Request for Proposal (RFP)

VSC Request for Public Relations Agency

January 20, 2022

To All Prospective Bidders:

Visit SLO CAL (VSC), a nonprofit corporation and the countywide Destination Marketing & Management Organization (DMMO) for San Luis Obispo County, California, is seeking a qualified public relations agency with tourism experience to secure earned media for the SLO CAL brand and destination.

VSC is a non-profit 501(C)(6) and the exclusive tourism marketing organization for San Luis Obispo County. The organization established the first countywide Tourism Marketing District (TMD) with a 1% assessment on overnight lodging stays in San Luis Obispo County in June 2015. In 2020, the TMD was renewed for a 10-year period with an increased assessment of 1.5% on overnight lodging stays in the county. In September 2021, a SLO CAL brand refresh was launched, based on extensive consumer research and the need to tell a unified brand story.

VSC implements a variety of marketing activities, including robust advertising, travel trade and group sales, public relations, industry research, visitor publications, cooperative marketing programs, travel promotions, industry events and advocacy. VSC also manages the countywide film commission (Film SLO CAL). VSC’s efforts are all designed to promote San Luis Obispo County to travelers, tourists and the travel trade/tourism industry.

The purpose of this request for proposal (RFP) is to seek and retain a qualified full-service public relations agency to secure top-tier media exposure for San Luis Obispo County working in conjunction with VSC’s PR & Communications Manager. The results of these efforts will benefit VSC’s assessed lodging businesses, its members and the seven in-county community DMOs, by increasing awareness, driving tourism revenue and travel to the region. There will also be secondary benefits to non-member restaurant, winery, brewery, transportation, activity, event and retail businesses, as well as those benefiting from the tax revenues from such businesses, through visitor spending.

**The contract period for the Scope of Work contained within this RFP will be approximately July 1, 2022 to June 30, 2025, VSC reserves the right to renew its agreement prior to the end of each contract term for a total of three (3) years, providing funding to do so is appropriated for this purpose in subsequent budgets. Visit SLO CAL’s fiscal year runs from July 1st through June 30th.**

Attached is the RFP to be fulfilled by those capable of carrying out the scope of work and meeting the minimum requirements stated in the RFP. All responses will be carefully reviewed and evaluated based on the criteria noted in the attached document. Any questions you may have to clarify this RFP are due to VSC, via email, no later than 12:00 p.m., Pacific Daylight Time (PDT) on Wednesday, February 9, 2022.

Sincerely,

Cathy Cartier

Chief Marketing Officer

Visit SLO CAL

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INTRODUCTION AND BACKGROUND

Visit SLO CAL (VSC) is a not-for-profit, 501(C)(6) corporation formed in 1992, and is the Destination Marketing & Management Organization (DMMO) for SLO CAL, promoting the area as a preferred tourism destination for regional, national and global visitors through advertising, marketing, public relations, travel trade and group sales, promotions and events. Highlighted by its *Life’s Too Beautiful to Rush* and *Land Of…* campaigns, SLO CAL is internationally recognized as a premier wine, food and life-style destination on California's Central Coast. VSC works in partnership with tourism-industry-related businesses including lodging properties, restaurants, wineries, activities, golf courses and retail stores to create a unified marketing approach that promotes the culinary, coastal and cultural assets of the county.

In 2013, VSC began working to form a countywide Tourism Marketing District. The San Luis Obispo County Tourism Marketing District (SLOCTMD) is an assessment district that provides specific benefits to payers, by funding marketing, advertising, promotions, and sales efforts for assessed businesses. Each of the jurisdictions within the Tourism Marketing District (TMD) has benefitted for several years from local districts funding local marketing. This countywide TMD is a new, cooperative effort to collectively market all the county has to offer for the benefit of assessed lodging businesses and VSC members. The countywide TMD was approved in June 2015 and began operation July 1, 2015 on a five-year term. In 2020, the TMD was renewed for a 10-year period with an increased assessment of 1.5% on overnight lodging stays in the county.

