

VISITHATTIESBURG REQUEST FOR QUALIFICATIONS: DIGITAL CONTENT CREATION

Tourism Industry Recovery, II



Proposals are due on or before 5:00 p.m. CST on MONDAY, OCT. 23, 2023.

OVERVIEW

VisitHATTIESBURG seeks qualifications from advertising agencies located within 30 miles of Hattiesburg, Mississippi, for a project spanning from October 2023 to April 2024. The selected agency will be allocated up to \$50,000 to supplement VisitHATTIESBURG's creative strategy for at least six (6) months.

SCOPE OF SERVICES

The selected agency will collaborate with VisitHATTIESBURG on:

- Destination marketing and messaging
- Designing print and digital collateral
- Creating digital video content
- Integrated marketing activities, including social media strategies, digital marketing, traditional print, and broadcast media
- Portfolio development, including photography, videography, and drone

Note: This contract will supplement the work of VisitHATTIESBURG's Agency of Record.

BILLING

VisitHATTIESBURG limits invoicing to once per month. Each invoice should be on letterhead from the selected agency and include the month(s) for which payment is due as well as detail of work completed. Funding will come from federal ARPA dollars for Mississippi Tourism Recovery, II.

SUBMITTAL REQUIREMENTS & DELIVERABLES

Your response to this RFQ must include the following components, in this order and labeled accordingly:

- A. Statement of Qualifications** – Provide a written statement of your firm's ability to meet the Scope of Work.
- B. Tourism Experience** – Detail your involvement in the tourism sector, particularly with DMO clients and industry affiliations.
- C. Organization, Ownership, and Management**
 1. Entity details and all trade names.
 2. Name of the organization's principal officers and other owners.
- D. Organization's Structure and Experience**
 1. An organizational chart.
 2. Employee count, including the breakdown of full-time, part-time, and contract workers.
 3. Brief history of the company, especially as it relates to work in the tourism sector.

4. Summary of employees who will work on the account, including their name, title, a summary of qualifications, and their main role working with VisitHATTIESBURG.
- E. **Project Approach / Methodology** – Provide a short narrative describing agency’s approach/methodology to projects.
 - F. **Client Information** – Clientele summary and creative samples. Notate any travel/tourism clients.
 - G. **References** – Three current account references with contact names, email, and phone numbers.
 - H. **Conflict(s) of Interest** – Declare and provide details of any actual, potential, or perceived conflict(s) of interest. If there are none, clearly state this in the proposal.
 - I. **Budget** – Provide the agency’s hourly rate and/or estimated project fees up to \$50,000.

EVALUATION & SELECTION

VisitHATTIESBURG will establish a committee to evaluate and rate all proposals based on the criteria prescribed.

SELECTION PROCESS

Proposals meeting all requirements will be evaluated by a committee and ranked based on the following criteria.

- Tourism Industry Experience [15%]
- Qualifications to Execute the Plan of Work, including Cost of Services [60%]
- References from Past Clients [10%]
- Evaluation of Prior Work [15%]

VisitHATTIESBURG will notify the winning proposer and all other proposers who were not selected. VisitHATTIESBURG’s evaluations of proposals are confidential and as such, VisitHATTIESBURG is unable to respond to any questions and/or requests for information as to why a company was not selected.

After awarding the contract, the schedule will include a period of collaboration between VisitHATTIESBURG and the selected agency to better define, elaborate upon, and update the agency’s final Scope of Work.

DELIVERY REQUIREMENTS

All proposals should include a clear, concise narrative. Proposal format is open to presentation style but must include the aforementioned items. Links to work samples may be included, if needed, for size limitations. Submissions must be provided **electronically in PDF format** and sent to Paige Robertson, Director of Communication and Digital Strategies, at probertson@visithburg.org with the **subject: "RFQ: Digital Content Creation" by Monday, Oct. 23 at 5:00 p.m. CST.**

Submittals received in any manner not specifically set forth above will not be accepted. Submittals received after the deadline will not be considered. It is the responsibility of the respondent to ensure that the submittal is received by the specified deadline. The delivery date and time will be recorded upon receipt.

QUESTIONS

Email questions to Paige Robertson at probertson@visithburg.org. No phone calls, please.