



## **Carson City Culture & Tourism Authority (CTA)**

### **Request for Proposal (RFP)**

**THIS IS NOT AN ORDER**

**ADVERTISED RFP CTA 1920-101**

### **CCCTA Creative Content/Development & Public Relations/External Communications**

**ISSUE DATE:** January 22, 2019

**RFP SUBMISSION DUE:** February 18, 2019

**FINALIST PRESENTATIONS:** February 25, 2019

#### **REPLY TO:**

Carson City Culture & Tourism Authority  
c/o Chris Kipp, CTA Operations Manager

716 N. Carson Street

Carson City, NV 89701

775-283-7682

[ckipp@visitcarsoncity.com](mailto:ckipp@visitcarsoncity.com)

## 1. INTRODUCTION

- 1.1. A Selection Committee will evaluate the proposals submitted.
- 1.2. The Committee may call for oral interviews anticipated on February 25, 2019.
- 1.3. The CTA reserves the right to retain all proposals submitted and use any idea in a proposal regardless of whether or not said proposal is selected.
- 1.4. During evaluation, the Selection Committee reserves the right, where it may serve the CTA's best interest, to request additional information or clarification from the Firm, or to allow corrections of errors or omissions. Oral interviews may be conducted by the Selection Committee for the Consultants who submit a Proposal and were short listed.
- 1.5. Submission of a proposal indicates acceptance by the Firm of the conditions contained in this Request for Proposals, unless clearly and specifically noted in the proposal submitted and confirmed in the resultant Contract(s) between CTA and the Firm selected.
- 1.6. The use of the term "firm" refers to Marketing Firms with certified personnel, doing business in the United States and duly registered in the State of Nevada with business license.
- 1.7. There is no expressed or implied intent or obligation for CTA to reimburse responding firms for any expenses incurred in preparing proposals or any travel expenses during interviews in response to this Request for Proposals.
- 1.8. CTA shall reserve the right to terminate any agreement resultant from this solicitation and subsequent action for cause but not limited to inadequacy of performance.
- 1.9. CTA reserves the right to reject any or all proposals and to award to the proposer the CTA deems most qualified and whose award of the Contract(s) will accrue to the best interests of the CTA.
- 1.10. Until the receipt and opening of proposals, the proposers' principal contact with Carson City Culture & Tourism Authority will be as listed below.

Carson City Culture & Tourism Authority

c/o Chris Kipp, CTA Operations Manager

716 N. Carson Street

Carson City, NV 89701

e-mail: [ckipp@visitcarsoncity.com](mailto:ckipp@visitcarsoncity.com)

775-283-7682 FAX: 775-687-7416

- 1.11. All contacts regarding the proposal should be with the above-named individual only. Proposers contacting other CTA staff or CTA officials may be disqualified for doing so.

## **2. OVERVIEW**

The Carson City Culture & Tourism Authority is seeking to retain the services of a firm(s) or firms to develop creative and coordinate content creation for CTA Marketing/Public Relations/Communications.

## **3. BACKGROUND INFORMATION**

The Carson City Culture & Tourism Authority (CTA) was created by the Carson City Board of Supervisors in 1968 under the provisions of Nevada Revised Statute (NRS) 244A.597. The CTA is the destination marketing organization for Carson City and is tasked with maintaining the economic engine of tourism. Additionally, the CTA funds the public arts and culture program for Carson City. The CTA is governed by the Carson City Culture and Tourism Board of Directors per NRS 244A.599.

The five (5) members serving on the CTA Board of Directors are selected by the Carson City Board of Supervisors and must include the following:

- Two members to represent the hotel and motel operators in the city.
- One member to represent the other commercial interests in the city.
- One member who is a member of the Board of Supervisors.
- One member to represent the city at large.

With the exception of the member of the Board of Supervisors, terms are 2 years in duration.

The CTA is funded principally through transient lodging tax (room tax). This tax is a percentage of the room rate charged by lodging properties. It is levied by the Carson City Board of Supervisors and is allowed pursuant to NRS 244A.645. The Consolidated Municipality of Carson City levies the charge via Carson City Municipal Code Chapter 4, Section 8 and in the same code, delegates the collection and use of the tax to the CTA.

## **4. DURATION OF SERVICE**

The resulting Contract(s) shall be for an initial Contract term of one (1) year, three (3) months and twenty (20) days anticipated to begin March 12, 2019, subject to Commission approval, with an option to renew for two (2) additional years, if agreed upon by both parties and in the best interests of the Authority.

## **5. SUBMITTAL INSTRUCTIONS**

- a. A copy of this RFP may be requested from the CTA Operations Manager at the address shown in subsection (b) of this section, electronically at [ckipp@visitcarsoncity.com](mailto:ckipp@visitcarsoncity.com), or by telephone at 775.283.7682.

- b. All proposals must be received by the CTA no later than 2:00 p.m., February 18, 2019. Submit proposal in a **sealed envelope**, labeled **Submittal for RFP CTA 1920-101** to one of the following:

**Mail/Delivery To:**

Carson City Culture & Tourism Authority  
c/o CC Culture & Tourism Authority  
Attn.: Chris Kipp  
716 N. Carson St., Suite 100  
Carson City, NV 89701

**In-Person To:**

Carson City Culture & Tourism Authority  
716 N. Carson St., Suite 100  
Carson City, NV 89701

- c. A master copy (so marked) of the Proposal and one electronic copy (Adobe Acrobat format saved onto a PC readable medium (flash drive), to include a title page showing the RFP subject; the firm's name, address, telephone number and email address of a contact person. The Proposal must be received on or before the date and time set for receipt of proposals. Proposals shall be clear, straightforward, and not exceed 30 pages in length not including company brochures. Company brochures may be provided.

**Final Date for Submittal of Questions** will be received through 12:00 p.m. on Tuesday, February 5, 2019. Questions shall be submitted in a letter format in writing via e-mail or mail and submitted to:

Carson City Culture & Tourism Authority

c/o Chris Kipp, Operations Manager

Carson City Culture & Tourism Authority

716 N. Carson St., Suite 100 Carson City, NV 89701

e-mail: [ckipp@visitcarsoncity.com](mailto:ckipp@visitcarsoncity.com)

775-283-7682 FAX: 775-687-7416

- d. **LATE PROPOSALS WILL NOT BE ACCEPTED.** Prospective proposers are held responsible that their proposals arrive at the Carson City Culture and Tourism Authority on or before the designated time and date.
- e. All questions in the questionnaire must be completed. All requested documents must be provided.

## 6. EVALUATION AND AWARD PROCESS

- a. The CTA shall use its best judgment in conducting a comparative assessment of the proposals.
- b. The CTA shall select finalists which possess the ability to service the CTA's needs. On-site visits may be scheduled with the finalists. The CTA may ask the finalists to travel to the Carson City, Nevada to present further details and or respond to questions. It is the expectation of the CTA that the vendor will bring the proposed account management team for the on-site visit/presentation.
- c. Selected respondent(s) will be contacted following the presentations referenced above, and notifications will be sent to all firms submitting proposals.
- d. The CTA reserves the right to cancel the Contract(s) at the end of each fiscal year by giving at least 30 days prior written notice, or to cancel with cause at any time.
- e. No oral explanation in regard to the meaning of the specifications will be made, and no oral interpretation will be given before the award of the Contract(s). If any firm contemplating submitting a bid for the Contract(s) is in doubt as to the true meaning of any part of the specifications or any other proposed Contract documents, firm may submit to the CTA a written request for an interpretation thereof. The firm submitting the request will be responsible for its prompt delivery. Any interpretation of the proposed documents will be made by addendum duly issued or delivered to each firm receiving a set of such documents. The CTA will not be responsible for any other explanation or interpretations of the proposed documents.
- f. The CTA reserves the right to reject any and all bids and to waive any informality in bids.

**RECOMMENDATION FOR AWARD** will be made based on the evaluation results of the Selection Committee. Once the committee has made a recommendation and a Contract is negotiated, the results will be posted on the CTA website [visitcarsoncity.com/contracts](http://visitcarsoncity.com/contracts).

**FINAL SELECTION** will be made by the CTA anticipated at the March 11, 2019 meeting. Should it become necessary to reschedule the date set for award, notice will be provided to those finalists selected. In all instances, a decision rendered by the CTA shall be deemed final.

### **Anticipated Schedule:**

Release RFP	January 22, 2019
Submittal of Questions	February 5, 2019
RFP Submittal Deadline	February 18, 2019
Firms Notified of Short List	February 21, 2019
Short List Interviews	February 25, 2019
CTA Board Approves Contract	March 11, 2019

## 7. RFP REQUIREMENTS

- a. Respondents should submit any information which documents successful and reliable experience in past performance similar to those of the requirements of this proposal.
- b. The above information may be shown on the enclosed questionnaire or in a similar manner.
- c. Must have experience working with a Board/Commission.
- d. Must have directly related experience developing and implementing content creation utilized to promote a destination.

## 8. REQUIRED INFORMATION

The factors listed in this section will weigh heavily into the CTA's decision-making process on this project. These evaluation requirements are considered to be minimum requirements.

### 8.1.1 A Statement of Project Understanding

- a. Demonstrate the knowledge, skills and abilities to perform the specifications of the RFP.

### 8.1.2 Project Approach

- a. Proposal is organized and responsive to all requirements of the RFP, and proposer exhibits competence regarding the proposed scope. Proposer exhibits insightful approach to the scope of work. **8.1.2.1 SCOPE OF WORK: See Scope of Work Attachment**

### 8.1.3 Key Personnel Information:

- a. Key staff information (no more than one page resume per member).
- b. Relevant experience and abilities

### 8.1.4 Project Experience

- a. An example of marketing content that was created to promote a destination marketing campaign.
- b. An example of marketing content where the use of technology and social media platforms were used to promote a destination marketing campaign.

**All examples should include a brief project overview, budget and location.**

- c. A minimum of 3 professional references and associated contact information.

