



Visit Macon
Creative Agency Services

Request for Proposal
June 7, 2022

Project Overview

Visit Macon seeks a qualified full-service creative agency to support the marketing efforts of Visit Macon. The purpose of this RFP is to provide information on the project, expectations and deliverables, as well as a method for evaluation of proposals submitted.

Destination Summary

Visit Macon is a destination marketing organization promoting Macon-Bibb County, Georgia, as a destination of choice to individual leisure traveler group and meeting planners. Visit Macon is a private, nonprofit 501(c)(6) corporation funded entirely by hotel/motel tax and membership dues.

Primary functions of Visit Macon include marketing and booking meetings, conventions, events, and group tours in the Macon-Bibb County area; marketing Macon-Bibb County to individual leisure travelers; generating media coverage about Macon-Bibb County as a destination; and operating one Visitor Information Center located in downtown Macon.

In 2020, visitors to Macon-Bibb County contributed an estimated \$292 million in expenditures, supporting 4,144 jobs, producing and generating \$23.8 million in local and state tax revenue and saving \$410 in tax dollars for every Macon household.

About Macon: Some say soul lives in Macon, Georgia. We say the soul of Macon, Georgia, lives within us all. You can feel Macon's soul throughout the city. *Where Soul Lives* speaks not only to our rich history, but also who we are today. Macon is a vibrant, growing city with a lot to offer visitors and residents. Research has shown that when travelers think of Macon, Georgia, they think of the rich musical heritage —in terms of the artists, past and present who have been tied to Macon like Little Richard, Otis Redding, and The Allman Brothers Band. Almost equally as important, they think of historic architecture (Hay House). Macon has more structures listed on the National Historic registry than any other city in Georgia. Another asset is our central location. We are referred to as the “Heart of Georgia” with easy accessibility to Atlanta (I-75) and Savannah (I-16). Other strengths include our culture and arts scene, annual festivals (International Cherry Blossom Festival), Native American heritage (Ocmulgee Mounds National Historical Park) and African American heritage (Tubman Museum). We have a diverse culinary scene which offers a variety of options and outdoor offerings such as Amerson River Park & Lake Tobesofkee.

Scope of Work:

OBJECTIVES

Visit Macon is looking for a full-service creative agency that will provide advertising creative services to promote Visit Macon as a premier destination. The ideal agency partner will have

experience working with destination marketing organizations, focus on our *Where Soul Lives* brand and produce creative campaigns to support the vision of Visit Macon~ “*Visitors Experience Where Soul Lives*”.

EXPECTATIONS OF AGENCY PARTNER

Be knowledgeable about national and regional tourism trends and understand the dynamics of the local and state tourism sector.

Stay abreast of consumer and trade trends that may impact the marketing of Macon as a destination.

Understand the Visit Macon destination brand and execute strategies and tactics that are in alignment with that brand.

SPECIFICATIONS

The purpose and intent of this request for proposal is to enter into an annual contract with a qualified full-service creative agency that can provide counsel, aid in maintaining brand image, and produce a multi-faceted creative campaign to support the Leisure Travel, Group Travel and Conventions and Meetings tourism efforts for Visit Macon.

With an expected annual budget of \$90,000. Visit Macon is seeking an agency to develop a collaborative relationship that will support ongoing strategic planning and creative consultation as it relates to campaign creation, collateral design and development, and further establishment of the brand.

Visit Macon’s agency requirements include, but are not limited to the following:

- Further Establishment of the “Where Soul Lives” brand
- Collateral design and development
- Print and Online ad campaign design and development

Qualification Requirements:

The agency selected must be a full-service creative agency, preferably experienced in destination marketing and with a destination marketing organization. Interested agencies must be able to demonstrate measurable success in previous tourism creative campaigns.

Response Requirements

Responses to this RFP shall include at least the following information:

- Include full name and address of your organization.
- Include a brief company overview, including qualifications, experience in tourism marketing and ability to fulfill the scope of work described in this RFP.
- Provide examples of at least one campaign completed within the past 2 years. Please provide two recent examples of creative campaigns (placed in the market and not just

submitted for competitions or portfolios) of which you are particularly proud and share with us the reasons why.

- Describe your typical strategic approach when identifying a client business challenge that merits a creative solution.
- Provide the capabilities of the agency's production department and practices used to minimize production costs and maximize efficiency of production.
- Brief description on how your agency stays at the forefront of technology and emerging media.
- Describe the process you would use to on-board Macon as a new client and produce highly effective creative within the first six months of our relationship
- Provide billing and expense practices.
- Current agency of record clients and length of service to each. Certify that they have no conflicts of interest in serving Visit Macon.

Request for Proposal Preparation and Process

This is an open and competitive process. To be considered, proposals must be received by **5 p.m. (EST) on Thurs., June 30, 2022** and contain the signature of a duly authorized officer or agent of the company submitting the proposal. The price quoted in the proposal should be inclusive, itemizing all fees and charges associated with providing the services requested.

The process for selecting a vendor to provide creative agency services for Visit Macon shall be conducted by a selection panel of Visit Macon senior staff and its President & CEO, and will consist of two phases:

Phase One Submission of proposals from interested agencies.

Phase Two - Presentations by agencies selected as finalists based upon an evaluation of the agency's written response to the RFP.

Proposal Submission

Five (5) SEALED COPIES of proposals must be received by **5 p.m. (EST) on Thurs., June 30, 2022**

Attention: Valerie Bradley
Vice President of Marketing & Communications
Visit Macon
450 Martin Luther King, Jr., Blvd.
Macon, Georgia 31201

Agencies may request further clarification of the RFP by submitting their question(s) in writing **via e-mail** to vbradley@visitmacon.org by **5 p.m. (EST) on Thurs., June 30, 2022**.

All responses to this RFP will become the property of Visit Macon. Submissions for this RFP will not be released until completion of the entire RFP process and a contract is executed.

Additional information about the bidder’s capability to provide the scope of services in the RFP may be included.

All proposals will be reviewed for compliance with the mandatory requirements as stipulated within the RFP. Proposals will be ranked according to their relative merits as measured against the evaluation criteria set forth below.

Evaluation Criteria	Maximum Score
Relevant experience in projects of similar type	25
Creativity/Samples of past work	25
Qualifications of Personnel	15
Strategic Thinking/Planning Approach	30
Budget Approach/Cost Effectiveness	5
Total	100

Agency Final Presentations

Finalists will be selected based upon the evaluation process described above, and will be required to make a presentation to the RFP Selection Panel. The presentation will be the week of July 11th or 18th. Specific times will be assigned during the finalists’ notification. Finalists will be allowed up to 1 hour to explain the information provided in their RFP response and additional materials if needed.

Tentative Schedule

Deliverable	Due Date
RFP Release Date	Tuesday, June 7 th
RFP Response Deadline	Thursday, June 30 th by 5 p.m.
Notifications to Finalists	Friday, July 8 th
Finalists Presentations	Week of July 11 th or 18 th
Final Selection Notification	Monday, July 25 th
Contract Fully Executed by All Parties	Monday, August 1 st

