THE WOODLANDS
CONVENTION & VISITORS BUREAU

July 1, 2011

The Woodlands Convention and Visitors Bureau is inviting your company to submit a proposal for advertising services related to the Bureau's Destination Marketing Campaign for calendar year 2012, with a one-year optional renewal for calendar year 2013 without RFP process in 2012 at The Woodlands Convention and Visitors Bureau's sole discretion.

Attached you will find a Request for Proposal (RFP) outlining the needs and requirements for participation in this bid process.

Evaluation of the submitted proposals will be based on the following criteria:

- Creative and production capabilities
- Destination marketing experience
- Spanish marketing experience and capabilities
- Research capabilities
- Fiscal analysis
- Agency/joint venture staffing capabilities
- Agency/joint venture previous experience
- Community involvement

Proposals should be submitted to:

Casey Snyder
General Manager
The Woodlands Convention and Visitors Bureau
10001 Woodloch Forest Drive, Suite 600
The Woodlands, Texas 77380
Casey.Snyder@thewoodlandscvb.com

Proposals must be received no later than 4:00 p.m. on Friday, August 5, 2011 in the offices of The Woodlands Convention and Visitors Bureau listed above – 10001 Woodloch Forest Drive, Suite 600, The Woodlands, Texas 77380.

Should you have any questions, please feel free to contact me by email at Casey.Snyder@thewoodlandscvb.com.

Thank you,

Casey Snyder

Casey Snyder
General Manager, The Woodlands Convention and Visitors Bureau

10001 Woodloch Forest Drive, Suite 600
The Woodlands, Texas 77380
281-363-2447 • 281-210-3499
www.VisitTheWoodlands.com

THE WOODLANDS CONVENTION AND VISITORS BUREAU
DESTINATION MARKETING ADVERTISING SERVICES
REQUEST FOR PROPOSAL

I. Purpose

The purpose of this Request for Proposal (RFP) is to obtain the services of a professional advertising company for The Woodlands Convention and Visitors Bureau's (TWCVB) Destination Marketing campaign for calendar year 2012 with a one-year renewal for calendar year 2013 without RFP process in 2012. The Destination Marketing plan positions The Woodlands as a destination for family vacations, weekend getaways, group sales along with having over 8 million square feet of shopping, dining, hospitality, and entertainment.

Services needed for this campaign include creative concepting, multi-media ad production, media planning and buying, account servicing, and general account management.

II. Anticipated Timeline

July 1, 2011	Distribute RFP
July 15, 2011	Deadline to submit questions regarding RFP by 4:00 p.m.
August 5, 2011	Proposals and required forms (Attachments "A" and "B") must be received at TWCVB office by 4:00 p.m.
Week of August 15	Notification of short-listed agencies
Week of August 22	Agency presentations
September 7, 2011	Presentation of agency recommendation to TWCVB Board of Directors

III. Proposal Instructions

Two copies of the proposal must be submitted no later than 4:00 p.m. on Friday, August 5, 2011. Proposals should be addressed as follows:

Casey Snyder, General Manager
The Woodlands Convention and Visitors Bureau
10001 Woodloch Forest Drive, Suite 600
The Woodlands, Texas 77380
Casey.Snyder@thewoodlandscvb.com

Proposals should be delivered or mailed to TWCVB office**; proposals submitted via fax or email will not be considered**. It is the responsibility of the participating candidates to ensure that the proposal is received by TWCVB by the date and time specified in the RFP. **Late proposals will not be considered**. All costs incurred in the preparation of a proposal responding to this RFP will be the responsibility of the candidate and will not be reimbursed by TWCVB.

At a minimum, proposals must include the following:

- Attachment "A" completed in its entirety.
- Attachment "B" "Specifications, Requirements and Respondent's Acknowledgement", completed, initialed and signed as required.
- Attachment "C" including the Ethics Ordinance form, the Litigation Disclosure form, and the appropriate statement for your entity's legal status.
- Attachment "H", "Summary of Ratings", dated and signed.
- Samples of previous work relevant to the tourism industry including brochures, television/radio spots, print ads, online ads, and any other examples you would like to provide.
- Any other information that would help us better understand your company and your expertise in the advertising and marketing field.