## **9. EVALUATION CRITERIA:**

Having determined that a proposal meets the basic requirements, the Evaluation Committee will then evaluate it with respect to each of the following elements, total 100 points:

- 9.1 Qualifications (Maximum 50 points). The evaluation committee will consider; length of time in business, past performances in completing projects on time and within budget, ability to stay competitive in their industry, continued research in industry, reporting capabilities and programs to provide relevant KIP's, previous projects similar in size and scope, apparent capabilities to perform well in the execution of its obligations under a Contract as evidenced by its leadership and management personnel, size of organization, project manager and support staff, etc.
- 9.2 Staffing (Maximum 20 points). The evaluation committee will consider; proposer's staffing method of providing coverage in this Contract(s) with the different levels of staff proposed. Also taken into account will be the level of capabilities and ability to communicate effectively and timely.
- 9.3 Technical (Maximum 30 points). The evaluation committee will review the RFP for its completeness and evaluate how the proposer will approach the task of initiating and fully implementing the scope of work, and demonstration of assurance of performance as to quality and efficiency will be weighted when scoring.
- 9.4 **In-Person Presentation Evaluation Criteria**
  - a) Did the presenting vendor prove its expertise in delivering an integrated marketing program that will influence travel behavior? (Maximum 20 points)
  - b) How well did the presenting vendor show its ability to execute on this program component as part of an integrated marketing campaign? (Maximum 20 points)
  - c) Did the presenting vendor prove its skill in strategic planning? (Maximum 10 points)
  - d) Did the presenting vendor adequately convey its commitment to gaining an in-depth knowledge of the Carson City tourism product? (Maximum 10 points)
  - e) Did the presenting vendor provide the appropriate staffing level for both senior account strategy and day-to-day management? (Maximum 10 points)
  - f) How well did the presenting vendor address evaluators' questions? (Maximum 10 points)
  - g) Did the presenting vendor show enthusiasm for Carson City tourism and a high level of commitment to collaborating with other consultants? (Maximum 10 points)
  - h) Did the presenting agency demonstrate experience working within the tourism industry, or a destination marketing organization (DMO) with multiple stakeholders? (Maximum 10 points)

## **10. OBJECTION BY UNSUCCESSFUL PROPOSER:**

- 10.1 Any unsuccessful Proposer may file an objection to the CTA regarding the selection of the CTA Review and Selection Committee by following the procedure outlined in paragraph below. Information on the results of the Committee's evaluation may be obtained upon request and will be emailed to each respondent.
- 10.2 Any objection shall be written and submitted to the CTA Board of Directors c/o Carson City Culture & Tourism Authority within five (5) calendar days after a recommendation to accept or reject RFP have been posted to the Carson City Culture and Tourism Authority Website. The CTA Selection

Committee will stay any award actions until after the CTA Selection Committee has responded in writing to the protest. If the appellant is not satisfied with the response, appellant may then protest to the CTA Board of Directors, who will render a final decision. No protests will be heard by the CTA unless the proposer has followed the appeal process. CTA is not liable for any costs, expenses, attorney's fees, and loss of income or other damages sustained by the appellant in the process.

## **11. LIST OF REQUIRED DOCUMENTS**

- 11.1 Nevada Business License
- 11.2 Proof of Insurance Coverage
- 11.3 Organizational chart for your firm
- 11.4 Resume Form: Complete a form for each person employed by or Contracted with your firm which will assist with the completion of the scope of work for this Contract.
- 11.5 Questionnaire Response: Provide a detailed narrative for each of the questions within the questionnaire. Responses must be formatted in Times New Roman, size 12 font. The responses to each question should be clearly labeled in accordance with the question which the narrative addresses. **11.5.1 QUESTIONNAIRE: See Questionnaire Attachment**

## **12. COST PROPOSAL**

The cost proposal shall not be marked "confidential". Only information that is deemed proprietary per NRS 333.020 (5) (a) may be marked as "confidential".

Firms shall provide one (1) PDF Cost Proposal file that includes the following:

Section I – Title Page with the following information:

Section II – Cost Proposal

Firm's cost proposal response shall be included in this section.

END OF DOCUMENT



## **11.5.1**

### **QUESTIONNAIRE**

Provide a detailed narrative for each question on the questionnaire below.

**Note: Information contained in the bid process is public information after the CTA review process is completed.**

#### **1. General Information Regarding Your Firm**

- a. Name of Firm
- b. Address of Firm
- c. Phone Numbers of Firm
- d. Owner of Firm
- e. Contact Person of Firm
- f. Is the Firm a subsidiary of a larger agency or associated with another agency? If yes, provide additional information.
- g. Nevada Business ID (provide a copy of your Nevada Business License)

#### **2. Insurance Information**

- a. Insurance Carrier
- b. Coverage Summary
- c. Coverage Limits (provide proof of insurance)

#### **3. Organizational Information**

- a. Organizational Structure (i.e. Sole Proprietor, LLC, etc.)
- b. Organizational Chart (provide this within the required documents section)
- c. Provide a list of all employees/Contractors employed by your firm which your firm proposes to assign to service this Contract. Complete the attached resume form for each staff listed here and place in the required documents section.

**4. Technical Knowledge**

- a. What knowledge does your firm possess of tourism attractions in the Carson City area?
- b. What knowledge does your firm possess regarding the principles and practices of content creation for marketing, branding, advertising, public relations, and/or social media?
- c. What knowledge does your firm possess regarding content creation for marketing, branding, advertising, public relations with both public and governmental agencies?

**5. Technical Abilities**

- a. What abilities does your firm possess to be able to plan, organize, and direct the content creation for marketing, branding, advertising, public relations of the CTA to enable it to carry out its goals and objectives?
- b. What abilities does your firm possess to be able to perform responsible administrative work in a high-profile position dealing with topics under intense public and media scrutiny and respond appropriately as situations change?
- e. What abilities does your firm possess to be able to plan, schedule, and organize all aspects of content creation for marketing, branding, advertising, public relations?

### 8.1.2.1

#### SCOPE OF WORK

The successful bidder shall fulfill the following:

**Content Creation/Advertising/Marketing/PR:** (Content to include but not limited to photography, video, audio, graphic design, short/long articles, polls/surveys, interviews, research, newsletters, PSA's) Scope items are to be requested and used as needed by the CTA. Assume vendor hired can submit equivalent work to that mentioned below I deemed necessary. Scope of work is not all encompassing. Vendor does not need to be both a content creation agency AND a public relations agency. The CTA is open to working with multiple agencies or companies to complete the scope of work. Any ideas not covered within the scope of work are welcomed by the CTA.

#### **Content Creation:**

- Create high-quality, experiential, entertaining, tourism-driven content that aligns with the CTA's visuals, voice, mission, personas and market preferences and be appealing to an international audience as well.
- The contracted creative team must be comprised of professionals able to demonstrate category-defining creative for Carson City, Nevada's tourism and travel industry.
  - The Carson City Culture & Tourism Authority is seeking creative work that strikes at the heart of the target audiences' emotional core and compels them to visit Carson City, Nevada; and.
  - The creative work must go beyond generating awareness to be a true sales tool that drives consumer trip-planning and purchase decisions.
- The contracted creative team should possess the skills and vision to move the current brand campaign into the next evolution of the established "Your Nevada Experience Starts Here" execution.
  - The creative team should be able to innovatively communicate with a Millennial audience to build brand loyalty, without alienating Boomer and Gen X legacy audiences, identified as known return visitors to Carson City, Nevada.
  - The creative team will be asked to develop campaigns that align with a multi-generational strategy and, based on the level of experience with this topic, may be required to undergo instructive sessions (at the agency's cost) to assure solid generational strategy methodology is inherent in all campaigns
- Assist the CTA in concept development, including quality graphic design.
- Assist the CTA in developing original copy (text), copy-writing and editing.
- Assist the CTA in creative strategy and design of overall branding and campaign creation (collateral, reports, advertising and visual display, broadcast or social media materials) including pitching ideas that better elevate the campaigns.
- Assist the CTA with crafting journalistic-style articles with insider information that's more than research aggregated from web searches. Superior editing skills are a must. Agency is expected to have proofread all written content before submitting to the CTA.

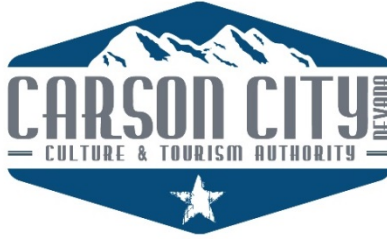
- The contracted vendor must secure all licensing, usage rights and intellectual property rights on the behalf of the State of Carson City, Nevada so that all materials are delivered unencumbered to the Carson City Culture & Tourism Authority.
- Creative materials must be provided in a native format such as layered files with appropriate links. All costs for transferring materials and files will come from the vendor's budget.
- Assist the CTA in developing original content for social media platforms: Facebook, Twitter, LinkedIn, Pinterest and Instagram.
  - Each time content is made for social media, multiple versions of the content is made in the format, time length and specification best suited for each individual social channel.
    - Agency is expected to stay on top of changing social media trends and adapt to any changes in order to submit the highest quality work.

### **Public Relations**

- Assist the CTA in development and pitching story-lines and press releases, fact sheets and industry highlights to the media; coordinate media interviews & press conferences.
- Assist the CTA in communication efforts (i.e. blog posts, Newsletters, etc.).
- Assist the CTA in developing and maintaining targeted media lists (local, trade, national and international).
- Assist the CTA in strategic research and plan development.
- Assist the CTA in drafting & distribution of all press releases, media announcements, etc.
- Assist the CTA in monitoring all media coverage of the brand and related topics.
- Assist the CTA in coordination of media attendance and management at events.
- Assist the CTA in contacting editors & reporters for coverage based on editorial calendars or a specific event/topic.
- Work in collaboration on a social media/networking strategy and driving ongoing channel engagement. The PR vendor must be highly knowledgeable of social media strategy, trends, and tactics and be a trustworthy resource for new social campaign ideas and tools if needed. Social campaigns ideas provided must align with other marketing and PR efforts. The PR vendor will be responsible for guiding and assisting with these campaigns.
- Work in collaboration with the Carson City Culture & Tourism Authority in developing and producing familiarization tours with key media and influencers.
- Any external communications program must align with the overall marketing strategy and integrate with all other sales and marketing components. The PR vendor must work closely with marketing and sales staff and vendors to create cohesive messaging. The PR vendor and Carson City Culture & Tourism Authority PR staff is responsible for driving brand awareness and must be able to apply proper messaging across all channels of marketing, public relations, consumer relations, and B2B efforts.

