



Purchasing Division

NOTICE OF AWARD EXTENSION-4572-18-SH

October 19, 2018

Karin Mast
Vice President/GM, Western Division
Miles Partnership
13952 Denver West Parkway, Suite 200
Lakewood, CO 80401

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

Dear Ms. Mast,

This contract award has been extended to provide **Advertising and Website Marketing** 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 Advertising and Website Marketing as referenced in the original RFP-4378-17-SH. Miles Partnership 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: 
By: DAVID BURGESS
Title: PRESIDENT + C.E.O.
Date: 10/26/2018



**Purchase Order
No. 2018-00000039**

DATE 01/08/2018

Ph. (970) 244-1513

Fax (970) 256-4022

Ship To
City of Grand Junction
740 Horizon Dr.
GRAND JUNCTION, CO 81506

Bill To
City of Grand Junction
740 Horizon Dr.
GRAND JUNCTION, CO 81506

Vendor
VENDOR NO. 2595
Miles Media Group, LLLP
PO BOX 645430
Cincinnati, OH 45264

PAGE 1 of 1
SHIP VIA
DELIVER BY 12/31/2018
FREIGHT TERMS
Buyer Name: Susan Jill Hyatt
Buyer Email: susanh@gjcity.org

Award RFP-4378-17-SH. Council Approved Dec 20 2017

QUANTITY	UNIT	DESCRIPTION	UNIT COST	TOTAL COST
1.0000	Lump Sum	CONTRACT SERVICES - 2018 Visit Grand Junction Website & Internet Marketing Services	170,000.0000	\$170,000.00
PURCHASE ORDER TOTAL				\$170,000.00

Special Instructions: PURCHASE ORDER No. MUST APPEAR ON ALL INVOICES, SHIPPERS, PACKAGES, CORRESPONDENCE
Tax Exempt No. 98-03544

By: Susan J. Hyatt



AGREEMENT
BETWEEN THE CITY OF GRAND JUNCTION
AND MILES PARTNERSHIP, LLLP

This Agreement ("Agreement") is made and entered into by and between Miles Partnership LLLP, a Florida Limited Liability Limited Partnership ("Agency"), and the City of Grand Junction ("City") for Website and Internet Marketing Services for the City's Visit Grand Junction Department ("VGJ").

Services rendered under this Agreement are for the primary purpose of promoting Grand Junction, Colorado as a visitor destination through website and internet marketing.

The parties hereto agree as follows:

1. Agreement

This Agreement incorporates the Request for Proposal (Request for Proposal No. RFP-4378-17-SH), the VGJ's 2018 Marketing Plan by this reference. 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 \$170,000.00. 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's Executive Director or Director's designated representative 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. Out-of-pocket expenses for typography, photography, illustration, etc., shall be billed at the Agency's cost with no markup

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

f. New developments shall be made only upon VGJ request or with VGJ's pre-approval. Prior to commencement of new development, Agency shall submit a Scope of Work including the details of the deliverables, timeline and pricing, and materials needed. "Materials" hereunder shall include, without limitation, proposals, specifications, procedures, systems, photographs, copy, videos, recordings, and all contents of web sites or pages created here. 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.

5. Agency Responsibilities / Scope of Work

Agency agrees to provide website and internet marketing, design, customization and technical support to promote the City of Grand Junction as a visitor destination. The Agency agrees to host and to maintain the City's website and to provide all hardware, software, telecommunications and other facilities and services associated with hosting and maintaining this website.

The Agency shall keep the server(s) up and running continually twenty-four (24) hours per day, seven (7) days a week, fifty-two (52) weeks a year.

Agency shall be responsible for the ongoing operation of the website, including maintenance and development of site enhancements. Included in these responsibilities are the following:

- (1) Hardware/software maintenance
- (2) Email marketing program database management
- (3) Development of new website features
- (4) Creation and management of site content, including original content
- (5) Monthly reporting on Internet usage



(6) Account management.

The above list is not intended to be limiting or to delineate all the Agency's responsibilities.

The Agency shall keep all software libraries up to date on the server and software application layers that will be used to host the City's website. In addition, Agency shall keep the City's website servers behind a firewall and inaccessible on all networking ports except those required to serve the site.

The City's website data shall be stored on servers that are only publicly accessible through the public web facing application and shall be transmitted to the servers via encrypted channels. Strong, randomly generated passwords for access must occur over a ssh terminal connection (a standard, encrypted, communication channel).

The Agency agrees to provide, maintain and update as directed by the City all art production and information content on the City's website.

Agency agrees to provide the City access to every part of the City's website, including but not limited to the "back-end," for updating and maintaining content.

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

Under the specific direction of the VGJ director and/or Director's designated representative, the Agency shall identify target audiences for marketing campaigns and provide consultation and analysis for web site design and marketing research.

Agency shall collaborate, cooperate and coordinate with GJVCB's advertising contractor with respect to promotions, events and related services to optimize the advertising impact.

Agency shall provide analysis, recommend plans, negotiate agreements and perform other tasks necessary to support sponsorships, events or promotions for the GJVCB.

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 verify online media purchases as directed by VGJ director or Director's designated representative.

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 the VGJ's public relations representative and VGJ staff.

Agency shall provide VGJ with monthly analyses of website usage and recommend specific measures to increase website usage and database expansion.

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 website and internet marketing 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 the 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. The City reserves the right to use and reuse the materials.

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.

CITY OF GRAND JUNCTION




By: Greg Caton, City Manager

12/28/2017

Date

Attest:



Wanda Winkelmann, City Clerk

01/03/2018

Date



MILES PARTNERSHIP, LLLP



By: David Burgess, CEO

12/15/2017

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.

TABLE OF CONTENTS

Section I.	ADMINISTRATIVE INFORMATION
Section II.	SCOPE OF SERVICES – ADVERTISING
Section III.	ADVERTISING – REQUIRED INFORMATION AND SUBMITTALS
Section IV.	ADVERTISING – FINALIST REQUIRED INFORMATION/SUBMITTALS
Section V.	ADVERTISING – EVALUATION CRITERIA/PROCESS
Section VI.	SCOPE OF SERVICES – WEBSITE/ONLINE MARKETING www.visitgrandjunction.com
Section VII.	WEBSITE - REQUIRED INFORMATION AND SUBMITTALS
Section VIII.	WEBSITE - FINALIST REQUIRED INFORMATION/SUBMITTALS
Section IX.	WEBSITE - EVALUATION CRITERIA/PROCESS
Section X.	SCOPE OF SERVICES – PUBLIC RELATIONS
Section XI.	PUBLIC RELATIONS – REQUIRED INFORMATION AND SUBMITTALS
Section XII.	PUBLIC RELATIONS – FINALIST REQUIRED INFORMATION/SUBMITTALS
Section XIII.	PUBLIC RELATIONS – EVALUATION CRITERIA/PROCESS
Attachment #1	PRE-SOLICITATION CONFERENCE
Attachment #2	OFFER AND SCHEDULE OF FEES

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

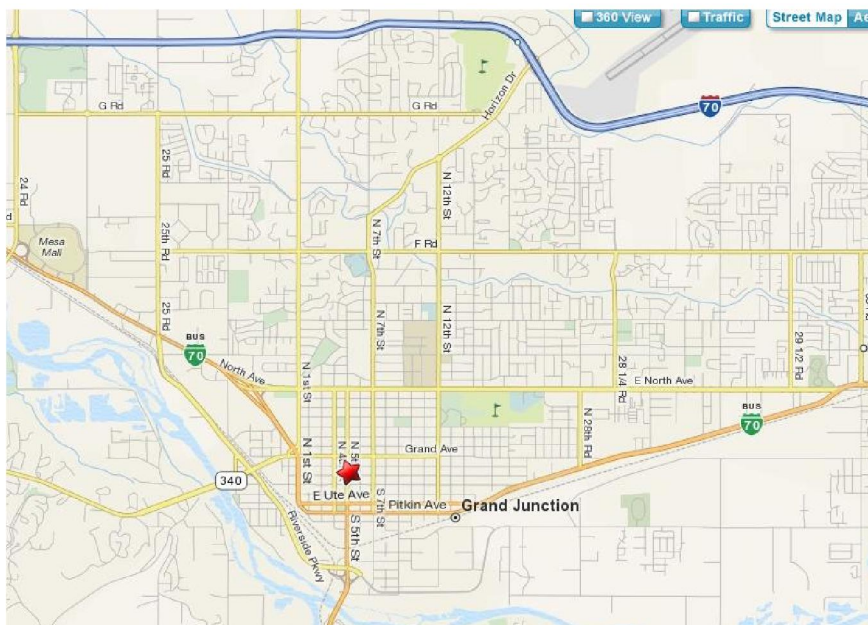
DATE: June 15, 2017

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 18, 2017

Website / Online Marketing Services

Proposal for Visit Grand Junction

Karin Mast

Vice President / General Manager, Western Division

303-867-8259

Karin.Mast@MilesPartnership.com

miles
PARTNERSHIP

Table of Contents

Cover Letter	Page 2
Our Partnership Success Story	Page 4
General Agency Information	Page 5
Meet Miles	Page 5
References	Page 9
Our Knowledge of Colorado	Page 15
Key Staff	Page 16
In-House Capabilities	Page 29
Hosting Environment	Page 34
Financial Statements	Page 36
Our Vision for Grand Junction	Page 40

Cover Letter

Dear Members of the Selection Committee,

At Miles, we're lucky enough to represent some of the most exciting destinations, hotels and resorts around the world. But there's no place like home. Since 2007 we have partnered with you to publish VisitGrandJunction.com. It's a project that combines the head and heart — our systematic and thorough approach to building a strong interactive platform, and the passion and excitement we feel for our beloved home state of Colorado.

Throughout the past 12 years, we have introduced a new responsive design and mobile site, and implemented new software to custom target web content for site visitors — efforts which have helped to increase website traffic by more than 253 percent. During our partnership we have also increased post-visit engagement, with a monthly email marketing program and a significant increase in Visitor Guide downloads and mail requests. But we're not ready to stop there — far from it.

We ask that you spend time reviewing our timeline of success — which demonstrates our thorough understanding of what motivates and inspires travelers to visit Grand Junction — and review our ideas for the future of VisitGrandJunction.com. Your dedicated account team and I have carefully outlined a plan that will continue to position Grand Junction and an industry leader and premier destination through rich storytelling and a strategic use of data and personalization.

We envision a site that's future-proofed for the next generation of travelers, leveraging new content formats, dynamic landing pages and social media integrations to engage and inspire visitors. We'll harness the power of personalization technologies to serve users the right content at the right time, based on their behavior and known interests, and deliver the greatest ROI to you and your industry partners through ongoing content optimization.

I believe wholeheartedly that Miles is the company to deliver the next level of results for you and continue to drive a tremendous amount of traffic to VisitGrandJunction.com — and drive more and more visitors to the Grand Valley. Consider us your hometown heroes. We know all that Grand Junction has to offer visitors, and we can't wait to continue sharing that with the world.

Thank you for the opportunity,



Karin Mast, Vice President/GM, Western Division

13952 Denver West Parkway, Suite 200
Lakewood, CO 80401
(303) 458-1211



David Burgess, President

6751 Professional Parkway West, Suite 200
Sarasota, Florida 34240
(941) 342-2300

Individuals authorized to make presentations on behalf of our firm include:

- Karin Mast
- Kelly Smith
- Tiffany Azzara
- Laura Mier
- Carey Seaborg
- Kelly Ruhland
- Bobby Taylor
- Gray Lawry
- Erin Marvin
- Elena Prostova

We acknowledge receipt of one addendum.

