



REQUEST FOR PROPOSAL

**Marketing Services
2019/2020**

VisitOxnard.com



Request for Proposal Marketing Services 2019/2020

OBJECTIVE

The Oxnard Convention & Visitors Bureau (Oxnard CVB/Visit Oxnard) is seeking proposals for strategic planning and creative consulting services from agencies specializing in tourism and destination marketing. Prospective respondents are to submit proposals which demonstrate adeptness at providing an integrated (and innovative) marketing approach to digital and traditional methods of media outreach. Proposals must be submitted in accordance with the conditions outlined in this Request for Proposal (RFP). The goal of this RFP is to identify a qualified partner and enter into a contract to provide marketing services for the next fiscal year (July 1, 2019 – June 30, 2020).

ORGANIZATION

Visit Oxnard is currently staffed by a team of four [4] full-time employees and one [1] part-time employee and is subject to oversight by a board of directors, made up of a diverse group of professionals with expertise from various sectors of the tourism and hospitality industries. Our team holds memberships with a number of industry professional organizations, including Destinations International, U.S. Travel and others, and committee/board seats with a number of organizations, including Oxnard Chamber of Commerce, Central Coast Tourism Council, CAL Travel and others.

MISSION

The Oxnard CVB is a non-profit organization promoting Oxnard, CA as a recognized destination for tourism and business travel.

SCOPE OF WORK

Visit Oxnard is looking for a full-service agency (or set of specialized agencies) that will (in coordination with our in-house staff) work to position Oxnard as a premier leisure and business travel destination that brings significant economic and social benefits to our community. Our selected partner will be expected to lead marketing efforts that result in the fulfillment of the following objectives: (1) firmly establish our brand identity; (2) create a marketing plan that aligns with our mission, strategic goals and builds brand equity; (3) execute on an agreed upon set of deliverables that drives growth in both brand awareness and hotel bookings in a way that is able to be monitored/tracked and is effective/efficient; (4) provide analytics/data on all marketing efforts; and (5) attend and report at meetings as required.

(1) BRAND IDENTITY

We are looking to modify our existing brand advertising guidelines to include more modern texts/fonts, graphics and design in general. Visit Oxnard has utilized various forms of the City of Oxnard logo in its brand advertising since at least 2008, and we'd like to move forward with a more updated look. Our 2019 Visitors Magazine publisher, Destinations Creative Group (DCG), presented a draft edit of our magazine cover with a reimagined text style (i.e., Google font "Monoton"), and we were hooked. The text felt fantastically retro, cool, classic; it felt very "Oxnard." And, we're looking to expand on that quality with consistency across all marketing materials in a way that positions us as a destination that is unique to those that surround us. We are looking to select an agency that truly understands every fiber of what makes Oxnard anomalous. We do not want to copy + paste another destination's identity; we want to firmly establish our own identity and embrace that which makes us stand out amongst competitors.

(2) MARKETING PLAN

In coordination with our in-house staff, we are looking for an agency to strategically conceptualize a 12-month marketing plan that takes into account our target markets and demographics and delineates how to reach those audiences in the most effective way possible given budgeting constraints.

Market Segmentation

Visit Oxnard’s marketing budget shall be allocated to targeting two types of travelers, with approximately 60% of our budget going to leisure travel and 40% going to meeting business. Geographically, we aim to protect our share in the Southern California and Central Valley markets, increase brand awareness in Northern California and build demand in neighboring states such as Nevada and Texas as well as market to the Eastern US and Canada (snow birds) and extreme weather destinations. We would like to grow upon these geo markets in coordination with our marketing agency and collected data.

The selection of all markets targeted must be data driven. We are looking for an agency that is adept at consulting on the selection of such markets based on data. For instance, Visa Vue’s 2018 International Spending Index indicates that our City enjoys the most international travel spending from Canada, China, Germany, The U.K., Mexico and Japan; while Visa Vue’s Domestic Spending Index indicates that visitors from Los Angeles, Riverside and Orange County dominate spending in our City. Based on these studies presented by Dean Runyan Associates, these are markets that we would be supported in targeting with marketing expenditures.

