



STATE OF NEW HAMPSHIRE
DEPARTMENT of RESOURCES and ECONOMIC DEVELOPMENT
DIVISION of TRAVEL and TOURISM DEVELOPMENT

172 Pembroke Road P.O. Box 1856 Concord, New Hampshire 03302-1856

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Canadian Public Relations / Marketing Representation
Request for Proposals

Issue Date: March 04, 2011

Title: Canadian Public Relations / Marketing Representation

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

Period of Contract: July 1, 2011 through June 30, 2013, with one, two-year option to renew (through June 30, 2015)

Proposal Deadline: 3:00 p.m.
April 08, 2011
**Proposal must be received at DRED no later than 3:00 p.m.*

Overview: New Hampshire Division of Travel & Tourism Development is seeking a vendor with proven skills in the areas of marketing and public relations, with whom to enter into a contract with to promote to the Canadian consumer travel and trade with New Hampshire.

**ALL PROPOSALS MUST BE LABELED: PROPOSAL-CANADIAN PUBLIC RELATIONS /
MARKETING REPRESENTATION**

Attention: Michele Cota, Marketing Specialist DTTD

All inquiries for information should be directed to:
Michele Cota, Marketing Specialist
Email: michele.cota@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.

1. STATEMENT OF PURPOSE AND INTENT

The purpose and intent of this Request for Proposal (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 with a Canada-based firm that will represent the New Hampshire Division of Travel and Tourism Development (DTTD) to the Canadian consumer, media, and travel trade to promote New Hampshire as a desirable year-round vacation destination.

2. BACKGROUND INFORMATION:

2.1 History

Travel and tourism is one of the State's leading industries and a major revenue producer for the New Hampshire government. In an effort to draw attention to the scenic beauty of our state, as well as its events, attractions, art, history, heritage, dining and accommodations, we partner with a Canada-based firm to market and provide public relation services for the state in order to continue to increase the Canadian visitor base to New Hampshire. The Division of Travel and Tourism is committed to building and maintaining relationships with public and private partners that will strengthen the state's economic potential, and support the quality of life for which New Hampshire is known.

2.2 Terms and Definitions

2.2.1 Term – the contract shall be effective for a period commencing on Governor and Executive Council approval (no later than July 1, 2011), and shall end June 30, 2013, with the option to renew the contract for an additional two years upon written consent of both parties and approval by the Governor and Executive Council.

2.2.2 Standard Terms Definitions

2.2.2.1 “Offeror” refers to any individual, corporation, partnership, or agency that responds in writing to the Request for Proposal (RFP).

2.2.2.2 “Contractor” refers to the offeror under this RFP with which the Division of Travel and Tourism Development (DTTD) negotiates a contract. The terms of this RFP referring to “Contractor” represent contract terms that will be a part of the final contract.

2.2.2.3 The State of New Hampshire (State), Division of Travel and Tourism Development, is a division of the Department of Resources and Economic Development (DRED) that has issued, and is responsible for this RFP. DRED will enter into the resulting contract on behalf of the State, upon approval by the Governor and Executive Council.

2.2.2.4 The “Contract” is the resulting contract entered into between DTTD and the successful offeror.

3. MARKETING STRATEGY

3.1 Promotion

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).

Including a Canada-based public relations and marketing firm in our partnerships will build on the exposure of the many travel and tourism offerings of New Hampshire to the residents of Canada.

4. SCOPE OF SERVICES

4.1 Scope

The Contractor shall recommend, execute and monitor press and public relations campaigns involving press releases, press kits, events and story ideas for the consumer and travel trade. The Contractor is also responsible for tracking coverage, pitching stories to travel media, responding to media inquiries and organizing participants for familiarization tours to New Hampshire. The Contractor chosen will come under the direction of DTTD's Director with day to day management by DTTD's Marketing Specialist. The Contractor will work in conjunction with our contracted New Hampshire based PR/Marketing firm and DTTD's contracted ad agency to maximize all avenues of exposure of New Hampshire's travel and tourism product. The contracted firm will also work with other Department of Resource and Economic Development (DRED) staff as directed for specific projects.

