



TOURISM AUTHORITY

## **Request for Proposal National Digital Media Planning and Buying Services**

### **Issued By:**

San Diego Tourism Authority  
750 B Street, Suite 1500  
San Diego, CA 92101

### **Key Dates (\*may be subject to change)**

RFP Released	October 23, 2023
Proposals Due	December 1, 2023
Vendor Finalist Selection	December 8, 2023
Vendor Finalist Oral Interviews if Needed (can be virtual or in-person)	December 15, 2023
Contract Awarded	December 19, 2023

### **Purpose**

The purpose of this Request for Proposal is to seek and retain a qualified, innovative U.S. based marketing agency to provide media strategy, planning, management and buying services.

### **Project Overview**

In 2023, the San Diego Tourism Authority (SDTA) identified the need to launch a National U.S. digital advertising campaign to raise awareness and perception of San Diego as a preferred vacation destination. The SDTA has an approved campaign concept and was recently awarded a multi-million-dollar EDA subgrant by Visit California as part of the state's economic recovery. The \$3.5MM grant awarded to the SDTA will support domestic marketing campaigns, DEI initiatives and an updated destination master plan. The digital advertising campaign is budgeted at a total of \$1.845MM targeting a National U.S. audience with media running April through June 2024 to increase Spring and Summer travel into the destination. The project must be billed in full by July 15, 2024. Once selected, the agency must be prepared to begin work with SDTA immediately.

### **Scope of Work:**

- Provide a comprehensive research-based media strategy for the advertising campaign
- Identify key target audiences
- Identify KPIs to measure performance
- Recommend specific tactics across all digital channels
- Measure against established benchmarks
- Execution of an RFP process with media vendors
- Evaluation of media proposals
- Delivery of comprehensive media plan and flowchart
- Media vendor management and communication

- Buying services and placing of all insertion orders
- Manage campaign optimizations and make recommendations to increase ROI
- Ongoing review of media opportunities
- Provide monthly reporting of KPIs
- Coordination with the Brand Agency of Record to deliver all required creative assets

The project partner will be expected to take the lead during all phases of the project, working with direction from the SDTA Brand Management Team.

### **Background on the San Diego Tourism Authority**

The San Diego Tourism Authority (SDTA) is San Diego's umbrella destination marketing organization, charged with driving visitor demand and monitoring the health of the tourism industry. SDTA develops sales and marketing programs that promoted San Diego as a preferred leisure and meetings destination. In collaboration with San Diego's tourism industry partners, SDTA serves as the collective voice of the destination and aims to keep San Diego top-of-mind.

Incorporated in 1954, SDTA is a private nonprofit 501c6 corporation that is governed by a 19-member board of directors composed of industry and non-industry representative. Funding comes from the City of San Diego Tourism Marketing District, City of Coronado Tourism Improvement District and private source revenues (membership dues, advertising and events).

Investment by SDTA in sales and marketing of San Diego brand has resulted in San Diego becoming one of the nation's top travel destinations.

### **Vision**

Leading San Diego to be the most desirable destination.

### **Mission**

To drive visitor demand to economically benefit the San Diego Region.

### **Our Diversity, Equity, Inclusion and Accessibility Statement**

In San Diego, all are welcome, and differences are celebrated. The San Diego Tourism Authority is committed to diversity, equity, inclusion, and accessibility to promote unique San Diego experiences and elevate voices in the community that speak to travelers from around the world. We aim to be a thought leader in our industry, city, and community.

### **Proposal Requirements:**

**In a maximum of 15 pages, please provide the following information:**

#### **Company Background**

Please include the following items:

- A letter of interest;
- A description of your company's primary services;
- The year in which your company was formed;
- The U.S. operations address from which the primary work on the contract would be performed;
- Numbers of total employees and contractors; and
- A current and past client list.

### **Conflict of Interest**

Please list all tourism-related clients for whom you have acted during the past 12 months. Please include a brief description of the type of activity and services you provide.

### **Company Management & Staff**

Please include the following items:

- The contract manager for this scope of work; and
- The individuals who will be conducting the day-to-day work.

For all individuals assigned to this account, please provide:

- Current resumes/biographies demonstrating qualifications related to this RFP; and
- Length of time with your company

### **Case Studies**

Showcase studies (minimum of three) with demonstrated results relevant to San Diego Tourism Authority (scale, industry, and/or similarity).

### **Miscellaneous**

- Please describe your familiarity with San Diego and experience working with Destination Marketing Organizations.

### **General project questions**

- Please describe your process for planning media, including how you establish goals, select partners and approach targeting given the estimated budget.
- List the project phases and key milestones typically used when developing a comprehensive, multi-million-dollar media plan.
- Please describe your approach to optimization during the span of a project.
- Please describe your approach to client service, including your process for handling one-off requests, your average response time, and escalation process. Comment on the process used when beginning a relationship with a new client.
- Please describe your approach to reporting and how you work with custom reporting requirements.
- Please describe your access to industry-based research.
- Please provide an overview of your capabilities to provide creative/digital production support if needed.

### **Budget**

The current budget for this project is \$1,845,000 inclusive of fees.

- Please provide an overview of your fee structure for services.
- Demonstrate financial viability for maintaining a budget of this size.
- Please provide method of billing for work.

