



Tunica County Tourism Commission
d.b.a. Tunica Convention & Visitors Bureau

Request for Proposal
Tunica Destination Marketing Campaign
American Rescue Plan
Mississippi Tourism Recovery Fund
April 24, 2024

Overview

In response to the effects of COVID-19 on the tourism industry, the State of Mississippi in 2020 quickly worked to develop the CARES Act and provide funding, referred to as the Mississippi Tourism Recovery Fund (TRF), to assist state Destination Marketing Organization's (DMO) with efforts to regain visitor market share

The State of Mississippi continued their support in aiding the state's DMOs by passing additional tourism grant funding under the American Rescue Plan (ARPA) referred to as TRF2. This, the second round of tourism marketing funds have assisted the state's destinations continue an upward trend of visitation to Mississippi. The Tunica CVB is currently using these funds to remind visitors of its diverse gaming product and area amenities to remain competitive with other regional drive destinations.

In August 2023, the state approved a third round of funds, TRF3, to help DMO's extend destination awareness and continue to promote visitation. The TCVB has been awarded \$1,307,271.00 under this ARPA allocation for advertising and marketing within its key travel markets.

Objective

This RFP for a comprehensive marketing campaign comes directly from the need to extend and enhance Tunica's brand message that causes Tunica and its casino partners to remain top of mind in our primary drive markets.

Background

Tunica's initial round of ARPA funding in the amount of \$1,746,624.00 has been used in two flighted advertising efforts in our key drive markets. The initial effort Tunica Fall

2023 campaign of \$757,000 was conducted in August, September, October 2023. The second effort, Tunica Spring 2024 Campaign of approximately \$1 million began in March 2024 and is scheduled to conclude in early July 2024.

Please see the attached overview and creative of each campaign.

Fall 2023 Campaign Overview

https://www.dropbox.com/scl/fi/rydz1416c94srgalhhrm4/Tunica-Fall-2023-Campaign_Aug-Update_Placed-Media_9.8.pdf?rlkey=z3qf1nhl5crm4dniq9gcsxqu8&st=9xqzqub6&dl=0

Below are links to all the creative files including TV, radio, outdoor & digital:

Right Side of the River -

<https://www.dropbox.com/scl/fo/27jgbtptsje520n0bk6vqf/h?rlkey=eyyoka1k9rgkqp831jfr6xjox&st=k286dnn8&dl=0>

Always a Winner –

<https://www.dropbox.com/scl/fo/hd1p5igqukoj8vau8wjf9/h?rlkey=fv3qz7hu8yl6r4a37lu0zafs6&st=w4vhadnm&dl=0>

Spring 2024 Campaign Overview

<https://www.dropbox.com/scl/fi/bg945x9reum1exozvtf6/Tunica-2024-Spring-Campaign-Update.PlacedMedia.3.18.24.pdf?rlkey=j6in7mxbmh73nb3oy878p15u0&st=dscrimfe&dl=0>

Below are links to all the creative files including TV, radio, outdoor & digital:

Always a Winner 2 –

<https://www.dropbox.com/scl/fo/o5yne8umcr4txlq9owabc/AE80vX-CJFjKaXUxf327zRY?rlkey=9zhje5fikgqc95ek68224xsim&st=diapz84r&dl=0>

Tunica's primary drive markets include Memphis, TN; Nashville, TN; Huntsville, AL; Birmingham, AL; Little Rock, AR; Jackson, TN and Tupelo, MS.

Budgets have previously been allocated as listed (all are averages over the last 4 campaigns and based on percentage of total budget):

Television	25%
Radio	15%
Outdoor	10%
Digital	25%
Public Relations/Print	5%
Production	20% (communications/media strategy, agency management, creative development, reporting, etc.)

Request for Proposal – Scope of Work

The Tunica Convention and Visitors Bureau wishes to employ an outside agency for the development of a \$1,307,271.00 comprehensive advertising/marketing campaign aimed at gamblers/tourists within the below markets.

The TCVB expects a comprehensive campaign and strategy that builds upon and complements the Tunica Fall 2023 and Tunica Spring 2024 campaigns. Our goal is to drive visitation and position the destination top of mind when potential visitors plan their next getaway.

Other than the use of the official Tunica MS logo for brand positioning, there are no creative and/or media mix restrictions related to the proposed campaign. The TCVB is seeking a proposal that both understands our past efforts and builds upon our awareness in key travel markets with innovative advertising and marketing solutions.

PRIMARY MARKET (TIER 1):	Memphis, TN – Creative Specific for the market’s current competitor just across the river, as well as a generic brand message
PRIMARY MARKETS (TIER 2):	Nashville, TN; Huntsville, AL; Birmingham, AL
SECONDARY MARKETS:	Little Rock, AR; Jackson, TN; Tupelo, MS
DEMO:	Adults 21+ (Gamblers/Tourists)
BUDGET:	\$1,307,271.00
START DATE:	Fall 2024
COMPLETION DATE:	Spring/Summer 2025

Feel free to review the previous campaign messaging above, as well as review the tunicatravel.com website.