4.2 Contractor's Responsibilities

4.2.1 Media Relations

4.2.1.1 The Contractor shall serve as a communications point for the media, responding to media inquiries within 24 hours to provide:

- Story leads

- Press kits

- Images

- Film/video footage

- Posters

- Resource materials including brochures and collateral

- Coordination of media related tradeshows, including an annual media blitz

4.2.2 Media Releases

4.2.2.1 Monthly news and feature releases will be written by the Contractor, as well as those already written by DTTD for distribution and placement by the Contractor in Canada. All media releases will be approved by DTTD before distribution to the media. When necessary, contractor will provide translation services for selected press releases.

4.2.3 Clipping Service

4.2.3.1 Provide a clipping service of NH articles from both consumer and trade publications and supply an original or copy of the article in the monthly report. Each article and broadcast will be analyzed to determine the US dollar value of editorial based on the cost if the article or broadcast was purchased as advertising print space, or radio or TV air time (i.e. no mark up). Duplicates of broadcast (TV or radio) should also be provided. Circulation details should be included.

4.2.4 Visiting Journalist/Travel Professional Program

4.2.4.1 The Contractor will annually qualify and organize a minimum of one group and 3 individual familiarization tours to NH for Canadian consumer or trade journalists and professionals. It will be the responsibility of the Contractor to negotiate airline sponsorship of the visits. The Contractor will also be responsible for booking any travel arrangements to and from New Hampshire and any non in-kind expenses incurred on familiarization tours. The Contractor will assist with vetting credentials of Canadian journalists who contact DTTD directly. These additional expenses will be part of the special projects category in the budget of the awarded contract.

4.2.5 Promotions

4.2.5.1 The Contractor will keep DTTD apprised of promotional opportunities such as affinity programs and recommend Canadian partners to share costs. Funds for these types of opportunities will come out of the special projects category in the budget of the awarded contract.

4.2.6 Database

4.2.6.1 The Contractor will compile a database of names, addresses and email addresses of all media requests for information and/or materials sent. The database will remain full property of DTTD and cannot be distributed without the Division's permission.

4.2.7 Reports

4.2.7.1 The Contractor will provide DTTD with a monthly report detailing the account's activity by the 5th day of the following month. The report must include copies of press clippings, details of media and trade requests handled, earned media value in U.S dollars, a summary of Canadian economic factors affecting travel to NH, trade fulfillment activity, and special projects/meetings.

4.2.7.2 The Contractor will provide an annual end-of-year report that evaluates and measures the previous year's marketing efforts no later than August 1st of each year.

4.2.8 Visit USA/See America Committee

4.2.8.1 The Contractor will represent NH and participate in meetings of the Visit USA/See America Committee, Canada when DTTD staff is not available.

4.2.9 Office/Telephone Requirements

4.2.9.1 The Contractor will maintain an office in Canada with a dedicated phone line to provide media and the travel trade with NH information. This phone line will be answered "New Hampshire Travel & Tourism Development" and a staff member should be available to answer and respond to media and trade requests during normal business hours. It is advantageous for the contracted firm to have at least one staff member in the office who is bi-lingual in both French and English.

4.3.0 Trade Marketing

4.3.0.1 The Contractor will work with DTTD to identify and execute targeted cooperative marketing initiatives with the Canadian travel trade including but not limited to the following:

- Quarterly trade newsletter that appears seamless with DTTD strategic advertising campaign.

- Targeted sales calls with key individuals among the Canadian travel trade.

- Product development of New Hampshire's tourism industry which relates to the Canadian traveler.

- Enhanced presence on website aimed at the Canadian visitor.

- Coordination of one dedicated New Hampshire sales/training mission to Canada per year.

- Conduct educational seminars pertaining to the Canadian market to members of New Hampshire's tourism industry.

- One themed group familiarization tour to New Hampshire for key individuals among the Canadian travel trade.

- Coordination and assistance with trade shows including but not limited to: Securing Canadian appointments at OMCA and Pow Wow.

