



Purchasing Division

NOTICE OF AWARD EXTENSION-4572-18-SH

October 19, 2018

Gaylene Ore
President/Account Supervisor
Ore Communications
PO Box 1273
Granby, CO 80446

SOLICITATION DESCRIPTION: **FIRST of Three ANNUAL EXTENSION FOR**
RFP-4378-17-SH Advertising, Website Marketing and Public Relations

Dear Ms. Ore,

This contract award has been extended to provide **Public Relations** for Visit Grand Junction as needed throughout the extension period. This extension shall cover the calendar year of **2019** and shall include the necessary work as required for the types of tasks and functions related to the contract.

Scope of Work: The original Scope of Work has been extended for Public Relations as referenced in the original RFP-4378-17-SH. Ore Communications shall perform for Visit Grand Junction the Work set forth in the Contract Documents.

Contract Documents: The original RFP document, your response with the resulting signed contract and this Notice of Award Extension are incorporated herein by reference and shall be referred to as the "Contract Documents" or the "Contract".

The contract has been established using the Scope of Service in the formal solicitation.

If you have any questions or need to discuss this extension, please call me at 970-244-1513.

Sincerely,

Susan J. Hyatt, C.P.M, CPPB
City of Grand Junction
Purchasing Division

SUPPLIER ACKNOWLEDGEMENT

Receipt of this Extension is hereby acknowledged:

Contractor: Ore Communications, Inc
By: Gaylene Ore
Title: President
Date: 10/19/25



AGREEMENT
BETWEEN THE CITY OF GRAND JUNCTION
AND ORE COMMUNICATIONS, INC.

This Agreement ("Agreement") is made and entered into by and between Ore Communications, Inc. ("Agency"), and the City of Grand Junction ("City") for Public Relations services for the City's Visit Grand Junction ("VGJ") Department.

Services rendered under this Agreement are for the primary purpose of promoting Grand Junction, Colorado as a visitor destination through public relations.

The parties hereto agree as follows:

1. Agreement

This Agreement incorporates the Request for Proposal (No. RFP-4378-17-SH) and the GJVCB's 2018 Marketing Plan. The Agreement may be modified by the City at any time during its term without penalty.

Total compensation for services for the year 2018 shall not exceed \$45,000.00. Amounts incurred or expended by the Agency in excess of this sum will be deemed outside the contract and the City shall have no liability for the same.

The City may modify, amend or limit the services provided by the Agency and the expenditures of the City for such services within the limits referenced herein.

2. Governing Law

This Agreement shall be governed by the laws of the State of Colorado. Venue for any action arising out of or occurring under this Agreement or the performance or non-performance thereof will be in Mesa County, Colorado.

3. Term

This Agreement shall be for a term of one year, from January 1, 2018 through December 31, 2018. The contract may be renewed for a period of one year by written agreement of the parties, for up to two (2) additional one-year terms. A new Request for Proposal may be issued by the City in 2020. The Agency is and shall be allowed to respond to that request for proposal.

4. Compensation for Agency Services

- a. For all work, Agency shall be paid monthly for work completed.



b. For all expenditures by Agency in furtherance of this Agreement, Agency shall estimate expenditures in advance. Written cost estimates of anticipated costs for any expenditure over \$500.00 must be approved in writing by VGJ in advance.

c. For adaptation of Agency's existing products, Agency shall submit to VGJ a description of the product and adaptation for VGJ together with a proposed fixed-fee prior to the start of work. Work shall commence only upon VGJ's prior written approval.

d. New developments shall be made only upon VGJ request or with VGJ pre-approval. Prior to commencement of new development, Agency shall submit a Scope of Work including the details of the deliverables, materials needed, timeline and pricing. Before any work on the new development begins, Agency shall obtain written approval of the Scope of Work, including pricing. Adjustments to Scope of Work may be made only with prior written approval by VGJ.

e. For new developments, City shall be billed only upon completion of work, and at Agency's standard rate of \$150/hour.

5. Agency Responsibilities / Scope of Work

Agency shall develop a comprehensive tactical public relations plan that uses earned media, both traditional and online, utilizing publications and independent travel writers outside of Grand Junction to promote Grand Junction as a tourism destination, both domestically and internationally.

Under the specific direction of the VGJ director and/or specifically designated representative, the Agency shall identify target audiences for public relations campaigns and provide consultation and analysis for marketing research.

Agency shall develop a spending plan for the public relations budget to include recommended expenditures for writing and distributing press releases and media pitches, utilizing tracking software, hosting media in Grand Junction, media desk side visits in predetermined markets, and for public relations research.

Agency shall create and update press kit, both in print and utilizing VGJ's website. Agency shall update the online press room as content is made available.

Agency shall advise and assist the VGJ Marketing Coordinator and staff in time of need for crisis communication.

Agency shall respond to journalist queries through multiple sources, broadening the funnel of media opportunities to Grand Junction

Agency shall showcase current relationships with publications and independent journalists, while creating a plan to pitch new media outlets to gain awareness for Grand Junction

Agency shall provide ROI (Return on Investment) analysis, recommend plans, negotiate agreements, place media, produce materials, and perform other tasks that may be required to provide necessary support for sponsorships, events, or promotions for VGJ.

Agency may represent VGJ at state, regional, national and international media events.

Agency shall perform all other services set forth in the 2018 Marketing Plan.

Agency shall collaborate, cooperate and coordinate with VGJ's advertising and/or website and internet marketing contractors with respect to promotions, events and related services.

Agency shall maintain financial accounting records and documentation of contract expenditures in accordance with generally accepted accounting principles and other procedures as specified by the City.

Agency shall specify to VGJ in advance any sub-contractors it intends to use for services under this Agreement and the functions each sub-contractor(s) will perform. Agency shall be responsible for the performance of all required services whether or not subcontractors are used. The Agency shall be the sole prime point of contact with regard to all matters under this Agreement.

Agency shall attend at least one (1) VGJ Board of Directors ("Board") regular monthly meeting as requested by the City; the Board's annual retreat; and monthly team meetings (including the annual planning session) with VGJ's advertising contractor, website marketing contractor and VGJ staff.

6. Non-discrimination

The Agency shall comply with all applicable City, State and Federal laws, rules and regulations including but not limited to those involving non-discrimination on the basis of race, color, religion, national origin, age, sex or handicap.

7. Assignment

The Agency is prohibited from assigning, transferring, conveying, subletting or otherwise alienating this Agreement or its rights or obligations thereunder or interest therein, or its power to execute such Agreement, to any other person, company, corporation or entity without the previous written approval of the City.

8. Third Party Beneficiaries

This Agreement is for the benefit of the Agency and City and not for the benefit of any third party or person.

9. Legal Compliance



The Agency shall comply with all applicable Federal, State and local laws, rules and regulations in its performance hereunder.

10. Covenant Against Contingent Fees

The Agency warrants that it has not employed or retained any company or person (other than a bona fide employee working solely for the Agency) to solicit or secure this contract and that it has not paid or agreed to pay any person or entity (other than a bona fide employee working solely for the Agency) any fee, commission, percentage, brokerage fee, gift or other consideration on a basis that is contingent upon the award of this contract. For a breach or violation of this warranty, the City shall have the right to annul this Agreement without liability or, in its discretion, to deduct from the contract price the full amount of such commission, percentage, brokerage or contingent fee.

11. Termination

The City may terminate this Agreement for convenience at any time, without penalty, upon thirty (30) days' written notice to the Agency. If the City terminates for convenience, the Agency shall be entitled to compensation only for binding commitments made in connection with the Agency's public relations services under this Agreement.

The City reserves the right to immediately terminate this Agreement for cause. The following, without limitation, shall constitute cause for immediate termination by the City:

- a. If the Agency furnishes any statement, representation, warranty or certification in connection with the Request for Proposal or the resultant contract which is materially false, deceptive, incorrect or incomplete;
- b. If the Agency fails to perform to the City's satisfaction any material requirement of this Agreement or violates any specific contractual provision;
- c. If the City determines it is a substantial likelihood that the Agency will not be in a position to or be able to satisfactorily perform its obligations under this Agreement or reasonably anticipates a default by the Agency;
- d. If the Agency knowingly makes any false representation to third parties or in connection with its marketing services under this Agreement.

In the event of a termination for cause, the City shall reimburse the Agency for its actual costs or contract debts resulting from the Agency's scope of services up to the date of the termination, and the City reserves the right to reassign the contract to another agency or entity without re-bidding.



The parties expressly acknowledge and agree that this Agreement is subject to termination without penalty if the City enacts a statute, ordinance, law, rule or regulation which removes the City's or VGJ's authority or ability to engage in activities hereunder or if funds are not available from the lodging tax or otherwise appropriated for the services which are the subject of this Agreement.

In the event of termination, the Agency shall furnish, upon the City's request, copies of all materials related to its performance hereunder, whether finished or in preparation at the time of termination. Any materials for which the Agency is or has been reimbursed by the City shall become the property of the City. "Materials" hereunder shall include, without limitation, proposals, specifications, procedures, systems, photographs, copy, videos, recordings, and all contents of web sites or pages created here. Materials shall be furnished to the City in the form they were created, developed and/or used, whether electronic or in hard copy, without cost to the City, except for Agency time to download and prepare CDs at an agreed upon hourly rate, with total costs not to exceed \$2,500.00. Electronic materials shall be furnished in readable and writeable/usable electronic form.

12. Patents and Copyrights

The Agency shall indemnify and hold harmless the City from any and all claims that the method of advertising and communications for the City and/or the preparation thereof infringe upon rights under any existing, valid United States patent or any valid copyright and/or trademark currently registered as such under the laws of the United States.

13. Contract Amendments

This Agreement may not be modified, amended, extended or augmented except by a writing executed by the parties hereto with the same formality as this Agreement, and any breach or default by a party shall not be waived or released other than in writing signed by the other party.

14. Accounting Records

The Agency shall be required to maintain financial and accounting records and any and all documents pertaining to this Agreement, expenditures/receipts and performance hereunder. Such records shall be maintained by the Agency in accordance with generally accepted accounting principles and other procedures specified by the City. These records must be made available at all reasonable times to the City, and/or its designees, including but not limited to, the City Auditor and/or the Executive Director of the VGJ, during the contract period and during any extension thereof and for three (3) years from the date of final payment under this Agreement or any extension thereof.

15. Other Services Not Covered

Should the Agency be called upon to perform any services not listed or described herein, and upon which it is not allowed a commission, both parties will negotiate in advance the service charge or fee to be charged.

16. Accuracy of Information

The City shall be responsible for the accuracy, completeness, propriety and truth of all information it furnishes or causes to be furnished to the Agency for purposes of obtaining Agency's services under this Agreement, and shall indemnify and hold harmless the Agency from all claims, costs, loss or liability, including reasonable attorneys' fees, resulting from or alleged to result from inaccuracy, incompleteness, impropriety or falsity of such information, unless the damage or injury is due to the negligent or purposeful act or failure to act by the Agency.

17. Ownership of Materials/Rights

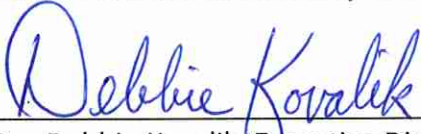
All original advertising material or specific rights to material created or negotiated for by the Agency on behalf of the City, including but not limited to copy, photography, illustration, artists' layouts, design sketches or storyboards, shall be the property of the Agency until paid for by the City, and then shall become the property of the City.

18. Execution by Counterpart

This Agreement may be executed by separate counterpart and such counterparts when fully executed and taken together shall constitute a contract.

Agreed By:

CITY OF GRAND JUNCTION / VISIT GRAND JUNCTION



By: Debbie Kovalik, Executive Director

12-7-2017

Date

Attest:



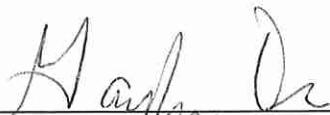
Wanda Winkelmann, City Clerk

12/28/2017

Date



Ore Communications, Inc.



By: Gaylene Ore, President

12/9/17

Date



**REQUEST FOR PROPOSALS
RFP-4378-17-SH**

**ADVERTISING SERVICES; WEBSITE/ONLINE MARKETING;
and PUBLIC RELATIONS**

for the Grand Junction Visitor and Convention Bureau

RESPONSES DUE:

July 18, 2017 prior to 2:30 PM Local Prevailing Time

Accepting Electronic Responses Only

Responses Only Submitted Through the Rocky Mountain E-Purchasing System

<http://www.bidnetdirect.com/colorado>

**(Purchasing Representative does not have access or control of the vendor side of RMEPS.
If website or other problems arise during response submission, vendor MUST contact
RMEPS to resolve issue prior to the response deadline. 800-835-4603)**

PURCHASING REPRESENTATIVE:

Susan Hyatt

susanh@gjcity.org

970/244-1513

This solicitation has been developed specifically for a Request for Proposal intended to solicit competitive responses for this solicitation, and may not be the same as previous City of Grand Junction solicitations. All offerors are urged to thoroughly review this solicitation prior to submitting. Submittal by **FAX, EMAIL or HARD COPY IS NOT ACCEPTABLE** for this solicitation.

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SECTION I. ADMINISTRATIVE INFORMATION

A. ISSUING OFFICE: This Request for Proposals (hereinafter referred to as a RFP) is being issued by the City Purchasing Division for the Grand Junction Visitor & Convention Bureau (GJVCB), a department of the City of Grand Junction. The GJVCB was created in 1990 following an election in 1989 that approved a 3% lodging tax to be collected by properties in the City of Grand Junction. The lodging tax is the basis of the GJVCB operating capital and is supplemented by a portion of the vendor's fee from sales tax revenues.

B. INTENT: It is the intent of this RFP to provide all prospective agencies with sufficient information to enable them to prepare and submit a Proposal for performing professional advertising services; website/online marketing; **and/or** public relations on behalf of the city's Visitor and Convention Bureau. If the agency has the capabilities to perform advertising; website/online marketing; and public relations, three separate proposals shall be submitted. The City reserves the right to award one, two or three separate contracts to one, two or three separate agencies. The Proposals will be reviewed for consideration by an evaluation team approved by the City of Grand Junction. Evaluation of the Proposals shall lead to a "short list" of the most qualified respondents in each category. This group will be asked to prepare an oral presentation for further evaluation and final selection.

C. INQUIRES: All inquiries shall be made in writing via the e-mail address provided below. All responses reflecting a change in Proposal requirements will be made in writing in the form of an addendum. To be given consideration, inquiries must be received by the deadline stated in Section E, Calendar of Events. All addenda will be made in similar fashion, posted on RockyMountainBidSystem.com and on the City's website.

Susan J. Hyatt, C.P.M., CPPB
Email: susanh@gjcity.org

D. ADDENDA: All questions shall be submitted in writing to the appropriate person as shown in item C above. Any interpretations, corrections and changes to this RFP or extensions to the opening/receipt date shall be made by a written Addendum to the RFP by the City Purchasing Division. Sole authority to authorize addenda shall be vested in the City of Grand Junction Purchasing Representative. Addenda will be posted electronically through the City's website at www.gjcity.org/business-and-economic-development/bids and the Rocky Mountain Bid System at www.bidnetdirect.com/colorado. Offerors shall acknowledge receipt of all addenda in their proposal.