Under the TMD, the board is comprised of 16 members, 15 of which are from the lodging industry. A Marketing Committee made up of 17 destination managers and marketing professionals also provides input for developing the strategic marketing plan and direction.

VSC is headquartered in the City of San Luis Obispo within San Luis Obispo County, CA.

PURPOSE

VSC is accepting proposals to identify the appropriate integrated public relations firm (Representation Firm) to represent the organization. The selected Representation Firm will be considered VSC’s public relations agency of record, with the purpose of helping to build and maintain top-of-mind awareness of SLO CAL as a premier destination. Increased awareness will drive growth in visitation, spend and market share for SLO CAL. As an extension of the VSC team, the Representation Firm will ensure all activity represents SLO CAL in ways that support the organization’s strategies and mission, while protecting and preserving their integrity and brand.

The Representation Firm will be required to develop a single, proactive plan that highlights strategic public relations programs, plus provide partnership and consumer marketing support in conjunction with, and as directed by, the VSC staff.

CURRENT STRUCTURE

VSC currently operates with a public relations agency of record. Public relations for VSC is currently managed through a full-time PR & Communications Manager working in conjunction with a public relations agency of record. VSC also employs a public relations firm in London for UK-specific public relations efforts. VSC also works in partnership with Visit California, the regional Central Coast Tourism Council (CCTC) and in-county DMOs on public relations efforts.

CONTRACT TERMS

The successful proposer will enter into a contract for services with VSC. The duration of the initial contract between VSC and the successful proposer is expected to begin July 1, 2022 to June 30, 2025, in line with VSC’s fiscal year. VSC reserves the right to renew its agreement prior to the end of each contract term for a total of three (3) years, providing funding to do so is appropriated for this purpose in subsequent budgets. There will be reviews annually in each year the contract is renewed. Proposed renewals are also assessed according to program direction, funding, consistency of price and scope of work continuity.

PROPOSAL REQUIREMENTS & PROCESS

Proposals submitted must address each item listed within the following sections, giving specific details of strategies to be used in meeting these requirements. The proposal should describe how the firm intends to perform the scope of work during a 12-month period and shall be subject to negotiation between VSC and the chosen Representation Firm for the initial contract period. The information provided will be used to negotiate the contract and scope of work, and to score proposals as described in Attachment B, Proposal Evaluation Criteria.

Proposals must be based on a funding level of $83,000 per fiscal year, with additional funds available for outside expenses (media hosting and travel expenses, deskside travel expenses, attendance at Visit CA media events, etc.). If additional funding becomes available, this budget may increase.

As a quasi-public agency, Visit SLO CAL is subject to the Brown Act and California Public Records Act. As such, if you are a finalist, your response will appear in our Board of Directors agenda packet which is a document of public record.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | | **01/20/22** |  | RFP dissemination |
|  | |  |  |  |
|  |  | **02/09/22, 12:00pm** |  | **Q & A and Notice of Intent to Bid (if not already submitted) and if you are requesting a NDA, due** |
|  |  |  |  |  |
|  |  | **02/18/22** |  | Q & A response sent to agencies |
|  |  |  |  |  |
|  |  | **03/04/22, 12:00pm** |  | **Proposals due** |
|  |  |  |  |  |
|  |  | **Week of 03/14/22** |  | 3-5 finalists chosen and notified of final presentation dates and times |
|  |  |  |  |  |
|  |  | **03/23/22** |  | Oral presentations by finalists, scorecards reviewed |
|  |  | **03/25/22** |  | Selection decision made |
|  |  | **03/25-4/15** |  | Contract Negotiation |
|  |  | 04/15/22 |  | Notification to proposers not selected completed |
|  |  |  |  |  |
|  | | 07/01/22 |  | Project Start Date |
|  | | **07/29/22** |  | Project initiation and onboard phase completed |