### **Account Management & Reporting:**

- Meet with CTA staff as needed for the purposes of carrying out initiatives.
- Maintain internal procedures that ensure budget control, prompt billing and quality control, including but not limited to auditing invoices for space, time, preparation and services.
- Prepare cost schedules and project sheets for content creation expenditures and other related costs and secure the approval from CTA Executive Director or CTA Marketing Manager for all expenditures with regard to authorized advertising by submitting preproduction estimates.
- Assign and aid in the prosecution, application, registration, and defense of all applicable intellectual property.
- Provide weekly status reports, or as otherwise requested, to the CTA Marketing Manager updating the progress of all projects.
- Provide monthly, quarterly and annual performance cost analysis for Contract.
- Assist the CTA in developing analytical data reports and KPI's in collaboration with the CTA Marketing Manager to measure overall effectiveness and performance, and provide detailed reports monthly or as requested by the CTA. It should be noted that strategic plans, creative strategies and other strategic input will come in large part from the CTA Marketing Manager in coordination with the selected Firm(s). In addition, the Firm(s) should be able to recommend strategies to expand the impact of advertising/marketing campaigns allowing for the broadest possible exposure to the target audiences within the available budget. The selected Firm(s) must provide creative briefs before each campaign or individual project outlining the goals(s), objectives, audience, strategies, budget and measurement. The selected Firm(s) must demonstrate ability to strategically plan, integrate, manage and execute an assortment of marketing projects. New and emerging technology opportunities are consistently being introduced and the selected Firm(s) must be able to identify, evaluate, recommend, develop and execute, and/or manage the execution of these opportunities.
- Any and all marketing creative developed including, but not limited to copy and tag lines, conceptual and final creative elements and working files, photography, illustrations, press materials, graphics, custom code for proprietary websites, passwords, logins, etc. prepared for the Carson City Culture & Tourism Authority will become the property of the City of Carson City, Nevada and will be provided to the Carson City Culture & Tourism Authority in whole or in part either immediately upon concept approval and/or upon completion of the project for future usage.



**CARSON CITY CULTURAL & TOURISM AUTHORITY**  
716 N. Carson St., Suite 100  
Carson City, NV 89701  
775-283-7682  
<http://visitcarsoncity.com/contracts/>

**RFP CTA 1920-101 - CCCTA Creative Content/Development & Public Relations/External Communications**

**Addendum No. 1**

Please make the following additions/changes/clarifications to the above referenced project due to questions received.

1. *Are you disclosing a budget for the services within this RFP? If not, could you share a not to exceed budget for the scope items within the RFP?*

**Listed below are actual costs for fiscal years 17 and 18 based on past services rendered.**

2. *If we provided a budget of \$100,000 for creative development services over the course of a 12 month period would this be accepted?*

**Listed below are actual costs for fiscal years 17 and 18 based on past services rendered.**

3. *If you are not releasing the budget thresholds at this time, could you please share the amount of money the CCCTA has invested in marketing initiatives for FY 2018 and FY 2017?*

**Listed below are actual costs for fiscal years 17 and 18 based on past services rendered.**

<b>Content Creation</b>	<b>FY17</b>	<b>FY18</b>
Visitors Guides	18,480.00	18,025.00
Video	32,555.00	26,180.00
Photography	18,915.00	20,930.00
Content writing & edits	15,795.00	16,195.00
Media dist., misc.	11,065.00	11,003.00
Total	96,810.00	92,333.00

4. *Does CCCTA have any existing creative assets like photography or videography that can be leveraged for the creative development portion of the RFP?*

**Yes.**

5. *It is notable that there is not mention of a paid media budget in this RFP. It is an assumption the creative agency would produce advertising units as part of the creative services production. Is Paid Media Management expected to be an aspect of the scope, if so what is the paid media budget and desired channels?*

**Yes, creative ad units for print and digital use should be considered as a part of the scope of work. Paid media management is not a part of the scope of work.**

6. *There is no mention of the CCCTA website in the RFP. Is there going to be an additional RFP that addresses the website and other related digital efforts including SEO?*

**A separate RFP will be released in February with regard to web development and SEO.**

7. *It is stated in the RFP that the agency doesn't have to bid on all items included in the scope of the RFP. Should we want to only go after one portion of the RFP, how would you like us to denote that in our submission?*

**You may simply denote this at the front of your technical proposal, indicating which element you are bidding on.**

8. *What is the current geo of your target audience? How well is that currently performing? What other markets would you like to target?*

**Areas the CTA currently targets are mostly in our drive markets: LA, San Francisco, Sacramento, Denver, Las Vegas, Phoenix, Boise, and parts of Utah. Currently, the CTA targets adults 22 and older. The largest demo is 25-44 and skewed slightly male. Ideally, the CTA would like to have scalable growth internationally and capture more of the markets listed above.**

9. *What other agencies/partners will the selected RFP winner work directly with? (e.g. media agency, brand agency, web development, freelance, etc.)*

**At this time, there are no other contracted vendors in place. A web/digital development and e-marketing/CRM RFP will release later this month.**

10. *What internal staff/skillsets will be available to the chosen agency? (e.g. do you have an internal web developer, social content writer, etc. that we would work with?)*

**Agency/vendor will be working directly with the CTA's marketing manager. The duties the marketing manager currently handles that are most beneficial to the vendor are; manages all social media outlets, writes social content, manages/builds email campaigns, directs the ad creative, and manages/updates content on the website. The marketing manager will work in collaboration with the vendor on campaigns and projects and aid where ever necessary. The City of Carson City IT department currently manages the backend of the website and can work in collaboration with vendor to complete any campaigns, if necessary.**

11. *Can you share the KPIs/metrics/etc the marketing committee uses to show success from previous campaigns?*

**The CTA's most utilized KPIs and metrics change per marketing outlet:**

- **Digital Marketing:** Utilizing either the vendor's analytics or through Google Analytics CTR, page views and bounce rates are used to measure success of the campaign.
- **Social Media:** Paid social campaigns through Facebook & Instagram KPI's: follower increases, engagement rate, paid and organic reach and impressions served. Some of those KPIs are deemed more important than other depending on the content being promoted. The CTA has not done any paid media through Twitter or Pinterest.
- **Any kind of print advertisement is gauged on demographics and circulation of the publication.**

12. *Is there an incumbent?*

**Nevada Momentum and Computer Artistry currently provide the services included within the RFP.**

13. *What is your anticipated professional services budget for this scope?*

- If none provided, is it safe to assume that the \$130k professional services budget last year will be leveraged for this?*

**It is expected that prospective bidders use the attached Excel file with FYTD19, FY18 and FY17 actual costs to provide their respective cost proposals.**

14. *Section 11.4 requests each person to fill out a completed resume form. Where can we find this form?*

**The reference to a "resume form" should not have been included in the RFP. Please submit resumes in a format that works for your company and staff.**

15. *Would you like the Cost Proposal physically separated from the original RFP response? Or can this be attached in the same response?*

**It can be attached in the same response as its own PDF.**

16. *We also wanted to confirm you only needed one physical copy of the RFP, along with a digital copy. Is this correct?*

**This is correct, although prospective bidders are welcome to submit up to four additional hard copies, to assist with the evaluation committee's needs.**

17. *Can you elaborate on 11.5.1 Questionnaire, question 4 b & c. How are these questions different? They seem very similar in how they could be answered.*

**Question 4 a. is more in the general knowledge arena, whereas 4 b. is related to public and governmental agencies, which is what the CCCTA falls into.**



18. *What is the budget for this project?*

**It is expected that prospective bidders use the actual costs for FY17 and FY18 , listed below, to provide their respective cost proposals.**

<b>Content Creation</b>	<b>FY17</b>	<b>FY18</b>
Visitors Guides	18,480.00	18,025.00
Video	32,555.00	26,180.00
Photography	18,915.00	20,930.00
Content writing & edits	15,795.00	16,195.00
Media dist., misc.	11,065.00	11,003.00
<b>Total</b>	<b>96,810.00</b>	<b>92,333.00</b>

19. *If there is a subcontractor, what info would be needed from the subcontractor?*

**The name of the subcontractor to be used along with what components of the scope of work the subcontractor would be handling should be noted in the technical response.**

20. *Is there a minimum of case studies/work samples that need to be provided?*

**Three.**

21. *Are the resume forms referenced in 11.4 provided or do they need to be generated?*

**The reference to a “resume form” should not have been included in the RFP. Please submit resumes in a format that works for your company and staff.**

22. *Is there specific information that needs to be provided on the title page for the cost proposal?*

**The title page should reference the RFP subject, the firm's name, address, telephone number and email address of a contact person.**

23. *What are the key target markets you hope to reach through this campaign? We are aware the target will be multi-generational, but any additional detail would be helpful (demographics, psychographics)*

**Areas the CTA currently targets are mostly in our drive markets: LA, San Francisco, Sacramento, Denver, Las Vegas, Phoenix, Boise, and parts of Utah. Currently, the CTA targets adults 22 and older. The largest demo is 25-44 and skewed slightly male. Ideally, the CTA would like to have scalable growth internationally and capture more of the markets listed above.**

24. Please provide additional clarity on the KPI's that will be used to measure success. We are surmising that performance in the following categories will be considered; please confirm:

- a. Occupancy rate
- b. Hotel bookings
- c. Sales tax expenditures
- d. Restaurant covers
- e. Ticket sales for local attractions/events

The categories above are definitely measures of performance for the CTA. In addition, the CTA's most utilized KPIs and metrics change per marketing outlet:

- **Digital Marketing:** Utilizing either the vendor's analytics or through Google Analytics CTR, page views and bounce rates are used to measure success of the campaign.
- **Social Media:** Paid social campaigns through Facebook & Instagram KPI's: follower increases, engagement rate, paid and organic reach and impressions served. Some of those KPIs are deemed more important than other depending on the content being promoted. The CTA has not done any paid media through Twitter or Pinterest.
- **Any kind of print advertisement is gauged on demographics and circulation of the publication.**

25. What have been the successes/challenges from 2017 to present? (both with marketing and agency/consultative partnerships, respectively)

**Successes:** The ease of collaboration with current agency. They are easily accessible, come by the office for quick or long meetings, if necessary, or to get approval on changes very quickly and easily. Their communication and turn-around time on projects and last minute ideas has been impressive. The CTA hopes to continue a relationship similar to this. Because of this ease of collaboration and in-person communication the CTA has been able to work in a creative environment to produce great materials and campaigns in a short time frame.

