

FEBRUARY 1, 2023

CARSON CITY CULTURE & TOURISM  
AUTHORITY DBA VISIT CARSON CITY

# REQUEST FOR PROPOSAL AGENCY OF RECORD

WEB/DIGITAL MAINTENANCE AND  
DEVELOPMENT, CREATIVE CONTENT  
AND PUBLIC RELATIONS

**RFP # 2023-002**

**REPLY TO:**

CARSON CITY CULTURE & TOURISM AUTHORITY  
C/O CHRIS KIPP, OPERATIONS & FINANCE MANAGER  
716 N. CARSON STREET; SUITE 100  
CARSON CITY, NV 89701  
775-283-7682



**VISIT  
CARSON  
CITY NV**

## **INTRODUCTION**

- 1.1. A Selection Committee will evaluate the proposals submitted.
- 1.2. The Committee may call for oral interviews tentatively April 14 or 25, 2023.
- 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 firm 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 a Marketing Firm with certified personnel, doing business in the United States and duly registered in the State of Nevada with a State of Nevada and Consolidated Municipality of Carson City 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 & Finance Manager  
716 N. Carson Street, Suite 100  
Carson City, NV 89701  
e-mail: [ckipp@visitcarsoncity.com](mailto:ckipp@visitcarsoncity.com)  
775-283-7682

- 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.

## **OVERVIEW**

The Carson City Culture & Tourism Authority (CTA) is seeking to retain the services of a firm(s) to maintain and develop current websites and 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 a Contract term of four (4) years anticipated to begin July 1, 2023, subject to Commission approval.

### **5. SUBMITTAL INSTRUCTIONS**

- a. A copy of this RFP may be requested from the CTA Operations & Finance 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., March 24, 2023**. Submit proposal in a **sealed envelope**, labeled **Submittal for RFP CTA 2023-003** to one of the following:

**Mail/Delivery To:**

Carson City 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 **Wednesday, February 15, 2023**. 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 & Finance Manager  
716 N. Carson St., Suite 100  
Carson City, NV 89701  
e-mail: [ckipp@visitcarsoncity.com](mailto:ckipp@visitcarsoncity.com)  
775-283-7682

- 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.

## **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 May 8, 2023, 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	February 1, 2023
Submittal of Questions	February 15, 2023
Response to Questions	February 24, 2023
RFP Submittal Deadline	March 24, 2023
Firms Notified of Short List	April 7, 2023
Short List Interviews	Tentatively April 14 or 25, 2023
CTA Board Approves Contract	May 8, 2023

## 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.

## **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 KPIs, 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; staffing method of providing coverage in this Contract(s) with the different levels of staff proposed. Also considered 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 proposal for its completeness as well as evaluating the approach taken of initiating and fully implementing the scope of work. In addition, 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 finalist prove its expertise in web/digital maintenance and development, creative content and public relations in the travel and tourism industry? (Maximum 30 points)
- b) How well did the presenting finalist show its ability to execute on this program component as part of an integrated marketing campaign? (Maximum 20 points)
- c) Did the presenting finalist adequately convey its commitment to gaining an in-depth knowledge of the Carson City tourism product? (Maximum 10 points)
- d) Did the presenting finalist provide the appropriate staffing level for both senior account strategy and day-to-day management? (Maximum 10 points)
- e) How well did the presenting finalist address evaluators' questions? (Maximum 10 points)
- f) Did the presenting finalist show enthusiasm for Carson City tourism and a high level of commitment to collaborating with other consultants? (Maximum 10 points)
- g) Did the presenting finalist 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 evaluation committee c/o Carson City Culture & Tourism Authority within five (5) calendar days after a recommendation to



accept or reject a proposal has 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 State of Nevada Business License
- 11.2 Consolidated Municipality of Carson City Business License
- 11.3 Proof of Insurance Coverage
- 11.4 Organizational chart for your firm
- 11.5 Resume Form: Include a resume for each person employed by or Contracted with your firm which will assist with the completion of the scope of work for this Contract.
- 11.6 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. **11.6.1 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 referencing the RFP subject, the firm's name, address, telephone number and email address of a contact person.
- Section II – Cost Proposal ideally using excel sheet provided or repurposing it in their own design

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

END OF DOCUMENT



## **11.6.1**

### **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. Include a resume 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 web/digital development and e-marketing/CRM?
- c. What knowledge does your firm possess regarding web/digital development and maintenance, e-marketing, 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 web/digital development, the content creation for marketing, branding, advertising, and management of 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 web/digital development, and content creation for marketing, branding, advertising, and public relations management?

### **8.1.2.1**

#### **SCOPE OF WORK**

The successful bidder shall fulfill the following:

**Web/Digital Development, E-Marketing:** Scope items are to be requested and used as needed by the CTA. Assume vendor hired can submit equivalent work to that mentioned below as deemed necessary. Scope of work is not all encompassing. Any ideas not covered within the scope of work are welcomed by the CTA.