MINIMUM REQUIREMENTS

* Questions: For clarifications of this RFP please submit questions via email to: Cathy@SLOCAL.com and copy [Eric@SLOCAL.com](mailto:Eric@SLOCAL.com) by the date and time referenced in the Tentative Schedule and note “Agency RFP Questions” in the subject line. Questions must be categorized based on scope of work elements.[[1]](#footnote-2)
* Notice of Intent to Bid (non-binding): All proposers interested in responding to this RFP must submit Attachment A, Notice of Intent to Bid by the date and time referenced in the Tentative Schedule. Upon receipt, proposers will be required to sign a Non-Disclosure Agreement, and will be presented with additional information about SLO CAL.
* Annual Billings: proposers must have 2021 annual billings over $500,000. Include clients and budgets.
* Experience: Domestic experience – both digital and print – in at least five markets, two of which must be major metropolitan media markets with populations of two million plus. Please list markets in which your agency has experience and what media outlets were pitched and secured. If using a subcontractor for more than 20% ($16,600) of the proposed scope of work, provide a signed letter of commitment that includes the name of the subcontractor, their annual billings and the information requested above regarding domestic media PR efforts.
* References: Provide three (3) client references. At least two (2) of the three must be current clients and at least one of the three must be tourism-related. Include client name, contact information and the engagement start and end dates.
* Financial Statements: proposers are required to demonstrate financial viability for maintaining an account of this size. Provide GAAP compliant financial statements, including but not limited to:
  + Statements of Financial Position
  + Statements of Activities
  + Statements of Cash Flows

All of the above Financial Statements must be the most recent statements available, but no more than12 months old. Financial statements are to be submitted in a sealed envelope. After review, all financial statements will be destroyed or returned to proposer. If proposer would like a Non-Disclosure Agreement (NDA) signed, the NDA must be received along with the Intent to Bid by the date specified in the Tentative Schedule.

* Contract Requirements: Winner of the RFP will be required to abide by VSC contracting requirements.

Coverage must be at least as broad as:

* Commercial General Liability Insurance Policy (“CGL”). Insurance Services Office (ISO) Form CG 00 01 covering CGL on an “occurrence” basis for bodily injury and property damage, including products-completed operations, personal injury and advertising injury, with limits no less than **$1,000,000** per occurrence. If a general aggregate limit applies, either the general aggregate limit shall apply separately to this project/location or the general aggregate limit shall be twice the required occurrence limit.
* Business Automobile Liability Policy (“BAL”). ISO Form Number CA 0001 covering, Code 1 (any auto), or if Agency has no owned autos, Code 8 (hired) and 9 (non-owned), with limit no less than **$1,000,000** per accident for bodily injury and property damage.

* Workers’ Compensation and Employers’ Liability Insurance Policy (“WC/EL”). Insurance as required by the State of California with statutory limits, and Employer’s Liability Insurance with limit of no less than **$1,000,000** per accident for bodily injury or disease. If Agency will provide leased employees, or, is an employee leasing or temporary staffing firm or a professional employer organization (PEO), coverage shall also include an Alternate Employer Endorsement (providing scope of coverage equivalent to ISO policy form WC 00 03 01 A) naming the Client as the Alternate Employer, and the endorsement form shall be modified to provide that the Client and the County will receive not less than thirty (30) days advance written notice of cancellation of this coverage provision. If applicable to Agency’s operations, coverage also shall be arranged to satisfy the requirements of any federal workers or workman’s compensation law or any federal occupancy disease law. If Agency maintains higher limits than the minimums shown above, Client shall be entitled to coverage for the higher limits maintained by Agency.
* Professional Liability/Errors and Omissions. Insurance covering Agency’s liability arising from or related to this Agreement, with limits of not less than **$1,000,000** per claim and **$2,000,000** aggregate. Further, Agency understands and agrees it shall maintain such coverage for a period of not less than three (3) years following this Agreement’s expiration, termination or cancellation.
* Additional Insured

The County of San Luis Obispo (the “**County**”), and Visit SLO CAL, and each of their officers, officials, employees, and volunteers are to be covered as insureds on the auto policy with respect to liability arising out of automobiles owned, leased, hired or borrowed by or on behalf of Agency and on the CGL policy with respect to liability arising out of work or operations performed by or on behalf of Agency including materials, parts, or equipment furnished in connection with such work or operations. General liability coverage can be provided in the form of an endorsement to Agency’s insurance (at least as broad as ISO Form CG 20 10, 11 85 or both CG 20 10 and CG 20 37 forms if later revisions used).