GRAND JUNCTION AND MILES

Our Partnership Success Story



2005
Miles *awarded contract* for internet marketing services



2006
Miles begins hosting the existing website, which *averages 19,696 users per month*
« Miles launches an eZine program with engagement *twice industry standards*

2007
Miles reaches out to *425 businesses* to collect information for the website



2008
New website >> launches in February 2008; *page views increase by 24%*
GJVCB wins a *Web Marketing Association Travel Standard of Excellence Award* for its new website
Miles *delivers 150,455 emails* >> on behalf of GJ VCB in 2008



**HSMIA
ADRIAN
AWARDS
WINNER**

2009
« GJVCB attends the HSMIA Adrian Awards to accept a *Gold for the eZine Program* and a *Silver for the new website*



Grand Junction *wins "Best Travel Email Message Campaign"* from the Web Marketing Association
« *Local experts begin contributing content* to the site on dining, outdoor adventure and arts and culture

2010
Foreign language sites launch
Grand Junction *joins social media sites* Facebook, YouTube and Twitter
eZine program starts deploying *'mobile-friendly'* «email messages



2011
« Mobile website launches and logs *more than 15,000 visits* in six months
Overall *website traffic up 16% since 2006*

2012
New website launches in September; *page views increase by 13%* >>
Search engine optimization program increases the number of *keywords Grand Junction ranks for from 103 to 155*



2013
GJVCB awarded a *Silver Magellan Award from Travel Weekly* for the new website >>
Upgrade rolled out on the mobile site to match the new desktop site and feature more content
Website surpasses *1,000,000 pageviews in a single year* for the first time ever.



2014
Miles starts managing SEM campaigns and *cost per click drops 95%*
Gold Hermes Creative Award for Mobile Website >>



2015
« Miles introduces *Layar™* to the Official Visitors Guide
IAC Award for Best Travel Online Newsletter Campaign
Bronze Adrian Award for Welcome Email

2016
Responsive website launches in January
Gold Magellan Award for Responsive Website
Bronze Adrian Award for Responsive Website

General Agency Information

Meet Miles

Miles is a strategic marketing company focused exclusively on travel and tourism.

We began as an entrepreneurial venture, and that spirit of seeing and seizing opportunity has remained with us. Over the past 60-plus years, we have continuously evolved with the times to deliver forward-thinking, successful solutions that meet our clients' needs and support economic development, awareness and advocacy. Your goals are our goals.

Miles by the Numbers

100% travel marketing

63 years loving what we do

90+ travel brands

200+ travel marketing experts

70 million visitors to our clients' websites

173 content creators around the globe

1.8 million miles traveled annually in service to our clients and the industry

\$33+ million in industry participation annually

Core Competencies



Strategic Consulting



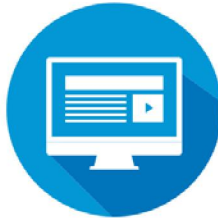
Branding & Creative Services



Digital Development



Content Creation & Distribution



Advertising Services & Media Buying



Revenue Generation Programs

Commitment to the Travel Industry

We firmly believe in an ongoing commitment to the travel industry.

We showcase our commitment by attending industry conferences, hosting speaking engagements, sponsorships, educational webinars, events and more. We actively participate with major organizations like U.S. Travel Association, Destinations International (formerly the Destination Marketing Association International) and Hospitality Sales and Marketing Association International (HSMIAI).



Commitment to Client Service

Miles' average client relationship is seven years. Here's why:

- We understand this industry. We work tirelessly to align and help communicate your initiatives with stakeholders and constituents.
- If there is a problem, we make it right.
- We are authentic and transparent. We hold ourselves accountable for results.
- We believe in continuous improvement. Optimization is a core component of the value we deliver.
- While conceiving "big ideas" is part of what we do, our successful and thorough delivery and implementation of "big ideas" sets us apart.
- We believe face-to-face communication is a core part of our business. We are where we need to be, when we need to be, in person, no questions asked.
- The only way that we are successful as a company is by delivering work that helps make you more successful.
- Our goal is to create relationships built upon mutual respect, fun and creativity that will last a lifetime.

Our Focus on Research

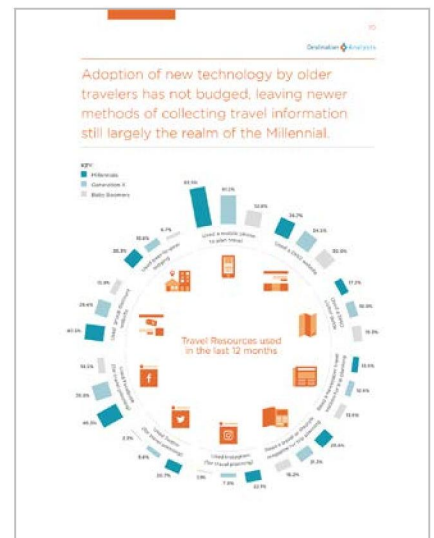
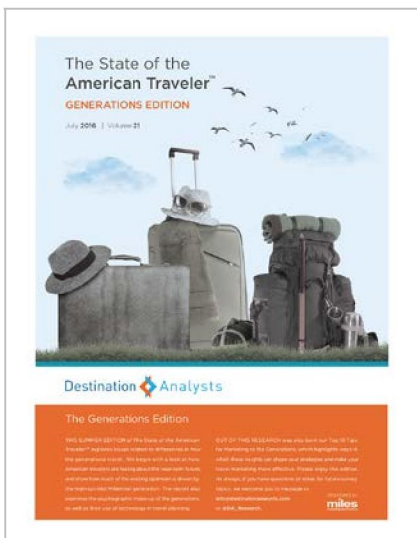
Like any good agency, we use research to better understand what motivates and influences travelers.

Unlike other agencies that develop research studies to meet their own needs, we strongly believe in independent, third-party research to drive program measurement and optimization.

At Miles, we utilize respected third-party partners such as Phocuswright, Destination Analysts, Longwoods, Sojern and Google to provide independent insights for our clients. What sets Miles apart is our ability to turn research and analytics into actionable insights that inform decisions, shape changes and drive improvements for our clients. Recent sponsored research includes:

- "The State of the American Traveler," Destination Analysts (ongoing quarterly study)
- "Content That Influences the Destination Decision," The State of the American Traveler, Destination Analysts

- “Online Video That Influences Destination Selection,” Destination Analysts with input from Google and YouTube
- “Social Media and Travel: The Role and Impact of Social Media on Travel Decisions,” Phocuswright
- Benchmarking Programs in New Zealand, Canada and Australia
- “Destination Unknown—How U.S. & European Travelers Decide Where to Go,” Phocuswright



References

Named an Outstanding Web Developer by the Web Marketing Association for the past four years, Miles has the technical expertise and creative vision to be an active online marketing services partner for Visit Grand Junction. Below please find short descriptions of recent work experience along with client references for three projects similar in size and scope to the Visit Grand Junction contract.

ThePalmBeaches.com

The new responsive-design ThePalmBeaches.com features large-scale imagery, dynamic videos and socially-sourced user-generated content to showcase the beauty and diversity of this iconic Florida destination. Interest-specific “content hubs,” timely coverage of popular annual events and information on Palm Beach County’s 39 distinct cities serves as inspiration, while partner listings and a Utrip-powered itinerary builder provide actionable ways for consumers to plan trips. Personalization technology allows for more targeted messaging. Since its launch in April 2016, the new site has seen a significant increase in traffic and user engagement, and partner referrals have increased 84.57%.

Reference

Client contact: Rich Basen, Senior Vice President, Marketing/Leisure Sales, 561-233-3055, rbasen@thepalmbeaches.com
Budget: \$200,000



VisitMammoth.com

After launching the new VisitMammoth.com in April 2016, average visits increased 104%, bounce rate decreased 28% and organic traffic rose 3% year over year. Thanks to a personalized content strategy we implemented at launch, we are already seeing a 3x higher conversion rate on guide orders for visitors who saw personalized content and 2.5x higher conversion rate on e-newsletter signups. There is also a significant increase in the number of pages visited and time spent on the site when visitors see content personalized to their needs.

Reference

Client contact: John Urdi, Executive Director, 760-934-2712 x1259, jurdi@visitmammoth.com
Budget: \$200,000



SonomaCounty.com

Sonoma County is a premier destination within northern California's world-renowned wine region that attracts in-state, out-of-state and international travelers. In 2016, we reskinned SonomaCounty.com with an updated, user-friendly design and vibrant photography. The site's primary goal is to inspire visitors to choose Sonoma County for their next getaway and, secondly, to provide valuable resources for travel planning. Year-over-year, the award-winning site has seen double-digit increases in website visits and unique visitors. Organic traffic is also up 13%, and referral and campaign traffic have each increased by more than 20%. Signals of intent to travel have also seen significant increases.

Reference

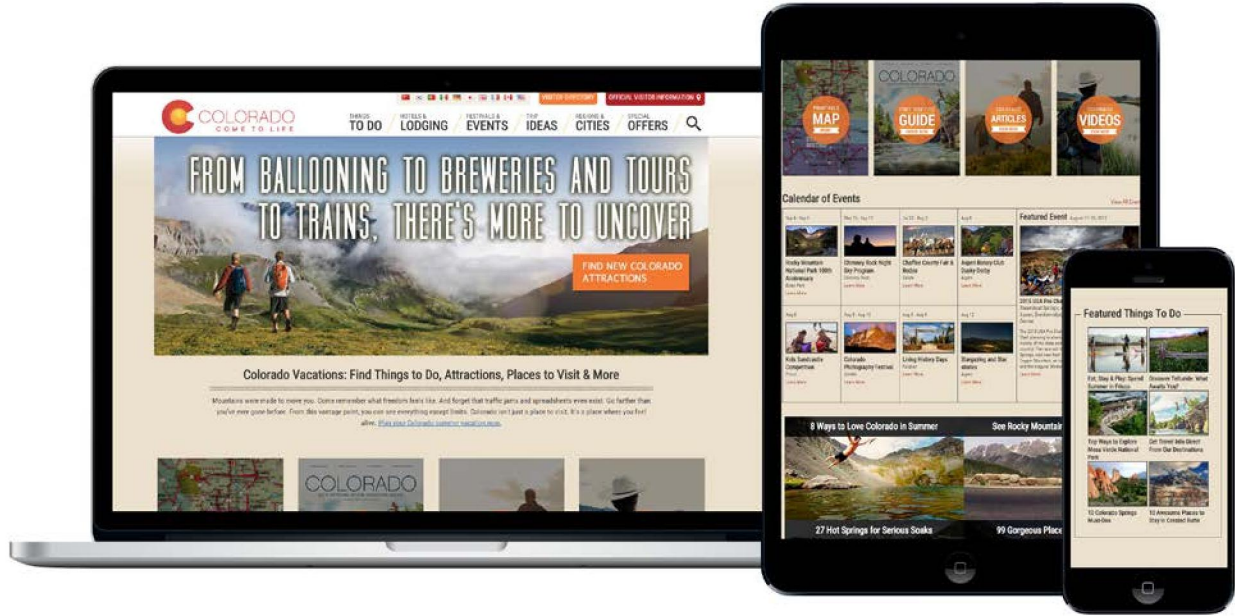
Client contact: Tim Zahner, Interim CEO, 707-522-5810, tzahner@sonomacounty.com

Budget: \$55,000 (website reskin)

