

Request for Proposals

Digital Marketing Agency

For Sonoma County Tourism

June 6, 2024



1. OVERVIEW

Sonoma County Tourism (SCT) is seeking an innovative, forward-thinking, client-centric agency to provide digital marketing and development services as outlined in the Scope of Services (section 4). Not just any agency, SCT is seeking a super smart, scrappy, “what if” kind of agency with team members who lay awake at night wondering how to make digital destination marketing a better user experience, more connective and fun.

This Request for Proposal ("RFP") is an invitation to prospective digital marketing agencies to submit a proposal for the provision of services as set forth in this RFP.

SCT's target is to begin the agreement on or about July 15, 2024 with an initial term of two years, concluding June 30, 2026. An opportunity for a continued partnership will be determined at the time of contract renewal.

2. ABOUT SONOMA COUNTY TOURISM

2.1 - Sonoma County Tourism (SCT), the official destination stewardship organization (DSO) for Sonoma County, CA, is a 501c6, not-for-profit organization. As a DSO, Sonoma County Tourism operates with a goal of ensuring all programming is in the best interest of Sonoma County. Focusing on the key principles of sustainability, people, planet and profit, Sonoma County Tourism creates programs that both drive the economy and protect and preserve the region's natural and cultural resources.

3. POINT OF CONTACT; WRITTEN QUESTIONS; RESTRICTIONS ON COMMUNICATIONS

3.1- The Vice President, Marketing and Communications is the point of contact for this RFP (the “RFP Administrator”). Please direct all communications to the RFP Administrator as follows:

Frank Filice
Vice President, Marketing and Communications
ffilice@sonomacounty.com
400 Aviation Blvd. Suite 500
Santa Rosa, CA 95403
707-919-5889

3.2 - Potential respondents may submit written questions concerning this RFP to the RFP Administrator up **until 5:00 p.m. (PT) on June 26, 2024**. Questions received after the deadline will not be reviewed or answered. All questions must be submitted by email to the RFP Administrator at the email address specified above.

3.3 - Potential respondents and/or individuals acting on behalf of respondents are prohibited from communicating with any member of the SCT Board of Directors, County of Sonoma staff, Sonoma County Board of Supervisors, Sonoma County municipal elected officials, SCT's RFP committee, and any other SCT staff (other than questions submitted in accordance with Section 3.2 above), regarding the RFP or any submitted proposal from the time the RFP has been released until SCT awards the contract. Restrictions extend to "thank you" letters, phone calls, emails and any contact that results in the direct or indirect discussion of the RFP and/or proposal submitted by the respondent. A respondent that has an ongoing business relationship with SCT may communicate with SCT to the extent necessary to perform the respondent's duties and obligations related to that business relationship. Violation of this provision by the respondent and/or its representatives or agents may lead to disqualification of the respondent's proposal from consideration.

3.4 - SCT reserves the right to contact any respondent if such contact is deemed desirable by SCT. Such communications, initiated by SCT staff persons, shall not be considered a violation by the respondent of this section.

4. SCOPE OF SERVICES

4.1 – Media Management & Buying

Covers ongoing services related to media buying and management for Search Engine Marketing (SEM) and Social Media Marketing (SMM) including AdWords and Meta Business. Initiative includes:

- Media vendor management and communication
- Placing of all insertion orders
- Ongoing optimization of media
- Reporting monthly on SEM & SMM program, including MoM & YoY analysis
- Billing
- Media management fees are based on spend per month and invoiced on media actuals monthly.

4.2 - Website Program

- Website Monthly Maintenance, Website Development & Feature Updates
- Website Maintenance includes Contractor's Response team to handle monthly tasks based on needs and requests of SCT. Maintenance hours can also be utilized for agency status, project management and account director time and additional service support i.e., annual planning, content strategy, production, as requested. Contractor will track hours monthly and share log with all tasks completed.
- Includes any enhancements to the website determined by SCT. Contractor to estimate work and share with SCT prior to starting tasks outlined in a development plan.

