



Marketing and Advertising Services

Request for Proposals

Deadline November 3, 2022

About Visit Conroe

Visit Conroe is the destination marketing organization (DMO) for, and department of, the City of Conroe. The mission of Visit Conroe is to promote leisure travel, special events, and meetings / group travel and tours to Conroe, Texas and the north Houston area. Our vision is to make Conroe a premier visitor destination, thus creating economic impacts and growth.

The Visit Conroe team focuses on five key pillars when marketing and promoting Conroe:

- The Great Outdoors – promoting all things Lake Conroe, WG Jones State Forest, Sam Houston National Forest, birding, hiking, etc.
- Culinary – including not only great eats, but also craft breweries, wineries and a whiskey and rum distillery
- Texas History – promoting the birthplace of the Texas Flag, the Historic Flagpark, Heritage Museum, and the fun ‘little known’ facts like Bonnie and Clyde’s tie to Conroe, the Strake Oil discovery, etc.
- Arts & Culture – including two historic theaters in downtown, a variety of art galleries, a variety of theatrical and musical offerings year round, etc.
- Texas Music Friendly – the 7th city to be named a Music Friendly destination by the Texas Music Office - Office of the Governor – Conroe has live music (of a variety of genres) almost every day of the week – all year round

Currently, our marketing focus on Leisure – but with some new products coming on line within 18-24 months (Margaritaville Resort plus a new Hotel & Convention Center), marketing efforts should be expandable to include group, business and corporate events seamlessly.

RFP - Marketing and Advertising Services for Visit Conroe

Visit Conroe is looking to contract with an experienced and innovative company to provide Creative Services and Media Planning & Buying Services for Leisure Marketing evolving to include Group / Meetings Marketing. These professional services should include strategic planning, development, implementation, tracking and evaluation of a comprehensive marketing plan to promote Conroe as a travel destination in targeted leisure (and bleisure) markets.

Objectives Include:

- 1) building better brand awareness,
- 2) creating interest through media,
- 3) providing customers with in-depth information about Conroe activities,
- 4) stimulating demand for Conroe through various media outlets,
- 5) generating more visitors through marketing and advertising and
- 6) to be able to track the success of our marketing

Scope of Work

1. Creative Services / Creative Direction / Concept Development / Production
 - Concept creative materials / campaign elements (digital, print, etc)
 - Create a cohesive overall plan for ad campaigns with input from Visit Conroe
 - Create copy to direct to identified targeted audiences

2. Media Planning & Buying Services
 - Work with Visit Conroe to create annual Marketing and Advertising Plan
 - Provide a comprehensive well-rounded annual media strategy
 - Manage all traditional and digital marketing from plans to final reports
 - Identify and recommend specific media goals and KPIs
 - Analyze and grow key target audiences
 - Recommend tactics across multiple channels
 - Negotiate and audit all media schedules
 - Continuously monitor and optimize media campaigns
 - Identify opportunities prior to, during and after campaigns, such as new platforms, vendors, tools, trends, etc.

- Provide monthly reports/dashboards including key takeaways and recommendations for increased ROI
- Submit timely reports detailing the budget status
- Must have the financial capacity to contract/purchase media without advance payment by Visit Conroe

Expectations

- Dollars allocated to each component will be determined during contract negotiations. The contract will reflect a maximum amount payable under the contract. There is no guaranteed minimum dollar amount to be paid. A contractor will only be paid for actual, approved work.
- Visit Conroe may choose to keep any project or campaign in house and/or utilize another company when deemed necessary.
- The company must respond to the RFP by submitting all requested information and address all specifications as required. Proposals received in response to this RFP should address the entire project.
- The company should have a good understanding and knowledge of the role of a Destination Marketing Organization (DMO) plays in the community to locals, stakeholders, partners and visitors – including the economic impact it makes on the city's economy.
- After a complete review of all proposals, finalists chosen may be asked to present their proposal in person or via Skype.
- Visit Conroe reserves the right to reject any or all proposals or accept what is, in its judgement, the proposal which is in Visit Conroe's best interest.
- In addition to price, the criteria listed below, may be considered in judging which Proposal is in the best interests of Visit Conroe: ability to provide services as required by the Visit Conroe, overall experience of firm and individual staff assigned to Visit Conroe, overall creativity, artistic ability, team approach, accessibility to client, firm reputation, and reference responses.

