



ADDISON COUNTY
Economic Development Corporation
Great starts here.

Regional Marketing Services

REQUEST FOR PROPOSALS

Proposal Due Date: 5:00 p.m., February 16, 2022

The Addison County Economic Development Corporation (ACEDC) and our Regional Marketing partners, seek assistance with developing and marketing seasonal, interest-based, weekend or short trip itineraries for the county. The itineraries will highlight shopping, dining, recreation, and cultural opportunities, as well as hospitality organizations and businesses. We seek proposals for a Campaign Project Manager- individual or firm - to coordinate the required services and provide the required services, either in-house or through sub-contractors.

Introduction

The Addison County Economic Development Corporation is a 501(c)(6) member-based regional economic development organization. ACEDC's mission is to create a robust entrepreneurial environment which nurtures businesses to launch, grow, and thrive. ACEDC provides services directly to businesses, including advising, referrals, business plan development, site selection and financing. ACEDC also works with local, regional, state, and federal partners to advocate for, and advance, economic and community development.

ACEDC, in partnership with the Addison County Chamber of Commerce, the Better Middlebury Partnership, the Vergennes Partnership, and Bristol Core, applied for and won a \$30,000 grant from the Vermont Agency of Commerce and Community Development, Department of Tourism and Marketing, for regional marketing. These funds were awarded to the State of Vermont through the American Rescue Plan Act (ARPA).

Addison County offers visitors to Vermont a wide range of activities to match diverse interests in travel locations. The campaign will include seasonal interest-based sample weekend or short trip itineraries for the county, highlighting shopping/dining/hospitality/historical businesses, museums and events, and recreation opportunities. The experiences will include locations, experiences and activities in and around Middlebury, Vergennes, and Bristol.

Addison County and our key economic drivers of Bristol, Middlebury and Vergennes offer exciting tourism destinations for all demographics including individuals, families and underrepresented communities.

The objective of this campaign is to create an integrated campaign (digital, social, collateral) that attracts tourism, particularly focusing on underrepresented groups looking for travel

destinations matching their key interests and influencing these groups to include Addison County in their trips/vacations for 2022-2023.

Our target audiences are individuals and families interested in day, weekend and extended trips within a day's drive of the metro areas of the Capital Region (Albany), NYC and Boston. Particular focus will be directed to underrepresented communities visiting Vermont including African Americans, Hispanics and the LGBTQ community.

Our key message is that Addison County is a welcoming, community-minded tourism destination with opportunity to explore multiple areas of tourism interest. In addition to the traditional destinations Addison County is known for (outdoor recreation, the arts and food/beverage etc.) we must also highlight historical locations of interest to the African American travel community which include destinations such as the Rokeby Museum in Ferrisburgh and the Stephen Bates historical marker in Vergennes.

In order to attract underrepresented communities and new and diverse communities of visitors, our media plan will dedicate up to 25% of our media budget to African American, Hispanic and LGBTQ travel influencers. These are tightly knit communities where their influencers in the travel space provide credibility to travel destinations and accompanying brands/businesses. To maximize our media budget, only Nano and Micro influencers will be engaged. The remainder of the media budget will focus on traditional tourism placements in digital publications targeting the Albany, NYC and Boston Metro areas.

The focus will be on experiences and activities in and around Vergennes, Middlebury, and Bristol, Vermont. The itineraries will be published in travel-based print publications in key demographic areas within a day's drive. The audiences will be directed to new pages on an existing website.

I. Scope of Work

Strategic planning and oversight of the vendor(s) will be provided by the project partners, including oversight of media placements, strategic planning, oversight of the creative aspects of the project, and data collection. Website design and creation will be undertaken by the Addison County Chamber of Commerce, in consultation with the project partners. Grant administration and reporting will be undertaken by ACEDC.

Activities to be undertaken by contracted entity:

Campaign Supervisor/Project Manager

The Campaign Supervisor/Project Manager will coordinate all creative aspects of the project.

Writing

Create sample itineraries, based on interests and season, using a previously created list of regional assets.

Advertorial Design

Develop professionally branded advertorials that incorporate the sample itineraries with photography for print placement. They will be designed for re-use in multiple placements.

Print/Social Media Placement

Choose and submit sample itineraries to print publications and social media platforms with attractive demographics for travel to Vermont, targeting underrepresented audiences.

Photography

Provide photographs of regional assets based on the sample itineraries.

Videography

Create short videos that correlate with the advertising, highlighting local experiences and businesses.

II. Budget

Total Project Budget/Grant:	\$30,000
Administrative costs (ACEDC):	\$ 3,000
Funds Available for RFP Services:	\$27,000

III. Project Deliverables

- 40-50% of budget allocated to: Project management and creative including copywriting, print collateral, video, photography and digital ad design.
- 50-60% of budget allocated to: Digital media placement.
- Photography and video usage rights should be licensed in perpetuity or for a minimum of 5 years.

IV. Campaign Project Manager Requirements:

We prefer an individual or firm located in Vermont. Familiarity with Addison County and Vermont tourism marketing is desirable. Proposals from prospective campaign managers will be evaluated under the following criteria:

- Experience
- Depth of knowledge
- Individual/Firm capacity
- Quality of work
- Ability to provide required scope of work

- Value, determined by cost and scope of services proposed
- Familiarity with region and project goals

V. Submission Requirements

At a minimum, proposals must contain the following:

- Name, address, and website of individual or firm.
- Name, title, address, phone number, and email of primary contact(s).
- Narrative, including:
 - o Description, quantitative measures or relevant evidence of abilities, and qualifications.
 - o Description of familiarity with tourism marketing and Addison County, Vermont
 - o Examples of relevant past performance and experience.
 - o Description of staffing, including who would be assigned to the project.
 - o Proposed work plan, project management approach and understanding of responsibilities.
- Price quotation. Prefer quote of flat cost for services to be provided with a budget for each .
- CV/resumes of individual/ firm principals and primary staff/subcontractors that will provide services.
- Examples of relevant work and contact information for references.

Submission may not exceed a total cost of \$27,000 and proposal budget should be presented to match the scope of work categories.

Proposals may cover all services in the scope of services, provided by the responding firm. Proposals may also involve the responding firm providing project management only and/or selected services by the respondent, with certain services provided by subcontractors. The response must clearly explain the structure proposed and include a budget.

Questions about the RFP must be submitted before 5:00 pm on February 9, 2022, by email only, to fkennedy@addisoncountyedc.org. **No phone calls**. The project partners will provide answers to all questions to all respondents by February 11, 2022.

Proposals must be submitted in PDF format, double-sided, no less than 12-point font. Respondents should submit one copy of the proposal via email only.

VI. RFP timeline:

- RFP publication date: February 4, 2022
- RFP Q&A period: February 7-February 11, 2022
- Submission Deadline: 5:00 p.m. February 16, 2022
- Review period: February 17 - February 23, 2022
- Interview period (If required): February 24- March 2, 2022
- Award date: March 4, 2022
- Project start date: March 15, 2022

- Project completion: March 31, 2023

VII. Deadline:

All proposals must be submitted to Fred Kenney (fkenney@addisoncountyedc.org), following the instructions contained herein, no later than 5:00 PM on **February 16, 2022**.

If your firm decides not to submit a proposal, the courtesy of a response to that effect would be appreciated prior to the deadline.

VIII. Contact Information:

Fred Kenney, Executive Director
Addison County Economic Development Corporation
1590 U.S. Route 7 South, Suite 8
Middlebury, VT 05753
fkenney@addisoncountyedc.org
(w) 802-388-7953 X1
(c) 802-777-8349