4.3 - Consent Management Support

- Contractor to install, configure, and manage Osano Consent Management platform.
- These services include but not limited to:
 - Installation on website
 - Performing cookie audit on website
 - Classifying cookies and scripts by use case
 - Activating Google's Consent Mode in Google Tag Manager (GTM)
 - Where scripts are implemented via GTM Contractor will redeploy tags using consent mode to only fire based on user preferences.
 - Coordinate with development team on scripts outside of GTM
 - Oversee ongoing consent management and consent mode requirements while coordinating with client on any DSAR requests.

4.4 - Accessibility License and Optimization

- Monthly review of issues along with location on the website; both content and technical.
- Contractor to prioritize issues that impact the site globally. Cost includes license hard costs + hours to support fixing of issues.
- Website Hosting
- Hard costs for Hosting and Content Delivery Network; includes hosting, security, backup, and a content delivery network (CDN), which will allow rich media and large photography to be cached on servers to serve the site more rapidly world-wide. Any hosting management work on website (server maintenance, upgrades, or checks), Contractor will track hours for website maintenance.

4.5 - SEO

License

- Costs incurred by annual BrightEdge license for purposes of SEO Analysis.

Content Program

SEO Quarterly Report/Analysis

- Work with an SEO platform to allow Contractor to load and track up to 300 keywords. The platform allows us to research keywords, SEO trends and provide targeted recommendations for optimizing on-site content. Contractor will report on SCT's tracked keyword performance and provide recommendations for technical and content development enhancements to grow organic traffic. As hours allow, Contractor to support SCT with optimizations.

4.6 - Email Program

- SCT to submit materials to Contractor to build and deploy the following:

- 12x Monthly Leisure email communications
- 3x Monthly Sales newsletters (Sales, Travel Trade & Meetings)
- 4x Postcard/Niche email communications which can include Inspiration Guide promotion

4.7 - Personalized Content Platform & Support

- Costs associated with license for third party platform “Bound”, a behavioral marketing tool that delivers targeted content based on geographical location and user behavior. The platform is designed to foster better site engagement, including longer time on site, reduced bounce rates and increased conversions. Reporting analysis and content optimization will be tracked to content support.

4.8 - Remarketing Campaign

- Contractor to use first party data, Visit Widget, to maintain data segments, data aggregation and management, reporting and deployment of quarterly evergreen emails.
 - Data Mapping to BigQuery (or similar database)
 - Data Storage Fees
 - Data Connection Support
 - Data Digestion
 - CCPA/GDPR/etc. updates to site and work with VW to ensure data privacy compliance
 - Email deployments (quarterly)
 - Reporting

4.9 - Monetization Program

- Contractor to implement and manage website, inspiration guide, and printed map/guide advertising sales program
- Contractor to handle all advertising sales, service, creative, contracting, billing and collections in-house or, if necessary, use of a subcontractor. If a subcontractor is needed to provide these services, please include details on the subcontractor with creative examples of work.
- Contractor to handle Sales/Media Kit/Rate Card Development

5. RFP TIMETABLE

The following timetable sets out key dates during the RFP process.

RFP Issue Date	June 6, 2024
Deadline to Submit Questions	June 12, 2024

Answers to Questions Provided	June 14, 2024
Proposal Submission Deadline	June 26, 2024
Evaluation Period	June 27-July 3, 2024
Anticipated Award Date	July 3, 2024
Anticipated Deadline to Sign Services Agreement	July 12, 2024
Anticipated Start Date of Services Agreement	July 15, 2024

6. PROPOSAL SUBMISSION REQUIREMENTS

6.1 - Qualified candidates must be able to illustrate experience and success with similar projects. Case studies, if included, should include examples of relevant experience and be noted as past or existing relationships. Additional work examples of collective team experience may be provided but must be noted as such. The proposal should include the following information:

- Methodology
- Clear articulation of the proposed work plan to achieve the Scope of Work and Deliverables.
- Team Competence and Resources
- Description of the capability of the proposed service provider to meet the requirements described in the Scope of Work and Deliverables and the relative level of effort each will apply to the project.
- Include related experience, including the past three similar jobs that have been completed with the company name, contact person and phone number that may be contacted for a reference.