E. TENTATIVE CALENDAR OF EVENTS:

RFP Available on or about	May 23, 2017
RFP Pre-Solicitation Conference	June 15, 2017 (Attachment #1 has location and details)
Questions deadline	July 6, 2017
Submittal deadline for RFP	July 18, 2017
Short list of qualified firms available	August 18, 2017
Formal GJVCB Board presentations	September 27 and 28, 2017
Tentative City Council Approval	November 8, 2017
Contract Execution	before January 1, 2018
Work commences	January 1, 2018

F. SUBMISSION: Each proposal shall be submitted in electronic format only through the Rocky Mountain E-Purchasing website, <http://www.bidnetdirect.com/colorado>. This site offers both "free" and "paying" registration options that allow for full access of the Owner's documents and for electronic submission of proposals. (Note: "free" registration may take up to 24 hours to process. Please Plan accordingly.) Please view our "Electronic Vendor Registration Guide" at <http://www.gjcity.org/BidOpenings.aspx> for details. The uploaded response to this RFP shall be a single PDF document with all required information included. For proper comparison and evaluation, the City requests that proposals be formatted as directed in Section 5.0 "Preparation and Submittal of Proposals." Submittals received that fail to follow this format may be ruled non-responsive.

G. REJECTION OF SUBMITTALS: The City reserves the right to accept or reject any or all submittals received in response to this solicitation. The City further reserves the right to waive any informalities and/or minor irregularities in submittals received, if deemed to be in the best interest of the City.

H. Withdrawal of Proposal: A proposal must be firm and valid for award and may not be withdrawn or canceled by the Offeror prior to the sixty-first (61st) day following the submittal deadline date and only prior to award. The Offeror so agrees upon submittal of their proposal. After award this statement is not applicable.

I. PROPRIETARY INFORMATION: All submittals in response to this request become public record and become subject to public inspection. Any confidential information contained in your submittals **must be clearly identified** as such or it will not be treated as confidential or proprietary by the city and then only to the extent allowable by law in the Open Records Act. Unrestricted disclosure of proprietary or confidential information by the Advertiser places it in the public domain. Proprietary or confidential information is defined by the City to be any information that is not generally known to competitors and which may provide a competitive advantage. **SUBMITTALS IN THEIR ENTIRETY CAN NOT BE SPECIFIED CONFIDENTIAL OR PROPRIETARY.**

J. SUBMITTAL OWNERSHIP: All materials submitted with regard to this solicitation become the property of the City and will only be returned at the City's option.

K. OPEN RECORDS: Proposals shall be received and publicly acknowledged at the locations, date, and time stated herein. Offerors, their representatives and interested persons may be present. Proposals shall be received and acknowledged only so as to avoid disclosure of process. However, all proposals shall be open for public inspection after the contract is awarded. Trade secrets and confidential information contained in the proposal so identified by such shall be treated as confidential by the City to the extent allowable by the Open Records Act.

L. EXPENSES: Expenses incurred by prospective respondents in preparation, submission, and presentation of this **RFP** are the responsibility of the respondents and cannot be charged to the City.

M. ASSIGNMENT: The selected advertising firm shall not sell, assign, transfer or convey any contract resulting from this **RFP** in whole or in part without prior written approval from the City. Any claims for payment due to the provider from the City under this contract may not be assigned to a bank, trust company, or other financial institution or bankruptcy trustee without the prior written approval by the City.

N. INDEMNIFICATION: The awarded Firm shall defend, indemnify and save harmless the City of Grand Junction, State of Colorado, and all its officers, employees, insurers, and self-insurance pool, from and against all liability, suits, actions, or other claims of any character, name and description brought for or on account of any injuries or damages received or sustained by any person, persons, or property on account of any negligent act or fault of the Firm, or of any Firm's agent, employee, sub-consultant or supplier in the execution of, or performance under, any contract which may result from Qualification award. Firm shall pay any judgment with cost which may be obtained against the City growing out of such injury or damages.

O. SALES TAX: The City of Grand Junction/Mesa County is, by statute, exempt from the State Sales Tax and Federal Excise Tax; therefore, all fees shall not include taxes.

P. Acceptance of RFP Terms: A proposal submitted in response to this **RFP** shall constitute a binding offer. Acknowledgment of this condition shall be indicated on the Letter of Interest or Cover Letter by the autographic signature of the Offeror or an officer of the Offeror legally authorized to execute contractual obligations. A submission in response to the **RFP** acknowledges acceptance by the Offeror of all terms and conditions including compensation, as set forth herein. An Offeror shall identify clearly and thoroughly any variations between its proposal and the Owner's **RFP** requirements. Failure

to do so shall be deemed a waiver of any rights to subsequently modify the terms of performance, except as outlined or specified in the RFP.

Q. Amendment: No oral statement of any person shall modify or otherwise change, or affect the terms, conditions or specifications stated in the resulting contract. All amendments to the contract shall be made in writing by the Owner Purchasing Division.

R. Assignment: The Offeror shall not sell, assign, transfer or convey any contract resulting from this RFP, in whole or in part, without the prior written approval from the Owner.

S. Compliance with Laws: Proposals must comply with all Federal, State, County and local laws governing or covering this type of service and the fulfillment of all ADA (Americans with Disabilities Act) requirements.

T. Confidentiality: All information disclosed by the Owner to the Offeror for the purpose of the work to be done or information that comes to the attention of the Offeror during the course of performing such work is to be kept strictly confidential.

U. Conflict of Interest: No public official and/or Owner employee shall have interest in any contract resulting from this RFP.

V. Contract: This Request for Proposal, submitted documents, and any negotiations, when properly accepted by the Owner, shall constitute a contract equally binding between the Owner and Offeror. The contract represents the entire and integrated agreement between the parties hereto and supersedes all prior negotiations, representations, or agreements, either written or oral, including the Proposal documents. The contract may be amended or modified with Change Orders, Field Orders, or Addendums.

W. Project Manager/Administrator: The Project Manager, on behalf of the Owner, shall render decisions in a timely manner pertaining to the work proposed or performed by the Offeror. The Project Manager shall be responsible for approval and/or acceptance of any related performance of the Scope of Services.

X. Contract Termination: This contract shall remain in effect until any of the following occurs: (1) contract expires; (2) completion of services; (3) acceptance of services or, (4) for convenience terminated by either party with a written *Notice of Cancellation* stating therein the reasons for such cancellation and the effective date of cancellation at least thirty days past notification.

Y. Employment Discrimination: During the performance of any services per agreement with the Owner, the Offeror, by submitting a Proposal, agrees to the following conditions:

Y.a The Offeror shall not discriminate against any employee or applicant for employment because of race, religion, color, sex, age, disability, citizenship status, marital status, veteran status, sexual orientation, national origin, or any legally protected status except when such condition is a legitimate occupational qualification reasonably necessary for the normal operations of the Offeror. The Offeror agrees to post in conspicuous places, visible to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.

Y.b The Offeror, in all solicitations or advertisements for employees placed by or on behalf of the Offeror, shall state that such Offeror is an Equal Opportunity Employer.

Y.c Notices, advertisements, and solicitations placed in accordance with federal law, rule, or regulation shall be deemed sufficient for the purpose of meeting the requirements of this section.

Z. Immigration Reform and Control Act of 1986 and Immigration Compliance: The Offeror certifies that it does not and will not during the performance of the contract employ illegal alien workers or otherwise violate the provisions of the Federal Immigration Reform and Control Act of 1986 and/or the immigration compliance requirements of State of Colorado C.R.S. § 8-17.5-101, *et.seq.* (House Bill 06-1343).

AA. Ethics: The Offeror shall not accept or offer gifts or anything of value nor enter into any business arrangement with any employee, official, or agent of the Owner.

BB. Failure to Deliver: In the event of failure of the Offeror to deliver services in accordance with the contract terms and conditions, the Owner, after due oral or written notice, may procure the services from other sources and hold the Offeror responsible for any costs resulting in additional purchase and administrative services. This remedy shall be in addition to any other remedies that the Owner may have.

CC. Failure to Enforce: Failure by the Owner at any time to enforce the provisions of the contract shall not be construed as a waiver of any such provisions. Such failure to enforce shall not affect the validity of the contract or any part thereof or the right of the Owner to enforce any provision at any time in accordance with its terms.

DD. Force Majeure: The Offeror shall not be held responsible for failure to perform the duties and responsibilities imposed by the contract due to legal strikes, fires, riots, rebellions, and acts of God beyond the control of the Offeror, unless otherwise specified in the contract.

EE. Indemnification: Offeror shall defend, indemnify and save harmless the Owner, State of Colorado, and all its officers, employees, insurers, and self-insurance pool, from and against all liability, suits, actions, or other claims of any character, name and description brought for or on account of any injuries or damages received or sustained by any person, persons, or property on account of any negligent act or fault of the Offeror, or of any Offeror's agent, employee, subcontractor or supplier in the execution of, or performance under, any contract which may result from proposal award. Offeror shall pay any judgment with cost which may be obtained against the Owner growing out of such injury or damages.

FF. Independent Firm: The Offeror shall be legally considered an Independent Firm and neither the Firm nor its employees shall, under any circumstances, be considered servants or agents of the Owner. The Owner shall be at no time legally responsible for any negligence or other wrongdoing by the Firm, its servants, or agents. The Owner shall not withhold from the contract payments to the Firm any federal or state unemployment taxes, federal or state income taxes, Social Security Tax or any other amounts for benefits to the Firm. Further, the Owner shall not provide to the Firm any insurance coverage or other benefits, including Workers' Compensation, normally provided by the Owner for its employees.

GG. Nonconforming Terms and Conditions: A proposal that includes terms and conditions that do not conform to the terms and conditions of this Request for Proposal is subject to rejection as non-responsive. The Owner reserves the right to permit the Offeror to withdraw nonconforming terms and conditions from its proposal prior to a determination by the Owner of non-responsiveness based on the submission of nonconforming terms and conditions.

HH. Ownership: All plans, prints, designs, concepts, etc., shall become the property of the Owner.

II. Oral Statements: No oral statement of any person shall modify or otherwise affect the terms, conditions, or specifications stated in this document and/or resulting agreement. All modifications to this request and any agreement must be made in writing by the Owner.

JJ. Patents/Copyrights: The Offeror agrees to protect the Owner from any claims involving infringements of patents and/or copyrights. In no event shall the Owner be liable to the Offeror for any/all suits arising on the grounds of patent(s)/copyright(s) infringement. Patent/copyright infringement shall null and void any agreement resulting from response to this RFP.

KK. Remedies: The Offeror and Owner agree that both parties have all rights, duties, and remedies available as stated in the Uniform Commercial Code.

LL. Venue: Any agreement as a result of responding to this RFP shall be deemed to have been made in, and shall be construed and interpreted in accordance with, the laws of the City of Grand Junction, Mesa County, Colorado.

MM. Expenses: Expenses incurred in preparation, submission and presentation of this RFP are the responsibility of the company and can not be charged to the Owner.

NN. Sovereign Immunity: The Owner specifically reserves its right to sovereign immunity pursuant to Colorado State Law as a defense to any action arising in conjunction to this agreement.

OO. Public Funds/Non-Appropriation of Funds: Funds for payment have been provided through the City of Grand Junction budget approved by the City Council for the stated fiscal year only. State of Colorado statutes prohibit the obligation and expenditure of public funds beyond the fiscal year for which a budget has been approved. Therefore, anticipated orders or other obligations that may arise past the end of the stated City of Grand Junction fiscal year shall be subject to budget approval. Any contract will be subject to and must contain a governmental non-appropriation of funds clause.

PP. Collusion Clause: Each Offeror by submitting a proposal certifies that it is not party to any collusive action or any action that may be in violation of the Sherman Antitrust Act. Any and all proposals shall be rejected if there is evidence or reason for believing that collusion exists among the proposers. The Owner may or may not, at the discretion of the Owner Purchasing Representative, accept future proposals for the same service or commodities for participants in such collusion.

QQ. Gratuities: The proposer certifies and agrees that no gratuities, kickbacks or contingency fees were paid in connection with this contract, nor were any fees, commissions, gifts or other considerations made contingent upon the award of this contract. If the proposer breaches or violates this warranty, the Owner may, at their discretion, terminate this contract without liability to the Owner.

RR. Safety Warranty: Offeror also warrants that the services performed shall conform to the standards declared by the US Department of Labor under the Occupational Safety and Health Act of 1970.

SS. OSHA Standards: All Offerors agree and warrant that services performed in response to this invitation shall conform to the standards declared by the US Department of Labor under the Occupational Safety and Health Act of 1970 (OSHA). In the event the services do not conform to OSHA Standards, the Owner may require the services to be redone at no additional expense to the Owner.

TT. Performance of the Contract: The Owner reserves the right to enforce the performance of the contract in any manner prescribed by law or deemed to be in the best interest of the Owner in the event of breach or default of resulting contract award.

UU. Benefit Claims: The Owner shall not provide to the Offeror any insurance coverage or other benefits, including Worker's Compensation, normally provided by the Owner for its employees.

VV. Cooperative Purchasing: Purchases as a result of this solicitation are primarily for the Owner. Other governmental entities may be extended the opportunity to utilize the resultant contract award with the agreement of the successful provider and the participating agencies. All participating entities will be required to abide by the specifications, terms, conditions and pricings established in this Proposal. The quantities furnished in this proposal document are for only the Owner. It does not include quantities for any other jurisdiction. The Owner will be responsible only for the award for our jurisdiction. Other participating entities will place their own awards on their respective Purchase Orders through their purchasing office or use their purchasing card for purchase/payment as authorized or agreed upon between the provider and the individual entity. The Owner accepts no liability for payment of orders placed by other participating jurisdictions that choose to piggy-back on our solicitation. Orders placed by participating jurisdictions under the terms of this solicitation will indicate their specific delivery and invoicing instructions.

II. SCOPE OF SERVICES

ADVERTISING

A. BACKGROUND: The Grand Junction Visitor & Convention Bureau (GJVCB) serves the community by attracting conferences, trade shows, tours, and leisure visits, resulting in overnight stays and day visits. Its mission is to proactively market the Grand Junction area, resulting in the positive economic impact of visitor dollars.

B. Over 75,000 square feet of meeting space is available city-wide. Two Rivers Convention Center is City owned and privately managed with 23,000 square feet of meeting space. There are 16 lodging properties that represent the balance of meeting space.

C. The GJVCB represents over 3,000 rooms and over 40 lodging properties ranging from national chains to small, independently owned properties, bed/breakfasts, RV Campgrounds, resorts and vacation rentals. The five largest hotels are:

➤ Clarion Inn	292 rooms	8,500 sq ft meeting/banquet space
➤ Doubletree Hotel	273 rooms	11,243 sq ft meeting/banquet space
➤ Grand Vista Hotel	158 rooms	2,615 sq ft meeting/banquet space
➤ Travelodge	141 rooms	10,000 sq ft meeting/banquet space
➤ Courtyard by Marriott	136 rooms	6,000 sq ft meeting space

D. OBJECTIVE: The general scope of services to be obtained as a result of this RFP includes professional advertising, marketing and promotional services with the primary purpose of promoting Grand Junction, Colorado as a visitor destination. Firms that are selected to submit Proposals must submit a plan that will focus on advertising, but should also include the integration of public relations, technology, research and promotions. **The City reserves the right to contract separately or provide in-house support for services other than advertising.**

E. FIT: There is no substitute for having the right people, chemistry, and working environment lined up between advertiser and agency operation. It will be important to be sensitive to current talents and programs and yet be a leader bringing new, awesome ideas to the forefront.

F. CREATIVITY: Business in general would not survive if it were not for the on-target creative expression produced by the advertising community. Above all, the agency chosen should be known to perceive the creative uniqueness which can be best communicated by the advertiser to the target audience.

G. PHILOSOPHY: The fit and the creative expression of uniqueness must be held together by compatible business and marketing philosophies from both the advertiser and the City in order for excellence in advertising programs to be developed to the fullest.

H. BUDGET: Submittals shall be based on a budget of \$340,000. Amounts incurred or expended by the Agency in excess of that sum will be deemed outside of the contract and the City shall have no liability for the expenditures.

1. Media will be billed at net cost to the City.
2. Out-of-pocket expenses for typography, photography, illustration, broadcast production, printing, etc. shall be billed at the Agency's cost with no markup.
3. All travel costs will be assumed by the Agency and is to be absorbed through its retainer or own resources.

