



STATE OF NEW HAMPSHIRE
DEPARTMENT of RESOURCES and ECONOMIC DEVELOPMENT
DIVISION of TRAVEL and TOURISM DEVELOPMENT
172 Pembroke Road, Concord, New Hampshire 03301

Jeffrey J. Rose
Commissioner

Victoria Cimino
Director

TEL: 603-271-2665
FAX: 603-271-6870
TRAVEL GUIDE: 800-386-4664
WEBSITE: www.visitnh.gov
E-MAIL: travel@dred.state.nh.us

**Department of Resources and Economic Development
Canadian Advertising, Marketing and Public Relations
Request for Proposals**

Issue Date: Tuesday, March 15, 2016

Title: Canadian Advertising, Marketing and Public Relations

Issuing Agency: State of New Hampshire
Department of Resources and Economic Development
Division of Travel & Tourism Development
172 Pembroke Road
Concord, NH 03301

Period of Contract: July 1, 2016 through June 30, 2018
(with an option to extend through June 30, 2020)

Proposal Deadline: Thursday, April 14, 2016
**Proposal must be received at DRED not later than 3:00 p.m.*

All inquiries for information should be directed to:

Amy Bassett, Assistant Director
Email: amy.bassett@dred.state.nh.us

If proposals are mailed, send directly to issuing agency shown above. If proposals are hand-delivered, deliver to receptionist at DRED office, 172 Pembroke Road, Concord, NH 03301.

1. Purpose

The purpose and intent of this Request for Proposals (RFP) is to enter into a contract for a period of two years (July 1, 2016-June 30, 2018) with an option to renew through June 30, 2020, upon the agreement of both parties and the Governor and Executive Council.

The qualified firm will serve as the NH Department of Resources and Economic Development (DRED), Division of Travel and Tourism Development's (DTTD) Canadian public relations, travel trade, and paid media representative. DTTD seeks a company to develop and execute an innovative, brand-aligned PR/trade program, targeting a variety of channels and complementing DTTD's advertising/marketing program. Additionally, the selected vendor will facilitate a paid media strategy in key markets.

Travel and tourism is New Hampshire's second largest industry, producing \$5.1 billion in visitor spending, employing approximately 68,000 full- and part-time jobs. DTTD oversees a variety of marketing activities, including advertising, publication development, cooperative marketing initiatives, public relations, tradeshow, and consumer events.

2 Definitions

- 2.1 "Selected Vendor" refers to the Offeror under this Request for Proposals (RFP) with which the Department of Resources and Economic Development (DRED) negotiates a contract. The terms in this RFP referring to "Selected Vendor" represent contract terms that will be a part of the final contract.
- 2.2 "Offeror" refers to any individual, corporation, partnership or agency that responds in writing to this RFP. "State" refers to the State of New Hampshire; "DTTD" refers to the Division of Travel and Tourism Development.
- 2.3 The "Contract" is the resulting contract entered into between DRED and the successful Offeror.

3 Objectives

The selected vendor will execute DTTD's Canadian public relations, travel trade, and paid media program. The program will include development of a strategy that fits within New Hampshire's overall brand platform and marketing program. The following must be achieved:

- Increased visitation from Canada;
- Serve as DTTD's key in-market partner;
- Create and execute innovative campaigns within Toronto and Montreal;
- Generate press trips;
- Plan and execute media events;
- Build relationships with press and travel trade; and
- Facilitate a paid media strategy.

4 Scope of Work

Using a \$300,000 funding level, proposals must be based on a 12-month period of time and address each item listed below.

Public Relations:

- Works with DTTD staff and key partners (Agency of Record, domestic public relations partner) to develop a strategic plan, setting earned media goals for each year;
- Maintains and audits a targeted media list;
- Develops a proactive news bureau, including releases/pitches (English and French), updated press kit/materials; image library;
- Assists with reactive media requests and inquiries;
- Arranges and manages media appointments for DTTD staff in key markets;
- Plans and executes media events;
- Secures top tier media for New Hampshire's annual reception in Toronto and Montreal;
- Facilitates visiting journalist program, securing a minimum of six individual press trips; and
- Represents New Hampshire at key media marketplace events

Travel Trade:

- Secures familiarization tours;
- Facilitates proactive meetings and trainings (minimum 4 per month);
- Coordinates and execute a Sales Mission (Toronto or Montreal);
- Maintains active industry memberships; and
- Stores DTTD promotional materials and collateral.