6.2 - Proposal Structure. To expedite the proposal evaluation process, each respondent must organize their proposal into the following sections. Please include a detailed Table of Contents arranged in the order outlined below. Proposals that do not follow the specified format may be deemed unresponsive and disqualified from the process.

A. Executive Summary

Please include a letter of interest and a narrative summary about why you are qualified for these services. The letter must be signed by an authorized official as described in section J below.

B. General Information

Please include the following:

- Company Name (full legal entity)

- Company History
- Locations of the office(s) that will be involved in working on this contract (please note the address from which the primary work will be performed)
- Number of total employees and contractors
- Company's ownership structure (public, private, part of a larger group, etc.)
- Current and past client list
- Website

C. Potential Conflict(s) of Interest

Please list all clients for whom you have performed similar work during the past 24 months. Please include a brief description of the type of activities and services you provided.

D. Background and Experience

Detailed description of your background, experience, and specific areas of expertise, providing work samples as appropriate. Please provide:

- A brief statement of why your organization is uniquely qualified to service this account; how you differentiate yourself from your competition.
- Samples of work: Previously produced work relevant to this RFP performed by you and/or subcontractors. May include three case studies that outline results.
- Any experience with entities similar to SCT and/or government accounts, including client name and a brief overview of services provided.
- Explanation of lost or resigned clients over the last three years.
- Other experience: Please include any other strengths and/or perspectives that you bring to this scope of work.

E. Key Personnel

Provide biographies for personnel who will be assigned to the project, including subcontractors. Include any accreditation, license or special training related to the services requested.

F. Proposed Solutions/Strategy

Provide a detailed description of your proposed solutions, strategy, and methodologies for meeting the requirements of each of the sections in Section 4.

G. Anticipated Subcontractors

If you intend to use subcontractors to perform any of the services, you must complete the indicated sections of the form attached hereto at Exhibit A.

H. Price Proposal

Provide a detailed cost analysis and budget deemed necessary to provide the scope of work and deliverables outlined in this RFP. We require transparency of cost structure. Please indicate how you handle pricing.

I. References

Provide a list of at least three client references for which you have provided similar services. Include a contact name, organization's name, email, web address, phone number and relationship for each reference. These references may be contacted to verify your ability to fulfill the contract. SCT reserves the right to use any information or additional references deemed necessary to establish your ability to fulfill the conditions of the contract.

J. Certification and Signature

The proposal must be signed by an authorized representative of respondent and include a certification that (a) the information in the proposal is accurate; and (b) respondent is ready, willing, and able to accept and perform the award if so made to respondent.

7. LEGAL CONSIDERATIONS

7.1 Confidentiality. All information concerning this RFP, including any related information that SCT subsequently discloses during the bid and proposal process, is SCT's confidential information. The service provider will not disclose or use such information for any purpose other than responding to the RFP without SCT's prior written consent, except as required by law. SCT will not disclose any non-public information in the service provider's response to this RFP, provided that such information is identified as non-public and confidential in the response. Submission of a proposal constitutes acceptance of these terms. Any service provider selected by SCT in response to this RFP may be required to sign a non-disclosure agreement in connection with their provision of services to SCT.

7.2 Not Binding. Except for the confidentiality obligations set forth in Section 1.2, this RFP is a solicitation of bids only and neither the issuance of this RFP nor the submission of a responsive proposal shall be binding on SCT. SCT reserves the right to accept or reject any or all proposals or to cancel this RFP for any reason or no reason. No binding agreement shall exist with respect to the provision of Services unless and until a definitive agreement has been agreed and executed by both SCT and the selected service provider(s). SCT will not be liable under any circumstances for any expenses incurred by any bidder in connection with the RFP proposal submission or selection process.

7.3 Changes to the RFP. Changes to the RFP made prior to the due date for proposals shall be made by issuing addendums, which will be sent directly to prospective service providers, unless SCT specifies another method. No oral statement of any person shall modify or otherwise change or affect the terms, conditions or specifications stated in the RFP.

7.4 Agreement Template. SCT requires all professional services partners to agreement to a standardized contract. The contract template is attached to this RFP for review. Please be assured the agency agrees to all parameters outlined in the agreement before submitting the proposal.