* Primary Coverage

For any claims related to this Agreement, Agency’s insurance coverage shall be primary insurance as respects the County and Client. Any insurance or self-insurance maintained by the County or Client shall be excess of Agency’s insurance and shall not contribute with it.

* Waiver of Subrogation

Agency grants the County and Client a waiver of any right to subrogation which any insurer of the Agency may acquire against the County or Client by virtue of the payment of any loss under such insurance.

* Deductibles and Self-Insured Retentions

Any deductibles or self-insured retentions must be declared to and approved by the County or Client. Client may require Agency to provide proof of ability to pay losses and related investigations, claim administration, and defense expenses within the retention.

* Acceptability of Insurers

Insurance is to be placed with insurers with a current A.M. Best’s rating of no less than A:VII, unless otherwise acceptable to Client.

* Claims Made Policies

If any of the required policies provide coverage on a claims-made basis:

-The retroactive date must be shown and must be before the date of the contract or beginning of the contract work.

-Insurance must be maintained and evidence of insurance must be provided for at least five (5) years after completion of the contract work.

-If coverage is canceled or non-renewed, and not replaced with another claims-made policy form with a retroactive date prior to the contract effective date, Agency must purchase “extended reporting” coverage for a minimum of five (5) years after completion of the contract work.

* Separation of Insureds

All liability policies shall provide cross-liability coverage as would be afforded by the standard ISO (Insurance Services Office, Inc.) separation of insureds provision with no insured versus insured exclusions or limitations.

* Verification of Coverage

The Agency must furnish original certificates and amendatory endorsements or copies of the applicable policy language effecting coverage required by this Section.

* Special Risks or Circumstances

The County of San Luis Obispo reserves the right to modify these requirements, including limits, based on the nature of the risk, prior experience, insurer, coverage, or other special circumstances.

All proposals submitted shall become the property of VSC and shall not be returned, with exception to aforementioned financials, to the proposer. VSC also reserves the right to:

* Reject any and all bids
* Waive any or all mandatory requirements, if no proposers meet one (1) or more of those requirements
* Cancel this RFP
* Revise the amount of funds available under this RFP
* Amend this RFP as needed[[2]](#footnote-3)
* Not select a vendor and award a contract from this RFP

All proposers agree that budget costs submitted with their proposals are valid for 180 days from the date VSC receives your proposal.

Proposals may be rejected if minimum requirements are not met.

PROPOSER DESCRIPTION

Services & Activities:

* Provide a letter of interest and an executive summary of your proposal.
* Provide a description of the nature of the proposer’s services and activities.
* Provide the year in which your company was formed.
* Note your company’s history and expertise in travel and tourism public relations.
* List the address from which the primary work on the contract would be performed.
* Note the size of agency by headcount, listing the number of full and part-time employees.
* Do not list any sub-contractors in this section.

Conflicts of Interest:

List all tourism-related clients for whom you have acted in the United States during the past 18 months.

You must certify that there are no conflicts of interest between any existing contracts. Client relationships that could potentially be a conflict of interest must be listed together with a discussion of how the proposer will resolve the potential conflict of interest. The respondent cannot currently be working with a DMO located in San Luis Obispo County or a direct competitor such as Santa Barbara, Monterey or Sonoma County.

