended beyond the original contract period on a year-to-year basis for up to **TWO (2)** additional years for a total period not to exceed **FIVE (5)** years. Contract extensions will be mutually agreed upon and are based on need or agency performance.

1.10 GOVERNING LAW

Venue for any and all legal action regarding or arising out of the transaction covered herein shall be solely in the State of South Dakota. The laws of South Dakota shall govern this transaction.

1.11 DISCUSSIONS WITH OFFERORS (ORAL PRESENTATION/NEGOTIATIONS)

After completing a thorough review of all proposals, an oral presentation by an Offeror to clarify a proposal may be required at the sole discretion of the State. However, the State may award a contract based on the initial proposals received without discussion with the Offeror. If oral presentations are required, they will be scheduled after the submission of proposals. Oral presentations will be made at the Offeror's expense.

This process is a Request for Proposal/Competitive Negotiation process. Each Proposal shall be evaluated, and each respondent shall be available for negotiation meetings at the State's request. The State reserves the right to negotiate on any and/or all components of every proposal submitted. From the time the proposals are submitted until the formal award of a contract, each proposal is considered a working document and as such, will be kept confidential. The negotiation discussions will also be held as confidential until such time as the award is completed.

2.0 STANDARD CONTRACT TERMS AND CONDITIONS

Any contract or agreement resulting from this RFP will include the State's standard terms and conditions as listed below, along with any additional terms and conditions as negotiated by the parties:

- 2.0 The Contractor will perform those services described in the Scope of Work, attached hereto as **SECTION FIVE (5)** of the RFP and by this reference incorporated herein.
- 2.1 The Contractor's services under this Agreement shall commence on July 01, 2017, and end on June 30, 2020, unless sooner terminated pursuant to the terms hereof. The anticipated length of the contract(s) is **THREE (3)** years. At the Department of Tourism's discretion, the contract(s) may be extended beyond the original contract period on a year-to-year basis for up to **TWO (2)** additional years for a total period not to exceed **FIVE (5)** years. Contract extensions will be mutually agreed upon and are based on need or agency performance.
- 2.2 The Contractor will not use State equipment, supplies or facilities. The Contractor will provide the State with its Employer Identification Number, Federal Tax Identification Number or Social Security Number upon execution of this Agreement.

- 2.3** The State will make payment for services upon satisfactory completion of the services. The State will not pay Contractor's expenses as a separate item. Payment will be made pursuant to itemized invoices submitted with a signed state voucher. Payment will be made consistent with SDCL ch. 5-26.
- 2.4** The Contractor agrees to indemnify and hold the State of South Dakota, its officers, agents and employees, harmless from and against any and all actions, suits, damages, liability or other proceedings that may arise as the result of performing services hereunder. This section does not require the Contractor to be responsible for or defend against claims or damages arising solely from errors or omissions of the State, its officers, agents or employees.
- 2.5** The Contractor, at all times during the term of this Agreement, shall obtain and maintain in force insurance coverage of the types and with the limits as follows:

A. Commercial General Liability Insurance:

The Contractor shall maintain occurrence based commercial general liability insurance or equivalent form with a limit of not less than \$1,000,000.00 for each occurrence. If such insurance contains a general aggregate limit it shall apply separately to this Agreement or be no less than two times the occurrence limit.

B. Professional Liability Insurance or Miscellaneous Professional Liability Insurance:

The Contractor agrees to procure and maintain professional liability insurance or miscellaneous professional liability insurance with a limit not less than \$1,000,000.00.

C. Business Automobile Liability Insurance:

The Contractor shall maintain business automobile liability insurance or equivalent form with a limit of not less than \$1,000,000.00 for each accident. Such insurance shall include coverage for owned, hired and non-owned vehicles.

D. Worker's Compensation Insurance:

The Contractor shall procure and maintain workers' compensation and employers' liability insurance as required by South Dakota law.

Before beginning work under this Agreement, Contractor shall furnish the State with properly executed Certificates of Insurance which shall clearly evidence all insurance required in this Agreement. In the event a substantial change in insurance, issuance of a new policy, cancellation or nonrenewal of

the policy, the Contractor agrees to provide immediate notice to the State and provide a new certificate of insurance showing continuous coverage in the amounts required. Contractor shall furnish copies of insurance policies if requested by the State.

2.6 While performing services hereunder, the Contractor is an independent contractor and not an officer, agent, or employee of the State of South Dakota.

2.7 Contractor agrees to report to the State any event encountered in the course of performance of this Agreement which results in injury to the person or property of third parties, or which may otherwise subject Contractor or the State to liability. Contractor shall report any such event to the State immediately upon discovery.

Contractor's obligation under this section shall only be to report the occurrence of any event to the State and to make any other report provided for by their duties or applicable law. Contractor's obligation to report shall not require disclosure of any information subject to privilege or confidentiality under law (e.g., attorney-client communications). Reporting to the State under this section shall not excuse or satisfy any obligation of Contractor to report any event to law enforcement or other entities under the requirements of any applicable law.

2.8 This Agreement may be terminated by either party hereto upon thirty (30) days written notice. In the event the Contractor breaches any of the terms or conditions hereof, this Agreement may be terminated by the State at any time with or without notice. If termination for such a default is effected by the State, any payments due to Contractor at the time of termination may be adjusted to cover any additional costs to the State because of Contractor's default. Upon termination the State may take over the work and may award another party an agreement to complete the work under this Agreement. If after the State terminates for a default by Contractor it is determined that Contractor was not at fault, then the Contractor shall be paid for eligible services rendered and expenses incurred up to the date of termination.

2.9 This Agreement depends upon the continued availability of appropriated funds and expenditure authority from the Legislature for this purpose. If for any reason the Legislature fails to appropriate funds or grant expenditure authority, or funds become unavailable by operation of law or federal funds reductions, this Agreement will be terminated by the State. Termination for any of these reasons is not a default by the State nor does it give rise to a claim against the State.

2.10 This Agreement may not be assigned without the express prior written consent of the State. This Agreement may not be amended except in writing, which writing shall be expressly identified as a part hereof, and be signed by an authorized representative of each of the parties hereto.

2.11 This Agreement shall be governed by and construed in accordance with the laws of the State of South Dakota. Any lawsuit pertaining to or affecting this Agreement shall be venued in Circuit Court, Sixth Judicial Circuit, Hughes County, South Dakota.

