

Anderson County Government

REQUEST FOR PROPOSALS (Formal)

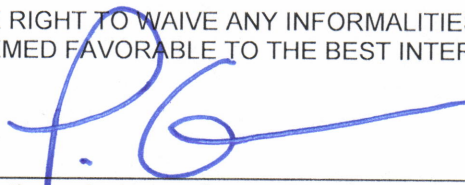
Pamela Cotham, Purchasing Agent
100 North Main Street, Courthouse, Rooms 214
Clinton, Tennessee 37716
(865) 457-6251
purchasing@andersontn.org
(865) 457-6252 Fax
<http://andersontn.org/purchasing.html>

RFP No.: 4641

Date Issued: December 3, 2015
RFPS will be received until
2:30 p.m. Eastern Time on January 5, 2016

Sealed proposals subject to the **General Terms and Conditions** of this Request for Proposal, and any other data attached or incorporated by reference. Proposals will be received in the Office of the Anderson County Purchasing Agent until the date and time specified above, and at that time publicly opened and read aloud.

THE ANDERSON COUNTY PURCHASING AGENT RESERVES THE RIGHT TO WAIVE ANY INFORMALITIES IN OR TO REJECT ANY OR ALL PROPOSALS AND TO ACCEPT THE PROPOSAL DEEMED FAVORABLE TO THE BEST INTEREST OF ANDERSON COUNTY.



Pamela Cotham, Anderson County Purchasing Agent

| PROPOSAL DESCRIPTION |
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| <p><u>Adventure Anderson Promotion</u> – Anderson County Government, Clinton, TN</p> |
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All vendors must submit one original and five (5) exact copy of their bid, including brochures, of their proposals.

Contact Purchasing in writing with any questions. Refer to General Terms and Conditions Section 1.2.



Adventure Anderson Promotion Request for Proposal # 4641

A. Overview

The Anderson County Tourism Council will be conducting a promotion campaign called Adventure Anderson which will promote Anderson County's authentic adventures including water, mountain and historical adventures, through digital advertisements, social media, purchased and organic content and enhancements to the website.

The first step will be to find a "spokesperson" who will experience different adventures in Anderson County, such as wakeboarding on Norris Lake, conquering the ropes course and mountain biking course at Haw Ridge, off-roading and trail running at Windrock Park, etc. Then his/her adventures will be shared through video blogs on www.yallcome.org, digital ads, and social media and supported with purchased google words. There will be an emphasis on demonstrating how the adventures can be experienced individually, by a family and people of all ages.

The campaign will cater to all age groups but the target audience is more defined by the visitor's lifestyle than their age. For example, people who are looking to participate in their vacation, people who hike, bike, waterski, etc. The geographic market is along the Interstate 75 corridor including Kentucky, Ohio, Georgia, Illinois, Florida and Michigan and along the Interstate 40 corridor from middle Tennessee to the western Carolinas.

The campaign will be measured by visits to www.yallcome.org, views of videos, reach and interaction of social media advertisements, and by measured digital advertisements and paid searches.

Proposal should include examples of videos and photography, which can be links to online assets, examples and results of previous digital campaigns. The proposal must also include detailed information from at least two similar promotions, to include contact name, telephone numbers, email addresses, etc.

The company that is awarded the bid will provide the Anderson County Tourism Council with all source files when applicable. The Anderson County Tourism Council will solely own all the products created as a result of this project and will be able to give permission to other companies to use and alter.