**Challenges:** Formulating a truly structured marketing plan. Timely invoices are extremely important for us to get approval and plan for future grants and funding, especially since the CTA operates on a fiscal year.

26. What is the breakdown of production spend vs. media spend/working budget for this contract's duration?

Media buying is not a part of this RFP. Actual costs for FY17 and FY18 for those elements included in the scope of this RFP are listed below.

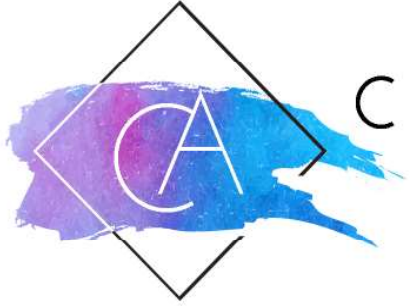
Content Creation	FY17	FY18
Visitors Guides	18,480.00	18,025.00
Video	32,555.00	26,180.00
Photography	18,915.00	20,930.00
Content writing & edits	15,795.00	16,195.00
Media dist., misc.	11,065.00	11,003.00
<b>Total</b>	<b>96,810.00</b>	<b>92,333.00</b>

*27. As per the language in the RFP, Client is requesting to be kept abreast of new technologies via Agency relations; please provide an example of how an Agency has successfully delivered upon this in the past.*

**The CTA needs to ensure it is not using dated technology that would pigeonhole them into dated marketing practices. The CTA would like to have open communication with the contracted vendor so that if a new program, website, or tool they believe would be beneficial, is brought to the CTA's attention. It is the expectation that the vendor keeps up with trends in travel and tourism and any updated tools/programs. The CTA is trying to avoid being a "Myspace in a Facebook world."**

*28. In regard to "Content Creation": please confirm that Client would be open to the potential for considering slightly different strategies for different social platforms (and therefore, slightly different creative iterations) to strategically execute agreed-upon messaging platform.*

**The CTA is open to different strategies.**



# COMPUTER ARTISTRY

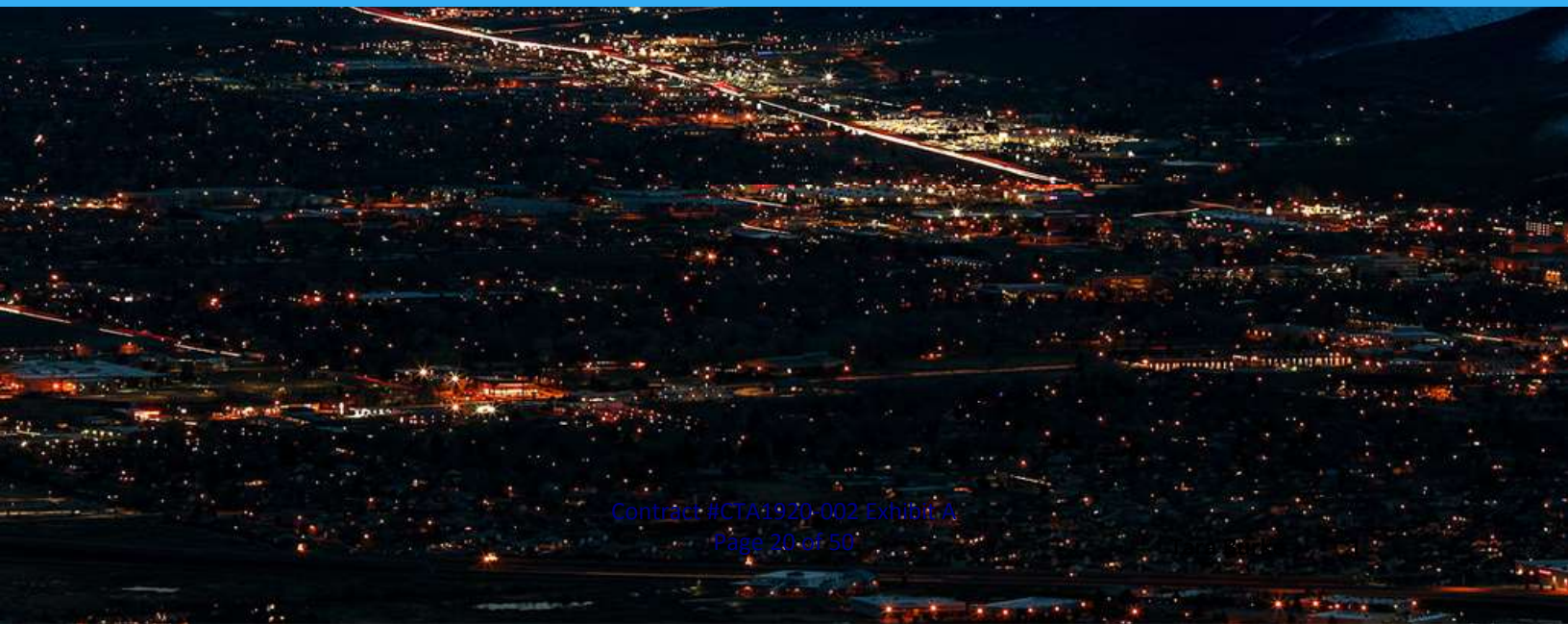
*graphic design*

2602 Fawn Fescue Ct. Minden, NV 89423 tara@computerartnv.com www.computerartnv.com



## CCCTA CREATIVE CONTENT/ DEVELOPMENT & PUBLIC RELATIONS/ EXTERNAL COMMUNICATIONS

**CCCTA RFP 1920-101**  
MASTER COPY



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# QUESTIONNAIRE

**1) General Information Regarding Your Firm**

- a) Name of Firm: Tara Burke DBA: Computer Artistry Graphic Design
- b) Address of Firm: 2602 Fawn Fescue Ct., Minden NV 89423
- c) Phone Number: 775-443-8756
- d) Owner: Tara Burke
- e) Contact Person: Tara Burke
- f) Is the Firm a subsidiary of a larger agency or associated with another agency? No
- g) Nevada State Business License #NV20191108104  
Carson City Business License #19-00025169

**2) Insurance Information**

- a) Insurance Carrier: Country Financial Insurance
- b) Coverage Summary: See Declarations Page
- c) Coverage Limits: See Declarations Page

**3) Organizational Information**

- a) Organizational Structure: Sole Proprietor
- b) Organizational Chart: Owner, Tara Burke
- c) Provide a list of all employees: Tara Burke



Billing Number: 0009844577

Policy Number: AM 9090307 07

COMMON POLICY DECLARATIONS

COUNTRY Mutual Insurance Company

1701 Towanda Ave., P.O. Box 2100, Bloomington Illinois 61702-2100

Item 1. Named Insured and Mailing Address

BURKE TARA N
2602 FAWN FESCUE CT
MINDEN NV 89423-8882

Agent Name and Address

LOGIURATO ANGELA
1177 N DIVISION ST
CARSON CITY NV 89703

Agent No. 04936

Agent Phone No.: (775) 884-4000

Item 2. Policy Period From: 04-08-2018 To: 04-08-2019

at 12:01 A.M., Standard Time at your mailing address shown above.

Item 3. Business Description: GRAPHIC DESIGN

Form of Business: INDIVIDUAL

Item 4. In return for the payment of the premium, and subject to all the terms of this policy, we agree with you to provide the insurance as stated in this policy.

Table with 2 columns: Description, Premium. Includes rows for BUSINESSOWNERS (\$400.00) and a summary section for TAX OR SURCHARGE (Total Policy Premium \$400.00, Standard Payment Plan Charges \$8.00, Policy Grand Total \$408.00, Payment Plan Semi-Annual).

If you wish to request a copy of your policy, contact your COUNTRY Financial representative or call our Customer Service Center at 1-888-211-2555.

Item 5. Forms and Endorsements
Form(s) and Endorsement(s) made a part of this policy at time of issue:
See Schedule of Forms and Endorsements

Countersigned:

Date: 03-04-18

By: [Signature]
Authorized Representative

TO REPORT A CLAIM ANY TIME DAY OR NIGHT, CALL 1-800-846-0100.

THIS COMMON POLICY DECLARATION AND THE SUPPLEMENTAL DECLARATION(S), TOGETHER WITH THE COMMON POLICY CONDITIONS, COVERAGE PART(S), COVERAGE FORM(S) AND FORMS AND ENDORSEMENTS, IF ANY, COMPLETE THE ABOVE NUMBERED POLICY.

AIL DS 03 08 07

Insured Copy

Contract #CTA1920-002 Exhibit A



Billing Number: 0009844577  
 Policy Number: AM 9090307 07

**BUSINESSOWNERS POLICY DECLARATIONS**  
**COUNTRY Mutual Insurance Company**

Policy Period From: 04-08-2018 To: 04-08-2019 12:01 A.M. Standard Time

Named Insured: BURKE TARA N

Effective Date: 04-08-2018  
 12:01 A.M., Standard Time

Agent Name: LOGIURATO ANGELA

Agent No.: 04936

**DESCRIBED PREMISES:** See Schedule of Locations

Coverage is applicable only if an 'X' is shown in the boxes below and / or a limit of insurance is shown.

