

Request for Proposals for Advertising Agency Services for VisitNorfolk

Contents	Page
Invitation	2
Schedule of Events	3
Scope of Project	3
Agreement Term and Funding	3
Americans with Disabilities Act	3
Preparing and Submitting Proposals	3
Submission of the Proposal.....	4
Proposal Organization and Format	4
Oral Presentations and Site Visits	4
Proposal Scoring and Criteria.....	5
Creative Evaluation Criteria	5
Oral Evaluation Criteria.....	5
Proposal Requirements	6
Trade Secrets/Confidentiality	7
Vendor Compensation Plan	7
Payment Schedule	8
Ownership of Materials	8
News Releases	9



Invitation

The purpose of this document is to provide interested parties with information to enable them to prepare and submit a proposal for advertising agency services. Agencies must be physically located in the Southeastern region of Virginia or provide documentation proving extensive knowledge and experience in various media and markets promoting tourism or businesses physically located in this region. Proposers should be aware that VisitNorfolk is a public entity and subject to Virginia public records laws. This Request for Proposal (RFP) is issued on February 11, 2019. Donna Allen, VP of Sales and Marketing shall serve as the sole point of contact during the selection process.

The Norfolk Convention and Visitors Bureau (dba Visit Norfolk) is a 501 (c)(6) not-for-profit corporation whose objective is to promote Norfolk as a great place to visit, and to live, work, learn and play.

Visit Norfolk is the City of Norfolk's official destination marketing organization whose responsibility is to market, sell, promote and represent the city and its many appeals to build the brand, generate awareness, and enhance perception. It is governed by a Board of Directors, composed of representatives from the meetings and tourism sector, the general business community and the public sector. Its primary targets are meetings and conferences, group tours and leisure travelers, while concurrently supporting the City of Norfolk's efforts to attract residents, businesses, and students. The City is placing strong emphasis on attracting and retaining millennial residents.

Norfolk has a proud history and extraordinary ties to the military but is now emerging as a vibrant and edgy urban destination. Norfolk's history and heritage, arts, culture recreation and cuisine, as well as its size, diversity, climate and coastal Virginia location, have great appeal to our targeted market segments.

Norfolk is a city on the move. The destination has attributes that differentiate it from the rest of Virginia and its competitors, including a vibrant and walkable downtown, featuring a variety of amenities – attractions, museums performing arts, shopping, dining and year-round festivals. The city boasts more than 140 miles of waterways, including seven miles of sandy beaches, and provides a range of outdoor recreational opportunities, such as swimming, boating, kayaking, biking, walking, bird watching, and sightseeing cruises.

The city also features a number of intriguing neighborhoods, each with its own vibe, attractions, shopping and chef-owned restaurants.

For meetings and conferences, the city offers more than 5,000 hotel rooms, ranging from bed and breakfasts to flagship hotels. Many of the larger facilities are located in the walkable downtown, with cultural, shopping and dining options just steps away. The successful light rail system provides an affordable means for visitors to explore the city. The Marriott Waterside Hotel, the Hilton Norfolk The Main and the Sheraton Norfolk Waterside comprise the primary meeting facilities for larger groups collectively offering 1,173 guest rooms and 146,770 square feet of meeting space. (For more information about Norfolk and Visit Norfolk, please go to www.visitnorfolktoday.com.)

Schedule of Events

Every effort will be made to adhere to the following schedule, although it may be varied at VisitNorfolk's discretion.

- Request for Proposals issued: Friday, February 7, 2019
- Deadline for declaration of intent to respond to the RFP: Thursday, February 28, 2019
- Deadline for submitting proposals: 12:00 noon, Friday, March 15, 2019

Scope of Project

Project Description: The selected vendor will work with VisitNorfolk's Marketing Department to plan, develop, implement, monitor and evaluate results-driven advertising campaigns to promote the City of Norfolk as a travel destination and as a great place to live, work and play. "Vendor" refers to a firm or agency submitting a proposal in response to this RFP.

VisitNorfolk requires a range of integrated marketing services, which may include but are not limited to campaign planning, creative media advertising, web-based advertising services, development and design, media scheduling, promotions, campaign monitoring, website support, review and reporting, collateral material development, research, and special promotional assistance. Additionally, special projects may require the agency to provide supplemental support to VisitNorfolk's in-house social media efforts.

Vendors unable to perform all areas of service should provide documentation regarding experience working in tandem with other agencies and firms to ensure an integrated relationship capable of delivering seamless work. Vendors must describe those aspects or parts of the work that will be performed by Vendor staff and those that will be subcontracted. Vendors must additionally describe what they believe to be the advantages or disadvantages of using subcontractors.

