



May 6, 2009

To All Prospective Bidders:

The California Travel and Tourism Commission (CTTC), a privately funded nonprofit corporation, is seeking Rural Regional Marketing Partnership contract of services for \$30,000 in the regions of Shasta Cascade, North Coast, Central Valley, High Sierra, Gold Country, Central Coast, California Desert and Inland Empire.

California Tourism is marketed exclusively by CTTC, a private nonprofit funded by assessed businesses that have an interest in promoting tourism in California. The Tourism Assessment Program was created under the California Tourism Marketing Act in 1995 with the passage of SB 256. The legislation authorized self-imposition of an assessment by businesses that benefit from travel and tourism. It also authorized the establishment the California Travel and Tourism Commission to oversee the promotion of California as a premier travel destination.

CTTC oversees the production of a variety of marketing activities - including advertising, visitor publications and cooperative programs - all designed to promote California to travelers, tourists and the travel trade. For more details, visit <http://tourism.visitcalifornia.com> in the "About CTTC" section; under "CTTC Publications," see "Rural and Welcome Center Strategic Plan."

Attached is a *Request for Proposal (RFP)* for those capable of meeting minimum requirements and carrying out the scope of work. All proposals will be carefully reviewed and evaluated based on the criteria noted in the attached document. Notice of Intent to Bid (a nonbinding document), as well as any questions you may have to clarify this RFP, are due to the CTTC no later than 5:00 p.m., Pacific Daylight Time (PDT), May 15, 2009.

Sincerely,

Caroline Beteta  
President & Chief Executive Officer  
California Travel & Tourism Commission



SOLICITATION OF PROPOSAL FOR  
Rural Tourism Regional Marketing Partnership

# SOLICITATION OF PROPOSAL FOR RURAL TOURISM REGIONAL MARKETING PARTNERSHIP

## A. INTRODUCTION

As the number one travel destination in the United States, California annually generates more than \$97 billion in travel and tourism spending into the economy, directly supports jobs for 924,000 Californians, and generates over \$5.8 billion in state and local tax revenues. Tourism is California's fourth largest employer and among the top three export-oriented industries in gross state product. Since 1998, the California Tourism program (a joint marketing venture of the California Travel and Tourism Commission and the California Division of Tourism) has reversed a decade-long decline in domestic market share and the resulting loss of jobs and billions of dollars in travel-related revenues for California.

Today, California Tourism is marketed exclusively by CTTC. CTTC is a private nonprofit 501(C)(6) funded by assessed businesses that have an interest in promoting tourism in California. **The Tourism Assessment Program** was created under the **California Tourism Marketing Act** in 1995 with the passage of SB 256. The legislation authorized self-imposition of an assessment by businesses that benefit from travel and tourism. It also authorized the establishment of a nonprofit, public benefit corporation, CTTC, to oversee the promotion of California as a premier travel destination.

In 2007, the Act was renewed by a 91 percent favorable weighted vote and is scheduled for review by industry referendum in 2013 (every six years). CTTC oversees the production of a variety of marketing activities – including advertising, visitor publications and cooperative programs – all designed to promote California to travelers, tourists and the travel trade. For more details please visit [www.visitcalifornia.com](http://www.visitcalifornia.com).

### **BACKGROUND INFORMATION**

The California Travel and Tourism Commission is a non-profit organization, with a mission to develop and maintain marketing programs – in partnership with our state's travel industry – that keep California top-of-mind as a premier travel destination.

The Rural Tourism Program has been operating for over 15 years. Through various promotions and program names, including *The Californians*, and *Discover the Californias*, CTTC has assisted with the branding and increased awareness of the eight established California Rural Tourism Regions throughout the state.

The purpose of the CTTC Rural Regional Cooperative Partnership Agreement is for regional marketing groups, consisting of CVBs and travel industry stakeholders, to work together to extend destination awareness to the

domestic and international markets. Program elements such as collateral, Web site, advertising, trade shows and other various marketing and cooperative programs are some possible usages for these CTTC Rural Regional Cooperative Partnership funds.

