



## **Natchez Convention Promotion Commission**

### **Request for Proposals**

### **Visit Natchez Digital Marketing Services**

#### **MISSION STATEMENT**

The mission of the NCPC and Visit Natchez as the city's official destination marketing organization is to increase the economic impact of tourism in Natchez by developing and promoting the city to individual and group visitors.

#### **ABOUT VISIT NATCHEZ**

The Natchez Convention Promotion Commission and Visit Natchez (hereinafter referred to as NCPC) was established by authority of the Mississippi Legislature for the purpose of encouraging and promoting tourism for the Natchez/Adams County area. This commission is appointed by the Mayor and Board of Aldermen of the City of Natchez.

The NCPC is Natchez's liaison between potential visitors to the area and the businesses that will host them when they come. It acts as a marketing organization, as an information clearing house, and as a promotional agency for the City and its attractions. It also has fiduciary responsibility for how the tourism taxes funding the NCPC's activities are spent.

#### **ABOUT NATCHEZ**

Originally inhabited by the Natchez Indians and founded in 1716 as a French settlement, Natchez, Mississippi is the oldest city in the state and one of the oldest cities in the country. Located on the bluffs overlooking the Mississippi River, we are known not only for our historic buildings, homes and churches, National Park sites, ancient Indian mounds, and the Natchez Trace Parkway, but also for magnificent sunsets, delicious cuisine, a vibrant art and music scene, outdoor adventures, walking trails, and events all year long. The travel and tourism industry has long been a major driver of the local economy, with employment over 20%, and supports hotels, B&B's, restaurants, shops, tour companies by welcoming visitors from around the world. Natchez has a rich history to share including the stories of the Natchez Indians, pre-civil war houses and architecture, African American history from slavery to the civil rights era, women's groups who saved the city from bankruptcy and irrelevancy. In addition to our unique history, Natchez is also looking forward with a vibrant experience for travelers including a burgeoning movie production scene, the largest assortment of bed and breakfasts in the country, riverboat cruise ships and authentic Natchez shopping and dining. The cultural background in Natchez is very diverse with not only a strong parity of black and white demographics, but also a rich tradition of women leadership and a growing LGBTQ community.

Natchez faces an opportunity to drive a greater volume of visitation with travelers looking for a new adventure as we emerge from the pandemic and travel restrictions. Post COVID-19, we must be prepared to inspire travel and capture our share of the market to help aid in economic recovery for Natchez and the tourism industry. We have a new story to tell and are looking to create a new brand to help define and represent our path forward.

More details can be found on our website: [visitnatchez.org](http://visitnatchez.org).

## **OBJECTIVE & SCOPE OF WORK**

This RFP has been issued to seek qualified digital marketing agencies with extensive experience working with the tourism industry and can demonstrate the necessary experience and creativity to create and implement digital marketing campaign. The campaign will be for two twelve-month periods (2025 and 2026) and designed to increase brand awareness and promote the Natchez brand messaging to target designated market areas and must provide additional focus to aspiring demographics, Generation-X, African-Americans. The selected agency will work closely with the NCPC and our other marketing partners, Madden Media (Website, SEO) and the Lou Hammond Group (Public Relations) to develop new content and ensure a cohesive and coordinated strategy. The scope of work includes:

- Comprehensive digital marketing strategy including:
  - Targeted Digital Display
  - Geofencing / Mobile ads
  - Email marketing
  - Paid Social media (Facebook & Instagram)
  - Online Pre-Roll video
  - Content marketing (Sponsored articles)

The campaign must include monthly campaign reporting including Google Analytics analysis and robust visitor attribution tracking.

The NCPC will provide the new brand logo and brand guidance to the selected agency.

## **AVAILABLE RESOURCES**

Until an agency is selected, the Executive Director will be designated as your contact and will coordinate any materials needed or questions answered. The Executive Director will be available to conduct a Q&A call should you have any questions. Once the agency is selected, the agency will collaborate with the full staff as well as with our marketing partners.

## **TIMELINE**

- Proposals will be due by 5:00pm CST on Monday, September 30, 2024.
- A committee of staff and commissioners will review the proposals and may request a presentation either in person or via video conference with agencies prior to making a final decision by October 11, 2024.
- The committee will submit a recommendation to the NCPC Board of Commissioners by October 14, 2024.
- Final decision will be made by October 16, 2024, and the selected company will subsequently be notified as well as notices to all submitting companies
- Work should begin by or before January 6, 2025.

## **SUBMITTAL REQUIREMENTS**

Submission must be provided in one 8-1/2 X 11 PDF formatted document, either emailed or submitted in hard copy form on or before the due date. Economic methods of submission are encouraged. Full demonstration of work may be provided in other formats to demonstrate creativity and options, but a copy must be included in the PDF proposal as well. The following sections must be included in the proposal:

### 1) Organization Details

- a) Include Name, address, telephone and email of organization that will be contracted with and all trade names to be used
- b) Contact names and telephone numbers of the organization's principal officers as well as subcontractors should also be included.
- c) An organizational chart of company, including any subcontractors who will work with NCPC
- d) Brief history of the company, especially as it relates to work in the tourism sector and prior experience and knowledge of Natchez, Mississippi
- e) Experience as it relates to messaging, ad design, and placement strategy
- f) Summary of employees who will work on the account including their name, title, a short summary of their qualifications and their main role in working with NCPC
- g) Total number of employees including full time, part time and contract workers

### 2) Case Studies & References

- a) Three case studies completed by your firm with similar needs completed in recent years (tourism related is preferred) with measurable KPIs and results. Creative work should be included for each case study.
- b) Indicate if the agency has had a contract terminated for non-performance over the last five years with either litigation determining the agency at fault or no litigation due to inaction on part of the organization.
- c) Provide three references from past clients (destination marketing organizations are preferred)

### 3) Campaign Details

Details of the proposed campaign with specific tactics proposed. Examples of reporting must be provided as well.