- 2.12** The Contractor will comply with all federal, state and local laws, regulations, ordinances, guidelines, permits and requirements applicable to providing services pursuant to this Agreement, and will be solely responsible for obtaining current information on such requirements.
- 2.13** The Contractor may not use subcontractors to perform the services described herein without the express prior written consent of the State. The Contractor will include provisions in its subcontracts requiring its subcontractors to comply with the applicable provisions of this Agreement, to indemnify the State, and to provide insurance coverage for the benefit of the State in a manner consistent with this Agreement. The Contractor will cause its subcontractors, agents, and employees to comply, with applicable federal, state and local laws, regulations, ordinances, guidelines, permits and requirements and will adopt such review and inspection procedures as are necessary to assure such compliance.
- 2.14** Contractor hereby acknowledges and agrees that all reports, marketing plans, media schedules, creative concepts, marketing strategies, specifications, technical data, miscellaneous drawings, software system programs and documentation, procedures, or files, operating instructions and procedures, source code(s) and documentation, including those necessary to upgrade and maintain the software program, and all information contained therein provided to the State by the Contractor in connection with its performance of services under this Agreement shall belong to and is the property of the State and will not be used in any way by the Contractor without the written consent of the State. Papers, reports, forms, software programs, source code(s) and other material which are a part of the work under this Agreement will not be copyrighted without written approval of the State.
- 2.15** The Contractor certifies that neither Contractor nor its principals are presently debarred, suspended, proposed for debarment or suspension, or declared ineligible from participating in transactions by the federal government or any state or local government department or agency. Contractor further agrees that it will immediately notify the State if during the term of this Agreement Contractor or its principals become subject to debarment, suspension or ineligibility from participating in transactions by the federal government, or by any state or local government department or agency.
- 2.16** Any notice or other communication required under this Agreement shall be in writing and sent to the address set forth above. Notices shall be given by and to **James D. Hagen**, on behalf of the State, and by **President/CEO**, on behalf of the Contractor, or such authorized designees as either party may from time to time designate in writing. Notices or communications to or between the parties shall be deemed to have been delivered when mailed by first class mail, provided that notice of default or termination shall be sent by registered or certified mail, or, if personally delivered, when received by such party.

- 2.17** In the event that any court of competent jurisdiction shall hold any provision of this Agreement unenforceable or invalid, such holding shall not invalidate or render unenforceable any other provision hereof.
- 2.18** All other prior discussions, communications and representations concerning the subject matter of this Agreement are superseded by the terms of this Agreement, and except as specifically provided herein, this Agreement constitutes the entire agreement with respect to the subject matter hereof.

3.0 BACKGROUND

3.1 ABOUT THE SOUTH DAKOTA DEPARTMENT OF TOURISM

The South Dakota Department of Tourism ('Department of Tourism' or 'Tourism') is located in the capital city of Pierre. It is the sole state agency responsible for branding and marketing the state as a vacation destination to a variety of audiences, including potential tourists and visitors (domestic and international), the travel trade industry, and members of the travel media. Marketing the South Dakota brand, as well as our world famous attractions, world-class national and state parks, dramatic landscapes, cultural and heritage attractions, unique history, and the arts, are key components of our work. The visitor industry in the state depends upon the Department of Tourism to create comprehensive marketing campaigns that promote South Dakota as one of the nation's most desired vacation destinations.

3.2 OUR MISSION

We work to maximize tourism's impact on South Dakota's economy by increasing domestic and international travel to our state.

3.3 OUR VISION

With world-renowned monuments, breathtaking landscapes, rich culture and heritage and warm hospitality, South Dakota inspires a heightened sense of freedom and optimism and is one of America's most desired and meaningful vacation destinations.

3.4 OUR GOALS

- Maximize South Dakota's visitor economy.
- Enhance and expand sustainable industry success.
- Maintain and expand South Dakota's brand presence.
- Advance the development of the destination.

- Bring visitors to the state through the promotion and elevation of the South Dakota brand year-round.
- Continue to increase the number of domestic and international visitors coming to the state, visitor spending, and length of stays.
- Position our brand and marketing to set the state apart and give us a competitive advantage as a vacation destination.
- Establish highly effective and cutting-edge advertising, marketing, and public relations campaigns that produce results and maximize ROI.
- Utilize cutting-edge research to maximize our marketing investments by targeting key consumer audiences, behaviors, and markets.
- Leverage innovative regional, national and international marketing partnerships to promote the South Dakota brand and increase visitation.
- Develop new co-op marketing programs for the Department of Tourism and in-state partners to increase brand reach and effectiveness of those co-op programs.

3.5 ECONOMIC IMPACT OF TOURISM

The Department of Tourism has experienced steady growth every year for the past seven years. The tourism industry is one of the largest industries in South Dakota and has a significant economic impact upon state and local tax revenues and upon employment. In 2016, the visitor economy generated \$279 million in state and local taxes and sustained a total of 53,258 jobs. Also in 2016, South Dakota welcomed 13.9 million visitors (an all-time record) and visitor spending contributed \$2.5 billion in GDP to South Dakota's economy (an all-time record).

3.6 CURRENT MARKETING

The South Dakota Department of Tourism emphasizes year-round marketing campaigns. However, the major focus is on the peak summer season. In recent years, a greater emphasis has been placed on leisure marketing in the shoulder season, with much success. Pheasant hunting is also a major focus during the fall shoulder season. Given South Dakota's popular national and state parks (many open year-round), world-famous attractions (also open year-round), and a plethora of winter activities, we would like to see a greater emphasis on ways to grow visitation year round.

3.7 OUR MARKETING BUDGET

The total advertising, marketing, and public relations budget for the South Dakota Department of Tourism is around \$8 million, inclusive of production and media costs. The actual budget in any given fiscal year is subject to actual tourism promotion tax and Deadwood gaming revenues collected within that fiscal year and legislative appropriation.

3.8 2016 ANNUAL REPORT

To learn more about the South Dakota Department of Tourism, our marketing efforts, and the economic impact upon the state, we encourage Offerors to read our 2016 Annual Report at www.SDVisit.com.

4.0 CAPABILITIES SOUGHT IN A MARKETING AGENCY

- 4.1** The Department of Tourism is seeking an “Agency of Record” or multiple “Agencies of Record” for all branding, advertising, marketing, and public relations services. The department is seeking Offerors with extensive professional marketing experience in the development and placement of various forms of marketing to strategically selected markets and audiences regionally, nationally and internationally. It is the expectation of the department that the successful Offeror develop innovative marketing campaigns, strategies and programs that will assist in increasing the state’s share of the domestic and international tourism markets, which will in turn aid in growing South Dakota’s tourism businesses and the state’s economy.
- 4.2** The Offeror will be expected to display deep knowledge of the tourism and travel industry and have experience in working with tourism advertising and marketing.
- 4.3** The successful Offeror will be required to provide a high level of quality services which are normally associated with the handling of a large national account of this scope and size.
- 4.4** In addition to providing strategic advertising, marketing and public relations services, the Offeror’s capabilities must include some or all of the following creative production and media purchasing activities and experience. If these services do not currently exist in-house, please indicate in your proposal how the capability will be added and service will be provided:
- Television – National, spot, cable/satellite, alternative
 - Magazine – National general interest and travel titles
 - Newspapers – Local, regional and national
 - Out of Home (OOH)
 - Radio – Satellite, network, internet
 - Direct mail – Local, regional and national strategies
 - Online – All methods online, including banner and rich media placements, content placements, and search engine marketing (SEM)
 - Public Relations
 - Event and In-Market Activation
 - Social media strategy, management and advertising buys
 - eCRM – Content development, strategy and distribution
 - Development of Tourism websites – consumer and industry
 - Consumer Research