Agreement Term and Funding

The Agreement with the selected Vendor shall be in effect for three (3) years beginning July 1, 2019 with the option by mutual written agreement of VisitNorfolk and selected Vendor to renew for up to two (2) additional one-year periods. Refer to the Terms and Conditions section of this RFP for detailed information. The Agreement may be terminated upon sixty (60) days' written notice given by either party. All services performed and materials prepared by the selected Vendor during the sixty (60) days prior to termination of the Agreement must be approved in advance and will be billed to VisitNorfolk as provided for in the Billing and Payment section of the Agreement.

Americans with Disabilities Act

As covered by the Americans with Disabilities Act, VisitNorfolk does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to proposals, programs, services and activities. If an individual with a disability requires accommodations for oral presentations or onsite visits, please contact the RFP point of contact prior to the scheduled time.

Preparing and Submitting Proposals

The evaluation and selection of a Vendor will be based on information submitted in the Vendor's proposal plus references and any required onsite visits or oral presentations. Failure to respond to each of the requirements in the RFP may be the basis for rejecting a proposal. VisitNorfolk is not liable for any costs incurred by Vendors in replying to this RFP.

Submission of the Proposal

Each Vendor must submit an original and four (4) copies of all materials required for acceptance of its proposal no later than 12:00N Eastern Standard Time, on Friday, March 15, 2019 to: Donna Allen, VP of Sales and Marketing, VisitNorfolk, 232 E. Main Street, Norfolk, Virginia 23510

Proposals must be physically received in the above office by the specified time stated above. Proposals not physically received by the stated time will not be accepted. Delivery to, postmarking, or acceptance of a proposal by the United States Postal Service (USPS) or other delivery service does not constitute physical receipt of a proposal.

All proposals must be packaged, sealed and show the following information on the outside of the package:

- Vendor's Name and Address
- Request for Proposal Title
- Date

Proposals should also be sent via e-mail to dallen@visitnorfolktoday.com. All proposals will become the property of VisitNorfolk and VisitNorfolk reserves the right to accept or reject any or all of the proposals and to waive any technicalities or irregularities therein. Furthermore, VisitNorfolk reserves the right to obtain clarification of any point in a proposal or to obtain additional information regarding a proposal. VisitNorfolk will award the Agreement to the Vendor submitting the proposal which in VisitNorfolk's opinion is in the best interest of and most advantageous to VisitNorfolk. All respondents agree that rejection shall create no liability on the part of VisitNorfolk because of such rejection and that the filing of any proposal in response to this request shall constitute an agreement of the respondent to these conditions. VisitNorfolk reserves the right to discuss and negotiate with selected Vendor(s) any terms and conditions in the proposals, including but not limited to, financial terms.

Information supplied in the proposal will be deemed to be correct, and VisitNorfolk is entitled to rely on the proposal. Submission of a proposal indicates acceptance by the Vendor of the conditions contained in this Request for Proposal unless clearly and specifically noted in the proposal submitted and confirmed in the agreement between VisitNorfolk and the Vendor selected.

VisitNorfolk will not reimburse responding firms for any expenses incurred in preparing proposals in response to this request. Proposals received after the date and time indicated will not be considered. No requests for extension of time will be granted.

Proposal Organization and Format

Each Vendor must submit a written proposal. Proposals may be supplemented by video, audio and samples of advertisements, promotions, etc., created by the Vendor.

Oral Presentations and Site Visits

Selected Vendors will be required to make oral presentations at VisitNorfolk offices citing specific proposal applications capabilities. Every reasonable attempt will be made to schedule presentations at a time that is agreeable to the Vendor. Failure of a Vendor to conduct a presentation on the date scheduled may result in rejection of the Vendor's proposal. Selected Vendors may be required to allow site visits to their place of business. Each Vendor making an oral presentation must provide eight (8) copies of a summary of its oral presentation at the time of the presentation. Provide names, titles and background of the account service,

creative and media staff at the senior management level to which you would assign primary responsibility for the VisitNorfolk account. Staff who will be assigned and working on the account, with the experience and skills to meet the needs of VisitNorfolk, must be present and play a role in oral presentations.

Proposal Scoring & Criteria

Proposals will be reviewed by an evaluation committee and scored against the stated criteria. The evaluation committee will review references, request oral presentations and may conduct onsite visits in the scoring process. In recommending the award of this account, VisitNorfolk will evaluate and score in two selection phases.

First phase evaluation and scoring:

- 1) Written proposals demonstrating concepts outlined in creative evaluation criteria, including specific response to organization capability proposal requirements;
- 2) Cost proposal / Vendor compensation plan.

Finalists from the first phase evaluation will be invited to participate in the second phase of the selection process: Oral presentations demonstrating concepts outlined in oral evaluation criteria, including specific application capability proposal requirements.