4. Services rendered by subcontractors will be billed through the Agency and the GJVCB will authorize payment to the Agency at cost without markup.

I. CONTRACT PERIOD: The initial contract will be for a period of one year, **January 1, 2018 through December 31, 2018**. GJVCB reserves the right to extend this initial contract up to three (3) years, ending December 31, 2021, upon mutual agreement with the contracted provider.

J. NON-APPROPRIATION OF FUNDS: The contractual obligation of the City of Grand Junction under this contract is contingent upon the availability of appropriated funds from this fiscal year budget as approved by the City Council for this fiscal year only. State of Colorado Statutes prohibit obligation of public funds beyond the fiscal year for which the budget was approved. Anticipated expenditures/obligations beyond the end of the current City of Grand Junction fiscal year budget shall be subject to budget approval. Any contract will be subject to and must contain a governmental non-appropriation of funds clause.

K. ADVERTISING AGENCY RESPONSIBILITIES: Services which shall be required under the specific direction of the GJVCB coordinator include, but are not limited to the following:

1. Become familiar with the Grand Junction tourism industry, including advertising, research, and resources.
2. Identify target audiences for marketing campaigns.
3. Develop a comprehensive tactical marketing plan that uses traditional and electronic media to promote Grand Junction as a tourism destination.
4. Provide consultation and analysis with regard to advertising and marketing research as required.
5. Develop a spending plan for the advertising budget to include recommended expenditures for media, production, creative, collateral and for marketing/advertising research.
6. Provide monthly and annual reporting/analysis, recommend plans, negotiate agreements, place media, produce materials, and perform other tasks that may be required to provide necessary support for sponsorships, events, or promotions for the GJVCB.
7. Provide an annual return-on-investment (ROI) analysis to clearly quantify the financial impact on the local community generated through the advertising and marketing efforts of the agency and the GJVCB. The Agency must clearly demonstrate the methodology and formulas used to determine the annual ROI.
8. Estimate the media and production expenditures in advance of the purchase of printed material and television or radio production. Written cost estimates of anticipated costs for any expenditure over \$500.00 shall be approved by the GJVCB.
9. Collaborate and cooperate with the GJVCB's website/online and public relations contractor/s should those contract/s be awarded separately. Attend monthly team meetings via teleconference or at a location to be determined by the GJVCB.
10. Develop an annual advertising and marketing plan in conjunction with the GJVCB coordinator and staff.
11. Maintain financial accounting records and evidence pertaining to the contract expenditures in accordance with generally accepted accounting principles and other procedures as specified by the City. Provide the GJVCB with a monthly analysis/state of the current contract budget.

12. Make recommendations for budget savings where appropriate.
13. Create and produce advertising materials for print, broadcast, and other media as directed by the GJVCB coordinator.
14. Evaluate media schedule performance.
15. Negotiate purchase for placement of all time, space or other media on behalf of GJVCB. Media shall be billed at net cost to the GJVCB.
16. The Agency shall assume all responsibility for the performance of all required services, whether or not subcontractors are used for specific work on a project. The Agency will be the sole prime point of contact with regard to all matters.
17. The Agency will specify for the GJVCB all sub-contractors they intend to use and what their functions will be.
18. Firms will integrate website marketing and public relations contractor strategies in their over-all plan.
19. Assist GJVCB staff with fielding all sales-related calls and emails.
20. Attend up to three (3) Board of Directors regular monthly meetings, as specified by GJVCB coordinator, and the Board of Directors' annual planning retreat. All travel costs will be assumed by the Agency and is to be absorbed through its retainer or own resources.

L. PROPERTY RIGHTS: It shall be clear to all parties that the City of Grand Junction/GJVCB owns all intellectual materials generated as a result of this contract. Any materials for which the Agency is or has been reimbursed by the City shall become the property of the City. "Materials" hereunder shall include, without limitation, proposals, specifications, procedures, systems, photographs, copy, videos, recordings, and all contents of websites or pages created here. Materials shall be furnished to the City in the form they were created, developed and/or used, whether electronic or in hard copy, without cost to the City.

SECTION III. ADVERTISING: REQUIRED INFORMATION AND SUBMITTALS

A. COVER LETTER: A cover letter shall be provided which succinctly explains the contractor's interest in the **ADVERTISING** contract. The letter shall contain the name/address/phone number of the person who will serve as the firm's principal contact person (account executive) with the GJVCB administration and shall identify individual(s) who will be authorized to make presentations on behalf of the firm. The proposal shall bear the signature of the person having proper authority to make a formal commitment acting as the legal agent of the firm. If Addenda have been issued, state the number of Addenda received in this cover letter.

B. GENERAL AGENCY INFORMATION:

1. Provide a concise description of your firm including the professional services typically provided.
2. Provide a reference list consisting of at least three clients similar in size and scope to the GJVCB contract with whom you have done business in the last twelve months. Provide a brief description of each contract and include the budget, activities, unique creative approaches, and analytics to providing the services. Include the name and telephone number of your client reference.
3. Provide a list of Colorado tourism destinations that are current clients. Demonstrate your knowledge of the Colorado tourism marketplace.

4. Include resume information concerning the key individuals with principal responsibility for providing the professional services as a result of this solicitation. Names, titles, experience, job descriptions, professional training, functional role, professional certifications and/or associations of individuals, and employment history of each key staff member shall be included.
5. Demonstrate your in-house capabilities to provide the services that are outlined in Section II, letter K, "Advertising Agency Responsibilities".
6. Provide a financial statement or some other documentation that will demonstrate the Agency has the financial capacity and stability to undertake a contract of this scope and size. Provide three (3) financial references.
7. Additional information that demonstrates the Agency's qualifications and ability relative to successfully performing the activities under a contract with GJVCB as a result of this solicitation.
8. If your agency is one of the short-listed finalists you shall be required to provide proof of insurance coverage.
9. Oral Presentations: Only respondents who demonstrate the required qualifications and experience for this project will be considered for participation in the oral presentations.

Should your agency be selected as a finalist, the following items are required for the formal/oral presentation as outlined in sections IV and V below.

SECTION IV. ADVERTISING: FINALISTS REQUIRED INFORMATION/SUBMITTALS

- A. INDIVIDUALS INVOLVED:** Provide a description of the advertising team structure and identification of each team member's role in performing the scope of work. Submittals shall include an estimate of the percentage of time that each individual will contribute to the contract professional activities.
- B. FIRMS CAPABILITIES:** Include a comprehensive explanation of the firm's overall capabilities, experience and approach to performing the services under the contract.
- C. CREATIVE APPROACH:** The content of the submittals should provide a straightforward and concise presentation adequate to describe the creative approach to providing the professional marketing and advertising services with the primary purpose of promoting Grand Junction as a visitor destination.
- D. FEE STRUCTURE:** If your agency is one of the finalist short-listed Agencies that will be invited for a formal presentation to the GJVCB evaluation team, you will be required to provide at that time a complete list of standard rates, fees and payment structure. The base fee and other fees not included in the base fee structure that would be associated with basic marketing/advertising services must be delineated. Consultant fees must also be included in the listing of fees. Retainers shall be paid up front at the beginning of each month and each project/job shall be paid in one invoice at the completion of the project/job.
- E. SIGNATURE PAGE:** If your agency is one of the finalists the legal agent for the agency will be required to sign the OFFER AND SCHEDULE OF FEES sheet (Attachment #2).

SECTION V. ADVERTISING EVALUATION CRITERIA/PROCESS

A. EVALUATION: An evaluation team shall review all responses and select those agencies that best meet the qualifications and experience criteria. Based on the evaluation criteria, the team will select respondents who clearly demonstrate the capability in all aspects to perform the scope of services as well as the integrity and reliability that will ensure good faith performance/best value for the GJVCB. Agencies selected for oral presentations will be chosen on the basis of their apparent ability to best meet the overall expectations of the GJVCB.

B. RFP CRITERIA: Evaluation of responses to the **RFP** portion of this solicitation will be done in accordance with the criteria defined below:

1. Qualifications of firm/team members
2. Evidence that a majority of the work product will be completed by in-house staff
3. Past relevant experience, technical competence, creativity
4. Experience working with advisory committees, government boards, etc.
5. Evidence of the Agency's financial/organizational stability
6. Previous campaigns and their success with an emphasis on creativity
7. Research capabilities/utilization
8. Responsiveness to **RFP**
9. Knowledge of Colorado tourism destination marketing
10. References

C. PROPOSAL/PRESENTATION CRITERIA: Evaluation of the finalist **RFP** and the oral presentation portion of this solicitation will be done in accordance with the following criteria. The criteria shown for evaluation are not listed in any particular order of importance or priority.:

1. Demonstration of the understanding of the contract/objectives
2. Negotiated fee structure
3. Plan for advertising/integration of public relations/research/promotions/website
4. New marketing campaign/advertising recommendations

D. ACCOUNT EXECUTIVE: The account executive/designated contact person must participate in the oral presentation.

E. ORAL PRESENTATION/INTERVIEW: Only respondents who meet the qualification criteria will be permitted to participate in the fee submittal and oral presentation/interview process. It is the intent of the GJVCB to invite a minimum of 3 of the most responsive and responsible Agencies to submit fee Proposal and participate in the oral presentations. Oral presentations will not exceed 60 minutes in length. Immediately following the presentation, the GJVCB will allow up to 30 minutes for questions from the evaluation team.

F. EVALUATION: A GJVCB evaluation team and Purchasing shall review all of the **RFP**'s submitted and select the top Agencies out of those submitted based on the criteria included in this solicitation. Selected finalists will make their oral presentations to the evaluation team that will also evaluate the top Agencies based on the criteria herein. Finalists will then be ranked in order of preference based on the written **RFP** responses and oral presentations. The City will then attempt to contract with the top ranked agency. Should the City not be able to agree on the details of the contract with the top rated agency through good-faith negotiations; they will proceed to the next highest ranked agency and enter into negotiations.

G. APPROVAL: After contract negotiations have concluded and a corresponding detailed contract is developed, the agency selected will be submitted to the City Council for final contract approval.

SECTION VI. SCOPE OF SERVICES
WEBSITE/ONLINE MARKETING
www.visitgrandjunction.com

A. BACKGROUND: The Grand Junction Visitor & Convention Bureau (GJVCB) serves the community by attracting conferences, trade shows, tours, and leisure visits, resulting in overnight stays and day visits. Its mission is to proactively market the Grand Junction area, resulting in the positive economic impact of visitor dollars. The GJVCB was the first visitor and convention bureau in the state of Colorado to have a website, which was launched in 1995. The website underwent redesigns in 2005, 2007 and again in 2012. The mobile redesign was completed in 2013 and the responsive redesign was completed in 2016.

B. OBJECTIVE: The general scope of services to be obtained as a result of this RFP includes professional **Internet marketing services** with the primary purpose of **promoting** the GJVCB's website as the official site for vacation planning information about the Grand Junction area.

C. SERVICES REQUIRED: Services that will be required from the Contractor include, but are not limited to, the following:

1. **Hosting:** The Contractor will be responsible for hosting the site which includes
 - a) All hardware, software and telecommunications associated with maintaining a website,
 - b) All site content and transactions must be protected from catastrophic event using off site backup,
 - c) Website/online security and protection must be maintained using appropriate firewall, intrusion detection, and encryption technology,
 - d) 24/7 site availability
2. **Maintenance of Current Website:** The Contractor will be responsible for maintaining the website including, but not limited to, art production, information content and current programs (e.g., blogs, viral games, ezines). Additionally, the Contractor will provide the GJVCB the ability to update or modify any content or features included on the site(s), as well as the ability to view or retrieve any data or information collected or available on the site(s). This can be accomplished through the use of a web content management system or through other similar means. The Contractor will also provide web analytics, using a tool such as Google Analytics, that allows the GJVCB the ability to evaluate site metrics.
3. **Enhancements:** The Contractor will be responsible for the ongoing operation of the GJVCB's website including site maintenance and development of site enhancements. Such responsibilities include, but are not limited to:
 - a) Hardware/software maintenance
 - b) Email marketing program database management
 - c) Development and maintenance of new features
 - d) Manage/create site content including original content
 - e) Monthly reporting on Internet usage
 - f) Account management
4. **Responsibilities:** Develop an internet strategic marketing plan that successfully promotes the site, increases visitation and maximizes customer relationship management.
5. **Increased Data Base:** Develop strategic partnerships to promote the site and increase the size of the database through shared addresses.

6. **Search Engine Optimization:** Increase overall site rankings in all the top search engines.
7. **Search Engine Marketing:** Develop a yearly plan for paid key words and advertising.

D. SCOPE: The general scope of services to be obtained as a result of this RFP includes professional website/online hosting, marketing and promotional services with the primary purpose of promoting Grand Junction, Colorado as a visitor destination. Firms that are selected to submit oral Proposals must submit a plan that will focus primarily on online marketing, but should also include the integration of website hosting, development, research and promotions. **The City reserves the right to contract separately or provide in-house support for services other than website design and maintenance, i.e. current booking contractors may include an online booking engine. The current customer relationship management system is iDSS.**

E. FIT: There is no substitute for having the right people, chemistry, and working environment lined up between advertiser and agency operation. It will be important to be sensitive to current talents and programs and yet be a leader bringing new, awesome ideas to the forefront.

F. CREATIVITY: Business in general would not survive if it were not for the on-target creative expression produced by the website/online marketing community. Above all, the agency chosen should be known to perceive the creative uniqueness which can best be communicated by the internet marketer to the target audience.

G. PHILOSOPHY: The fit and the creative expression of uniqueness must be held together by compatible business and marketing philosophies from both the advertiser and the City in order for excellence in websites to be developed to the fullest.

H. BUDGET: Submittals shall be based on a budget not to exceed \$170,000. Amounts incurred or expended by the Agency in excess of that sum will be deemed outside of the contract and the City shall have no liability for the expenditures, unless preapproved by GJVCB management.

1. Media will be billed at net cost to the City.
2. Out-of-pocket expenses for typography, photography, illustration, etc. shall be billed at the Agency's cost with no markup.
3. All travel costs will be assumed by the Agency and is to be absorbed through its retainer or own resources.
4. Services rendered by subcontractors will be billed through the Agency and GJVCB will authorize payment to the Agency at cost without markup.

I. CONTRACT PERIOD: The initial contract will be for a period of one year, **January 1, 2018 through December 31, 2018**. GJVCB reserves the right to extend this initial contract up to three (3) years, ending December 31, 2021, upon mutual agreement with the contracted provider.

J. NON-APPROPRIATION OF FUNDS: The contractual obligation of the City of Grand Junction under this contract is contingent upon the availability of appropriated funds from this fiscal year budget as approved by the City Council for this fiscal year only. State of Colorado Statutes prohibit obligation of public funds beyond the fiscal year for which the budget was approved. Anticipated expenditures/obligations beyond the end of the current City of Grand Junction fiscal year budget shall be subject to budget approval. Any contract will be subject to and must contain a governmental non-appropriation of funds clause.

