

REQUEST FOR BID PROPOSAL PACKAGE

#2017-RFP-06

for

JOPLIN CVB
PRINT & DIGITAL MEDIA BUYER

JOPLIN CONVENTION & VISITORS BUREAU
602 S. MAIN STREET
JOPLIN, MO 64801

NOTICE TO BIDDERS

The City of Joplin, Missouri will accept sealed bid proposals until NOON, Wednesday, June 14, 2017 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 (FY2018-2020).

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, to reject any or all proposals and solicit again later. The City may waive any irregularities in the proposal or negotiate variances from specifications, and make awards that are in the best interests of the City. The City will have 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: Thursday, May 25, 2017

JOPLIN CVB PRINT & DIGITAL MEDIA BUYER

Project Description:

Joplin Convention & Visitors Bureau (JCVB) 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, Religious Meetings and Small Meetings for the fiscal years 2018 through 2020, which run November thru October.

The JCVB Print and Digital Media Strategy will be for National and Regional marketing of Joplin, Missouri as a destination. Projected annual print and digital media budget over the life of this agreement is $100,000(+/-).

To assure 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 have final approval on 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 (boosting, placing and targeting), to include confines of the State Grant agreements.

BUYER will provide social media, SEO and SEM strategy and 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.

Invoicing between BUYER and JCVB must be made separately for each purchase during the month of publication. Invoice must clearly show ad cost and buyers percentage. For placement verification a tear-sheet must accompany invoice.

BUYER will also negotiate added value and editorial packages.

Pricing Scenario

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

Price per ad _____% (percentage of each ad placement)

Agency name:

_____

Proposal Requests (50 point selection):

Please submit the following:

1. Buyer's percentage on placement or hourly rate, as applicable (20 points).
2. Buyer's experience within the travel industry (10 points).
3. Buyer's experience with digital marketing (10 points).
4. References within the travel industry (5 points).
5. Buyer's strength in market research and analytics (5 points).

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.

It is the intent of the specifications included with this bid document to generally describe the item(s) desired in sufficient detail as to secure bids on comparable items. All parts not specifically mentioned which are necessary in order 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 time period has elapsed will not be considered.

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

Businesses which 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 official notification and will not obligate the City in any way. Delivery or performance should not be completed without the receipt of an authorized purchase order.
Minimum information to be submitted with each bid shall consist of the following:

MARK BID ENVELOPES: "***BID 2017-RFP-06JOPLIN CONVENTION & VISITOR'S BUREAU PRINT & DIGITAL MEDIA BUYER, BY NOON, WEDNESDAY, JUNE 14, 2017***"

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 (417) 625-4789.