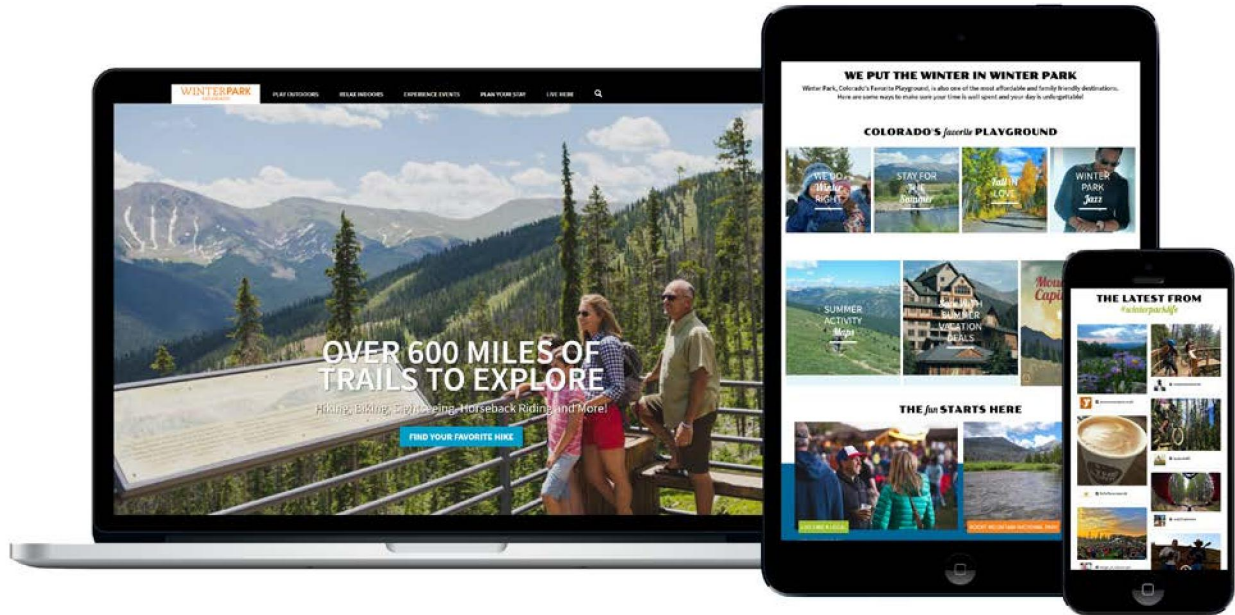


Additional Samples of Our Website Work

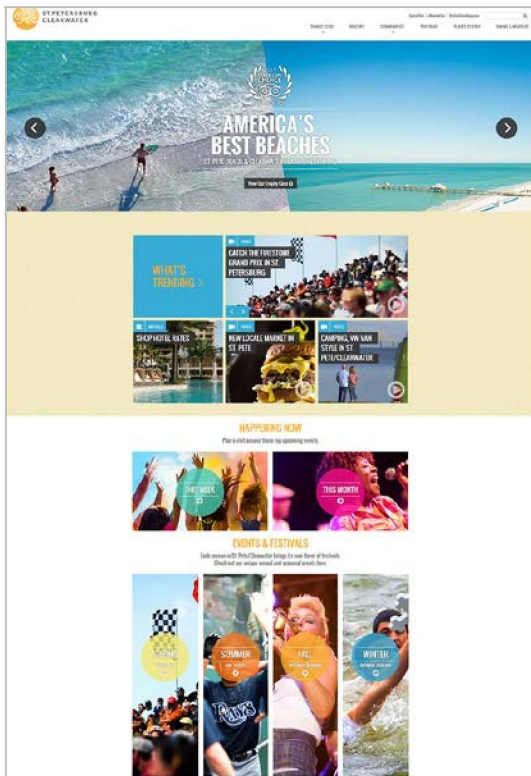
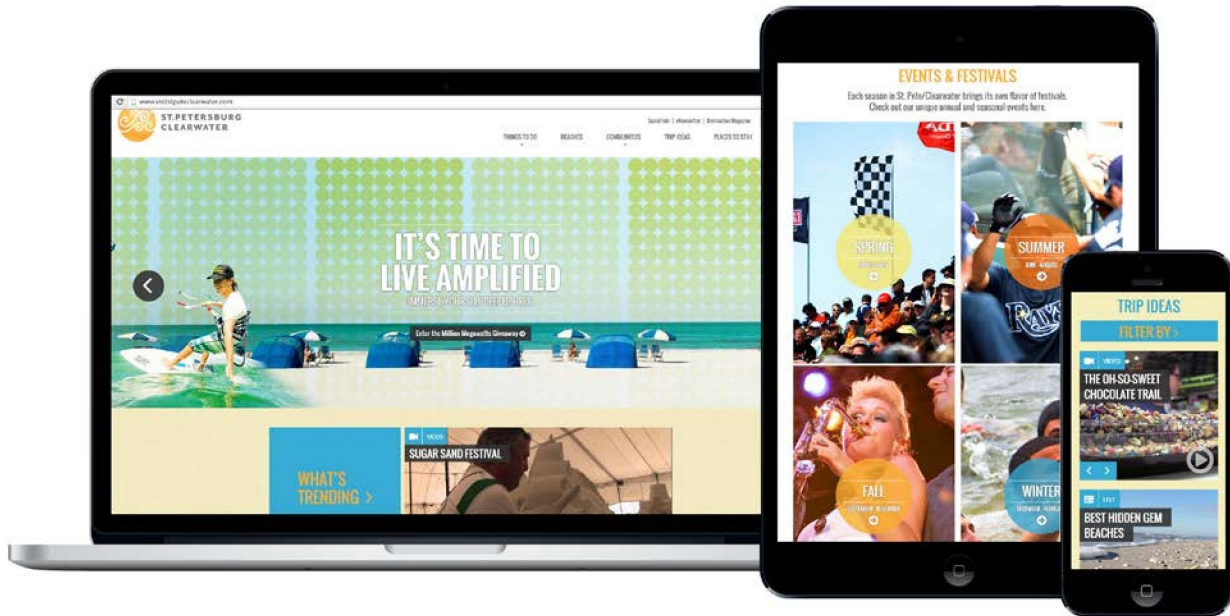
Colorado.com



PlayWinterPark.com

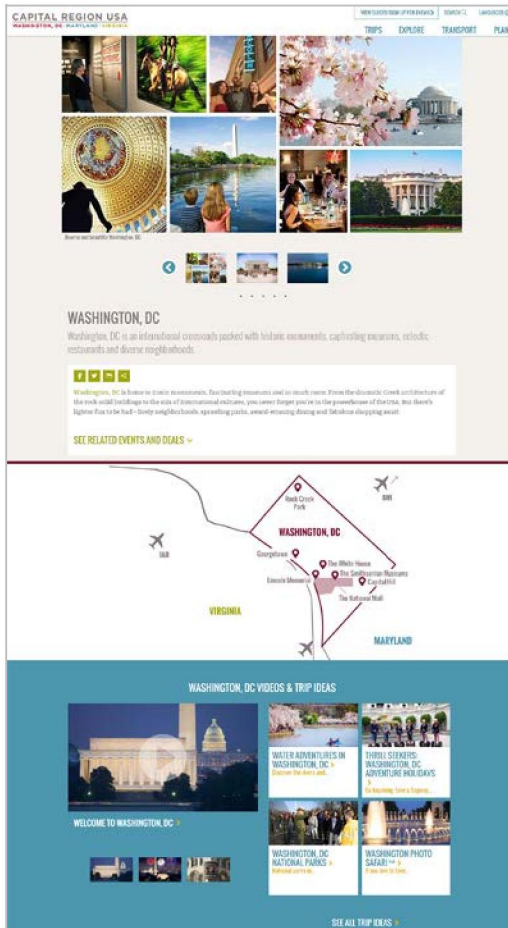
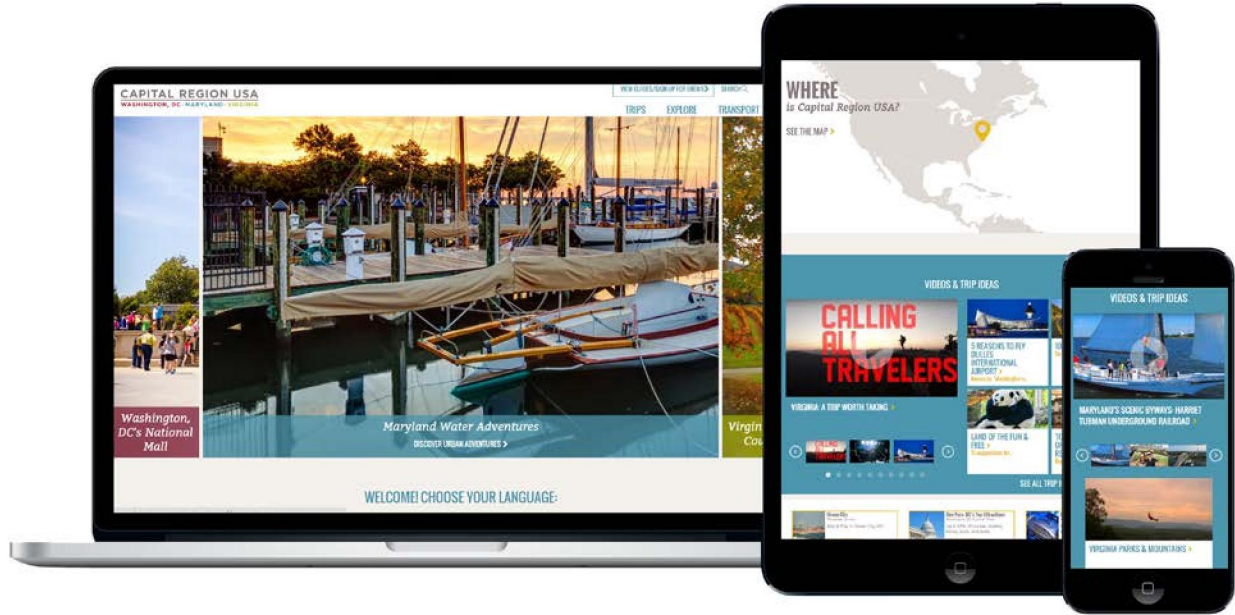


VisitStPeteClearwater.com



Since relaunching at the end of January 2015, the new responsive design of VisitStPeteClearwater.com has won numerous awards—including a 2015 Silver W3 Award and 2015 Outstanding Website WebAward—and performs at a continual record-breaking pace in terms of engagement and traffic, having grown to more than 3 million visitors annually.

CapitalRegionUSA.org



The revamped responsive-design CapitalRegionUSA.org recently launched in July 2016, serving international audiences engaging content about Washington, DC, Maryland and Virginia. The website, translated into eight different languages, has already been creating a lot of buzz: Preliminary performance shows that it is out-performing the old site in terms of bounce rate and average session duration—proving that our content-first approach and large, visual imagery is a winning combination with international audiences.

Our Knowledge of Colorado

Tourism in Colorado is imprinted on our DNA.

Through our work with the Colorado Tourism Office as well as associations, cities and attractions across the state, we have developed a deep understanding of the unique factors that help the Colorado tourism industry be successful.

As a partner of the Colorado Tourism Office, we work closely with their staff as well as the Colorado Tourism Office Board, Advertising and Marketing Committee, the International Promotions Committee, the Visitor Services Committee and the newly created Destination Development Committee to create and deliver outstanding traveler resources including the Official State Vacation Guide, the subscription magazine ALIVE, a robust email program and the record-setting official visitor website, Colorado.com.

We also have a unique perspective on the needs of the individual members of the tourism industry as we create advertising and cooperative partner programs that help the industry leverage the state's \$19 million marketing spend. We have been long-time members and partners of the Colorado Hotel & Lodging Association as well as working in partnership with the Colorado Outdoor Recreation Industry Office.

Miles' Colorado tourism clients include:



We not only work in Colorado, but we live here: Miles Partnership's Western headquarters office is based in Lakewood, and more than 60 of our employees work out of that office and live in the surrounding areas.

Key Staff

With 200-plus employees, and an office in Denver, Miles prides itself on customer service. Over the past several years, we have created an operational structure aimed at treating every client as if they were our only client.

We will offer you a dedicated project team to oversee your website and online marketing services throughout the term of our contract. Your Visit Grand Junction account team at Miles will be led by a familiar face: Vice President Karin Mast, who currently works with Visit Grand Junction on your website and is excited for the opportunity to continue our partnership. In addition to your dedicated project team (below), you'll have access to the resources of our fully staffed web development, editorial, design and data departments.

Core Account Team



Karin Mast / Vice President and General Manager, Western Division

Education: B.A. in Communication, University of Wisconsin, Madison

Experience: 17 total years (10 years with Miles; seven years related experience)

Current Job Duties:

- Develops marketing products and strategies that match our clients' needs
- Maintains Miles' relationship with clients on a day-to-day basis
- Leads the Miles' Grand Junction team and assures overall satisfaction with the work completed on your behalf

Other Travel Industry Accounts: Karin has overseen the development and execution of dozens of destination and hospitality strategies, ranging from rebranding initiatives to website builds to complete content creation and distribution strategies. She is a regular speaker at various industry conferences and currently oversees Miles' work with a number of destination and hospitality clients including Pure Michigan, Visit Williamsburg, Historic Hotels of America and Preferred Hotel Group.

