



## **Request for Qualifications**

The Long Island Convention & Visitors Bureau and Sports Commission (LICVB) will receive proposals from businesses, corporations, partnerships, and other legal entities for the purpose of providing advertising services.

The proposal must be received no later than **5:00 p.m. on Monday, March 28, 2016.**

Submissions shall be mailed to the Long Island Convention & Visitors Bureau and Sports Commission, 330 Motor Parkway #203, Hauppauge, NY 11788. ATTN: ADVERTISING RFQ

\*Proof of delivery/return receipt required.

\*Please provide one original and two copies.

Questions and comments must be received in writing no later than 5:00 p.m. on Monday, March 21, 2016.

For information contact:

Nikki Theissen

Phone: 631-951-3900.

E-mail: [NTheissen@discoverlongisland.com](mailto:NTheissen@discoverlongisland.com)

Finalists must be available to appear before a Review Panel if required on Wednesday, March 30, 2016.

Publish Date: Monday, March 16, 2016.

Award Date: Friday, April 1, 2016.

# **Request for Qualifications for Advertising Agency Services**

## **Purpose**

The purpose and intent of this request for qualifications is to contract for advertising and marketing with a qualified, full service agency (Agency) that can furnish counsel, carry-out market research and produce multi-faceted and integrated marketing and advertising campaigns to support the tourism mission of the Long Island Convention & Visitors Bureau and Sports Commission (LICVB). Services will begin effective immediately after the contract is awarded and will continue through the end of 2016, with the option of two one-year extensions.

## **Background**

The LICVB was incorporated in 1978 as a private, not-for-profit 501(c)6 business association that is today charged with the responsibility of marketing, promoting and selling Long Island as a leisure travel destination for both domestic and international visitors and as a site for meetings, conventions and sports events. Close to 500 businesses support the Bureau's efforts through their annual dues investments and bed tax collections. The Bureau is governed by a board of directors and a 10-member executive committee that provide oversight and control of the Bureau's operations. Additional advisory committees may provide assistance and guidance in the LICVB's marketing and sales efforts.

Nassau and Suffolk Counties, bound by State enabling legislation that allows them to collect lodging taxes, both contract with the LICVB to market, promote and sell the Island as a regional tourism destination.

Because Suffolk County generates more hotel tax revenue than Nassau County, the LICVB is contractually obligated to develop and implement a separate annual marketing program that focuses on Suffolk County, funded by the additional revenues generated. Both contracts with Suffolk and Nassau County authorize the LICVB to enter into a binding agreement with an independent advertising Agency to perform specific and other functions.

## **Agency Requirements**

Because of the limited internal staff and vast marketing initiatives led by the LICVB, special consideration will be given to full service agencies that provide in-house media buying, creative services, digital strategy teams, video production, social media analysis, and public relations expertise in order to provide a seamless approach to promoting Long Island tourism. Only companies located on Long Island (within Nassau or Suffolk Counties) will be considered.

## **Scope of Service**

At the direction of the LICVB, the Agency will assist in developing innovative and cost-effective campaigns that incorporate print, digital, video and social media strategies to attract leisure visitors, including meetings, conventions and sports events to Long Island, with special emphasis on increasing overnight visitation and lodging occupancies.

The Agency must be able to provide a single point of contact for the LICVB account. The Agency must be able to perform all creative, copy writing, media placement and coordinate activities and campaigns with mail house and consultant services as may be sub-contracted by the Bureau. The Agency will coordinate photography, film and television production, printing, display construction and other services with the approval of the Bureau. The LICVB is an equal opportunity employer and seeks active participation by certified minority or women-owned business enterprises (“Certified M/WBEs”).

### **Objectives**

Implement an aggressive and cost-effective advertising and marketing program that positions Long Island as a preferred site for meetings and conventions, sporting events, and consumer leisure travel with the overall intent of driving overnight stays.

The Bureau’s primary marketing objective is to increase requests for the Long Island Travel Guide while driving visitation to [www.discoverlongisland.com](http://www.discoverlongisland.com) through a combination of traditional marketing strategies and online marketing. Increasing focus may be placed on television advertising and newly emerging online opportunities. Overall, the strategy focuses on generating greater awareness of Long Island as a leisure travel destination and influencing consumer decisions to choose Long Island.

The objectives of the LICVB marketing program will be to:

- Generate image awareness of Long Island as a leisure travel destination and influence leisure travel making decisions to Long Island
- Drive visitation to the LICVB primary and micro-websites
- Drive consumer inquiries for the LICVB’s primary fulfillment collateral, the *Long Island Travel Guide*
- Drive visitation to the meetings section of the website with emphasis on driving inquiries to the submit RFP form
- Drive visitation to the sports section of the website with emphasis on driving inquiries to the submit RFP form

### **Compensation**

The LICVB expects its Agency of record to work in partnership with the LICVB in developing and implementing effective marketing programs. In line with this, the LICVB expects its Agency of record to provide innovative and creative approaches to leveraging and increasing its limited financial marketing program resources. As such, the LICVB will not expect to compensate the Agency for non-LICVB approved account services time or for conceptual consultative services time. The LICVB:

- Will pay for acceptable in-house production services based on a negotiated rate
- Will pay for acceptable negotiated commissions or fees on work subcontracted by the Agency to third parties with prior Bureau approval for work
- Will pay acceptable negotiated media placement commissions
- Will not pay commissions to the Agency for media placed directly by the LICVB
- Will not pay for local travel

The Agency must be able to arrange adequate financing in order to pay vendors, production costs, media placement and related expenses in advance. The LICVB’s policy is to pay its Agency for services and/or media placement on a 60-day net basis from the time receipts are received by the LICVB. Further, the LICVB’s policy will only pay on a reimbursement basis

upon receipt of the Agency's invoice and written approval of same by the Bureau's agent indicating that services have been rendered in conformity with contract. Copies of original invoices, tear sheets and detailed expense reports or affidavits must accompany all requests for reimbursement.

