

Request for Quotes

Northern Colorado (NoCo) Regional Winter Tourism Marketing Campaign

for NoCo regional destination marketing organization (DMO)
partners: Visit Boulder, Visit Estes Park, Visit Fort Collins, Visit Greeley, Visit Loveland, Visit Longmont

February 5, 2024



Dear Prospective Bidders,

I would like to thank you for your willingness to review this information and submit a thoughtful quote for this project.

As collaborative partners, we are seeking a trusted agency to work with us on a Winter Tourism Marketing Campaign for the Northern Colorado region. The goal of the campaign is to raise awareness about outdoor winter adventure experiences available to travelers visiting Northern Colorado.

Last November, Visit Longmont was awarded almost \$40,000 from the Colorado Tourism Office (CTO) on behalf of the regional collaboration among Northern Colorado destination marketing organizations (DMOs). Each DMO contributed equal amounts to match these grant funds for a total project amount of \$60,000.

Our broad partnership among the DMOs believes in accountability, transparency and using our resources efficiently for the benefit of the region. We encourage potential bidders to think of creative ideas to help us achieve our campaign goals. We believe in integrity in our actions and are committed to delivering results. We are driven by the success of the Colorado travel, tourism, hospitality, and outdoor recreation industries.

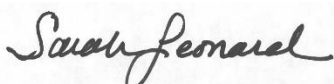
Through this Request for Quotes (RFQ), we seek a partner skilled in developing and implementing regional tourism campaigns with experience in airport advertising. The ideal agency partner will fit well with the Northern Colorado region, be collaborative, understand our business, embrace our goals, share our values and act as strategic, trusted guide for the NoCo Winter Tourism Marketing campaign.

The NoCo partnership values creative and outside-the-box campaign ideas. We are willing and ready to invest in a new campaign and ideas that bring together the winter experience of our Colorado region. Your recommended approach will be fundamental to your proposal.

*We are seeking all proposals and quotes to be submitted to Visit Longmont (electronically only) **by February 29, 2024**. A full timeline is included in this RFP document.*

We look forward to receiving your proposals to help us promote Winter tourism experiences in our region. Thank you in advance for considering this opportunity and for your time.

Safe travels always,



Sarah Leonard

Visit Longmont

CEO | Chief Destination Stewardship Officer

BRIEF PROJECT BACKGROUND

The overall goal of the NoCo Regional Winter Marketing Campaign is to raise general awareness among a shared audience that Colorado is a leading multi-season destination, promoting Northern Colorado activities available to visitors during temperate and moderate winter months. The campaign will focus on a shared out-of-state target audience in Chicago, IL., where winter can be harsh and cold with potential visitors looking for outdoor vacation destinations.

The winter season is a slower visitation season for several Northern Colorado destinations, outside of ski resort communities. Typical visitors to Colorado during the winter season may often think first of ski resort communities as their next vacation destination. The Northern Colorado communities of Boulder, Greeley, Estes Park, Ft. Collins, Longmont, and Loveland will join as a region to highlight activities available during a Colorado winter outside of the ski resorts, that still boast sunshine and access to outdoor recreation.

As a region, the NoCo communities offer continuity in community events and complimentary experiences. For example, each destination promotes vibrant special events throughout their downtown districts, whether it is Loveland's "Night on the Town" Friday shopping events supporting local galleries to Greeley's OktoBrewfest to the weekly haunted pub tour in Ft. Collins. This colorful and winter accessible Colorado region also hosts outdoor space where snow does not last on the ground and sunny days abound. You can bike and hike during winter days like at the Red Rocks Trail at The Peoples' Crossing in Boulder or look for bald eagles at St. Vrain State Park in Longmont or capture artistic images on your own photography tour in Estes Park.

With mild temperatures, less crowds, and proximity to both the Denver International Airport and Rocky Mountain National Park as well as other public lands and trails, these NoCo communities make up the perfect region to share with potential visitors in markets who are experiencing harsher winter weather, enjoy outdoor activities, and travel with their families.

GOALS | OBJECTIVES | TACTICS | KPIs

The 3-month campaign goals, objectives, and tactics include:

- a) creating additional awareness of and engagement by potential visitors with the NoCo destinations
- b) helping to disperse visitation throughout the Northern Colorado region in the winter season, and
- c) creating additional economic activity during these lower season or gap months for the NOCO destinations.

