



Request for Qualifications & Proposals
for
**Marketing, Advertising, Public Relations,
Event Planning & Related Services**
to the
City of Napa



Date of RFQ/RFP Release: **September 10, 2018**

Notification of Intent to Respond Due: **September 17, 2018**

Qualifications/Proposal Due: **October 12, 2018**

I. BACKGROUND

The City of Napa enjoys world recognition due to its relationship with the Napa Valley, which is world renowned for producing award-winning wines and superb cuisine. The City of Napa is committed to using that reputation to appropriately and strategically market the City of Napa (and the “[Do Napa](#)” brand) to new and returning visitors.



The City of Napa provides the largest selection of lodging choices than any other city in Napa County. As part of the [Napa Valley Tourism Improvement District](#), the City of Napa has established targeted marketing programs that have helped spur annual revenue growth for the hospitality industry. While current marketing activity has been successful, there is still significant need to promote Napa amidst the emergence of competing wine regions both domestically and internationally.

II. REQUEST FOR QUALIFICATIONS AND PROPOSALS

The City of Napa is seeking proposals from firms highly-experienced in Marketing, Advertising, Public Relations, Event Planning & Related Services for the fiscal year contract period of July 1, 2019 through June 30, 2020. At the end of the one-year contract, the City of Napa may act to renew the contract if goals are met.

The selected consultant will work with City of Napa Economic Development (Staff), [City of Napa Tourism Improvement District's \(TID\)](#) Local Governing Committee (LGC), representatives from Napa's lodging groups, retail businesses and other hospitality establishments to increase lodging stays within the City of Napa. The LGC is comprised of seven members; five of whom represent the lodging industry, one member who represents the City, and one member representing a visitor-serving or destination-marketing entity who holds an at-large seat. The LGC meets monthly and manages funds generated by the Tourism Improvement District.

Currently, the City is under contract with a marketing consultant who has developed the work plan and budget as illustrated in **Attachment A**. This work plan and budget was approved by the City Council for the 2018-2019 fiscal year, and is attached here strictly for illustrative purposes related to program tasks and activities. This work plan does not have to be duplicated as part of the proposal component of this RFQ/RFP; but can serve as an example of typical tasks that will be evaluated as part of the proposal process.

III. RFQ/RFP PROJECT SCHEDULE*

September 10, 2018	RFQ/RFP issued
October 12, 2018	RFQ/RFP deadline to submit (consultant proposals due by 4 p.m.)
October 15, 2018	Qualified respondents shortlisted
October 30, 2018	Interviews for shortlisted firms
November 6, 2018	Selected consultant notified
Nov. 7- Dec. 7, 2018	Selected consultant drafts proposed marketing budget
December 11, 2018	Special Napa TID LGC meeting to review/discuss proposed marketing budget
January 22, 2019	Regular TID Meeting to review/approve final marketing budget
July 1, 2019	Contract Term Begins – Please be aware that the approval of this contract by City Council is subject to the City’s budgeting process.

**Please note that this schedule is subject to change.*

IV. PROPOSAL FORMAT

Succinct and clear proposals are appreciated. Applicants should submit samples of similar work performed for other clients along with a recent client list. We will observe strict confidentiality with the work samples though we request permission to contact your reference list.

Proposals should include the following items and be produced using the following format:

A. Cover Letter and Contact Information (Qualifications Section).

Please include a cover letter that expresses your firm’s interest in the project and summarize any relevant experience. Please tell us what you know about the City of Napa’s hospitality industry, downtown district, and why you believe your firm could make a difference here. **This letter should be signed by the project lead or firm principal, along with their corresponding contact information (address, email, direct phone number).**

B. Firm Qualifications and Team Member Bios (Qualifications Section).

Please share information on your team and your firm. Highlight your relevant client and project list, awards, accomplishments, and special recognitions. Please also share your firm’s experience regarding:

- i. the development of branding and image creation for other destinations;
- ii. special or unique knowledge of the Napa destination market;
- iii. the development of interactive websites and identification of the sites; attributes, issues being addressed, etc.;
- iv. the design and creation of special events; other firms with whom you have teamed and the role of your firm in project coordination; and
- v. social media campaigns and other creative marketing efforts.