Highlights of Previous Related Experience

Wisconsin Rapids Area Convention & Visitors Bureau / Executive Director / 2005–2007

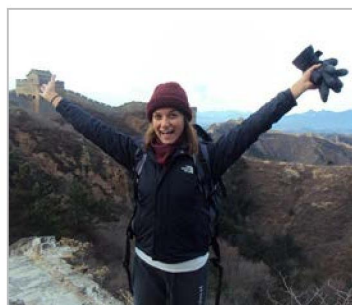
Responsible for the efficient and effective day-to-day leadership, management and operation of the CVB.

San Jose Convention & Visitors Bureau / Director of Marketing Communications & Public Relations / 2001–2003

Responsible for the execution of in-house and agency-supported programs to support SJCVB's sales and marketing objectives.

Grand Junction Visitor & Convention Bureau / Promotions Coordinator / 2000–2001

Responsible for all media-related activities and promotions designed to attract visitors to the Grand Valley.



Kelly Smith / Project Manager

Education: M.A. in Rhetoric and the Teaching of Writing, University of Colorado

Experience: Four total years (one-and-one-half years with Miles, two-and-one-half years related experience)

Current Job Duties:

- Strategizes media, email and social media programs
- Creates, edits and manages content designed to inspire and inform readers and drive visitation for websites, emails, social and media placements
- Manages ad trafficking and artwork/ad production including messaging strategy and brand management
- Manages cooperative marketing programs
- Manages a variety of SEO strategy and website updates

Other Travel Industry Accounts: Golden Isles CVB, Frederica Realty, Sweetwater County Wyoming, Grand County Colorado Tourism Board, Winter Park Fraser Chamber, Carbon County WY, Hilton Sandestin Beach Golf Resort & Spa

Highlights of Previous Related Experience

Signature Advertising / Assistant Account Executive / 2014–2016

Developed content, managed websites and executed email and media strategies. Served as the main project manager for the Golden Isles CVB.

University of Colorado / Web Coordinator/Marketing Assistant / 2013–2014

Responsible for maining website updates, managing SEO, developing content, online brand management and other administrative tasks.



Bobby Taylor / Interactive Producer

Education: B.A. in English, California State University, Fullerton

Experience: Eight total years (four years Miles; four years related experience)

Current Job Duties:

- Manages the continuous integration of features and site improvements
- Stays up-to-date on web-based products and trends through continuous research and production
- Experience with Drupal, PHP, HTML, CSS, JavaScript
- Experience with Filemaker integration, implementing responsive design, advanced Google Analytics and international websites using Drupal

Other Travel Industry Accounts: Robert has led a number of our successful responsive-design website builds, most recently TravelWyoming.com, DiscoverOhio.com, VisitMammoth.com and Michigan.org. Additionally, Bobby has recently consulted on digital strategies for the North Dakota Tourism Office, Colorado Tourism Office, and the Hawai'i Tourism Authority.

Highlights of Previous Related Experience

Anaheim/OC Visitor & Convention Bureau / Developer and Web Manager / 2010–2012

Led an internal team at the bureau that brought all digital development in house. Duties included project scoping, back end/front end development and coordination with all bureau departments to ensure that organizational strategies were aligned.

Anaheim/OC Visitor & Convention Bureau / PR Coordinator / 2008–2010

Provided support for the CVB's PR and Communication team and helped the bureau gain national attention with several social media campaigns.



Tiffany Azzara / Content Director

Education: B.A. in Mass Communication, Louisiana State University

Experience: 14 total years (nine years with Miles; five years related experience)

Current Job Duties:

- Concepts and strategizes content for readers across a variety of platforms
- Creates, edits, and manages content designed to inspire and inform readers and drive visitation
- Collaborates with freelance writers and destination experts

Other Travel Industry Accounts: AARP Travel, Discover The Palm Beaches, Hawks Cay Resort, Capital Region USA, Destinations International, St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau, Memphis Convention and Visitors Bureau, Visit Sarasota County, Wyoming Office of Tourism

Highlights of Previous Related Experience

Bradenton Herald / Reporter / 2005–2008

Created short- and long-form articles for the daily newspaper with a readership of over 100,000.

Marco Island Eagle / Reporter / 2003–2005

Covered education and wrote personality profiles at the Marco Island Eagle, the newspaper of record for Marco Island, Florida.



Laura Mier / Content Manager

Education: B.A. Journalism & Media Studies, University of Las Vegas, Nevada

Experience: 11 years (three years with Miles; eight years related experience)

Current Job Duties:

- Develops on-brand content strategies for official state and city visitor guides and e-newsletter programs while working within client parameters
- Manages numerous complex projects while consistently meeting deadlines
- Writes and edits editorial content for print and electronic publications, including print guides, websites and e-newsletters
- Employs SEO best practices and reviews website analytics to drive traffic and enhance content performance
- Uploads and updates web content using a variety of content management systems

Other Travel Industry Accounts: Pennsylvania and North Dakota

Highlights of Previous Related Experience

Craftsy / Junior Marketing Associate / 2013–2014

Responsible for crafting content for 10 Facebook fan pages with a combined audience of 4.2+ million and driving Craftsy registrations through Facebook community engagement. Collected and communicated market research, learnings and feedback from Facebook communities to cross-functional teams working on new online class categories

Freelance Writer / 2009–2014

Wrote press releases, web content, marketing materials and business prospectuses for local (Denver) companies. Created content for lifestyle magazines, as well as researched and wrote destination-based articles for tourism websites and print publications

944 Media / Editorial Coordinator / 2008–2009

Wrote online articles, assembled e-newsletters, managed freelance projects and coordinated photo shoots.



Kelly Ruhland / Art Director

Education: B.A. Communications, University of North Dakota, Magna Cum Laude

Experience: 16 total years (10 years with Miles; six years of related experience)

Current Job Duties:

- Concepts and implements design strategies for print and digital products that reinforce the client's brand
- Collaborates with team members to develop and illustrate content ideas
- Works with clients to select photography and oversees color management
- Prepares all final print files, ensuring technical requirements are met

Other Travel Industry Accounts: Pennsylvania and South Dakota

Highlights of Previous Related Experience

Design Workshop / Graphic Designer / 2000–2006

Created a wide variety of client deliverables and presentation materials including detailed Photoshop renderings, booklets, posters and diagrams.



Carey Seaborg / Graphic Designer

Education: B.A. in Graphic Design, Kutztown University

Experience: 12 total years (six years with Miles; six years related experience)

Current Job Duties:

- Creates fresh designs that are engaging, effective and visually appealing across a print and digital
- Utilizes her understanding of design trends, best practices and experience in graphic design to develop industry-leading print and digital products for Miles clients

Other Travel Industry Accounts: Capital Region USA, Florida's Historic Coast: St. Augustine and Ponte Vedra Beach, Wyoming Office of Tourism, Memphis Convention and Visitors Bureau, Travel South USA, Pure Michigan

Highlights of Previous Related Experience

Bentley Systems, Inc. / Graphic Designer / 2005–2010

Designed and printed and digital graphics for internal marketing teams that included conference displays, spec sheets, conference training schedules and guides. Traveled to several events as the onsite photographer and designer for presentations.



Kevin Wilson / Digital Media Manager

Education: B.S. in Mass Communications, Frostburg State University

Experience: Three total years (two years with Miles; one year of related experience)

Current Job Duties:

- Plans, implements, manages and evaluates cross-channel strategic digital marketing campaigns for our clients
- Stays up-to-date with changes in the online marketing and search landscape, including tool recommendations, strategies, industry news, etc.
- Identifies client needs and proposes solutions that address them

Other Travel Industry Accounts: The Modern Honolulu, Hilton Sandestin Beach Golf Resort & Spa, Hawks Cay Resort, Branson/Lakes Area CVB, Veterans Florida

Highlights of Previous Related Experience

ORACLE / Web Marketing Analyst / 2014–2015

Developed customized marketing campaigns based on 30+ hospitality clients' specific target markets, demand drivers and performance goals. Responsible for executing and optimizing paid search campaigns with a focus on capturing qualified visitor traffic and generating the best possible ROI through Google Ad Words, Search Alliance, Facebook, YouTube Trueview, Yelp and Trip Advisor.



Justin Gibbs / SEO Strategist

Education: B.A. in Environmental Design/Architecture, University of Colorado

Experience: Eight total years (two years with Miles; six years related experience in online marketing emphasizing in SEO/SEM)

Current Job Duties:

- Develops SEO strategies and guidelines for Miles' clients
- Helps to define internal processes related to SEO
- Other responsibilities include reporting, internal consulting, strategy development, client education, new business projects and implementing proposed recommendations

Other Travel Industry Accounts: Bermuda Tourism Authority, Wyoming Office of Tourism, Discover The Palm Beaches, PGA National Resort, Hilton Sandestin Beach Golf Resort & Spa, Memphis Travel, Visit St. Pete/Clearwater, Copper Mountain

Highlights of Previous Related Experience

Benjamin Media Group / Marketing Manager / 2001–2005

Managed BMG's franchise support system, worked with freelance developers, managed SEM campaigns, developed websites and performed SEO audits on client websites.

MY SALON Suite / Web Developer / 2014–2015

Designed and developed franchise multi-site system and managed the franchisee support desk.

Freelance Web Consultant / 2010–present

Provides consultation for a number of services including website design, development, graphic design, SEM management, SEO and eCommerce.



Monica Hare / Senior Digital Analyst

Education: B.S. in Journalism/Advertising, Ball State University

Experience: 22 total years (seven years with Miles; 15 years related experience)

Current Job Duties:

- Performs website diagnostics and audits, recommends solutions and updates for best practices, implements new website and custom analytics configurations as well as diagnostic solutions, and analyzes and reports on results as well as overall site performance for client websites
- Provides insightful and actionable analysis on client website performance with monthly, quarterly, fiscal, annual and ad hoc reporting using the latest digital reporting technologies
- Collaborates with clients and Miles internal teams to discover analytics strategies to help clients meet their marketing and website performance goals
- Proficient in Google Analytics, Google Tag Manager and Google Search Console with experience in Adobe Analytics, Clicky and other analytics and SEO platforms

Other Travel Industry Accounts: Monica has implemented custom analytics configurations and provided website and KPI analysis and reporting for nearly all of Miles' digital clients, including Colorado Tourism Office, Pure Michigan and several others.

Highlights of Previous Related Experience

Sarasota Herald-Tribune / News and Sports Copy Editor/Page Designer and Online Producer / 2005–2010

Created and edited sections in the news and sports editorial departments nightly and maintained the newspaper website news and sports content sections with daily and breaking news.

Miami Herald / Sports Copy Editor and Page Designer / 2004–2005

Designed and edited pages and content under tight deadline in the highly decorated sports section for one of Florida's largest newspapers.

Palm Beach Post / Sports Copy Editor, Page Designer and Online Producer / 2002–2004

Lead process and training for updating sports section of newspaper website with daily and breaking news. Created and edited pages for a sports section that regularly won APSE awards for best section.

Corporate Support Team



Elena Prostova / Creative Director

Education: B.A. and M.A. of Arts, Kazan State University

Experience: 21 total years (16 years with Miles; five years related experience)

Current Job Duties:

- Evolves products and services from a creative perspective
- Oversees all aspects of creative development by leading and collaborating with the design team to set creative strategy
- Originates ideas and concepts and develop pitches for branding projects, marketing campaigns, print and outdoor advertising and website design
- Guides team and client discussions to ensure that creative is in alignment with clients' overall goals
- Manages multiple projects simultaneously, ensuring that timelines are met and that work delivered reflects the highest quality and attention to detail

Other Travel Industry Accounts: Tampa International Airport, Hawai'i Tourism Authority, AARP Travel Division

Highlights of Previous Related Experience

Larisa Advertising Agency / Creative Director / 1997–1999

Recruited, selected and developed staff to grow agency and launch it into new markets. Led, coordinated and developed marketing strategies, advertising campaigns and print and outdoor creative.

Volga Natur Produkt / Art Director / 1995–1996

Created market positioning and materials to introduce this company's pharmaceutical products to the new Russian market. Build a cohesive brand by concepting and implementing print collateral, print and outdoor advertisements, radio commercials and the company's trade show presence; directing photo shoots and hiring talent; and launching a weekly radio show, an early example of sponsored content, which ultimately expanded the company's reach into six markets.



