



STATE OF NEW HAMPSHIRE
DEPARTMENT of RESOURCES and ECONOMIC DEVELOPMENT
DIVISION of TRAVEL and TOURISM DEVELOPMENT
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**New Hampshire Divisions of Travel and Tourism Development and
Parks and Recreation
Advertising Agency Services Request For Proposals**

Issue Date: December 9th, 2010

Title: Advertising Agency Services

Issuing Agency: State of New Hampshire
Department of Resources and Economic Development
Division of Travel & Tourism Development
172 Pembroke Road, PO Box 1856
Concord, NH 03302-1856

Pre-Proposal Conference: Tuesday, December 21, 2010
1:00 p.m.
DRED Conference Room (address as above)

Period of Contract: July 1, 2011 through June 30, 2013 (with an option to extend through June 30, 2015)

Proposal Deadline: 3:00 p.m.
January 19, 2011
**Proposal must be received at DRED not later than 3:00 p.m.*

Overview: New Hampshire Division of Travel and Tourism Development is seeking a vendor with proven skills necessary to become the lead agency strategic partner.

ALL PROPOSALS MUST BE LABELED: "PROPOSAL – Advertising Agency Services"

All inquiries for information should be directed to:
Amy Bassett, Public Information and Outreach Specialist
Email: abassett@dred.state.nh.us

If proposals are mailed, send directly to issuing agency shown above. If proposals are hand-delivered, deliver to receptionist at DRED office, 172 Pembroke Road, Concord.

REQUEST FOR PROPOSALS

Advertising Agency Services

1. PURPOSE

The purpose and intent of this Request for Proposals (RFP) is to enter into a contract for a period of two years (July 1, 2011-June 30, 2013) with an option to renew through June 30, 2015 upon the agreement of both parties and the Governor and Executive Council. The qualified firm will be the lead strategic partner with the Division of Travel and Tourism Development and the Division of Parks and Recreation will provide counsel for, and production of, an advertising program to market travel to and within New Hampshire.

2. BACKGROUND

2.1 The Division of Travel & Tourism Development (DTTD) and the Division of Parks and Recreation (Parks) are two of the four Divisions within the Department of Resources & Economic Development. This structure, while rare in state governments, acknowledges and respects the inextricable link between our natural resources, tourism and the role the visitor sector plays in the economic health of New Hampshire.

DTTD is one of the State's leading industries and a major revenue producer for the New Hampshire government. Parks is the steward of 92 properties that represent some of New Hampshire's most outstanding natural, historical and recreational resources.

DTTD targets its domestic marketing geographically to the Northeast, with a specific focus on the New York, Philadelphia and Boston DMAs. A secondary focus is In-State. Internationally, in the United Kingdom, Germany, France, Ireland, and Canada (Quebec, Ontario and the Maritimes) New Hampshire is promoted primarily in partnership with Discover New England, a collaboration of all six New England states.

Our demographic targets include: (1) adults 25-54 with household income of \$100,000+, traveling with or without children; (2) adults 55+ with household income of \$75,000+ traveling with or without children (or grandchildren).

2.2 More specific Division information is included in Attachment C. Research resource information is included in Attachment D.

2.3 Definitions:

- a. "Contractor" refers to the Offeror under this Request for Proposals (RFP) with which the Department of Resources and Economic Development (DRED) negotiates a contract. The terms in this RFP referring to "Contractor", represent contract terms that will be a part of the final Contract.
- b. "Offeror" refers to any individual, corporation, partnership or agency that responds in writing to this RFP. "State" refers to the State of New Hampshire; "DTTD" refers to the Division of Travel and Tourism Development and "Parks" refers to the Division of Parks and Recreation.
- c. The "Contract" is the resulting contract entered into between DRED and the successful Offeror.
- d. "Travel Trade"
 - Tour Operators (Group & Foreign Independent Travelers "FIT")
 - Travel Agents
 - Receptive Operators
 - Meeting Planners

