



**Request for proposals (RFP)  
Media Buying Services  
January 2024**

Introduction: Located in the southwest region of Utah, Visit Cedar City•Brian Head is the official destination marketing organization for Iron County Government with a mission of sustaining a healthy visitor economy by creating and marketing diverse visitor experiences that attract quality visitors, increases jobs and lends to private/public investment throughout the county. An overview of our destination can be seen at [visitedarcity.com](https://www.visitedarcity.com)

Our destination goals are to:

- Improve the quality of visitors
- Extend average length of stay
- Disburse visitation throughout the county
- Disburse visitation throughout the calendar year.

Visit Cedar City Brian Head generates its marketing budget through the collection of transient room taxes, grants and sale of merchandise through the Cedar City Visitor Center gift shop. As part of our marketing efforts, the organization contracts with a media buying agency to help plan, negotiate, place, reconcile and report on media opportunities for the destination. These opportunities include but are not limited to: Search, Display, Content, OTT, Audio, Out of Home, etc.

This RFP describes the project as currently conceived and includes an outline of the agency's expected Scope of Services. It is Visit Cedar City•Brian Head's goal to select a media buying agency for the calendar 2024 and 2025 budget cycle by February 2024. The RFP submittal requirements and selection process is described below.

**SCOPE OF SERVICES** The selected media buying agency will provide Visit Cedar City•Brian Head with media buying services for, but not limited to:

1. Strategy and planning of media buying campaigns to broaden awareness of the destination.
2. Media buying and optimization, including Search, Display, Content, OTT, Audio, Out of Home, etc.
3. Creative concepting and production when needed.
4. Reconciliation of all media placements.
5. Advertising performance analytics and tracking (ongoing).
6. Reporting on media buying campaigns (mid-campaign and post-campaign reports at a minimum).

Media buying agency will be compensated for their work on a professional fee with an agreed upon fee structure split up and paid on a monthly basis.

Media buying agency will coordinate with Visit Cedar City•Brian Head executive director and brand manager on all creative deadlines and make sure media deadlines are met.

## QUALIFICATION OF BIDDERS

To be considered for award of this contract, the applicant must meet the following minimum qualifications:

The applicant must have five (5) years of experience in strategic marketing, media buying and branding, specifically related to the hospitality, tourism or the outdoor industry.

Evidence of substantial knowledge and experience in developing plans, brands, and identities with local government organizations.

## SUBMITTAL REQUIREMENTS

Media buying agencies interested in submitting a proposal should include, at a minimum, the following:

1. Agency name, address, principle-in-charge, project manager, total employees, and years in professional service at that location.
2. A description of the agency's qualifications and resources for providing the referenced services. Provide two examples of successful media buys in Search, Display, OTT, Audio, Out of Home, etc. Explain how you measure the success of these media buys and why they are considered to be successful. Include any examples of rate negotiation, and value-add elements that were negotiated with the buys.
3. A project team organizational chart and a paragraph bio of key account team members that will be managing and assigned to the account.
4. Demonstrate ability to work with public agencies.
5. Detailed scope of work and the fees to be charged to Visit Cedar City •Brian Head by task and a total proposed project cost for the calendar year 2024. Describe all products and services you are providing. Please include any tools your agency has available to make data-driven marketing decisions for our destination marketing, and what you would expect your client to provide. Describe how the agency would work to understand our destination and our products. Provide an overview for how you will track the success including your standard practices for client communication and accountability.
6. List any possible conflicts of interest that could be created by contracting with Visit Cedar City •Brian Head (i.e.: other clients in similar tourism space, etc.) and define how you will address those conflicts if awarded the contract.
7. Proof of, or a representation that all will be in place in time for a contract, that the Agency is properly licensed in the state they are headquartered.
8. Proposals shall not exceed ten (10) pages in length using a minimum 11-point font size type. Bios and project descriptions should be included as attachments and will not be counted within the 10-page proposal limit.

## PROCEDURE

A complete original proposal must be submitted to:

Maria Twitchell, Executive Director  
Visit Cedar City•Brian Head  
581 North Main, Cedar City UT 84721  
As well as emailed to [mtwitchell@ironcounty.net](mailto:mtwitchell@ironcounty.net).

Proposals are due by 5:00 pm on February 23, 2024. Proposal opening at the Visit Cedar City• Brian Head Tourism Office, 581 North Main Cedar City Ut 84721 on Monday, February 26, 2024. Our goal is to award the contract by March 8, 2024. Proposals received after the deadline will not be considered. For additional information, please email Maria Twitchell at [mtwitchell@ironcounty.net](mailto:mtwitchell@ironcounty.net)

Submitted proposals will be reviewed and respondents who are deemed fully qualified, and best suited among those submitting proposals may be requested to participate in discussions regarding their proposals. Discussion will cover cost, methods of operation, and all other relevant factors. At the conclusion of discussions, the Respondents will be ranked based on selection criteria, and final negotiations will be conducted with the selected agency.

The successful applicant shall commence work only after the transmittal of a fully executed agreement and after receiving written notification to proceed from Visit Cedar City• Brian Head. The successful respondent will perform all services indicated in the proposal in compliance with the negotiated contract.

Visit Cedar City •Brian Head reserves the right to accept or reject any or all proposals, to alter the selection process in any way, to postpone the selection process, to waive any defects, informalities or irregularities in Proposals, and to re-advertise for this work. Visit Cedar City Brian Head also reserves the right to accept or reject any individual sub-consultants that a team proposes to use. Visit Cedar City •Brian Head reserves the right to award this contract not necessarily to the applicant with the lowest price, but to the respondent that demonstrates the best ability to fulfill the requirements of the RFP.

#### CONTRACT TERMS AND BUDGET

The estimated budget in the scope of work for the selected agency is anticipated to be between \$250,000 to \$325,000 for the 2024 budget year. Pending commission approval and available funding, the agency contract will begin in March 2024 and be valid through Dec 31, 2025. The contract may be renewed for additional periods at the discretion of both parties based on adequate performance measurements. The terms of the contract will be negotiated at least 90 days prior to the expiration date of each contract period. The new terms, if any, will be incorporated upon renewal.

Both parties will be required to give 90-day written notice if either wishes to terminate the contract prior to its expiration. All amounts are subject to change based on annual budget appropriation, creative needs and monies received by Visit Cedar City• Brian Head through Iron County Government. Visit Cedar City• Brian Head reserves the right to work with partners and other local providers to obtain marketing services not included in the agency's annual budget allocation.