K. WEBSITE/ONLINE MARKETING PROVIDERS RESPONSIBILITIES: Services which shall be required under the specific direction of the GJVCB coordinator include, but are not limited to the following:

1. Identify target audiences for marketing campaigns.

2. Develop a comprehensive tactical marketing plan to promote Grand Junction as a tourism destination.
3. Provide consultation, analysis and direction with regard to website/online design, marketing research and advertising effectiveness as required.
4. Develop a spending plan for the online marketing budget to include analytics, account maintenance, recommended expenditures for web media, production, and for marketing/advertising research.
5. Provide a monthly analysis, online marketing plan, recommend direction, negotiate agreements, and perform other tasks that may be required to provide necessary support for sponsorships, events, or promotions for the GJVCB.
6. Provide an annual return-on-investment (ROI) analysis to clearly quantify the financial impact on the local community generated through the website marketing efforts of the agency and the GJVCB. The Agency must clearly demonstrate the methodology and formulas used to determine the annual ROI.
7. Estimate expenditures in advance. Written cost estimates of anticipated costs for any expenditure over \$500.00 shall be approved by the GJVCB.
8. Collaborate and cooperate with the GJVCB's advertising contractor should that contract be awarded separately. Attend monthly team meetings via teleconference or at a location to be determined by the GJVCB.
9. Maintain financial accounting records and evidence pertaining to the contract expenditures in accordance with generally accepted accounting principles and other procedures as specified by the City. Provide the GJVCB with a monthly analysis/state of the current contract budget.
10. Make recommendations for budget savings where appropriate.
11. Develop and produce website/online marketing creative as directed by the GJVCB coordinator or the assigned staff person.
12. The Agency shall assume all responsibility for the performance of all required services, whether or not subcontractors are used for specific work on a project. The website contractor will be the sole prime point of contact with regard to all matters.
13. The Agency will specify for the GJVCB all sub-contractors they intend to use and what their functions will be.
14. Assist GJVCB staff with fielding all sales-related calls and emails.
15. Attend up to three (3) Board of Directors regular monthly meetings, as specified by GJVCB coordinator, and the Board of Directors' annual planning retreat. All travel costs will be assumed by the Agency and is to be absorbed through its retainer or own resources.

L. PROPERTY RIGHTS: It shall be clear to all parties that the City of Grand Junction/GJVCB owns all intellectual materials generated as a result of this contract. Any materials for which the Agency is or has been reimbursed by the City shall become the property of the City. "Materials" hereunder shall include, without limitation, proposals, specifications, procedures, systems, photographs, copy, videos, recordings, and all contents of websites or pages created here. Materials shall be furnished to the City in the form they were created, developed and/or used, whether electronic or in hard copy, without cost to the City.

SECTION VII. WEBSITE: REQUIRED INFORMATION AND SUBMITTALS

A. COVER LETTER: A cover letter shall be provided which succinctly explains the contractor's interest in the **WEBSITE/ONLINE MARKETING** contract. The letter shall contain the name/address/phone number of the person who will serve as the firm's principal contact person (account executive) with the GJVCB administration and shall identify individual(s) who will be authorized to make presentations on behalf of the firm. The proposal shall bear the signature of the person having proper authority to make a formal commitment acting as the legal agent of the firm. If Addenda have been issued, state the number of Addenda received in this cover letter.

B. GENERAL AGENCY INFORMATION:

1. Provide a concise description of your firm including the professional services typically provided.
2. Provide a reference list consisting of at least three clients similar in size and scope to the GJVCB contract with whom you have done business in the last twelve months. Provide a brief description of each contract and include the budget, activities, and unique creative approaches to providing the services. Include the name and telephone number of your client reference.
3. Provide a list of Colorado tourism destinations that are current clients. Demonstrate your knowledge of the Colorado tourism marketplace.
4. Include resume information concerning the key individuals with principal responsibility for providing the professional services as a result of this solicitation. Names, titles, experience, job descriptions, professional training, functional role, professional certifications and/or associations of individuals and employment history of each key staff member shall be included.
5. Demonstrate your in-house capabilities to provide the services that are outlined in Section VI, letter K, "Website/Online Marketing Providers Responsibilities".
6. Provide an explanation and description of the hosting environment where the GJVCB website will be physically hosted, including: connectivity to the Internet, available bandwidth, security, regularly scheduled backup and management services, continuity of operations/disaster recovery plans, troubleshooting and technical resources, etc. Explain the processes in place for resolving technical website/online performance issues or getting the website back online if the site goes down.
7. Provide a financial statement or some other documentation that will demonstrate the Agency has the financial capacity and stability to undertake a contract of this scope and size. Provide three financial references.
8. Additional information that demonstrates the Agency's Proposals and ability relative to successfully performing the activities under a contract with GJVCB as a result of this solicitation.
9. If your agency is one of the short-listed finalists you shall be required to provide proof of insurance coverage.
10. Oral Presentations: Only respondents who demonstrate the required Proposals and experience for this project will be considered for participation in the oral presentations.

Should your agency be selected as a finalist, the following items are required for the formal/oral presentation as outlined in sections VIII and IX below.

SECTION VIII. WEBSITE/ONLINE MARKETING: FINALISTS REQUIRED INFORMATION/SUBMITTALS

- A. INDIVIDUALS INVOLVED:** Provide a description of the website/online marketing and development team structure and identification of each team member's role in performing the scope of work. Submittals shall include an estimate of the percentage of time that each individual will contribute to the contract professional activities.
- B. FIRMS CAPABILITIES:** Include a comprehensive explanation of the firm's overall capabilities, experience and approach to performing the services under the contract.
- C. CREATIVE APPROACH:** The content of the submittals should provide a straightforward and concise presentation adequate to describe the creative approach to providing the professional marketing and internet services with the primary purpose of promoting Grand Junction as a visitor destination.
- D. FEE STRUCTURE:** If your agency is one of the finalist short-listed Agencies that will be invited for a formal presentation to the GJVCB evaluation team, you will be required to provide at that time a complete list of standard rates, fees and payment structure. The base fee and other fees not included in the base fee structure that would be associated with basic internet services must be delineated. Consultant fees must also be included in the listing of fees. Retainers shall be paid up front at the beginning of each month and each project/job shall be paid in one invoice at the completion of the project/job.
- E. SIGNATURE PAGE:** If your agency is one of the finalists the legal agent for the agency will be required to sign the OFFER AND SCHEDULE OF FEES sheet (Attachment #2).

SECTION IX. WEBSITE/ONLINE MARKETING: EVALUATION CRITERIA/PROCESS

- A. EVALUATION:** An evaluation team shall review all responses and select those respondents that best meet Proposals and experience criteria. The team will select respondents who clearly demonstrate the capability in all aspects to perform the scope of services as well as the integrity and reliability that will ensure good faith performance/best value for the GJVCB. Agencies selected for oral presentations will be chosen on the basis of their apparent ability to best meet the overall expectations of the GJVCB. Only firms selected for oral interviews will be provided fee Proposal documents.
- B. RFP CRITERIA:** Evaluation of responses to the RFP portion of this solicitation will be done in accordance with the criteria defined below:
1. Qualifications of firm/team members
 2. Evidence that a majority of work product will be completed by in-house staff
 3. Past relevant experience, technical competence, creativity
 4. Experience working with advisory committees, government boards, etc.
 5. Evidence of the Agency's financial/organizational stability
 6. Previous campaigns and their success with an emphasis on creativity
 7. Research capabilities/utilization
 8. Responsiveness to RFP
 9. Knowledge of Colorado tourism destination marketing

10. Hosting capabilities and experience.
11. References

C. PROPOSAL/PRESENTATION CRITERIA: Evaluation of the finalist **RFP** and the oral presentation portion of this solicitation will be done in accordance with the following criteria. The criteria shown for evaluation are not listed in any particular order of importance or priority:

1. Demonstration of the understanding of the contract/objectives
2. Negotiated fee structure
3. Demonstration of collaboration to integrate advertising, public relations, research, and promotions.
4. New marketing campaign recommendations

D. ACCOUNT EXECUTIVE: The account executive/designated contact person must participate in the oral presentation.

E. ORAL PRESENTATION/INTERVIEW: Only respondents who meet the Proposal criteria will be permitted to participate in the fee Proposal submittal and oral presentation/interview process. It is the intent of the GJVCB to invite a minimum of 3 of the most responsive and responsible Agencies to submit fee Proposals and participate in the oral presentations. Oral presentations will not exceed 60 minutes in length. Immediately following the presentation, the GJVCB will allow up to 30 minutes for questions from the evaluation team.

F. EVALUATION: A GJVCB evaluation team and Purchasing shall review all of the **RFP**'s submitted and select the top Agencies out of those submitted based on the criteria included in this solicitation. Selected finalists will make their oral presentations to the evaluation team that will also evaluate the top Agencies based on the criteria herein. Finalists will then be ranked in order of preference based on the written **RFP** responses and oral presentations. The City of Grand Junction will then attempt to contract with the top ranked agency. Should the City not be able to agree on the details of the contract with the top rated agency through good-faith negotiations; they will proceed to the next highest ranked agency and enter into negotiations.

G. APPROVAL: After contract negotiations have concluded and a corresponding detailed contract is developed, the agency selected will be submitted to the City's Administration Department for final contract approval.

SECTION X. SCOPE OF SERVICES

PUBLIC RELATIONS

A. BACKGROUND: The Grand Junction Visitor & Convention Bureau (GJVCB) serves the community by attracting conferences, trade shows, tours, and leisure visits, resulting in overnight stays and day visits. Its mission is to proactively market the Grand Junction area, resulting in the positive economic impact of visitor dollars.

B. OBJECTIVE: The general scope of services to be obtained as a result of this *RFP* includes professional **Public Relations** with the primary purpose of **promoting** Grand Junction, Colorado by working with area tourism partners, chambers of commerce, media outlets and independent travel writers outside of Grand Junction for both domestic and international, businesses and identifying opportunities for expanded partnerships to develop and execute special events and campaigns that create a high level of public awareness through earned media. Firms that are selected to submit Proposals must submit a plan that will focus on public relations, but should also include the integration of advertising, technology, research and promotions. **The City reserves the right to contract separately or provide in-house support for services other than public relations.**

C. FIT: There is no substitute for having the right people, chemistry, and working environment lined up between public relations and agency operation. It will be important to be sensitive to current talents and programs and yet be a leader bringing new, awesome ideas to the forefront.

D. CREATIVITY: Business in general would not survive if it were not for the on-target creative expression produced by the public relations community. Above all, the agency chosen should be known to perceive the creative uniqueness which can be best communicated to the target audience.

E. PHILOSOPHY: The fit and the creative expression of uniqueness must be held together by compatible business and marketing philosophies from both the public relations firm and the City in order for excellence to be developed to the fullest.

F. BUDGET: Submittals shall be based on a budget of \$45,000. Amounts incurred or expended by the Agency in excess of that sum will be deemed outside of the contract and the City shall have no liability for the expenditures.

1. Media hosting expenses, including media events and familiarization tours, will be billed at net cost to the City.
2. All travel costs will be assumed by the Agency and is to be absorbed through its retainer or own resources.
3. Services rendered by subcontractors will be billed through the Agency and the GJVCB will authorize payment to the Agency at cost without markup.

G. CONTRACT PERIOD: The initial contract will be for a period of one year, **January 1, 2018 through December 31, 2018**. GJVCB reserves the right to extend this initial contract up to three (3) years, ending December 31, 2021, upon mutual agreement with the contracted provider.

H. NON-APPROPRIATION OF FUNDS: The contractual obligation of the City of Grand Junction under this contract is contingent upon the availability of appropriated funds from this fiscal year budget as approved by the City Council for this fiscal year only. State of Colorado Statutes prohibit obligation of public funds beyond the fiscal year for which the budget was approved. Anticipated expenditures/obligations beyond the end of the current City of Grand Junction fiscal year budget shall be subject to budget approval. Any contract will be subject to and must contain a governmental non-appropriation of funds clause.

I. PUBLIC RELATIONS AGENCY RESPONSIBILITIES: Services which shall be required under the specific direction of the GJVCB coordinator include, but are not limited to the following:

1. Become familiar with the Grand Junction tourism industry, including advertising, research, and resources.
2. Identify target audiences for public relations campaigns.
3. Identify and pitch target markets in line with Grand Junction's key target markets.
4. Develop a comprehensive tactical public relations plan that uses earned media, both traditional and online, utilizing publications and independent travel writers outside of Grand Junction to promote Grand Junction as a tourism destination, both domestically and internationally.
5. Provide consultation and analysis with regard to public relations research as required.
6. Develop a spending plan for the public relations budget to include recommended expenditures for writing and distributing press releases and media pitches, utilizing tracking software, hosting media in Grand Junction, media desk side visits in predetermined markets, and for public relations research.
7. Create and update press kit, both in print and utilizing the VisitGrandJunction.com website.
8. Advise and assist GJVCB coordinator and staff in time of need for crisis communication.
9. Respond to journalist queries through multiple sources, broadening the funnel of media opportunities to Grand Junction.
10. Showcase current relationships with publications and independent journalists, while creating a plan to pitch new media outlets to gain awareness for Grand Junction.
11. Provide a monthly analysis, recommend plans, negotiate agreements, place media, produce materials, and perform other tasks that may be required to provide necessary support for sponsorships, events, or promotions for the GJVCB.
12. Provide an annual return-on-investment (ROI) analysis to clearly quantify the financial impact on the local community generated through the public relation efforts of the agency and the GJVCB. The Agency must clearly demonstrate the methodology and formulas used to determine the annual ROI.
12. Represent GJVCB at state, regional, national and international media events.
13. Collaborate and cooperate with the GJVCB's advertising and website/online contractors should the contracts be awarded separately. Attend monthly team meetings via teleconference or at a location to be determined by the GJVCB.
14. Utilize public relations to promote seasonal events and activities in conjunction with the GJVCB coordinator and staff.
15. Maintain financial accounting records and evidence pertaining to the contract expenditures in accordance with generally accepted accounting principles and other procedures as specified by the City. Provide the GJVCB with a monthly analysis/state of the current contract budget.
16. Make recommendations for budget savings where appropriate.

17. The Agency shall assume all responsibility for the performance of all required services, whether or not subcontractors are used for specific work on a project. The Agency will be the sole prime point of contact with regard to all matters.
18. The Agency will specify for the GJVCB all sub-contractors they intend to use and what their functions will be.
19. Assist GJVCB staff with fielding all media-related calls and emails.
20. Attend up to three (3) Board of Directors regular monthly meetings, as specified by GJVCB coordinator, and the Board of Directors' annual planning retreat. All travel costs will be assumed by the Agency and is to be absorbed through its retainer or own Travel expenses related to this contract are included in the agreement and shall not be billed outside of the contract.

J. PROPERTY RIGHTS: It shall be clear to all parties City of Grand Junction/GJVCB owns all intellectual materials generated as a result of this contract. Any materials for which the Agency is or has been reimbursed by the City shall become the property of the City. "Materials" hereunder shall include, without limitation, proposals, specifications, procedures, systems, photographs, copy, videos, recordings, and all contents of websites or pages created here. Materials shall be furnished to the City in the form they were created, developed and/or used, whether electronic or in hard copy, without cost to the City.

SECTION XI. PUBLIC RELATIONS: REQUIRED INFORMATION AND SUBMITTALS

A. COVER LETTER: A cover letter shall be provided which succinctly explains the contractor's interest in the **PUBLIC RELATIONS** contract. The letter shall contain the name/address/phone number of the person who will serve as the firm's principal contact person (account executive) with the GJVCB administration and shall identify individual(s) who will be authorized to make presentations on behalf of the firm. The proposal shall bear the signature of the person having proper authority to make a formal commitment acting as the legal agent of the firm. If Addenda have been issued, state the number of Addenda received in this cover letter.

B. GENERAL AGENCY INFORMATION:

1. Provide a concise description of your firm including the professional services typically provided.
2. Provide a reference list consisting of at least three clients similar in size and scope to the GJVCB contract with whom you have done business in the last twelve months. Provide a brief description of each contract and include the budget, activities, unique creative approaches, and analytics to providing the services. Include the name and telephone number of your client reference.
3. Provide a list of Colorado tourism destinations that are current clients. Demonstrate your knowledge of the Colorado tourism marketplace.
4. Include resume information concerning the key individuals with principal responsibility for providing the professional services as a result of this solicitation. Names, titles, experience, job descriptions, professional training, functional role, professional certifications and/or associations of individuals, and employment history of each key staff member shall be included.
5. Demonstrate your in-house capabilities to provide the services that are outlined on Section X; letter I, "Public Relations Agency Responsibilities".
6. Provide a financial statement or some other documentation that will demonstrate the Agency has the financial capacity and stability to undertake a contract of this scope and size. Provide three (3) financial references.

