



**Request for Proposal and Quote
Brand Marketing
Submission Deadline: March 1, 2023**

OVERVIEW: Paso Robles Destination dba Travel Paso:

Paso Robles Destination dba Travel Paso is the nonprofit marketing organization whose mission is to promote tourism. As the official destination marketing organization, [Travel Paso](#) raises awareness through

- 1.) Marketing, branding, and selling Paso Robles to visitors to attract leisure, groups, events, and meetings
- 2.) Represents the voice of tourism stakeholders and
- 3.) Serves as an information source.

The organization is a 501(c)6 with the purpose as stated in the Bylaws to improve business conditions and the business environment for tourism businesses in Paso Robles through operation of the Paso Robles Tourism Improvement District (PRTID) and other initiatives. The organization is governed by a nine (9) person Board of Directors serving two (2) year terms. A full copy of the organization's Bylaws can be found [here](#).

The Paso Robles Tourism Improvement District (PRTID) has been renewed for 10 years. Thanks to the lodging community who signed petitions in support of the district renewal and the Paso Robles City Council who unanimously adopted a resolution on June 7, 2022, to renew the PRTID for a 10-year term – July 1, 2022 and ending on June 30, 2032. A full copy of the Management District Plan and other organizational background can be found [here](#).

All lodging business within the city limits of Paso Robles are assessed by the PRTID. The initial annual assessment rate is two percent (2%) of gross short-term room rental revenue. Based on the benefit received, the assessment shall not be collected on: stays of more than 30 consecutive days; stays by any officer or employee of a foreign government who is exempt by reason of express provision of federal law or international treaty; and complimentary room stays. The City of Paso Robles collects the assessment concurrently with transient occupancy tax (TOT).

All persons working on behalf of Travel Paso must adhere to the organization's [procurement policy](#).

The contractor, agency, or individual representing Travel Paso brand marketing will report to the Travel Paso President and CEO.

The contract period is three years: July 1, 2023 – June 30, 2026

STRATEGIC PLAN Objectives:

The Travel Paso Board of Directors has recently adopted its Strategic Plan 2023 – 2025. This process engaged stakeholders across the Paso Robles ecosystem. The contracted organizational management lead will be responsible for leading the implementation of this three-year strategic plan. A full copy of the plan can be viewed [here](#).

Your proposal should include at least three ideas (one per objective) of how you intend to address brand marketing as part of the plan.

SCOPE OF WORK:

Provide brand strategy, direction, and development to support all marketing efforts for Travel Paso. This includes all marketing channels – paid, owned, and earned.

Brand Manager / Content Direction – Provide brand strategy, direction and development aligned with new strategic plan. This includes brand identity and messaging for internal and external audiences.

- Building upon the current brand create a new organization focused visual identity
 - Develop brand standards
 - Create guidelines on logo usage specific to internal and external audiences
- Utilize Video / Photo assets and build additional tools and content specific to campaign needs.
 - Direct, coordinate, produce and deliver visual assets
 - Manage contractors, videographers, photographers, etc. to ensure on-time and on-budget
- Support direction and coordination of supplemental content for marketing channels
 - Strategic direction for reels and image development
 - Manage vendors, provide direction and deliver assets
- Support marketing objectives through creative direction, coordination, and sourcing designers
 - Print / Digital / Other Assets

Marketing – Serve as the primary contributor to the annual marketing plan and paid media calendar.

- Develop campaign themes, set goals, and develop strategy
- Develop the media plan, propose, and execute the media buying, planning and management of all deliverables.
 - Create multi-channel campaigns aligned with Management District Plan, Strategic Plan and marketing objectives
- Solicit and evaluate sponsorships, partnerships and events to further brand awareness and engagement
- Collaborate with the digital team lead
- Select, source, coordinate and buy merchandise and apparel to support the brand
- Guide, support and add value to the organizational management team
 - Content Calendar
 - Integrate diversity, equity and inclusion across all channels
 - Website design, campaign positioning and updates
- New out of the box ideas – present new ideas to keep the DMO reaching its full potential

EVALUATION AND METRICS OF SUCCESSFUL BRAND MARKETING:

- Successfully fulfilling the Scope of Work to the satisfaction of the President and CEO and ultimately the Board of Directors
- Monthly reporting in a way that demonstrates meaningful results that resonate with the Board of Directors, tourism partners and tourism partners organizations.
- Award winning marketing campaigns

SUBMISSION REQUIREMENTS:

- Proposals should not be more than 10 pages
- Proposals should include the following:
 - Identify point of contact along with relevant experience for agency leading brand marketing for DMO
 - Three ideas of how you intend to implement the strategic plan
 - Fee Structure
 - Three client references demonstrating similar work
- Questions may be submitted to info@travelpaso.com until February 15, 2023
- Timeline:
 - Proposals due March 1, 2023 by 5 pm
 - Executive Committee and Board Review – March
 - Follow-up Interviews (if needed) – April
 - Award Contracts – April / May
- Send RFP submissions to:
 - Info@Travelpaso.com