



# REQUEST FOR PROPOSAL

## Marketing Services 2019/2020

AUGUST 20, 2019

VISIT CAMARILLO

2400 E. Ventura Blvd. Camarillo, CA 93010



## Request for Proposal Marketing Services 2019/2020

**Objective:** The Camarillo Hotel and Tourism Association (CHTA/Visit Camarillo) is seeking proposals for strategic planning and creative consulting services from agencies specializing in tourism and destination marketing. Prospective respondents are to submit proposals which demonstrate adeptness at providing an integrated (and innovative) marketing approach to digital and traditional methods of media outreach. Proposals must be submitted in accordance with the conditions outlined in this Request for Proposal (RFP). The goal of this RFP is to identify a qualified partner and enter into an annual contract to provide marketing services starting November 1, 2019.

**Organization:** Camarillo Hotel & Tourism Association/Visit Camarillo is a 501 c 6 non-profit organization funded through a Tourism Business Improvement District. The purpose of the association is to provide direct marketing, sales programs, and local marketing that will increase overnight hotel stays and market Camarillo as a tourist destination. We currently have 10 active hotels and one inactive with an opening anticipated in late 2019. Additionally, Camarillo will be welcoming two new hotel properties and a 17,500 sq. ft. conference center in 2021. A tourism center staffed by Visit Camarillo employees is located at the Camarillo Premium Outlets and serve visitors year-round. Visit Camarillo is currently staffed by a team of one [1] full-time employee and two [2] part-time employees and is subject to oversight by a board of directors, made up of a diverse group of professionals with expertise from various sectors of the tourism and hospitality industries.

**Mission:** With leadership and innovation, CHTA will develop a robust hotel and tourism industry in the City of Camarillo through collaborative planning and by connecting people, ideas and resources.

**Scope of Work:** Visit Camarillo is looking for a full-service agency that will (in coordination with our in-house staff) work to position Camarillo as a premier travel destination that brings significant economic and social benefits to our community. Our selected partner will be expected to lead marketing efforts that result in the fulfillment of the following objectives: (1) Build upon our current brand elements to create an updated and modern brand for Camarillo (2) create a marketing strategy and efficient media plans that align with our mission, strategic goals and builds brand equity; (3) execute on an agreed upon set of deliverables that drives growth in both brand awareness and hotel bookings in a way that is able to be monitored/tracked and is effective/efficient; (4) provide analytics/data on all marketing efforts; and (5) attend and report at meetings as required. Additionally, applicants should have experience working with other destination marketing organizations, tourism and hospitality industries. Agency should be an experienced marketer, strategist, creative, forward thinker and able to provide marketing council to CH&TA.

### Brand Refresh

Visit Camarillo is looking to upgrade the look and feel of our brand to keep pace with current marketplace trends. We would like to update our visual identity including our logo, creative designs, collateral and any other relevant marketing materials. We wish to modify our existing brand and advertising guidelines with



modern texts/fonts, graphics and design in general. Our new brand will authentically convey the essence of Camarillo. This upgraded look will be consistent across all platforms and position us as a unique destination whose brand stands out amongst competitors.

## Marketing Plan/Strategic Planning

In coordination with our in-house staff, we are looking for an agency to strategically conceptualize a 12-month marketing plan that considers our target markets and demographics and delineates how to reach those audiences in the most effective way possible given budgeting constraints. Selected agency must demonstrate skill in account planning processes and long-term strategy.

### Market Segmentation

Our target markets include leisure travelers and group travelers in regional drive markets including Southern California, South Central Coast and Central Valley markets. We will continue to increase brand awareness in Northern California and build demand in neighboring states such as Arizona and Washington. We are unique compared to neighboring cities in that we are home to the Camarillo Premium Outlets. This shopping destination brings in high numbers of international visitors from predominantly Asian markets (China, Japan and South Korea), with Mexico, Brazil and Germany on the list as well. We hope to continue to grow these markets and work with our new agency to reach our audiences in new innovative, data-driven ways. Additionally, our other focus will remain in the following markets: Weddings Tourism, Sports Tourism, Travel Trade and Meetings.

### Local Marketing

In addition to our leisure/group target markets, we allocate 22% of our annual budget to local marketing initiatives targeted at visitors. Those may include sponsorships of local events that have the potential to increase overnight stays, advertising to visitors in Camarillo, etc... We will look to our selected agency to strategize the best use of those funds.

