



P.O. Box 40
 Greenwood, South Carolina 29648-0040
www.cityofgreenwoodsc.com
www.visitgreenwoodsc.com

REQUEST FOR PROPOSAL	
PROJECT NAME:	Greenwood Regional Tourism & Visitors Bureau Advertising Agency
DESCRIPTION:	The GRTVB is seeking a qualified full-service advertising/marketing agency to provide services related to developing and producing creative marketing strategies.
DATE ISSUED:	December 22, 2017
CONTACT:	Kelly McWhorter, Executive Director: 864.953.2465 kelly.mcwhorter@gwdcity.com Lindsay Burns, Director of Sales: 864.953.2464 lindsay.burns@gwdcity.com

PROPOSAL SUBMISSION GUIDELINES:	<p>Deadline: January 26, 2018 @ 3:00pm. No RFPs will be opened prior to this date/time.</p> <p>Hand Delivery: 520 Monument St., Room 230, Greenwood, SC 29646</p> <p>Mail: PO Box 40, Greenwood, SC 29648</p> <p>Reference: GRTVB Ad Agency</p> <p>Attention: Kelly McWhorter, Executive Director</p> <p>*One electronic and one hard copy of the proposal must be submitted in a sealed package with project name and opening date printed on the exterior. Late proposals will not be accepted and will be returned unopened to the submitting agency. The submittal must contain all evaluation criteria outlined in the RFP.</p>
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NAME OF BIDDER (Full legal name of business submitting the bid)
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AWARD & AMENDMENTS:	Award and Amendment information will be available at the physical address listed above, at www.cityofgreenwoodsc.com or by contacting Kelly McWhorter at 864.953.2465 or kelly.mcwhorter@gwdcity.com . Award and Amendment information will also be distributed to all those submitting proposals.
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ACKNOWLEDGMENT OF AMENDMENTS	Amendment Number	Amendment Issue date	Amendment Number	Amendment Issue date
Bidder acknowledges receipt of amendments by indicating amendment number and issue date.				

Drug Free Workplace Certification: By submitting a Proposal, the bidder certifies that, if awarded a contract, bidder will comply with all applicable provisions of The Drug-free Workplace Act, Title 44, Chapter 107 of the South Carolina Code of Laws, as amended.



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You must submit a signed copy of this form with Your Proposal. By submitting a bid or proposal, you agree to be bound by the terms of the Solicitation. You agree to hold Your bid/proposal open for a minimum of thirty (30) calendar days after the Opening Date. You agree that your bid/proposal can be made public under the **Freedom of Information Act, 5 U.S.C § 552**. The City of Greenwood reserves the right to reject any and all bids/proposals, and to waive any informalities or irregularities.

NAME OF BIDDER (Full legal name of business submitting the bid)	BIDDER'S TYPE OF ENTITY: (Check one)
PRINTED NAME (Printed name of person signing below)	<input type="checkbox"/> Sole Proprietorship
TITLE (Business title of person signing above)	<input type="checkbox"/> Partnership
	<input type="checkbox"/> Corporation (tax-exempt)
	<input type="checkbox"/> Corporate entity (not tax-exempt)
	<input type="checkbox"/> Government entity (federal, state, or local)
	<input type="checkbox"/> Other _____

Instructions regarding Bidder's name: Any award issued will be issued to, and the contract will be formed with, the entity identified as the bidder above. A bid may be submitted by only one legal entity. The entity named as the bidder must be a single and distinct legal entity. Do not use the name of a branch office or a division of a larger entity if the branch or division is not a separate legal entity, *i.e.*, a separate corporation, partnership, sole proprietorship, etc.

STATE OF INCORPORATION (If bidder is a corporation, identify the state of Incorporation.)

TAXPAYER IDENTIFICATION NO.	STATE LICENSE NO.
HOME OFFICE ADDRESS (Address of principal place of business):	PAYMENT ADDRESS (Address to which payments will be sent.)
EMAIL:	PHONE:

By signing below, the bidder certifies they are qualified and hold all licenses, permits and regulatory authority to perform the scope of work set forth in the bid description. Upon request, proof of licenses, including a City of Greenwood Business License, permits and regulatory authority must be provided to the owner prior to contract award.