Since the creation of CTTC, cooperative marketing programs have grown significantly with the addition of programs such as travel trade shows, media missions, Shop California, Culture California, California Golf and many others. With the elevation of the Rural Marketing Program throughout the Strategic Plan, original and enhanced marketing programs have been developed, which anchor and synergize the rural program with the CTTC advertising and marketing programs.

In 2007, the CTTC developed a comprehensive five-year Strategic Marketing Plan and Annual Work Plan to guide the organization in meeting its mission: "To promote California as one of the world's premier travel destinations in order to increase travel-related revenues and tourism employment in California."

The five-year Strategic Marketing Plan was created to help CTTC manage an annual budget of \$50 million from 2007 to 2013.

The five core strategies of the plan include the following:

- Protect and maintain volume in domestic primary markets.
- Reach new visitors in national opportunity markets.
- Expand marketing and seasonal coverage to drive year-round visitation.
- Deepen efforts in primary international markets.
- Develop technology platform to extend reach and impact.

Rural tourism has been identified as one of the key programs to support domestic marketing efforts. CTTC identified the following Rural Tourism Program objectives in the Strategic Marketing Plan:

- To extend awareness of the eight rural tourism marketing regions.
- To act as a catalyst to partnership development between stakeholders and regional marketing groups.
- To facilitate development of fully integrated regional marketing plans with a cohesive approach to incorporate California regional brand into cooperative marketing tactics, public relations opportunities and trade messaging.

## **B. PURPOSE**

The purpose of this Request for Proposal (RFP) is to provide seed funding for regional organizations to be a catalyst toward encouraging local and county destination organizations to leverage their efforts and resources together to market their respective regions. CTTC funds each Regional Marketing Group with \$30,000, which is secured by a formal contract outlining the criteria that each group must deliver in order to receive their funding (See Attachment 2, Scope of Work).

The criteria was developed by the Rural Tourism Council and ratified two years ago with the understanding that the match would grow to be in line with the CTTC Cooperative Marketing Program Guidelines (which at this time stipulate a 3:1 match). The Rural Regional Program is an effort between California Tourism and regional destination management organizations throughout rural California. By participating in this rural co-op program, destinations of all sizes can stretch their tourism dollars while partnering with successful state-branded promotions in domestic and international markets.

The intent is for this funding to be highly leveraged beyond the 50/50 (CTTC = 50/ Regional Group = 50) match. Rural Tourism Development Manager (Jonelle Tannahill) manages these contracts and assists many rural destinations and regional marketing groups with their marketing efforts providing technical assistance and support.

### C. MINIMUM REQUIREMENTS

Proposals must address each item listed, giving specific details of techniques to be used in meeting these requirements. Proposals may be rejected if minimum requirements are not met. All proposers wishing clarification of this RFP must submit questions in writing to the California Travel and Tourism Commission no later than May 15, 2009, 5:00 pm, Pacific Daylight Time.

Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by the California Travel and Tourism Commission.

1. **Notice of Intent to Bid, Attachment 1:** Must be received by May 15, 2009. The notice may be faxed. The NOTICE OF INTENT TO BID, Attachment 1, is nonbinding; however, it ensures the receipt of all addenda related to this RFP. Proposals will be accepted only from applicants who submitted a timely NOTICE OF INTENT TO BID.
2. **Table of Contents:** Every RFP submitted must contain the following information:
  - a. **Services and Activities:** Provide description of the nature of the organization's services and activities. Note when the organization was established, brief history and location. List the location(s) of the office(s) from which the primary work on this contract would be performed.
  - b. **No Conflict of Interest:** Client relationships that could potentially be considered a conflict of interest must be listed.
  - c. **Contract Manager/Team:** Identify one individual on the proposer's team who will manage the contract work. Identify the role of each member who will service the account. Current resumes must be attached for each person who would in any way be associated with this account.
  - d. **References:** Provide at least two references.

- e. **Financial Statement:** Proposer must provide evidence of financial stability. The proposer must document sufficient financial resources necessary to perform all services associated with this contract. Financial statements are required in the form of a balance sheet and/or income statement for the last year available. Financial statements are confidential, and must be labeled “confidential” and submitted in a separate envelope. One set is sufficient.