- 4.5 BRAND MANAGEMENT:** Offeror shall possess a deep understanding and knowledge of the South Dakota brand as well as extensive experience with brand management and brand strategy. Offeror shall be adept at providing recommendations on integrating the brand into every aspect of the Department of Tourism's marketing activities, from advertising and marketing, to publications, websites, e-marketing, social media, public relations, etc.
- 4.6 CREATIVE SERVICES:** Offeror shall possess the ability to develop advertising concepts, themes and slogans; design advertising and publication layouts; produce television commercials; produce viral videos; develop stories that align with and support a larger creative campaign, from concept through storyboard, to final production; produce rich media and conversion-centric internet banners; copywriting for print advertisements and for radio and television commercials.
- 4.7 MEDIA RESEARCH, EVALUATION, PURCHASE, PLACEMENT SERVICES:** Offeror shall possess the ability to provide the highest quality experience and skills in media strategy, including research and evaluation of all mediums (Television, Online, Video, Print, OOH, Social, etc.) and advertising channels; negotiation, and added value and partnership opportunities.
- 4.8 RESEARCH AND REPORTING:** Offeror shall possess the ability to provide market analysis information; market segmentation and psychographic analysis; 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. Offeror shall possess the ability to provide tracking and reporting of all campaign elements, as well as other aspects required to manage and measure results of a comprehensive and integrated marketing campaign.
- Offeror shall possess or have access to data intelligence and technology tools (data management platforms and demand side platforms) that will provide the South Dakota Department of Tourism with the ability to distribute personalized content to appropriate audiences across multiple channels. These platforms must integrate with many of the digital ad networks.
- 4.9 KNOWLEDGE OF DOMESTIC AND INTERNATIONAL TRAVEL INDUSTRY:** Offeror shall possess the ability to provide information regarding travel trends, future projections, and demonstrate an understanding of the market / economic fluctuations and how these affect travel as it relates to consumer attitudes and behaviors toward travel. Offeror shall demonstrate the ability to develop marketing messages that speak to the appropriate audience.
- 4.10 ACCOUNT/FISCAL MANAGEMENT/COST OF SERVICE:** Offeror shall demonstrate the ability to provide 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.

- 4.11 EXPERIENCE IN BUILDING PARTNERSHIPS:** Offeror shall possess the ability to build appropriate partnerships with other organizations, companies, communities, CVBs, BID Boards, Chambers of Commerce, businesses and attractions. This would include identifying potential corporate and non-traditional partners and assisting the Department of Tourism in preparing and presenting opportunities to these potential partners. The successful Offeror will also assist in brainstorming ways to potentially expand partnership co-op marketing opportunities for the South Dakota tourism industry, allowing the industry to buy into additional marketing opportunities offered by the department.
- 4.12 COMMUNICATION:** The successful Offeror shall understand the importance of communication with the Department of Tourism. Offeror will be expected to be in frequent (often daily) contact with the department. While most of the contact will be by phone and email, it is expected that the successful Offeror's key account team members will be in Pierre at least once a month. The successful Offeror will also be required, at the expense of the successful Offeror, to send key team members who are working on the account to the annual South Dakota Governor's Conference on Tourism in Pierre (typically the third week in January), other key meetings and events as determined by the Department of Tourism, and ESTO, an annual national tourism conference hosted by the U.S. Travel Association each summer.
- 4.13 CONFLICT OF INTEREST:** If successfully awarded a contract, and during the term of said contract, the Offeror shall not hold or acquire an account that is considered by the Department of Tourism to be a competitive Destination Marketing Organization (state, region, county, city, Convention and Visitors Bureau, Chamber of Commerce, etc.) without first seeking prior verbal and written approval from the Department of Tourism. The department retains the right to determine whether it considers an entity a competitor.

5.0 SCOPE OF WORK - COMPONENTS OF THE RFP

The RFP is dividing the scope of advertising, marketing and public relations services sought by the South Dakota Department of Tourism into **SEVEN (7)** different components. The purpose of dividing the work into seven components is to provide the department with the greatest flexibility possible to choose the most creative, innovative and entrepreneurial proposals possible. The seven components allow prospective Offerors the opportunity and flexibility to submit proposals in response to a single component, multiple components, or all seven components.

While the RFP is divided into **SEVEN (7)** components, it should be understood by all Offerors responding to the RFP that there will be overlap among tasks / work between components. Furthermore, it is important, that all Offerors recognize that an award of a contract under a particular component does not guarantee exclusivity to perform all of the tasks described under the component. The Department of Tourism reserves the right to assign tasks to any

Offeror as they see fit. Some tasks listed below may also be kept as operational activities within the Department of Tourism.

5.1 **COMPONENT ONE – TRADITIONAL MEDIA, BRAND MANAGEMENT, CREATIVE SERVICES AND COOPERATIVE MARKETING PARTNERSHIPS**

The Offeror selected for **COMPONENT ONE** shall work collaboratively with the Department of Tourism and may be required to perform the following duties:

- Lead creative agency for the Department of Tourism.
- Brand management.
- Content creation for television, print, radio and out of home (OOH) efforts.
- Creative production for television (broadcast, cable satellite, alternative), print, radio and OOH efforts.
- Scheduling and planning of comprehensive media schedules for television, print, radio, direct mail, OOH, etc.
- Traditional media buying, including print, television, radio and OOH.
- Assist with developing comprehensive cooperative marketing programs (television, print, digital and OOH) and campaigns for CVBs, BID Boards, Chambers of Commerce, and communities that partner with the Department of Tourism's community co-op marketing program.
- Consumer and market research - Conduct research that evaluates the profile and demographics of the South Dakota visitor and audience.
- Post campaign research – Conduct research into overall performance and effectiveness of marketing tactics and campaigns.
- Assist in planning and producing presentations (including script writing and on-site technical assistance) for various marketing presentations throughout the year and for special events, such as the annual Governor's Conference on Tourism.
- On a monthly basis, the agency will be expected to submit a detailed spreadsheet that gives an update on the status of the budget.
- The agency may be expected to participate in weekly status conference calls on a date and time established by the Department of Tourism.
- The agency may be expected to travel to Pierre, South Dakota once a month for in-person meetings (at the agency's expense).
- For **COMPONENT ONE**, the agency must have the financial capacity to contract and purchase media without advance payment by the Department of Tourism.
- For **COMPONENT ONE**, the agency shall agree and understand that the South Dakota Department of Tourism shall have the right to approve or disapprove of any of the agency's personnel assigned to the account. Furthermore, the agency must obtain the verbal and/or written approval of the department prior to replacement of any previously approved account team member. The agency shall agree and understand that the Department of Tourism shall have the right to request replacement of any person assigned

to the account team for any reason. Unless the situation regarding the agency's assigned personnel requires immediate replacement, the agency shall be allowed at least fourteen calendar days after notification to replace the account team member.