3. SCOPE OF WORK

- 3.1 The Contractor will be the lead partner for DTTD and Parks and will be responsible for, with the help of research provided by DTTD and augmented by its own valid research, recommending marketing strategies, producing high quality advertising and promotional materials designed to meet the Divisions' goals of increasing visitor spending and State revenues.
- 3.2 The Contractor must also provide all the administrative services of a recognized full-service advertising agency. This will include, but is not limited to, media calendars, job estimates, monthly budget and reconciliation updates, detailed monthly billings, and analysis of promotion effectiveness upon completion.
- 3.3 The Contractor will provide website promotional coordination, special events marketing as needed, and copywriting services.
- 3.4 The Contractor will plan and develop multimedia presentations that take into account new technologies. The Contractor should be able to present viable options of multimedia devices to be used for distribution.
- 3.5 The Contractor will meet bi-weekly with DTTD/Parks staff to plan, communicate, and review advertising strategies. Contractor will also attend regularly scheduled meetings with DTTD/Parks and other contractors to make sure all partners are working within the overall DTTD brand and mission.
- 3.6. The Contractor will recommend advertising and promotional schedules for newspapers, magazines, television, radio, interactive, media, and other traditional and non-traditional avenues within a total annual budget of approximately \$4 Million in Fiscal Year 2012, subject to legislative approval of proposed budget. Subsequent budgets will be determined based upon legislative appropriations.
- 3.7 The Contractor will be responsible for negotiation and placement of all media. Cost of placement will be net to DTTD/Parks and it is expected that the Contractor will negotiate added value. The Contractor will be responsible in providing detailed invoices and reports tracking all placed media including value added placement to DTTD/Parks.
- 3.8 Contractor will give guidance and support to other DTTD/Parks contractors to ensure maximum synergy and results. This includes, but is not limited to website developer, guidebook publisher, public relations firm, website optimization company, and researcher.
- 3.9 The Contractor will provide expertise in travel trade and consumer marketing, domestic and international, to enhance and expand current target markets.
- 3.10 The Contractor must develop a strategy to position the State uniquely apart from other travel destinations in order to protect and increase our market share through use of traditional and non-traditional vehicles. This positioning must be in concert with those attributes which are valued by our residents and guests which build on our authentic assets.
- 3.11 The Contractor, if needed, will design, construct, update/modify, store, maintain, ship, and setup the State's trade show booths to each event or subcontract with a capable vendor.

- 3.12 The Contractor will work with and cultivate partnerships with other state organizations that, through cooperative promotion, will enhance the State's presence in niche markets. Currently, DTTD works with a variety of partners, including but not limited to, Department of Agriculture, Fish and Game Department, Ski NH, Discover New England, Liquor Commission, and NH Campground Owners Association.
- 3.13 The Contractor may employ qualified sub-contractors if needed. Special emphasis will be given to New Hampshire businesses.
- 3.14 The Contractor must propose strategies to expand promotional efforts effectively into new markets while maintaining traditional markets.
- 3.15 The Contractor will provide DTTD/Parks templates and direction for internal production of certain marketing/promotional pieces.
- 3.16 The Contractor will not provide printing services either directly or via sub-contract. These services will be provided by the State's Bureau of Graphic Services through competitive bid. Contractor shall provide printing specifications, and may represent the State for press proofs, with DTTD/Parks approval.
- 3.17 The Contractor, at Contractor's expense, will participate in industry events such as the New Hampshire Lodging and Restaurant Association (NHLRA), New Hampshire Travel Council (NHTC) conferences, Discover New England Annual Summit and Educational Seminar for Tourism Organizations (ESTO) annual conference to be current on industry activities and trends.

4. GENERAL REQUIREMENTS

4.1 Copies and Distribution of Proposal

In order to be considered for selection, Offeror must submit a complete written response to this RFP. One (1) original and eight (8) copies of each proposal must be submitted to the DTTD. No other distribution of the written proposal shall be made by the Offeror. Offerors may be required to make creative presentations, if requested.

4.2 Organization and Experience

- a. Demonstrate the Offeror's financial capability to provide the work described in *Section 3: Scope of Work*. Audited financial statements, or satisfactory alternate proof of financial stability will be required prior to award of contract.
- b. Qualifications of individuals who will be involved in the project, and the percentage of time each will spend on this project, including subcontractors. Provide resumes/portfolios for each individual who will perform the following major duties and functions under the proposed contract: Project Lead; Copy; Design; Computer or Mechanical Art, Printing, Sales and Management.
- c. Complete Contractor Data Sheet (Attachment A)
- d. Has the Offeror provided contractual services to the State before? If yes, please explain relationship.

- 4.2 Oral Presentation: Offerors who submit a written proposal in response to this RFP may be selected to give an oral presentation. The oral presentation will provide an opportunity for the Offeror to present its creative solutions to the "business situation" provided in Section 5.2 below. DRED will schedule the time and location of these presentations. Finalists in this selection will be required to give oral presentations to the Selection Committee.
- 4.3 Financial Standing: An Offeror, if requested, must be prepared to present evidence of financial standing necessary to satisfactorily meet the requirements set forth in the proposal.