7. Additional information that demonstrates the Agency's Proposals and ability relative to successfully performing the activities under a contract with GJVCB as a result of this solicitation.
8. If your agency is one of the short-listed finalists you shall be required to provide proof of insurance coverage
9. Oral Presentations: Only respondents who demonstrate the required Proposals and experience for this project will be considered for participation in the oral presentations.

Should your agency be selected as a finalist, the following items are required for the formal/oral presentation as outlined in sections XII and XIII below.

SECTION XII. PUBLIC RELATIONS: FINALISTS REQUIRED INFORMATION/SUBMITTALS

- A. INDIVIDUALS INVOLVED:** Provide a description of the public relations team structure and identification of each team member's role in performing the scope of work. Submittals shall include an estimate of the percentage of time that each individual will contribute to the contract professional activities.
- B. FIRMS CAPABILITIES:** Include a comprehensive explanation of the firm's overall capabilities, experience and approach to performing the services under the contract.
- C. CREATIVE APPROACH:** The content of the submittals should provide a straightforward and concise presentation adequate to describe the creative approach to providing the professional public relations services with the primary purpose of promoting Grand Junction as a visitor destination.
- D. FEE STRUCTURE:** If your agency is one of the finalist short-listed Agencies that will be invited for a formal presentation to the GJVCB evaluation team, you will be required to provide at that time a complete list of standard rates, fees and payment structure. The base fee and other fees not included in the base fee structure that would be associated with basic public relations services must be delineated. Consultant fees must also be included in the listing of fees. Retainers shall be paid up front at the beginning of each month and each project/job shall be paid in one invoice at the completion of the project/job.
- E. SIGNATURE PAGE:** If your agency is one of the finalists the legal agent for the agency will be required to sign the OFFER AND SCHEDULE OF FEES sheet (Attachment #2).

SECTION XIII. PUBLIC RELATIONS EVALUATION CRITERIA/PROCESS

- A. EVALUATION:** An evaluation team shall review all responses and select those agencies that best meet the Proposals and experience criteria. Based on the evaluation criteria, the team will select respondents who clearly demonstrate the capability in all aspects to perform the scope of services as well as the integrity and reliability that will ensure good faith performance/best value for the GJVCB. Agencies selected for oral presentations will be chosen on the basis of their apparent ability to best meet the overall expectations of the GJVCB. Only firms selected for oral interviews will be provided fee Proposal documents.
- B. RFP CRITERIA:** Evaluation of responses to the RFP portion of this solicitation will be done in accordance with the criteria defined below:
 1. Proposals of firm/team members
 2. Evidence that a majority of the work product will be completed by in-house staff
 3. Past relevant public and media relations experience, technical competence, creativity

4. Experience working with advisory committees, government boards, etc.
5. Evidence of the Agency's financial/organizational stability
6. Previous campaigns and their success with an emphasis on creativity
7. Research capabilities/utilization
8. Responsiveness to **RFP**
9. Knowledge of Colorado tourism destination marketing
10. References

C. PROPOSAL/PRESENTATION CRITERIA: Evaluation of the finalist **RFP** and the oral presentation portion of this solicitation will be done in accordance with the following criteria. The criteria shown for evaluation are not listed in any particular order of importance or priority.:

1. Demonstration of the understanding of the contract/objectives
2. Negotiated fee structure
3. Plan for advertising/integration of public relations/research/promotions/website
4. New marketing campaign/advertising recommendations

D. ACCOUNT EXECUTIVE: The account executive/designated contact person must participate in the oral presentation.

E. ORAL PRESENTATION/INTERVIEW: Only respondents who meet the Proposal criteria will be permitted to participate in the fee submittal and oral presentation/interview process. It is the intent of the GJVCB to invite a minimum of 3 of the most responsive and responsible Agencies to submit fee Proposals and participate in the oral presentations. Oral presentations will not exceed 30 minutes in length. Immediately following the presentation, the GJVCB will allow up to 15 minutes for questions from the evaluation team.

F. EVALUATION: A GJVCB evaluation team and Purchasing shall review all of the **RFP**'s submitted and select the top Agencies out of those submitted based on the criteria included in this solicitation. Selected finalists will make their oral presentations to the evaluation team that will also evaluate the top Agencies based on the criteria herein. Finalists will then be ranked in order of preference based on the written **RFP** responses and oral presentations. The City of Grand Junction will then attempt to contract with the top ranked agency. Should the City not be able to agree on the details of the contract with the top rated agency through good-faith negotiations; they will proceed to the next highest ranked agency and enter into negotiations.

G. APPROVAL: After contract negotiations have concluded and a corresponding detailed contract is developed, the agency selected will be submitted to the City's Administration Department for final contract approval.



Advertising Services, Website/Online Marketing and Public Relations
for Grand Junction Visitor and Convention Bureau

PRE-SOLICITATION CONFERENCE

RFP-4378-17-SH

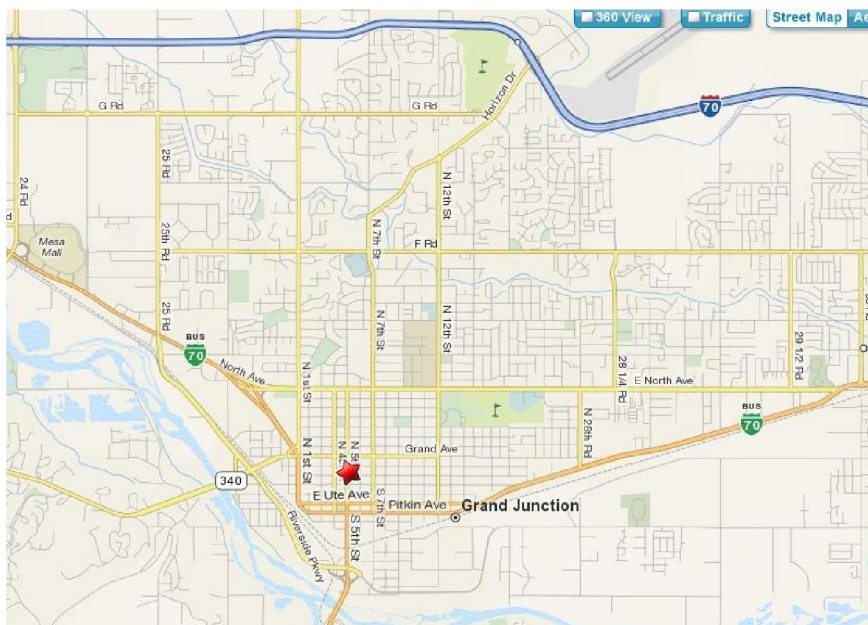
DATE: June 15, 2017

TIME: 10:00 A.M. – 11:30 A.M.

LOCATION: CITY HALL TRAINING ROOM
250 NORTH FIFTH STREET
SECOND FLOOR
GRAND JUNCTION, COLORADO

Bring all questions in writing to the meeting to discuss. This Pre-Solicitation conference is not mandatory, but is highly encouraged.

Prospective firms may also call a conference line to “attend” via phone at **970-255-2231**. Please be respectful of others on the call and do not place the call on hold from your end. Mute your phone instead so there is no disruption with music or other recordings played during the hold time.



ATTACHMENT #2



OFFER AND SCHEDULE OF FEES
SHORT LISTED AGENCY ONLY

**Re: RFP-4378-17-SH Advertising Services, Website/Online Marketing
and/or Public Relations**

The undersigned has thoroughly examined the entire Request for Proposals and therefore submits the proposal and schedule of fees and services attached hereto.

This offer is firm and irrevocable for sixty (60) days after the time and date set for receipt of proposals.

The undersigned Agency agrees to provide services in accordance with the terms and conditions contained in this Request for Proposals and as described in the Agencies proposal attached hereto; as accepted by the City.

DATE: _____

OFFERING FIRM: _____

CONTACT NAME: _____

TITLE: _____

OFFEROR'S ADDRESS: _____

EMAIL: _____ TELEPHONE: _____ FAX: _____

PLEASE CIRCLE WHICH SERVICE/S YOU ARE OFFERING: ADVERTISING,
WEBSITE/MARKETING, OR
PUBLIC RELATIONS.

SCHEDULE OF FEES: _____

Please return this page once you've been notified you are included on the Short List.



ADDENDUM NO. 1

DATE: July 10, 2017
FROM: City of Grand Junction Purchasing Division
TO: All Interested Parties
RE: Advertising, Website Marketing, Public Relations RFP-4378-17-SH

Firms responding to the above referenced solicitation are hereby instructed that the requirements have been clarified, modified, superseded and supplemented as to this date as hereinafter described.

Please make note of the following clarifications:

Question #1: "Could you please help me with whether companies from Outside USA can apply for this? (like, from India or Canada)"

Answer: All vendors are welcome to respond.

Question #2: "Could you please help me with whether we need to come over there for meetings?"

Answer: Please read the solicitation document. Yes, on site meetings are required.

Question #3: "Can we perform the tasks (related to the RFP) outside USA? (like, from India or Canada)"

Answer: You will need to determine for yourself what tasks are to be completed where.

Question #4: "Can we submit the proposals via email?"

Answer: Please read the solicitation document. Proposals are to be submitted electronically per instructions noted in the RFP.

Question#5: "What agency/agencies are you working with currently?"

Answer: Advertising is currently contracted with Hill Aevium, Website/Marketing is contracted with Miles Media and Public Relations is contracted with Orr Communications.

Question #6: "What is the current budget for a. advertising, website/online marketing b. public relations?"

Answer: Please read the RFP document, this information is included in each section.

Question #7: "What are the top three challenges Grand Junction Visitor and Convention Bureau has identified as barriers to visiting the area?"

Answer: Please attend the Pre-Solicitation Conference scheduled for June 14, 2017 5, 2017 at 10:00 A.M. local time.

Question #8: “Is previous work in Colorado or Colorado residency a prerequisite to winning this bid?”

Answer: No, there is no requirement for any type of local or state preference.

Question #9: “How important is it for agency representatives to attend the Pre-Solicitation Conference in person vs. via phone?”

Answer: There is no difference between attending in person or via conference line.

Question #10: “What existing research exists that can be shared with selected agency regarding target audiences, net promoter scores, visitation trends over past 5 years?”

Answer: All relevant research will be provided to the selected agency

Question #11: “Does the GJVCB feel that Grand Junction has an established brand story/ brand position/value proposition or is that something they are interested in having their agency define and articulate?”

Answer: The “Colorado’s Wine Country” brand has been used since 1998. A brand update will be considered. Related documents will be shared with the selected finalists in the process.

Question #12: “Is there a preference for hiring one consolidated team that includes all sought after services?”

Answer: There is no preference. It has been experienced, though, that one firm cannot concentrate equally well in all three areas.

Question #13: “Who will be the primary point of contact on the client side for the agency? How are decisions and approval made for creative and media strategy recommendations?”

Answer: The Marketing Coordinator will be the primary point of contact. Decisions and approvals are made in collaboration with the VCB staff and agency.

Question #14: “Does the budget of \$340K for advertising assume that all paid media will come out of this budget?”

Answer: Yes.

Question #15: “Is there an assumption that the agency will/must create collateral materials and that printing for those materials come out of the \$340K ad budget?”

Answer: Printing does not come out of the \$340K budget. Creative does come out of this amount.

Question #16: “Is there a preference or expectation that the suggested campaign will include television and/or broadcast?”

Answer: That is to be determined based on the recommendation of the agency.

Question #17: “Are there any existing creative assets or creative campaigns that the GJVCB is interested in preserving and using?”

Answer: Creative assets exist, such as video and photography, and GJVCB will continue to maintain. Campaigns are the recommendation of the retained agency.

Question #18: “What kind of financial data will be provided by individual businesses impacted by the advertising campaign and what kind of reporting in terms of visitation is available from GJVCB to inform the ROI analysis required in section K7 of Advertising portion of RFP?”

Answer: Financial data is not available from individual businesses. GJVCB currently reports on visits to the visitor center, visitor guide requests and web analytics. Additional research will be provided to the selected finalists. GJVCB will be looking to the selected agency for assistance in ROI analysis going forward.

Question #19: “Is there an expectation that digital media costs will be absorbed by the \$170K website/online marketing budget or would digital media dollars also be absorbed by the \$19K advertising and marketing budget?”

Answer: The web contract includes SEO and SEM costs. The advertising contract includes all digital display marketing.

Question #20: “What does a highly successful RFP look like/include for GJVCB apart from the basic agency background specified in the RFP? Are you looking for speculative planning or creative work that demonstrates our thinking? If so, what marketing plans, research or other materials will be provided to intelligently inform a strategic approach to those recommendations?”

Answer: The first two questions are covered in the RFP document. Please review it as it documents the expectations. All relevant research, data and assets that the VCB has will be shared with the finalists that are invited to present.

Question #21: “Question B6 asks for financial documentation and references for the agency. Please be specific about what kind of documentation would satisfy this request? What do “financial references” include?”

Answer: Vendors need to provide sufficient evidence their business is stable (i.e. P&L/balance sheet) and has the capacity to handle an account of this size. You can provide a letter from an auditor or tax support person and references from other accounts/clients that all financial obligations were met. Financial information is confidential and does not become public. Please mark the pages in your response appropriately as confidential.

Question #22: “Is media spend part of the \$340K advertising/marketing budget or is it inclusive of agency fees, campaign development and planning/reporting only with media spend being separate and billed at net?”

Answer: It is all inclusive.

Question #23: “Why are you open to a new vendor?”

Answer: The current contract expires at the end of 2017. GJVCB is required to solicit a replacement formally.

Question #24: “What do you mean by creativity?”

Answer: The definition of creativity is the quality of being creative. Creative means marked by the ability or power to create or having the quality of something created rather than imitated. Created means to produce through imaginative skill.

Question #25: “What criteria are important to you in selecting a firm? How would you rank the criteria?”

Answer: Criteria are listed in Sections V.B, IX.B and XIII.B.

Question #26: “Are there any special circumstances or “hot buttons” of which you are aware?”

Answer: This information will be shared with the selected finalists.

Question #27: “How many other firms are competing?”

Answer: There is no way to determine how many firms have downloaded the document. It is posted on two different websites.

Question #28: “What top PR opportunity do you see for yourselves that hasn’t been accomplished yet?”

Answer: PR trends and the current environment changes constantly and GJVCB looks to the PR agency to help build successful plans of action.

Question #29: “Any new business or attractions coming out of the gate in 2018?”

Answer: New attractions include Cameo Shooting Complex, Banana’s Water Park, development at Las Colonias amphitheater and business park. There are no new hotels scheduled to open in 2018. Refer to the GJVCB’s visitor guide which outlines the attractions and assets of the community that will be marketed in 2018.

Question #30: “Have you ever worked with an agency from the front range before?”

Answer: Yes.

Question #31: “Are you replacing internal staff or supplementing them? Was there another agency or consultant before? If so, why didn’t it work out? How long were they at it?”

Answer: No internal staff is changing. The current contracts are expiring. The GJVCB is required to solicit replacement agencies formally. Typically, a contract is awarded for one year, with the option to extend for three additional years, for a total of four years maximum. At that time, a new solicitation will be issued.

Question #32: “Tell me about your marketing staff now.”

Answer: Please review the marketing plan at <http://bit.ly/2tNCryt>.

Question #33: “What does success look like to the program?”

Answer: Anything that meets the mission of the project.

Question #34: “What qualities and behaviors do you want to see in your agency team?”

Answer: Please see the solicitation document. It details what GJVCB desires in an agency.

Question #35: “What qualities and behaviors do you not want to see?”

Answer: Inexperienced and non-collaborative agencies. Basically, anything opposite of what is detailed in the solicitation document.

