



**Request for Proposal and Quote
Media Procurement and Digital Strategy
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 Media Procurement and Digital Strategy 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 digital marketing strategy, media planning and optimize digital advertising for Travel Paso campaigns working alongside the brand manager. Provide ideas and strategy aligned with Management District Plan, Strategic Plan and marketing objectives

Digital strategy – work with the brand manager to optimize campaign goals and fine tune the digital strategy across all channels.

Website – Monitor, manage and evaluate ways to maximize travelpaso.com through content, paid search, paid display and other strategies to ensure traffic and time on site continue to grow and evolve reaching the target audience. Develop specific campaigns to optimize paid vs organic traffic optimizing budget and overall spend.

Media planning – Identify digital media partners to ensure campaigns are fully optimized.

Digital media implementation and execution – Lead the implementation and execution of all digital media to elevate travelpaso.com as the number one site for the Paso Robles destination.

Advertising Plans – optimize across multiple channels, guide measurable tags to measure return on investment.

Campaign collaboration – work alongside the Travel Paso Team to develop and implement the digital strategy

Collaborate with all Travel Paso team members and contract partners

Provide new out of the box ideas – present new ideas to keep the DMO reaching its full potential

SEO

- Create a content plan supporting required specifications
- Provide detailed content specifications for writers to build content
- Provide guidance on technical SEO with a monthly audit
- Monitor Google Search Console to communicate errors and provide a path to resolution

EVALUATION AND METRICS OF SUCCESSFUL DIGITAL STRATEGY AND SEO SERVICES:

- 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
- Monthly reporting, analytics, and metrics to communicate results and shifts in digital strategy

SUBMISSION REQUIREMENTS:

- Proposals should not be more than 10 pages
- Proposals should include the following:
 - Identify key point of contact and relevant experience for primary contact and agency leading media procurement and digital strategy

- 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