#### D. AVAILABLE FUNDS

The California Travel and Tourism Commission will initially fund the representation contract, with a minimum annual budget not to exceed \$30,000. This figure is based on out-of-pocket costs, reimbursements and service fees, with a ceiling on the total contract amount. CTTC has allocated up to \$30,000 per region for cooperative efforts by each region to accomplish the objective outlined in Attachment 2, Scope of Work.

CTTC has developed cooperative marketing guidelines mandating that the cooperative seed funding allocated be leveraged at least three to one by industry partners. For the purposes of this contract, this mandate will be reduced to a 50% allocation by CTTC, with 50% matched by the regional stakeholder.

In order to attain the maximum amount allocated, each region is responsible for submitting a 50% match of industry partner contributions. Contractors should submit their vendor invoices and 50% of the invoice amount (paid by check to CTTC), and CTTC will pay the full amount of the vendor invoice directly to the vendor.

NOTE: CTTC and the Rural Tourism Council are currently reviewing and plan to simplify this process, which will be made known during the question and answer time period of this RFP process.

The term of this project shall be from July 1, 2009, through June 30, 2010, and may be renewed annually through 2012 by mutual agreement by both parties. Such an amendment shall include a revised Scope of Work and Budget each fiscal year. This project will be re-bid every three years.

**E. TENTATIVE SCHEDULE**

This tentative schedule may be altered at any time at the discretion of the Commission.

Proposal released	May 6, 2009
<b>NOTICE OF INTENT TO BID DUE</b>	<b>May 15, 2009</b>
Written questions due	May 15, 2009
Questions and answer summary e-mailed on or near	May 22, 2009
<b>PROPOSAL DUE</b>	<b>June 4, 2009</b>
Evaluation by scoring committee	June 12, 2009
<b>CTTC will conduct phone interviews</b>	<b>June 12-19</b>
Commission awards contract	June 25, 2009
Notice of intent to award contract above date (allow five-day protest period)	June 30, 2009
<b>Contract in place when fully executed</b>	<b>July 1, 2009</b>

**F. DELIVERY OF PROPOSAL**

Each bidder is required to deliver eight (8) typed copies of its proposal to the California Travel and Tourism Commission office at the address listed below, no later than **June 4, 2009, 5:00 pm, Pacific Daylight Time**. Proposals may not be faxed or e-mailed. Proposals may be sent by courier such as Federal Express, UPS, etc. to:

California Travel and Tourism Commission  
C/O Bianca Williams, Operations Coordinator  
980 Ninth Street, Suite 480  
Sacramento, CA 95814  
ATTN: Rural Tourism Regional Marketing Partnership

916.319.5404 Telephone  
916.444.4410 Fax  
bwilliams@visitcalifornia.com

ATTACHMENT 1

NOTICE OF INTENT TO BID

Due May 15, 2009, 5:00 PM Pacific Daylight Time

FAX or SEND TO:

CALIFORNIA TRAVEL & TOURISM COMMISSION  
C/O Bianca Williams, Operations Coordinator  
980 Ninth Street, Suite 480  
Sacramento, CA 95814  
ATTN: Rural Tourism Regional Marketing Partnership

916.319.5404 Telephone  
916.444.0410 Fax  
bwilliams@visitcalifornia.com

Name of Bidder/Company:
Contact Person:
Mailing Address:
Telephone:
Fax:
E-mail Address
SIGNED:

## ATTACHMENT 2

### SCOPE OF WORK AND SELECTED BIDDER EXPECTATIONS

#### Rural Tourism Regional Marketing Partnership

The successful bidder will be required to complete the following work. The maximum amount available for this work on an annual basis is \$30,000. For all services listed in the Scope of Work, the proposer must show the budget, cooperative funding partners, cost, and any out of-pocket expenses as outlined on the Budget page.

Participants in the Rural Tourism Program must meet the following criteria:

***Criteria #1: Brand Alignment***

Programs must align with current brand pillars/initiatives and/or support specific assessed tourism industry segments not already supported by CTTC. Programs must meet industry objectives, expanding reach and influence among leisure travelers domestically and internationally.

***Criteria #2: Integrated Communications***

Programs must be multimedia (to include print, online, travel trade, PR, direct mail, etc.), and messaging must reflect the CA brand.