By submitting a proposal, the submitting agency acknowledges that it has read, fully understands, and shall strictly adhere to all bid specifications and requirements contained in this RFP and any exhibits and ancillary documents thereto (the "RFP Packet").

IV. Evaluation and Review of Proposals

Evaluation of each proposal will be based on the following criteria:

- Creative and production capabilities.
- Destination marketing capabilities.
- Latin American marketing capabilities.
- Research capabilities.
- Fiscal analysis .
- Agency/joint venture staffing capabilities.
- Agency/joint venture previous experience.
- Community involvement.

V. Presentations

TWCVB may, at its discretion, request presentations by any or all participating candidates. Short-listed agencies will be notified during the week of August 15, 2011 and a presentation date/time will be set at that time. Presentations will be held the week of August 22, 2011. Please see Presentation Guidelines included in Attachment "F" for more information. TWCVB reserves the right to make an award without further discussion of the proposals submitted. Therefore, proposals should be submitted initially on the most favorable terms, from both technical and price standpoints.

VI. Right to Reject

TWCVB expressly reserves the right to reject any and all proposals, in whole or in part, received in response to this RFP; to accept any proposal(s) that it determines shall best meet the TWCVB's goals, objectives, and standards, regardless of whether or not said bid/proposal is lowest; to waive any non-material defect, informality, or irregularity in any proposal or proposal

procedure; and/or to negotiate separately the terms and conditions of all or any part of the proposals as determined to be in TWCVB's best interest and sole discretion. A contract for the accepted proposal will be based upon the factors described in this RFP, and will contain additional legal terms and conditions.

VI. Notification of Award

Upon conclusion of final negotiations with the successful candidate, all candidates submitting proposals in response to this RFP will be informed of the name of the successful candidate.

VII. Terms of Engagement

This RFP is to contract advertising services for a one-year period, January 1, 2012 through December 31, 2012, with the option of a one-year extension through December 31, 2013, at TWCVB's sole discretion.

VIII. General Information regarding the Account:

1. The budget for this marketing effort in previous years has been as follows and includes media placement, production and agency costs for multi-media campaigns including television, radio, direct mail, print, promotional booklets, public relations efforts and visitor services:

   2005 Destination Marketing Plan – $227,000
   2006 Destination Marketing Plan – $262,000
   2007 Destination Marketing Plan – $485,000
   2008 Destination Marketing Plan – $539,000
   2009 Destination Marketing Plan – $616,287
   2010 Destination Marketing Plan – $616,287
   2011 Destination Marketing Plan – $609,287

   The estimated budget for the 2012 program to be presented is approximately $609,287 annually for advertising services, which includes, but is not limited to, media placement, agency billable hours, production costs, public relations, and visitor services. Additional costs will be approved on a case-by-case basis by the President, and should not be relied on in the submittal of proposal. Additional monies could be made available through sponsorships sold by the Bureau for its special events. All above-mentioned figures are subject to change based on annual budget appropriation and sponsorship monies received by TWCVB.

2. TWCVB staff prefers conducting all phases of the contract with one account team. This team should be identified in your proposal and should be the team "presenting" for the contract, if presentations are made.

3. The agency/joint venture selected should have in-house production capabilities.

4. Appropriate agency/joint venture staff should be willing to travel from time to time with Bureau staff to various meetings and trade shows.

5. The selected agency/joint venture will also be responsible for production of brochures, direct mail pieces, television commercials, video sales pieces, multi-media presentations, photography and marketing research.

6. Any and all production and creative concepts developed for TWCVB will be the sole and exclusive property of the Bureau and will not be used or reproduced without written consent of the President of the Bureau.

VIII. Questions

Inquiries concerning this RFP should be directed to Casey Snyder, General Manager, no later than Friday, July 15, 2011 at 4:00 p.m. After this time, TWCVB reserves the right to deny response to submitted inquiries. Inquiries should be submitted by email only to Casey.Snyder@thewoodlandscvb.com.

ATTACHMENT "A"

THE WOODLANDS CONVENTION AND VISITORS BUREAU
DESTINATION MARKETING RFP

SUBMITTAL CRITERIA

You may fill out this form, or you may create a replica, provided that you follow the sequence/format provided below. If you need more space for your answers, you may enclose attachments; provided that you make reference that you have done such.