**POLICY COVERAGES:** Limits of Insurance

Loc. No.	Bldg. No.	Coverage	Blanket #, If applicable	Limits of Insurance
		Building		
		Actual Cash Value - Building Option		
		Automatic Increase - Building Limit	%	
001	001	Business Personal Property		\$ 10,000

**MORTGAGE HOLDER NAME AND ADDRESS:** See Schedule of Mortgagees

**DEDUCTIBLES:**

Property Ded: \$ 1,000      Optional Coverage Ded: \$ 500

Property Damage Liab Ded:      Earthquake: %

**OPTIONAL COVERAGES:** Limits of Insurance

	Employee Dishonesty	Per occurrence
	Outdoor Signs	Per occurrence
	Burglary and Robbery (Named Perils only)	Inside the Premises Outside the Premises
	Money and Securities	Inside the Premises Outside the Premises
	Coverage Extensions - Optional Higher Limits Accounts Receivable Valuable Papers and Records	
	Additional Coverages - Optional Higher Limits Forgery and Alteration Business Income From Dependent Properties Business Income - Extended Number of Days for Ordinary Payroll Expenses Extended Business Income - Extended Number of Days	Extended No. of Days Extended No. of Days
	Other (specify) - See Businessowners Optional Coverages Schedule	

THESE DECLARATIONS ARE PART OF THE POLICY DECLARATIONS CONTAINING THE NAME OF THE INSURED AND THE POLICY PERIOD.

ABP DS 02 01 10

Copyright, Insurance Services Office, Inc., 2010

Insured Copy



**LIABILITY AND MEDICAL PAYMENTS**

Except For Damage To Premises Rented To You, each paid claim for the following liability coverages reduces the amount of insurance we provide during the applicable annual period. Please refer to Paragraph D.4 of the Businessowners Liability Coverage Form or Section II-Liability in the Businessowners Coverage Form and any attached endorsements.

	<b>Limits of Insurance</b>	
Liability and Medical Expenses / General Aggregate	\$ 2,000,000 /	\$ 4,000,000
Medical Expenses	\$ 5,000	Per person
Products / Completed Operations / Aggregate	\$ 4,000,000	
Damage To Premises Rented To You	\$ 50,000	Any one fire or explosion
Tenants Liability		
Damage To Premises Rented To You (In Excess of \$50,000)		
Self-storage Facilities		
Customer Goods Legal Liability		Per occurrence
Sale and Disposal Liability		
Motels		
Liability For Guests' Property (Subject to Base Property Deductible)		Per guest
		Per occurrence
Liability For Guests' Property in Safe Deposit Boxes		Per occurrence

**ANNUAL PREMIUM AUDITS**  
 Policy Subject to Premium Audit: YES    Liability Exposure Base: (Sales or Payroll)  
 Subcontracted Work: (Cost)

**FORMS AND ENDORSEMENTS**      See Schedule of Forms and Endorsements

**BLANKET INSURANCE:**

Blanket #	Type of Property	Limit of Insurance

Minimum Premium: \$400.00

Total BOP Premium / Total BOP Advance Premium \$400.00

ABP DS 02 01 10

Insured Copy



Policy Number

AM 9090307 07

SCHEDULE OF FORMS AND ENDORSEMENTS

COUNTRY Mutual Insurance Company

Named Insured BURKE TARA N

Effective Date: 04-08-18

12:01 A.M., Standard Time

Agent Name LOGIURATO ANGELA

Agent No. 04936

COMMON POLICY FORMS AND ENDORSEMENTS

FORM-SCHED	01-97	SCHEDULE OF FORMS AND ENDORSEMENTS
AIL DS 03	08-07	COMMON RENEWAL POLICY DECLARATION
LOC-SCHED	01-97	SCHEDULE OF LOCATIONS
AIL 10 09	09-14	MUTUAL POLICY CONDITIONS
AIL 10 11	05-14	PUNITIVE DAMAGES EXCL
AIL 10 19	07-17	POLLUTION AMENDATORY ENDT
AIL 10 37	06-06	NO ACTION AGAINST RELATED ENTITIES
AIL 10 67	08-11	NOTICE OF CANCEL TO CERTIFICATE HOLDERS

BUSINESSOWNERS FORMS AND ENDORSEMENTS

ABP DS 02	01-10	BUSINESSOWNERS POLICY DECLARATIONS
ABP 10 33	05-14	PROFESSIONAL OFFICES - GOLD SERIES END'T
ABP 10 62	06-12	PREMIUM AUDIT ENDORSEMENT
ABP 10 66	05-14	AMENDMENT - PAVED SURFACES
ABP 10 74	09-15	LIMITED HIRED AUTO & NON-OWNED AUTO LIAB
ABP 10 79	07-16	EXCL - UNMANNED AIRCRAFT - BUS LIAB COV
ABP 10 84	07-17	LEAD LIABILITY EXCLUSION
ABP 10 85	07-17	ASBESTOS EXCLUSION
AIL 10 06	07-09	CHANGES IN POLICY - TWO OR MORE POLICIES
AIL 10 12	05-14	EQUIPMENT BREAKDOWN
AIL 10 26	08-13	ADDITIONAL INSURED - MULTIPLE INTERESTS
BP 00 03	07-13	BUSINESSOWNERS COVERAGE FORM
BP 01 88	05-10	NEVADA CHANGES
BP 04 17	01-10	EMPLOYMENT - RELATED PRACTICES EXCLUSION
BP 04 39	07-02	ABUSE OR MOLESTATION EXCLUSION
BP 04 46	07-13	ORDINANCE OR LAW COVERAGE
BP 04 50	07-13	ADDL INSD-OWNERS LESSEES OR CONTRACTORS
BP 04 54	01-06	NEWLY ACQUIRED ORGANIZATION
BP 04 56	07-13	UTILITY SERVICES - DIRECT DAMAGE
BP 04 57	07-13	UTILITY SERVICES - TIME ELEMENT
BP 04 83	01-10	REMOVAL OF INS-TO-VALUE PROVISION
BP 05 15	01-15	DISCLOSURE PURSUANT/TERROR INS ACT
BP 05 23	01-15	CAP/LOSSES FROM CERTIFIED ACTS OF TERROR
BP 05 47	07-13	COMPUTER FRAUD AND FUNDS TRANSFER FRAUD
BP 05 77	01-06	FUNGI OR BACTERIA EXCLUSION (LIABILITY)
BP 05 98	07-13	AMENDMENT OF INSURED CONTRACT DEFINITION
BP 14 01	01-10	IDENTITY FRAUD EXPENSE COVERAGE
BP 14 78	07-13	EXCL OF LOSS DUE TO BY-PRODS RENTAL PROP
BP 14 86	07-13	COMMUNICABLE DISEASE
BP 15 04	05-14	EXCL-DISCL OF CONFI INFO & DATA-REL LIAB

FORM-SCHED (01/97)

Insured Copy

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# | WHO IS TARA BURKE

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A graduate of the Reynold's School of Journalism with a Bachelor of Arts degree from the University of Nevada, Reno, I have been a working graphic designer for over 21 years with clients from coast to coast and Canada. I have won numerous design awards and have built a reputation for producing high-quality work, at a lightning fast pace, for a reasonable rate.

Computer Artistry Graphic Design works with hundreds of private, public and governmental agencies including, but not limited to: the Carson City Culture & Tourism Authority (CTA), Nevada State Railroad Museum, Carson Valley Arts Council, Travel Nevada, Carson City Sheriff's Office, Douglas County Sheriff's Office, Nevada Day, Nevada Momentum, Adams Hub, Carson City Library, Western Nevada College, Washoe Tribe, the City of Carson City Office of Business Development/BRIC, many local theater companies and hundreds of other businesses in Carson City and the Carson Valley since 2006.

Customer satisfaction is the most important part of my job. The attention to detail and time I devote to each and every one of my clients is second to none. I constantly complete my work ahead of schedule and under budget.



**BARBARA K. CEGAVSKE**

*Secretary of State*

**KIMBERLEY PERONDI**

*Deputy Secretary  
for Commercial Recordings*

STATE OF NEVADA



OFFICE OF THE  
SECRETARY OF STATE

**Commercial Recording Division**

*202 N. Carson Street  
Carson City, NV 89701-4069  
Telephone (775) 684-5708  
Fax (775) 684-7138*

**NOTICE OF EXEMPTION**  
**NEVADA STATE BUSINESS LICENSE**

**Sole Proprietor**

You have filed a notice citing a statutory exemption "003" pursuant to Nevada Revised Statutes and therefore are not required to maintain a Nevada State Business License.

If your exemption changes or your business is no longer exempt, you must file an amendment reflecting your current business status.

**Nevada Business Identification:** NV20191108104

**Name:** Tara Burke

**Expiration Date:** 2/29/2020

**Exemption Code:** 003 A home-based business whose net earnings are not more than 66 2/3 percent of the Nevada average annual wage

**Associated Business Names:**

Computer Artistry Graphic Design

Issued this 8th day of February, 2019.

*Please Post in a Conspicuous Location*



**Carson City Business License Division**

108 E. Proctor Street  
Carson City, Nevada 89701  
(775) 887-2105 – Hearing Impaired: 711  
[buslic@carson.org](mailto:buslic@carson.org)

COMPUTER ARTISTRY  
2682 FAWN RESCUE CT

MINDEN NV 89423

RE: Business License

Thank you for choosing to operate your business in Carson City. Below is your Business License.

Please post this license in a conspicuous place or have available for inspection. Please provide any changes to the business information to the Business License Division. Licenses are not transferable.

If you have any questions concerning your business license, contact the Business License Division at [buslic@carson.org](mailto:buslic@carson.org) or at (775) 887-2105.



**Carson City Business License Division**

108 E. Proctor Street  
Carson City, Nevada 89701  
(775) 887-2105 – Hearing Impaired: 711  
[buslic@carson.org](mailto:buslic@carson.org)

COMPUTER ARTISTRY  
2682 FAWN RESCUE CT

MINDEN NV 89423

License Number: 19-00025169  
License Expiration Date: December 31, 2019  
Date Issued: February 05, 2019

Business Location: O OF T, MINDEN  
Nature of Business: INDEPENDENT GRAPHIC DESIGN

## RESUME

# Tara Burke

2602 Fawn Fescue Ct., Minden NV 89423  
775.443.8756 tara@computerartnv.com

## PROFESSIONAL EXPERIENCE

2006-Present Computer Artistry Graphic Design Carson City, NV

### Owner/Graphic Designer

- Responsible for managing hundreds of clients from all over the United States and Canada
- Creator/Designer for all marketing and graphic design projects
- Creator/Designer for all website design projects and implementation
- Photo editing and manipulation
- Complies monthly reports and maintains payables and receivables in QuickBooks
- Expert use of all Adobe programs including: Photoshop, Illustrator and InDesign

2008-Present Wild Horse Productions Carson City, NV

### Marketing Manager/Lighting Director

- Responsible for managing all program marketing pieces (posters, programs, tickets, website)
- Creator/Designer for [www.wildhorsetheater.com](http://www.wildhorsetheater.com) website
- Lighting design and Projections for all theater production.