### **Term**

The resulting contract will be issued April 1, 2016 and will end December 31, 2016 with the option of two one-year extensions. Either party may terminate the working relationship and contract without cause as long as a thirty (30) day written notice is provided.

### **Response Format**

Respondents shall submit one (1) original and two (2) copies of their proposal based on the questions below. Submissions must indicate the name of the proposer, the company name, address and telephone number of the proposer. Submissions shall be signed above the typed or printed name and title of the signer.

### **Questions**

**Please answer each question in detail:**

1. Provide detail of your experience in developing comprehensive marketing/advertising strategies for successful clients.
2. If you currently represent a tourism related organization on Long Island, in New York, New Jersey, Connecticut or other market, please describe how you would handle that account and avoid any potential conflicts with the LICVB.
3. Please provide specific examples of advertising/marketing vehicles you might employ to create an effective, integrated marketing effort that entices and connects with potential visitors to Long Island.
4. As a full-service advertising Agency, please offer details on the scope of services you provide. What services do you contract out for production, placement, online advertising, mobile advertising, outdoor advertising, brochure/poster/postcard production, radio voice services, photography, TV/video production and editing?
5. Please detail your basic compensation formula for media buying. Please detail how your fee for creative work is structured. All kept confidential.
6. What market research would you call upon to better position Long Island as a desirable tourist destination? What do you perceive to be Long Island's primary competition for leisure visitors?
7. Please provide the history of your firm, its corporate structure and years in business.
8. What do you consider to be the primary strength of your Agency and why are you the best selection for the LICVB?

Optional: Are you a certified minority or women-owned business enterprise (“Certified M/WBE)?)

The LICVB will independently review and evaluate each submission and selection will be made on the basis of the criteria listed below:

- A. Agency’s full service capabilities and depth of knowledge and experience developing effective, multi-faceted and integrated programs
- B. Agency’s ability to provide examples of an effective marketing program and measurable results of previous works
- C. Agency’s understanding of the elements necessary to entice and connect with a potential visitor to Long Island
- D. Depth of digital media experience and innovative marketing strategies provided by the Agency
- E. Agency’s ability to differentiate Long Island as a leisure destination from its competitive set

In conformance with the local preference law, the LICVB will employ a “Long Island first” consideration of qualified submitting firms unless there is no local firm that has the necessary professional expertise or credentials to provide the needed services outlined in this RFQ. In addition, the LICVB makes the best effort to solicit active participation by certified minority or women-owned business enterprises (M/WBEs).

### **General Information to Proposers**

Proposers must comply with the following instructions to be considered for selection.

1. Any questions or requests for clarification must be submitted in writing to Nikki Theissen, Long Island Convention & Visitors Bureau, 330 Motor Parkway #203, Hauppauge, NY 11788 or via email ([ntheissen@discoverlongisland.com](mailto:ntheissen@discoverlongisland.com)), no later than 5:00 p.m., March 21, 2016.
2. It shall be the sole responsibility of the proposer to have their proposal delivered to the Long Island Convention & Visitors Bureau for receipt on or before 5:00 p.m., Monday, March 28, 2016. Any proposals received after the stated time and date will not be considered. \*Proof of delivery/return receipt required.
3. One (1) original and two (2) copies of your proposal shall be submitted in one sealed package and addressed to the Long Island Convention & Visitors Bureau at 330 Motor Parkway #203, Hauppauge, NY 11788. ATTN: ADVERTISING RFQ
4. Submissions shall clearly indicate the legal name, address and telephone number of the proposer. Submissions shall be signed above the typed or printed name and title of the signer. The signer shall have the authority to bind the proposer to the submitted proposal and thereby swears that all information contained within the proposal is truthful in its entirety and that the signer agrees to the general terms and conditions outlined within this RFQ.
5. All expenses for making proposals to the LICVB are to be borne by the proposer.
6. The LICVB reserves the right to accept or reject any and/or all proposals, to waive irregularities and technicalities, and to request resubmission. Any sole response received by the first submission date may or may not be rejected by the LICVB at its sole discretion. The LICVB reserves the right to award the contract to a responsible proposer submitting a responsive proposal, with a resulting negotiated contract which is most advantageous and in the best interests of the LICVB and its decision shall be final. Further, the LICVB reserves the right to make such investigation as it deems

- necessary to determine the ability of any proposer to perform the work or service requested. Information the LICVB deems necessary to make this determination shall be provided by the proposer. Such information may include, but shall not be limited to current financial statements prepared by an independent CPA; verification of availability of equipment and personnel; and past performance records.
7. The review of the proposals will focus on the perceived ability of the Proposer to perform the services based on qualifications and experience, and how well the Agency meets the requirements and criteria of this RFQ. Firms responding to this Request for Qualifications shall be available for presentation/interviews, if required, on Wednesday, March 30, 2016.
  8. The award of the contract shall be to the Proposer who, in the sole opinion of the Long Island Convention and Visitors Bureau & Sports Commission, is most qualified to perform the services required.