



New Hampshire Department of  
**BUSINESS AND  
ECONOMIC AFFAIRS**



**Department of Business and Economic Affairs  
Advertising Agency Services  
Request for Proposals**

Issue Date: Monday, April 22, 2019

Title: Advertising Agency Services

Issuing Agency: State of New Hampshire  
Department of Business and Economic Affairs  
**Division of Travel & Tourism Development**  
1 Eagle Square, Suite 100  
Concord, NH 03301

Period of Contract: July 1, 2019 through June 30, 2021  
(with an option to extend through June 30, 2023)

Proposal Deadline: Friday, May 17, 2:00 p.m.  
*\*Proposal must be received at BEA no later than 2:00 p.m.*

All inquiries for information should be directed to:

Amy Bassett, Deputy Director  
Email: [amy.bassett@livefree.nh.gov](mailto:amy.bassett@livefree.nh.gov)

If proposals are mailed, send directly to issuing agency shown above. If proposals are hand-delivered, deliver to receptionist at BEA office, 1 Eagle Square, Suite 100, Concord, NH.

📍 1 Eagle Square  
Suite 100  
Concord, New Hampshire 03301

☎ 603.271.2341

🖱 [visithh.gov](http://visithh.gov) [nheconomy.com](http://nheconomy.com) [choosenh.com](http://choosenh.com)

## 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, 2019-June 30, 2021) with an option to renew through June 30, 2023, upon agreement of both parties and the Governor and Executive Council.

## 2. Project Overview

The NH Department of Business and Economic Affairs (BEA), is seeking an integrated marketing firm to assist in the achievement of its strategic goals. BEA is comprised of two divisions: Division of Travel and Tourism Development (DTTD) and Division of Economic Development (DED).

Goals include:

- Increase Rooms and Meals Tax Revenue
- Unify New Hampshire under the tourism brand and strategy
- Motivate individuals to live, work, play, and learn in New Hampshire
- Improve reporting, analytics, and data driven optimization of BEA's marketing
- Foster collaboration with the state's primary entry points, i.e. rest areas, airports, bus stations
- Bolster international marketing efforts
- Cultivate the Meetings, Incentive Travel, Convention, and Exhibition (MICE) market

The budget for marketing services will range from \$5 - \$8 million per year. Budget will be primarily dedicated to tourism promotion, however tourism assets will be leveraged in the promotion of workforce recruitment/retention, business recruitment, New Hampshire State Parks, and Agritourism.

The Selected Vendor will provide strategic direction to ensure New Hampshire's brand is properly conveyed across all programs and channels, creating a strategic framework for contracted partners, including public relations firms, international marketing partners, and content development vendors.

The Selected Vendor will have demonstrated an ability to meet business goals, as well as a proven ability to create groundbreaking work.

The Selected Vendor must appreciate the opportunities and challenges related to working with a highly visible government entity, one that is tasked with continually representing and improving New Hampshire's economic vitality.

The Selected Vendor will engage in both strategic planning and day-to-day program execution.

### **3 Definitions**

- 3.1 “Selected Vendor” refers to the Offeror under this Request for Proposals (RFP) with which the Department of Business and Economic Affairs (BEA) negotiates a contract. The terms in this RFP referring to “Selected Vendor” represent contract terms that will be a part of the final contract.
- 3.2 “Offeror” refers to any individual, corporation, partnership or agency that responds in writing to this RFP. “State” refers to the State of New Hampshire; “BEA” refers to the Department of Business and Economic Affairs; “DTTD” refers to the Division of Travel and Tourism Development; and “DED” refers to the Division of Economic Development.
- 3.3 The “Contract” is the resulting contract entered into between BEA and the successful Offeror.

### **4 Scope of Work**

Includes strategic planning, creative content, media planning and buying, search, digital, web hosting, web maintenance, and all production. Deliverables will be provided exclusively for BEA to promote the State as a tourism destination, as well as promoting workforce recruitment/retention, business recruitment, New Hampshire State Parks, and Agritourism.

#### **4.1 Administration/Management**

- 4.1.1 Dedicated Daily account management team with in-depth attention to organizing, planning, supervising, and reviewing all BEA projects and budgets.
- 4.1.2 Dedicated creative and production staff focused specifically on the BEA account.
- 4.1.3 Participate in planning and budget review meetings with BEA to ensure direction and budget adherence.
- 4.1.4 Development of specific reports that may include Campaign Reports, Weekly Status, Budget Updates, etc.