2015-Present Western Nevada Musical Theatre Company @WNC Carson City, NV

### Assistant Producer/Admin III

- Responsible for managing all program marketing pieces (posters, programs, tickets, website)
- Creator/Designer for [www.wnmtc.com](http://www.wnmtc.com) website
- Light operator, prop creation, backdrop editing for all theater production
- Administrative duties including ticket sales, managing donations, managing the box office, gift shop, concessions, volunteers and work study students
- Responsible for all duties included in the WNMTC costume and backdrop rental business

2002-2007 National Distributors, Inc/Anheuser-Busch South Portland, ME

### Marketing Director/Graphic Designer

- Responsible for graphic design and signage in all accounts
- Designed, built and maintained company website [www.natdistributors.com](http://www.natdistributors.com)
- Develop monthly and quarterly incentive programs for all sales teams
- Run weekly, monthly, quarterly sales and account numbers
- Compile monthly pricing guides for Beer, Wine and Non-Alc sales divisions

2000-2002 OurMaine.com/ Guilds Hollowell & Associates Falmouth, ME

### Executive Producer, Community Features/Graphic Designer

- Create content, develop and implement OurMusic and OurSchools
- Responsible for story content, graphics, photographs and advertising for OurMaine.com
- Graphic designer in charge of artwork for numerous hosted websites
- Regularly maintained and updated OurMaine.com, LearningEffects.com, and CnsHome.com

## EDUCATION

1994-1998 University of Nevada, Reno Reno, NV

### Reynolds School of Journalism

- B.A., Advertising and Marketing, Business Minor

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# REFERENCES

Karen Abowd  
Café @ Adeles/co-owner  
1112 N Carson St  
Carson City , NV 89701

February 6, 2019

David Peterson  
Executive Director  
Carson City Culture & Tourism Authority  
716 N Carson St  
Carson City, NV 89701

Dear David Peterson,

I am writing this letter of recommendation on behalf of Tara Burke of Computer Art NV. As a business co-owner of Café @ Adele's, my husband and I have repeatedly engaged Tara's services for multiple projects with stellar and expedient results. I am also president of a non-profit, The Greenhouse Project, and our organization has contracted with Tara and Computer Art NV for the last 11 years. She has worked with us always in an efficient fashion with creative results to meet every deadline. In every task given Tara in my business and volunteer capacities she has exceeded expectations. I simply would not use anyone else but Tara Burke.

In my six years serving on the CCCTA as a board member, the services of Computer Art NV were regularly utilized again because of Tara's accelerated pace of delivering positive and creative end results. If you have any questions please feel free to contact me at 775-232-8626.

Sincerely,



Karen Abowd  
Café @ Adele's/co-owner

## REFERENCES

STEVE SISOLAK      Governor  
PETER BARTON      Administrator  
DANIEL THIELEN    Director, *Nevada State Railroad Museum, Carson City*

**NEVADA** MUSEUMS & HISTORY



David Peterson, Executive Director  
Carson City Culture and Tourism Authority  
201 N Carson Street, Carson City, NV 89701

Dave,

I highly recommend Tara Burke of Computer Artistry for your work at the Culture and Tourism Authority. We were introduced to her when she was working through the Tourism Authority to provide in-kind support to our Friends organization. She had great ideas, was extremely responsive to our requests and the work was top-notch.

As you are familiar, we have fairly limited exhibits resources. We have tremendous minds in house, but graphic art, design and layout are not in our skill sets. Funds are also limited. We needed help and asked her to submit some proposals for our 150<sup>th</sup> Anniversary of the transcontinental exhibit. We were delighted with her ideas.

Since then, Tara has helped us develop our layout, addressed multiple large changes and even more small changes. All the while she has provided content with a smile and with patience as we deliberated about each period and comma. She delivered on time and without error. Most importantly, Tara never exceeded our budget. It is a delight to work with her and I intend to continue the relationship.

From our point of view, Tara is our go-to for graphic design. She fits the mentality of our museum, and understands what we are looking for right away. We look forward to the days we get to collaborate. We place a high value on spending Nevada funds on Nevada vendors. We feel that the product that Computer Artistry provides is what we could have gotten out of the firms in Seattle, San Francisco or back East. We are so happy that we get them here in Carson Valley.

Again, I highly recommend that you use Tara as part of your team. We are grateful to your office for connecting us. Please contact me with your questions.

Daniel Thielen  
Director, Nevada State Railroad Museum



## REFERENCES

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### Tammy Westergard, MLS

---

1787 Maison Way, Carson City, NV 89703  
[tammywestergard@yahoo.com](mailto:tammywestergard@yahoo.com)  
775-230-4964

February 12, 2019

Carson City Culture and Tourism Authority  
ATTN: Chris Kipp, CTA Operations Manager  
716 N. Carson Street  
Carson City, Nevada 89701

RE: Tara Burke / Computer Art NV / Letter of Reference  
Request for Proposal\_2019\_CCCTA RFP 1920-102

I am honored to write as a professional reference for Mrs. Burke's answer to the Carson City Culture and Tourism Authority 2019 Web/Digital Development & E-Marketing/Customer Relationship Management (CRM) request for proposal. For more than fifteen years I have had the great pleasure working with Tara initially as the Deputy Director of the Carson City Office of Business Development, later as the Deputy Director and Interim Director of the Carson City Library. In my current role as Nevada's Deputy State Librarian, while I have not worked directly with Tara, I'm keenly aware of her great work throughout the community. It is easy for me to see Tara's work and the positive impact of its thoughtful communications and online presence.

While the online landscape has changed now, in the early 2000's Tara participated with vigor in developing the Carson City Office of Business Development's website and was a linchpin in customizing content to create an effective user experience at a time when the office was advancing critical initiatives related to redevelopment projects. In fact, Tara was among an elite group of staff recognized for excellence within the Carson City Office of Business Development for her contributions. Specifically, she took responsibility for solving complex problems related to dramatically improving the Office of Business Development's online environment -- in a way that constructively combined service, design, beauty, technology and software. The value of her example in accomplishing goals is most noteworthy. Tara is a modern learner - a complex, energetic artistic and tech-savvy individual.

She has worked diligently on behalf of Carson City's healthiest and most loved community development projects, like the Downtown Carson City Farmer's Market and the Arlington Square Ice Rink - all with focus on what matters: quality messaging and collateral delivered on time. Tara's work will make an excellent addition to the Carson City Culture and Tourism Authority - it already has. Even though she would be a contract employee, Tara understands, respects and welcomes the trust of public service and consistently steps up to get the job done. Please don't hesitate to contact me with further questions about my experience with Tara or her candidacy.

Sincerely,

  
Tammy Westergard

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# QUESTIONNAIRE

## CONTINUED

#### 4) Technical Knowledge

*a) What knowledge does your firm possess of tourism attractions in the Carson City area?*

Having been a resident of Carson City and Carson Valley for 12 years, I have had the privilege of experiencing many Carson City tourism attractions and events first-hand. From theater productions, museums, art galleries, diverse restaurants, seasonal and annual special events, to the V&T Railroad and Carson City's outstanding trail system, I have immersed myself in the culture of Carson City and all the attractions it has to offer for locals and tourists alike. Personally, my family and I frequently have family and friends from out of town come to Carson City to visit. Carson City offers a range of activities for visitors of all ages, and it's easy to accommodate all of these visitors in Carson City.

*b) What knowledge does your firm possess regarding the principles and practices of content creation for marketing, branding, advertising, public relations, and/or social media?*

I believe the number one best practice in creating content and graphic design pieces is connecting with the specific need of the target audience. Marketing, branding and advertising should not be aggressively pushing a product, location or business. No one wants to be "sold" constantly. I prefer to sell subtly by using striking and relevant photos (hero image) and graphic elements whenever possible. When using photos, stock art or other graphics elements, (if I have not created them myself), it is imperative that I only use pieces I have been given permission to use. I take copyright laws very seriously and will only use other people's intellectual property with their permission.

Another practice of content creating is including a call-to-action on design pieces. Including a website, "download our app" and/or "register today" are examples of common calls-to-action.

## QUESTIONNAIRE

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Another strategy to engage audiences is the use of relevant hashtags. For example, the Ride Carson City campaign uses their brand hashtag, #ridecarsoncity, on all of their marketing pieces. This encourages the audience to interact with the campaign on their favorite social media platforms providing a wider spread of the campaign.

Always including the branding of my clients is equality important. This can include logos, corporate colors and fonts. Branding inspires loyalty in a customer. It's telling the customer that they can trust you and what they can count on from you.

I do my best to add value to the lives of my client's target audiences by building brand loyalty, providing education, answering questions, engaging them and inspiring them to take action. More simply, it's about identifying the audience and creating content for them specifically.

***c) What knowledge does your firm possess regarding content creation for marketing, branding, advertising, public relations with both public and governmental agencies?***

My content creation (graphic design) always aligns with the voice, mission and brand set by all my clients whether they are public or government agencies. Starting in 2006, I have created high-quality, experiential, entertaining and tourism-driven graphic design for the City of Carson City and the CTA (formerly the Carson City Visitors Bureau) and its Board of Directors. My goal is to deliver valuable information and to build a bond with the target audience with content that resonates with them, strikes a place in their heart, and compels them to visit Carson City. My design goes one step further, not only does it generate awareness, but it is consistently used as a true sales tool that drives consumers trip-planning and purchase decisions in Carson City.

