



REQUEST FOR SERVICES DESTINATION DATABASE – FEBRUARY 2024

About the Greater Raleigh Convention and Visitors Bureau

The Greater Raleigh CVB, as the official and accredited destination marketing organization of Raleigh and Wake County, North Carolina, accelerates sustainable economic growth and development by increasing visitor and convention business. Find more at <http://www.visitRaleigh.com/partners/about-grcvb/>.

Overview

The contractor that the Greater Raleigh CVB anticipates selecting as a result of this Request for Services will be accountable for maintaining multiple aspects of the Bureau's database, which supports all destination marketing efforts. The contractor will be required to use the Bureau's Customer Relationship Management (CRM) database—technology which the CVB licenses from Simpleview Inc., a solutions provider to the CVB industry worldwide.

Scope of Services Requested

The Greater Raleigh CVB desires to contract with a professional individual or company to assist the CVB's in-house marketing manager and/or other staff in maintaining the Raleigh area calendar of events, with inventorying the destination's hospitality business partners, in managing content/data about partner businesses/organizations and their contacts and in preparing reports related to these data. All work will be assigned weekly/monthly in accordance with the CVB's annual budget, business plan and current marketing plans.

The selected contractor must embrace a detailed approach to project work and demonstrate success in the following in order to be retained in the service of the CVB:

- **Calendar of Events:** Execute Internet marketing tasks in the CRM (approve/deny events submitted by partners and various other entities and add all annual and special events that take place within Wake County throughout the year).
- **Database Content Inventory and Maintenance:** Audit data in each marketing partner record at least annually (including emailing or calling to confirm each detail), and audit all data in each marketing contact record at least annually (e.g., communicating with at least one person from each partner record to confirm that all related contacts are still employed and able to be reached).

The selected contractor will be invited to enter into an agreement with the Greater Raleigh CVB for a limited term, work being assigned weekly or monthly. The Greater Raleigh CVB will agree to pay the contractor \$21 per hour of work and anticipates that assigned work will exceed a minimum of 40 hours but not exceed a maximum of 80 hours per month. (Information in this RFS and the subsequent proposal instructions will not be legally binding.)

Schedule

- Feb. 1, 2024 – Greater Raleigh CVB issues formal RFS
- Feb. 22, 2024 – RFS proposals due to the Greater Raleigh CVB by noon ET
- Feb. 29, 2024 – Greater Raleigh CVB evaluates proposals/poses questions
- March 5, 2024 – Contractor is selected and begins work

RFS Submittal Requirements

In order to be considered for selection, each proposal must be complete and include information on the following.

1. Cover letter (not to exceed one page): A dated cover letter describing the proposer's background, experience and specific skills in relation to the requested scope of work. Include number of years in business/workforce and number of years providing database services of similar scope.
2. Experience (not to exceed two pages): Please describe, in detail, the proposer's background, experience and any CVB/tourism/hospitality expertise in relation to scope of work. (If proposer is an individual, his or her detailed resume or curriculum vitae may suffice here.)
3. References (not to exceed one page): Provide a list of at least three business references for which the proposer has provided similar services or with whom the proposer has relevant experience. Include a contact name, email address and phone number for each reference.

All proposals must be submitted in Microsoft Word or Adobe PDF form by noon ET on Feb. 22, 2024, to be considered.

Other Considerations

- Confidentiality: It is understood that proposals may contain confidential information relating to previous business and client relationships, goals and results. Such information should be marked as confidential at the time of submission to the CVB by hard copy, digital copy or email.
- Acceptance/Rejection of Proposals: The Greater Raleigh CVB reserves the right, at its discretion, to reject any proposal that does not meet the above-stated criteria.
- Cost for Preparation of Proposals: The Greater Raleigh CVB is not responsible under any circumstances for any costs incurred as the result of the preparation or submission of the candidates' proposals.
- Equal Opportunity: The Greater Raleigh CVB encourages minority- and woman-owned businesses to submit proposals in response to this RFS.
- Local Economic Benefit: The Greater Raleigh CVB will give preference to proposals from Wake County-based candidates when all other qualifications are the same.

Submit Proposals (Word or PDF required, by email) to:

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