Tradeshows and Events:

- Coordinates and executes New Hampshire's presence at key consumer and trade events

Advertising:

- Works in tandem with DTTD's Agency of Record to develop and execute a paid media strategy

Miscellaneous:

- Provides monthly reporting that includes achieved clips, as well as additional reports as requested;
- Develop annual end-of-the-year report;
- Transfers relevant data to DTTD's dashboard;
- Attends industry events; and
- Participates in New Hampshire-based conferences and events.

5 General Requirements

5.1 Copies and Distribution of Proposal

- 5.1.1 In order to be considered for selection, Offeror must submit a complete written response to this RFP. One (1) original, one (1) electronic file and four (4) copies of each proposal must be submitted to the DRED. No other distribution of the written proposal shall be made by the Offeror. Offerors may be required to present to the selection committee, if requested.

5.2 Organization and Experience

- 5.2.1 Demonstrate the Offeror's financial capability to provide the work described in Section 4: Scope of Work.
- 5.2.2 Provide resumes/portfolios of individuals or subcontractors performing major duties and functions under the proposed contract; include role, responsibility, and qualifications.
- 5.2.3 Demonstrate previous results in Toronto and Montreal.
- 5.2.4 Explain previous contracted services provided to State, if any.

5.3 Oral Presentation

- 5.3.1 Offerors who submit a written proposal in response to this RFP may be selected to make an oral presentation. DRED will schedule the time and location of these presentations.

5.4 Financial Standing

- 5.4.1 An Offeror, if requested, must be prepared to present evidence of financial standing necessary to satisfactorily meet the requirements set forth in the proposal.

5.5 Proposal Inquiries

- 5.5.1 All inquiries concerning this RFP, including but not limited to requests for clarification, questions shall be submitted by e-mail to:

Contact: Amy.Bassett@dred.nh.gov

RFP Reference: Canadian Advertising, Marketing and Public Relations RFP

5.6 **Restriction on Contact with State Employees**

- 5.6.1 From the date of release of this RFP until an award is made, all communications with personnel employed by or under contract with the State regarding this RFP is forbidden unless first approved by the point of contact set forth in Section 5.5

6 **Specific Requirements**

- 6.1 Proposals should be as thorough and detailed as possible. Responses must be structured as outlined below. Offerors are required to submit the following items as a complete proposal.

6.2 ***Experience, Qualifications, and Strategic Exercise:***

- 6.2.1 Complete "Contractor Data Sheet" (Attachment A).
- 6.2.2 A written one-page introductory statement including:
- Experience in providing services as described in Section 4.
 - Expertise of participating personnel including, but not limited to, those identified in Attachment A and a description of training and development programs that ensure all personnel assigned to contract are capable and qualified.

6.3 **Proposal Submissions**

- 6.3.1 All information requested must be submitted. Failure to submit this information at time of bid will render the proposal non-compliant and will result in a disqualification.
- 6.3.2 Offeror shall provide a thorough description of its plans and approach for accomplishing the requirements of *Section 4: Scope of Work*.
- 6.3.3 Proposals should be as thorough and detailed as possible so that the DRED may properly evaluate Offeror capabilities to provide the required services.
- 6.3.4 Each copy of the proposal must be in a single volume. Proposals must be prepared simply and economically, providing straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be on completeness and clarity of content. The State is not responsible for the cost of proposals.
- 6.3.5 The original copy must remain at DRED, available for public inspection/disclosure, subsequent to awarding of the contract. Information considered confidential or proprietary may be marked as such by the submitting party. However, such determinations are not conclusive on DRED and DRED shall be subject to the provisions and requirements of RSA chapter 91-A (the New

Hampshire right-to-know law) when determining what documents are subject to public inspection/disclosure pursuant to a right-to-know request.

- 6.4 Financial Terms - Complete "Rates and Fees Schedule" (Attachment B).
- 6.5 A written description of research capabilities and proposed tracking system to measure effectiveness of programs/tactics recommended.
- 6.6 A creative presentation of proposed marketing methodology, creative executions and media strategy (if requested).
- 6.7 Provide at least four recent client references, of which at least two (2) shall be tourism-related. Include contract/service dates and contact information.