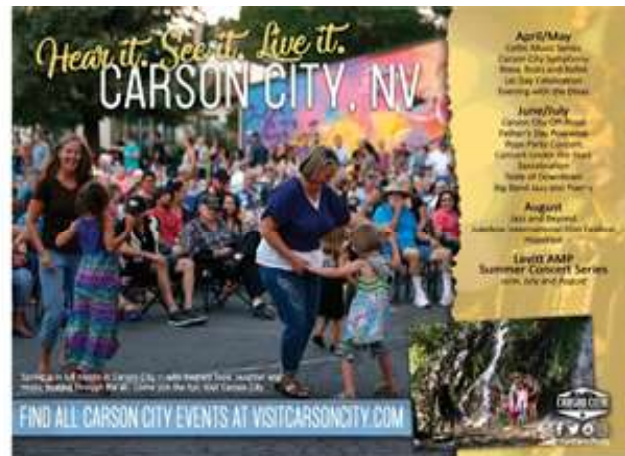
I understand the value of developing innovated graphic design and creative content that aligns with the multi-generational CTA strategy. This includes but it not limited to millennials, baby boomers, Gen X legacy audiences, and everyone in between. Knowing which target market a publication is geared to is imperative information when creating an advertisement or other content. Carson City has so many facets and I know that different activities appeal to different demographics. My designs can have slight variations, such as color, fonts, or photo choices, depending on the target marketing

## QUESTIONNAIRE

while still being mindful not to alienate other audiences. For example, the following advertisements I created for the CTA have a few similarities, however the target audiences are very different. The Nevada Magazine ad is created for an active older audience who enjoy our scenic locations, the culture and history of Carson City as well as the events in our downtown quarter. The Tahoe Weekly ad targets an audience who are younger and who come to Carson City for our local events.



CTA Ad for Nevada Magazine, created January 2019



CTA Ad for Tahoe Weekly, Music Festival edition, created January 2019

Producing valuable content (marketing, branding and advertising) to a specific targeted audience breaks through the noise and clutter with the goal to drive consumers to take action. My design work has been used to appeal to an international audience as well. I have had the privilege of editing pieces I had previously created to accommodate translations to Chinese, French, Korean and German languages.

Marketing, branding and advertising for public and governmental agencies carries a certain level of gravity. Gaining the trust of the audience is critical. It's important to be accurate and factual in the messaging. It's vital that my graphic design is a catalyst that drives visitors to Carson City to increase heads in beds and participation in year-round events throughout our city.

5) **Technical Abilities**

*a) What abilities does your firm possess to be able to plan, organize, and direct the content creation for marketing, branding, advertising, public relations of the CTA to enable it to carry out its goals and objectives?*

Planning and organizing the creation of graphic design marketing pieces, branding and advertising is my top priority in order to deliver content within specific deadlines and well within budget constraints. I have a proven ability to support the continued development of Carson City as a tourism hub for visitors to stay overnight, taking advantage of the areas central highway location and price value. I will continue to build the Carson City brand and value proposition in an effort to increase awareness and interest in visiting the destination.

Meetings with CTA staff, prompt communication via phone, email or in person, and providing daily or weekly status updates, are all part of my planning and organization. I use planning and scheduling software and apps to manage my workflow and alert me of project deadlines.

*b) What abilities does your firm possess to be able to perform responsible administrative work in a high-profile position dealing with topics under intense public and media scrutiny and respond appropriately as situations change?*

Computer Artistry Graphic Design has been a part of developing thousands of marketing pieces for hundreds of clients across the country. I handle all communication, meetings with clients, payables and receivables. Clients cover the spectrum of businesses, from public and governmental agencies to private mom-and-pop shops, to political campaigns. The confidentiality and trust that each client instills in my company is of the utmost importance and priority to me. Being a sole proprietor means that my client's confidential information stays with me and me alone.

I am fully aware of the value of swift communication with my clients. All types of communication are vital to the success of my design work including meetings, phone calls, emails and text messages. The ability to listen, interpret the needs of my clients and respond accordingly are all equality important. At times, my customers will completely change the direction of a project, and I will respond quickly to their needs without resistance. In addition to communication, the ability to

QUESTIONNAIRE

work autonomously and show initiative in a project is essential to my workflow and to the success of my client's projects.

c) *What abilities does your firm possess to be able to plan, schedule, and organize all aspects of content creation for marketing, branding, advertising, public relations?*

Planning, scheduling and organizing is essential for my company and my clients. I am 100 percent aware of my schedule and organize my workflow according to deadlines. I have never missed a deadline or exceeded a budget, and I am consistent in completing my projects ahead of schedule. It's a signature of my work to produce high-quality pieces at a lightning fast pace so my clients can have their finished pieces in hand in the soonest possible timeframe — and to keep them at or below budget.

BusinessWeek Online  
Top 10 Hot  
Real Estate Markets  
Los Angeles, California  
Santa Fe, New Mexico  
Carson City, Nevada  
New York City, New York  
Kingston, New York

We're a little city  
with big ART.  
We're a little city  
with big CULTURE.  
We're a little  
city with big  
OPPORTUNITIES.

We're calling for  
public/private  
partners, so  
walk with us.  
Take advantage  
of early  
opportunity.  
It won't last  
but a little while.

There's just  
something  
about Carson City-  
there's a spirit of  
growth in the air,  
a feeling that something  
big is happening...It is.  
The experts are noticing...

**BusinessWeek** .com  
Feb. 2007 *Bohemia Today, High Rent Tomorrow*  
Ranks Carson City #3 in the top 10  
hot real estate markets.

**TheWWDList**  
Mar. 2007 *Retail on the Rise*  
Women's Wear Daily List ranks Carson City  
#4 in top 10 emerging retail markets.

live. work. shop. play.  
775-887-2101 www.carsoncitycondev.com

Full page ad  
for Urban Land  
Magazine to  
promote Carson  
City as an “A-List  
Opportunity” for  
developers.

Client: Carson  
City Office  
of Business  
Development  
August 2007

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# STATEMENT OF PROJECT UNDERSTANDING

The Carson City Culture & Tourism Authority requires assistance in creating high-quality, experiential, entertaining, tourism-driven content for marketing, branding and advertising. Successful support of this request comes from a skilled graphic designer with initiative, creativity and an understanding of communication, advertising and marketing best principles and practices. An adept contributor with strong project management skills is necessary to support the CTA. Services I can provide include: Graphic design for marketing pieces such as, but not limited to

- Brochures
- Rack Cards
- Postcards
- Business Cards
- Signage
- Flyers/Poster
- Banners
- Presentations
- Logo Designs
- Invitations
- Table Tents
- Website & Social Media Graphics
- Website editing within (but not limited to) WordPress and Wix platforms
- Photo editing and manipulation

This creative work will strike the heart of a variety of target audience while compelling them to visit Carson City.

# PROJECT APPROACH

As my company has proved in my six years working with the CTA, the CTA is the top priority in my workflow. Project approach includes working closely with the CTA to ensure smooth project flow from initial meetings with CTA staff and special event coordinators to development and finalization of graphic design pieces within the given deadline and budget. I am available 24/7 to the CTA and work may extend to nights and weekends depending on deadlines. Successful project approach comes from being a highly skilled graphic designer with initiative, creativity and an understanding of communication, advertising, branding and marketing principles. I am an adept contributor with strong project management skills and have proven this time after time in my work with the Carson City Culture & Tourism Authority.

**HEART OF THE REGION**  
Carson City is at the center of everything to see and do in the Reno-Tahoe area. Located just south of Reno and right next to Lake Tahoe, visitors can experience the entire region within minutes. Hop aboard the historic Virginia and Truckee Railroad for a trip back to the Old West in Virginia City or spend the afternoon taking in the stunning vistas of Lake Tahoe. Affordable lodging within minutes of the Reno-Tahoe International Airport makes Carson City the perfect place to start your adventure.

**LODGING**  
Americas Best Value Inn  
americasbestvalueinn.com  
Wyndham Garden/Max Casino  
maxcasino.com  
Carson Tahoe Hotel  
cathotel.com/hotel  
Courtyard Carson City  
marriott.com  
Gold Dust West CC Hotel  
gdwcasino.com  
Hampton Inn & Suites  
hexpress.com  
Harrison House  
harrisonhousehotel.com  
Holiday Inn Express & Suites  
hexpress.com  
Motel 6  
motel6.com  
Plaza Hotel & Event Center  
carsoncityplaza.com  
Super 8  
super8.com  
Days Inn  
daysinn.com  
Bliss Bungalow  
blissbungalow.com  
Mtl House Inn  
775.889.2245  
Sant Charles Hotel  
775.220.9977  
Rodeway Inn/  
Trotside Inn  
trotsideinn.com/  
hotels.rv075  
RV PARKS  
Camp N-Town  
campntown.com  
Comstock Country RV & Resort  
comstockrv.com  
Gold Dust West RV Park  
gdwcasino.com  
Nevada State Museum  
500 N. Carson St.  
www.nvculture.org/museums  
Nevada State Railroad Museum  
280 S. Carson St.  
www.nvculture.org/museums  
Stewart Indian School  
3250 Snyder Ave.  
Self-Guided Tours  
www.nvculture.org/  
Indiancommission  
Battle Born Hill  
Nevada Capitol  
101 N. Carson St.

**MUSEUMS**

**HISTORY**  
Carson City's historic west side keeps alive the spirit of the area's first settlers. Follow the 2.5-mile Kit Carson Trail to get to know the early residents of the city through the architecture and different plants they brought with them to settle the West.

**CARSON CITY CULTURE & TOURISM AUTHORITY**  
716 N. Carson St.  
Carson City, NV 89701  
775-687-7410

Find a map at [visitcarsoncity.com](http://visitcarsoncity.com), or pick one up at the Carson City Culture & Tourism Authority, 716 N. Carson St.

★ [visitcarsoncity.com](http://visitcarsoncity.com) ★

The outside panels of the 4-fold Visitors Guide brochure that is currently in development.

Client: CTA  
February  
2019



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# KEY PERSONNEL INFORMATION

a) As owner and graphic designer for Computer Artistry Graphic Design I am sole proprietor for this contract. My resume is attached in this document.

b) I, Tara Burke, am graduate of the University of Reno's Reynolds School of Journalism with a Bachelor of Arts degree. I have worked as a graphic designer for over 21 years, 12 of those years have been with my business, Computer Artistry Graphic Design. Before creating my business, I worked as a Marketing Director and graphic design for Anheuser-Busch and Executive Producer and graphic design/web designer for OurMaine.com.

