

PORT ARANSAS

the island life

Agency of Record **RFP**

Port Aransas Tourism Bureau & Chamber of Commerce



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Contact Information

Email all questions and responses to marketing@visitportaransas.com
(361) 749-5919 | 403 W. Cotter. Ave. Port Aransas, TX 78373
[VisitPortAransas.com/RFP](https://www.VisitPortAransas.com/RFP)

Overview & Background

ABOUT OUR ORGANIZATION

The Port Aransas Tourism Bureau & Chamber of Commerce* is the official destination marketing organization for Port Aransas and Mustang Island. The organization was initially formed in 1974.

The 1.05 million visitors Port Aransas welcomed in 2022 spent around \$372 million in total. Visitors came mostly from Texas drive markets and stayed in short-term rental units. Our agency of record budget for 2025 is \$1.6 million.

We are passionate about welcoming visitors who share our love of the true Texas coast, as we call it, and are willing to invest in Port Aransas. We are seeking an agency partner who can help us take the promotion of Port Aransas and Mustang Island to the next level.



ABOUT PORT ARANSAS

Port Aransas and Mustang Island anchor a magnificent section of the Texas barrier islands on the Gulf of Mexico coast. The area has 18 miles of contiguous beach that are ideal for surfing, birding, and fishing. Port Aransas is known for its relaxed pace and unpretentious attitude. The population of the city hovers around 3,200.

We have embraced “traditions anchor here” as a tagline that encompasses the generational nature of travel to Port Aransas. With something to offer everyone—from world-class tournament fishing to an awe-inspiring sand sculpting festival—our eclectic town is full of surprises that will leave families with memories they’ll want to relive year after year.

*Note: The organization’s formal name is Port Aransas Tourism Bureau & Chamber of Commerce. However, in this RFP, the formal name is used interchangeably with Visit Port Aransas.

THE VISION

Port Aransas will be known as the premier family beach destination in Texas.

THE MISSION

We work to enhance the community’s quality of life by attracting visitors who share our love of the Texas Gulf Coast and contribute to our regenerative tourism economy.

GOAL 1: ENHANCE ISLAND LIVING.

A major goal of regenerative tourism is to achieve a balance where businesses prosper and locals enjoy a high quality of life from the spending and contributions of visitors who appreciate what their community offers. With a Tourism Bureau & Chamber positioned to lead with strength, create economic opportunities for more people, and address top community priorities, Port Aransas can foster a tourism economy that does well and does good.

GOAL 2: FOSTER A HEALTHY VISITOR ECONOMY.

Amid signs of a slowing economy, it’s imperative for the Tourism Bureau to keep building the Port Aransas brand and the visitor experience. While Port A continues on a path to be the premier family beach destination in Texas, it can build demand during less-busy times by targeting new high-potential traveler segments. And by taking active steps to reduce environmental impacts and attract visitors whose presence is positive, Port Aransas can support the health of its economy while supporting the health of its community.

Process Timeline

All correspondence during the review period should be made to marketing@visitportaransas.com. Please refrain from contacting staff or selection committee members directly regarding the RFP.

June 17
Monday

RFP Live

This Request for Proposals will be posted on the VisitPortAransas.com website and digitally sent to interested parties. During this period, any questions should be directed to marketing@visitportaransas.com.

July 22
Monday

Proposals Due

A digital copy of the proposal should be emailed to marketing@visitportaransas.com by 5 p.m. Optionally, agencies may mail a physical copy to the address below. Late proposals will not be considered.

July 31
Wednesday

Finalists Notified

Agencies chosen to move forward to in-market presentations with the selection committee will be notified by 5 p.m.

August 12
Week-long

In-Market Presentations

Presentations will take place throughout the week of August 12–16 in Port Aransas. We will be flexible with dates and times.

August 30
Friday

Final Decisions

Final partner selections will occur no later than Friday, August 30.

The three-year contract and implementation of the scope of work will begin **January 1, 2025** and run through December 31, 2027. A separate agreement will be made for onboarding and discovery leading up to the start of the contract.

Any physical proposal copies should be mailed to:

Brett Stawar
403 W. Cotter Ave.
Port Aransas, TX 78373
(361) 749-5919

Scope of Advertising Services



Strategic Media & Creative Recommendations

Includes development, presentation, and implementation of a detailed annual advertising plan.



Media Management

Research, planning, negotiation of traditional and digital media and related added value and partnership programs.



Development of Comprehensive Budgets

Creating detailed budgets in collaboration with our team that align with marketing objectives and financial constraints. The budget should cover and be broken down into various categories, including but not limited to: media buying, creative production, digital advertising, event promotion, and personnel costs. Regular budget reports will be required (the vendor should outline their reporting format and frequency).



Development and Production of Strategic, Results-Driven Creative

Management of the production of various creative concepts and delivery to media vehicles. At minimum, annual refresh of creative assets done in collaboration with the Visit Port Aransas team.

In addition to general marketing initiatives, this includes campaigns for special events including but not limited to Texas SandFest, Beachtober, and Whooping Crane Festival.



Deployment and Reporting of Analytics

Use of appropriate analytical tools for measuring the impact of media strategies and tactics and adjusting accordingly.



Partnerships & Activations

Seeking out of new brand partnerships that align and further the Port Aransas brand. Management of ongoing brand partnerships, including but not limited to the current Dallas Cowboys partnership.

What We Expect

Our primary expectation is open, honest, creative, and goal-oriented collaboration with the Visit Port Aransas team. Collaboration is the key word here—it takes two to tango, and it takes two to elevate Port Aransas as the premier family beach destination, a birder's paradise, and the "Fishing Capital of Texas." Together, we will attract the right kind of overnight visitor to Port A—the visitor who shares our values and is invested, fiscally and otherwise, in the success of the island.