Question #36: “Can you elaborate on things you have tried in the past? What worked well and why do you think it succeeded? What didn’t work and why do you think it failed?”

Answer: Please review the marketing plan at <http://bit.ly/2tNCryt>. The awarded agency will have access to further detailed information.

Question #37: “To date, how have you measured the efficacy of your campaigns across various target audiences? What is the frequency of measurement?”

Answer: Monthly analytics and annual lodging tax collections.

Question #38: “The RFP asks only for a campaign marketing Grand Junction as a tourist destination. Are you considering a meeting & events campaign, distinct from the tourism work?”

Answer: Meetings marketing is also included in the \$340K contract. Please see the 2017 marketing plan at <http://bit.ly/2tNCryt>.

Question #39: “May we review current media plans?”

Answer: Please review the marketing plan at <http://bit.ly/2tNCryt>.

Question #40: “May we review current creative brief?”

Answer: Not at this time. Each agency is to develop their own creative brief for this proposal. The selected agency will have access to all historic creative briefs.

Question #41: “How are digital data points currently incorporated in to strategic communications planning?”

Answer: The selected agency will have access to all digital data points after award.

Question #42: “Are we able to review digital behavior reports/analytics?”

Answer: The selected agency will have access to this information. It will not be available during the solicitation process.

Question #43: “What channel specific metrics and benchmarks has media been optimized to historically?”

Answer: Please review the marketing plan at <http://bit.ly/2tNCryt>.

Question #44: “What attribution models are in place to track impact? Can we see examples of past reports?”

Answer: Please see the performance dashboard posted at <http://bit.ly/2tNCryt>.

Question #45: “In the pre-solicitation conference you mentioned 2-years of research on “Colorado’s Wine Country”. Does that research include any Awareness and Understanding data related to the branding line? May we have access to this research?”

Answer: Research will be provided to the selected finalists.

Question #46: “What CVB’s do you admire? Who’s doing it right?”

Answer: This is not relative to the solicitation process.

Question #47: “How are you using YouTube?”

Answer: Please see our YouTube channel. Pre-roll advertising has also been utilized.

Question #48: “In your shift toward the Millennial as a primary audience in 2017, what advertising tactics have been most successful? Can you share any current results from this audience shift?”

Answer: Please see the 2017 marketing plan at <http://bit.ly/2tNCryt>.

Question #49: “What online advertising channels are providing the most conversions in the aRes platform?”

Answer: This information will be shared with the selected finalists.

Question #50: “What KPIs are you using to define success in your shift toward a higher quality online audience?”

Answer: Please see the performance dashboard plan at <http://bit.ly/2tNCryt>. Further information will be shared with the selected finalists.

Question #51: “Is the advertising/promotion of your e-zines a component of the paid media budget, and contract, or outside of it?”

Answer: It is part of the website marketing contract of \$170K

Question #52: “What percent of your advertising budget has been allocated to in-state, national and/or international audiences?”

Answer: Please review the marketing plan at <http://bit.ly/2tNCryt>.

Question #53: “Specifically, what are you looking for in an agency? What would your current agency say is the best thing about working with you? The most difficult?”

Answer: Please read the RFP document, the information is included in each section.

Question #54: “How would you define what is most important to you in the process—creative, strategy, cultural fit, category experience, overall experience?”

Answer: The selected finalists will be given further information on this.

Question #55: “When will the answers to the submitted questions be available? With the deadline from question submission to RFP response being so tight, a number of our questions will help inform our submission and we would like the time to be responsive based on the answers to our questions.”

Answer: The Addendum will be issued no later than July 10, 2017.

Question #56: “Who will be on the RFP evaluation committee? Will the evaluation committee for the oral interviews be comprised of the same people?”

Answer: Representatives from the City of Grand Junction, GJVCB staff, and the Board of Directors will review the RFP responses and the oral presentations.

Question #57: “Will anyone with a current relationship with another agency participating in this process be on the evaluation panel?”

Answer: No.

Question #58: “What type of financial statement and references are you looking for to demonstrate financial capacity and stability? And, will this information be public record along with the rest of the proposal?”

Answer: Please see Question 21.

Question #59: “The \$45,000 budget for public relations - does that include media expenses for visiting Grand Junction (i.e. airfare, lodging, meals, etc. travel for bringing journalists to Grand Junction)?”

Answer: The hard costs for traveling with journalists is typically outside of contract. Each opportunity is evaluated individually depending upon the current state of the budget. GJVCB will further solidify this during the finalists’ interviews

Question #60: “Which agency is the incumbent agency for the advertising portion of the RFP? Which agency is the incumbent agency for the website/online marketing portion of the RFP?”

Answer: Please see Question 5.

Question #61: “Are proposals ranked higher if their able to encompass all requests: Advertising, Website/Online Marketing, and PR?”

Answer: Please see Question 12.

Question #62: “What is the paid media budget for digital? Is the budget outside of the \$170K?”

Answer: Please see Question 19.

Question #63: “Does the website integrate with a CRM? Or is all the stakeholder data listed within the website?”

Answer: Yes, there is a CRM.

Question #64: “Is there an incumbent who is participating in this process, specific to Website/ Online Marketing?”

Answer: Please see Question 57.

Question #65: “Our agency has extensive travel expertise, but not specific to Colorado. Will our agency be disqualified or penalized because of this since you’d like a list of current clients in Colorado tourism?”

Answer: The request to list other Colorado clients is for informational purposes. It is not a requirement for award.

Question #66: “What version of Drupal is the site on? Our understanding is that we’d support and maintain the current site. This does not include a site redesign/redevelopment. Is that correct?”

Answer: It is version 7. There will not be a site redesign.

Question #67: “To get clarification, how many in-person meetings your anticipating with the board over the year?”

Answer: Please see Section II.K.20, VI.K.15 and X.I.20 in the original RFP document.

Question #68: “How much traffic (sessions) does the website get on an annual basis?”

Answer: Please see the December 2016 dashboard at <http://bit.ly/2tNCryt>.

Question #69: “Who is the booking widget vendor? And what Email Service Platform do you use?”

Answer: The booking widget vendor is not part of this contract and will not be utilized in 2018.

Question #70: “What does the approval process look like to have the strategic digital marketing plan approved?”

Answer: This is not relevant during the initial RFP process.

Question #71: “Do you have internal content creators? Or is all content expected to come from agency partners?”

Answer: Content is created by both internal and contracted agency partners.

Question #72: “Would you be able to provide a list of the top ten keywords that you’d like to rank for, as well as top three competitors?”

Answer: This information is proprietary. The top three competitors will be provided after this process.

Question #73: “Is a Colorado-based firm preferred?”

Answer: Please see Question 8.

Question #74: “Section III(B)6 What do you want exactly as far as the 3 financial references?”

Answer: Please see Question 21.

Question #75: “If couples are your number 1 visitor demographic right now, what are your 5 year goals? Would you want to change your demographics?”

Answer: Please refer to the marketing plan and research at <http://bit.ly/2tNCryt>. All strategic planning will be shared with the awarded agency.

Question #76: “For 2018, which of the new event/activities are slated to land?”

Answer: Please see Question 29.

Question #77: “Are you open to the idea of having paid premium listings for lodging/events?”

Answer: This is not relevant at this time.

Question #78: “Regarding Google Analytics, how many people approach your website on a mobile device?”

Answer: Over 50%.

Question #79: “Does your website use an event plugin? If so, which one? How are you managing the events?”

Answer: No. Internal staff manages events.

Question #80: “If you were to stay with your current company for hosting, how much do you pay currently?”

Answer: Please refer to the marketing plan at <http://bit.ly/2tNCryt> for the website budget.

Question #81: “How would we measure the ROI if we are not booking services through the website?”

Answer: The awarded contractor is expected to measure ROI.

Question #82: “If we intend to compete for all three of the RFP elements (advertising services, website/online marketing, and PR), do we need to submit a separate proposal for each or can they be combined into a single response that addresses all three?”

Answer: Section I.B states “three separate proposals shall be submitted” if you want to submit for all three areas.

Question #83: “What are key marketing goals for the Grand Junction Visitor and Convention Bureau in 2017 and 2018?”

Answer: Please refer to the marketing plan at <http://bit.ly/2tNCryt>.

Question #84: “Are you satisfied with recent (2015 and 2016) visitation, occupancy, visitor spending and lodging tax metrics?” Why or why not?”

Answer: The mission is to increase visitation year over year using the resources available for that year.

Question #85: “What major marketing initiatives are planned for 2017 and 2018?”

Answer: Please see Question 29.

Question #86: “What destinations do you include in your competitive set?”

Answer: Refer to the research at <http://bit.ly/2tNCryt>.

Question #87: “What is the relative importance of various visitor segments (e.g. Leisure, group, conference/convention, etc.)?”

Answer: Please refer to the marketing plan at <http://bit.ly/2tNCryt> for the relative importance for each segment.

Question #88: “During the past five years, what have been your most effective marketing or campaign efforts? Why?”

Answer: This is proprietary and will be shared with the awarded contractor.

Question #89: “What are the strengths of your advertising program and what are areas of opportunity?”

Answer: Please refer to the highlights section of the marketing plan at <http://bit.ly/2tNCryt>.

Question #90: “What are the strengths of your public relations program and what are areas of opportunity?”

Answer: Please refer to the highlights section of the marketing plan at <http://bit.ly/2tNCryt>.

Question #91: “What are the strengths of your website/online marketing program and what are areas of opportunity?”

Answer: Please refer to the highlights section of the marketing plan at <http://bit.ly/2tNCryt>.

Question #92: “What does the \$340,000 budget included (e.g. Paid media, owned media, production, agency fees, etc.)?”

Answer: Please see Questions 14, 15, 22 and 38.

Question #93: “Is this RFP due to contractual/pro forma requirements or are you looking for fresh thinking?”

Answer: Please see Question 23.

Question #94: “What has been your biggest challenge in the past 2-3 years?”

Answer: The biggest challenge has been economic recovery from the recession.

Question #95: “Are your current agency partners participating in the pitch process?”

Answer: Please see Question 57.

Question #96: “What are your annual goals/KPIs?”

Answer: Please see Question 50.

Question #97: “How are you tracking toward these goals?”

Answer: Please refer to the marketing plan at <http://bit.ly/2tNCryt>.

Question #98: “How big the current email database?”

Answer: The current database contains approximately 40,000 email addresses.

Question #99: “Is it possible to review the 2017 Marketing Plan and/or Media Plan or any relevant research that has recently been completed?”

Answer: Please see <http://bit.ly/2tNCryt>.

Question #100: “Your last Board meeting minutes report that your PR hits are valued at \$120,000 for the year. How was that value determined?”

Answer: This is determined by the current contractor. Further discussion will be held with the awarded contractor.

Question #101: “Are you prescriptive about the recommended advertising medium(s)?”

Answer: Further explanation of this question is required to effectively answer this question.

Question #102: “Is there seasonality to your business? Are there times of year you want to promote more than others?”

Answer: Yes, however, GJVCB markets as a year-round destination. Marketing and promotions are based on current research and analytics.

The original solicitation for the project noted above is amended as noted.

All other conditions of subject remain the same.

Respectfully,

Susan Hyatt
City of Grand Junction, Colorado



July 17, 2017

**GRAND JUNCTION VISITOR AND CONVENTION BUREAU
RE: REQUEST FOR QUALIFICATIONS – Public Relations Contract**

To the Board of Directors:

Thank you for providing Ore Communications, Inc. the opportunity to submit our public relations qualifications to the Grand Junction Visitor and Convention Bureau. We have thoroughly enjoyed working with the GJVCB staff and board for the last 16 years and are very interested in continuing the relationship for the next three years and beyond.

As a full-service public relations agency, we take pride in our quality of work, attention to detail, results-driven approach and relationship-building skills. Our team offers more than 70 combined years of experience, specializing in hospitality and travel.

During the time we've worked with the GJVCB we have garnered more than 2 billion earned media impressions resulting in an advertising equivalency of \$6 million. We have established a strong foundation for the GJVCB, and we have the skills and know-how to "take it to the next level."

Your principal account contact would continue to be Gaylene Ore:

Ore Communications
President/Account Supervisor
PO Box 1273
Granby, Co 80446

Gaylene Ore, Christy Nielson, and Caitlin Johnson would be authorized to make presentations on behalf of the firm.

The Ore Communications team has enjoyed working with you and looks forward to continuing the relationship with the Grand Junction Visitor and Convention Bureau. We are here to help you in any way that we can.

Sincerely,
Gaylene Ore
Gaylene Ore
President/Ore Communications, Inc.

Question #1: Introducing Ore Communications

Ore Communications, Inc. is an 18-year-old Colorado-based public relations company specializing in regional, national and international media relations, strategic communications and message development for the tourism and hospitality industry. The firm was founded by Gaylene Ore, based on her 28 years of marketing, sales and public relations management experience in the resort and tourism industries.

Specialized Practice

Since we have chosen to specialize our practice around the industry we love, we are passionate about what we do. As experts in the field, journalists continuously seek us out for ideas and stories. We come with built-in relationships not only with key editors, but also with the myriad of freelancers who produce content for top outlets.

We are active members of key industry organizations including: Society of American Travel Writers (SATW), Travel Media Association of Canada (TMAC), Outdoor Writers Association of America (OWAA), Adventure Travel Trade Association (ATTA) and Public Relations Society of America (PRSA). We regularly attend the organizations' conferences and events to not only represent our clients amongst top-tier active editors, journalists, and influencers, but also to ensure that we keep a finger on the pulse of the very latest news and happenings within the travel and tourism industry.

Proactive Media Relations

We don't wait for journalists or trend stories to come to us. Our team of pitching pros is constantly on the phone with top editors and freelancers covering travel, tourism, lifestyle, adventure, outdoors, culinary, arts, culture, history/heritage and much more.

Core Competencies

- We develop and implement strategic public relations programs that integrate with an organization's marketing, branding and overall business planning efforts.
- We build brand awareness and credibility through local, regional, national and international media exposure.
- We create effective communications strategies focused on bringing client's key messages to life.
- We develop and implement results-oriented media relations programs by:
 - Creating and enhancing working relationships between clients and the news media in identified targeted markets that work toward the organization's business objectives.

- Identifying newsworthy, workable story angles in each market.
 - Writing and distributing newsworthy news releases (as dictated by the client's media plan).
 - Creating newsworthy annual and seasonal media kits.
 - Providing media and spokesperson training.
 - Working with a comprehensive database of active journalists (more than 4,000 contacts).
 - Planning and hosting media visits to a client's destination.
 - Planning and hosting media receptions, desk-side visits and on-air media promotions in key markets.
 - Integrating social and digital communications into traditional public relations plans.
 - Developing consumer-facing promotion and partnerships, including trip giveaways, catalog/magazine photo shoots and TV/radio partnerships.
- We recommend, develop and implement (as needed) appropriate programs for additional publics (e.g., chamber members, customers, investors, employees, vendors/suppliers).
 - We develop and implement crisis communications plans. We maintain extensive experience in crisis communications planning, training and implementation. All crisis communications work is conducted in collaboration with senior client management and involves organized, timely, proactive, straight-forward strategy and communication with all publics.

Mission Statement

Ore Communications' mission is to support and promote media coverage for its clients through cost-effective and results-oriented programs.

Values

- Integrity
- Honesty
- Adherence to Public Relations Society of America (PRSA) Code of Ethics
- Cost-awareness
- Effectiveness

Question # 2: Client References

Grand County Colorado Tourism Board

Promote the five communities of Grand County, which include:

- Winter Park & Fraser Chamber – home to one of the state’s largest ski resorts in the winter, 600 miles of hiking and biking trails in the summer.
- Hot Sulphur Springs – natural hot springs resort.
- Granby – home to four dude and guest ranches, Granby Ranch Resort and four world-class golf courses.
- Grand Lake – mountain resort community on western edge of Rocky Mountain National Park and home to the state’s largest natural lake.
- Kremmling – Old West town, serving as a base for hunting, fishing, kayaking, rafting and cattle drives.