PERSONNEL/MANAGEMENT

* Identify all individuals on the proposer’s team who will assist in managing the work in this contract proposal and list with position title. Include a general description of the duties for each position title.
* Note ‘primary’ account members – the individuals who will act as the contract manager, primary contact, lead strategist and media manager.
* For ‘primary’ account members, please provide an overview of each individual’s experience on tourism accounts, and include current resumes/biographies. Provide education, experience and expertise with pertinent information demonstrating qualifications for this RFP. Include length of time with agency, current position and length of time in any previous related positions. Do not exceed two pages per person.
* Note any ‘secondary’ account members – additional individuals who will be conducting day-to-day or periodic activities.
* For ‘secondary’ account members, please provide an overview of each individual’s experience (including on tourism accounts), education and expertise, include length of time with agency and current position. Do not exceed one page per person.
* Include a detailed organizational chart for your entire organization, and an organizational chart for the management and personnel that will be assigned to this account, if applicable.
* Please indicate adequate availability and accessibility of agency resources and staff to properly execute to this contract.

Subcontractors:

* Identify all proposed subcontractors for work that exceeds 20% ($16,600) annually and document which portions of service will be performed by subcontractors and their ability to perform the work. Additionally, proposer should submit signed letters of commitment for all such proposed subcontractors and resumes/biographies of proposed subcontractor’s key personnel, including those conducting day-to-day activities. Resumes/ biographies should detail education, experience and key timeframes for all individuals on the account. Do not exceed two pages per person.
* The use of subcontractors is subject to approval by the President and CEO of VSC. Therefore, not all work recommended by the proposer will necessarily be approved and not all subcontractors listed in the Proposal will necessarily be selected. The proposer must make it clear to any subcontractors included in the Proposal that even if the proposer is selected, the subcontractors may not necessarily be selected. In the case subcontractors are approved, their costs will be the responsibility of the agency and should be included in the proposal and Scope of Work (SOW).

SCOPE OF WORK

For each of the following project areas, the proposer should prove capability, describing strategies to be used and quality controls. Sufficient detail must be given and must include examples of past projects, ability to meet deadlines and managerial experience. The proposer should demonstrate knowledge of the tourism space, knowledge and understanding of branding in a global marketplace, and the shifting dynamics of how consumers receive and use information today.

The selected Representation Firm will execute the following:

*Media Relations & Public Relations Services*

* **Public Relations Strategic Plan:**
  + Create, implement and measure annual strategic public relations plan to increase awareness through earned media coverage locally, regionally and nationally.
    - Assist in and support domestic public relations programs including those conducted through Visit California and other partnerships.
    - Work with VSC staff and contractors to align the PR plan with owned and paid media strategies for a comprehensive, integrated marketing program.
  + Provide collaboration on and assistance with the development and execution of an annual strategic content plan, which integrates paid, earned and owned media content development and delivery.
* **Proactive Programs:** As part of the annual strategic plan, manage proactive efforts to gain earned media exposure for SLO CAL.
  + Plan, execute and manage a pitch calendar for targeted media in all forms of media: broadcast, print, online/blogs, etc. (consumer travel, hard news/economics reporters, travel/meetings trade publications, destination/leisure publications, food/wine publications) appropriate for SLO CAL.
  + Maintain strong relationships with key target media, writers, editors and influencers on behalf of Visit SLO CAL and seek all opportunities for stories or other coverage.
* **Familiarization (FAM) Trips:**
  + Develop, promote and execute SLO CAL press FAM events and individual media visits in market each year for targeted participants.
  + Assist with press FAMs in conjunction with other in-market events and PR initiatives through Visit California, partner DMO’s and CCTC.
* **Reactive PR Management:**
  + Manage all in-bound media inquiries and opportunities.
  + Thoroughly vet all inquiring media and recommend media opportunities that are viable for the SLO CAL brand.
  + Manage all media visit requests and work with VSC staff on itinerary development, writer communications and overall story crafting for qualified media.
* **Public Policy:**
  + Collaborate with VSC’s advocacy department on messaging for any public policy issues affecting tourism.
  + Assist with local media strategies to help promote Visit SLO CAL as tourism experts in San Luis Obispo County, California’s Central Coast region and in the state of California.
* **Crisis Communications:** 
  + Understand, execute and update VSC’s Crisis Communication Plan and assist in managing all crisis communications as requested.
  + Watch for signs of crisis in the media tracking and anticipate the needs of VSC, SLO CAL and their partners.
  + Assist the VSC team in times of crisis in messaging, media monitoring, online chatter, cross-organization communications collaboration, talking points, etc.
* **Tracking and Reporting:**
  + Provide detailed monthly and annual reports for all resulting earned media, tracking both quantity and quality of articles/stories.
  + Track production and results relative to the annual plan, reporting progress on a monthly basis.
  + Report on stories to VSC within 24 hours of publication, and include details on quality and performance, providing links, clippings, social media information, etc.
  + Develop an accurate and reliable system of measurement and reporting for all corporate communications activities undertaken on behalf of VSC.
  + Submit programs and initiatives done for VSC for relevant industry awards and recognition.
* **Account Management:**
  + Work with the PR & Communications Manager on a daily basis to manage communications efforts, execute strategies and oversee tactics.
  + Maintain positive relationships with the key communications contacts for industry partners, airlines, tour operators, travel agencies, promotional partners, online booking partners and other trade entities working in SLO CAL or with VSC.
  + Represent VSC at key media events, such as SATW, PRSA or other industry events and conferences as requested.
  + All billing related to the agreed upon scope of work.