WE EXPECT...

...a dedicated team.

While we understand we likely won't be the only client a team works with, we do expect a point of contact who will be available for consistent, responsive service. This contact will understand our nuanced goals and represent our voice within the agency.

...development and maintenance of destination expertise and enthusiasm.

...knowledge about tourism trends and dynamics.

The agency should share with the Port A team relevant consumer trends at a state and national level, and should understand local and regional political dynamics that affect tourism.

...experts in marketing technology and opportunities who are willing to share insights with the Port Aransas team.

...in-market reporting.

The agency should plan on, at minimum, bi-yearly board presentations and attendance at the annual Tourism Summit.

...development of strategies and campaigns that incorporate contemporary best practices and fresh opportunities.

This should be done while maintaining focus on achieving stated objectives.

...leveraging of media buying strength and tools to optimize investment in paid advertising.

...proactive response and flexibility to any special needs of the destination, including natural disasters and other events that may impact visitation.

Port Aransas is a coastal destination that must be cognizant of hurricane season. One major storm could destroy our tourism economy. We expect flexibility of contract in the case of such an event.

...accurate and timely invoices, inclusive of detailed supporting documentation.

...separation of church and state.

Which is to say, we understand we are not your only client. However, we expect that our designated team will not represent directly-competing destinations or present unique campaign ideas to those destinations.

...inter-agency collaboration.

We operate within a milieu of firms who perform various functions for our organization, and our agency of record will play nicely in the sandbox.

Budget & Terms

The Port Aransas Tourism Bureau & Chamber of Commerce operates on a fiscal year that begins January 1. The 2025 budget for an agency of record is \$1.6 million, including media placements, strategy, creative development, production, etc. as outlined in the scope of services. This amount is subject to change in following contract years (2026 & 2027) based on occupancy tax collection and other budgetary decisions.

Terms of the contract will be negotiated every three years. Both parties are free to leave the contract at any time, but must provide 90-days written notice if opting to terminate the contract prior to its expiration.

The selected partner will be responsible for submitting an annual advertising plan and budget which includes the costs for the following:

- ▲ Media planning, negotiation, and placement for traditional and digital advertising and related promotions.
- ▲ Creative development and production, as indicated by the annual plan.
- ▲ Event promotion
- ▲ Professional fees, including all reasonable costs to service account.

Vendors should break down the budget into specific components, providing itemized details for each category. Regular budget reports will be required. The agency should outline their reporting format and frequency.



RFP Response Requirements

Background

- 1.) Location of office(s).
- 2.) Number of years the firm has been in business, specifically providing these services in the tourism industry.
- 3.) Number of full-time employees.
- 4.) Disclosure of any pending litigation against the firm.

Overview & Experience

- 1.) Describe the agency's values and how those values are cultivated.
- 2.) Biographical information about agency leadership.
- 3.) Biographical information about proposed team members.
- 4.) Describe proposed team members' experience within the tourism sector.
- 5.) Provide a complete list of current clients, including length of service to those clients, and full scope of work.
- 6.) Provide a complete list of clients lost in the past two years.

Resources & Approach

- 1.) Identify any media research tools used for planning and analysis of results. Include any advantages your firm offers in selecting and negotiating the media buy.
- 2.) List subscriptions or access to market intelligence resources.
- 3.) List professional memberships and affiliations.
- 4.) Discuss the firm's approach to understanding a new client's business.
- 5.) Describe the process the firm will undertake to understand and onboard with us. Provide a timeline from the inception of the relationship to the initiation of the first campaign.

Portfolio

- 1.) Provide a case study that demonstrates your ability to set and achieve goals. Discuss how you applied insights, learning, research, and analytics to the strategic process. Include measured results.
- 2.) Provide samples (up to 10 pages) of past advertising campaigns and/or creative design work and include a brief description of the media where the creative was placed.

Creative Strategy

This is the "why we should pick you" section. Please outline:

- 1.) Your overall advertising approach for Port Aransas.
- 2.) Advertising vehicles you will explore (include justification).
- 3.) KPIs you intend to establish for the duration of the contract.
- 4.) Any innovative or "out of the box" ideas you think Port Aransas could benefit from exploring.

RFP Response Requirements

Fee Proposal

- 1.) Please provide a specific professional fee proposal for executing the annual plan of work described in the scope. Any proposed billing approach should avoid “open-ended” fees whenever possible and should be based upon a reasonable expectation for a specific plan of work. The proposed fee should be based on a three-year plan of work and should be inclusive of all production and administrative fees.
2. Provide an estimate for an onboarding process that would precede the start of the annual contract and implementation of the annual scope of work.



MORE INFORMATION ABOUT THE RFP & OUR PROCESS

- ▶ The response should be easy to read and sensitive to the needs of a reviewing committee. Please number pages.
- ▶ Examples of video, radio, or digital creative may be provided via file-sharing link or attachment. Where possible, please link or include file name when referencing this material within the proposal.
- ▶ Responses received must be final and complete. No additions or revisions will be accepted.
- ▶ All materials submitted in this phase are subject to public records. Financial disclosures that will be provided during due diligence are exempt from public records disclosure.
- ▶ The reviewing committee will comprise select Port Aransas Tourism Bureau & Chamber of Commerce staff members and our Board of Directors’ marketing committee.
- ▶ Any contact with Port Aransas Tourism Bureau & Chamber of Commerce staff or board members related to the RFP will not be considered in the review process, and may negatively impact consideration of the agency.
- ▶ The Port Aransas Tourism Bureau & Chamber of Commerce may choose to suspend or terminate the review process at any time for any reason.

QUESTIONS? CONTACT MARKETING@VISITPORTARANSAS.COM