Length of Contract

The initial contract will commence on a date set forth during contract negotiations and will expire on September 30, 2023. The contract may be extended beyond the original contract period for an additional (4) one year extensions at Visit Conroe's discretion, and by mutual agreement, providing funding is available to do so. There will be a six month review and subsequent reviews annually in each year the contract is renewed.

Proposal Response Format and Requirements

Please note all materials become property of Visit Conroe.

- Letter of transmittal - should include an introduction of the company, website, name, address, email and phone number of the main point of contact representing the company with this RFP. The letter should also include an expression of the company's ability and desire to meet the requirements.
- Company facts and history – Provide the size of the company, number of key employees, list of premier accounts, including any current or former tourism related clients. In this section – please also describe a minimum of three of your company's most significant achievements over the last five years.
- Personnel and qualifications – Please provide a statement of the company's key personnel – including previous work experience with tourism-related projects. Provide a list of all key personnel who will work directly with Visit Conroe should the company be awarded the contract.
- Executive Summary – Provide a brief (no more than 2 pages) summary describing the company's proposal. This summary should highlight the major features of the proposal. Proprietary information requests should be identified in this section. In addition, clearly indicate any services that will be subcontracted. Please also include in this section - a clear explanation of the company's understanding and knowledge of the role a DMO plays in a community.
- References – Provide a minimum of 3 references relevant to the tourism industry. Include the contact person's full name, phone and email as well as any other related information to help in evaluating this reference.

- Scope of Work #1 – Creative Services
 - Provide examples of creative campaigns developed by your company – with explanations of each.
 - Describe your company’s process for developing effective creative concepts.
 - What role do you expect the client to play in the development of creative?
 - What type of research will you use in determining creative concepts?
- Scope of Work #2 – Media Planning and Buying
 - Provide examples of leisure (and bleisure) marketing campaigns. Include objectives, research and methodology, etc. (include examples)
 - Explain how you track advertising campaigns and describe reporting procedures your company utilizes.
 - What role do you expect the client to play in the development of effective advertising?
 - What type of research will you use to determine marketing tactics?
 - Provide examples of unique or out of the ordinary marketing ideas that you have successfully implemented.
- Cost and Fee Proposal
 - Please provide a breakdown of all costs related to proposed services and duties (creative, research, reporting, media buying, etc).

Schedule and Due Dates

Parties interested in responding are asked to submit electronically through Vendor Registry or three copies mailed to the City Secretary

City Secretary - Soco Gorjon 300 W. Davis Street, Conroe, TX 77301)

Deadline for RFP Questions

The deadline to submit questions related to this RFP November 3, 2022 by 2:00 pm CST. Questions will be addressed as they are received through Vendor Registry. All questions regarding this Request for shall be asked through Vendor Registry.

The following schedule provides key events and their associated completion dates and is provided primarily for planning purposes. Visit Conroe may modify the project timeline at its discretion.

RFP Released	October 21, 2022
Deadline to submit questions	October 31, 2022
Responses to questions	As Received
Proposals Due	November 3, 2022

Visit Conroe without liability, cost, or penalty, may at any time prior to or after closing time:

- Alter any dates in this RFP
- Cancel this RFP
- Amend or supplement this RFP
- Issue a new RFP for the same or similar services

Please submit the attached Ethics Forms with your proposal:

- SB1295 completed electronically on the Texas Ethics Commission website
- CIQ
- SB252
- SB 19
- SB 13
- HB 89



CERTIFICATE OF INTERESTED PARTIES

FORM 1295

OFFICE USE ONLY

Complete Nos. 1 - 4 and 6 if there are interested parties.
 Complete Nos. 1, 2, 3, 5, and 6 if there are no interested parties.