### 4) Timeline

Schedule for the project assuming a January 6, 2025 commencement

### 5) Cost

Cost proposal including payment schedule

### 6) Disclosure

Disclosure of potential conflicts of interest

Proposals including supporting samples will not be returned to submitting companies

## **DELIVERY REQUIREMENTS**

Submittals must be marked "Request for Proposals: Digital Marketing Services Limited Duration/COVID-19 Recovery" and delivered to Visit Natchez, 500 Main Street, Suite One, Natchez, MS, 39120 or via email at [lynsey@visitnatchez.org](mailto:lynsey@visitnatchez.org).

Submittals received in any manner not specifically set forth above shall not be accepted or considered.

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. NCPC will not be responsible for late or incomplete responses due to mistakes or delays of the respondent or carrier used by the respondent or weather delays. A postmark will not be considered proof of timely submission.

#### **CONDITIONS OF PARTICIPATION**

1. Submittals in response to this request and respondents' participation in the process shall be at no cost or obligation to NCPC. NCPC reserves the right to, at any time, abandon or terminate its efforts to contract for any or all of said services without any obligation to any respondent.
2. Responses to this request and other materials submitted shall become the property of NCPC and will not be returned.
3. Respondent shall not contact any NCPC personnel or staff after this request has been advertised except to ask questions as specified below under "Respondent Questions." Such contact will be considered cause for disqualification.
4. NCPC may waive any informalities or minor defects or reject any and all submittals.
5. NCPC reserves the right to reject any submittal if the evidence submitted by, or investigation of, such respondent demonstrates that such respondent or its subcontractors, in NCPC's opinion, is not properly qualified to carry out the obligations of the Contract or to complete the Work contemplated therein.
6. All applicable laws, ordinances, and the rules and regulations of all governmental authorities having jurisdiction shall apply to the Contract throughout.
7. This Contract is being funded through a grant provided to NCPC by the State of Mississippi as part of its ARPA State and Local Fiscal Relief Fund (SLFRF) allocation received from the U.S. Treasury Department. The SLFRF program places numerous obligations on recipients and subrecipients which flow down to successful respondent. Each respondent is cautioned to carefully review the *Supplemental Terms and Conditions* which are a part of the sample contract and to ensure that all responsibilities and obligations are properly addressed.
8. By executing a signature on the submittal, respondent certifies that:
  - a. Neither the respondent, nor any of its team members, is currently debarred from submitting proposals or entering into contracts issued by any political subdivision or agency of the State of Mississippi or the Federal Government.
  - b. No Federally appropriated funds have been paid or will be paid, by or on behalf of the respondent, to any person for influencing or attempting to influence an officer or employee of any agency, a member of Congress, an officer or employee of Congress, or an employee of a member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
  - c. If any funds other than Federally appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a member of Congress, an officer or employee of Congress, or an employee of a member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, respondent shall complete and submit Standard Form LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

## SELECTION PROCESS

Proposals meeting all requirements of the RFP will be evaluated by the NCPC and ranked based on the following selection criteria and points (out of 100 possible points):

- Qualifications to do the scope of work (25 points)
- Type of strategies and tactics proposed including creativity and quantity (30 points)
- Demonstrated creativity to convey new branding messaging to target audiences (25 points)
- Knowledge of Natchez and tourism industry (10 points)
- Pricing (10 points)

## COMPANY CONTACT & PROPOSAL DEADLINE

Please submit proposals via email by September 30, 2024, to:

Lynsey Gilbert  
Interim Executive Director  
Visit Natchez  
500 Main Street  
Suite One  
Natchez, MS 39120  
[lynsey@visitnatchez.org](mailto:lynsey@visitnatchez.org)

## PROVISIONS

The Natchez Convention Promotion Commission reserves the right to negotiate a final agreement with the firm most closely aligned to meet the needs of the organization. This includes ordering changes in the work within the general scope consisting of additions, deletion or other revisions with the agreement price and time being adjusted accordingly. The NCPC may terminate the negotiations if they are unsuccessful in reaching an agreement on all matters including the scope of work and cost.

The Natchez Convention Promotion Commission is committed to diversity in all facets and is seeking a provider that shares this commitment. We desire an organization with a diverse team and one that understands the challenges and complexities of Natchez's unique history and landscape.

## ADDITIONAL QUESTIONS

Please contact Lynsey Gilbert at [lynsey@visitnatchez.org](mailto:lynsey@visitnatchez.org) with any questions regarding this RFP. To request a hard copy of this RFP be sent via postal mail, please email or call Lynsey Gilbert by September 20, 2024, at 5:00 p.m. CDT at [lynsey@visitnatchez.org](mailto:lynsey@visitnatchez.org) or by phone at (601) 492-3003.