5. SPECIFIC REQUIREMENTS

Proposals should be as thorough and detailed as possible so that the Selection Committee may properly evaluate Offerors capabilities to provide the required services. Responses must be structured as outlined below. Offerors are required to submit the following items as a complete proposal:

5.1 Experience, Qualifications, and Strategic Exercise:

a. Complete "Contractor Data Sheet" (Attachment A).

b. A written one-page introductory statement including:

-Experience in providing services as described in Section 3.

-The expertise of participating personnel including, but not limited to, those identified in Attachment A, and a description of your training and development program which will assure that all personnel assigned to perform under any resultant contract shall be capable and qualified in the work assigned to them.

-A description of how the addition of annual advertising expenditures of approximately \$4 million to the Offeror's current volume of business could be efficiently absorbed without over-taxing the Offeror's capabilities. It is recognized that the vast majority of the expenditures are not for advertising agency services, but for the payment of media costs. The Contractor, however, is required to pay media costs prior to reimbursement by the State.

c. Marketing Strategy: Hypothetical Business Situation

Our research confirms that what distinguishes New Hampshire is its potential to provide a quintessential New England experience in all seasons. Of particular note are foliage, scenic drives, family attractions, outdoor recreation in all seasons and the allure for families. It is also noted that ease of access to and within the state make it desirable for a weekend or a week.

As part of your proposal, please identify opportunities to leverage our image to expand year-round visitation and creating ways to expand marketing efforts through industry partnerships. Each vendor should develop a sample marketing program to highlight key NH assets and may include an event or special promotion that would involve industry participation. It is important to bear in mind DTTD's core mission, target audiences (existing and potential), limited dollars and regional aspects of the state.

PLEASE NOTE: Creative executions are not requested in the written proposal but will be part of the oral presentations scheduled for February 25, 2011. Finalists selected from strategies provided in the written proposals will be asked to present their creative ideas at that time.

5.2 Proposal Submissions

a. All information requested must be submitted. Failure to submit this information at time of bid will render your proposal non-compliant and will result in a disqualification.

- b. Offeror shall provide a thorough description of its plans and approach for accomplishing the requirements of *Section 3: Scope of Work*.
- c. Proposals should be as thorough and detailed as possible so that the DTTD may properly evaluate Offeror capabilities to provide the required services.
- d. Each copy of the proposal must be in a single volume. Proposals must be prepared simply and economically, providing straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be on completeness and clarity of content. The State is not responsible for the cost of proposals.
- e. The original copy must remain at DTTD, available for public inspection/disclosure, subsequent to awarding of the contract. Information considered confidential or proprietary may be marked as such by the submitting party. However, such determinations are not conclusive on DTTD and DTTD shall be subject to the provisions and requirements of RSA chapter 91-A (the New Hampshire right-to-know law) when determining what documents are subject to public inspection/disclosure pursuant to a right-to-know request.

5.3 Financial Terms: Complete "Rates and Fees Schedule" (Attachment B).

5.4 A written description of research capabilities and proposed tracking system to measure effectiveness of programs/tactics recommended.

5.5 An oral presentation of proposed marketing methodology, creative executions and media strategy (if requested).

6. EVALUATION AND AWARD CRITERIA

6.1 General Information: All proposals will be evaluated for responsiveness to the RFP by a Selection Committee made up of representatives of DRED and the tourism industry.

6.2 Criteria: All written proposals will be evaluated and scored on the basis of the following criteria, which will be accorded the relative weight indicated in parentheses:

- a. Experience and Qualifications of key staff and subcontractors (30%)
- b. Marketing Strategy, Methodology (50%)
- c. Financial Terms (20%)
- d. Grand Total (100%)**

After the Screening Committee has completed its evaluations of the proposals, DRED may require finalists to provide a creative presentation to further evaluate Offeror capabilities. These oral presentations will be graded on a 20 point scale, outlined in the Proposal Score Sheet (Attachment F). DRED will notify finalists at least 10 days prior to creative presentation to schedule times and determine location.

Award shall be made to the Offeror who has submitted the best overall response, as judged by the Screening Committee, and recommended to the Commissioner of DRED. A proposed Contractor must receive final approval from the Governor and Executive Council. Written Proposals shall be evaluated using the criteria contained in the Proposal Score Sheet (Attachment F).