### **Proposal Evaluation**

The SDTA Review Committee will evaluate the written proposals. The criteria for the scoring of the proposals is included as Attachment A. The committee may at any time during the evaluation process seek clarification from Proposers regarding any information contained within their proposal. Final scores for each Proposer will reflect a consensus of the evaluation

committee. Any attempt by an agency to contact a member of the evaluation committee outside the RFP process, in an attempt to gain knowledge or an advantage may result in disqualification of Proposer.

The Review Committee may choose to do oral interviews (via in-person or virtual) if needed. Should oral interviews be deemed necessary, the SDTA will provide at least 7 working days notice before scheduling the meetings.

Please note: Upon completing the selection process under this RFP, San Diego Tourism Authority will notify the winning Proposer and all other Proposers who were not selected. San Diego Tourism Authority's deliberations are confidential. Accordingly, while we understand that non-selected proposers may wish to ascertain reasons for their non-selection, San Diego Tourism Authority cannot respond to any subsequent questions and/or requests for information as to why a company was not selected.

### **Reserved Rights**

All proposals submitted shall become the property of San Diego Tourism Authority and shall not be returned to the Proposer. San Diego Tourism Authority also reserves the right to:

- Reject any and all bids;
- Cancel this RFP;
- Revise the amount of funds available under this RFP;
- Amend this RFP as needed; and
- Not select a vendor and award a contract from this RFP

### **Submission Instructions**

Preferred Delivery: Electronic (PDF); however, if hard copies are sent, please include four copies.

Deliver to: [kvkapich@sandiego.org](mailto:kvkapich@sandiego.org), or if sending by mail:

Kerri Kapich  
Chief Operating Officer  
San Diego Tourism Authority  
750 B Street, Suite 1500  
San Diego, CA 92101

NOTE: If an extension to the response deadline is needed, please send an email to the contact above with a brief statement on why the extension is needed.

### **Inquiries**

All inquiries regarding this RFP should be directed via email to:

Kerri Kapich  
Chief Operating Officer  
San Diego Tourism Authority  
750 B Street, Suite 1500  
San Diego, CA 92101  
e: [kvkapich@sandiego.org](mailto:kvkapich@sandiego.org)

# Attachment A

## PROPOSAL EVALUATION

FOR REFERENCE ONLY

### WRITTEN PROPOSAL EVALUATION CRITERIA

Proposals will be reviewed, evaluated and scored by an evaluation committee based on the criteria below to the degree of responsiveness present in the written proposal submitted.

	Proposal Criteria	Max Score	Score
1	<b>Overall Experience of Firm</b> Our evaluation will include an assessment of such items as the history of your company, your experience as it relates to the requirements within this RFP, evidence of past performance, and related items.	15	
2	<b>Scope of Work</b> Our evaluation will include an assessment of the quality of proposed strategies, creativity, detail of plan, ROI measurement systems, and related items.	20	
3	<b>Familiarity with San Diego Brand and Product</b> Our evaluation will include our assessment of your understanding of our organization and how you integrated this knowledge into your proposal, cultural fit, and related items.	10	
4	<b>Qualifications of Team</b> Our evaluation will include an assessment of the qualifications, experience, and creativity of your managerial team, staff, and subcontractors, and related items.	10	
5	<b>Capabilities</b> Our evaluation will include an assessment of your past performance related to this RFP.	20	
6	<b>Cost Effectiveness</b> The maximum services provided in relation to the service fee charged and the value of the overall project. The budget is reasonable and appropriate.	25	

**TOTAL**

100

# Attachment B

## PRESENTATION EVALUATION

FOR REFERENCE ONLY

### VIRTUAL PRESENTATION EVALUATION CRITERIA

Presentations will be reviewed, evaluated and scored by an evaluation committee based on the criteria below to the degree of responsiveness presented.

	Presentation Criteria	Max Score	Score
1	Quality and completeness of answers regarding the proposed work plan. Professionalism and staff expertise, creativity and ratio of personnel assigned to the account.	30	
2	Market knowledge and industry relationships.	10	
3	Our evaluation will include our assessment of your understanding of our organization and how you integrated this knowledge into your proposal, cultural fit, and related items.	15	
4	Quality of proposed strategies, tactics and work samples.	30	
5	ROI, budget recommendations and cost effectiveness	15	

**TOTAL**

100



October 23, 2023

## **ADDENDUM**

### **RFP Digital Media Planning and Buying Services**

San Diego Tourism Authority

This project is funded through a grant provided by Visit California through an award under Federal Grant Award 07-79-07802 by the Economic Development Administration under §703 and 209 of the Public Works and Economic Development Act of 1965, as amended, 42 U.S.C. §§ 3149 and 3233. As a result, all vendors awarded contracts must be willing to abide by all required provisions of federal laws and regulations, including: [eCFR :: Appendix II to Part 200, Title 2 -- Contract Provisions for Non-Federal Entity Contracts Under Federal Awards](#), where applicable and at minimum sections B, D, H, I and L.

In accordance with 2 CFR 170.200 (Federal awarding agency reporting requirements), Federal awarding agencies are required to publicly report Federal awards that equal or exceed the micro-purchase threshold (\$10,000) and publish the required information on a public-facing, OMB-designated, governmentwide website and follow OMB guidance to support Transparency Act implementation.

San Diego Tourism Authority hereby notifies all bidders that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, minority business enterprises will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the basis of race, color, religious creed, sex, national origin or any other basis protected by applicable law.

Any Contract awarded through this RFP/RFQ is dependent on a federal grant award, the San Diego Tourism Authority reserves the right to reduce the level of services to match reduced levels of funding, or at its option, may terminate this Contract, should the funding source no longer be available, or the amount be reduced.