4.3.1 Consumer Marketing

4.3.1.1 All New Hampshire's consumer inquiries should be referred to the New Hampshire Division of Travel and Tourism. Additionally, the Contractor will work with DTTD to identify and execute special consumer promotions. Contractor will provide support to DTTD's advertising agency in regards to placement among Canadian publications.

4.3.2 Fulfillment

4.3.2.1 The Contractor will respond to media and trade requests for information and shall be provided with inventory by DTTD.

4.3.3 Miscellaneous Travel

4.3.3.1 The Contractor may be required to attend meetings in New Hampshire – e.g., meetings with DTTD staff or NH Governor’s Conference on Tourism.

4.3.3.2 Additionally, the representative may be required to escort media/trade visits and participate in familiarization tours.

4.3.3.3 Allowable travel expenses can be reimbursed at cost with proper documentation. These additional charges will be part of the special projects category in the budget of the awarded contract.

4.3.4 Sub Contractors

4.3.4.1 The Contractor may employ qualified sub-contractors if needed and must place special emphasis on the use of New Hampshire business suppliers. Use of subcontractors should be documented in the proposal submitted.

5. REQUIREMENTS

5.1 Copies and Distribution of Proposal

5.1.1 In order to be considered for selection, offerors must submit a complete written response to this RFP in English. One (1) original and five (5) 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 oral presentations, if requested by DTTD.

5.2 Organization and Experience

5.2.1 Complete Contractor Data Sheet (Attachment A)

5.2.2 Offeror will demonstrate financial capability to provide the work described in *Section 4: Scope of Work*. Audited financial statements or satisfactory alternate proof of financial stability will be required prior to award of contract

5.2.3 Offeror will provide qualifications of individuals who will be involved in the contract and the percentage of time each will spend on this project including subcontractors. Resumes must be provided for each individual who will perform the major duties and functions under the proposed contract. The individual or firm must have proven knowledge and 3-5 years of international marketing experience. The applicant must show detailed knowledge of the Canadian travel media, travel trade, and a network of related contacts which facilitate the execution of the planned marketing activities.

5.2.4 A basic degree of familiarity with New Hampshire as a travel destination is required.

5.2.5 Offeror will provide a list of current clients with a brief description and length of contract.

5.3 Proposal Submissions

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

5.3.2 Offeror shall provide a thorough description of its plans and approach for accomplishing the requirements of *Section 4: Scope of Work*.

5.3.3 Offeror shall provide a four-year marketing strategy for the period July 01, 2011 to June 30, 2013 and then from July 01, 2013 to June 30, 2015. The strategy should include a description of the program, purpose, target audience, success indicators, measurement results, duration, benefit, project implementation schedule and cost. Programs that include partnerships with airlines and sponsors will be given a higher priority.

5.3.4 Offeror shall provide an outline, including budget, of any “special projects” that you believe would add value to the New Hampshire presence in Canada.

5.3.5 Proposals shall be signed by an authorized representative of the Offeror. All information requested must be submitted. Failure to submit information may result in the DTTD requiring prompt submission of missing information, a lowered evaluation of the proposal, or rejection of proposal.

5.3.6 Each copy of the proposal must be in a single volume. Proposals must be prepared simply and economically, providing straight-forward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be on the completeness and clarity of content. The State is not responsible for the cost of proposals.

5.3.7 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.

5.4 Cost of Services/Pricing

5.4.1 Each proposal shall contain a section dealing with cost that shall list all pricing information relative to performing the duties described in the RFP and shall include:

A total, all-inclusive fee for services.

Proposed manner of payment and / or payment terms.

5.4.2 Offeror shall provide costs as formatted below.

Contract Fee & Payment	Amount
Professional Fees	
General Expenses	
Special Projects	
Total:	

Professional Fees would include: media and trade relations, media releases, administering familiarization tours (excluding travel costs), recommending special promotions, database management, reports, attending the local VUSA meetings, and staffing.

General Expenses would include: clipping service, trade fulfillment, communications (tel., fax, etc.), couriers, postage, stationery and translations.