We have also selected several “interests”-based demographics based on Oxnard’s tourism assets/brand attributes; buyer personas could be developed upon interests in the following:

- food trucks
- stand-up comedy
- festivals
- boating
- boxing
- car culture
- road trips
- taco hunting
- travel and adventure
- family-friendly activities
- affordable vacations
- coastal access
- water sports
- convenient location
- beautiful weather
- culture and history
- historical films
- Dallas Cowboys
- footgolf/soccer
- Christmas
- National parks
- harbors
- beaches
- drumming
- music history

Digital Marketing

Social Media

We have switched over to management of our **social media** channels (e.g., Facebook, Instagram, and Twitter) with our in-house staff using post scheduler *HeyOrca!* We do not have much of a presence on Pinterest. Our YouTube account shall be updated with all new video content as content is curated.

We plan to continue managing our social channels in-house, but may opt to utilize our selected marketing agency to consult on strategy and to create special content inclusive of seasonal ads, social share videos, e-mail list growth campaigns (e.g., contest landing pages), etc., to reach audiences outside our current followership; boost engagement (e.g., likes, comments, shares) and grow broader vanity metrics in followers, subscribers, page likes, etc.

Blogs & e-Newsletter

As of 2019, the copy for our blogs has been switched over to be written in-house; we feel that our in-house staff is best-positioned to write authoritatively on rotating topics related to our tourism assets. We publish two monthly blogs, and these are pushed through our e-newsletter along with our calendar of events and other relevant e-news items. Our selected marketing agency shall be responsible for posting

blog copy on our website, ensuring that posts are search engine optimized, creating feature graphics and adding photos from our library and/or stock assets into the post and publishing. Our selected agency will also be responsible for the design/template customization and distribution of our e-newsletter through our email service provider (ESP). The monthly e-newsletter deliverable shall be created in draft form, sent to our in-house staff for edits and final approval, published and distributed to our e-mail subscriber list. Blogs and e-newsletters must be optimized for both desktop display and mobile.

Paid Digital Ad Placements

We are looking to purchase digital placements including display, video, native, audio and mobile ad inventory on ad exchanges using various methods of targeting including geo-targeting. Our selected agency must have access to and be adept at the use of demand-side platforms or other bidding technologies and authoritative in the navigation of such systems. Our selected agency must also be knowledgeable in building, animating and scaling designs to fit a wide variety of ad spots in an efficient manner and demonstrate competency in the use of a platform, such as Flexitive, that allows for such quick adaptive design.

Web Integration

Visit Oxnard's website was launched in 2015 with connection to IDSS as its CMS/Database. The selected agency will be expected to work in conjunction with our web developer to ensure that marketing deliverables are coordinated properly with our database, web platform, plug-ins, and more.

Public Relations

Our public relations contractor leads efforts to engage media with FAM tours, media missions, press releases, industry submissions and more. Our selected agency will be expected to work in conjunction with our public relations contractor to ensure that messaging is coordinated across all channels. Both our marketing contractor and public relations contractor will be expected to work from our 12-month marketing plan.

Concept/Creative Services

On an as-needed basis, the selected agency shall provide concept and creative services for print, web and digital media. The agency shall be granted access to our cloud-based photo library, but shall also be responsible for managing its own subscription to stock imagery from which photos may be pulled as needed. Familiarization with Oxnard's assets will be crucial to understanding the value in content that promotes partners in the best possible light. Three comparables shall be provided for review by Visit Oxnard per ad request, with revisions provided as requested.

Print

Print ads and collateral are to be provided on an as-needed basis, the selected agency being responsible for maintaining relationships with any subcontractors. The agency shall be knowledgeable of the latest

print technologies and capabilities and will be expected to pass along any wholesale discounts, reporting transparently on cost mark-up.

(3) DELIVERABLES

Deliverables will be executed under brand guidelines and coordinated with other marketing materials (e.g., Oxnard Visitors Guide) to ensure brand consistency. Our ideal marketing agency will provide accurate, current, comprehensive information to Visit Oxnard's main markets in a visually appealing, user-friendly, consumable way.

Quality Assurance (QA)/Quality Control (QC)

Deliverables shall be of the highest quality and executed under specified deadlines. QA processes shall be enacted to prevent, to the extent possible, flaws in deliverables; QC processes shall be enacted to identify flaws, which were not caught in QA processes, in deliverables.

Organization & Project Management

An organization chart shall be provided to Visit Oxnard with the agency's contact information for any agency team member who will work on Visit Oxnard projects. A project manager shall be identified, who will provide project oversight, lead team efforts, and ensure effective communication.