1 Name of business entity filing form, and the city, state and country of the business entity's place of business.

2 Name of governmental entity or state agency that is a party to the contract for which the form is being filed.

3 Provide the identification number used by the governmental entity or state agency to track or identify the contract, and provide a description of the goods or services to be provided under the contract.

4 Name of Interested Party	City, State, Country (place of business)	Nature of Interest (check applicable)	
		Controlling	Intermediary

5 Check only if there is NO Interested Party.

6 AFFIDAVIT I swear, or affirm, under penalty of perjury, that the above disclosure is true and correct.

 Signature of authorized agent of contracting business entity

AFFIX NOTARY STAMP / SEAL ABOVE

Sworn to and subscribed before me, by the said _____, this the _____ day of _____, 20 _____, to certify which, witness my hand and seal of office.

 Signature of officer administering oath Printed name of officer administering oath Title of officer administering oath

ADD ADDITIONAL PAGES AS NECESSARY

CONFLICT OF INTEREST QUESTIONNAIRE

For vendor doing business with local governmental entity

FORM CIQ

This questionnaire reflects changes made to the law by H.B. 23, 84th Leg., Regular Session.

This questionnaire is being filed in accordance with Chapter 176, Local Government Code, by a vendor who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the vendor meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the vendor becomes aware of facts that require the statement to be filed. See Section 176.006(a-1), Local Government Code.

A vendor commits an offense if the vendor knowingly violates Section 176.006, Local Government Code. An offense under this section is a misdemeanor.

OFFICE USE ONLY

Date Received

1 Name of vendor who has a business relationship with local governmental entity.

2 Check this box if you are filing an update to a previously filed questionnaire. (The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date on which you became aware that the originally filed questionnaire was incomplete or inaccurate.)

3 Name of local government officer about whom the information is being disclosed.

Name of Officer

4 Describe each employment or other business relationship with the local government officer, or a family member of the officer, as described by Section 176.003(a)(2)(A). Also describe any family relationship with the local government officer. Complete subparts A and B for each employment or business relationship described. Attach additional pages to this Form CIQ as necessary.

A. Is the local government officer or a family member of the officer receiving or likely to receive taxable income, other than investment income, from the vendor?

Yes No

B. Is the vendor receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer or a family member of the officer AND the taxable income is not received from the local governmental entity?

Yes No

5 Describe each employment or business relationship that the vendor named in Section 1 maintains with a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership interest of one percent or more.

6 Check this box if the vendor has given the local government officer or a family member of the officer one or more gifts as described in Section 176.003(a)(2)(B), excluding gifts described in Section 176.003(a-1).

7

Signature of vendor doing business with the governmental entity

Date

CONFLICT OF INTEREST QUESTIONNAIRE

For vendor doing business with local governmental entity

A complete copy of Chapter 176 of the Local Government Code may be found at <http://www.statutes.legis.state.tx.us/Docs/LG/htm/LG.176.htm>. For easy reference, below are some of the sections cited on this form.

Local Government Code § 176.001(1-a): "Business relationship" means a connection between two or more parties based on commercial activity of one of the parties. The term does not include a connection based on:

- (A) a transaction that is subject to rate or fee regulation by a federal, state, or local governmental entity or an agency of a federal, state, or local governmental entity;
- (B) a transaction conducted at a price and subject to terms available to the public; or
- (C) a purchase or lease of goods or services from a person that is chartered by a state or federal agency and that is subject to regular examination by, and reporting to, that agency.

Local Government Code § 176.003(a)(2)(A) and (B):

(a) A local government officer shall file a conflicts disclosure statement with respect to a vendor if:

(2) the vendor:

(A) has an employment or other business relationship with the local government officer or a family member of the officer that results in the officer or family member receiving taxable income, other than investment income, that exceeds \$2,500 during the 12-month period preceding the date that the officer becomes aware that

- (i) a contract between the local governmental entity and vendor has been executed;
- or
- (ii) the local governmental entity is considering entering into a contract with the vendor;

(B) has given to the local government officer or a family member of the officer one or more gifts that have an aggregate value of more than \$100 in the 12-month period preceding the date the officer becomes aware that:

- (i) a contract between the local governmental entity and vendor has been executed; or
- (ii) the local governmental entity is considering entering into a contract with the vendor.