The campaign includes a targeted two-pronged approach including airport advertising and a website landing page, reaching Chicago consumers in a new way through creative ads at Chicago Midway's airport. The two primary tactics will include:

1. Creative display advertised at the airport highlighting a NoCo Winter Marketing campaign, which will drive potential travelers to,
2. A shared landing page, which will serve as the destination for the ad's call to action, and a space that inspires and educates Chicago travelers about visiting NoCo in the winter season. The partners envision a landing page that lists each destination partner through creative tiles, including contact information and individual URLs.

The KPIs will include:

- Overall total views by target audience
- Website traffic / impressions
- CPM (Cost Per Thousand)
- Website inquiries / Leads captured
- Other KPIs suggested by selected agency partner

CAMPAIGN TIMELINE

The NoCo partnership's goal is to work with a selected agency to develop and finalize campaign branding, a creative ad placement calendar, and website landing page content in Spring, 2024. The final approval of campaign content by the partners would occur no later than August 2024 in time for ad placements in the fall of 2024. Final reporting is expected by the end of the calendar year.

AUDIENCES

The NoCo regional partners have identified a target audience of potential travelers in the Chicago area, specifically airport travelers at Chicago's Midway Airport. Campaign messaging should focus on attracting an airport traveling audience with content highlighting sunny winter days versus traditionally harsher winter weather in the Midwest.

RESOURCES

1. FINAL Colorado Tourism Office (CTO) Grant Application & Timeline
2. Existing website landing page: www.visitnoco.com
3. Six NoCo destination websites:
 - VisitLongmont.org
 - bouldercoloradousa.com
 - visitestespark.com
 - VisitLoveland.com
 - visitgreeley.org/
 - visitftcollins.com/?locale=en-US
4. All advertising and promotional materials (which includes all printed materials, films or videos, television commercials, broadcast programs, websites, digital content, and trade show materials) that are funded in part by the CTO must include the official CTO "Come to Life" logo unless otherwise specified. The logo usage must follow the logo guidelines as detailed in the [Brand Book](#) (p.16-20).

<https://spaces.hightail.com/receive/KjrbB4xgCb/fi-a9559d44-ca8a-484f-a1d0-47c3a6235b74/fv-09733978-23ed-442a-8606-65e0546d740a/CTO-Brandbook-17x11-072722.pdf#pageThumbnail-1>

CHALLENGES & OPPORTUNITIES

Evolution of Best Practices | Airport advertising: Airport advertising is the only medium forecast to double its audience in the next twenty years. Passengers believe this type of advertising belongs within an airport and may have a more positive feeling towards brands or messaging they see during airport travel. Airport travelers are a receptive and captive audience. Studies have also found that airport advertising is effective at reaching more affluent consumers, as the average household income of air travelers is higher than that of the general population. The NoCo partners are seeking proposals and guidance from potential bidders well-versed in airport advertising campaigns.

Competition: Northern Colorado destinations, with our access to outdoor recreation, cultural attractions, and special events, are similar to other Western states and regions' amenities. More broadly, Northern Colorado also competes for travelers' attention, with other winter vacation destinations, ski resorts, along with more summer weather or beach destinations. A successful bidder will work with the NoCo partners to create a compelling campaign highlighting fun Winter experiences and targeting the Chicago Midway Airport traveler.

Traveler Sentiment: Traveler sentiment has become an increasingly sophisticated monitoring process with the evolution of AI, traveler regulations, innovative transportation systems, and motivations post COVID. Monitoring traveler sentiment seems more fluid than ever before. A recent Longwoods International study of American travelers reported slight increases in concern about personal finances, inflation, and travel costs – while headlining travelers are cautiously optimistic about 2024 travel. Taking current traveler sentiment into account, the NoCo partners will work with the selected agency to highlight the accessibility of the region's winter season amenities, events, accommodations, attractions, and experiences to potential travelers.

SCOPE OF WORK

Potential bidders should address the Northern Colorado region's access to the outdoors, the moderate and often sunny, mild winter weather, and fun community or special events in their approach to a Winter Tourism Marketing Campaign. We seek a creative and strategic partner that identifies how they would position Northern Colorado destinations as an attractive and accessible winter vacation versus its competition. The successful bidder will be responsible for the following:

***Creative Advertising | Production**

The selected agency will develop and finalize light branding, create, plan, and produce creative that targets the key audience through airport advertising. This includes creating engaging ad creative and ad copy focused on driving airport travelers to a shared landing page for more information about the region. The successful bidder will know ad specifications, guidelines and work directly with airport contacts to implement the campaign creative through airport ad buys.