1. Firm Name: _____

   Contact person: _____

   Address: _____

   Telephone: _____

   Email: _____

   Website: _____

2. What is the form of your organization?
   Individual Ownership _____
   Corporation _____
   Partnership _____
   Joint Venture _____

   State the amount of work to be shared and area of work. See forms in Attachment "C". If submitting as a Joint Venture, you must answer the criteria questions for all participating companies. Some criteria (e.g. pricing, strategies, creative visions, account team, etc.) will be the same for all; please mark them as such.

3. Are you based in The Woodlands? _____
   If not, where are your headquarters? _____

4. Do you have a permanently staffed office in The Woodlands? _____

5. When was your agency established? _____

6. Is your agency departmentalized? _____
   If yes, please list the departments, heads of each, and number of persons in each.

Department	Manager (Name/Location)	Number of Permanent Staff
_____	_____	_____
_____	_____	_____

_____ _____ _____

7. Please list your current travel-related accounts (e.g. hotel, travel agency, car rental, attractions, etc.). Indicate the length of time that you have held them, and the type of work performed for each. _____
_____

8. Have any of your principals worked on travel-related accounts, other than those listed above? If yes, please list them and note the time associated with them, and the type of work performed for each. _____
_____

9. Please list your current accounts that require Latin American marketing services. (including Spanish translation services, international media buying, market research, etc.)
_____
_____

10. Has your agency ever handled a municipal government account? _____
If yes, please describe. _____
_____

11. Please list your current top four accounts, the percentage of your agency's gross annual billings (NOT capitalized annual billings) represented by each of these accounts, and the length of time that you have held each. Also, include the types of work performed for each client. _____
_____
_____
_____
_____

12. If your agency/joint venture were selected as the Agency of Record for TWCVB, where would TWCVB account rank in relation to the total budgets of your other accounts?
_____
_____

13. What accounts have you acquired within the last two years? Include billing amount, contact person, and phone number. _____
_____
_____
_____

14. What accounts have you lost within the last two years? Include billing amount, reason account was lost, contact person, and telephone number. _____
_____
_____
_____

15. What role does research play in your philosophies on creative campaign development?

_____
_____
_____
_____

16. What fee would you charge for each of the following agency services? Please include any position left off the list below. If you have an alternative fee structure, such as an all-inclusive retainer, please state so by including the amount you would bill, and what services that amount would cover.

i.	Creative Fees	$ hourly
	a. Creative Director	_____
	b. Associate Creative Director	_____
	c. Senior Art Director	_____
	d. Art Director	_____
	e. Senior Copywriter	_____
	f. Copywriter	_____
	g. Computer Design	_____
	h. Computer Production	_____
	i. Production Coordination	_____
	j. Traffic/Production Coordination Assistant	_____
ii.	Account Service Fees	$ hourly
	a. Account Service Director	_____
	b. Senior Account Supervisor	_____
	c. Account Supervisor	_____
	d. Account Planner	_____
	e. Account Manager/Executive	_____
	f. Assistant Account Executive	_____
	g. Account Coordinator	_____
iii.	Media Service Fees	$ hourly
	a. Media Director	_____
	b. Media Marketing Manager	_____
	c. Media Coordinator	_____
iv.	Executive Management Fees	$ hourly
	a. President	_____
	b. Executive Vice President	_____

17. What percentage (please indicate if this is a yield or flat commission) would you charge on the following services? If you have a sliding scale based on volume of services performed, please indicate these rates and the levels where they become effective. Again, if you have an alternative fee structure, please state so by including the amount you would bill and what services that amount would cover.

    a. Media placement_____
    _____

    b. Printing and binding, including reprints_____
    _____

    c. Various production services through third party vendors (i.e. typography, dubs, film, commercial production, radio production, etc.) _____
    _____

    d. Research management_____
    _____

    e. CVB-directed projects which require minimal involvement of the Agency/Joint Venture_____
    _____

18. Any other special charges or methods of compensation? _____
_____

19. What is your billing policy regarding:

    a. Frequency of billing to client? _____
    _____

    b. Terms of payment? _____
    _____

    c. Accounting for proof of performance? _____
    _____

20. Please describe, being as specific as possible, your accounting and internal auditing procedures. Please provide sample invoices for our review.

_____
_____
_____
_____

21. Please name the individuals whose time and talents would be applied to TWCVB account. Be as specific as possible regarding their particular backgrounds and qualifications in relation to this account.

