



Request for Proposal and Quote
Public and Media Relations
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 public and media relations 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 public and media relations as part of the plan.

SCOPE OF WORK:

Provide communications support for internal and external audiences.

Serve as a tourism spokesperson for Paso Robles as directed by the President and CEO. Work in cooperation with Visit CA, Visit SLO CAL, Central Coast Tourism Council, regional DMOs and the Paso Robles Wine Country Alliance to further the Paso Robles destination story.

Work with local partners – City of Paso Robles, Paso Robles Chamber of Commerce, etc. - to address community needs, why tourism matters and crisis communication as situations arise.

Specific deliverables include:

- Public relations day-to-day management to facilitate media inquiries, write press releases, execute FAM tours and represent Travel Paso on all tourism related matters.
- Travel Paso Organizational Communications – Bi-Weekly industry newsletter, tourism partner updates, lodging partner communications, etc.
- Four (4) Press Releases – Three (3) releases to target travel media with Paso specific content (i.e., What’s New) and one (1) locally focused release about Travel Paso (i.e., strategic plan, value of tourism, etc.).
- Two Media FAMS – Create two media familiarization tours focusing on themes that help tell the story of the Paso Robles destination. The overarching goal of each is to garner positive national and regional press coverage for Paso Robles’ as a gourmand’s destination, one that boasts a growing craft beer scene, a burgeoning spirits industry, world renown wine and stands as one of California’s culinary gems.
 - Media: 6-8 top tier with national reach and/or significant reach within key markets (ex. Denver, Seattle, LA, SF)
 - Collaborate with strategic partners to host media and integrate the Paso Robles destination into their experience.
- Visit CA – Respond to media leads and story pitch requests and attend Visit CA media events
 - Follow-up on media leads, inquiries, and monthly submission opportunities to keep the pipeline filled with what’s new in Paso.
 - IMM New York - January
 - Los Angeles and San Francisco Media Receptions
 - IPW Story Leads and Pitch Ideas
 - Fly markets: Denver, Dallas, Seattle, San Diego, Portland, Phoenix
- Visit SLO CAL – Respond to media leads and story pitch requests
 - Collaborate with Media FAMS, influencer opportunities, etc.
 - Follow-up on story pitch requests and media leads

- Content Development – Develop content used in the digital marketing platform as part of the marketing team. Themes and deliverables are determined by the collaboration of agency partners. Deliverables may include listicles, events, community descriptions, etc. keeping with the tone and overall feel of the Paso Robles destination brand and messaging.

EVALUATION AND METRICS OF SUCCESSFUL PUBLIC AND MEDIA RELATIONS:

- 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.
- National accolades for Paso Robles
- Targeted and purpose placements in key publications to address the Strategic Plan and Management District Plan.

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 public relations and media relations for DMOs
 - 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