Additional Resources for Review

www.tunicatravel.com

TunicaMS Logo and Guidelines

<https://www.dropbox.com/sh/vp3au7pjjwup2a3/WWvZ20n06C>

RFP Timeline:

- April 24 – 1st Public Notice of RFP issued by TCVB
- May 1 – 2nd Public Notice of RFP issued by TCVB
- May 6-10 – Scheduled Virtual Meetings (30 minutes) with potential respondents.
- June 5 – 10:00 am, Agency Deadline for Submission
- Week of June 10 – Agency Notification

Submittal Requirements

Your response to this RFP must be submitted in the following format and labeled accordingly:

A. Statement of Qualifications

Provide a written statement of your firm's qualifications for providing the work as described in the Scope of Work.

B. Tourism Experience

Provide a written statement of your involvement in the tourism industry, specifically with DMO clients, industry memberships and resources.

C. Organization, Ownership and Management

1. Name, address and telephone of the entity that will be contracted with and all trade names to be used.
2. Name, address and telephone numbers of the organization's principal officers and other owners.

D. Organization's Structure and Experience

1. Organizational chart of company, including any subcontractors who will work with the TCVB.
2. Total number of employees including full time, part time and contract workers.
3. Short history of the company, especially as it relates to work in the tourism sector.
4. Summary of employees who will work on the account including their name, title, a short summary of their qualifications and their main role in working with the TCVB.
5. Hours of operation that staff will be available and any satellite offices.
6. Experience as it relates to messaging, ad design, and placement strategy. No more than **three** relevant case studies should be provided, including project goals with measurable KPIs and results. Creative work should be included for each case study.

E. Client Information

1. Current clients in declining order of size.
2. Name your two most recent past clients and reason for termination.
3. Name any travel/tourism clients and their current status.

F. Account Gain and Loss

1. Indicate if the agency has had a contract terminated for non-performance over the last five years with either litigation determining the agency at fault or no litigation due to inaction on part of the organization.
2. List of accounts gained over the last two years and why your organization was awarded the work.
3. Three references that are current accounts with contact names, email and phone numbers.

Delivery Requirements

Submittals must be marked "Request for Proposals: Advertising Agency Services Limited Duration/ARPA Tourism Recovery". Eight (8) hard copies of participating Agency submission and one (1) digital copy to wfranklin@tunicatravel.com must be delivered by 10:00 am, Wednesday, June 5, 2024 to Webster Franklin, TCVB, 13625 US Highway 61 North, Tunica Resorts, MS 38664.

Submittals received in any manner not specifically set forth above shall not be accepted or considered.

Submittals received after the deadline will not be considered. It is the responsibility of the respondent to ensure that the submittal is received by the specified deadline. The delivery date and time will be recorded upon receipt. The TCVB will not be responsible for late or incomplete responses due to mistakes or delays of the respondent or carrier used by the respondent or weather delays. A postmark will not be considered proof of timely submission.

Conditions of Participation

1. Submittals in response to this request and respondents' participation in the process shall be at no cost or obligation to the TCVB. The TCVB reserves the right to, at any time, abandon or terminate its efforts to contract for any or all of said services without any obligation to any respondent.
2. Responses to this request and other materials submitted shall become the property of the TCVB and will not be returned.
3. Respondent shall not contact any TCVB personnel or staff after this request has been advertised except to ask questions as specified below under "Respondent Questions." Such contact will be considered cause for disqualification.
4. The TCVB may waive any informalities or minor defects or reject any and all submittals.
5. The TCVB reserves the right to reject any submittal if the evidence submitted by, or investigation of, such respondent demonstrates that such respondent or its subcontractors, in TCVB's opinion, is not properly qualified to carry out the obligations of the Contract or to complete the Work contemplated therein.

6. All applicable laws, ordinances, and the rules and regulations of all governmental authorities having jurisdiction shall apply to the Contract throughout.
7. This Contract is being funded through a grant provided to the TCVB by the State of Mississippi as part its ARPA State and Local Fiscal Relief Fund (SLFRF) allocation received from the U.S. Treasury Department. The SLFRF program places numerous obligations on recipients and subrecipients which flow down to successful respondent. Each respondent is cautioned to carefully review the *Supplemental Terms and Conditions* to ensure that all responsibilities and obligations are properly addressed.
8. By executing a signature on the submittal, respondent certifies that:
 - a. Neither the respondent, nor any of its team members, is currently debarred from submitting proposals or entering into contracts issued by any political subdivision or agency of the State of Mississippi or the Federal Government.
 - b. No Federally appropriated funds have been paid or will be paid, by or on behalf of the respondent, to any person for influencing or attempting to influence an officer or employee of any agency, a member of Congress, an officer or employee of Congress, or an employee of a member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
 - c. If any funds other than Federally appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a member of Congress, an officer or employee of Congress, or an employee of a member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, respondent shall complete and submit Standard Form LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

Selection Process

Proposals meeting all requirements of the RFP will be evaluated by a review committee and ranked based on the following selection criteria.

- Tourism Industry Experience 20%
- Agency Qualifications/Prior Work 20%
- Proposed Tunica Ad Strategy/Media Breakout 35%
- Initial Tunica Advertising Theme/Creative Strategy 25%

Upon review of submitted RFP's, the TCVB President and its legal representative will begin contract discussion with selected agency.

Questions

Email or call Chrissy Garner, TCVB Advertising and Marketing Manager, to schedule an appointment to address any questions regarding this RFP by Monday, May 6 at 5:00 p.m. CDT at cgarner@tunicatravel.com or (662) 363-3800. One scheduled 30-minute GoToMeeting video appointment will be provided per potential respondent.

A copy of this RFP along with corresponding documents can be found online at the TCVB's destination website <https://tunicatravel.com/rfp24/>