Supervisory_____
_____
Account Executive_____
_____
Creative_____
_____

Copywriting_____
_____
Research_____
_____
Production_____
_____

22. What is your philosophy regarding working with new accounts?
_____
_____
_____

23. Please list financial references. _____
_____
_____
_____
_____
_____

24. Please provide information regarding your agencies, or its principals' work for the betterment of the community through community service. _____
_____
_____
_____

25. Please provide a statement regarding your vision of the future direction of TWCVB's advertising strategies. _____
_____
_____

26. Please provide any additional information or comments in support of your qualifications.
_____
_____
_____
_____
_____
_____
_____

The above information is true and correct to the best of my knowledge.

_____ _____
Signature of Principal Date

ATTACHMENT "B"

THE WOODLANDS CONVENTION AND VISITORS BUREAU
DESTINATION MARKETING RFP

GENERAL SPECIFICATIONS, REQUIEMENTS AND RESPONDENT'S ACKNOWLEDGEMENT

Respondent shall **initial each space** under the "Respondent Acknowledgement" column below to indicate that he or she has read and fully comprehends each specification and requirement and will meet, conduct and perform each specification and requirement of this Acknowledgment and the Bid Packet Documents exactly as provided therein or will notate and provide a clear description of any deviation from any such specification or requirement if Respondent is unable or unwilling to meet such specification or requirement. Respondent acknowledges that the actual terms, conditions and provisions of the Marketing Services Contract, if awarded, may differ from the specifications and requirements outlined below. Respondent shall execute and date the final page of this Acknowledgment once reviewed and initialed as required.

Item #	Description of Specifications and Requirements	Respondent's Acknowledgement
	Standard of Conduct and Appearance	
1	The contractor to whom the Destination Marketing Services Contract is awarded, if awarded, (Vendor) shall exhibit proper decorum and act in a professional manner during all TWCVB directed events or while providing the Marketing Services to TWCVB. Vendor may not use tobacco of any type or drink alcoholic beverages at any TWCVB directed events or while providing the Marketing Services to TWCVB .	
	Contract Term	
2	Destination Marketing Services Contract, if awarded, shall be for the Service Year 2012 with a one (1) year option for renewal for the calendar year of 2013 at TWCVB's sole discretion. Any and all financial obligations of the TWCVB under a proposed contract are conditional as they relate to a yearly appropriation.	
	Communication	
3	Though Vendor shall have one main TWCVB contact, communication regarding the Marketing Services may be with multiple TWCVB staff members or TWCVB affiliates, agents or assigns due to the number of TWCVB programs and events. Vendor, at Vendor's sole cost and expense, shall be capable of timely receiving and reviewing communication by fax, web, email, or via phone call/message and shall be capable of timely replying to any such communication.	
	Payment	
4	Payments to Vendor shall be made by TWCVB within thirty (30) calendar days after receipt and review of uncontested invoice based on the TWCVB accounts payable calendar, which shall be provided to Vendor.	
5	No taxes shall be included in the bid price since the CVB is exempt from all	

	sales tax. TWCVB may provide Vendor with applicable proof of sales tax exemption.	
6	All invoices for the Marketing Services shall indicate the type of services provided in sufficient detail and in a form required by TWCVB.	

