



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 mix of waves, wines and redwood forests laced with historic villages and outback adventures.

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

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

More destination information can be found at:

- www.VisitMendocino.com
- www.MendocinoTourism.org
- www.instagram.com/visitmendocino
- www.facebook.com/visitmendocinocounty
- www.youtube.com/user/visitmendocino

Mendocino County Tourism Commission and 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 the United States and world with a variety of programs and partnerships.

Funding for the organization is through a county-wide business improvement district assessment of the hotels, motels, 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 and lodging revenues, especially during the shoulder season (December, January and February)
- Extend the number of average lodging room nights beyond two 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 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 by the County of Mendocino to execute the sales and marketing activities on behalf of the payers into the assessment and industry stakeholders.

PURPOSE

The purpose of this request is to seek and retain a full-service Marketing Agency to assist in providing professional marketing services to the organization, effective promotion of Mendocino County as a premier northern California destination for individuals and groups and continued development of the Mendocino County brand.

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 region.

CURRENT STRUCTURE

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

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

The MCTC Executive Director and Marketing & Sales Coordinator currently serve 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 2019-20 fiscal year. These numbers can fluctuate depending on the market and other factors. The budgeted dollars will have to reflect a 12-month plan.

- 2020-21 Marketing agency budget of \$80,000, including planning, meetings, execution and reporting
- 2020-21 Tentative marketing budget \$258,000, including planning, meetings, execution and reporting

SUBMISSION CRITERIA

Please provide the following information in your proposal. Please do not feel limited with or by 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 branding/re-branding
 - Digital, print and broadcast media
 - Industry partners, including but not limited to CalTravel, Visit California, Destination Marketing Association International, Brand USA
 - Online portals, including TripAdvisor & Visit California
 - Photography & videography
 - Website production
 - Trade Media, including group travel, sports and meetings & events
- Outline of your company's planning, execution and reporting process
- 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 AND CRITERIA

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

PROPOSALS

Written proposals can be submitted on or before 12noon (PST), July 7, 2020 to:

Mendocino County Tourism Commission
Attn: Travis Scott, Executive Director
105 W. Clay Street
P.O. Box 89
Ukiah, CA 95482

QUESTIONS/CLARIFICATION?

If you have any questions, please feel free to contact Travis Scott, Executive Director at 707-964-9010 or via email at travis@visitmendocino.com

DRAFT