5.2 COMPONENT TWO – SOCIAL MEDIA

The Offeror selected for **COMPONENT TWO** shall work collaboratively with the Department of Tourism and may be required to perform the following duties:

- Identify emerging technology and trends in social media to enhance and expand social media platforms by executing innovative, creative, strategic and engaging strategies and campaigns that are aligned with the department's brand.
- Creation of social media content, monthly editorial calendars and creative unique to efforts for all channels.
- Planning, purchasing, execution and reporting/monitoring of social media buys.
- Willingness and ability to incorporate pieces of traditional media and other marketing efforts into the department's social media efforts.
- Provide social media analytic services and monthly reporting services.
- Social media management, monitoring and measurement/reporting will be required as to meet agreed upon objectives and goals.
- Brand management.
- Assist in planning and producing presentations (including script writing and on-site technical assistance) for various marketing presentations throughout the year and for special events, such as the annual Governor's Conference on Tourism.
- On a monthly basis, the agency will be expected to submit a detailed spreadsheet that gives an update on the status of the budget.
- The agency may be expected to participate in weekly status conference calls on a date and time established by the Department of Tourism.
- The agency may be expected to travel to Pierre, South Dakota once a month for in-person meetings (at the agency's expense).
- For **COMPONENT TWO**, the agency must have the financial capacity to contract and purchase media without advance payment by the Department of Tourism.
- For **COMPONENT TWO**, the agency shall agree and understand that the South Dakota Department of Tourism shall have the right to approve or disapprove of any of the agency's personnel assigned to the account. Furthermore, the agency must obtain the verbal and/or written approval of the department prior to replacement of any previously approved account team member. The agency shall agree and understand that the Department of Tourism shall have the right to request replacement of any person assigned to the account team for any reason. Unless the situation regarding the

agency's assigned personnel requires immediate replacement, the agency shall be allowed at least fourteen calendar days after notification to replace the account team member.

5.3 COMPONENT THREE – DIGITAL MARKETING

The Offeror selected for **COMPONENT THREE** shall work collaboratively with the Department of Tourism and may be required to perform the following duties:

- Concept, write, create and place digital marketing materials.
- Media buying for digital marketing.
- Manage paid search buys on all of the major search engines. This includes management of the allotted pay-per-click budget. For search marketing, develop, execute and report on keyword-based PPC programs.
- Provide ongoing strategic planning, management, direction and implementation regarding all electronic/interactive digital marketing mediums (online banners, search engine marketing, video, contextual placements, etc.) to ensure this strategy integrates with traditional advertising efforts and the South Dakota brand.
- Research, identify and recommend emerging technology and trends in digital marketing with the ability to integrate through innovative, creative, strategic and engaging strategies and campaigns that are aligned with the department's brand.
- Ability to provide detailed monthly reporting on the digital media efforts.
- Research effectiveness and ROI of digital marketing strategies.
- Research and recommend new interactive technologies strategies and services.
- Brand management.
- Assist in planning and producing presentations (including script writing and on-site technical assistance) for various marketing presentations throughout the year and for special events, such as the annual Governor's Conference on Tourism.
- On a monthly basis, the agency will be expected to submit a detailed spreadsheet that gives an update on the status of the budget.
- The agency may be expected to participate in weekly status conference calls on a date and time established by the Department of Tourism.
- The agency may be expected to travel to Pierre, South Dakota once a month for in-person meetings (at the agency's expense).
- For **COMPONENT THREE**, the agency must have the financial capacity to contract and purchase media without advance payment by the Department of Tourism.
- For **COMPONENT THREE**, the agency shall agree and understand that the South Dakota Department of Tourism shall have the right to approve or disapprove of any of the agency's personnel assigned to the account. Furthermore, the agency must obtain the verbal and/or written approval of the

department prior to replacement of any previously approved account team member. The agency shall agree and understand that the Department of Tourism shall have the right to request replacement of any person assigned to the account team for any reason. Unless the situation regarding the agency's assigned personnel requires immediate replacement, the agency shall be allowed at least fourteen calendar days after notification to replace the account team member.

5.4 COMPONENT FOUR – PUBLIC RELATIONS

The Offeror selected for **COMPONENT FOUR** shall work collaboratively with the Department of Tourism and may be required to perform the following duties:

- Develop and execute a comprehensive regional, national and international public relations strategy that includes ongoing pitches to television, print, digital and online media outlets.
- Develop a strategic public relations and media relations plan that includes day-to-day, monthly or quarterly outreach to key travel writers, journalists and influencers, etc., and ongoing relationship building with said travel writers, journalists and influencers.
- Provide media relations work that includes assistance with media research, story pitches, press releases, media alerts, coordination of familiarization tours and assistance on familiarization tours, and media blitz and media event coordination in target markets and emerging markets.
- Support event activation outreach in target markets and emerging markets, when appropriate
- Provide media monitoring services to the department and provide monthly reporting and tracking.
- Brand management.
- Assist in planning and producing presentations (including script writing and on-site technical assistance) for various marketing presentations throughout the year and for special events, such as the annual Governor's Conference on Tourism.
- On a monthly basis, the agency will be expected to submit a detailed spreadsheet that gives an update on the status of the budget.
- The agency may be expected to participate in weekly status conference calls on a date and time established by the Department of Tourism.
- The agency may be expected to travel to Pierre, South Dakota once a month for in-person meetings (at the agency's expense).
- For **COMPONENT FOUR**, the agency must have the financial capacity to contract and purchase media without advance payment by the Department of Tourism.
- For **COMPONENT FOUR**, the agency shall agree and understand that the South Dakota Department of Tourism shall have the right to approve or disapprove of any of the agency's personnel assigned to the account.

Furthermore, the agency must obtain the verbal and/or written approval of the department prior to replacement of any previously approved account team member. The agency shall agree and understand that the Department of Tourism shall have the right to request replacement of any person assigned to the account team for any reason. Unless the situation regarding the agency's assigned personnel requires immediate replacement, the agency shall be allowed at least fourteen calendar days after notification to replace the account team member.