Erin Marvin / Content Strategist

Education: B.A. in English, Florida State University

Experience: 16 total years (10 years with Miles; six years related experience)

Current Job Duties:

- Works with Miles' account teams to identify new content opportunities with clients
- Develops strategic visions for print and digital products utilizing the latest technologies
- Oversees Miles' corporate communications and social media initiatives, sharing with you and all our clients the latest and greatest must-knows to stay ahead

Other Travel Industry Accounts: As part of our New Business Development team, Erin has helped shape the initial content strategy for a number of tourism clients. She also managed our full content program for VISIT FLORIDA for many years.

Highlights of Previous Related Experience

SRQ Magazine / Managing Editor / 2011–2012

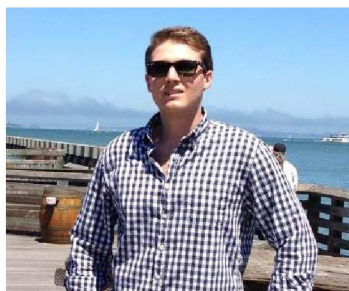
Managed editorial staff and a large team of freelancers, organized photo shoots and developed relationships with key local companies to create engaging content across a variety of print and digital products aimed at Sarasota/Bradenton's vibrant, multigenerational community.

New England Home Magazine / Managing Editor / 2006–2011

Managed the day-to-day functions of editorial and art departments, creating detailed production schedules and tracking high-volume copy through every editorial stage for three luxury regional shelter magazines and ancillary website, blog and e-newsletter.

Miles Partnership / 2000–2006

In her first stint at Miles, Erin held various content positions, including Senior Editor, Editor and Associate Editor.



Gray Lawry / VP of Strategy & Insights

Education: B.S. in Hotel and Restaurant Management/Hospitality with a minor in Business, University of South Florida

Experience: Eight total years (six years with Miles; two years related experience)

Current Job Duties:

- Responsible for planning online, digital, social media and website strategies
- Overhauls critical business units by directing analytics, media buying and account management
- Delivers business intelligence strategies gleaned from a solid understanding of technology, data and evolving business needs
- Directs initiatives across multi-disciplinary teams, agencies and decision-makers toward a common purpose to meet big-picture business goals as well as key performance indicators
- Selects, configures and administers reporting platforms to capture crucial information for understanding and predicting customer behavior, giving clients a true competitive advantage

Other Travel Industry Accounts: Brand USA, Georgia Department of Economic Development, Memphis Convention and Visitors Bureau, Visit Sarasota County (works with each to plan digital and social media strategies)

Highlights of Previous Related Experience

atLarge, Inc. / Digital Strategist / 2009–2011

Cultivated day-to-day relationships with high-profile accounts to ensure that high-level business as well as project goals were met. Launched media offerings including planning and research, managing creative schedules, optimizing client campaigns and media reporting, and collaborated closely with technical teams to guarantee that project technical specifications and analytic configurations met all project scope requirements.

Sarasota Convention and Visitors Bureau / Intern and Webmaster / 2008–2009

Responsible for managing and making all daily website changes for VisitSarasota.org. Worked with industry partners to brainstorm the future of Sarasota's digital properties.



Kim Palmer / Director of SEO & Insights

Education: B.A. in English and Business Information Systems, Stetson University

Experience: 21 total years with Miles; Kim is BrightEdge SEO Platform Certified and Google Analytics Certified

Current Job Duties:

- Responsible for evolving the products and services surrounding Search Engine Optimization (SEO) across the company
- Provides diagnostics of website performance, organic search traffic and rank to provide recommendations for improvement
- Oversees the insights, recommendations and reports shared with our clients from their digital analytics

Other Travel Industry Accounts: Brand USA, VISIT FLORIDA, The Modern Honolulu, Bermuda Tourism Authority, Travel Oregon, Hilton Sandestin Beach Golf Resort & Spa, Hawks Cay Resort, Discover The Palm Beaches

Highlights of Previous Related Experience

Miles Partnership / 1996–Present

Developed the first websites for the company has and worked various aspects of digital marketing ever since. Her past positions include Director of Online Marketing for Hospitality, Digital Marketing Manager, and Director of Internet.

In-House Capabilities

Miles has spent the past 19 years building our reputation as a leading digital development agency in the travel space and has deep experience in all areas identified in the scope of work. To date we've built more than 200 websites for destinations and hospitality businesses, most of them using the open-source Drupal CMS; more than 80 of them are responsive design, with others in progress.

Our digital design, development and content teams at Miles have a track record of producing high-quality websites that not only perform, but are built to continually evolve and improve over time. Our client work has garnered 128 awards across content creation, design, website development and brand campaigns over the past three years—including some notable awards for our work with Visit Grand Junction:

- 2016 Gold Magellan Award from Travel Weekly for VisitGrandJunction.com
- 2016 Bronze HSMIAI Adrian Award for VisitGrandJunction.com
- 2015 Best Travel Online Newsletter Campaign Award from the Internet Advertising Competition for the Grand Junction eNewsletter
- 2014 Bronze HSMIAI Adriand Award for Grand Junction Welcome Email
- 2013 Hermes Creative Gold Award for the VisitGrandJunction.com Mobile Site
- 2013 Silver Magellan Award from Travel Weekly for VisitGrandJunction.com

Other recent client accolades include:

- 2017 Internet Advertising Competition "Best Travel Website" Award for Visit St. Pete/Clearwater's GulpCoast.com
- 2016 U.S. Travel Mercury Award for Best Travel Website for LouisianaTravel.com
- 2016 U.S. Travel Mercury Award for Best Social Media Campaign for Louisiana Travel & Twitter Amplify Open Campaign
- 2016 "Outstanding Website" WebAward for Ohio.org
- 2016 Silver W3 Award for Riverhouse.com
- 2016 Gold HSMIAI Adrian Award for ExploreGeorgia.org/Music
- 2016 Gold HSMIAI Adrian Award for TravelWyoming.com
- 2016 Bronze HSMIAI Adrian Award for ThePalmBeaches.com
- 2016 Gold Communicator Award for Custer State Park, South Dakota's Outdoor Activities for Everyone Online Video

Our Approach to Website Development

Our approach to developing websites is centered around two core areas of expertise: content and user experience excellence. We believe they cannot be separated, as the delivery of content is as important as the quality of content itself.

User experiences exists where a set of users with needs, and the businesses related to servicing those needs, intersect. Whether that user experience is a great one or not is dependent on how well we leverage Visual Design, Information Architecture and Interaction Design to satisfy the needs of the user, which in turn will help us achieve our business goals.

Our process of designing great UX for websites involves the following steps:

Step 1: Discovery. This step involves meeting with the client team to understand their strategy related to high growth-opportunity audience targets and existing key audience targets/segments—including short-, medium- and long-term objectives. Our goal is to have these audience objectives clearly defined in order to be able to develop the most effective personas and user scenarios to guide the web project.

Step 2: Persona Development. There are several ways to approach this process, and the one we take is dependent on budget, timeline and existing data. We use the information we gathered in the Discovery stage to inform research, which would ideally involve primary research in the form of target visitor interviews, but may also be secondary if circumstances demand it and we have a rich basis of existing psychographic, behavioral, geographic and demographic visitor data to inform the process.

Primary research would involve identifying 10-15 real travelers who are representative of the destination's key website targets. We would then conduct first-person interviews that cover their motivations and roadblocks for trip planning; their needs; important questions that influence their decisions; what devices they use; their style of activities; accommodations and other travel drivers they model their vacations around; and their favorite/most useful resources for each stage of the journey. We would then pair this information with secondary independent data sources such as research by Google, The State of the American Traveler study and more. Next, we would use trends in the data to develop a set of persona profiles that are representative of the range of visitors and their needs that the website should be capable of satisfying if it is to successfully meet client objectives. These profiles can then be leveraged for developing feature requirements, user journeys, navigation priorities and content relationships, as well as a reference for developing user testing scenarios.

Step 3: Task Models. Related to the persona exercise is the need to understand each persona's process as they move through the travel decision funnel. An understanding of the various stages and specific doubts, questions and needs that different types of potential visitors have as they move through the planning process leads to superior usability and positive user experiences. Task models provide a tool that our clients and our designers, content strategists and developers can use to guide

decision-making about how to design the site in a way that makes it exceptionally functional for potential visitors. This includes decisions about when to present certain information, how to prioritize it and what content or feature it should connect visitors to next.

Step 4: User Journeys. The traveler's planning journey is a highly nonlinear one, and typically involves upwards of 118 different online sources to service the planning needs of any given trip. As DMOs, it's important to understand that we are but one potential voice among many, and our online objective should be to represent the destination and our stakeholders in a way that strengthens the visitors emotional connection with the destination. Miles has an established track record that is second to none in the DMO space when it comes to acquisition, engagement and conversion of visitors. This is because we have invested in research and testing, are committed to a philosophy of ongoing iteration and optimization, and we have at our disposal the collective experience of developing more than 80 responsive websites for DMOs since the advent of the mobile revolution nearly a decade ago.

The user journey on a Miles website allows for the flexibility of nonlinear user journeys, and integrates design elements intended to influence success events that support your organization's strategic goals. We leverage the latest technologies in personalization and related content presentation to provide for horizontal exploration and vertical micro-conversions, as well as committing to an experience that is as functional on handheld touch devices as it is on traditional mouse-interaction laptops and desktops. We are strong advocates of investing in testing methodologies that allow us to talk to users and refine our work based on real-world insights.

Search Engine Optimization

We understand the importance of ongoing search engine optimization. With our team of SEO experts, we utilize the BrightEdge enterprise-level SEO platform to inform strategy in maintaining VisitGrandJunction.com. This tool allows us to conduct keyword research and identify existing SEO "wins" for your organization that need to be maintained, while also identifying high-value and high-volume keywords for which your site has directly relevant content, providing opportunities for content refinement to improve search ranking.

BrightEdge not only provides the ability to research keywords and SEO trends, it also provides targeted recommendations for optimizing on-site content. Engaging BrightEdge will allow us to see successes and opportunities for your website, in order to make specific recommendations and tweaks to improve your search rankings during both development and maintenance of the website. All of this would contribute to the ongoing SEO strategy for Visit Grand Junction.

Advanced application of BrightEdge also provides insights into maximizing SEO versus SEM. Some of the key solutions provided by the toolkit include the following:

- Tracking your site's page ranking on the most important keywords
- Tracking the keyword ranking of your top competitors

- Discovering gaps between you and your competitors — uncovering links your competitors have on their site, and keywords they rank for, that you do not
- Identifying specific action steps, by keyword and page, to improve ranking, such as:
 - Changes to on-page elements such as title tags, headings and URLs
 - Opportunities for content development
 - Pages whose rank can be improved through social sharing/linking

There is no more practical tool for managing your site's SEO and positioning your site well in the rankings against your closest competitors.

Online Marketing

Miles will work collaboratively with you and your Agency of Record to develop a spending plan for the online marketing budget. This will include analytics, account maintenance, recommended expenditures for web media, production, and for marketing/advertising research.

Our collaborative online marketing strategy and planning process takes into account not just your unique marketing objectives, but your Search Engine Optimization (SEO) performance as well, ensuring you are not duplicating efforts and dollars. Our measurement framework for assessing “beyond the click” performance of campaigns provides more meaningful insights and optimizations than typical brand media agencies, increasing the reach and effectiveness of Visit Grand Junction's marketing budget—as well as that of your partners.

We will provide a monthly analysis, online marketing plan, recommend direction, negotiate agreements, field sales-related calls and emails and perform other tasks that may be required to provide necessary support for sponsorships, events, or promotions for Visit Grand Junction.

We can utilize search engine marketing (SEM), or paid search, coupled with pre-roll media on YouTube, social media advertising and more to drive increased traffic to VisitGrandJunction.com. Specific to our experience in online marketing, our team offers a unique approach to digital media buying. Rather than the “set and forget” approach, or the “wait and learn” approach used by many, our digital media buying team is constantly evaluating and adjusting each one of our clients' digital media programs in order to get the best ROI.