B. Scope of Work

1. Create a brand identity for the “spokesperson” including finding the person that will be featured on the videos. This person must be available for future video shootings after this initial campaign, which will ensure Anderson County Tourism Council’s ability to sustain the campaign after the initial launch.
2. Eight to ten videos that are 2 to 3 minutes long that each feature a different adventurous activity including but not limited to fishing and boating on Norris Lake, mountain biking and hiking on trails in Anderson County, off-roading at Windrock, exploring historical attractions and creating art/music. Intertwined though each video should be unique lodging and places to eat. The inclusion of drone footage is desirable.
3. Accompanying photography of each activity featuring the action of the activity.
4. Create five, 30 second videos to be used for digital advertising.
5. Conduct a six month digital advertising campaign that will feature the 30 second videos and the photography. The creative design of the advertisement will need to be changed at least every two months. The online advertisements need to be targeted geographically and matched with the consumer based on the content of the video. Proposal should include cost of creating the advertisements and the purchasing cost of the space.
6. Conduct a six month pay-per click google words campaign. Proposal should include an explanation of the management fees and the cost of purchase.

C. Deadline

Please be aware all campaign components must be completed by June 30, 2016.

The budget for this campaign is \$50,000. Your proposal should explain how your company can create the above mentioned video and photography assets and conduct the four month digital and google words campaign within the budget. If you feel that the campaign requires an increased budget, please include a detailed explanation including cost information.

D. Evaluation Criteria

A committee of three or more will meet to review and evaluate each bid proposal. Anderson County will award bid based on the following criteria:

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| 1. Experience & Qualifications as demonstrated in the proposal working with other Tourism organizations | 40 POINTS |
| 2. Quality of Examples of pervious work product | 30 POINTS |
| 3. Scope of Work | 30 POINTS |

E. Bid Proposals

Bids must be sealed in an envelope or carton and clearly marked on the outside with the words "RFP #4638 – Adventure Anderson Promotion". Interested companies should submit one original and five (5) complete copies (including all brochures, special attachments, certificates, etc.) of the proposal package. Include all information requested and any other information thought to be relevant to completely address the Request for Proposals (RFP) requirements.

- a. Proposals are due by 2:30 p.m. on January 5, 2016. At which time and place they will be opened and names of vendors submitting proposals will be announced.
- b. Any questions concerning this RFP should be directed to Pamela Cotham, Anderson County Purchasing Agent at telephone (865) 457-6218, purchasing@andersontn.org, or fax (865) 457-6252.
- c. Each Proposal shall be valid for a period of sixty (60) calendar days from the bid opening date.

The envelope or carton must be mailed or delivered to:

**Anderson County Courthouse
Attn: Pamela Cotham, Purchasing Agent
100 N. Main Street, Room 214
Purchasing Department
Clinton, TN 37716**

Request for Proposal Number: 4641

Request for Proposal Title: Adventure Anderson Promotion

BID ENVELOPE/PACKAGE CONTAINING BID:

Bids **MUST** be received in a sealed envelope/package with the bid number, company name and opening date clearly marked. Failure to comply may result in rejection of your entire bid. Late bids, e-mailed bids and faxed bids will not be considered nor returned. Anderson County will not be responsible for any lost or misdirected mail.

ANDERSON COUNTY PURCHASING DEPARTMENT

100 NORTH MAIN STREET, SUITES 214

CLINTON, TN 37716

purchasing@andersontn.org

Website: <http://andersontn.org/purchasing.html>

(865) 457-6218 Phone

(865) 457-6252 Fax

SECTION 1 GENERAL TERMS AND CONDITIONS

1.1 PROTEST: Any vendor wishing to protest the award shall notify in writing the Anderson County Purchasing Agent. No protest will be accepted, except those protests made in writing and received within (10) ten calendar days of the award. Protests must be in writing and envelopes/package containing protest must be clearly marked with Request for proposal number and words "Request for Proposal Protest". The Purchasing Agent, in conjunction with the Purchasing Commission, and with the advice and counsel of the County Attorney, shall review and make a final decision as to any proposal protest. Appeals shall be filed in the Circuit or Chancery Courts of Anderson County within sixty (60) days of the final decision.

1.2 PROOF OF FINANCIAL AND BUSINESS CAPABILITY: Request for Proposals must, upon the request of Anderson County, provide satisfactory evidence of their ability to furnish products or services in accordance with the terms and conditions of these specifications. Anderson County will make the final determination as to the proposal's ability.