5.5 COMPONENT FIVE – CONSUMER WEBSITE AND INDUSTRY WEBSITE

The Offeror selected for **COMPONENT FIVE** shall work collaboratively with the Department of Tourism and may be required to perform the following duties:

- Evaluate current design, navigation, usability and function of current consumer website, www.TravelSouthDakota.com.
- Propose and develop a new website that complements the South Dakota brand and captures the unique attributes about the state and its tourism offerings as to motivate website visitors to make the state their vacation destination. Website should incorporate the latest technology, best practices and consumer expectations while also providing South Dakota tourism partners a portal to create, submit and keep current individual business and event details.
- Website management and maintenance including daily and/or weekly updates, edits.
- Provide monthly web stats on overall performance of the website including traffic, most visited pages, site ranking, etc.
- Work to constantly evaluate and improve TravelSouthDakota.com's rankings organically and through paid search to drive increased traffic to the site.
- Develop a new, robust industry website, www.SDVisit.com that complements consumer website and promotes South Dakota brand to industry partners.
- Brand management.
- Assist in planning and producing presentations (including script writing and on-site technical assistance) for various marketing presentations throughout the year and for special events, such as the annual Governor's Conference on Tourism.
- On a monthly basis, the agency will be expected to submit a detailed spreadsheet that gives an update on the status of the budget.
- The agency may be expected to participate in weekly status conference calls on a date and time established by the Department of Tourism.
- The agency may be expected to travel to Pierre, South Dakota once a month for in-person meetings (at the agency's expense).

- For **COMPONENT FIVE**, the agency must have the financial capacity to contract and purchase media without advance payment by the Department of Tourism.
- For **COMPONENT FIVE**, the agency shall agree and understand that the Department of Tourism shall have the right to approve or disapprove of any of the agency's personnel assigned to the account. Furthermore, the agency must obtain the verbal and/or written approval of the department prior to replacement of any previously approved account team member. The agency shall agree and understand that the Department of Tourism shall have the right to request replacement of any person assigned to the account team for any reason. Unless the situation regarding the agency's assigned personnel requires immediate replacement, the agency shall be allowed at least fourteen calendar days after notification to replace the account team member.

5.6 COMPONENT SIX – EMAIL MARKETING PROGRAM (eCRM)

The Offeror selected for **COMPONENT SIX** shall work collaboratively with the Department of Tourism and may be required to perform the following duties:

- Develop an effective, creative and robust email marketing program for both consumer and industry contact lists.
- Provide development of creative email templates, copywriting and dynamic messaging.
- Offer up strategies for list development, contact strategy, segmentation, and measurement, email deployment and optimization.
- Offeror shall provide monthly reporting on email performance metrics.
- Offeror shall provide an editorial calendar and email schedule so messages are deployed on optimal dates and at optimal times.
- Offeror shall provide monthly reporting on email performance metrics.
- Brand management.
- Assist in planning and producing presentations (including script writing and on-site technical assistance) for various marketing presentations throughout the year and for special events, such as the annual Governor's Conference on Tourism.
- On a monthly basis, the agency will be expected to submit a detailed spreadsheet that gives an update on the status of the budget.
- The agency may be expected to participate in weekly status conference calls on a date and time established by the Department of Tourism.
- The agency may be expected to travel to Pierre, South Dakota once a month for in-person meetings (at the agency's expense).
- For **COMPONENT SIX**, the agency must have the financial capacity to contract and purchase media without advance payment by the Department of Tourism.
- For **COMPONENT SIX**, the agency shall agree and understand that the South Dakota Department of Tourism shall have the right to approve or

disapprove of any of the agency's personnel assigned to the account. Furthermore, the agency must obtain the verbal and/or written approval of the department prior to replacement of any previously approved account team member. The agency shall agree and understand that the Department of Tourism shall have the right to request replacement of any person assigned to the account team for any reason. Unless the situation regarding the agency's assigned personnel requires immediate replacement, the agency shall be allowed at least fourteen calendar days after notification to replace the account team member.

5.7 COMPONENT SEVEN - EVENT ACTIVATION

The Offeror selected for **COMPONENT SEVEN** shall work collaboratively with the Department of Tourism and may be required to perform the following duties:

- Concept, create and execute robust and engaging consumer activation events.
- Coordinate and support event activation outreach in key or emerging markets.
- Work with all other marketing teams, who work on behalf of the department, to create comprehensive and strategic activations to benefit the consumers and the department's outreach efforts.
- Brand management.
- Assist in planning and producing presentations (including script writing and on-site technical assistance) for various marketing presentations throughout the year and for special events, such as the annual Governor's Conference on Tourism.
- On a monthly basis, the agency will be expected to submit a detailed spreadsheet that gives an update on the status of the budget.
- The agency may be expected to participate in weekly status conference calls on a date and time established by the Department of Tourism.
- The agency may be expected to travel to Pierre, South Dakota once a month for in-person meetings (at the agency's expense).
- For **COMPONENT SEVEN**, the agency must have the financial capacity to contract and purchase media without advance payment by the Department of Tourism.
- For **COMPONENT SEVEN**, the agency shall agree and understand that the Department of Tourism shall have the right to approve or disapprove or deny any of the agency's personnel assigned to the account. Furthermore, the agency must obtain the verbal and/or written approval of the department prior to replacement of any previously approved account team member. The agency shall agree and understand that the Department of Tourism shall have the right to request replacement of any person assigned to the account team for any reason. Unless the situation regarding the agency's assigned personnel requires immediate

replacement, the agency shall be allowed at least fourteen calendar days after notification to replace the account team member.

6.0 TELL US ABOUT YOUR AGENCY

This section details the core of the RFP and the responses we are seeking. From this section on, please provide the information requested in sequential order:

- 6.1 AGENCY HISTORY AND FACTS:** Please provide a brief history of your agency (one page or less). Please also provide the following:
- A.** Ownership structure and the names, titles, and length of service of the principals along with a brief resume for each.
 - B.** Provide the size of the agency in number of employees and total annual billings for the past five years.
 - C.** Provide a list of your premier agency accounts.
 - D.** Please list all current and/or former travel and tourism industry accounts/clients signed with your agency as well as reference contact information for each.
 - E.** In addition, please list all accounts (tourism or non-tourism) gained and lost/resigned during the past five years and the reasons why these accounts were lost/resigned or gained. Please provide reference contact information for each as well.
- 6.2 EXPERTISE:** Please address what you consider to be your agency's strongest area / areas of expertise.
- 6.3 ACHIEVEMENTS:** Please describe three of your agency's most significant achievements over the last five years.
- 6.4 YOUR PROCESS:** Depending upon the components to which you are responding, briefly describe your agency's process for developing effective advertising / marketing campaigns, social media campaigns, digital marketing campaigns, public relations and/or event activation campaigns, building consumer and tourism industry-oriented websites and/or email marketing campaigns.
- 6.5 CREATIVE WORK:** From a creative standpoint only, briefly describe **THREE (3)** campaigns your agency has worked on that you are most proud of. If possible, please provide hard copy samples of some of the advertising and marketing creative that were a part of those campaigns.

