NOTICE OF REQUEST FOR PROPOSAL

#2023-RFP-05

JOPLIN CVB,
PRINT & DIGITAL MEDIA BUYER

RFP Due Date: Noon, Wednesday, August 2, 2023

Location: City of Joplin
Convention & Visitors Bureau
602 S. Main Street
Joplin, MO 64801

Staff: Patrick Tuttle
Email: ptuttle@joplinmo.org
Phone: 417-625-4789

The Convention & Visitors Bureau will receive proposals at the specified location until the time and date cited above. Only proposals received by the correct time and date will be recorded.

Proposals must be submitted in an envelope with the Request for Proposal number and the Vendor's name and address clearly indicated on the envelope. All proposals must be completed in ink or typewritten and submitted by the time and date above.

Consultants are strongly encouraged to read the entire Request for Proposal carefully.

July 05, 2023

Issue Date

NOTICE TO BIDDERS

The City of Joplin, Missouri, will accept sealed bid proposals until NOON, Wednesday, August 02, 2023, at the Joplin Convention & Visitors Bureau located at 602 S. Main Street, Joplin, Missouri, 64801 for the following SERVICE:

Print and Digital Media Buyer for Tourism Marketing
for the Joplin Convention & Visitors Bureau
annual marketing strategy (Fiscal Years 2024-2026).

Specifications and bid forms are available from Patrick Tuttle, director of the Joplin Convention & Visitors Bureau, by calling 417-625-4789 or by email at ptuttle@joplinmo.org. Any proposals received after the specified deadline will be returned to the vendor.

The City reserves the right to evaluate all proposals, reject any or all proposals, and solicit again later.

The City may waive any irregularities in the proposal, negotiate variances from specifications, and make awards that are in the City's best interests.

The City will have the final decision in all matters regarding acceptance of proposals and issuance of awards.

The City encourages minority and female-owned businesses to submit proposals on all City purchases.

Leslie Haase, CPA

Finance Director

Publication Date: Wednesday, July 05, 2023

JOPLIN CVB, PRINT & DIGITAL MEDIA BUYER

Project Description:

Joplin Convention & Visitors Bureau (JCVB) dba VISIT JOPLIN is seeking a Print and Digital Media BUYER to develop a print and digital media strategy for reaching the travel industry segments of Travel & Leisure, Group Travel, International (Route 66 related) and Small Market Conventions for the fiscal years 2024 through 2026, which run November thru October.

The JCVB Print and Digital Media Strategy will be for National and International marketing of Joplin, Missouri, as a destination. The projected annual print and digital media budget over the life of this agreement is $160,000(+/-) per year, which fees are within.

To ensure timeliness in meeting deadlines, the Print and Digital Media Strategy must include but is not limited to publication name and publisher, target audience, audience size, lead generation potential, artwork deadline, insertion date, publication date, ad size, and campaign/theme. JCVB will finalize the Plan's rates, placement, and content.

BUYER will place and track ad fulfillment, plus provide invoice auditing, reconciliation, and payment.

BUYER will manage advanced marketing on social media accounts (placing, boosting, and targeting, and tracking) to include the confines of the State Grant agreements.

BUYER will provide digital media, SEO and SEM strategy, and ongoing analytics.

BUYER will manage the media strategy through to the final insertion.

JCVB will have a series of ads designed within a campaign theme. Our designer will need proper time to prepare the artwork to meet each publication's specifications. BUYER will develop a production timeline. BUYER's design team may be used from time to time for specific ads.

Invoicing between BUYER and JCVB must be made separately for each purchase during the month of publication. The invoice must clearly show ad cost and buyers' percentage. A detailed account of all ads placed within the billing period must accompany the invoice for placement verification.

BUYER will also negotiate added value and editorial packages.

INSTRUCTIONS TO BIDDERS

The City of Joplin, Missouri, proposes to CONTRACT the following service:

JOPLIN CVB, PRINT & DIGITAL MEDIA BUYER

All bids shall have firm-fixed F.O.B. Joplin, Missouri price and shall be honored for a minimum of ninety (90) days following the bid opening.

All bids shall be exclusive of Federal, State, and City taxes.

The specifications included with this bid document aim to generally describe the item(s) desired in sufficient detail to secure bids on comparable items. All parts not specifically mentioned which are necessary for the item(s) to perform as intended shall be included. The strength, quality of workmanship, and material shall be in accordance with the best trade practices.

Specification variances, manufacturer's literature, and additional information should be attached to the bid form. All blanks on the attached bid specifications shall be filled in completely and accurately. Any bid not meeting this requirement may be considered non-responsive.

Any protest or grievance must be issued in writing and delivered to the office of the Director of Finance within ten (10) days following the bid opening. Any protest filed after this period has elapsed will not be considered.

The City encourages selecting products manufactured, assembled, and/or produced in the United States as long as the quality and price are comparable with other items bid.

Businesses that are located within the city limits of Joplin may be given preference in the awarding of a bid, providing the bid from the local business does not exceed the lowest bid by more than 3% or $2,500, whichever is less.

The City may give preference to vendors handling products that contain post-consumer recovered materials, providing the bid does not exceed the lowest bid by more than 5% or $2,500, whichever is less.

Once the bids are reviewed and evaluated, the successful vendor will be notified in writing and will receive an authorized City of Joplin purchase order. Verbal acknowledgments will not be considered as an official notification and will not obligate the City in any way. Delivery or performance should not be completed without receiving an authorized purchase order.

The minimum information to be submitted with each bid shall consist of the following:

Pricing Scenario

Please complete and include this price sheet with your sealed bid.

Price or percentage per print ad placement - $_____ _____%.

Price or percentage per digital ad placement - $_____ _____%.

Hourly rate of $_____ for ad creation.

Itemized other service fees, mileage requirements, or any miscellaneous associated expenses for accomplishing tasks:

_____

_____

Agency name:

_____

Proposal Evaluation (50-point process):

Please submit the following:

1. Buyer's price/percentage on ad placements, as applicable (20 points)
2. Buyer's experience with digital marketing (10 points)
3. References/experience from within the travel industry (10 points)
4. Buyer's strength in tourism market research and analytics (5 points)

MARK BID ENVELOPES: "BID 2023-RFP-05, JOPLIN CONVENTION & VISITOR'S BUREAU PRINT & DIGITAL MEDIA BUYER, BY NOON, WEDNESDAY, AUGUST 02, 2023."

Questions concerning the specifications and bidding procedures should be directed to Patrick Tuttle, Joplin CVB at 602 S. Main Street, Joplin, MO, 64801, or by phone at 417-625-4789.