***Criteria #3: Scope***

Must be region-wide, and must have tiered offerings so that it is viable for all levels of participation. Partnerships can include DMOs, assessed and non-assessed businesses

This agreement should be viewed as a Cooperative Marketing Partnership Agreement with sponsorship requirements that must be fulfilled in order to obtain specific amounts of funding.

Rural issues to be included in the Rural Tourism Program:

1. A complete list of the Board of Directors, including names, addresses, e-mails and Web sites, provided annually to CTTC.
2. A designated "Communications Officer," whose role will be to communicate to all regional tourism stakeholders and the CTTC Tourism Development Manager.
3. Regional organization shall develop, plan and hold in cooperation with the California Cultural and Heritage Tourism Corps (CCHTC) at least one "Region-wide Cultural and Heritage Tourism Forum," inviting all interested parties to participate. In conjunction with this forum, contractor shall develop a five-year (or more) plan to protect, develop, interpret and promote the cultural and heritage assets of the region. Contact with local higher learning institution to

assist in this effort is recommended. Date, time, location of annual regional tourism forum should be identified as early as possible and should include podium time for CTTC and/or CCHTC representatives.

4. Schedule in advance - date, time and location of all regional meetings and agenda items. Regional organization shall allow for 15 minutes at each meeting for CTTC program updates (by staff or program contractor) at least quarterly to keep membership apprised of statewide programs and opportunities.

Example CTTC programs for discussion at regional meetings include but are not limited to:

Assessment operations	Publications & Web site
International programs & opportunities	Online booking engine
Media relations programs & opportunities	Marketing programs

Meeting minutes shall be forwarded to Jonelle Tannahill, Tourism Development Manager, and the CTTC Marketing Representative for the region.

5. Regional organization shall provide CTTC with contact information for all tourism stakeholders (members or not) in the region, including but not limited to:

CVBs, CoCs, Arts Commissions, Heritage Societies, etc.  
Caltrans District Directors  
Regional Transportation Planning Agencies administering Transportation Enhancement Funds  
Caltrans Scenic Byways Coordinator  
Caltrans Community Affairs Coordinator  
State Parks District Directors and Cultural Affairs Liaisons  
National Parks Liaisons  
State Legislators  
County Supervisors  
City Managers

6. All collateral developed by the Regional Organization shall denote that the region is sponsored by the CTTC with the following blurb:

“In partnership with the California Travel and Tourism Commission and the XXX (Insert Name of Tourism Association)”

7. All Regional Organization Web sites shall include a logo and link from their respective Web site to [www.visitcalifornia.com](http://www.visitcalifornia.com). Contact [jtannahill@visitcalifornia.com](mailto:jtannahill@visitcalifornia.com) for linking directions and logo.
8. At the request of CTTC, Regional Organization shall assist with new content for refreshing the [www.visitcalifornia.com](http://www.visitcalifornia.com) Web site on a no less than a quarterly basis with a 75-word description and photo of the top 10 “Must Sees” of the region, to include the name, address, phone number and Web site link for the attraction. Regional organization shall also submit, on a quarterly basis, the top

10 events for the quarter along with a 25-word description, dates/times, phone number, Web site link, etc.

9. Region shall facilitate a cooperative marketing effort to participate in a display ad in the *Official California Visitor's Guide* or one or more of the following: 1) *California Road Trips* guide; 2) fall print insert program; or 3) California winter sports program.
10. Region shall facilitate a cooperative effort to participate in at least one in-state consumer travel show i.e. Orange County Register Show; Los Angeles Times Show, Sunset Celebration Weekend, or in one of the International Sportsman's Expos.
11. A region must elect to participate as a partner in the CTTC program for international travel trade or public relations program in Germany, United Kingdom, Australia, or Japan, or in one of the following international shows. Participation will satisfy the complete international marketing requirement. See Marketing Program for complete list
  - a. U.S. Travel Association's International Pow Wow
  - b. World Travel Market in London
  - c. ITB in Berlin
  - d. JATA in Japan
  - e. CTTC's Australia Trade and Media Mission
  - f. UK/Germany Media Mission
12. Region shall facilitate a cooperative effort to participate in at least one CTTC media event, i.e. see Marketing Program planner at [tourism.visitcalifornia.com](http://tourism.visitcalifornia.com) for a complete list
  - a. San Francisco - September 2009
  - b. New York - February 2010
  - c. Los Angeles - September 2010
13. Region shall facilitate cooperative efforts to leverage specific activity-based cooperative efforts as appropriate. See [tourism.visitcalifornia.com](http://tourism.visitcalifornia.com) for a complete list.
14. Region shall submit a brief one-page annual report on the region's collaborative marketing efforts, including any available return-on-investment calculations.