TERMS AND CONDITIONS
 This contract shall begin on February 23, 2018 and expire on December 31, 2020, but will be reviewed for renewal prior to expiration. Final decision determining continuation or cancellation, shall be that of the GRTVB Tourism Advisory Board and the Executive Director of the GRTVB, and will be based on communication with agency, results of campaigns, and overall goals.

AUTHORIZED SIGNATURE (Person signing must be authorized to submit binding bid to enter contract on behalf of Bidder named above.)	DATE:
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Greenwood, SC Regional Tourism and Visitors Bureau Ad Agency RFP

The Greenwood, SC Tourism and Visitors Bureau (GRTVB), the official Destination Marketing Organization for Greenwood, SC, invites full-service advertising/marketing agencies to submit proposals to provide services for the GRTVB. Such services will include developing and producing creative concepts primarily for, but not limited to: print and Run of Press advertising, direct mail, brochures, maps, stationery, invitations, events, logos, outdoor, display/Point of Purchase, broadcast, digital and social media, and the internet. Typical project services will include strategic planning, consultation, research, concept, copywriting, design, production, media placement, and project management.

Background

The GRTVB is a department of the City of Greenwood, and is funded by accommodations tax funds from both Greenwood County and City hotel properties. It is responsible for increasing travel to Greenwood County and serves to promote Greenwood as a visitor's destination. While we are a department of the City, it is our responsibility to serve the entire county and promote any events, attractions, hotels, restaurants, etc. that bring visitors to the area. We are the main destination marketing organization and tourism entity that receives the local accommodations tax funds.

Greenwood is best known for its signature festivals, the SC Festival of Flowers, attracting 60,000 visitors during the month of June, and the SC Festival of Discovery, attracting 30,000 visitors each July. Other key festivals take place during the summer in neighboring communities, such as the Catfish Festival in Ware Shoals and the Festival of Stars in Ninety Six. Activity on Lake Greenwood has also seen a positive increase with the creation of Connect Lake Greenwood, a multi chamber organization committed to enhancing the quality of life and economic development of the lake through special events, etc.

Greenwood has many assets, including a strong arts and cultural presence through organizations such as the Arts Center of Greenwood, Greenwood Community Theatre, and The Greenwood Museum. Each of these have recently been renovated resulting in a significant increase in visitor traffic during the last few years due to key marketing efforts. Additionally, the Greenwood Railroad and Historical Center is currently undergoing restoration on six train cars along with the construction of a deck with a handicapped accessible lift to aid visitors. All cars will ultimately be restored and able to host key events, increasing visitors to the attraction. Greenwood County is also home to a National Historic Site, Star Fort Revolutionary War Battlefield, which hosts over 40,000 annual visitors.

Our hotels have reported to us that they tend to maintain high occupancy rates Sunday – Wednesday. Since Greenwood is 40% manufacturing, business travel is strong through the week, but occupancy rates decrease during the weekends. The peak time for visitors to Greenwood are Spring and Summer through the months of March – July. From August – February, there is great potential to recruit and service more visitors.

Our marketing efforts over the past few years have focused primarily on the leisure traveler through digital, billboard, and social media advertising, a strong social media presence, a PR campaign working with travel writers and earned media opportunities, and a group strategy focusing primarily on the



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sports market as well as small market meetings and leisure groups. We also work closely with our many partners to give them avenues to share their stories and market themselves. We would like for our websites (www.visitgreenwoodsc.com and www.golfgreenwoodsc.com) to serve as the primary tools where we can direct our many visitors for their day and overnight trip planning.

Looking Ahead

We realize destinations must work even harder to be heard through the noise of an increasingly crowded and complex marketplace. Our community has worked diligently to develop a stronger tourism development product in the past few years. Recently, Greenwood was named 1 of 15 Great Places in America by the American Planning Association. Also, this year Uptown Greenwood earned the designation of a SC Arts and Cultural District by the SC Arts Commission.