It is a holistic, integrated strategy focusing on tight coordination of campaign elements from the media buy and creative to the website content and the all-important call to action. We pay constant attention to trends and results in your program so that we can push the bar on performance for you. Our successful programs are a result of creating personalized messaging in our clients' creative so that we can serve the right message to the right audience at the right time in an online environment, successfully targeting specific audience segments.

This allows us to 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 Visit Grand Junction.

Working With You

Miles has demonstrated our ability to supply turnkey website services to Visit Grand Junction, but we want to build on that momentum to continue to leverage the shared creativity, philosophy and approach we've created together to work even harder to keep our seat at the table.

Our goal as your digital marketing partner is to be an active member of your marketing team. Beyond processing the existing research about your destination, our services include product research and analysis; feasibility studies of new technologies; testing of content formats and types; benchmarking against competitive or leading DMOs; and organizing briefing and review sessions with your staff and industry partners. More broadly, we will process all of this information together to create a tactical, multiyear plan to promote tourism to Grand Junction. As we hope to have shown you throughout the years we've worked together, such planning is a natural extension of our overall working relationship and the collaboration that results from developing long-term partnerships with your staff, your other agency partners and related organizations.

Measurement against and evolution of the strategic plan is key to achieving ongoing success. In addition to the required Board of Directors meetings, we will attend the bi-monthly meeting with your advertising agency and Visit Grand Junction staff to assess progress, review metrics and figure out ways to take advantage of new technologies and adapt to trends and changes in consumer usage patterns. We want to be your trusted source for what consumers want in today's digital environment.

Accounting Services

We understand the importance of providing correct cost estimates, maintaining accurate financial records and recommending cost savings wherever possible. As an experienced digital marketing agency that works with many state and city government agencies, we are well aware of each organization's need for fiscal responsibility and accurate reporting regarding taxpayer dollars.

Team hours are logged in TimeCamp for tracking our work on each client's behalf. We can provide detailed reports as often as needed that include the team member's name, department, time spent and description of tasks fulfilled for Visit Grand Junction. Our accounting procedures follow established principles that allow us to recognize annual advertising and service revenues in excess of \$40 million. We have the resources needed to successfully serve Visit Grand Junction and would be happy to elaborate or provide any documentation that will give the City of Grand Junction the assurances it needs regarding our accounting services. This includes ensuring that written cost estimates for any expenditure over \$500.00 will be approved in advance by Visit Grand Junction.

As an active partner to Visit Grand Junction since 2007, Miles has the proven capabilities to provide all the services outlined in your RFP. But we won't just rest on our laurels: To reaffirm our commitment to positioning Grand Junction ahead of its competitors, please see our vision for the next evolution of VisitGrandJunction.com on page 40.

Hosting Environment

Miles recommends hosting VisitGrandJunction.com with our hosting partner, Acquia, on our Acquia Cloud Enterprise hosting platform.

Acquia Cloud is a fully integrated PaaS (Platform as a Service) hosting solution consisting of the Drupal CMS layer, Acquia's Orchestration Layer and the Infrastructure Layer. Acquia Cloud is optimized for building, deploying and managing Drupal digital experiences—and to scale from an entry level to an enterprise level solution as needed. We're recommending the move from Rackspace to Acquia in 2018 due to the platform's ability to scale for traffic demands, integrate with data providers that allows us to customize content within the website and its overall speed and performance.

Scalability

Acquia Cloud has the ability to service a wide range of organizations, from small government agency websites with several hundred visitors per month to large multi-national sites with several million visitors per day. Acquia's team constantly monitors your websites to make sure they scale up and down to meet legitimate traffic spikes.

Security

Security is built into the core of the Acquia Cloud platform through the combination of advanced technology and an elite team of security professionals. Members of the Acquia security team are recognized experts in the field, obsessive about digital security and plugged into the Drupal community. Acquia is heavily represented on the Drupal security committee with 11 out of the 39 members Acquia employees. The Drupal Security committee is charged with ensuring security for the Drupal community at large, issuing patches and recommending resolutions. Acquia takes this responsibility very seriously and works in lock step with the Drupal security committee to keep the Acquia Cloud platform up to date on all security releases.

Support

Acquia is the industry expert when it comes to Drupal. Some of the best Drupalists in the world are Acquia employees, and are dedicated to bringing their knowledge and expertise to Acquia clients. Beyond Drupal expertise, Acquia is the only vendor to offer 24x7 support, Drupal application support and a 99.95% uptime SLA for the platform, and Drupal applications. Acquia is here to help clients succeed every step of the way.

Miles also provides 24/7 third-party monitoring on all websites to alert us should any issues occur.

Architecture

Your dedicated hosting environment at Acquia will be hosted with Amazon Web Services Cloud hosting and will consist of:

- Two load balanced web servers
- Redundant database servers
- High-performance GFS redundant/clustered file storage
- Web Application Firewall (WAF) to prevent application attacks, malicious bots and DDOS attacks
- High-performance, worldwide Content Delivery Network (CDN)

Backup

We have a multilayer disaster recovery plan, which is implemented at both our local development/production facility in Sarasota, FL, and at Acquia's AWS hosting facility. At our production facility in Sarasota, all source code is backed up via our internal code versioning repository.

The backups are done in the following procedural timeline:

- Daily incremental backups
- Weekly full backups
- Monthly full backups
- Daily replication of data

All backed-up data at the local development/production facility is then stored at an off-site location in case our production center meets an unforeseen catastrophe.

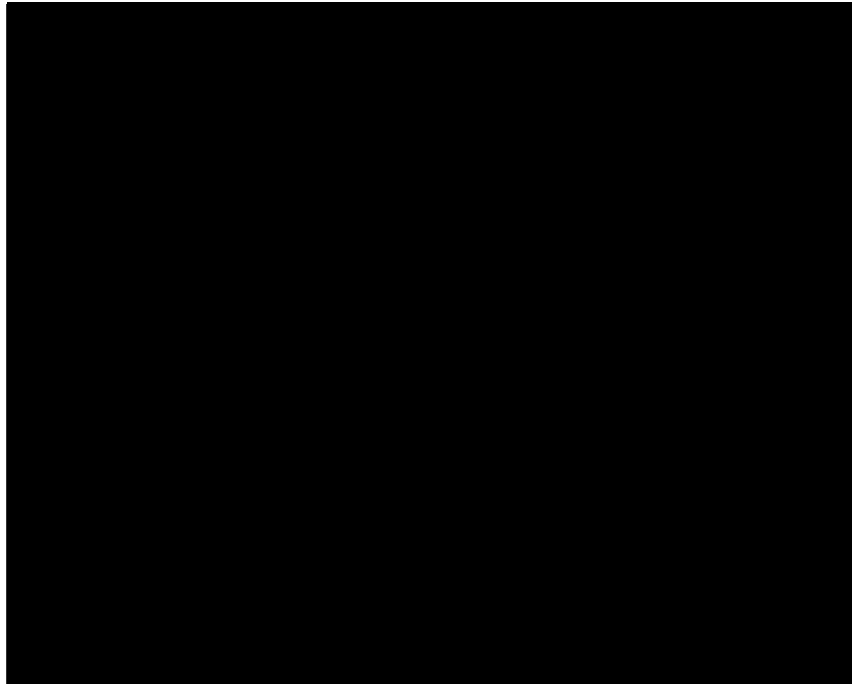
Acquia Cloud takes hourly snapshots of the passive master database, file system and code repository. These snapshots are programmatically stored in Amazon S3 buckets (Amazon's highly available cloud storage) and used to restore an application in the case of multiple disk failure or total data center loss. Backup data stored in Amazon S3 is maintained in the same region (for example, US-East, US-West or EU-East) where the production application is located. Amazon S3 repositories are distributed amongst multiple Availability Zones (data centers) and multiple devices within each Availability Zone for redundancy.

Acquia Cloud retains disaster recovery snapshots on the following schedule:

- The four most recent hourly snapshots
- Daily snapshots that are retained for one week
- Weekly snapshots that are retained for one month
- Monthly snapshots that are retained for three months

Financial Statements

Below is information from our audited financial statements covering years 2015 and 2016. We are a privately held company and would be happy to provide additional financial information at contracting if so required.



On the following pages we have also included three financial references as further evidence of our financial stability.



Greg Poznanski
VP Commercial Banking
Relationship Manager

SunTrust
6135 Exchange Way
Lakewood Ranch, FL 34202
Tel 941.313-5836
Fax 941.941-741-8556
Gregory.t.poznanski@suntrust.com

March 27, 2017

Regarding Miles Partnership
LLLP, 6751 Professional
Parkway West Sarasota FL,
34240

Miles Partnership LLLP, has maintained a relationship with SunTrust Bank since August 1998 and has handled their accounts in a professional manner under the agreed terms. The combined accounts have been consistently in the mid six figure range.

We have enjoyed a positive relationship with Miles Partnership LLLP.

If you have any questions or need further assistance, please do not hesitate to call me.

Sincerely,
Gregory T. Poznanski

Greg Poznanski
AVP Business Relationship Manager —SunTrust Banks, Inc.-
1001 Third Avenue W., 2nd Floor---Bradenton, FL 34205
941-313-5836 cell
Fax 941-741-8556
Email- gregory.t.poznanski@suntrust.com

Member FDIC.  Equal Housing Lender.



All of **us** serving you[®]

461 Fifth Avenue
New York, NY 10017

March 24, 2017

Miles Partnership, LLLP
6751 Professional Parkway West
Suite 200
Sarasota, FL 34240

RE: U.S. Bank Reference Letter

To Whom It May Concern:

U.S. Bank was introduced to the executive management team of Miles Partnership, LLLP ("Miles") in June 2014. We formally commenced a banking relationship with Miles during September 2015. Miles maintains their operating accounts with U.S. Bank and have managed their operating accounts in a professional and satisfactory manner under the agreed-upon terms. The combined balances maintained at U.S. Bank have averaged in the low to mid seven figures balance range.

We hold Miles' management team in the highest regard and meet with them regularly as we envision expanding our relationship with Miles in the near future.

To the extent that you would like to speak with me directly regarding Miles, or if you have specific questions to which you would like me to respond, please do not hesitate to contact me directly at (917) 326-3909 or at garret.komjathy@usbank.com.

Sincerely,

Garret Komjathy
Senior Vice President/Relationship Manager
Media & Communications Lending Group
U.S. Bank

usbank.com

LSC Communications

formerly an RR Donnelley company

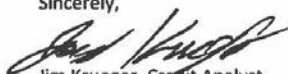
April 10, 2017

To whom it may concern:

RE: Miles Partnership

We have been doing business with Miles Partnership for several years. Their average balance is between \$250k and \$500k. We continue to do business with Miles Partnership who pays within the agreed upon terms.

Sincerely,



Jim Krueger, Credit Analyst

LSC Communications (Formerly an RR Donnelley Company)
4101 Winfield Road
Warrenville, IL 60555

Our Vision for Grand Junction

Since the responsive-design VisitGrandJunction.com launched at the beginning of February 2016, year-over-year organic visits increased 56.8% and average session duration increased 5.6%. As we move through 2017, we continue to see substantial increases in the website's organic search traffic: so far this year, organic site traffic is up 16.5%, and website goal completions are also on the rise — Visitor Guide downloads have seen a 14.5% lift, and mail requests have seen an impressive 80% lift. Now is the time to continuing building on that success and, together, continue to drive results for you and your community partners.

What's next for VisitGrandJunction.com?

These days, travel stories can be told much more visually and powerfully than ever before, in much more interactive and varied ways—and distributed to exponentially more visitors through cutting-edge technology. In order for the Grand Junction brand to rise above the competition, you not only need to tell rich content stories, but you need to harness the power of advanced technologies such as data and personalization to make that content most relevant to your users.

Fundamental to a future-focused content marketing ecosystem for Grand Junction is an engaging website that effortlessly connects with all of your audiences. Together with the Visit Grand Junction team, Miles will evolve VisitGrandJunction.com to more fully embody the community's new brand, leverage new content formats to engage and inspire visitors, harness personalization technologies to serve users the right content at the right time, and deliver the greatest ROI to you and your partners through ongoing content optimization.