Content Development | Website landing page

The NoCo partners have access to an existing URL at www.visitnoco.com. The successful bidder will propose utilizing or leveraging this existing asset. The partners envision landing page content showcasing each DMO and NoCo destination with a Winter tourism campaign theme, imagery, copy, content, etc. The selected agency partner will be responsible for incorporating content from each destination on the shared landing page, ensuring it complements the overall campaign branding and messaging.

Media Placement | Airport ad buys

The successful bidder will plan and execute creative media placement at Chicago Midway's airport. This includes researching and recommending advertising outlets or options at the airport they feel best meet the goals of the Winter Tourism Marketing Campaign. The selected agency will also provide regular performance reports on advertising ads to the NoCo partnership and a final report at the conclusion of the 3-month campaign or by the end of the calendar year.

*The Colorado Tourism Office (CTO) requires a review of all grant-funded marketing and materials before publication, placement, or distribution. Review is required for all projects throughout each creative process stage (ideation, design, final execution).

BUDGET

Our maximum budget for this entire scope of work is \$60,000. This includes line-item investments:

Creative Advertising | Production = \$10,000
Content Development | Website landing page = \$10,000
Media Placement | Airport ad buys = \$40,000

Total estimated budget = \$60,000

PROPOSAL SUBMISSION REQUIREMENTS

All proposals **must** follow the format outline below, and requested information must be supplied in PDF format via email to michelle@visitlongmont.org by **February 29, 2024 by EOD (Mountain time)**.

The proposal **must not exceed ten pages** in length. Incomplete proposals, proposals over the page limit and proposals arriving after the deadline will automatically be disqualified from consideration.

Please submit written quote(s) that **briefly** describes and includes:

- a) Cover letter, including your agency's qualifications and experience, project staff and team members' roles and responsibilities, and who will assist on this project.
- b) A description of your strategic approach to campaign creative and airport advertising, in particular.
- c) Budget: Include an estimated budget (see estimated budget above). Break-out costs by estimated hourly rates, hard cost, and service fees. Proposals should be tailored using a cost reimbursable model.
- d) Timeline: Include a timeline that identifies the stages of the campaign and achieving the work throughout 2024.
- e) Two Case Studies: Provide two case studies that demonstrate success for a relevant advertising effort. Case studies can be included as a URL link (and not in the total page count of your proposal submission).
- f) Please include up to three client or partner references.

CONTRACT TERM

The term of the contract(s) begins no later than March 15, 2024, and ends December 31, 2024.

CONFIDENTIALITY AND NON-DISCLOSURE

All designs, drawings, specifications, notes, databases, artwork, and all other work product, including but not limited to feature copy, photography, footage, developed in the performance of this RFP/RFQ are confidential and remain the property of the NoCo partnership, and may not be copyrighted by potential bidders. Potential bidders agree not to assert any rights and not to establish any claim under trademark, patent, or copyright laws. Potential bidders hereby agree, for a period of three (3) years after proposals are submitted or any subsequent contract signed with Visit Longmont (VL), to furnish and provide access to all retained materials at the request of VL.

CONTRACTOR'S COMPENSATION

Compensation to the Contractor shall be based on the following items listed below.

- *Direct Expenses* - Reimbursement by Visit Longmont of direct expenses, as identified in the Contractor's proposal, and actually incurred by the Contractor in performance of the contract. There shall be no markup or increase to direct expenses and any discounts received by the Contractor shall be passed on to the issuing agency.
- *Travel Expenses* - Travel expenses are considered direct expenses for the purposes of the proposed contract and shall be reimbursed at cost with no markup or increase. Travel to project meetings and events shall not be included in reimbursements, unless pre-approved by Visit Longmont.
- *Services Fees* - Payment by Visit Longmont for time spent by the Contractor in performance of the Contract. This includes but is not limited to daily and hourly fees and/or rates for individuals as identified in the contractor's proposal. Visit Longmont works on a service fee basis. Proposals should be tailored on a cost-reimbursable basis.
- *Other Fees and/or Rates* - Payment by Visit Longmont for other services based on specific fees and/or rates identified in the contractor's proposal.
- *Indirect Expenses* - Indirect expenses, indirect rates, and/or a markup of direct expenses are not allowable or reimbursable under a proposed contract for the successful bidder(s). Indirect expenses vary, depending on the nature of the proposed contract. Some typical examples of indirect expenses are payroll and travel for administrative personnel, office space, equipment, local telephone, and insurance.