ATTACHMENT 3

BUDGET EXAMPLE

<u>Funding Sources:</u>	CTTC DMO A DMO B		\$30,000
Total Revenues	Must be \$60,000 or Greater		
<u>Marketing Programs</u>			
Web Site Development			
Publication(s) Development and/or Participation			
In-State Consumer Show(s)			
International Program			
International Fam Hosting			
International Travel Trade Show			
Domestic Media Event			
Domestic Fam Hosting			
Domestic Travel Trade Show			
TOTAL COST			

## ATTACHMENT 4

FOR COMMISSION/AGENCY USE ONLY

Bid/Proposal: \_\_\_\_\_

Evaluated By: \_\_\_\_\_

Date: \_\_\_\_\_

### PROPOSAL EVALUATION CRITERIA

Proposals will be reviewed, evaluated and scored by an evaluation committee. Evaluation of proposals will be based on the criteria shown as follows for each component; each criterion will be scored according to the degree of responsiveness present in the proposal being evaluated.

	Max. Points	Score
1. EXPERIENCE/DEMONSTRATED RESULTS OF ORGANIZATION FOR REGIONAL MARKETING PROGRAMS Quality of experience in previous tourism-related accounts and ability to implement marketing programs. How was the success of previous programs measured?	20	
2. SCOPE OF WORK Quality, creativity and perceived effectiveness of proposed programs in scope of work and likelihood of achieving program objectives. Effectiveness and suitability of strategic and tactical approach for the region. Detail of plan.	20	
3. FAMILIARITY WITH CALIFORNIA PRODUCT Extent of knowledge and familiarity with the California regional product, for example: destinations, attractions, activities, events and industries.	10	
4. QUALIFICATIONS OF PERSONNEL AND PROPOSED SUBCONTRACTORS Prior experience and how it relates to this program.	10	
5. CAPABILITIES OF FIRM Quality of past performance for varied accounts on developing effective marketing programs. References.	20	
6. COST EFFECTIVENESS The maximum services are provided in relation to the budget, participation of regional stakeholders and value of overall program. The budget, participation and funding is reasonable and appropriate.	20	
<b>TOTAL POINTS</b>	<b>100</b>	

## ATTACHMENT 5

FOR COMMISSION/AGENCY USE ONLY

Bid/Proposal: \_\_\_\_\_

Evaluated By: \_\_\_\_\_

Date: \_\_\_\_\_

### TELEPHONE INTERVIEW CRITERIA

The evaluation committee may, if they deem necessary, select certain proposers for telephone interviews. Interviews apply only to the top finalist(s), as determined by the evaluation committee. This telephone interview will allow finalists to demonstrate their understanding of the project objectives, and to articulate their capability to meet or exceed the requirements of this RFP.

The evaluation committee reserves the option of conducting the interview via teleconference, or at the finalist's and/or the proposed subcontractor's site, or other designated site.

The evaluation committee reserves the right to designate one or more members of the committee to perform the telephone interviews, if needed, so that grading of telephone interviews may be done by fewer than the entire committee.

The following criteria will be used for scoring the telephone interview.

	Max. Points	Score
1. Quality and completeness of answers regarding the proposed work plan. Professionalism of personnel assigned to the account.	20	
2. Proposer's ability to integrate its ideas into the Commission's overall tourism objectives.	10	
3. Quality of proposed strategies and work samples.	20	
<b>SUBTOTAL POINTS</b>	<b>50</b>	
<b>TOTAL POINTS</b>	<b>100</b>	