We are looking for an agency with the following strengths:

- A strong history of working with tourism entities
- Ability to tell a destination's unique story
- Strengthen the authenticity of our brand while utilizing creative advertising strategies and curated content

The GRTVB shares website hosting and services with four other entities that are all under the umbrella of the City of Greenwood. Because of this agreement, there is limited access and liberty with any major current web design changes. The GRTVB would look to the selected firm for creative and alternative strategies to further enhance our digital reach and to overcome the challenges of our platform, creating a more engaging web experience. The selected firm will be asked to work in concert with the current provider to provide cost effective concepts on the graphic design for both of the GRTVB's websites, including visitgreenwoodsc.com and golfgreenwoodsc.com.

Opportunities also may exist for the selected agency to work with the GRTVB on developing strategic partnerships. This may involve the selected agency soliciting entities for support of the GRTVB and/or selected individual programs or assets.

Marketing Objectives

The purpose of the GRTVB is to increase travel to the area generating revenues and improving the overall vibrant economy of Greenwood County. As the Destination Marketing Organization for Greenwood, this is achieved through effective advertising, tourism, and public relations opportunities designed to increase awareness and generate travel to the Greenwood area for leisure travelers, groups and meetings. The targeted responsibilities of the GRTVB and its marketing efforts are categorized according to the following:

- Meeting professionals – association, corporate, SMERF (social, military, education, religious, and fraternal) markets
- Sports groups, amateur, spectator and participatory
- Travel trade, including tour operators, wholesalers, travel agents, etc.
- General consumers and leisure travelers within a 2-3-hour drive of the area.
- Consumer, trade, lifestyle and sports media
- Local media and consumer awareness as well as Greenwood County resident awareness



Budget

The GRTVB's projected budget for advertising agency services is \$75,000 for the fiscal year January 1, 2018 through December 31, 2018.

Content of Proposal

Proposals should be concise and complete and include at a minimum the following elements:

- Samples of color and black-and-white ads (consumer and business-to-business) designed by your agency staff and rates/fees charged to produce these;
- Samples of brochures designed by your agency staff and rates/fees charged to produce these;
- Samples of logos for events, attractions or special occasion designed by your agency staff and rates/fees charged to produce these;
- Examples of successful projects and detail of those successes;
- Business growth opportunities you may target for the GRTVB;
- Hourly rates for copywriting, design, project management, media buying, client meetings, account executive, comps, research, etc.;
- Information on the history of your firm, as well as credentials of principals and others that would be assigned to the account.
- Please list two client references including: company name, primary client name, contact details and services provided.
- Please outline your project communication structure. If your account staff is separate from your project management staff, please detail how these teams work together with the client. Would the client be allowed input on the selection of these sub-contractors?
- Please address the following in your proposal:
 - Why is your agency a good overall fit for the GRTVB?
 - How will you get to know our destination and the opportunities and challenges we face?
 - How flexible will your agency be with client requests?
 - Describe your approach in determining what marketing approaches and advertising avenues would be most beneficial for the GRTVB.
 - Which key performance indicators does your team focus on for client work and how will you report on our progress month by month?
 - What is your brand/reputation monitoring process?
 - Please include a sample of your monitoring report format and/ or a link to appropriate dashboards.

Evaluation and Selection process

Proposals will be reviewed by an Evaluation Team. The preliminary phase of this review process will consist of reviewing basic proposals, experience and prior produced work. The field may be narrowed for the secondary phase, which may require speculative work and verbal presentations. (Speculative work requested will be similar in scope to a computer comp of a full-page, four-color ad for a consumer publication.)

Agencies will be evaluated based on the ability to meet or exceed the requirements set forth in the specifications. Proposals will be evaluated on various criteria, including but not limited to:



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- the ability, capacity, skill and organization of the respondents to provide the total services required to perform specific projects within stated timeframes;
 - the character, integrity, reputation, judgment, experience, efficiency and (at a lesser degree) location of the respondent;
 - the quality of performance of work on previously completed comparable projects;
 - an understanding of the GRTVB's primary mission, responsibilities and advertising needs;
 - the diversity and background of the respondent agency itself and the specific members of the account and creative team;
 - the quality of the proposal and presentation materials;
 - the general impression from the formal verbal presentation; and
 - any other applicable technical characteristics of the proposal as deemed relevant by the GRTVB.

While pricing may not be a primary means of evaluating proposals received, as a city/county agency funded by taxpayer dollars, the GRTVB must consider pricing as a key aspect of any proposals considered.