(4) MEASURING PERFORMANCE

Monthly reports shall be provided to Visit Oxnard that provide insight into the effectiveness of all marketing efforts led by the selected agency. The agency shall have expert knowledge of marketing analytics, marketing metrics, marketing forecasting, and marketing ROI. This knowledge will inform the agency's ability to adapt and respond quickly to changes in consumption so that campaign mixes may be adjusted in a way that proves value in further marketing efforts.

(5) MEETINGS

The selected agency will be expected to attend and report at quarterly marketing committee meetings and Visit Oxnard Board of Directors meetings at least twice per year. Additionally, monthly check-in meetings would be held to ensure that milestones are being met and that future deliverables are on track.

MINIMUM REQUIREMENTS FOR SUBMITTING A PROPOSAL

1. Vendor must have been in the business of marketing/creative consulting, specializing in tourism and destination marketing, for at least three [3] years.
2. Vendor must provide three [3] client references and include examples of work to demonstrate that they have implemented other successful destination marketing programs.
3. Vendor's proposal must remain valid for at least [120] days after the release date, while the Visit Oxnard team and board members/assigned stakeholders review.
4. Vendor must be able to handle all components of the marketing program, including all aspects of the scope of work as described.
5. Proposal submissions must not exceed [20] pages in length, apart from example deliverables as appended.

SUBMISSION MATERIALS:

Please include the following with your proposal:

- A brief company history, overview of services and capabilities.
- Brief professional biographies of all staff members to be assigned to this client account.
- An organizational chart including all staff members to be assigned to this client account.
- A statement of understanding of the scope of work.
- A summary of approach to ensure that the needs in this RFP will be satisfied.
- A description of your company's internal process of responding to client requests.
- A list of previous work for other tourism organizations relevant to this assignment.
- The names, addresses and phone numbers of a least three [3] clients we may contact.
- Three [3] examples of quality deliverables produced in the past two [2] years (included as appendix).
- A cost proposal/rate sheet provided separately from this proposal.

COST PROPOSAL:

Please provide a cost proposal/rate sheet for all work elements described in this RFP. Cost proposal must contain any and all costs that would be invoiced to the Oxnard CVB for the performance of these services. The proposal should contain:

- Hourly billing rates
- Projected hours by task
- Any additional costs/charges (e.g., travel, print, etc.)
- Annual rate increases, if any
- Terms of payment

SUBMISSION PROCESS:

The Oxnard CVB reserves the right to waive any requirement or condition of the RFP upon finding that it is in the organization's best interest to do so. The Oxnard CVB is not under any obligation to award a contract and reserves the right to terminate the Request for Proposal process at any time and to withdraw from discussions with any or all vendors who have responded. Oxnard CVB will renew its RFP for marketing services at a minimum of every three [3] years.



Please submit your proposal electronically to the Oxnard CVB, to Brittney Hendricks, Director of Marketing & Communications, at brittney@visitoxnard.com. OR, proposals may be submitted as a hard copy to the following mailing address:

Oxnard Convention & Visitors Bureau
ATTN: Brittney Hendricks
2775 N. Ventura Rd. Ste. 204
Oxnard, CA 93036

Submissions must be received no later than 5:00PM on Friday, May 31, 2019. Please direct any questions to Brittney Hendricks via email.

*Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by Oxnard CVB.

Date	Task
Friday, May 3, 2019	RFP Issued
Monday, May 13, 2019	Intent to Bid and Questions Due
Friday, May 17, 2019	Questions Answered
Friday, May 31, 2019 – 5pm	Proposals Due
Wednesday, June 12, 2019	Notification of Finalists & Rejections
Friday, June 21, 2019	Finalists Presentations/Interviews
Wednesday, June 26, 2019	Awarded Agency – VO Board to Approve Recommended Vendor
Monday, July 1, 2019	Contract Start Date

CONFIDENTIALITY STATEMENT:

As a selected vendor for this RFP, your organization will guarantee that all discussions, materials and findings will be held in confidence. This RFP and the nature of work solicited is the confidential and proprietary information of the Oxnard CVB and its councils, and the information contained herein may only be used as necessary to prepare a proposal for submission to Visit Oxnard.

Submission of a response to this RFP does not bind the Oxnard CVB to engage your company to provide the requested services. The Oxnard CVB reserves the right to reject any and/or all proposals, accept any proposal terms it deems to be in the best interest of the organization, waives any informalities in proposals submitted and waive any minor irregularities or discrepancies in proposal procedures.