- 6.6 TOURISM SPECIFIC ADVERTISING AND MARKETING:** Briefly describe what your company's philosophy is when it comes to tourism-specific advertising and marketing.
- 6.7 UNDERSTANDING OF TOURISM:** In two pages or less, please share with us your understanding of South Dakota's tourism product, the state of the travel industry (both nationally and within the state), including national trends and forecasts, and what you see as the Department of Tourism's biggest challenges and opportunities in the years ahead. Include supporting rationale for these insights.
- 6.8 ROLE OF THE CLIENT:** Briefly describe your agency's philosophy/approach on the role you think the client should play in the development of effective advertising and marketing.
- 6.9 PERSONNEL AND QUALIFICATIONS:** Please provide a statement of the agency's key personnel who have experience with tourism-related projects and/or other experience which qualifies them to successfully work on this account. Provide a list of all key personnel who will have direct and significant responsibilities for providing the services outlined in this RFP. For each person specified, please establish his or her experience and qualifications and tourism marketing experience relevant to their ability to manage/work on this account. Please provide an organizational chart of the team members who will be assigned to the Department of Tourism account, the estimated percentage of time each member will spend on this account, and a listing of other accounts to which they are currently assigned.
- 6.10 WHY YOU:** In one page or less, please describe why your agency is passionate about working on the Department of Tourism's marketing account and why your firm is the best qualified to do the work. Why are you the right agency for the job?

7.0 RESPONDING TO THE RFP COMPONENTS – WHAT WE NEED FROM YOU

- 7.1 RESPONDING TO COMPONENT ONE:** For **COMPONENT ONE**, please address the following:
- A.** Describe your agency's television (national, spot, cable/satellite, alternative), print (magazine and newspaper), radio, OOH and direct mail experience and capabilities.
 - B.** Describe your agency's experience as a lead creative agency.
 - C.** Describe your agency's experience in brand management.
 - D.** Describe your agency's research experience and capabilities when it comes to television (national, spot, cable/satellite, alternative), print, radio, OOH and direct mail. Please use specific examples when describing your research capabilities.

- E.** Describe your agency's media buying experience and capabilities when it comes to television (national, spot, cable/satellite, alternative), print, radio, OOH and direct mail. Please explain the size of your media buying team in terms of personnel, number of clients, and workload. Please provide **THREE (3)** examples of successful media buys that include television, print, newspaper, radio, etc. Explain how you measure the success of media buys and why they are considered successful. Include any examples of value-added elements that were also negotiated in these media buys.
- F.** Briefly describe your agency's experiences and capabilities when tracking and monitoring marketing campaigns and the results of those campaigns. How will that translate to the South Dakota Tourism account?
- G.** Provide an example of **ONE (1)** *relevant* multi-media campaign spearheaded by your agency along with a brief description of the success of this effort. In the example, please include all elements of creative, strategy development, research, media planning, media buying, etc.
- H.** Does your agency have experience in developing or refreshing a tourism brand identity? Please describe and provide any collateral material on a flash drive or actual copies.
- I.** What experience does your agency have in tourism marketing and advertising? Please provide examples of **TWO (2)** consumer marketing campaigns your agency has executed for a tourism client in the past three years. With each campaign, please briefly include:
- The objectives of the campaign.
 - The research and methodology that went into the development of the campaign.
 - The resulting creative concepts, including advertising, marketing, branding and/or related efforts.
 - Media strategy.
 - How impact was measured.
 - Please provide any collateral material on flash drive or actual copies – TV, print, radio, etc. that showcases your work on the campaign.
- J.** Propose positioning for Tourism: In response to this RFP, provide an enhanced and/or new positioning(s) for the South Dakota Department of Tourism for use in domestic target markets (and, potentially, international markets). The goal of the positioning is to portray the emotional appeal of South Dakota as a special place and the unique attributes of a South Dakota vacation. For nearly thirty years, "Great Faces. Great Places." has been the department's successful brand slogan. The department is not at all opposed to the continued use of this slogan, but is open to the use of new branding, phrasing, tags and/or slogans. Proposed new slogans, tags or marketing phrases for positioning, tags or phrasing that are both compact

and include the state's name would be preferred, i.e. "Pure Michigan", "Virginia is for Lovers", etc. Provide a written description of the positioning and rationale. This should include how this proposed positioning presents the South Dakota brand in an authentic and compelling manner, research that supports the proposed positioning, and an analysis of how this positioning will succeed when compared to South Dakota's competitive set for tourism: Wyoming, Colorado, Montana, North Dakota, Minnesota and Wisconsin. Provide creative samples of the execution of this positioning for broadcast, print, OOH, digital, etc.

- K.** Media Plan – For those Offerors responding to **COMPONENT ONE**, using a media budget of \$5.5 million (not including an agency fee or production costs) propose a media plan of current or new positioning for the peak marketing season (late spring/summer season). The goal of this advertising and marketing is to inspire travel from throughout the United States to South Dakota for leisure trips and vacations. This plan should include market selection, media buys by category, and a detailed budget. Provide a narrative explaining the plan, the research which supports the components, and the rationale behind the recommended market selections and media buys.

7.2 RESPONDING TO COMPONENT TWO: For **COMPONENT TWO**, please address the following:

- A.** Describe your agency's social media experience and capabilities.
- B.** Please describe the importance of effective social media in comprehensive marketing campaigns.
- C.** Please describe your agency's social media ad buying experience and capabilities.
- D.** Briefly describe your agency's experience and capabilities when it comes to tracking and monitoring the effectiveness of social media campaigns?
- E.** What specific experience does your agency have in social media when it comes to tourism? Please provide examples of social media work your agency has performed for tourism clients.
- F.** Please provide **THREE (3)** examples of successful social media campaigns your agency has been responsible for creating and executing. Examples can be provided on a flash drive or through hard copies. What metrics were used to measure success?
- G.** Provide ideas and insights for how your agency believes the extent of social media marketing efforts should or should not reflect what the brand is executing on other channels (digital media, eCRM, traditional media, etc.).

- H. Please review the department's current social media channels and provide a critique. What are we doing right? What are areas of improvement?
- I. Please create a mock social media campaign for the department that utilizes its main social channels. Provide examples of how this could be executed strategically and creatively.

7.3 RESPONDING TO COMPONENT THREE: For **COMPONENT THREE**, please address the following:

- A. Please describe your agency's digital marketing experience and capabilities (SEO, SEM, etc.).
- B. Please describe the importance of digital marketing in comprehensive marketing campaigns?
- C. Please describe your agency's digital media buying experience and capabilities.
- D. Please describe your agency's methodology for digital marketing and advertising to drive traffic to a website, call to action, or other sales-oriented or information gathering action by a consumer.
- E. Provide ideas and insights for how your agency believes to what extent digital media marketing efforts should or should not reflect what the brand is executing on other channels (social media, eCRM, traditional, etc.).
- F. Please describe your agency's experience and capabilities when it comes to tracking and monitoring the effectiveness of digital marketing. How do you research the effectiveness and ROI of digital marketing strategies?
- G. Please provide **THREE (3)** examples of successful digital marketing your agency was responsible for creating and executing for tourism or non-tourism clients. Examples can be provided on a flash drive or through hard copies. Briefly describe online campaign experience and any software tools used in the process. Please provide examples of demonstrated success specifically attributed to your agency's online advertising and SEM efforts.
- H. Please propose a digital marketing campaign for the department that includes creative and strategy.

