

**VISITHATTIESBURG REQUEST FOR BIDS:  
PUBLIC RELATIONS MANAGEMENT & MONITORING PLATFORM**  
Tourism Industry Recovery, II



**Proposals are due on or before 5:00 p.m. CST on WEDNESDAY, JAN. 24, 2024.**

**OVERVIEW**

VisitHATTIESBURG is seeking bids for a public relations management and monitoring platform to assist with its internal public relations efforts.

*Note: VisitHATTIESBURG employs two public relations agencies to do some targeted pitching.*

**SCOPE OF SERVICES**

The selected agency will provide VisitHATTIESBURG with:

- An online centralized dashboard for media monitoring.
  - CRM functionality to track team activity and relationship history with journalists or publications.
  - Should be easy to navigate.
- Accessible media database of journalists and publications, preferably one that automatically updates
  - Should be able to add custom notes for the VisitHATTIESBURG communication team to refer back to while building relationships with journalists
- Monitoring and alerts for media coverage
  - Email and dashboard alerts for coverage on VisitHATTIESBURG’s keywords, people, and places
  - Trends reports and analytics for keywords, people, and places
  - Automatically “clip” coverage with thumbnails and headlines
  - Conduct competitive analysis searches for similar destinations, attractions, brands, etc.
  - Monitoring should include social media, online news, podcasts, blogs, X (formerly Twitter), TV, and radio.
- Pitching at scale and one-on-one
  - Tracking statistics from pitches, such as opens, clicks, responses, etc.
  - In-platform pitching
  - Outlook / Gmail integration
  - Customizable media lists
  - Ability to import media lists
- Reporting and measurement on coverage
  - Realtime updates to reports to included latest coverage
  - Customizable reports that can be automatically sent on a daily, weekly, and/or monthly basis to designated staff members
  - Customizable reports that detail Estimated Media Value, Reach, Sentiment, etc.
  - Reports should have graphic capabilities, such as tables, graphs, and text snippets.
- Accessible customer support.
  - Onboarding, best practices, and dashboard set-up should be included with the initial contract.

## **BILLING**

VisitHATTIESBURG limits invoicing to once per year. Each invoice should be on letterhead from the selected agency. 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. Brief history of the company, especially as it relates to work in the tourism sector.
- D. Project Approach / Methodology** – Provide a short narrative describing agency’s approach/methodology to media monitoring.
  - a. Note: Proposers are encouraged to provide a summary based on the below keywords/keyword strings for coverage between Oct. 1, 2023 – Dec. 31, 2023. Keywords: VisitHATTIESBURG, Hattiesburg Public Art, Longleaf Trace, Hattiesburg Pocket Museum, and The Lucky Rabbit.
- 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 annual fee and any opportunities to customize VisitHATTIESBURG’s subscription. If there is a multi-year discount, please note that here.

## EVALUATION & SELECTION

VisitHATTIESBURG will establish a committee to evaluate and rate all proposals.

### SELECTION PROCESS

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

- Qualifications to Deliver Scope of Services [65%]
  - Online centralized dashboard for media monitoring.
  - Accessible media database of journalists and publications.
  - Monitoring and alerts for media coverage.
  - Pitching at scale and one-on-one.
  - Reporting and measurement on coverage.
  - Accessible customer support.
- Effectiveness and Accuracy of Analytics Requested [15%]
- Cost of Services [10%]
- References from Past Clients [10%]

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](mailto:probertson@visithburg.org) with the **subject: "BID: PR Tool" by Wednesday, Jan. 24, 2024, 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](mailto:probertson@visithburg.org). No phone calls, please.