Vendor presentations must clearly show past account and campaign experiences that have successfully met with complex client needs, specifically focusing on the hospitality industry's challenges and opportunities if applicable. This experience will assist in understanding and dealing with the needs of VisitNorfolk. Vendors must demonstrate broad experience and availability of a skilled staff.

Right to Reject Proposals and Negotiate Agreement Terms: VisitNorfolk reserves the right to reject any and all proposals and to negotiate the terms of the agreement with the selected Vendor prior to entering into an agreement.

Creative Evaluation Criteria

Campaign Development: Vendors must have the necessary ability to develop creative measurable, results-driven advertising campaigns utilizing multiple communication channels. Vendors must produce, implement and evaluate campaigns and recommend effective marketing strategies which will effectively address the brand standards of VisitNorfolk's destination brand.

Vendors must have the ability to develop unique, imaginative and memorable print advertisements, web-based advertising, direct marketing campaigns, television and radio advertisements, outdoor advertising and/or other advertising. All communications must be of high quality, clearly communicate messages, stand out among similar advertisements, be measurable, convincing and provide a lasting positive impression.

Oral Evaluation Criteria

Vendors must demonstrate clearly and succinctly their ability to produce creative, results-driven advertising campaigns that address the destination brand, to have a marketing strategy that creates a consumer relationship with proper branding elements to include appropriate campaigns and positioning to meet the needs of Norfolk's hospitality industry and VisitNorfolk.

Vendors must have the ability to analyze, understand and apply appropriate research to conceptualize, integrate, implement and evaluate such advertising applications; these strategies would be positive,

memorable, convincing and measurable, to enable VisitNorfolk to maintain positive top of mind awareness in key markets and would position Norfolk apart from its competitors. Staff who will be assigned to the account, with the experience and skills to meet the needs of VisitNorfolk must be present and play a role in oral presentations. Oral presentations will be limited to 60 minutes, to include Q & A.

Proposal Requirements

Vendors are required to describe, in writing, their experience and capabilities in providing similar services to those required. Proposals may be supplemented by video, audio and samples of advertisements, promotions, etc., created by the Vendor.

Be specific in answering the following:

1. How long has your agency been in the advertising business?
2. What is your largest advertising account?
3. What current hospitality advertising clients do you service and what is the longevity of the relationship?
4. What major advertising accounts have you added and lost since 2014?
5. What is the best example of a campaign you have conducted indicating the goals you were given by your client, strategies you employed and the results and evaluation of the campaign?
6. Describe any distinctive experiences your agency has had related to campaign development in relation to hospitality clients. Hospitality industry clients may include but are not limited to Destination Marketing Organizations (DMOs), recreational facilities, attractions, hotels and event marketing organizations.
7. Relate the experience level and role of current staff who will work on the account. Include experiences in relation to the hospitality industry or other campaign development you deem relevant.
8. Provide examples of print, direct marketing, television and radio advertisements, outdoor, digital advertising and/or specialty advertisements you have created.
9. Provide a concise statement of what you consider to be effective advertising and how you would measure effectiveness.
10. Provide resumes describing the educational and work experiences for each of the key staff who would be assigned to the account.
11. Describe your agency's staff turnover since 2014. If new personnel would be added to the account during the agreement term, describe how you would handle the transition.
12. Provide a list of organizations, including points of contact (name, address, telephone number, email addresses, etc.) which can be used as references for work performed in the area of service required
13. Social Media:
 - a. Please identify what percentage of agency total revenue is social media related.
 - b. Identify what social media services you provide.
 - c. Please provide one case study to include client requirements, challenges, approach and value delivered. Please include the business results achieved. (proprietary information should be removed)

- d. What is your quality assurance process to ensure that the large volumes of data gathered in the monitoring process are handled efficiently and representative of the overall online conversation and experience?
 - d. Describe your approach to integrating social media across client marketing. Please provide two samples of an integrated campaign.
14. Describe what measures you would undertake to ensure current and new employees assigned or working with the VisitNorfolk account would be educated and knowledgeable about DMO's, targeted market segments and remain current and up to date on trends in the industry including advertising, marketing and research as it relates to VisitNorfolks' target markets.