7.4 RESPONDING TO COMPONENT FOUR: For **COMPONENT FOUR**, please address the following:

- A. Describe your agency's public relations experience and capabilities.

- B. Please describe the importance of public relations in an overall marketing campaign.
- C. Please describe your agency's experience with developing national and regional public relations strategies that include ongoing pitches to television, print, digital and online media outlets (both domestic and international).
- D. Please describe your agency's experience with public relations relationships that include day-to-day, monthly, or quarterly outreach to key travel writers, journalists, and influencers (and ongoing relationship building with these groups).
- E. Please describe your agency's public relations capabilities as they pertain to tourism clients.
- F. Describe your agency's experience in brand management.
- G. Describe your agency's experience with coordination of media blitzes and familiarization tours.
- H. Please describe **THREE (3)** key public relations campaigns executed for clients in the last three years. For each campaign, please include the objectives of the campaign, research methodology that went into the development of the campaign, campaign creative, strategy, and execution, results of the campaign, and how the success of the campaign was measured.
- I. Please propose a comprehensive public relations campaign for the department.

7.5 RESPONDING TO COMPONENT FIVE: For **COMPONENT FIVE**, please address the following:

- A. Describe your agency's experience and capabilities in the conceptualization, development and execution of building a consumer-oriented website.
- B. Please describe the importance of engaging consumer websites to a Destination Marketing Organization and to a comprehensive marketing campaign?
- C. Please describe your agency's experience in building tourism-oriented consumer websites.
- D. Please describe your agency's experience in building tourism industry-oriented websites.
- E. Please describe your agency's experience in brand management.

- F. Please review TravelSouthDakota.com and provide a critique. Feedback is welcomed on the overall design, navigation, usability and effectiveness of the website. In your professional opinion, does the website provide potential visitors to the state with inspiring and engaging content. Please explain what you think are the strengths of the website, the weaknesses of the website, areas of the website that need further definition and/or improvement.
- G. Please provide examples of **THREE (3)** websites (tourism or non-tourism) that you have developed over the past three years. In your opinion, what makes them so effective? What are you most proud of about them? Provide examples of the success these websites are garnering for their clients.
- H. Please describe how you measure the effectiveness of a consumer website?
- I. Please provide a mock website that complements the South Dakota brand and captures the unique stories and attributes of the state and its tourism offerings

7.6 RESPONDING TO COMPONENT SIX: For **COMPONENT SIX**, please respond to the following:

- A. Describe your agency's experience, capabilities and approach to developing creative, effective and robust email marketing campaigns that integrate into an overall marketing strategy.
- B. Please describe how you see an email marketing campaign fitting into a comprehensive marketing campaign.
- C. Please provide **THREE (3)** examples of engaging and effective email marketing campaigns that your agency has overseen for its clients.
- D. Please provide mock-ups of potential email marketing campaigns that the Department of Tourism could implement. Please provide email templates, messaging and an editorial calendar.

7.7 RESPONDING TO COMPONENT SEVEN: For **COMPONENT SEVEN**, please respond to the following:

- A. Describe your agency's experience, capabilities and approach to developing, coordinating and executing event activation outreach that integrates into an overall marketing strategy.
- B. Please describe how your agency works to integrate event activation into a comprehensive marketing campaign.

C. Please describe **THREE (3)** key event activation campaigns your agency has executed for clients in the last three years. For each activation/campaign, please include the objectives of the activation, research and strategy methodology that went into the development of the activation, activation creative, results of the activation and how success was measured. Please provide hard copy examples of the creative and execution of the activations or on a flash drive.

8.0 ADDITIONAL RFP INFORMATION

8.1 MARKETING DOLLARS ALLOCATED TO EACH COMPONENT: The dollar amount allocated to any single component for any one agency will be determined during contract negotiations. The contract amount will reflect a maximum amount payable under the contract. There is no minimum dollar amount guaranteed to be paid. The successful agency will only be paid for actual, approved work.

8.2 SUBCONTRACTING: If any agency plans to collaborate with other firms or individuals on a component, please explain the planned use of any and all subcontractors. If successfully awarded a contract, the primary agency shall be responsible for all costs in utilizing the subcontractors and for the performance of the subcontractors. Please keep in mind that the Department of Tourism has the right to approve or deny all subcontractors. Also the department will require the appointment of a single point of contact for any such collaboration. If subcontractors are to be used for any component, please explain in your written response:

- The number of staff dedicated to the particular project
- Lines of communication
- Account management
- Division of duties
- The number of estimated hours the subcontractors will utilize to complete the project
- Hourly rates of the subcontractor for the work that will be performed
- Billing and payment arrangements
- Biographies of the subcontractor's employees who will be completing the work
- Previous examples of work that can be used to demonstrate the subcontractor's effectiveness and ability to complete the work

8.3 REVIEW OF PROPOSALS: All proposals received by the deadline will be reviewed for compliance with the RFP and for fulfillment of the mandatory requirements. Proposals that are late, or not in compliance with the RFP, will not be evaluated. Proposals that are timely, compliant, and meet the mandatory requirements of the RFP will be reviewed by Department of Tourism staff and scored according to evaluation criteria established by the Department of Tourism. Please keep in mind two important items:

- The Department of Tourism may make an award of a contract for any component based upon the written proposals.
- If oral presentations are necessary, the department will only invite those agencies with the highest evaluation scores and with the most reasonable chance of being selected to receive a contract award.

9.0 **FORMATTING YOUR PROPOSAL**

9.1 **ONE (1)** original and **TEN (10)** copies shall be submitted.

9.1.1 In addition, the Offeror should provide **ONE (1)** copy of their entire proposal, including all attachments, in Microsoft Word or PDF electronic format on a flash drive.

9.1.2 The proposal should be page numbered and should have an index and/or a table of contents referencing the appropriate page number.

9.2 All proposals must be organized and tabbed with labels for the following headings:

9.2.1 **RFP Form.** The State's Request for Proposal form completed and signed.

9.2.2 **Executive Summary.** The one or two page executive summary is to briefly describe the Offeror's proposal. This summary should highlight the major features of the proposal. It must indicate any requirements that cannot be met by the Offeror. The reader should be able to determine the essence of the proposal, including the Offeror's creative approach, by reading the executive summary. Proprietary information requests should be identified in this section.

9.2.3 **Detailed Response.** This section should constitute the major portion of the proposal and must contain at least the following information for any of the components that the Offeror responds to:

9.2.3.1 A complete narrative of the Offeror's assessment of the work to be performed, the Offeror's ability and approach, and the resources necessary to fulfill the requirements. This should demonstrate the Offeror's understanding of the desired overall performance expectations.