## Digital Marketing

### *Social Media*

Currently, our staff handles boosting engagement and growing vanity metrics in our various channels (e.g., Facebook, Instagram, and Twitter). While we're exploring the idea of bringing social media in-house, we would like proposals to include total costs with and without social media services. Those services include monthly content creation, social strategy, monthly advertising, analytics reporting, as needed special content for specific campaigns, social share videos, influencer campaigns and e-mail list growth campaigns (e.g., contest landing pages), etc., to reach audiences outside our current followership.

### *Content Marketing*

Our selected agency will be responsible for creating a content marketing strategy that includes writing blogs for website, social and e-newsletter distribution. With the assistance of our staff, agency will strategize topics, themes and create a calendar with reasonable deadlines. Our current goal is writing one blog per month but that can be increased with agency assistance. Our selected marketing agency shall be responsible for posting blog copy on our website, ensuring that posts are search engine optimized,



creating feature graphics and adding photos from our library and/or stock assets into the post and publishing. Our selected agency will also be responsible for the design/template customization and distribution of our e-newsletter through our email service provider (ESP). The monthly e-newsletter deliverable shall be created in draft form, sent to our in-house staff for edits and final approval, published and distributed to our e-mail subscriber list. Blogs and e-newsletters must be optimized for both desktop display and mobile.

### *Media Buying & Planning*

We are looking to purchase digital placements including display, video, native, audio and mobile ad inventory on ad exchanges using various methods of targeting including geo-targeting, retargeting and behavioral targeting. Our selected agency must have access to and be adept at the use of demand-side platforms or other bidding technologies and authoritative in the navigation of such systems. Our selected agency must also be knowledgeable in building, animating and scaling designs to fit a wide variety of ad spots in an efficient manner. Additionally, selected agency must be skilled in creating budgetary guidelines and media plans utilizing various forms of media. Agency will present recommendations to our full board for approval twice a year. While our focus will remain in the digital landscape, print in the form of advertorials from reputable industry publications, and other traditional media can be added to the mix.

### **Web Integration**

Visit Camarillo's website was relaunched in 2019 with an updated look and functionality for website users. Our CMS is WordPress and the selected agency will be expected to work in conjunction with our web developer to ensure that marketing deliverables are coordinated properly with our database, web platform, plug-ins, and more.

### **Public Relations**

Our selected agency will be expected to lead our public relations efforts; including FAM tours, media missions, press releases, industry submissions and more. Selected agency will be tasked with creating a communications plan and earned media action plan that details topics, media to be pitched and deadlines. These efforts will be measured using share of voice, brand reputation and other industry metrics of success. The selected agency will be expected to curate and foster relationships with industry media while building CHTA's media database.

### **Concept/Creative Services**

On an as-needed basis, the selected agency shall provide concept and creative services for print, web and digital media. The agency shall be granted access to our cloud-based photo library, but shall also be responsible for managing its own subscription to stock imagery from which photos may be pulled as needed. Familiarization with Camarillo's assets will be crucial to understanding the value in content that promotes partners in the best possible light. Deliverables will be executed under brand guidelines and coordinated with other marketing materials to ensure brand consistency.



## Print

Print ads and collateral are to be provided on an as-needed basis, the selected agency being responsible for maintaining relationships with any subcontractors. The agency shall be knowledgeable of the latest print technologies and capabilities and will be expected to pass along any wholesale discounts, reporting transparently on cost mark-up.

## Campaign Goals and Metrics for Success

Lead Generation is extremely important. Preference will be given to media that can specifically illustrate how submitted programs will assist in attaining important inquires such as:

- Increase in overnight hotel stays
- Online Visits (Website, Mobile Site, Facebook, and other social media)
- Increase in walk-ups to our Visitor Center
- Online Conversions
  - Request Visitor Guide/ pocket map
  - Referral to Partner page (Hotel booking)
  - Request more information
  - Media Requests
  - E-newsletter Sign-Ups

Additionally, selected agency will assist in strategizing the most effective KPIs for specific marketing campaigns.

## Quality Assurance (QA)/Quality Control (QC)

Deliverables shall be of the highest quality and executed under specified deadlines. QA processes shall be enacted to prevent, to the extent possible, flaws in deliverables; QC processes shall be enacted to identify flaws, which were not caught in QA processes, in deliverables.

## Measuring Performance

Monthly reports shall be provided to Visit Camarillo that provide insight into the effectiveness of all marketing efforts led by the selected agency. The agency shall have expert knowledge of marketing analytics, marketing research, marketing metrics, marketing forecasting, and marketing ROI. This knowledge will inform the agency's ability to adapt and respond quickly to changes in consumption so that campaign mixes may be adjusted in a way that proves value in further marketing efforts.