Trade Secrets/Confidentiality

Upon receipt by VisitNorfolk, each proposal is considered a public record except for material which qualifies as "trade secret" information under, Virginia law. After opening, each proposal will be reviewed by the evaluation committee, as well as other VisitNorfolk staff. Members of the general public who submit public records requests could be eligible to review the proposals as well. To properly designate material as trade secret under these circumstances, each Vendor must take the following precautions: (a) any trade secrets submitted by a Vendor should be submitted in a separate, sealed envelope marked "Trade Secret—Confidential and Proprietary Information—Do Not Disclose Except for the Purpose of Evaluating this Proposal," and (b) the same trade secret/confidentiality designation should be stamped on each page of the trade secret materials contained in the envelope. Trade secret information should not be included in the electronic version of the proposal emailed to VisitNorfolk. To the extent such material is actually a trade secret under Virginia laws, it will not be subject to disclosure. You are directed to consult your own counsel as to whether information is in fact a trade secret. In submitting a Proposal, each Vendor agrees that VisitNorfolk may reveal any trade secret materials contained in such response to all VisitNorfolk staff and VisitNorfolk officials involved in the selection process, and to any outside consultant or other third parties who serve on the evaluation committee or who are hired by VisitNorfolk to assist in the selection process. Furthermore, each Vendor agrees to indemnify and hold harmless VisitNorfolk and each of its officers, employees, and agents from all costs, damages, and expenses incurred in connection with refusing to disclose any material, which the Vendor has designated as a trade secret. Any Vendor that designates its entire Proposal as a trade secret may be disqualified. Proposals will not be disclosed until an Agreement has been issued to a Vendor and any trade secret issues have been resolved.

Vendor Compensation Plan

It is important that VisitNorfolk understands the options available and how the Vendor records and bills various aspects of services.

Please state the proposed fee structure the creative partner proposes. Include what services the fee covers and specifically list area/services not covered by the fee that the creative partner might offer to VisitNorfolk.

Please specifically address the following:

Media placement: Vendor will be utilized for media services. Accordingly, all media planning and analysis, negotiation and purchasing should be covered. Please provide standard commission structure. Is Vendor willing to negotiate commission on media placement?

Web Support: Please identify direct and or related costs.

Production Commissions: All production-related purchases made on behalf of VisitNorfolk should be billed at net cost. These purchases include, but are not limited to, printing and typesetting, film work, talent fees, audio, video and film production and freight and courier charges.

Project Estimation: Prior to beginning a project which will result in costs incurred on behalf of VisitNorfolk, Vendors must provide an initial proposal inclusive of estimated shipping costs, direct travel-related expenses, and applicable taxes, subject to a 10% variance. Once signed, dated and returned to the Vendor, the project estimation proposal will serve as confirmation between parties allowing the Vendor to begin work on the project. Any changes to an approved layout or projects resulting in fee changes require a revised estimate. Failure to obtain a written estimate relieves VisitNorfolk of costs outside of the primary project estimation. Vendors shall not, without prior written approval, incur any expenses or enter into any obligations for which VisitNorfolk may be legally responsible for, except in emergency situations where such action is, in the Vendor's opinion, necessary to safeguard the interest of their client.

Billing and Payment: VisitNorfolk requires invoices on a monthly basis. These invoices will detail but are not necessarily limited to costs and related charges for Hourly Charges (broken out by service and noted in billing); Production Costs (net); Miscellaneous out-of-pocket expenses: photocopies; postage based on direct client-related postage use only; travel (if applicable with prior written approval); freight and courier charges. Vendors must provide service charge and interest rate information which may apply to any unpaid balances not paid in full within thirty (30) days of the date of the invoice. VisitNorfolk understands billing for individual projects may extend beyond a billing period. In these cases, VisitNorfolk may wish to be rendered partial billing for the project, with remaining billings to come in subsequent billing periods.

Payment Schedule

All expenses should be billed monthly for those costs incurred to date for that billing period.

Ownership of Materials

The material produced by Vendor shall be deemed to be "work for hire" as contemplated by the United States Copyright Act and owned by VisitNorfolk. However, in the event that some court may determine the material is not a work for hire, in the Agreement between Vendor and VisitNorfolk, Vendor will irrevocably grant and assign to VisitNorfolk sole and exclusive right, license and privilege to exhibit, distribute, market, transmit, perform and otherwise deal in and exploit the material produced by Vendor all around the world. Therefore, VisitNorfolk shall be the first owner of the entire copyright and all other rights in and to the material produced under the Agreement, and shall have the absolute and exclusive perpetuity right to exhibit, exploit, duplicate, dub, distribute, market, transmit, perform, reproduce, sublicense and use in any way the material throughout the world by all existing formats, including internet and mobile platform, and any as yet undiscovered methods and formats, and Vendor will grant VisitNorfolk all consent necessary to enable VisitNorfolk to exploit the material at its convenience. As a consequence, Vendor shall not be entitled to use the materials or any part of them produced under the Agreement, without VisitNorfolk's prior written consent, which can be withheld for any reason. At the end of the Agreement, Vendor will deliver to VisitNorfolk all papers and other materials related to the work performed under the Agreement.

News Releases

News releases and media contacts pertaining to the agreement shall not be made without the prior approval of VisitNorfolk.