9.2.3.2 A specific point-by-point response, in the order listed, to each requirement in the RFP. The response should identify each requirement being addressed as enumerated in the RFP.

9.2.3.3 A clear description of any options or alternatives proposed.

9.2.4 Cost Proposal. Cost will be evaluated independently from the technical proposal. Offerors may submit multiple cost proposals. All costs related to the provision of the required services must be included in each cost proposal offered.

10.0 PROPOSAL EVALUATION AND AWARD PROCESS

10.1 After determining that a proposal satisfies the mandatory requirements stated in the RFP, the evaluator(s) shall use subjective judgment in conducting a comparative assessment of the proposal by considering each of the following criteria:

10.1.1 Specialized expertise, capabilities, and technical competence as demonstrated by the proposed approach and methodology to meet the project requirements;

10.1.2 Resources available to perform the work, including any specialized services, within the specified time limits for the project;

10.1.3 Record of past performance, including price and cost data from previous projects, quality of work, ability to meet schedules, cost control, and contract administration;

10.1.4 Availability to the project locale;

10.1.5 Familiarity with the project locale;

10.1.6 Proposed project management techniques; and

10.1.7 Ability and proven history in handling special project constraints.

10.2 Experience and reliability of the Offeror's organization are considered subjectively in the evaluation process. Therefore, the Offeror is advised to submit any information which documents successful and reliable experience in past performances, especially those performances related to the requirements of this RFP.

10.3 The qualifications of the personnel proposed by the Offeror to perform the requirements of this RFP, whether from the Offeror's organization or from a proposed subcontractor, will be subjectively evaluated. Therefore, the Offeror should submit detailed information related to the experience and qualifications, including education and training, of proposed personnel.

10.4 The State reserves the right to reject any or all proposals, waive technicalities, and make award(s) as deemed to be in the best interest of the State of South Dakota.

10.5 Award: The State and the highest ranked Offeror shall mutually discuss and refine the scope of services for the project and shall negotiate terms, including compensation and performance schedule.

10.5.1 If the State and the highest ranked Offeror are unable for any reason to negotiate a contract at a compensation level that is reasonable and fair to the State, the State shall, either orally or in writing, terminate negotiations with the contractor. The State may then negotiate with the next highest ranked Offeror.

10.5.2 The negotiation process may continue through successive Offerors, according to their ranking, until an agreement is reached or the State terminates the contracting process.

11.0 COST PROPOSAL

Below is a basic COST PROPOSAL to guide you as you prepare costs for the various components of the RFP. Please know that you can modify your cost proposal however you wish to fit your overall responses.

Propose direct, hourly rates in the format provided below for all proposed team members and services provided within your proposal. Titles listed are for example/reference only. Provide the actual titles and hourly rates of all team members in your submission:

TITLE

HOURLY RATE IN DOLLARS PER HOUR

Account Supervisor/Executive:

Account Assistant:

Creative Director:

Senior Art Director

Graphic Designer:

Copywriter:

Media Director:

Media Planner:

Media Buyer:

Research Director:

Email Marketing Director:

Email Marketing Coordinator:

Public Relations Account Director

Public Relations Coordinator:

Event Activation Director:

Event Activation Coordinator:

Social Media Director:

Social Media Coordinator:

Website Director:

Website Coordinator:

Website Developer:

Website Designer:

Digital Marketing Director:

Digital Marketing SEO/SEM Coordinator:

Video Editor:

Videographer:

Photographer:

- Propose the media commission rate that will incorporate all costs for media research, planning, negotiation, tracking, pre- and post-buy analysis, and placement

MEDIA COMMISSION RATE: _____%

- Many agencies charge a flat monthly retainer fee for specific areas of work (for example: monthly retainer fee for Public Relations work, a monthly retainer fee for social media work). If your agency works on a retainer fee, please list the fee for each area of work you will be responding to in the RFP. For example:

MONTHLY PUBLIC RELATIONS RETAINER FEE: \$ _____

MONTHLY WEBSITE MAINTENANCE FEE: \$ _____

MONTHLY DIGITAL MARKETING FEE: \$ _____

12.0 **SCORING CRITERIA FOR EVALUATION OF WRITTEN PROPOSALS**

12.1 The following scoring applies to all components:

1. Creativity and effectiveness (25 points)

- How well did the Offeror meet the objectives of the component?
- Tourism-related experience, capability and branding.
- Tourism-related marketing and advertising experience.
- Does the agency show depth of knowledge in tourism marketing?
- Did the agency demonstrate unique marketing concepts?

2. Personnel experience (25 points)

- Did agency demonstrate depth of team members with marketing experience and tourism marketing experience?
- Years of marketing experience of team members.
- Years of tourism experience of marketing team members.
- Agency experience and current/past clients.
- Special attention will be given to the skills of management assigned to the South Dakota Department of Tourism account, the Account Supervisor/Director, creative team, media buyers, etc.

3. Regional and national campaigns (25 points)

- Is there evidence that the Offeror has past successful experience in the conduct of regional and national marketing, advertising, brand management, media buys, public relations & event activation, social media, digital marketing, email marketing and website development for an account of this scope and size?

4. Example of product (25 points)

- Score based upon the evaluation of ONE (1) relevant example of finished Offeror-produced regional or national marketing & advertising campaign, brand

management, media buys, public relations & activation campaign, social media campaign, digital marketing campaign, email marketing campaign or website development that demonstrates success.

5. Understanding of South Dakota product (25 points)

- Is there evidence that the Offeror has a solid understanding of South Dakota's tourism product, national travel trends and forecasts, and South Dakota's potential to capture/increase market share?

6. Cost of services (20 points)

- Are the fees and costs reasonable and within a normal range of what is a typical going rate for a particular service

7. Philosophy and methodology of marketing (20 points)

- Is the agency's approach to marketing appealing?
- Does the agency's methodology ensure a quality, consistent product?
- Does the agency have the ability to deliver world-class service, creative campaigns and strategic tactics?
- Is the agency's innovation evident and inspiring?
- Does the agency have a proven record of working well with other vendors?

8. Financial stability (10 points)

- Is there strength of evidence that the Offeror is financially suited to provide the marketing services?
- Does the record show consistent, positive financial standing and practices?

9. References (10 points)

- Were a sufficient number of references with complete contact information provided?
- Did past and/or present clients give the agency favorable reviews?

12.2 The following scoring applies to **COMPONENT ONE** Offerors only:

1. Proposed positioning for Tourism (40 points)

- Score based upon the evaluation of the creativity, emotional appeal, authenticity, compelling nature and appropriateness of the proposed positioning as a reflection of the South Dakota brand.

2. Peak media plan (30 points)

- Score based upon the evaluation of the proposed peak media plan (market selection and media buy), the strategic approach to market selection and media mix to maximize the investment, and how this will aid the campaign positioning to inspire more out-of-state visitors to South Dakota.