



REQUEST FOR PROPOSALS

Destination Granby

2022 Marketing Campaign

February 9, 2022

Information & Instructions to Proposers

A copy of the RFP and associated documentation may be obtained on the Destination Granby's website at www.destinationgranby.com.

Background

DESTINATION GRANBY

Granby is changing and evolving with every passing year. Destination Granby (formerly the Granby Chamber of Commerce) is proud to be a part of this evolution and wants to ensure that the community continues to create a vibrant and prosperous economy while holding on to the traditions that our quality of life and economic strengths are built on.

Destination Granby is an outgrowth of several community development functions that have taken root in Granby. The most established and well-known function is as a traditional chamber of commerce. Over time, we grew to encompass so much more than the expected networking and ribbon-cutting chambers are known for to also include Main Street development and the Granby Info Center. The addition of the Main Street approach added a placemaking focus to our work and highlighted the impact that the built environment can have on the success of businesses. As the tourism economy has stretched through the area, more people have discovered the charm that Granby has to offer. They are using the town as a basecamp to access abundant outdoor amenities and our organization took on the responsibility to help navigate visitors to the area. Wrapping together these three main functions into one dynamic organization offers an opportunity to leverage resources and maximize impact. It also emphasizes that Destination Granby provides a full suite of community development services encompassing promotions, business support, community engagement, and placemaking.

We are proud to reintroduce ourselves to the community as Destination Granby and look forward to working together on a shared vision and mission for Granby. **BUILDING COMMUNITY TOGETHER!**

THE TOWN OF GRANBY

Founded in 1905, the Town of Granby is the central "hub" for Grand County. It is home to an elementary school and the only middle school and high school for the East Grand School District. It also serves as a service center with the local grocery store, multiple automotive supply stores, a variety of automotive repair businesses, a lumber supply store, and hardware store. There are also several retail business stores, hair salons, and restaurants that line Granby's main street.

Many of the businesses exist in historic buildings, though none are currently registered as historical buildings or properties.

Aside from hosting vital businesses for local life, Granby and the surrounding area offers a vast array of outdoor recreational avocations. Within town limits are two golf courses, Granby Ranch Ski resort,



mountain biking trails, and an upscale RV resort. The surrounding area is full of outdoor recreational activities that draw tourists and locals alike: two ski resorts, top notch Nordic skiing, various five star guest ranches, four lakes that are great for fishing and boating, Rocky Mountain National Park, natural hot springs, and access to thousands of acres of public land.

Project Goals

Destination Granby is seeking professional marketing services, in collaboration with our staff, to create a comprehensive marketing campaign to include campaign strategy, content creation (photography and videography), and ad design and placement (both digital and print).

The campaign should emphasize the proximity to an abundance of outdoor recreation, town culture, and mountain time lifestyle. Sustainable tourism messaging should also be a focus.

Scope of Services

The consultant's scope of work shall consist of the following general tasks. Deviations, modifications, or additions to the below scope of work may be proposed so long as they enhance the process and the final product. If additions to scope of work are approved, a flat rate fee shall be associated with those additions and provided to Destination Granby before approval.

- Initial brainstorming and fact-finding discussion
- Marketing pitch
- On-site visits
- Regular communication with Destination Granby staff
- Submission of a comprehensive campaign calendar
- High Resolution Photography / Videography
- Professional Graphic design
- PR assistance with ad placement
- Social Media expertise
- Review and approval structure with staff

Proposal Delivery Instructions & Contact Information

Proposals shall contain the following information:

- A cover letter explaining the consultant's interest in the project (must state that proposal is a firm offer for a 120-day period from opening) and include appropriate contact information.
- A narrative statement explaining understanding of the project (descriptions, scope, etc.) and specific skills the consultant team would provide.
- Breakdown of team personnel to be assigned to the project (organizational chart).
- Resumes of key personnel in appendix.
- Previous project experience or summaries from similar project types. Must include sample portfolio from highlighted projects.
- A proposed work plan/scope for the project to include
 - Work tasks and deliverables
 - Schedule with milestones
- Cost estimate for completing the entire project (lump-sum dollar figure including all sub-consultant fees or charges, reimbursable expenses, etc.)
- Rate schedule for services



All proposals shall include one (1) electronic submission.

Direct questions to Carley Clegg at carley@destinationgranby.com or via phone at 970.887.2311.

Submission deadline is February 28, 2022. Proposals received after the deadline will not be considered.

Evaluation Criteria & Timeline

Destination Granby has budgeted \$40,000k-\$70,000k for said proposal. The full campaign shall be completed by December 31, 2022. If this deadline is not attainable, please include the projected concerns and suggested final deadline.

Destination Granby staff will evaluate each proposal based on the documentation requested herein, utilizing criteria which includes, but is not limited to, the following:

- Qualifications and previous related work of firm's key personnel and/or sub-contractors
- Depth of relevant technical expertise of the consultant team
- Level of understanding of Destination Granby's campaign goals
- Level of experience with similar campaigns
- Demonstrated ability to organize and lead all aspects of the campaign
- Quality of the sample materials
- The proposal's responsiveness to the RFP
- Cost estimate in relation to service proposed

RFP Submittals Due	February 28, 2022
Consideration of Submittals & Selection	March 1 - 7
Projected Project Start Date	Week of March 14, 2022
Meeting with Destination Granby Staff	TBD
Project milestones & completion	TBD

Destination Granby reserves the right to determine the Respondent whose submission provides the best solution for the organization. The Respondent will need to enter into a contract for this project based upon the RFP. No proposal shall constitute business terms of any eventual agreement except as expressly agreed by Destination Granby.

Destination Granby reserves the right to negotiate with selected consultant for future work on this project and reserves the right to alter any of the information contained in this Request.

Destination Granby reserves the right to reject any and all proposals with or without cause and waive any irregularity, information or technicality in the proposals in the organization's best interest and is not obligated to award a contract based upon the lowest priced submission. All decisions related to this solicitation by Destination Granby will be final. This solicitation in no way obligates the organization to award a contract.

Destination Granby reserves the right to request clarification of information submitted and to request additional information of one or more Respondents. If terms cannot be mutually agreed upon, Destination Granby reserves the right to enter into negotiations with one of the other qualified Respondents or individuals.



Expenses incurred in the preparation of submittals, presentations, and other incidental activities related to this solicitation, are solely the responsibility of the Respondent. Destination Granby assumes no responsibility or liability for costs incurred by those responding to this RFP or in responding to any further requests for interviews, additional data, etc.

The selection of consultant shall be made without regard to race, color, sex, age, religion, national origin, sexual orientation, or political affiliation.