

# Northeast Mississippi Daily Journal, 1242 S. Green Street

Account: <b>3486</b>	Ad ID: <b>1495734</b>
Name: <b>KIM HANNA</b>	Description: <b>#1495734 LEGAL NOTICE Request For Qu</b>
Company: <b>CITY OF TUPELO</b>	Run Dates: <b>04/20/20 to 04/27/20</b>
Address: <b>P.O BOX 1485</b>	Class: <b>1401</b>
<b>TUPELO, MS 38802</b>	Orig User: <b>PMW</b>
Telephone: <b>(662) 841-6487</b>	Words: <b>992</b>
	Lines: <b>221</b>
	Agate Lines: <b>209</b>

Other Charges:	<b>\$3.00</b>	Net Cost:	<b>\$221.24</b>	Notes:
Discount:	<b>\$0.00</b>			
Surcharge:	<b>\$0.00</b>	Paid Amount:	<b>- \$0.00</b>	
Credits:	<b>\$0.00</b>			
Bill Depth:	<b>20.819</b>	Amount Due:	<b>\$221.24</b>	

#1495734

## LEGAL NOTICE

### Request For Qualifications for Ad Agency Services Limited Duration/ Covid-19 Recovery

#### Mission Statement of the Tupelo Convention and Visitors Bureau

The mission of the Tupelo Convention & Visitors Bureau is to promote Tupelo as a viable site to visit in the State of Mississippi; to provide support for tourism-related projects; and to educate and assist the public regarding tourism development, which will result in increased tourism revenue and a positive image for the City of Tupelo.

#### Objective

This RFQ has been issued to seek qualified firms who have a working knowledge of the tourism industry and can demonstrate the necessary experience to produce messaging and ad design and provide placement strategy for our leisure travel market. Although it is our intent to contract with the person/company that best meets the qualifications to complete the scope of work, the CVB may terminate the negotiations if they are unsuccessful in reaching an agreement on all matters including the scope of work and cost.

#### Background

The Tupelo CVB is a research-driven destination management organization with annual collections of around \$5 million. In the midst of the Covid-19 event, we are estimating at least a \$1 million budget shortfall. Post Covid-19, we, along with every other destination around the world, will need to be prepared to inspire travel and capture our share of the market to help aid in economic recovery for our town and hospitality industry. Traditionally, our leisure program has been based on a two to six hour drive market and the messaging has been inspirational and geared toward weekend getaways.

Group business has traditionally been strong. We have a sales team working sports, meetings, and

motorcoach business to re-book postponed and lost business. International FIT and Groups are reached in partnership with the State of MS, Memphis/Mississippi partnership and Travel South and will have their own set of barriers to overcome with international travel and longer lead times required.

We have a relationship in place with Turner Public Relations who works PR for Tupelo on a national level and pushes stories based on the campaign narratives of culinary, quality of life and Elvis evolution. These themes, of course, normally coincide with our leisure messaging.

#### Scope of Work

The Tupelo CVB wishes to employ an outside agency to craft messaging, produce ads - whatever form they take - traditional print, digital, radio, broadcast, OTT or others, and to recommend an overall placement strategy to aid in the recovery after Covid-19 through leisure travel.

#### Available Resources

An employee will be designated as your contact and will coordinate any materials needed or questions answered with all other CVB employees.

#### Timeline

- May 5, 2020 - Qualifications due from interested agencies
- May 8, 2020 - Zoom interviews with chosen agencies
- May 11, 2020 - Agency chosen and contract negotiations begin
- June 1, 2020 - Contract presented for approval to the Tupelo CVB Board
- June 2, 2020 - Tupelo City Council approves contract in CVB board minutes
- June 3, 2020 - Work begins for a limited duration decided in contract negotiations

#### Response to RFQ

Your response to this RFQ should be submitted in the following format, labeled accordingly:

#### A. Statement of Qualifications

Provide a written statement for your firm's qualifications for providing the work as described in the Scope of Work.

#### B. Tourism Experience

Provide a written statement of your involvement in the tourism industry, specifically with DMO clients, industry memberships and resources.

#### C. Organization, and Ownership Management

1. Name, address and telephone of the entity that will be contracted with and all trade names to be used.

2. Name, address and telephone numbers of the organization's principal officers and other owners

#### D. Organization's Structure Experience

1. Organizational chart of company and any sub-contractors

2. Total number of employees - full and part-time. Include employee information for all sub-contractors that would be employed on the project.

3. Short history of the company and any sub-contractors to be employed on the contract.

4. Names of employees who will work on account and their role in the development and names of employees of any sub-contractors who will work on the account

5. Summary of qualifications for each person who will work on the account

6. Hours of operation that staff will be available and any satellite offices

7. Experience as it relates to messaging, ad design, and placement strategy. Case histories should be recent and include organization's activities, subcontractor's activities, as well as examples of work.

#### E. Client Information

1. Current clients in declining order of size

2. Name your two most recent past clients and reason for termination

3. Name any travel/tourism clients and their current status

#### F. Account Gain and Loss

1. 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.

2. List of accounts

gained over the last two years and why your organization was awarded the work

3. Three references that are current accounts with contact names and phone numbers

#### Selection Process

Proposals that meet all the requirements of the RFQ will be evaluated by a review committee based on the following selection criteria:

- Tourism Industry Experience
- Qualifications to do the work
- References from past clients
- Evaluation of prior work

#### Questions

Email any questions to Stephanie Coomer at [scoomer@tupelo.net](mailto:scoomer@tupelo.net), or you may call Stephanie on her cell phone at 662-871-7801.

Deliver by EOD on May 5, 2020 by email or via WeTransfer to: Stephanie Coomer [scoomer@tupelo.net](mailto:scoomer@tupelo.net)

The Tupelo CVB staff and the committee who will review these RFQ's are all working from home. Please be mindful of that in putting together your proposals. While we understand your need to put your very best proposal in front of us, please do so efficiently in a document that can be easily transmitted digitally to the committee.

April 20, 27, 2020