



## Visit 29 Palms Tourism Business Improvement District

### Request for Proposal

March 11, 2024.

To All Prospective Bidders:

Visit 29 Palms is searching for talented, tech-savvy creators who are well-versed in a multitude of channels, such as Instagram, TikTok, and YouTube, to spearhead social media campaigns highlighting the city's unique events, businesses, attractions, and natural surroundings.

We are seeking social media content creators to join our team and help showcase the best of what our destination offers through coverage of:

- Outdoor Recreation
- Health and Wellness
- Art, Culture, and History
- Culinary Experiences
- Stargazing and Astronomy

For those interested, we invite you to submit proposals as soon as possible. Please see the following pages for more details, including scope of work, requirements and qualifications, content of proposals, available budget, and how to submit.

## ABOUT VISIT 29 PALMS

Established in 2017 and branded as Visit 29 Palms, the City of Twentynine Palms Tourism Business Improvement District (TBID) works to promote Twentynine Palms as a premier travel destination in California's Mojave Desert region with the goal of attracting visitors and driving overnight room demand through creative marketing activities and initiatives. To learn more about Visit 29 Palms' FY 23-24 tourism marketing plans, please visit [www.visit29.org/about-us](http://www.visit29.org/about-us)

## SOCIAL MEDIA CONTRACTOR SUMMARY

Visit 29 Palms is seeking a creative, forward-thinking social media creator to join our growing team and provide social media services. The social media creator will be responsible for helping to develop and execute a social media strategy that aligns with and supports our tourism marketing goals and objectives.

## SCOPE OF WORK

1. Social Media Strategy Development
  - Collaborate with Visit 29 Palms staff, board members, and stakeholders to develop a social media strategy that aligns with the branding and marketing objectives as outlined in the Visit 29 Palms marketing plan.
  - Maintain a cohesive social media strategy across various channels to achieve high levels of user engagement.
2. Content Creation & Curation
  - Create, manage, and publish high-quality and engaging content across all active platforms, combining new content, existing media, and user-generated content.
  - Collaborate with Visit 29 Palms staff to manage and maintain a monthly content calendar, planning and scheduling posts in advance.
3. Audience Engagement & Community Management
  - Assist with monitoring and responding to comments, mentions, and direct messages.
  - Engage with followers, local businesses, and tourism partners to foster meaningful conversations and relationships.
4. Analytics and Reporting
  - Utilize analytics tools to track and report on key metrics and social media performance across all channels.
  - Provide insights and recommendations based on analytics data.
5. Platform Management
  - Optimize and update Visit 29 Palms' profile across social media platforms as needed.
  - Monitor platform and algorithm updates, new features, and emerging trends.

## REQUIREMENTS & QUALIFICATIONS

Visit 29 Palms is seeking a creative, tech-savvy social media content creator with:

- Strong familiarity with the business applications of social media platforms.

- A robust portfolio featuring high-resolution, quality images; engaging captions; original perspectives; and clear purpose and messaging.
- Understanding of social media metrics; able to interpret the results and take action to increase the effectiveness of social media campaigns.

## **CONTENT OF PROPOSAL**

Please include the following in your proposal:

- Overview: Brief description of your professional/educational background, including experience in providing social media services.
- Previous Work: Examples of previous social media campaigns and results achieved.
- Methodology: Approach to social media strategy development and execution.

## **PROPOSAL EVALUATION CRITERIA**

Proposals will be evaluated based on the following criteria:

- Experience and track record in social media management.
- Quality and creativity of proposed social media strategy.
- Cost-effectiveness of the proposed services.

## **COMMUNICATION AND PROJECT MANAGEMENT**

The social media content creator will work with, and report directly to Visit 29 Palms' Director of Marketing and will also receive creative input and direction from the Tourism Business Improvement District Advisory Board.

## **BUDGET**

Visit 29 Palms is seeking creative, cost-effective services, with funding of \$12,000 available for the April – September 2024 period.

## **PROPOSAL SUBMISSION**

Proposals are to be submitted in PDF format and sent via email to: [bdusastre@29palms.org](mailto:bdusastre@29palms.org).

## **CONTACT INFORMATION**

Breanne Dusastre  
Director of Marketing  
Visit 29 Palms  
760.367.6799 x 1030  
[bdusastre@29palms.org](mailto:bdusastre@29palms.org)