## Meetings

The selected agency will be expected to attend and report at marketing committee meetings and Visit Camarillo Board of Directors meetings as requested. Additionally, bi-weekly check-in meetings would be held to ensure that milestones are being met and that future deliverables are on track.



**MINIMUM REQUIREMENTS FOR SUBMITTING A PROPOSAL**

1. Vendor must have been in the business of marketing/creative consulting, specializing in tourism and destination marketing, for at least three [3] years.
2. Vendor must provide three [3] client references and include examples of work to demonstrate that they have implemented other successful destination marketing programs.
3. Vendor’s proposal must remain valid for at least [120] days after the release date, while the Visit Camarillo team and board members/assigned stakeholders review.
4. Vendor must be able to handle all components of the marketing program, including all aspects of the scope of work as described.
5. Proposal submissions must not exceed [20] pages in length, apart from example deliverables as appended.

**SUBMISSION MATERIALS:**

Please include the following with your proposal:

- A brief company history, overview of services and capabilities.
- Brief professional biographies of all staff members to be assigned to this client account.
- An organizational chart including all staff members to be assigned to this client account.
- A statement of understanding of the scope of work.
- A summary of approach to ensure that the needs in this RFP will be satisfied.
- A description of your company’s internal process of responding to client requests.
- A list of previous work for other tourism organizations relevant to this assignment.
- The names, addresses and phone numbers of a least three [3] clients we may contact.
- Three [3] examples of quality deliverables produced in the past two [2] years (included as appendix).
- A cost proposal/rate sheet provided separately from this proposal.

**COST PROPOSAL:**

Please provide a cost proposal/rate sheet for all work elements described in this RFP. Cost proposal must contain any and all costs that would be invoiced to Visit Camarillo for the performance of these services. The proposal should contain:

- Hourly billing rates/billing structure
- Projected hours by task
- Any additional costs/charges (e.g., travel, print, etc.)
- Annual rate increases, if any
- Terms of payment

**SUBMISSION PROCESS:**

Visit Camarillo reserves the right to waive any requirement or condition of the RFP upon finding that it is in the organization’s best interest to do so. Visit Camarillo is not under any obligation to award a contract and reserves the right to terminate the Request for Proposal process at any time and to withdraw from discussions with any or all vendors who have responded. Visit Camarillo will renew its RFP for marketing services at a minimum of every two [2] years.



Please submit your proposal electronically to CHTA , to Yuliana Gonzalez, Executive Director, at [yuliana@visitcamarillo.com](mailto:yuliana@visitcamarillo.com) OR, proposals may be submitted as a hard copy to the following mailing address:

**Camarillo Hotel and Tourism Association  
ATTN: Yuliana Gonzalez  
2400 E. Ventura Blvd.  
Camarillo, CA 93010**

**Submissions must be received no later than 5:00PM on Friday, September 20, 2019. Please direct any questions to Yuliana Gonzalez via email.** An official written answer will be provided to all questions received by the deadline described in the Schedule of Events and will be posted to [www.VisitCamarillo.com](http://www.VisitCamarillo.com) in the “RFP” section of the website.

\*Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by CHTA.

Tentative Schedule of Events

Date	Task
Tuesday, August 20, 2019	RFP Issued
Friday, August 30, 2019	Intent to Bid and Questions Due
Friday, September 6, 2019	Questions Answered
Friday, Sept. 20, 2019 – 5pm	Proposals Due
Monday, September 30, 2019	Notification of Finalists & Rejections
Thursday, October 10, 2019	Finalists Presentations/Interviews
Thursday, October 17, 2019	Intended Date for Contract Award– Board to Approve Agency
Friday, November 1, 2019	Intended Contract Start Date

\*Should a prospective agency decide to withdrawal their proposal, a written letter should be submitted.  
Date: Monday, September 23, 2019

**CONFIDENTIALITY STATEMENT:**

As a selected vendor for this RFP, your organization will guarantee that all discussions, materials and findings will be held in confidence. This RFP and the nature of work solicited is the confidential and proprietary information of the CHTA and its councils, and the information contained herein may only be used as necessary to prepare a proposal for submission to Visit Camarillo.

Submission of a response to this RFP does not bind CHTA to engage your company to provide the requested services. CHTA reserves the right to reject any and/or all proposals, accept any proposal terms it deems to be in the best interest of the organization, waives any informalities in proposals submitted and waive any minor irregularities or discrepancies in proposal procedures