We understand that the scope of this project requires multiple areas of expertise. If your submittal is a partnership between firms, please be sure to include the qualifications and experience of **all** team members included in the proposal.

C. References (Qualifications Section).

Please provide at least three references for your firm.

D. Portfolio (Qualifications Section).

Please include recent sample collateral materials and components of successful marketing programs that you have developed. Include examples of former:

- i. branding campaigns;
- ii. tag lines;
- iii. advertising and special publicity pieces;
- iv. press releases;
- v. social media posts;
- vi. website;
- vii. professional photography and video production (provide links);
- viii. events your firm has produced; and
- ix. analytics for any/all of the above.

E. Approach/Project Tasks (Proposal Section).

Proposal approaches should explain how your firm will:

- i. work with the LGC and Staff to develop a vision, goals, and measurable marketing strategies;
- ii. influence new travelers, and persuade travelers who have already visited Napa to return; and
- iii. effectively communicate positive attributes of the City of Napa's lodging industry, wine tasting rooms, breweries & distilleries, creative restaurant and culinary destinations, arts and culture, health and wellness lifestyle pursuits, historic tourism, outdoor recreation, and shopping (apparel & specialty retail).

F. Budget Estimate (Proposal Section).

As part of your proposal, please include:

- i. a typical, but detailed, budget estimate for the scope of work you propose;
- ii. the hourly rate of each team member, and other sub-consultants;
- iii. a list of anticipated reimbursable expenses and the rate charged for each;
- iv. tasks by categories, with budget options if needed; and
- v. the total proposed contract amount.

G. Schedule (Proposal Section).

Please provide a schedule for the implementation of the proposed project tasks that your firm proposes above (beginning July 1, 2019).

V. SELECTION PROCESS

Qualifications/Proposals in response to this RFQ/RFP will be received/reviewed by Staff and distributed to members of the LGC. The LGC will score each submittal using the following criteria:

- a) Cover letter's expression of enthusiasm and knowledge of the Napa market;
- b) depth and breadth of firm qualifications and team member experience;
- c) quality, relevance, and creativity expressed in portfolio;
- d) references;
- e) project understanding and focused approach/proposed project tasks;
- f) budget estimate as it relates to the potential return on investment;
- g) proposed schedule; and
- h) ability to follow requested proposal format as established above.

Staff will tally the individual scores, and provide a ranking to the LGC. Staff will then work with the LGC to identify the number of firms to be interviewed.

VI. NOTIFICATION OF STATUS

Respondents who are identified as a shortlisted firm will be notified via email of their selection to move forward in the RFQ/RFP process. Agencies that have not been selected will be notified after a contract has been awarded.

VII. INTENTION TO RESPOND AND QUESTIONS ABOUT THE PROJECT

All agencies interested in responding should make their intentions to respond with a qualifications/proposal submittal known by emailing their "intention to respond" to Shari Cooper at scooper@cityofnapa.org by Monday, September 17, 2018. Respondents will be included on a "Respondents List" and will receive any project updates; including all questions that all respondents pose and answers to those questions by the City representative.

Any and all questions about the RFQ/RFP should be **submitted in writing** to: Shari Cooper at scooper@cityofnapa.org. All questions and answers are subject to the State of California Ralph M. Brown Act and will be distributed to the "Respondents List."

VIII. SUBMITTAL FORMAT AND REQUIREMENTS

Proposal and Qualifications must be submitted both in electronic and hard-copy format.