Activities include:

- Write, edit and distribute news releases and pitches
- Host individual and group press trips
- Write quarterly articles for the local newspaper
- Assist with social media posts
- Attend quarterly board meeting
- Attend annual board retreat
- Meet with chamber directors quarterly
- Meet with advertising and administrator quarterly
- Produce yearly work plan
- Prepare yearly budget
- Report yearly results

Creative Approach

We have worked with several of our community partners, including Delta, Estes Park, Steamboat Springs and Grand Junction on co-op media trips. We have found that journalists appreciate getting several story ideas out of one media visit, and it helps off-set hosting costs, which benefits all parties involved.

Budget - \$110,000

2016 ROI – 22 to 1 (based on \$110,000 budget)

Impressions - 300,000,000 (5% increase from 2015)

Ad Value - \$2,500,000 (25% increase from 2015)

Contact: Ken Fosha

Board President

970-725-3456

Mesa Verde Country

Promote the area as a cultural Mecca, outdoor-lover's paradise and agritourism destination. Mesa Verde Country is located in southwest Colorado near the entrance to the magnificent Mesa Verde National Park. The nearby towns of Cortez, Dolores, and Mancos provide accommodations, dining, outdoor fun, and visitor services. Named the "Number One Historic Monument in the World" by *Conde Nast Traveler* and one of the "50 Places of a Lifetime-The World's Greatest Destinations," by *National Geographic*, Mesa Verde National Park is one of the nation's first World Heritage sites and the largest archaeological preserve in the country.

Activities include:

- Write, edit and distribute news releases, byline articles and pitches
- Create social media content
- Counsel and advise client on overall marketing strategy
- Coordinate/host individual and group media trips
- Conduct proactive and reactive media pitching
- Produce annual PR plan
- Conduct monthly status calls with client
- Report annual results

Creative Approach

Ore Communications hosts client events in Denver, Salt Lake, Chicago and/or New York City. It is for all of Ore Communications clients, enabling a cost-effective way for clients to showcase their destination on a regional/national level that might be otherwise cost prohibitive.

Budget – \$25,000

2016 ROI – 25 to 1 (based on \$25,000 budget)

Impressions – 35,500,000 (25% increase from 2015)

Ad Value – \$625,000 (25% increase from 2015)

Contact: Kelly Kirkpatrick

Executive Director

970-564-4096

Winter Park & Fraser Chamber

Promoted Winter Park & Fraser Chamber membership base as an outdoor mecca. Focused on the brand Mountain Bike Capital USA™, Nordic and downhill skiing, Jazz Festival and other seasonal events, horseback riding, biking, hiking, golfing, fishing and tubing.

Activities include:

- Wrote, edited and distributed news releases and pitches
- Hosted individual and group press releases
- Wrote social media content and blog posts
- Wrote monthly newsletter to educate tourism industry partners about marketing and public relations tips
- Held monthly conference calls with the client
- Attended annual board retreat
- Produced yearly budget
- Reported yearly results

Creative Approach

To help build community understanding of public relations and how it benefits an area, we put together a monthly public relations update and education piece for the Winter Park & Fraser Chamber newsletter. We saw an 85% increase in businesses hosting media because of this effort.

Budget - \$27,000

2016 ROI – 20 to 1 (based on \$27,000 budget)

Impressions – 54,879,882 (48% increase from 2015)

Ad Value - \$544,000 (35% increase from 2015)

Contact: Catherine Ross

Executive Director

970-726-4221 ext. 101

cross@playwinterpark.com

Ore Communications utilizes Meltwater and Vocus for impressions and ad value.

Additionally, members of our team have lead tourism accounts including Colorado Tourism Office, and Summit County with budgets ranging from \$60,000-\$200,000.

Question #3: Current Clients

Ore Communications is proud of its long-standing relationships with some of Colorado's most exciting resorts and destinations. We pride ourselves on our on-going client relationships and client retention. Current clients include:

- Dude and Guest Ranches of Grand County – Since 2000
- Grand County Colorado Tourism Board – Since 1999
- Grand Junction Visitor and Convention Bureau – Since 2001
- Mesa Verde Country – Since 2005

Additional Client Experience

For the last 18 years, Ore Communications' primary focus has been on the travel and tourism industry. Members of our team have represented numerous additional Colorado-based clients including the Colorado Tourism Office, Visit Estes Park, Aspen Chamber Resort Association, C Lazy U Guest Ranch, Colorado Wine Board, Visit Montrose, Four Seasons Resort & Residences Vail, Delta County, Visit Telluride and more. Our team is deeply engrained in the Colorado tourism community and market and has contacts and relationships with key groups and organizations throughout the state. The Ore Communications team is actively involved with the Society of American Travel Writers, Travel Media Association of Canada and Public Relations Society of American travel division. We also attend Colorado Tourism Office media receptions and other industry events as seem fitting for our clients.

Question # 4: Grand Junction Visitor and Convention Bureau Team

We have crafted a seasoned account team for GJVCB, a hand-picked group of tenured experts with the relationships and expertise to deliver on-going value to meet and surpass your expectations. Our team of public relations professionals has a combined 70 years of travel, tourism and hospitality experience. Meet your account team.

Gaylene Ore

President/Account Supervisor

A travel, tourism and consumer marketing specialist, Gaylene brings more than 28 years of related experience to her client relationships. Before starting Ore Communications in 1999, she worked as marketing and PR director for luxury resorts, Sol Vista Ski Area (previously Silver Creek) and the Winter Park & Fraser Chamber, which later became her first client.

Gaylene has worked in media markets throughout Colorado and the nation, earning recognition for companies and nonprofit organizations. She has garnered placements in major metropolitan and national newspapers and magazines, for major wire services, websites, TV and radio.

Professional Organizations: Gaylene is an active member of Society of American Travel Writers, Travel Media Association of Canada, Outdoor Writers Association of America, Public Relations Society of America and Denver Woman's Press Club.

Education: Bachelor of Arts from Hastings College in Nebraska

GJVCB Role: Gaylene will serve as the day-to-day contact, account supervisor and hands-on senior-level counsel. She will lead press trips, review all communications material and conduct pitching with key media.

Caitlin Sullivan Johnson

Senior PR Strategist and Denver-Based Media Coordinator

Specializing in media relations, client management and strategy, Caitlin brings nearly 15 years of public relations, marketing and communications experience to the Ore Communications account team. In addition to her work with Ore Communications, for the past four years, Caitlin has served as a senior PR

strategist for the Colorado Tourism Office (CTO). In her role at the CTO, she is responsible for guiding topline public relations strategy for the state, driving story coverage in key publications targeting the state's high-value traveler and acting as a liaison between the CTO and the many industry partners across the state. Prior to that, Caitlin served as a senior account director for Turner PR's travel & tourism division, providing strategic counsel in client, media and community relations, as well as crisis management, digital media integration, partnerships and special events, all while securing coverage in top-tier national and regional outlets. She led accounts including the Utah Office of Tourism, Riviera Maya Destination Marketing Offices, Cheyenne Convention & Visitors Bureau, Albuquerque Convention & Visitors Bureau, REI Adventures, Travaasa Experiential Resorts and more.

Caitlin joined the Ore Communications team in 2014, after years of working with Ore Communications on co-op trips through Turner PR and the CTO.

Education: Bachelor of Science from the University of Kansas

GJVCB Role: Caitlin will work with Gaylene on day-to-day contact, news release and pitch development. She will also be the direct Denver media contact.

Christy Nielson

Senior PR Strategist and Arizona-Based Media Coordinator

Christy joined the Ore Communications team in 2001 and has more than 20 years of experience that spans the tourism, real estate, transportation and television news industries.

Previously, she was a PR account supervisor for PRACO, where she oversaw the Colorado Tourism Office (CTO) and the Aspen Chamber Resort Association accounts. Under Christy's leadership, her team produced \$50 million worth of advertising value each year for publicity generated and showcased Colorado tourism to more than 100 journalists at top-rated publications, such as *Conde Nast*, *Sunset*, *Family Fun*, *Gourmet*, *Cooking Light*, *Travel Holiday* and *Budget Travel*.

She also launched a public involvement program for the state of Kansas in her role as public involvement administrator for the Kansas Department of Transportation. Prior to entering the public relations field, Christy was an award-winning television news producer.

Education: Bachelor of Science from the University of Kansas

GJVCB Role: Christy will handle the Arizona media contacts and news release development.

Jill Miles

Administration/Project Manager

Jill joined Ore Communications in 1999. With more than 20 years of experience in marketing and public relations in the fields of hospitality, retail and engineering construction, her expertise is in project management and support, writing and editing.

Education: Jill holds a Master of Business Administration degree in management from the Thunderbird International School in Phoenix.

GJVCB Role: Jill will handle database management and news release distribution.

The Firm's Organizational Structure

Ore Communications operates as a virtual agency to provide clients in the travel and tourism industry the highest degree of quality, results and flexibility. By forgoing traditional agency overhead constraints, we can provide faster, more beneficial results to clients through hands-on, senior-level service at prices far lower than that of larger agencies where junior-level employees represent clients in day-to-day dealings with the news media.

All members of the team – who have worked together in varying capacities for as long as 18 years – operate as independent contractors. The Grand Junction Visitor and Convention Bureau will receive the attention of everyone at Ore Communications; the agency is fully integrated, and each person is multi-task oriented to ensure the success of each account.

Question #5: Our Process, Approach and Capabilities

We have created a development and implementation process to ensure we strategically represent Grand Junction to the media marketplace with an authentic, knowledgeable voice to achieve quality coverage.

First, Ore Communications builds a strategic plan around your marketing and business goals. After we have the information from the team and industry sources, we will utilize it to develop a strategic PR plan to support your 2018 goals and ongoing objectives. Our plan will outline key messaging, media targets, timeline and unique initiatives to achieve your goals.

From there, we are forever in implementation mode. Once the process is complete and the plan is approved, we execute our ongoing implementation/engagement phase. As a result of our process, you can be confident that we are speaking authentically on your behalf, and that we are on-message and on-target in our goal to reach your key audiences. We create customized pitches for multiple and various media channels focusing on specific travel topics, trends, seasons and more. We will also create press materials including news releases, backgrounders, fact sheets and online pressroom updates to support these pitches. *If your message needs to be altered, we respond immediately, updating our messaging, plans and outreach to match your revised goal.*

Proactive Media Campaigns

Perhaps it should go without saying, but we're going to spell it out anyway. Our goal is to generate media coverage, and the best way to do that is with tailored, proactive outreach. Our team excels at landing major coverage when we get to be creative, speak one-on-one with media and find them a perfect angle for their audience. This is where our deep industry contacts and knowledge of trends, outlets, beats, timing and newsworthiness comes into play.

To capture the spotlight and make clients stand out amidst the highly competitive landscape, we are constantly evolving our ideas, crafting new concepts and bringing innovative experiences to the table for each client that are original AND at the forefront of what's happening/what's to come. We tie in pop culture trends or create slightly quirky twists on existing offerings to make sure we're garnering media coverage without taking on huge operational investments from your organization.

Our deep relationships with media and constant communication with key editors mean that we often get insight from them about the latest trends before they go mainstream.

2018 Editorial Trends: What's Hot

- Culinary Tours – One of the most popular travel trends for 2018 will be experiencing a destination through immersion in the local foods, flavors and ingredients prominent in the area.
- Voluntourism –The upcoming generation actively engages in travel and helping others through volunteering abroad, exo-tourism trips or medical trips.
- Adventure Travel – Travelers in 2018 want to hike, bike, canoe, kayak, zip line and bungee jump their way around the destinations they are visiting.
- Healing Vacations – This growing trend is resulting in a growing number of hotels around the world dedicated to making their guests feel more “well.” Programs vary from losing weight to improving mental health and include workouts, spa days and acupuncture.
- National Parks – The amount of incoming visitors to parks around the nation is booming and is predicted to continue into 2018.
- Train Trips – Vintage and retro train travel is expected to be one of the bigger modes of transportation for vacationers in 2018.

Grand Junction Visitor and Convention Bureau Program Elements

Through focused media relations outreach, we will continue to pitch and develop story angles that correlate to key areas of focus, broadening awareness of Grand Junction and its distinct assets amongst key media and, in turn, targeted demographics. National media outreach will be focused on select campaigns per year, which will include both short-lead and long-lead opportunities.

We will continually reach out to our extensive list of media, through both one-on-one contact and the distribution of periodic campaign-related news or “what’s new” releases to increase exposure for Grand Junction, and provide a stream of news and information:

- Craft creative story ideas, themed pitches and experiences that reflect Grand Junction’s distinct personality and unique features.
- Announce significant developments, new GJVCB-initiated programs, signature events and key partner news.
- When there is no hard news, we’ll create unique and newsworthy content through Top 10 lists, original programs/experiences/packages, signature items, etc.

- Continuously monitor editorial calendars and national leads for consumer opportunities and ensure inclusion in key round-up stories. We will also monitor for award opportunities and work with the GJVCB team to submit applications, as necessary.

Master Pitch Calendar

We'll continue to create a dynamic calendar that maps out our pitch targets for each month. It will also include media events, receptions, press visits and media weeks. We'll keep it flexible enough to accommodate events and changes, but this master map ensures that we're giving equal attention to all of Grand Junction's dynamic stories. It will cross reference:

- **Four Seasons.** We're constantly thinking about long media leads and short media leads (so we're always pitching at least two seasons). More importantly, we know that the booking window for travel has changed dramatically in the last five years. There is huge last-minute demand (especially for a long weekend trip), but we also want to provide inspiration for longer trips with broader booking windows (a weeklong trip with kids is usually planned a few months in advance).
- **Key Verticals.** We will focus on a select number of key media verticals during our audit process and our pitch calendar will identify when we're pitching each vertical, i.e., Adventure, Outdoor, Culinary, Family Travel, Meetings, etc.
- **Feeder Markets.** We'll also focus on key regional markets. We'll layer in those local pubs in the master calendar, taking into account the timing of in-market events and any advertising going on in those markets.
- **Example Story Angles.** On an ongoing basis, we will pitch a number of new and recurring story angles, focusing on a specific theme/topic. Below is a sample of some of the angles we might pursue and example media outlets we will target.
 - *Sunset*
 - Opportunity: "Food town thrown down" Compares two towns dining options; pitch Grand Junction vs. Ft. Collins.
 - *USA Today*
 - Opportunity: "Ten Great Places" regular travel section; pitch Grand Junction as one of "10 Great Places for an authentic outdoor adventure experience."
 - *Smart Meetings*
 - Opportunity: Pitch Colorado National Monument as "The meeting room with the best breakfast view."

A sample target media list can be found in Addendum XI

Adding Social Elements to Traditional PR Pitches

At Ore Communications we take our traditional media outreach a step further by:

- Leveraging video assets to integrate social media with our PR efforts – e.g. provide links to social content that showcases visuals of the destination when pitching certain aspects (i.e. bike tours, culinary experiences, golf, etc.); we will provide media with a link to a short video of the experience to accompany our story angle.
- Creating social visuals around a specific pitch angle/theme – e.g. for an outdoor/adventure based pitch, create a custom Pinterest board showcasing the various activities offered around the destination (best wine trails, how to spend the perfect day at the Colorado National Monument) to provide a visual reference for editors to enhance the story we’re telling.
- Reposting and sharing stories/posts from hosted media trips

Press Visits

Understanding the difference between hosting a trip that benefits a CVB versus an individual hotel or resort is one of our major strengths. We ensure that multiple partners are included in each media visit, and that coverage is consistently comprised of the proper mix of vertical and regional focuses. We work closely with DMOs to craft itineraries that maximize time on the ground and showcase what the destination has to offer, while also providing the journalists free time to pursue tailored ideas and interviews with locals. In our experience, this approach generates outstanding coverage.