1.3 VENDOR'S DEFAULT: Anderson County reserves the right, in case of vendor default, to procure the articles or services from other sources and hold the defaulting vendor responsible for any excess costs occasioned thereby.

1.4 BACKGROUND CHECKS: Contractors shall comply with Public Chapter 587 of 2007, as codified in Tennessee Code Annotated Section 49-5-413, which requires all contractors to facilitate a criminal history records check conducted by the Tennessee Bureau of Investigation and the Federal Bureau of Investigation for each employee prior to permitting the employee to have contact with students or enter school grounds when students are present.

1.5 BID CLOCK: The bid/time clock in the Anderson County Purchasing office will be the time of record.

1.6 TAXES: Anderson County is not liable for Federal excise or State sales tax. Tax exemption certificates will be provided upon request.

1.17 DRUG-FREE WORKPLACE: Under the provisions of Tennessee Code Annotated §50-9-113 enacted by the General Assembly effective 2001, all employers with five (5) or more employees who contract with either the state or a local government to provide construction services are required to submit an affidavit stating that they have a drug free workplace program that complies with Title 50, Chapter 9, in effect at the time of submission of a proposal at least to the extent required of governmental entities. The statute imposes other requirements on the contractor and contractors should consult private legal counsel if legal questions arise under this section or any other provision of this document. All contractors shall provide a written affidavit signed by the principal officer of a covered employer acknowledging that the contracting entity is in compliance with the Drug Free Workplace laws of the State of Tennessee.

1.8 NO CONTACT POLICY: After vendor receives a copy of this bid, any contact initiated by any vendor with any Anderson County representative, other than the Purchasing Department, concerning this invitation for bid is prohibited and agreements made thereto will not be considered binding on Anderson County. Any such unauthorized contact may cause the disqualification of the bidder from this procurement transaction.

1.9 QUESTIONS: Any questions concerning the bid document must be submitted to purchasing@andersontn.org no less than ninety-six (96) hours before bid opening date.

SECTION 1 GENERAL TERMS AND CONDITIONS
(Continued)

1.10 DUPLICATE COPIES: Anderson County requires that all vendors submit one original and five exact copy of their bids, including brochures.

1.11 ADDENDUM: Anderson County Government reserves the right to amend this solicitation by addendum. Addendum will be posted to the website purchasing@andersontn.org/purchasing.html up to 48 hours in advance of the bid/proposals due date and time. It is the bidder's responsibility to check the website for addendum. If in the County's opinion revisions are of such a magnitude, the deadline for this solicitation may be extended in an addendum. In addition, addendum can change specifications, reply sheets, and times and dates for pre-bid meetings as well as due dates/deadlines for questions and bids/proposals.

1.12 WAIVING OF INFORMALITIES: Anderson County reserves the right to waive minor informalities or technicalities when it is in the best interest of Anderson County.

1.13 APPROPRIATION: In the event no funds are appropriated by Anderson County for the goods or services in any fiscal year or insufficient funds exist to purchase the goods or services, then the Contract shall expire upon the expenditure of previously appropriated funds or the end of the current fiscal year, whichever occurs first, with no further obligations owed to or by either party.

1.14 ASSIGNMENT: Contractor shall not assign or sub-contract this agreement, its obligations or rights hereunder to any party, company, partnership, incorporation or person without the prior written specific consent of Anderson County.

1.15 WEATHER AND COURTHOUSE CLOSINGS - In the event of a situation severe enough to necessitate the closing of Anderson County Government offices, bidders/proposers will receive notification of the new date and time upon re-opening of county government offices. No bids will be opened until the rescheduled date for bid opening and all bidders/proposers whose submissions meet the extended deadline will be given equal consideration at that time. Anderson County shall not be liable for any commercial carrier's decision regarding deliveries during inclement weather.

1.16 PROPOSALS- All proposals once received become property of Anderson County Government and will not be returned.