



**Visit Cheyenne Public Relations Services  
Request for Proposal - 2021**

**SUMMARY OF REQUEST**

Visit Cheyenne, the tourism promotion entity for Laramie County, is soliciting proposals for Public Relations services for Calendar Years 2022, 2023, and 2024.

**RFP SCHEDULE**

<b>Activity</b>	<b>Date</b>
RFP Delivered or Available to Download	October 16, 2021
Deadline to Submit Questions Regarding RFP	October 30, 2021
RFP Responses Due To Visit Cheyenne	5:00 p.m. on November 12, 2021
Selection of Contractor	December 15, 2021
Relationship Effective Date	January 1, 2022

**QUESTIONS**

Bidders should submit questions about this RFP in writing to Visit Cheyenne by October 30, 2021 (e-mail [jim@cheyenne.org](mailto:jim@cheyenne.org)). Visit Cheyenne will respond to all questions and distribute answers to all potential bidders.

**SUBMIT PROPOSALS TO**

Jim Walter, Vice President and Director of Sales and Marketing  
Visit Cheyenne  
121 W 15<sup>th</sup> St, Suite 202  
Cheyenne, WY 82001  
[jim@cheyenne.org](mailto:jim@cheyenne.org)

Overview

Visit Cheyenne promotes Laramie County, Wyoming as a travel destination to both pleasure and business visitors. Visit Cheyenne is a public entity with the following characteristics:

*Total Visit Cheyenne budget (FY 2022): \$3.1 million*

*Marketing budget: \$1.3 million*

*Total Public Relations budget: \$181,000 (Includes travel, staff salary, FAM tours, production and agency fees)*

*More information about Visit Cheyenne, including the 2020 Annual Report is located at <https://www.cheyenne.org/info/about-the-cvb/>.*

Visit Cheyenne is seeking a public relations partner to help attract additional media coverage (print, broadcast, social) about the area's tourism attractions, convention opportunities, and quality of life.

### Description of Services

Contractor will provide the following services

#### **Required Services (Annual)**

**Become Familiar with Cheyenne Area:** Educate your team about the Cheyenne area, including its attractions, and lodging options. This may include an immersive trip to Cheyenne to learn about the area.

**Become Familiar with Visit Cheyenne's Efforts:** Understand Visit Cheyenne's marketing, sales and public relations efforts.

**Develop and Execute an Annual Public Relations Strategy:** Raising awareness of Cheyenne's leisure tourism assets with travelers within an approximately 800-mile radius of Cheyenne (Omaha, Salt Lake City, Kansas City, Dallas Fort Worth) with a special emphasis on increasing Cheyenne's visibility in the Front Range of Colorado (Colorado Springs, Denver and Fort Collins along I-25)

In the past the strategy has included:

- Individual Media Visits
- Coordination of a group FAM (5 days/4 nights) centered around Cheyenne Frontier Days in July. Including Recruitment of media members and or influencers, planning and coordinating travel plans, Escorting media members during the tour. Tracking print, television, and radio clips of PR resulting from the media familiarization tour and reporting earned media. Visit Cheyenne covers the incidental costs of the trip, including travel, lodging, and dining.
- Proactive story pitching to publications, websites, podcasts and influencers in the area of focus throughout the year.
- An outdoor recreation themed group FAM tour.

**Tracking:** Monthly reports of stories, ideas and opportunities along with confirmed placements, upcoming plans and progress towards the annual strategy are required.

#### **As Needed Services**

**Other Projects As Needed:** Perform other projects as requested periodically by Visit Cheyenne. For each of these projects, contractor will prepare cost estimates prior to start of the project. Contractor will not begin work on any project without

appropriate sign-off from Visit Cheyenne. Visit Cheyenne anticipates seeking one or two of these projects per year.

Examples:

\* Social Media: Evaluate Visit Cheyenne's social media efforts, making suggestions for improvements and methods for reaching influential people to promote Cheyenne through social channels.

\* Press Materials: Evaluate Visit Cheyenne's existing press materials. Make suggestions for improvements.

\* PR for Special Events: Produce press releases and/or provide media counseling for major Cheyenne events or special situations.

\* Crisis Communications: Provide crisis communications counseling and services.

\* Media Coordination/Support: Coordinate on media familiarization trips and other media events organized by the Wyoming Office of Tourism, its public relations firm, or Visit Cheyenne staff.

### **Service Period**

This contract will be in effect from January 1, 2022, to December 31, 2024 (three years). Visit Cheyenne may extend the contract for up to three (3) additional one-year extensions using the same parameters as outlined in the contract between Visit Cheyenne and Contractor.

The contract between Visit Cheyenne and Contractor may be terminated by either party by first giving thirty (30) days written notice to the other party.

### **Bid Presentation Procedures**

Bidder will produce the following items for consideration by the Evaluation Team. Visit Cheyenne will not be responsible for any expenses relating to bid development and presentation that may result from this Request for Proposal.

1. *Company Qualifications* – Describe firm's background, clients, experience, and specific areas of expertise, including affiliations with media groups.

2. *Public Relations Ideas* – Bidder will provide initial ideas about maximizing PR value of the planned media familiarization tour and proactive pitching of story ideas.

3. *Fresh Ideas* – Covid-19 has changed the way traditional travel writers work and research stories and how consumers engage with content. Proposals should indicate how Cheyenne can best capitalize on new strategies to reach potential travelers to Wyoming. Recycled content from three years ago, "best of lists" where Wyoming is 50 out of 50 alphabetical states and click bait articles will not be considered as successful placements for tracking purposes.

4. *References* -- Bidder will provide two references for which bidder has provided public relations services. One reference should be from a destination marketing organization or a city. Bidder will describe the work performed for the two clients and will provide

samples of work. If a bidder does not have such experience, the bidder should include a similar public organization as a proxy (examples: state, city/state agency, not-for-profit association).

5. *Budget*: Describe your proposed budget for the **Required Services** and method of compensation for the As Needed Services. How do you propose to be compensated?

### **Bid Deadline**

Bids must be received by Visit Cheyenne at 121 West 15<sup>th</sup> Street, Suite, Cheyenne, WY 82001 by November 12, 2021, at 5:00 p.m.

### **Presentation Requirements**

The Visit Cheyenne Evaluation Team will review the bids and may interview finalists in person, or via phone or video conference in late November / Early December.

### **Evaluation**

The Visit Cheyenne Evaluation Team will evaluate bids on the following items:

- Company Experience and History
- Public Relations Ideas (media fam, proactive pitching)
- Familiarity with Wyoming and the Front Range of Colorado
- Price

Visit Cheyenne reserves the right to reject all proposals and not award the contract based on internal evaluations.

### **Questions**

Please refer questions about this Request for Proposal in writing to Jim Walter, Visit Cheyenne Vice President, by October 30 at 5:00 p.m. (e-mail: [jim@cheyenne.org](mailto:jim@cheyenne.org) or Visit Cheyenne, 121 West 15<sup>th</sup> Street, Suite 202, Cheyenne, WY 82001). Visit Cheyenne will distribute written answers to all potential bidders via email.