#### **Web/Digital Development:**

- Enhancing and further developing the Carson City Culture & Tourism Authority's websites (visitcarsoncity.com and visitcarsoncity.biz) and digital presence is critical to successfully marketing Carson City as a travel destination.
- Continual development of the website must include SEO optimization and keyword optimization to ensure our digital marketing efforts match our website content.
- The contracted vendor will maintain that the CTA in maintaining GDPR and ADA compliance as well as privacy and cookie policies.
- The contracted vendor will be responsible for providing guidance, direction, and design, in cooperation with the CTA's marketing and the City of Carson City IT staff for anything added to the website.
- The contracted vendor must be able to create a redesign of the website in future years to stay up to date with technology, trends and design.
- The contracted vendor will be responsible for the development and maintenance of the website properties, plugins and mobile applications, if necessary, in support of the organization's mission.
- The contracted vendor must have demonstrated expertise in current web technology and development, cross-platform mobile application design, and the ability to work within open-source development platforms (WordPress, Drupal, Joomla, etc.), and custom-developed content management system.
- The contracted vendor must have experience in the development of integrated travel-related marketing campaigns for state or government agencies and must provide proven third- (3rd) party research results of its effectiveness including case studies that demonstrate the contracted vendor's expertise in brand campaign development in the tourism industry.
- Vendor must be familiar with the creation of an "offers" page to integrate packaging within the CTA's websites.
- Contracted vendor must be familiar with the use of third (3rd) party tags/pixels with respect to digital placed media.

- Vendor must have a dedicated UX developer on staff, which will guide the online user-experience and keep apprised of industry trends.
- Contracted vendor must be familiar with trends and insights related to creating innovative digital advertising, including interactive rich media units; and develop a much more customized remarketing approach that connects with potential customers on a more personal level based on the individual's behavioral activity on all monitored digital assets.
- The CTA's websites are currently hosted on scalable servers through the City of Carson City, utilizing cloud database and storage instances.
- The City of Carson City IT will retain full control of all domain names and all associated servers but will provide assistance and access as necessary.
- The City of Carson City IT and the CTA will require full administrative access to all websites.
- Any licenses purchased become the property of the City of Carson City.

**E-Marketing/Customer Relationship Management (CRM):**

- E-Marketing efforts are managed in-house by the CTA staff, the vendor selected will be needed to assess the existing email platform and messaging strategy and provide a technical solution to produce and send emails that are more closely targeted to consumer interests. Proposing vendor should discuss the targeting capabilities of any best practices platforms that are recommended. Proposing vendors should give an example of how these capabilities have benefited other organizations and particularly DMOs or those in the travel and tourism industry.
- Create a framework for greater customization within remarketing and digital advertising, as well as email communication efforts.
- Website forms and newsletter sign ups need to be integrated into the CTA CRM management platform.
- Vendor will assist in the creation and automation of newsletter templates when needed.
- Create a vibrant retail environment within the digital outreach programs that includes coupons and offers (from Carson City tourism partners) delivered to consumers based on known preferences. Offers and coupons may be delivered via computer, tablet, and mobile devices.

**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 CTA 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 marketing campaign into the next evolution of the established campaign.
  - 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
  - *Creative assets would be created either in-house or with CTA approved subcontracted vendor.*
- Assist in the creation of an expo booth and marketing materials for trade shows.
- Contracted vendor must be able to conduct and guide the research processes to inform the next marketing campaign and/or rebranding of the CTA.
- Assist the CTA in concept development, including quality graphic design.
- Assist the CTA in developing original copy (text), copywriting and editing.
- Assist the CTA in creative strategy and design of new 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/blogs 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 consolidated municipality 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.
- Assist the CTA in developing unique content specifically highlighting arts and culture in Carson City. This includes video, photo, copy-writing content and specific website related developments on visitcarsoncity.com in the arts and culture section.

## **Public Relations**

- Assist the CTA in development and pitching storylines 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 CTA 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.
- Provide monthly and annual PR Reports by the 1<sup>st</sup> of the following month in order to maintain deadlines for CTA board presentations.
- Create a new or update existing Communications Plan with the CTA's Marketing & PR Manager.
- Manage and work collaboratively with creative teams to implement PR Activations in locations/destinations that fit best with CTA's target markets and audiences.
- Attend and present at CTA board meetings as needed.

## **Account Management & Reporting:**

- Meet with Carson City Culture & Tourism Authority 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 web/digital development and e-marketing/CRM expenditures and other related costs and secure the approval from CTA Executive Director or CTA Marketing & PR Manager for all expenditures by submitting pre-project estimates with the understanding that Arts & Culture related expenses must be identified separately due to the nature of the funding of that department within the CTA.
- 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 & PR 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 & PR 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 & PR Manager in coordination with the selected Firm(s). In addition, the Firm(s) should be able to recommend strategies to expand the impact of VisitCarsonCity.com and VisitCarsonCity.biz. The selected Firm(s) must provide web/digital development and e-marketing/CRM project management timelines outlining the goals(s), objectives, audience, strategies, budget and measurement. Additionally, 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 demonstrate ability to incorporate the websites into the strategic plan, integrate, manage and execute an assortment of web/digital development and e-marketing/CRM projects. The selected Firm(s) must also provide creative briefs before each campaign or individual project outlining the goals(s), objectives, audience, strategies, budget and measurement. 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 web/digital development and e-marketing/CRM development and 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, the custom code for proprietary websites, passwords, logins, etc. prepared for the CTA will become the property of the CTA and will be provided to the CTA in whole or in part either immediately upon concept approval and/or upon completion of the project for future usage.

### **Activities and Deliverables:**

As part of the overarching web/digital maintenance and development, creative content and public relations contract, the vendor will provide the following activities and deliverables:

- Review all current website content on .com and .biz and provide recommendations for improvement (incorporating web usability and other applicable research conducted by an outside firm). Recommendations must be accomplishable within the specified budget and outlined in the annual marketing plan.
- Provide ongoing updates regarding the best practices of other tourism marketing organizations, consumer brands and award-winning development programs for the web and mobile applications.
- Provide a monthly web analytics report (components to be determined at a later date).
- Work as part of the overall strategic planning team to ensure all interactive solutions are mapped and cohesive with all marketing efforts.
- Assist with developing and creating executable strategies for search engine marketing programming.
- Provide a quarterly report of website performance and SEO to ensure best practices and content management.