#### **4.2 Strategic Planning**

- 4.2.1 Prepare strategic plans, facilitate strategic planning sessions, and engage in consumer studies.

4.2.1.1 Utilize available research ([Strategic Marketing and Research Insights](#), [Travel Marketing Insights](#), [New Hampshire Travel Impacts](#), [U.S. Travel Association](#), etc.), [prior media plans](#), [campaign reports](#), and [industry trends](#).

4.2.2 Solicit input via strategic planning sessions with key stakeholders.

4.2.3 Determine and report Key Performance Indicators (KPIs).

4.2.4 Assist BEA staff in sharing the plan, including presentations, participation in select meetings, and hard copy materials.

#### 4.3 **Creative Development**

4.3.1 Create and deliver brand via paid, owned, and earned channels. Creative must promote the state's tourism attributes, workforce recruitment/retention, business recruitment, State Parks, and Agritourism.

#### 4.4 **Asset Production**

4.4.1 Create and inventory photography/video assets; assets will be used in all creative execution, public relations, and overseas marketing.

#### 4.5 **Media Planning and Buying**

4.5.1 Strategic planning of annual media calendar and paid search advertising.

4.5.2 Media buying and execution.

4.5.3 Coordinate cooperative marketing campaigns to support overall strategy.

4.5.4 Implement tracking mechanisms in order to measure KPIs.

4.5.5 Provide ongoing counsel relative to media consumption habits.

4.5.6 Media costs are at net and need to be paid prior to requesting State reimbursement.

#### 4.6 **International Marketing**

4.6.1 In coordination with BEA staff, work with global travel trade and U.S.-based receptive operators to promote New Hampshire tourism product.

- 4.6.2 Represent New Hampshire at select trade shows and events.
- 4.6.3 Develop marketing and sales materials, as well as destination training presentations.

#### 4.7 **Digital**

- 4.7.1 Develop creative strategy across digital, social, and mobile channels.
  - 4.7.1.1 Websites include: visitnh.gov, choosenh.com, nheconomy.com, dbea.nh.gov
- 4.7.2 Create responsive website designs, connecting users to the brand and advertising campaigns.
- 4.7.3 Implement and maximize content management solutions across BEA's portfolio of websites.
- 4.7.4 Ensure compliance and accessibility across all BEA websites.
- 4.7.5 Provide hosting services for all BEA websites.

### 5 **Proposal Requirements**

#### 5.1 **Technical Proposal**

- 5.1.1 Complete "Contractor Data Sheet" (Attachment A).
- 5.1.2 A written one-page introductory statement including:
  - Experience in providing services as described in Section 4.
  - Expertise of participating personnel including, but not limited to, those identified in Attachment A.
  - Describe the Offeror's ability to absorb the proposed Contract into its current volume of work.
- 5.1.3 Demonstrate the Offeror's 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.
  - 5.1.3.1 An Offeror, if requested, must be prepared to present evidence of financial standing necessary to satisfactorily meet the requirements set forth in the proposal.

- 5.1.4 Provide resumes/portfolios of individuals or subcontractors performing major duties and functions under the proposed contract; include role, responsibility, and qualifications.
- 5.1.5 Provide at least four recent client references, of which at least two (2) shall be tourism-related. Include contract/service dates and contact information.
- 5.1.6 Describe approach to accomplishing Section 4: Scope of Work.
- 5.1.7 A written description of research capabilities and proposed tracking system to measure effectiveness of proposed programs.
- 5.1.8 Explain previous contracted services provided to State.
- 5.1.9 Creative Assignment: Present an integrated summer tourism campaign utilizing the Live Free brand, assuming a \$2.5 million budget. Research is available on [visitnh.gov/industry-members](http://visitnh.gov/industry-members) (Attachment C).

PLEASE NOTE: Creative executions are not required within the written proposal. Finalists selected for oral presentations may be asked to present creative ideas at that time.

## 5.2 **Cost Proposal**

- 5.2.1 Offerors are required to complete Attachment B: Proposed Costs and/or Fees.
  - 5.2.1.1 As a high profile account, BEA is committed to maximizing the effectiveness and efficiency of its advertising investment; as such BEA expects a preferred customer fee status.

## 5.3 **Proposal Submission**

- 5.3.1 In order to be considered for selection, Offeror must submit a complete written response to this RFP. One (1) original and six (6) copies of each proposal, plus an electronic version must be submitted to BEA. No other distribution of the written proposal shall be made by the Offeror. Offerors may be required to make creative presentations, if requested.
- 5.3.2 All information requested must be submitted. Failure to submit this information at time of bid will render the proposal non-compliant and will result in a disqualification.