7 Evaluation and Award Criteria

- 7.1 All proposals will be evaluated for responsiveness to the RFP by a Selection Committee made up of representatives of DRED and the tourism industry.
- 7.2 All written proposals will be evaluated and scored on the basis of the following criteria (Attachment F), which will be accorded the relative weight indicated in parentheses:
 - Experience and Qualifications of key staff and subcontractors (20%)
 - Scope of Work (30%)
 - Familiarity with New Hampshire & Tourism Industry (15%)
 - Creativity/Innovation (15%)
 - Strategic Planning (10%)
 - Budget Approach/Cost Effectiveness (10%)
 - **Grand Total (100%)**
- 7.3 Offeror(s) must meet a minimum threshold of 60 points to be considered for further evaluation. Offeror(s) deemed to be best qualified among the written proposals will be identified on the basis of evaluation factors stated in Section 7.2.
- 7.4 Identified Offeror(s) will be selected to provide a creative presentation to further evaluate Offeror's capabilities. These presentations will be graded on a 20 point scale, outlined in the Proposal Score Sheet (Attachment F). DRED will notify finalists at least 10 days prior to creative presentation to schedule times and determine location.
- 7.5 The Selected Contractor will be notified in writing. DRED and the Selected Contractor shall negotiate a contract containing the terms in the RFP/proposal. If DRED is unable to negotiate a satisfactory contract with the first Selected Contractor, DRED may undertake negotiations with the next recommended Offeror.
- 7.6 The proposed Contract must be approved by the Governor and Executive Council. This process takes approximately four to six weeks after the execution of Contract. The contract approved by the Governor and Executive Council will be effective July 1, 2016.

7.7 Proposed Timetable

Request for Proposals Issued	Tuesday, March 15, 2016
Deadline for Questions	Tuesday, March 22, 2016
Responses to Questions	Tuesday, March 29, 2016
Written Proposal Deadline	Thursday, April 14, 2016
Invitations to Present	Friday, April 29, 2016
Oral Presentations	Monday, May 9, 2016
Award Announcement	Friday, May 13, 2016
Contractual & Approval Process	May - June 2016
Contract Effective	July 1, 2016

8 Conditions

Any prospective contractor must be willing to adhere to the following conditions and must positively state so in the proposal.

- 8.1 Ownership of Subsequent Products: Any product, whether acceptable or unacceptable, developed under a contract awarded as a result of this RFP is to be the sole property of the State of New Hampshire unless stated otherwise in the contract.
- 8.2 Conformance With Statutes: Any contract awarded as a result of this RFP must be in full conformance with statutory requirements of the State of New Hampshire.
- 8.3 Amending or Canceling: The State reserves the right to amend or cancel this RFP, prior to the due date if it is in the best interest of the State, or to correct inaccuracies resulting from clerical errors.
- 8.4 Rejection for Misrepresentation: The State reserves the right to reject the proposal of any vendor for misrepresentation.
- 8.5 Contract Format: The successful contractor will be required to sign or provide the following documentation:
 - Service Contract Form – Form P-37 (Attachment D)
 - Certificate of Authority. This document is required of the Contractor to certify by vote of the corporation's board that the person who signs the contract has been authorized to do so. The Contractor is required to provide this document on corporate letterhead, signed by the Chairman of the Board or similarly authorized person.
 - Certificate of Good Standing document is required for all contracts exceeding thirty (30) days. They are issued by the New Hampshire Secretary of State's office certifying that the corporation, partnership, or trade name has been registered to do business in New Hampshire. Certificates of Existence shall be current and are renewable annually by April 1st.
 - Comprehensive general liability insurance against all claims of bodily injury, death, or property damage in amounts not less than \$1,000,000 per occurrence and \$2,000,000 aggregate, and special cause of loss coverage form covering all property in DRED in an amount not less than 80% of the whole replacement value of the property (Section 14 Insurance of the State Agreement Form P37).

- 8.6 Speaking on behalf of the State of New Hampshire/DRED: Contractor is not authorized to represent the State's position to the public or media and must be authorized to provide information by DRED.
- 8.7 The Contractor may "subcontract" services. Proposals that include subcontracting services must include information identifying the subcontractor(s) and demonstrate the subcontractor(s)' qualifications to perform the services, and a letter from the proposed subcontractor(s) stating their intent to subcontract on this project. The prime contractor will be responsible for all services provided by, and obligations of its subcontractor(s). All communications, departmental direction, invoices and payments will be processed through the prime contractor. All data generated as a result of this contract is the exclusive property of DTTD.
- 8.8 Contractor is to provide DTTD with 90 days written notice of any proposed changes to subcontractor.
- 8.9 The resulting Contract may be modified only by written amendment, which has been executed and approved by the appropriate parties from the State and Contractor.
- 8.10 The State may terminate the Contract without cause by giving the Contractor sixty (60) days written notice before the effective termination date.
- 8.11 If for any reason, the Contractor fails to make a delivery date, the Contractor shall be assessed Liquidated Damages of \$1,000.00 per week, or portion thereof, until the production, revision or delivery date is met. If the Contractor foresees an event beyond its reasonable and normal control and properly notifies DRED of such event – in writing- DRED may allow the Contractor to exceed a production, revision or delivery date with no Liquidated Damages assessed.