CONFLICT OF INTEREST

During the term of a Contract or Contracts, the successful bidder(s) shall not enter into a contractual agreement for any other entity or organization if such service would create a substantial conflict between the interests of Visit Longmont or the interests of the said other entity. If a successful bidder(s) employee, joint venture, subcontractor, or any individual working on the proposed contract may have a possible conflict of interest that may affect the objectivity, analysis, and/or performance of the contract, the successful bidder(s) will advise, in writing, to Visit Longmont immediately of any possible said conflicts of interest.

Conflicts may include existing contractual relationships with other tourism destinations and/or including but not limited to, competing tourism destinations or tourism business destinations and organizations. A conflict of interest also may exist when an interested party participates in a matter that has a direct and predictable effect on the interested party's personal or financial interests. A financial interest may include employment, stock

ownership, a creditor or debtor relationship, or prospective employment with the organization selected or to be selected for a subaward. A conflict also may exist where there is an appearance that an interested party's objectivity in performing his or her responsibilities under the project is impaired. For example, an appearance of impairment of objectivity may result from an organizational conflict where, because of other activities or relationships with other persons or entities, an interested party is unable to render impartial assistance, services or advice to the recipient, a participant in the project. Additionally, a conflict of interest may result from non-financial gain to an interested party, such as benefit to reputation or prestige in a professional field.

An interested party includes, but is not necessarily limited to, any officer, employee, or member of the board of directors or other governing board of a non-Federal entity, including any other parties that advise, approve, recommend, or otherwise participate in the business decisions of the recipient, such as agents, advisors, consultants, attorneys, accountants, or shareholders. This also includes immediate family and other persons directly connected to the interested party by law or through a business arrangement.

If Visit Longmont determines a conflict exists, Visit Longmont may choose to modify the scope of services, or to terminate any contract(s). A significant conflict of interest shall be considered good cause for termination of any contract(s).

EVALUATION CRITERIA

Proposals will be reviewed by representatives from each participating NoCo DMO partner. Proposals will be evaluated based on the following criteria:

1. Experience and Expertise: This will be reviewed by the committee for potential bidders' relevant experience and expertise in campaign development, airport display advertising and placement, and KPIs.
2. Creativity and Innovation: The committee will evaluate ideas based on creativity, innovation, diversity, and efficiency. Cost-effective, out-of-the-box strategies will receive special consideration in a potential bidder's approach to the campaign.
3. Alignment with Objectives: The appointed review committee will review potential bidder's understanding of the project requirements, components, proposed project timeline, and approach to the work.
4. Budget and Cost Effectiveness: The appointed review committee will evaluate the competitiveness and cost-effectiveness of proposed strategies and alignment with the budget line-item estimates.
5. Case Studies and References: The appointed review committee will review case studies for similarities and achievements along with references.

REQUEST FOR PROPOSAL(S) TIMELINE

Visit Longmont and the NoCo partnership are committed to partnering with potential bidders to answer any questions about the RFQ. Your 10-page maximum written quote must be received by **February 29, 2024**:

1. February 9, 2024: **RFQ RELEASED AND ADVERTISED**
2. February 16, 2024: **DEADLINE to submit questions** (electronic) to Visit Longmont.

Please email questions to: sleonard@visitlongmont.org

3. February 21, 2024: **RESPONSES TO QUESTIONS** posted to website: www.visitlongmont.org and shared with all bidders via email
4. February 29, 2024, at 5:00 PM (MST) **DEADLINE to submit proposals** (electronic) to: Michelle@VisitLongmont.org
5. March 4-8, 2024: **PROPOSALS REVIEWED** by NoCo partners
6. March 11, 2024: **NOTIFICATION** of award to bidders
7. March 15, 2024: **CAMPAIGN** begins

CONTACT INFORMATION

For inquiries and clarifications and to submit questions by email by February 16, 2024, please contact: sleonard@visitlongmont.org

For final submission, please email your proposal / bid to: Michelle@visitlongmont.org