- 5.3.3 Each copy of the proposal must be in a single volume. Proposals must be prepared simply and economically, providing a 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.
- 5.3.4 The original copy must remain at BEA, 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 BEA and BEA 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 **Finalist Oral Presentations**

Offerors who submit a written proposal in response to this RFP may be selected to give a creative presentation. BEA will schedule the time and location of these presentations.

### 6 **Evaluation and Award Criteria**

- 6.1 All proposals will be evaluated for responsiveness to the RFP by a Selection Committee made up of representatives of BEA and private sector partners.
- 6.2 All written proposals will be evaluated and scored on the basis of the following criteria (Attachment D), which will be accorded the relative weight indicated in parentheses:
- Experience and Qualifications (30%)
  - Strategy, Tactics, Budget (50%)
  - Cost Proposal (20%)
  - **Grand Total (100%)**
- 6.3 Offeror(s) deemed to be best qualified among the written proposals will be identified on the basis of evaluation factors stated in Section 6.2.
- 6.4 Identified Offeror(s) will be selected to provide a creative presentation to further evaluate Offeror's capabilities. These presentations will be graded on a 50 point scale, outlined in the Proposal Score Sheet (Attachment D). BEA will notify finalists at least 10 days prior to creative presentation to schedule times and determine location.

- 6.5 The Selected Contractor will be notified in writing. BEA and the Selected Contractor shall negotiate a contract containing the terms in the RFP/proposal. If BEA is unable to negotiate a satisfactory contract with the first Selected Contractor, BEA may undertake negotiations with the next recommended Offeror.
- 6.6 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, 2019.
- 6.7 Proposed Timetable
- |                                     |                             |
|-------------------------------------|-----------------------------|
| Request for Proposals Issued        | Monday, April 22, 2019      |
| Deadline for Questions              | Friday, April 26, 2019      |
| Responses to Questions              | Wednesday, May 1, 2019      |
| <b>Written Proposal Deadline</b>    | <b>Friday, May 17, 2019</b> |
| Invitations to Present              | Friday, May 24, 2019        |
| Oral Presentations                  | Friday, May 31, 2019        |
| Award Announcement                  | Monday, June 3, 2019        |
| Contractual Process                 | June 2019                   |
| Governor & Council Approval Process | June 2019                   |
| Contract Effective                  | Monday, July 1, 2019        |

## 7 Conditions

All Offerors must be willing to adhere to the following conditions and must positively state so in the proposal.

- 7.1 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.
- 7.2 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.
- 7.3 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.
- 7.4 Rejection for Misrepresentation: The State reserves the right to reject the proposal of any vendor for misrepresentation.
- 7.5 Contract Format: The successful contractor will be required to sign or provide the following documentation:

- Service Contract Form – Form P-37 (Attachment E)
- 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.
- Certificate of Good Standing 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 Good Standing shall be current and are renewable annually by April 1<sup>st</sup>.
- Comprehensive general liability insurance against all claims of bodily injury, death, or property damage in amounts not less than \$1,000,000 per occurrence and \$2,000,000 aggregate, and special cause of loss coverage form covering all property in BEA in an amount not less than 80% of the whole replacement value of the property (Section 14 Insurance of the State Service Contract Form P-37 (Attachment E)).

- 7.6 Speaking on behalf of the State of New Hampshire/ BEA: Contractor is not authorized to represent the State's position to the public or media and must be authorized to provide information by BEA.
- 7.7 The Contractor may "subcontract" services. Proposals that include subcontracting services must include information identifying the subcontractor(s) and demonstrate the subcontractor(s)' qualifications to perform the services, and a letter from the proposed subcontractor(s) stating their intent to subcontract on this project. The prime contractor will be responsible for all services provided by, and obligations of its subcontractor(s). All communications, departmental direction, invoices and payments will be processed through the prime contractor. All data generated as a result of this contract is the exclusive property of BEA.
- 7.8 Contractor is to provide BEA with ninety (90) days written notice of any proposed changes to sub-contractor.
- 7.9 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.
- 7.10 The State may terminate the Contract without cause by giving the Contractor sixty (60) days written notice before the effective termination date.

- 7.11 If for any reason, the Contractor fails to make a delivery date, the Contractor shall be assessed Liquidated Damages 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 BEA of such event – in writing- BEA may allow the Contractor to exceed a production, revision or delivery date with no Liquidated Damages assessed.