Successful digital marketing programs develop and strengthen relationships between your audiences and your brand through a mix of relevant content and genuine user experiences. We believe that marketing Grand Junction with both passion and precision is about understanding traveling consumers—what motivates them to choose Grand Junction for its amazing outdoor experiences, culinary offerings, artsy style and family fun. It is about convincing travelers of the many reasons they should stay longer and return soon. It is also about attending to every detail of the user experience to provide consumers with the features, functionality, tools and information they need to enjoyably make their travel plans in Grand Junction.

Therefore our vision for the next iteration of VisitGrandJunction.com is to leverage new content formats to engage and inspire visitors, harness personalization technologies to serve users the right content at the right time, and deliver the greatest ROI to you and your industry partners through ongoing content optimization.

Inspire. Engage. Optimize.

Inspire

Grand Junction is evolving its brand—a process that Miles hopes to be a part of—and your website needs to evolve with it to more fully showcase the area’s unforgettable outdoor adventures and natural beauty.

Our approach centers on more closely aligning the website with your brand in increasingly powerful ways by developing immersive, content-rich experiences. We will do this by elevating Grand Junction’s unique and varied experiences, creating quality content served through dynamic landing pages in order to connect with users on an emotional level. We’ll use high-quality, inspirational and practical content wrapped in an interface and visual design that supports the brand, engages visitors and is highly usable across mobile, tablet and desktop devices.

As they unfold, these long-scroll pages with vibrant images and videos will tell the full story of each experience: from broad-stroke summaries to interesting details and nuances. Focused first on inspiration, they will also of course include tactical components such as mapping and links to listings to move each user down the travel planning funnel. Pages will convey a personality that reflects your destination and your evolving brand. These new pages will be less about where visitors want to go, and more about why they have to come here.

We’ll also harness the power of social media in a bigger way to enable more authentic storytelling across the entire website. We’ll do this by leveraging a social media aggregation platform such as Chute, Crowdriff or Shutterlock on the new VisitGrandJunction.com to create an integrated social hub of curated feeds (by interest, season, hashtag, area, etc.). More than just a content feed on your home page, we’ll use user-generated content to help tell Grand Junction’s stories in more dynamic ways across the website. For example, we could showcase user-generated photos of Devil’s Kitchen and Canyon Rim as part of content about favorite area hikes. Showcasing these authentic experiences will bring Grand Junction’s unique areas and offerings to life.

Engage

You’re already using Get Smart Content with great success, and we want to build on that momentum in exciting new ways. We will further engage users on VisitGrandJunction.com with more immersive, personalized experiences by:

- **Personalizing content on the homepage and landing pages based on each site visitor’s behavior.** For example, we can promote “just-for-you experiences” that would vary depending on the individual interests of a site visitor, such as outdoors or romance.
- **Providing in-market personalization** in terms of types of content and their display order, especially when travelers are using their smartphone to access VisitGrandJunction.com. For example, if a site user is in the local area, we can promote events this weekend or dining discounts and deals provided by community partners.

- **Personalize content based on previous browsing history.** For example, if we know the user has already visited the site's events listings, on their next visit we would promote signing up for your enewsletter so they never miss an event.
- **Provide content recommendations** ("you might be interested in") based on the parameters described above, as well as their past behavior on the site. We can use that information to recommend relevant things to do, events, listings and more.

Optimize

Equally important as creating rich, personalized content experiences is ensuring that your target audiences find your content when researching travel. Search engines have changed dramatically over the last few years. We've seen the evolution of search move from keywords to instant search to natural language search and now to voice search—all with the goal of providing users with information that they need faster, and with less friction.

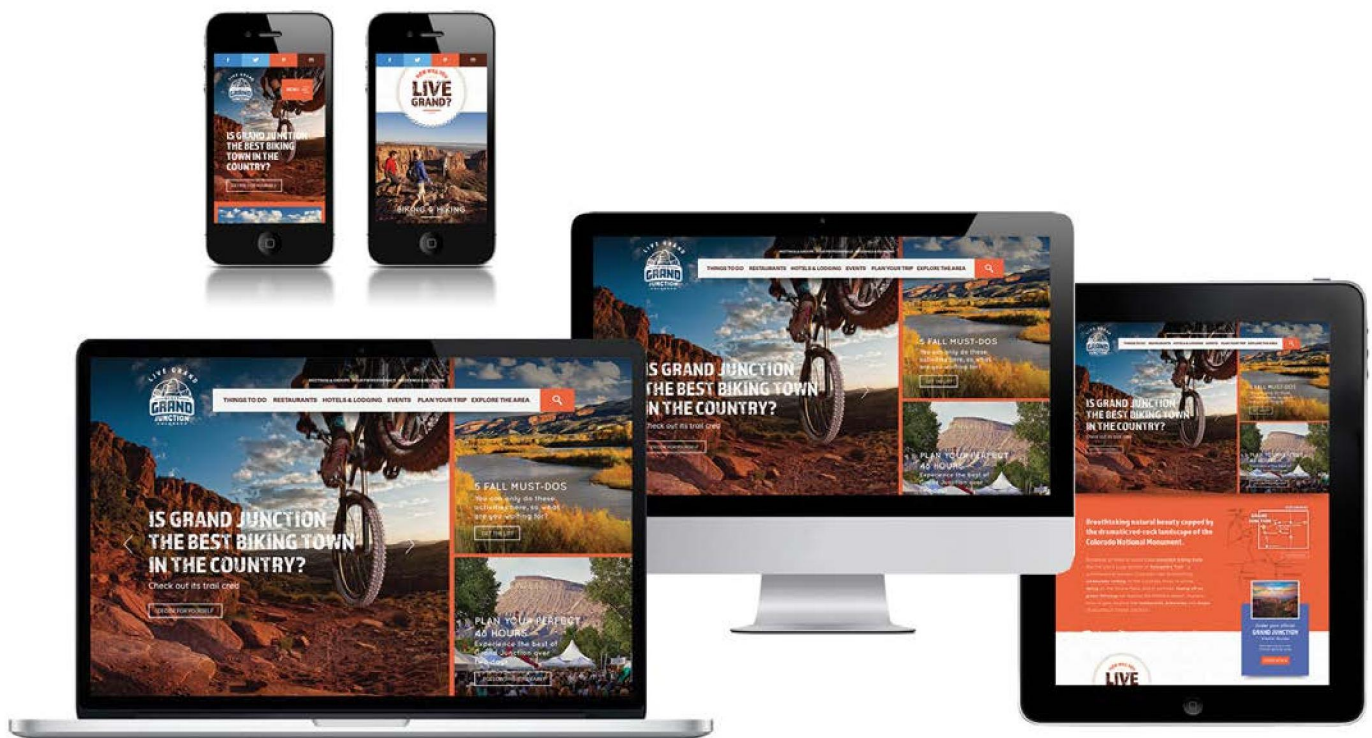
To ensure the new VisitGrandJunction.com connects with its audiences and increases travel to Grand Junction, we propose continually measuring site performance so we can track conversions and focus efforts on the site's ongoing evolution. We will focus our ongoing optimization efforts in these key areas:

- **Optimizing content for SEO.** Miles will continue to deploy the BrightEdge SEO platform as a central part of ongoing content development and management on VisitGrandJunction.com. In tightly integrating content creation and curation with organic search results, we can drive access to information like never before.
- **Optimizing content for Google Quick Answers.** As we mentioned above, almost half of Google searches no longer result in a click through—but by optimizing select content on VisitGrandJunction.com to answer popular questions relevant to visiting Grand Junction, we can increase consumers' awareness of your site and ensure you're at the forefront of their minds when planning travel to the state.
- **Optimizing content for voice search.** With technologies such as Apple's Siri, Amazon Alexa, Google Assistant and Microsoft's Cortana, more and more users are speaking searches rather than typing them. By thinking about how people speak and optimizing for full phrases and long-tail keywords—for example, "what wineries are in Grand Junction?" rather than "Grand Junction wineries"—we can help your site appear in results for voice search queries.

We know that a website is never "done." It should be a living thing, constantly evolving to satisfy consumers' ever-changing expectations and desires—whether it's new technology features, content plans or platform upgrades. By continually evolving VisitGrandJunction.com, we can ensure we're meeting your site and business goals, as well as your consumers' expectations.

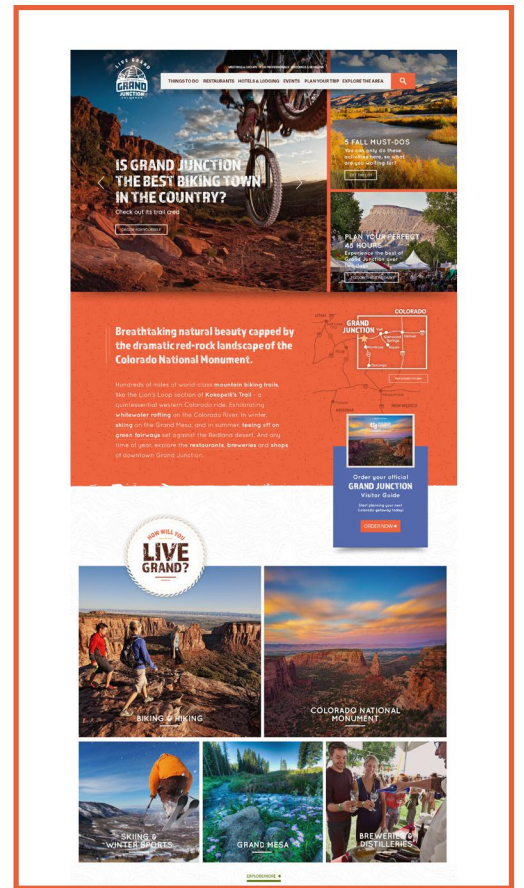
Early Creative Concepts for VisitGrandJunction.com

We've reimagined the home page of VisitGrandJunction.com to show our approach in action. We think this is a great starting point. These comps would be further customized through close collaboration with the Visit Grand Junction team and refined once your new brand is in place.



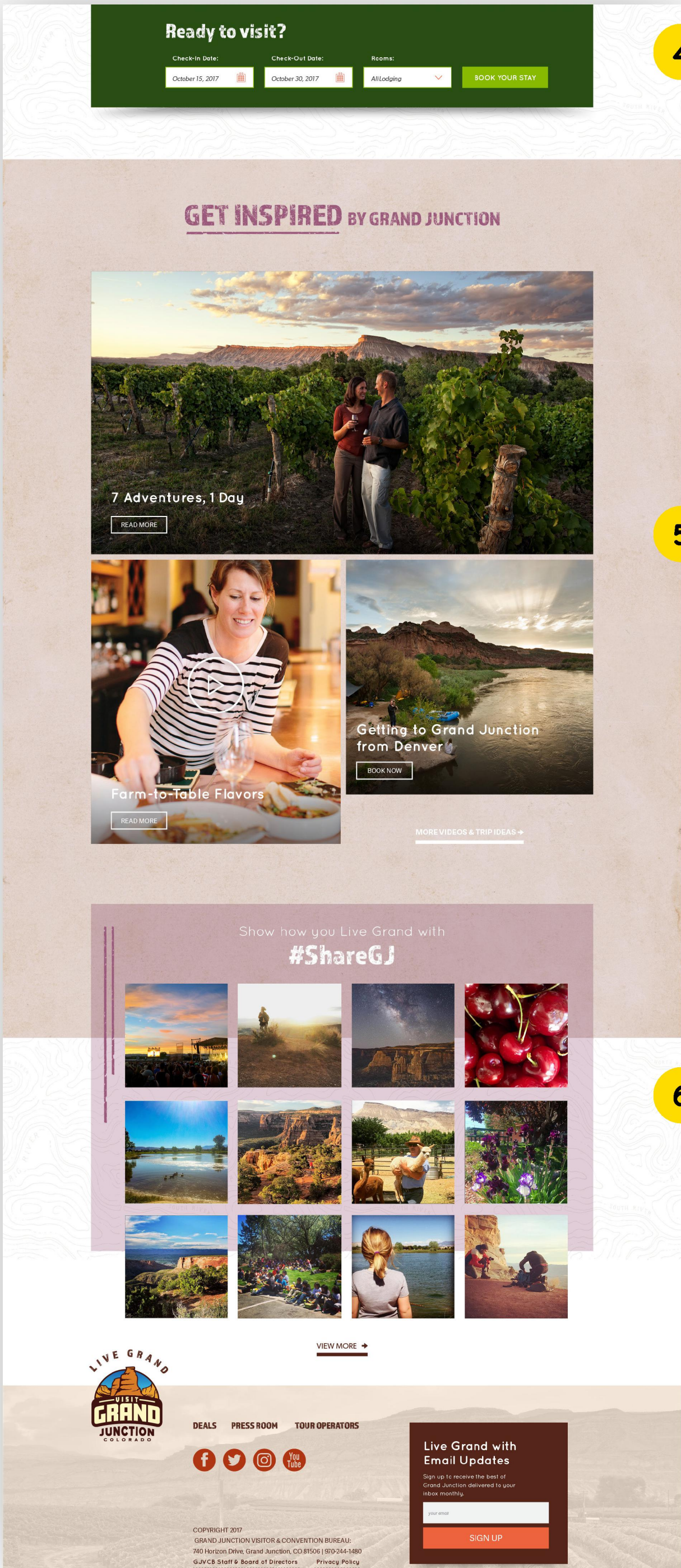
EARLY CONCEPTUAL DESIGNS FOR VISITGRANDJUNCTION.COM

In keeping with our vision of inspiring travelers, engaging your website users and regularly optimizing content across the site, we see the new VisitGrandJunction.com homepage as an opportunity to introduce the destination's offerings and capture users' imaginations.