We tie-in social elements for added exposure; including social tags for each person/host/stop on the itinerary and dedicated hashtags.

It is important to note that highly productive freelancers often don’t want to travel on the same itinerary as everyone else (it makes their stories harder to place if they are competing against others with the same experiences). Additionally, A-list travel publications almost never want to travel in a pack. So, we limit the amount of media we expect to bite on a similar itinerary. This quality vs. quantity approach is what sets us apart from other agencies.

Group trips can make sense for specific events or themes. Highly specialized themed trips allow media to experience unique, sometimes complex, itineraries that can be difficult to arrange for a solo traveler. They are also a time-efficient way to get multiple stories on a single theme, helping to round out a campaign.

For the GJVCB, Ore Communications will plan and coordinate four to five individual press visits and one to two themed group trips for national and key market media. Every FAM opportunity secured will be with an appropriate, key writer/publication that specifically caters to the destination's audience. The PR team will work to spread media visits throughout the GJVCB assets with the understanding that the relevant/timely story angles and media interest will determine the location(s) of the trip.

Sample itinerary and target attendees for a "Girls Gutsy Getaway" women's outdoor-themed itinerary (which can be executed for an individual or a groups) may include:

Sample Itinerary Activities:

- **Explore Grand Junction's Wineries Via Cruiser Bike:** The vast majority of Colorado Wine Country is easily accessible by bicycle. Enjoy a leisurely bike ride alongside vineyards and the Colorado River, while visiting several award winning wineries for complimentary tastings along the way.
- **Hike & Bike Some of Colorado's Most Unique Landscapes.** Spectacular red cliffs and winding canyons line two national scenic byways, the Colorado National Monument and the Grand Mesa, the world's largest flat-topped mountain. More than 40 miles wide, and at 10,000 feet, the mesa's aspen and spruce groves, flowered meadows and more than 200 lakes provide boating, fishing, hiking, and mountain biking adventures.
- **Float Down the Storied Colorado River.** Enjoy a leisurely float trip down the Colorado, soaking in the spectacular scenery while learning about the history, flora and fauna of this vital waterway.
- **Golf one of Grand Junction Five Courses:** Playing golf in Grand Junction is a getaway worth seeking. Green fairways are set against the backdrop of towering red rock cliffs of the Colorado National Monument. With a variety of courses, there is something for every skillset.
- **Hit the Roads and Trails in Grand Junction.** As far as gear is concerned, there's nothing simpler than running. Lace up those sneakers and trail running shoes (or go without, if barefooting is your style) and head to Grand Junction for epic races and festivals that celebrate the wind in your hair and the road beneath your feet. Whether you're into 5Ks or marathons, trail running or triathlons, there are plenty of reasons to beat feet to Grand Junction this summer.

Sample Attendees:

- Pam LeBlanc: *Austin-American Statesman*
- Ali Troxell Carr: *ESPN, Gear Patrol, Outside Magazine*
- Tracy Ross: *Mountain*
- Kari Bodnarchuk: *Boston Globe*

- Kelly Bastone: *Sunset*

Ore Communications will also liaise with the Colorado Tourism Office, Colorado Wine Board, and Colorado Office of Outdoor Recreation to coordinate referrals on select media visits.

In-Market Media Tours

In-market media tours (a.k.a. desk-sides) are a staple with any destination PR program. To further drive coverage in key national markets, Ore Communications will coordinate a major market media week in New York and Chicago. Through the coordination and execution of a media week in New York City and Chicago, Grand Junction will receive vital one-on-one interaction with top media professionals to maximize coverage opportunities, both long-lead and short-lead. These meetings will also help put Grand Junction top-of-mind as editors plan editorial content.

Ore Communications also recommends continuing to host one Denver media tour, focusing on Denver/Boulder-based editors and key freelancers that contribute not only to Front Range media outlets, but also to national publications. Building and maintaining relationships with media in the local market is vital in continuing to position Grand Junction as an ideal getaway destination and establishing the GJVCB as a key resource.

In addition to securing media appointments and developing an itinerary for the media weeks detailed above, Ore Communications will develop copy points for each individual appointment to address the key messages that will interest the varying publications and any additional materials necessary for the appointments.

News Bureau Basics

There is a vast amount of day-to-day work that happens behind-the-scenes of any successful public relations and social media program. This includes ongoing activities such as:

- **Develop and Maintain Comprehensive Media Lists:** Our team's industry specific background means that we have year's worth of proprietary contacts across every vertical.
- **Monitor Editorial Calendars/Leads:** We regularly monitor editorial calendars and regional and national leads for consumer and trade opportunities to ensure inclusion in key round-up stories.
- **Follow Key Journalists/Influencers:** We ensure the GJVCB and PR team are following key journalists' social channels to stay in front of opportunities. We also follow and recommend key influencers for engagement on social channels.

- **Press Material and Website Updates:** Compile new information, update press materials, as needed, and ensure timely updates for the media room on the Grand Junction website.
- **Write and Distribute Pitches/Press Releases:** Most press coverage is secured through targeted pitching, not press releases. Our ideas and pitches will reflect current media trends and will include select news releases announcing major news and programs and quarterly “what’s new” updates.
- **Respond to Media Requests:** Respond and fulfill all incoming media requests in a timely manner. Serve as spokesperson, as needed.
- **Develop and Assist with Crisis Communications/Issues Management Support:** The Ore Communications team is fully trained in crisis management and has worked with clients to strategically navigate through a variety of crisis situations from natural disasters to accidents. Ore Communications will monitor all crisis situations, provide strategic communications plans and messaging that incorporates the use of social media channels to quickly and directly reach consumers and key constituencies. We will provide crisis training to staff and will develop a clear communications plan to make sure that in the event of a crisis, messaging is clear, concise and on point.

Community Relations

Our team’s deep roots in state tourism offices and CVBs ensure our understanding of the importance of communicating and building relationships with members and industry partners. To that extent, we recommend the following:

- **Produce a quarterly PR newsletter.** Include the top media hits from that month (with links to each article), as well as important media/industry updates (i.e., headlines about new trends, staff changes at major publications, etc.), media leads and information/package requests.
- **Create a Grand Junction PR LinkedIn Group.** Use this as a medium to quickly communicate urgent media requests and leads. This could also serve as a forum for your partners to communicate amongst each other sharing ideas, best practices, etc.
- **Host quarterly webinars.** Invite a panel of media experts from different fields to participate in an interactive discussion focusing on a particular PR/media theme or topic. This is an ideal continuing education opportunity for PR pros from throughout the brand. Ore Communications PR would coordinate and moderate these panels.

Reporting & Budget Management

At Ore Communications, we are meticulous in the reporting and measurement of our initiatives and results. Our team will participate in regular status meetings with the client and other contractors, provide a monthly and yearly recap and forecast report detailing the recent secured hits, pitches/releases, hosted media and upcoming forecasted placements.

See sample report in Addendum X.

Question #6: Financial Statement

As a privately owned company, we do not provide financial statements. We have, however, worked with several of our clients for the 15 years our firm has been in business and have always been a financially secure company.

Credit Union of the Rockies
970-887-3878

Colorado Travel Services
Roberta Fish
970-241-1822

John Poimiroo
Poimiroo and Partners
916-933-8860

Question #7: Additional Information

Case Studies

Case Study #1

Client: Winter Park & Fraser Chamber

Campaign: Winter Park & Fraser Chamber Mountain Bike Capital™ USA

Overview

In spring 2016, the Winter Park & Fraser Chamber decided to switch gears from an overall summer adventure group press trip to individual media visits focused exclusively on Mountain Bike Capital USA™. The goals were twofold: 1) to bolster the branded moniker with the mountain bike population and 2) inform the average family traveler about the mountain biking experiences available for riders of all ability levels – from beginner to expert. The Chamber wanted maximum exposure with minimum budget expenditure since there was no additional funding for this media relations effort.

With only a one-month lead time, Ore Communications hit the ground running, developing a compelling press trip invitation, coordinating with key industry members in Winter Park and Fraser to host the media, and working our media contacts in the mountain biking community and the general travel media.

Because of the limited budget, we knew we needed to focus primarily on the Denver-area drive market. Our efforts resulted in six media visits from July-September 2016, with a healthy mix of niche mountain biking publications and general travel outlets represented. By maximizing industry participation to stretch the budget, we were able to host three writers from out of state, with the remaining writers driving to the destination to participate.

Objective

Generate interest and increase participation in downhill and mountain biking throughout the valley - including Winter Park, Granby Ranch and Devil's Thumb.

Campaign

- Created individual media pitches for each targeted national and regional media outlets.
- Created and distributed press releases highlighting Winter Park biking attractions to targeted national and regional media outlets.
- Created blog posts on biking events throughout the valley on Mountain Bike Capital website.
- Created social media posts on Facebook and Twitter.

Results

Hosted six media visits from July-September 2016, with a healthy mix of niche mountain biking publications and general travel outlets represented. Generated \$38,000 in ad value and 2,580,631 impressions.

Case Study #2

Client: Grand County Colorado Tourism Board

Campaign: Rocky Mountain National Park 100th Year Anniversary

Overview

Rocky Mountain National park market its 100th birthday in 2015. Grand County is the western entrance to the Park and Trail Ridge Road, the highest continuous paved road in the United States. Rocky Mountain National Park was dedicated to preserve the fragile alpine tundra that encompasses one-third of Rocky Mountain National Park. One of the largest examples alpine tundra ecosystems protected in the contiguous United States.

Objective

Generate increased interest and visitation to Rocky Mountain National Park during the centennial celebration.

Campaign

Ore Communications developed a press kit specific to the celebration, created individualized pitches for each targeted national and Colorado media outlet, and carefully followed up with key targets. A media reception, co-hosted with Estes Park (the eastern entrance to the park), was held at the Denver Museum. Media visits to New York City and several areas of California generated interest among national and regional targeted media.

Results

- All objectives were exceeded, with a total of 250 million media impressions worth more than \$1 million in ad value.
- Articles in the Smithsonian.com, *Washington Post*, *Dallas Morning News*, *Elevation Outdoors*, *5280 Magazine*, *Lawrence Magazine* and Yahoo.
- 18 percent increase in visitation, the highest visitation to the park since 1915.

Media Testimonials

"Gaylene Ore is an outstanding public relations professional and it was an absolute pleasure working with her. Gaylene's genuine affection and enthusiasm for the destinations she represents is infectious and she also puts in the extra legwork in tailoring itineraries to suit specific editorial needs."

-Mike Dojc, SlingingBirdies.com and *Score Golf Magazine*

"I have worked with Caitlin for several years on numerous projects. She is creative, thorough and meticulous on the follow through. Her vivacious spirit and enthusiasm for the task at hand or the story in development combines to make working with her more than enjoyable."

-Lynn Hayes, *Dallas Morning News*

"I've been a travel writer for over twenty years and write for *Condé Nast Traveler*, *Travel + Leisure* and others. I've included Gaylene's clients in dozens of stories because she is simply amazing at what she does. She gets me the info I need immediately, she's always willing to hop on a call or brainstorm via email, she's always responsive and she has the most pleasant disposition. When I have an assignment, I always go to Gaylene first to include her clients. I cannot recommend Gaylene enough. She's one of the best in the industry."

-Judy Koutsky, freelance writer

"Working with Caitlin has been nothing less than pleasurable on the one hand and effective on the other. The life of a magazine writer with a focus on travel and destinations is aided enormously by smart, personable, efficient and creative PR personnel, qualities which, I have experienced through many assignments, that she offers up in spades."

-Carly Graf, *Outside Magazine*

Client Testimonials

"My organization, Mesa Verde Country, has worked with Gaylene for much of the past 15 years. I have had the pleasure to work with her for three of those years, and I've found that her knowledge of the tourism industry, as well as her contacts and connections, made our transition into new markets both quick and easy. She trained me in areas I was unfamiliar with, and increased my knowledge tremendously all with a professional manner that was comforting and confidence-building. I can't say enough about the effort she brings to make our organization shine!"

- **Kelly Kirkpatrick, Director of Tourism, Mesa Verde Country**

"Our PR effort has become a 'shining star' in our marketing program because of the program effectiveness and ROI we've seen since working with Caitlin and her team. They are talented, creative, easy to work with and not only responsive, but proactive, in helping us meet our goals."

-**Peggy Campbell, Retired Executive Director, Visit Estes Park**

Question #8: Proof of Insurance

Insurance form would be provided during the interviewing process.

Addendum X

Budget

BUDGET ESTIMATE
January 1, 2018-December 31, 2018

<u>Activity</u>	<u>Fees</u>
Press Trip Expenses (Airfare and hosting expenses come out of marketing budget)	\$1000.00
Media Events (Attend media marketplaces, CTO events and desk-side meetings)	\$2500.00
Administration (Vocus, Meltwater and Media Kitty)	\$1500.00
Retainer (Includes everything in Question #5)	\$40,000.00
	Total \$45,000.00

Reporting Sample

GRAND JUNCTION GJ COLORADO'S WINE COUNTRY					
Grand Junction 2017 Public Relations					
Outlet/Publication	Country	Cir: Unique Visitors	Ad Value	Date	Headline
blog.shermantravel	United States	145300	\$1,344.03		5 places you never thought to go wine tasting
gearpatrol	United States	5484400	\$50,730.70		A Better Tortilla Soup, Perfect for Cold Days
Robert Parker: Wine Journal	United States	61900	\$572.58	1-Feb	Shadows from the Starlight: Visiting Colorado Wine Country
Travel Brigade	United States	232322	\$2,148.98		Grand Junction, Colorado: Recreation, Wineries and Fine Diding
Sports Guide	United States	40000	\$8,850.00	March	5 Ways to Spend a Winter Weekend in Grand Junction Colorado
Justabouttravel	United States	30000	\$277.50	January	Colorado's Western Slope
Vamoose	United States	100000	\$5,550.00	February	A Grand Adventure
Results		6,093,922.00	69,473.78		
PRWeb					
	Potential Audien		Online Pickup		
A Biker's Paradise: Five Way	88,142,230		93		
Start off the new year with ci	251,771,400		216		
Story Type					
Biking					
Wine/Food					
Winter/Skiing					
Other					
2017 Hosted Press Trips					
Winter Family Focus Press	17-Mar				
Individual Trips					
Press Releases/pitches					
Lavender/Peach/Wine Festival					
Golf in Grand Junction					
MISC					
Chicago Desk-side meeting November					
Attend T/MAC media market; May					
Attend SAI W media market; June					
Community Newsletter May					
Phoenix Desk-side meeting March					

Addendum XI

Target Media Outlets

Ore Communications will reach a broad audience through media outreach across all markets (via various media channels including newspapers, magazines, trades, online outlets, broadcast, blogs, etc.)

This is a sampling of the outlets we recommend targeting for GJVCB:

National Media

National Newspapers/Wire

Services/Supplements

Associated Press

The New York Times

The Wall Street Journal

USA Today

Travel/Lifestyle Magazines

AARP The Magazine

Arthur Frommer's Budget Travel

Forbes Life

National Geographic Traveler

Country Living

Sunset

Travel + Leisure

Travel 50 & Beyond

Culinary Travel

Food & Wine

Food Republic

Bon Appetit

Modern Farmer

Basin & Range

Family/Parenting Magazines

Family Circle

Parenting Magazine

Travel + Leisure Family (special section)

Working Mother

Men's & Women's Magazines

Ladies' Home Journal

Men's Journal

Redbook

Woman's Day

Health & Fitness Magazine

Men's Fitness

Men's Health

Prevention

Shape

Women's Health

Outdoor Magazines

Adventure Journal

Bicycling

Camping Life Magazine

Field & Stream

Outside

Gear Patrol

National Geographic Adventure (blog)