Please 1) **EMAIL** your Proposal and Qualifications to scooper@cityofnapa.org; and
2) mail or hand deliver **eight (8) bound copies** and one reproducible copy to:

Shari Cooper
c/o City of Napa – Economic Development Division
Community Services Bldg. | 1600 First Street / P.O. Box 660 | Napa, CA 94559
*******ALL QUALIFICATIONS/ PROPOSALS MUST BE RECEIVED BY**
4:00 PM, on Friday, October 12, 2018 *****

IX. ATTACHMENT A



CURRENT CONSULTANT SCOPE OF SERVICES AND SCHEDULE OF PERFORMANCE

For Fiscal Year 2018-2019

Currently, the City is under contract with a marketing consultant who has developed the work plan and budget as illustrated below. This work plan and budget was approved by the City Council for the 2018-2019 fiscal year, and is attached here strictly for illustrative purposes related to program tasks and activities. This work plan does not have to be duplicated as part of the proposal component of this RFQ/RFP; but can serve as an example of typical tasks that will be evaluated as part of the proposal process.

Budget Line Item	Monthly Cost	Annual Cost
Account Management & Strategy	\$4,000	\$48,000
Content Marketing (PR/Social Media)	\$6,500	\$78,000
Digital Management, Strategy & Optimization Scope: Includes Display/SEM Management, SEO Management, CRM Management, eMarketing Management	\$4,500	\$54,000
Culinary Crawls (6 per year, \$3,500 per event) Scope: Coordinating, promoting, and hosting 6-bimonthly Culinary Crawls. Estimate includes F&B and promotional hard costs.	\$3,500/event	\$21,000
BottleRock 2019 Awareness Campaign Scope: Includes time and content management during festival, as well as event hard costs and social promotion. Budget requires two (2) festival passes be provided at no cost. A portion of the budget will be allocated to the cost of lodging for two (2) nights.		\$9,500

<p>Do Napa Video Series Campaign Scope: Exact concept to be presented and approved by the City prior to project beginning. Estimate includes film crew and supporting hard costs, design, coordination and project time for the following deliverables: video post-production, sponsored social posts, and website content. Budget requires lodging be provided at no charge during shoot, as needed.</p>		\$40,000
<p>Creative Production Scope: Includes design of advertising creative included in paid media scope/budget, campaign landing pages, Culinary Crawl flyers as needed, branded social content as needed, and website design updates to support DoNapa.com refresh project.</p>		\$66,650
<p>Social Influencer Campaign Scope: Implement year-long social influencer campaign, hosting 1-2 influencers in-market per month. Lodging properties will provide compensated two-night stay accommodations. Costs include in-market activities and travel expenses which will be paid upon completion of the trip.</p>		\$30,000
<p>FAM Tour CoordinationScope: Includes planning and coordination of one tour with 5-6 writers. Hard costs to be estimated separately and paid for by the Downtown Napa Association.</p>		\$9,000
<p>Paid Digital Media Scope: Hard costs for paid social media (Facebook and Instagram with other tactics introduced as needed), paid search (including, but not limited to, weekly Google Adwords Search Management, Keyword Experiments, and Retargeting), and paid video advertising (including, but not limited to, ConnectedTV and similar platforms). All design work to be allocated to creative production budget.</p>		\$103,400

Monthly eNewsletter Scope: Includes creative design and management of email deployment/coordination for 1 email per month, distributed to DoNapa.com database.	\$1,200	\$14,400
Email Marketing Platform Fees (annual charge)		\$1,300
Website Refresh Scope: Includes update to navigation, homepage, widgets, blog design, and filters; adding video and social content within page templates; optimizing high traffic page layouts; etc. Creative development to be allocated to creative production budget.		\$8,000
Content Delivery Network (CDN) Scope: Hard Costs for implementing CDN to DoNapa.com website (one time charge)		\$350
Website Hosting Fee (annual charge)		\$1,400
Planning for FY19/20 Scope: Includes strategy, planning and development of work plan, timelines/budgets for the FY 19/20		\$3,000
SUBTOTAL:		\$488,000
Optional Responsive Marketing: Scope and estimates to be outlined on a per project basis and approved by the City in accordance with Section 1.1, below prior to work beginning. Funds intended to support marketing opportunities, crisis management, etc.		\$100,000