Special Projects would include: Promotions (e.g. affinity programs, sales and training missions, media blitzes, or trade shows) and travel expenses related to approved projects such as familiarization tours and Governor's Conference.

5.4.3 No payment can be made on a cost plus a percentage of cost (net only).

5.4.4 Budget will not exceed \$75,000 in any one fiscal year.

6. CONDITIONS

6.1 Conditions: Any prospective contractor must be willing to adhere to the following conditions and must positively state so in the proposal.

6.1.1 Ownership of subsequent products: Any product, whether acceptable or unacceptable, developed under a contractor awarded as a result of this RFP is to be the sole property of the State unless stated otherwise in the contract.

6.1.2 Conformance with Statutes: any contract awarded as a result of this RFP must be in full conformance with statutory requirement of the State.

6.1.3 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.

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

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

6.1.5.1 Contract Agreement Form – Form P-37 (Attachment C)

6.1.5.2 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.

6.1.5.3 Certificate of Good Standing. This document is required for all contracts exceeding thirty (30) days. These 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 Good Standing shall be current and are renewable annually by April 1st.

6.1.5.4 General liability insurance against all claims of bodily injury, death, or Property damage in amounts not less than US \$250,000 per claim and US \$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 P-37).

6.1.6 Successful bidder must indemnify the State of New Hampshire against any liability associated with use of any information gathered in the course of fulfilling any assignment. Successful bidder must agree to keep all projects confidential and to not use project assignment information provided by DTTD to secure an unfair advantage in providing other services outside this contract.

6.1.7 DTTD reserves the right to request additional information from any Offeror or Contractor on potential conflicts of interest and to limit or prohibit the participation of any Contractor due to conflict of interest as may be determined by the sole discretion of DTTD.

6.1.8 Contractor will work in collaboration with DTTD to construct, convey, and target public relations messages to the media. Contractor is not authorized to formulate and convey a position on behalf of the State without receiving prior approval from DTTD.

6.1.9 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.

6.2.0 The State may terminate the Contract without cause by giving the Contractor sixty (60) days written notice before the effective termination date.

7. PRE-PROPOSAL CLARIFICATION AND QUESTIONS

An in-person meeting will not be held prior to the written strategy proposal deadline. Instead, Offerors will have the opportunity to submit questions or topics needed further clarification via email to Michele Cota, Marketing Specialist, to Michele.cota@dred.state.nh.us prior to March 18, 2011.

Responses to the questions will be compiled in one document and posted on www.visitnh.gov on March 21, 2011.

The State reserves the right to change terms and conditions outlined in this RFP, provided that all Offerors remaining in the selection process at the time of any change to the RFP have the opportunity to respond accordingly.

8. PROPOSAL EVALUATION CRITERIA

8.1 General Information: Proposals will be evaluated by the Division of Travel and Tourism Development Selection Committee with a recommendation to the Commissioner of the Department of Resources and Economic Development.

8.2 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:

- Overall strategy and design of proposal (35% of total score)
- Cost (35% of total score)
- Qualification of applicant (15% of total score)
- References (15% of total score)

8.3 Award of Contract: Offeror 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.

After the Selection Committee has completed its evaluations of the proposals, they 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 or modify and repeat the Request for Proposal process in order to encourage different proposals from different Offerors.

9. TIMELINE*

9.1 Request for Proposal issued	03/04 – 03/07/2011
9.2 All clarifying questions received	03/18/2011 by 3:00 p.m.
9.3 Responses to clarifying questions posted on visitnh.gov/rfp	03/21/2011
9.4 Written proposal deadline	04/08/2011
9.5 Selection committee review	04/25/2011 @ 12:00 p.m.
9.6 Finalist(s) selected	04/25-04/29/2011
9.7 Company notification	05/02/2011
9.8 Contract process	May/June
9.9 Contract to Governor and Council Meeting	June
9.10 Contract effective	07/01/2011

* Subject to change



TDD ACCESS: RELAY NH 1-800-735-2964  recycled paper

DIVISION OF TRAVEL AND TOURISM DEVELOPMENT 603-271-2665