Local Government Code § 176.006(a) and (a-1)

(a) A vendor shall file a completed conflict of interest questionnaire if the vendor has a business relationship with a local governmental entity and:

- (1) has an employment or other business relationship with a local government officer of that local governmental entity, or a family member of the officer, described by Section 176.003(a)(2)(A);
- (2) has given a local government officer of that local governmental entity, or a family member of the officer, one or more gifts with the aggregate value specified by Section 176.003(a)(2)(B), excluding any gift described by Section 176.003(a-1); or
- (3) has a family relationship with a local government officer of that local governmental entity.

(a-1) The completed conflict of interest questionnaire must be filed with the appropriate records administrator not later than the seventh business day after the later of:

(1) the date that the vendor:

- (A) begins discussions or negotiations to enter into a contract with the local governmental entity; or
- (B) submits to the local governmental entity an application, response to a request for proposals or bids, correspondence, or another writing related to a potential contract with the local governmental entity; or

(2) the date the vendor becomes aware:

- (A) of an employment or other business relationship with a local government officer, or a family member of the officer, described by Subsection (a);
- (B) that the vendor has given one or more gifts described by Subsection (a); or
- (C) of a family relationship with a local government officer.

_____ (“Company or Business Name”)
House Bill 89 Verification

I, _____ (Person name), the undersigned representative of _____(Company or Business Name) hereafter referred to as “Company”; being an adult over the age of eighteen (18) years of age, after being duly sworn by the undersigned notary, do hereby depose and verify under oath that the company named-above, under the provisions of Subtitle F, Title 10, Government Code Chapter 2270:

1. Does not boycott Israel currently; and
2. Will not boycott Israel during the term of the contract.

Pursuant to Section 2270.001, Texas Government Code:

1. *“Boycott Israel” means refusing to deal with, terminating business activities with, or otherwise taking any action that is intended to penalize, inflict economic harm on, or limit commercial relations specifically with Israel, or with a person or entity doing business in Israel or in an Israeli-controlled territory, but does not include an action made for ordinary business purposes; and*
2. *“Company” means a for-profit sole proprietorship, organization, association, corporation, partnership, joint venture, limited partnership, limited liability partnership, or any limited liability company, including a wholly owned subsidiary, majority-owned subsidiary, parent company or affiliate of those entities or business associations that exist to make a profit.*

DATE

SIGNATURE OF COMPANY REPRESENTATIVE

On this the ____ day of _____, 20____, personally appeared _____, the above-named person, who after by me being duly sworn, did swear and confirm that the above is true and correct.

NOTARY SEAL

NOTARY SIGNATURE

Date

**CITY OF CONROE
PURCHASING DEPARTMENT**

SENATE BILL 252 CERTIFICATION

On this day, I, _____, the Purchasing Representative for the City of Conroe, Texas, pursuant to Chapter 2252, Section 2252.152 of the Texas Government Code, certify that I did review the website list prepared, maintained, and made available to the City of Conroe by the Comptroller of the State of Texas of companies known to have contracts with or provide supplies or services to Iran, Sudan or any foreign terrorist organization. I have ascertained that the below-named company is not contained on said list of companies that do business with Iran, Sudan or any Foreign Terrorist Organization.

Company Name

RFP or Vendor number

CERTIFICATION CHECK PERFORMED BY:

Purchasing Representative

Date

("Company or Business Name")
Senate Bill 19 Verification

I, _____ (Person name), the undersigned representative of _____ (Company or Business Name) hereafter referred to as "Company"; being an adult over the age of eighteen (18) years of age, after being duly sworn by the undersigned notary, do hereby depose and verify under oath that the company named-above, under the provisions of Subtitle F, Title 10, Government Code Chapter 2274:

- (1) does not have a practice, policy, guidance, or directive that discriminates against a firearm entity or firearm trade association; and,
- (2) will not discriminate during the term of the contract against a firearm entity or firearm trade association.