- 1 The “hero” of the homepage uses immersive images and friendly copy to entice users to delve further into the site. Instead of focusing on one of Grand Junction’s assets, it gives users three topics to choose from.
- 2 An introduction to Grand Junction uses language that’s inspirational to users and relevant for search engines, while a locator map shows users where Grand Junction is located in relation to big cities in the region.
- 3 “How Will You Live Grand?” uses the brand message to help users explore the site. Travelers can choose by interest or a specific place or attraction.

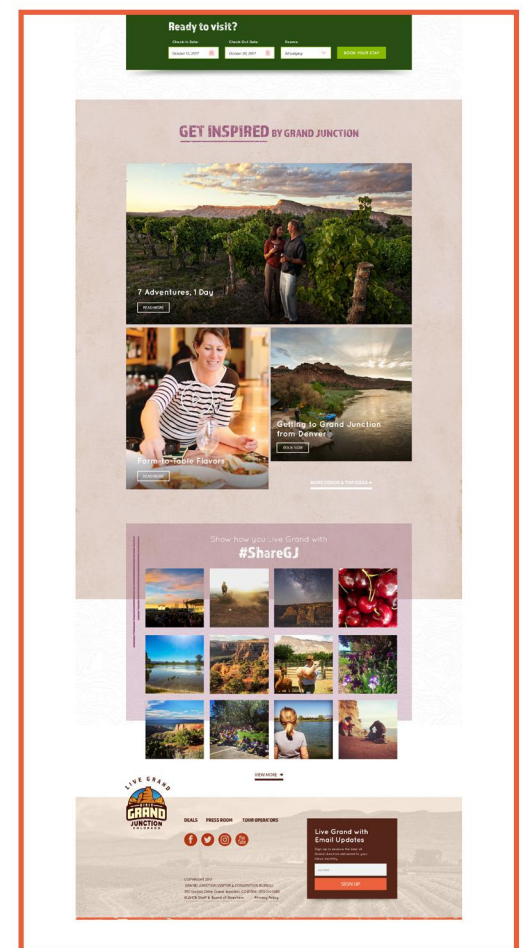
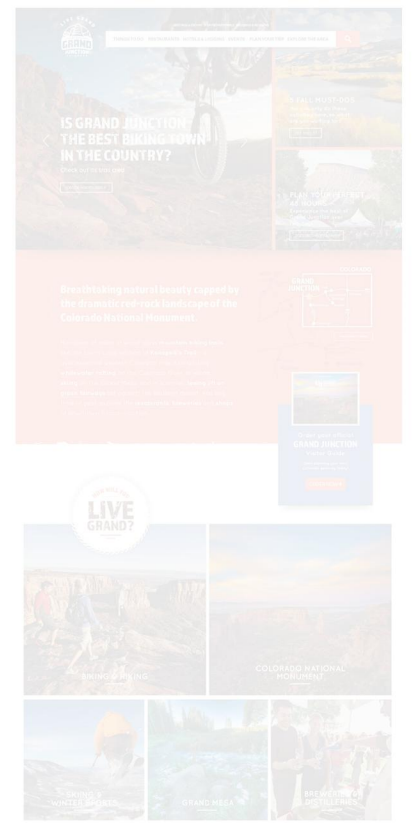
EARLY CONCEPTUAL DESIGNS FOR VISITGRANDJUNCTION.COM



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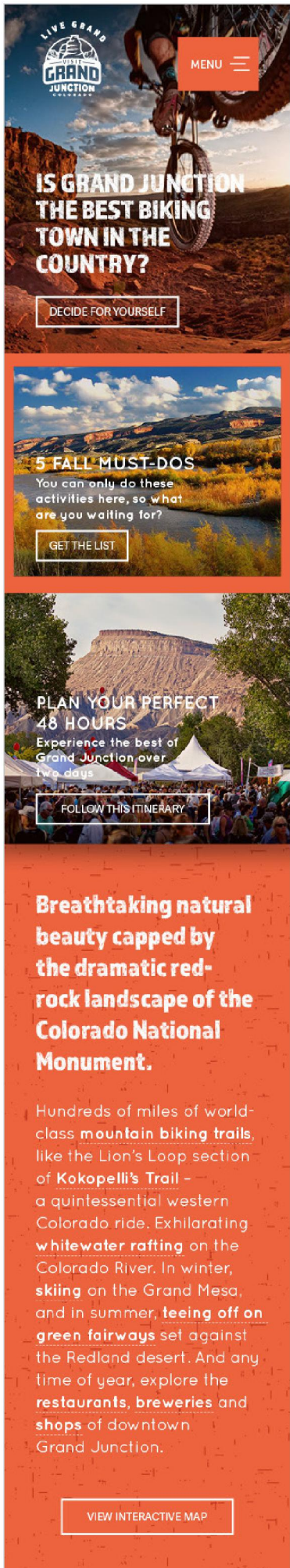


- 4 Moving the booking widget farther down the page gives users an opportunity to become enamored with Grand Junction before being prompted to book a trip.
- 5 Here, written content as well as video -- along with eye-catching photos -- prompt the user to explore popular pieces of content. (In the CMS, these can be updated within minutes to feature new, timely or relevant content.)
- 6 Using your custom hashtag, a feed of Instagram images showcases real people experiencing the area. This provides authenticity for potential visitors.

EARLY CONCEPTUAL DESIGNS FOR VISITGRANDJUNCTION.COM

MOBILE VIEW

The new VisitGrandJunction.com homepage will be designed with a mobile-first approach. The display of content elements is optimized for smaller screens. Touch-friendly design and large actionable buttons are important best practices for mobile-first web design.



LIVE GRAND VISIT GRAND JUNCTION COLORADO

IS GRAND JUNCTION THE BEST BIKING TOWN IN THE COUNTRY?
DECIDE FOR YOURSELF

5 FALL MUST-DOS
You can only do these activities here, so what are you waiting for?
GET THE LIST


PLAN YOUR PERFECT 48 HOURS
Experience the best of Grand Junction over two days.
FOLLOW THIS ITINERARY

Breathtaking natural beauty capped by the dramatic red-rock landscape of the Colorado National Monument.

Hundreds of miles of world-class mountain biking trails, like the Lion's Loop section of Kokopelli's Trail - a quintessential western Colorado ride. Exhilarating whitewater rafting on the Colorado River. In winter, skiing on the Grand Mesa, and in summer, teeing off on green fairways set against the Redland desert. And any time of year, explore the restaurants, breweries and shops of downtown Grand Junction.

VIEW INTERACTIVE MAP

page scroll



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Start planning your next Colorado getaway today!
ORDER NOW →

HOW WILL YOU **LIVE GRAND?**

BIKING & HIKING

COLORADO NATIONAL MONUMENT

SKIING & WINTER SPORTS

EXPLORE MORE →

Ready to visit?

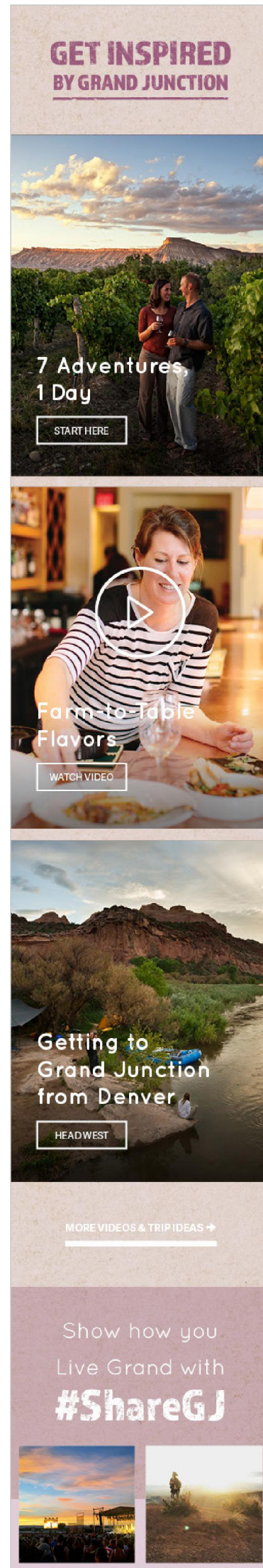
Check-In Date:
October 15, 2017

Check-Out Date:
October 30, 2017

Rooms:
All Lodging

BOOK YOUR STAY

page scroll



GET INSPIRED BY GRAND JUNCTION

7 Adventures, 1 Day
START HERE

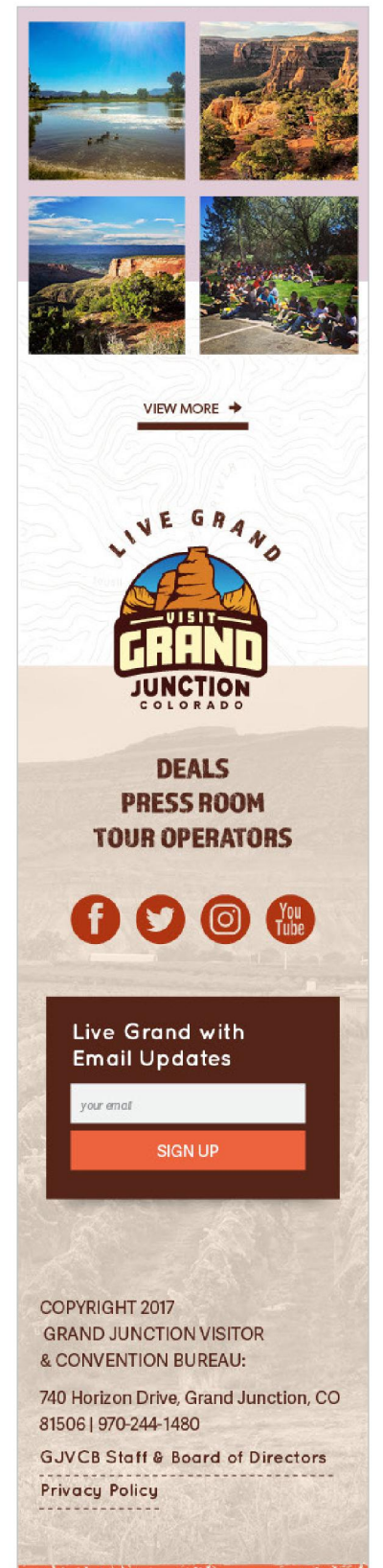
Farm-to-table Flavors
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Getting to Grand Junction from Denver
HEADWEST

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Thank You

miles
PARTNERSHIP