



# MARKETING AGENCY

REQUEST FOR PROPOSAL, FISCAL 2016-18



## INTRODUCTION

### *About Mendocino County*

Mendocino County welcomes nearly 1.8 million visitors annually who explore its 90 miles of prime Pacific coastline, 90+ wineries and 10 diverse AVAs (earning the highest percentage of organic and biodynamic vineyards in the United States), 24 state/national parklands and 450+ unique accommodations. Straddling scenic Highways 1 and 101, “The Redwood Corridor,” the County delivers an ideal vortex of waves, wines and redwoods laced with historic villages and outback adventures.

Located 114 mi./184 km. north of San Francisco, the region’s gateway airports are San Francisco International (SFO), Oakland International (OAK), Sacramento International Airport (SMF), and Charles M. Schulz-Sonoma County Airport (STS).

Visit Mendocino County (Mendocino County Tourism Commission) is a non-profit destination marketing organization designed to enhance the economic vitality of the community by increasing tourism revenue.

More destination information can be found at:

- [www.VisitMendocino.com](http://www.VisitMendocino.com)
- [www.facebook.com/VisitMendocinoCounty](https://www.facebook.com/VisitMendocinoCounty)
- [www.instagram.com/visitmendocino](https://www.instagram.com/visitmendocino)
- [www.youtube.com/user/visitmendocino](https://www.youtube.com/user/visitmendocino)

### **Mendocino County Tourism Commission & the Mendocino County Business Improvement District**

Mendocino County Tourism Commission (MCTC) is dedicated to the growth of the travel and tourism industry throughout Mendocino County and provides tourist information for consumers and assistance to our tourism partners throughout the county. We market the county’s travel opportunities, businesses, events and specials throughout United States and world with a variety of programs and partnerships.

Funding for this program is through a county-wide business improvement district assessment of the hotel, motel, inns, B&B and vacation rental owners, plus a county transient occupancy tax (TOT) match to provide the organization the opportunity to market, promote and sell the destination to:

- Increase overall occupancy & hotel/motel revenues, especially during shoulder season (December, January & February)
- Extend the number of average hotel/motel room nights beyond 2 nights
- Bring exposure to Mendocino County as a viable destination for individuals and groups
- Positively impact transient occupancy tax (TOT) for Mendocino County and its municipalities
- Create opportunities to positively impact sales tax businesses & drive economic development throughout Mendocino County
- Assist with the development and growth of events and competitions that attract overnight guests and increase overall visitor spending

The Mendocino County Tourism Commission (MCTC), a non-profit 501(C)(6) is the destination marketing organization contracted with Mendocino County to execute the sales and marketing activities on behalf of the payers into the assessment and the Mendocino County stakeholders.

## **PURPOSE**

The purpose of this request is to seek and retain a qualified full service Marketing Agency to assist in providing professional marketing services to the organization, effective promotion of Mendocino County as a premiere northern California destination for individuals and groups and continued development of the Mendocino County brand through a rebrand process (next fiscal year).

The results of these efforts will benefit Mendocino County's assessed lodging businesses, the municipalities and communities within the county, Mendocino County sales tax businesses, plus help cultivate and grow events and competitions within our service area.

## **CURRENT STRUCTURE**

The Mendocino County Tourism Commission (MCTC) currently has agreements with outside contractors and agencies.

- Public Relations (agency)
- Digital Media Buyer (agency)
- Social Media (contractor)
- Marketing & Communications Coordinator (contractor)

The MCTC Executive Director and Marketing & Communications Coordinator currently serves as the main contact and liaison between the agencies and contractors to execute successful marketing and public relations outreach and campaigns.

## **PROPOSED MARKETING BUDGET**

The following budgets are based upon the current 2016-17 fiscal year. These numbers can fluctuate depending on the market and other factors. The budgeted dollars will have to reflect a 6-month plan, to avoid gaps in overall outreach.

- 2016-17 Marketing Budget **\$100,000**, including planning, meetings, execution and reporting
- 2017-18 Tentative Marketing Budget **\$400,000**, including planning, meetings, rebranding, execution and reporting

## **SUBMISSION CRITERIA**

Please provide the following information in your proposal. Please do not feel limited with the information below:

- Short company background.
- Who will service as the Mendocino County Tourism Commission's main point of contact.
- A list of current sub-contractors and their main role with the creation and execution of marketing plans.
- Rate your company's experience and effectiveness in the following areas (1-5, with 1 being no experience and 5 being expert). You may include a few lines in each for explanation.
  - Creative Partnerships
  - Destination marketing
  - Non-profit Rebranding
  - Digital, print and broadcast media
  - Industry partners, including but not limited to CalTravel, Visit California, Destination Marketing Association International, Discover America
  - Online portals, including TripAdvisor, Visit California, Gay Travel

- Photography & videography
- Website production
- Trade Media, including group travel, sports and meetings & events
- Outline of your company's planning, execution and reporting processes.
- Present a successful campaign your agency created, executed, the goals/objectives and its results.
- Although this is a formal process, have fun with it! Travel & tourism is fun, exciting and full of energy.

#### **EVALUATION PROCESS & CRITERIA**

The Mendocino County Tourism Commission, along with its Marketing Committee will review and evaluate each proposal. If the organization requires additional criteria, this will be supplied if a second round is needed.

#### **CONTRACT TERM**

Once the agency has been selected, they will enter an agreement for services with the Mendocino County Tourism Commission through June 30, 2018. The duration of the initial agreement between the Mendocino County Tourism Commission and the successful proposer(s) is expected to begin January 1, 2017 with an end-of-year annual review, mid-year review in 2018 and the option to terminate the contract after 30-days.

#### **PROPOSALS**

Written proposals can be submitted on or before 12noon (PST), December 2, 2016 to:

Mendocino County Tourism Commission, 2016  
Attn: Brent Haugen, Executive Director  
345 North Franklin Street  
Fort Bragg, CA 95437

#### **QUESTIONS/CLARIFICATION?**

If you have any questions, please feel free to contact Brent Haugen, Executive Director at 707-409-9660 ext 103 or via email at [brent@visitmendocino.com](mailto:brent@visitmendocino.com).