Pursuant to Section 2274.001, Texas Government Code:

1. "Ammunition" means a loaded cartridge case, primer, bullet, or propellant powder with or without a projectile.
2. "Company" means a for-profit organization, association, corporation, partnership, joint venture, limited partnership, limited liability partnership, or limited liability company, including a wholly owned subsidiary, majority-owned subsidiary, parent company, or affiliate of those entities or associations that exists to make a profit. The term does not include a sole proprietorship.
3. "Discriminate against a firearm entity or firearm trade association":
 - (A) means, with respect to the entity or association, to:
 - (i) refuse to engage in the trade of any goods or services with the entity or association based solely on its status as a firearm entity or firearm trade association;
 - (ii) refrain from continuing an existing business relationship with the entity or association based solely on its status as a firearm entity or firearm trade association; or
 - (iii) terminate an existing business relationship with the entity or association based solely on its status as a firearm entity or firearm trade association; and
 - (B) does not include:
 - (i) the established policies of a merchant, retail seller, or platform that restrict or prohibit the listing or selling of ammunition, firearms, or firearm accessories; and
 - (ii) a company's refusal to engage in the trade of any goods or services, decision to refrain from continuing an existing business relationship, or decision to terminate an existing business relationship:
 - (aa) to comply with federal, state, or local law, policy, or regulations or a directive by a regulatory agency; or

(bb) for any traditional business reason that is specific to the customer or potential customer and not based solely on an entity's or association's status as a firearm entity or firearm trade association.

4. "Firearm" means a weapon that expels a projectile by the action of explosive or expanding gases.
5. "Firearm accessory" means a device specifically designed or adapted to enable an individual to wear, carry, store, or mount a firearm on the individual or on a conveyance and an item used in conjunction with or mounted on a firearm that is not essential to the basic function of the firearm. The term includes a detachable firearm magazine.
6. "Firearm entity" means:
 - (A) a firearm, firearm accessory, or ammunition manufacturer, distributor, wholesaler, supplier, or retailer; and
 - (B) a sport shooting range as defined by Section 250.001, Local Government Code.
7. "Firearm trade association" means any person, corporation, unincorporated association, federation, business league, or business organization that:
 - (A) is not organized or operated for profit and for which none of its net earnings inures to the benefit of any private shareholder or individual;
 - (B) has two or more firearm entities as members; and
 - (C) is exempt from federal income taxation under Section 501(a), Internal Revenue Code of 1986, as an organization described by Section 501(c) of that code.

DATE

SIGNATURE OF COMPANY REPRESENTATIVE

On this the ____ day of _____, 20__, personally appeared _____, the above-named person, who after by me being duly sworn, did swear and confirm that the above is true and correct.

NOTARY SEAL

NOTARY SIGNATURE

DATE

Senate Bill 13 Verification

I, _____ (Person name), the undersigned representative of _____ (Company or Business Name) hereafter referred to as "Company"; being an adult over the age of eighteen (18) years of age, after being duly sworn by the undersigned notary, do hereby depose and verify under oath that the company named-above, under the provisions of Subtitle F, Title 10, Government Code Chapter 2274:

- (1) does not boycott energy companies; and
- (2) will not boycott energy companies during the term of the contract.

Pursuant to Section 2274.001, Texas Government Code:

- 1. "Boycott energy company" has the meaning assigned by Section 809.001.
- 2. "Company" has the meaning assigned by Section 809.001, except that the term does not include a sole proprietorship.

DATE

SIGNATURE OF COMPANY REPRESENTATIVE

On this the ____ day of _____, 20__, personally appeared _____, the above-named person, who after by me being duly sworn, did swear and confirm that the above is true and correct.

NOTARY SEAL

NOTARY SIGNATURE

DATE