BUDGET

All proposals must include proposed costs to complete the tasks described in the project scope of work. Please note any one-time or non-recurring costs. Program expenses should be estimated and listed in the right-hand column. These expenses will come from budget allocations separate from and in addition to the $83,000 for agency services. Pricing should be listed for each of the following items in accordance with the format below:

|  |  |  |  |
| --- | --- | --- | --- |
| **CATEGORY** | **CONTRACT COST $** | **CONTRACT %** | **EST. EXPENSES $** |
| **ACCOUNT MANAGEMENT** |  |  |  |
| **STRATEGIC PLANNING** |  |  |  |
| **PROACTIVE PITCHING AND MEDIA RELATIONS** |  |  |  |
| **FAM TRIPS AND/OR MEDIA VISITS** |  |  |  |
| **DESKSIDE VISITS AND/OR MEDIA EVENTS** |  |  |  |
| **REACTIVE EFFORTS** |  |  |  |
| **TRACKING AND REPORTING** |  |  |  |
| **AGENCY TEAM TRAVEL & ADMINISTRATION** |  |  |  |
| **OTHER** |  |  |  |
| **TOTAL** | $83,000.00 | 100% |  |

NOTE: All costs and fees must be clearly described in each proposal.

INTERNAL CONTROL STRUCTURE

Please provide a discussion of your internal control structure for ensuring key controls are in place and operating effectively for such items as:

• Sales and use taxes

• Reporting metrics and KPIs

• Expense approvals

• On-time, complete and detailed invoicing

**BILLING & RELATED REQUIREMENTS INVOICES**

Please identify any discounts you offer for payment within certain timeframes. For example, ‘payment within 10 days of invoice’ or something similar.

Please identify all acceptable methods of payment.

REQUEST FOR PROPOSAL AND PROJECT TIMELINE (TENTATIVE SCHEDULE)

This timeline is tentative and may change without notice. VSC will make every effort to contact prospective firms with changes. Unless changed, the following deadlines must be observed in order to be considered:

Intent to bid and questions due no later than 12:00p.m. PDT Wednesday, February 9, 2022.

All proposals in response to this RFP are due no later than 12:00p.m. PDT Friday, March 4, 2022.

Evaluation of proposals will be conducted by, and notifications sent to finalists, by Friday, March 18, 2022.

Three (3) to five (5) proposers will be selected to present to the VSC selection committee on Thursday, March 23, 2022.

The selection decision for the winning proposer will be made no later than Friday, March 25, 2022.