My client base spans the country and includes private, public and government agencies including but not limited to: the Carson City Culture & Tourism Authority, Nevada State Railroad Museum, Carson Valley Arts Council, Travel Nevada, Carson City Sheriff's Office, Douglas County Sheriff's Office, Nevada Day, Nevada Momentum, Adams Hub, Carson City Library, Western Nevada College, Washoe Tribe, the City of Carson City Office of Business Development/BRIC, many local theater companies and hundreds of other businesses.

My specialities include comprehensive graphic design for marketing, advertising, social media and websites, also, photo editing and manipulation, website editing and updating within WordPress, Wix and other platforms.

As a graphic designer in a digital world I am always learning and expanding my knowledge base in order to keep up with current trends and the ever changing ways audiences consume media and content. I use the very latest Adobe software and subscribe to many industry magazines, websites, blogs and social media pages in order to stay current and well-informed of the rapidly changing face of advertising.

# PROJECT EXPERIENCE

SAMPLES OF MY WORK



Half page ad for Adventure Magazine to promote the 2019 Carson City Off-Road  
Client: CTA

Half page ad for to promote trail running in Nevada. Part of the #runcarsoncity campaign.

Client: CTA





Event poster for the 2018 Capital City Brewfest. Auxiliary pieces included tickets, Facebook graphics, reader board graphics and web banner for CarsonNow.com.

I have created the marketing pieces for the Capital City Brewfest since 2013.

Client: CTA



Rack card/table tent for Ride Carson City campaign, 2018.

Client: CTA

PROJECT EXPERIENCE

NEVADA'S FAVORITE YEAR-ROUND MOUNTAIN TOWN  
 NOT JUST ELEVATED...  
 ELY-VATED

WARD CHARCOAL OVENS STATE PARK  
 NEVADA NORTHERN RAILWAY  
 CAVE LAKE STATE PARK  
 GREAT BASIN NATIONAL PARK  
 PHOTO CREDIT: NATIONAL PARKS SERVICE

WHITE PINE COUNTY TOURISM & RECREATION BOARD  
 150 SIXTH STREET, ELY, NV 89801 • (775) 289-3720  
 ELYNEVADA.NET • TRAVELNEVADA.COM

@visitelynevada

Half page ad for White Pine County Tourism & Recreation Board.

Client: White Pine County Tourism & Recreation Board  
 October, 2018

Quarter page ad for the CTA Visitors Guide Magazine.

Client: CTA

CARSON CITY  
*The heart of your adventure*

- Year-round outdoor fun
- Rich in arts and culture
- Delightful cuisine
- Within a short drive to Lake Tahoe, Reno and Virginia City

Enjoy all Carson City has to offer. Explore nearby attractions. Your adventure starts here.

CARSON CITY  
 @visitcarsoncity VISITCARSONCITY.COM

**PROJECT EXPERIENCE**



Event poster for the 2018 Nevada Day Powwow. Auxiliary pieces included save the date cards and event program.

I have created the marketing pieces for the Nevada Day Powwow and the Father's Day Powwow since 2015.

Client: CTA

Save the date postcard for the 2019 Carson City Fair. Auxiliary pieces include event posters, fair prospectus, sponsorship booklet, website edits and updates, and social media graphics.

I have created marketing pieces for the fair since 2015.

Client: CTA



**PROJECT EXPERIENCE**

Rack card for White Pine County Tourism & Recreation promoting mountain biking locations between Carson City and Ely.

Client: White Pine County Tourism & Recreation Board  
June, 2018

**EXPLORE THE COMMUNITIES ALONG THE WAY**

"Few places in the world offer the vastness of wide open terrain like Nevada, the most mountainous state in America. On a clear day from the right perspective, views in Nevada's Great Basin are measured in the hundreds of miles, and running right through the heart of it all is Nevada's Highway 50.

Undulating several times from one mountain range and basin to the next between Utah and California, what you see from Highway 50 barely even scratches the surface of the rugged and wild beauty that interior Nevada offers. The only way to truly experience Nevada's year round streams, aspen groves, wildflowers and wildlife is to park the car, get up in the ranges and explore. And the mountain bike is the perfect exploration tool for your backcountry Nevada adventure."

— Kurt Genshammer, The Angry Singlespeeder

**BACKCOUNTRY NEVADA ADVENTURE**

**CARSON CITY, NEVADA**  
Carson City is the capital of Nevada and quickly becoming the capital of Mountain Biking in Nevada. With award winning trails right from the downtown, historic attractions, and ample dining options, Carson City is a great place to start or finish your Mountain Bike adventure across Highway 50.

**AUSTIN, NEVADA**  
Located in the geographic center of Nevada, the historic mining community of Austin offers true adventure and exploration for those willing to get off the beaten path.

**EUREKA, NEVADA**  
Eureka nevada info here

**ELY, NEVADA**  
A historic mining community with impressive year round attractions like Great Basin National Park and the Nevada Northern Railway, including miles and miles of rugged and exciting trail systems. Pedaling right from downtown Ely, mountain bikers can experience dozens of miles of singletrack.

**CALIENTE, NEVADA**  
Lincoln County offers mountain bikers the next great adventure. Over 40 miles of non-motorized trails are being nestled in the county's high desert. The area's terrain, beauty, and climate combine to create an unrivaled mountain biking experience with options for beginner, intermediate, and advanced riders.

**GET OUTSIDE**  
*Stay & Play in Carson City All Year Round*

[VISITCARSONCITY.COM](http://VISITCARSONCITY.COM)

**CARSON CITY**  
NORTH & SOUTH NEVADA

Facebook, Twitter, Instagram icons and [@visitcarsoncity](https://www.instagram.com/visitcarsoncity)

Half page ad promoting outdoor activities in Carson City and surrounding areas.

Client: CTA  
November 2018



Yup'ik dancers from Sitka, Alaska perform at the Governor's Mansion during the American Indian Achievement Awards banquet in November. Photos by R&K Gans/Nevada Mercurian

# Dancing To the songs of their ancestors

by Teri Vance

Although all of the students are Yup'ik — a group of Eskimo people of western and southwestern Alaska — when they come together to sing and dance in their traditional ways at Mount Edgecumbe High School in Sitka, they have differences to overcome.

"We all come from different parts of Alaska, and we all have different songs from our villages," explained Tatiana Korthuis, 16. "We all teach each other our different songs. We learn from each other."

And they approach it without judgement.

"We try not to put each other down because most of the time we do things differently," said Leann Francis, 17. The group of eight dancers traveled to Carson City during their Christmas break to perform for the American Indian Achievement Awards at the Governor's Mansion on Nov. 18.

While they were here, they also performed at other venues, including the Nevada Department of Education.

"People have been very interested in learning about our culture," Francis said. "People may not know very much about our culture because we live so far from the rest of the states.

We sing and dance to tell stories. Our songs have stories behind them, and they were made by our ancestors."

Wearing traditional headdresses made from wolf fur and seal skin and dance fans of woven grass and reindeer tufts, the students shared the songs and dances handed down through generations.

"Traditionally, we dance to brighten up people's moods," said Ariana Pankam, 17. "To entertain them."

Dancing and singing is also part of their regular lives in their villages, which range in size from about 4,000 people to 50, spread out over hundreds of miles on the tundra.

Villages traditionally come together for a potlatch, a ceremony of giving, which the dancers described as a blend of a powwow and baptism.

The potlatch is a celebration of a person and a welcoming of that person into the tribe.

"For example, if you caught a seal, you stand on the skin of the seal and dance," Korthuis said. "After you dance, you give that skin away to an elder or someone who helped you." It is traditional to give gifts to everyone who attends the ceremony and prepare a large feast.

"During the summer, you catch a lot of fish and gather a lot of berries," Pankam said.

The students bring their different heritages to Mount Edgecumbe High School, a former Indian boarding school from 1947-1984 that has since become a public school, drawing students from across the state.

"Ninety percent of our students go on to college and we have an average graduation rate of 100 percent," said Rachel Moreno, cultural activities coordinator at the high school. "I learn more about history from working with them than any place I've ever been."

**We sing and dance to tell stories. Our songs have stories behind them, and they were made by our ancestors.**

Leann Francis, 17

Sherry Rupert, executive director of the Nevada Indian Commission, arranged for the group's performance. She teared up watching them dance.

"It's emotional because you're connecting with their culture," Rupert said. "It's like their ancestors are speaking to you through the songs."



Double spread in the Nevada Appeal for the Great Basin Native Artist campaign in 2017. Ten editorial pieces were created to feature different artists.  
Client: CTA

# THANK YOU!



**CARSON CITY CULTURAL & TOURISM AUTHORITY**

**716 N. Carson St., Suite 100**

**Carson City, NV 89701**

**775-283-7682**

**<http://visitcarsoncity.com/contracts/>**

**RFP CTA 1920-101 - CCCTA Creative Content/Development & Public Relations/External Communications**

**Addendum No. 2**

The office will be closed for Presidents Day so any hand delivered proposals will be accepted until Tuesday, **February 19, 2018 at 10:00 am.**





COMPUTER ARTISTRY  
*graphic design*

2602 Fawn Fescue Ct. Minden, NV 89423 tara@computerartnv.com www.computerartnv.com



# COST PROPOSAL

## CCCTA CREATIVE CONTENT/ DEVELOPMENT & PUBLIC RELATIONS/ EXTERNAL COMMUNICATIONS

**CCCTA RFP 1920-101**  
MASTER COPY: COST PROPOSAL



RFP Subject: Content Creation/Graphic Design/Marketing/Advertising

Name: Tara Burke, DBA Computer Artistry Graphic Design

Address: 2602 Fawn Fescue Ct. Minden NV 89423

Phone: 775-443-8756

Email: tara@computerartnv.com

Project Name: The Carson City Culture & Tourism Authority

**COST PROPOSAL**

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Tara Burke, DBA Computer Artistry Graphic Design, proposal includes but is not limited to marketing, brand development, advertising, graphic design, photo editing and website editing. Billed at a rate of \$65/hour not to exceed \$30,000\* in a fiscal year.

Item	Cost Per Hour	Annual Total
Graphic Design (which includes, but is not limited to, branding, marketing, advertising)	\$65	Not to exceed \$30,000*/fiscal year
Photo Editing	\$65	
Website Edits/Updates	\$65	

\*Subject to negotiation.