6.3 Award of Contracts: Offeror(s) deemed to be best suited among those submitting written proposals will be identified on the basis of evaluation factors stated in the Request For Proposal. Offeror(s) may be asked to make oral presentations.

The Selection Committee will make a recommendation for selection of a Contractor to the Commissioner of DRED. The selected Contractor will be notified in writing. DRED and the selected Contractor shall negotiate a contract containing the terms in the RFP. If DRED is

unable to negotiate a satisfactory contract with the first selected Contractor, DRED may undertake negotiations with the next recommended Offeror.

The proposed Contract must be approved by the Governor and Executive Council. This process takes approximately four to six weeks after the execution of Contract. The contract approved by the Governor and Executive Council will be effective July 1, 2011.

6.4 Proposed Timetable:

Request for Proposals Issued	Thursday, December 9, 2010
Pre-proposal Conference	Tuesday, December 21, 2010
All clarifying questions received	Monday, December 27, 2010
Responses to questions sent to all	Monday, January 3, 2011
Written Proposal Deadline	Wednesday, January 19, 2011
Select Agencies for Oral Presentations	Wednesday, February 2, 2011
Oral Presentations	Wednesday, February 23, 2011
Advertising Agency Notification	Monday, February 28, 2011
Contract Process	March – April 2011
Governor & Council Approval Process	May - June 2011
Contract Effective	July 1, 2011

7.0 PRE-PROPOSAL CONFERENCE A meeting will be held at the Department of Resources and Economic Development, 172 Pembroke Road, Concord, NH on:

Tuesday, December 21, 2010 at 1:00 p.m.

The purpose of this meeting is to allow potential Offerors an opportunity to present questions and obtain clarification relative to this RFP.

While this is not mandatory, we highly recommend attendance at this meeting due to the importance of all Offerors having a clear understanding of the scope of work and requirements for this solicitation. Attendance will be evidenced by the representative's signature on an attendance roster.

8.0 CONDITIONS Any prospective contractor must be willing to adhere to the following conditions and must positively state so in the proposal.

8.1 Ownership of Subsequent Products: Any product, whether acceptable or unacceptable, developed under a contract awarded as a result of this RFP is to be the sole property of the State of New Hampshire unless stated otherwise in the contract.

8.2 Conformance With Statutes: Any contract awarded as a result of this RFP must be in full conformance with statutory requirements of the State of New Hampshire.

8.3 Amending or Canceling: The State reserves the right to amend or cancel this RFP, prior to the due date if it is in the best interest of the State, or to correct inaccuracies resulting from clerical errors.

8.4 Rejection for Misrepresentation: The State reserves the right to reject the proposal of any vendor for misrepresentation.

8.5 Contract Format: The successful contractor will be required to sign or provide the following documentation:

a. Service Contract Form – Form P-37 (Attachment E)

b. Certificate of Authority. This document is required of the Contractor to certify by vote of the corporation's board that the person who signs the contract has been authorized to do so. The Contractor is required to provide this document on

corporate letterhead, signed by the Chairman of the Board or similarly authorized person.

- c. Certificate of Existence. This document is required for all contracts exceeding thirty (30) days. They are issued by the New Hampshire Secretary of State's office certifying that the corporation, partnership, or trade name has been registered to do business in New Hampshire. Certificates of Existence shall be current and are renewable annually by April 1st.
 - d. General liability insurance against all claims of bodily injury, death, or Property damage in amounts not less than \$250,000 per claim and \$2,000,000 per incident, and fire and extended coverage insurance covering all property in DRED amounts of not less than 80% of the whole replacement value of the property (Section 14 Insurance and Bond of the State Agreement Form P37).
- 8.6 Speaking on behalf of the State of New Hampshire DRED: Contractor is not authorized to represent the State's position to the public or media and must be authorized to provide information by DTTD.
- 8.7 The resulting Contract may be modified only by written amendment, which has been executed and approved by the appropriate parties from the State and Contractor.
- 8.8 The State may terminate the Contract without cause by giving the Contractor sixty (60) days written notice before the effective termination date.
- 8.9 If for any reason, the Contractor fails to make a delivery date, the Contractor shall be assessed a "failure to perform" fee of \$1,000.00 per week, or portion thereof, until the production, revision or delivery date is met. If the Contractor foresees an event beyond its reasonable and normal control and properly notifies DTTD of such event – in writing- the Contractor shall be allowed to exceed a production, revision or delivery date with no "failure to perform" fee assessed.