Upon notification, the contract negotiation with the winning proposer will begin. Contract negotiations will be completed by Friday, April 15, 2022.

Notifications to proposers who were not selected will be completed by Friday, April 15, 2022.

Project initiation and onboard phase must be completed by July 29, 2022.

PROPOSAL EVALUATION CRITERIA

Proposal Evaluation Criteria for this RFP is located in Attachment B.

PROPOSAL DELIVERY INSTRUCTIONS

**Bidders must provide descriptions and documentation of staff technical expertise and experience.**

Electronic versions of the proposal must be provided and be in BOTH Word and PDF formats and delivered on a digital storage device or emailed to [Cathy@SLOCAL.com](mailto:Cathy@SLOCAL.com) and [Eric@SLOCAL.com](mailto:eric@slocal.com) with “PR Agency Request for Proposal” in the subject. Any case studies, report samples or other work examples should be submitted with the Proposal. Proposals may not be faxed.

**Additional Print Proposals may be sent to:**

Visit SLO CAL   
ATTN: Eric Parker   
1334 Marsh Street  
San Luis Obispo, CA 93401

**Proposals must be received by the date and time referenced in the Tentative Schedule. Late submissions will not be accepted.**

ATTACHMENT A

**INTENT TO BID**

**Content & Publishing**

**Services Due: Wednesday, February 9, 2022**

12:00 PM Pacific Daylight Time

**Send to: Cathy Cartier**

**CMO**

Cathy@SLOCAL.com

**Please cc: Eric@SLOCAL.com**

Name of proposer:

Contact Person:

Mailing Address:

Agency URL:

Telephone:

Email Address:

Signed:

ATTACHMENT B

PROPOSAL EVALUATION CRITERIA: Proposals will be reviewed, evaluated and scored by an evaluation committee. Evaluation of proposals will be based on the following criteria for each component. Each criterion will be scored according to the degree of responsiveness present in the proposal being evaluated.

|  |  |
| --- | --- |
|  | **Max. Points** |
| **1. OVERALL EXPERIENCE OF COMPANY & DEMONSTRATED RESULTS** | 10 |
| Our evaluation will include an assessment of the history of your company, your experience as it relates to the requirements within this RFP including tourism public relations, evidence of past performance, quality and relevance of past work, references, and related items. |  |
| **2. CREATIVITY** | 20 |
| Our evaluation will include an assessment of the quality of proposed strategies, and creativity as demonstrated by the required project and past work. |  |
| **3. FAMILIARITY WITH VSC & TOURISM INDUSTRY** | 15 |
| Our evaluation will include our assessment of your understanding of our organization, San Luis Obispo County as a destination and the landscape of the countywide tourism industry, and the industry as a whole in addition to how you integrated this knowledge into your proposal. |  |
| **4. QUALIFICATIONS OF PERSONNEL** | 10 |
| As reflected through the Overall Experience of Company & Demonstrated Results, our evaluation will also include an assessment of the qualifications and experience of your managerial team, staff and sub-contractors. |  |
| **5. PLANNING & INNOVATION** | 20 |
| Ability of firm to think beyond the now and set San Luis Obispo County up to be at the forefront of the changing destination marketing landscape. |  |
| **6. STRATEGIC THINKING/PLANNING APPROACH** | 15 |
| Philosophy/approach to account planning, media planning and overall content development. |  |
| **7. BUDGET APPROACH/COST EFFECTIVENESS** | 10 |
| Effective and efficient delivery of quality services is demonstrated in relation to the budget allocation. The allocation is reasonable and appropriate. Approach to compensation structure is balanced and structured to maximize marketing investment. |  |
| **TOTAL POINTS** | **100** |

1. *Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by VSC. This RFP is not subject to State or County government contracting rules and regulations and VSC reserves the right to modify any and all terms and conditions in its sole and absolute discretion.* [↑](#footnote-ref-2)
2. *If RFP is amended, VSC will send an addendum to all proposers.* [↑](#footnote-ref-3)