Insurance Requirements		
7	Vendor shall provide the TWCVB acceptable proof of valid insurance which meets or exceeds the minimum insurance requirements as provided in the **TWCVB MINIMUM VENDOR INSURANCE REQUIREMENTS** attached hereto as Attachment "D"	
Sub-contractors		
8	Vendor shall not employ any subcontractor to fulfill any of Vendor's Marketing Services obligations, in whole or in part, without the prior express written approval of the TWCVB and shall fully indemnify and defend TWCVB for any acts or omissions of any such subcontractor.	
Non-exclusive Arrangement		
9	The Vendor agrees and understands that the Destination Marketing Services Contract shall not be construed as an exclusive arrangement and further agrees that TWCVB may, at any time, secure similar or identical services for additional vendors at its sole option.	
CVB Responsibility		
10	TWCVB shall provide direction for all projects it initiates.	
Additional Services		
11	TWCVB may require additional goods and services related to, but not specifically listed in the Destination Marketing Services Contract or this Packet. To the extent that any such additional services are beyond the scope of the Destination Marketing Services Contract or this Packet, Vendor shall timely provide to TWCVB an estimate of the cost of such additional goods and services based on the same or similar formula or method Vendor used in establishing the prices in the Bid Packet. If acceptable to TWCVB, TWCVB shall authorize Vendor to provide such additional goods and services, and Vender shall timely provide such additional goods and services. Notwithstanding the forgoing, TWCVB reserves the right to procure any such additional services from other vendors, contractors, or to utilize TWCVB employees, agents, affiliates or assigns to provide the additional good and services at any time and at its sole discretion.	
Bid Evaluation		
12	Evaluations of the bid shall be based on a variety of criteria as determined solely by TWCVB and may include, in whole or in part: the total cost of Destination Marketing Services, Respondent Submissions, Respondent's experience; Quality and timeliness of Packet submitted; Respondent's ability to successfully perform the Marketing Services; Respondent's experiences with similar contracts and/or scope of services; Quality of previous Respondent goods and services; and Respondent's reliability amongst other criteria.	
Respondent Bid Packet Documents And Submissions		
13	Respondent shall complete Tabulation Form and shall seal and submit said sealed form to TWCVB prior to the RFI Packet Due Date.	
14	Respondent shall complete this Acknowledgement Form initialing each block under "Respondent's Acknowledgement", and signing in signature section provided and submit this form to TWCVB prior to the RFI Packet Due Date.	

I have read and completely understand this TWCVB GENERAL SPECIFICATIONS, REQUIREMENTS AND RESPONDENT ACKNOWLEDGMENT FORM and the entirety of the Packet and hereby affirm that I am able to and shall meet, conduct and perform each specification and requirement contained therein.

_____
DATE

_____
SIGNATURE

_____
PRINT/TYPE NAME

_____
TITLE

_____
COMPANY

_____
EMAIL

ATTACHMENT "C"

THE WOODLANDS CONVENTION AND VISITORS BUREAU
DESTINATION MARKETING RFP

1. ETHICS ORDINANCE REQUIRED DISCLOSURES FORM
2. LITIGATION DISCLOSURE FORM
3. CORPORATION STATEMENT
4. JOINT VENTURE STATEMENT
5. PARTNERSHIP STATEMENT

ETHICS DISCLOSURE FORM

THE WOODLANDS CONVENTION AND VISITORS BUREAU
DESTINATION MARKETING RFP

Disclosure of Parties, Owners, and Closely Related Persons
Please disclose in connection with this RFP.

(1) The identity of any individual who would be a party to the contract, if awarded;

(2) The identity of any business entity that would be a party to the contract, if awarded:

and the name of:

(A) any individual or business entity that would be a subcontractor on the contract, if awarded;

(B) any individual or business entity that is known to be a partner, or a parent or subsidiary business entity, of any individual or business entity who would be a party to the contract, if awarded;

(3) The identity of any lobbyist or public relations firm employed for purposes relating to the contract being sought by any individual or business entity who would be a party to the contract.

Political Contributions
Please disclose in connection with this RFP all political contributions totaling one hundred dollars ($100) or more within the past twenty-four (24) months made directly or indirectly to any member of The Woodlands Township, or to any political action committee that contributes to the Township elections, by any individual or business entity whose identity must be disclosed under (1), (2) or (3) above. Indirect contributions by an individual include, but are not limited to, contributions made by the individual's spouse, whether statutory or common-law.

To Whom Made _____

Amount _____

Date of Contribution _____

_____	_____	_____
Signature	**Title**	**Date**

LITIGATION DISCLOSURE FORM

THE WOODLANDS CONVENTION AND VISITORS BUREAU
DESTINATION MARKETING RFP

Failure to fully and truthfully disclose the information required by this Litigation Disclosure form may result in the disqualification of your proposal from consideration or termination of the contract, once awarded.

1. Have you or any member of your company to be assigned to this engagement ever been indicted or convicted of a felony or misdemeanor greater than a Class C in the last five (5) years?

   Circle One **YES** **NO**

2. Have you or any member of your company been terminated (for cause or otherwise) from any work being performed for TWCVB or any other Federal, State or Local Government, or Private Entity?

   Circle One **YES** **NO**

3. Have you or any member of your company been involved in any claim or litigation with TWCVB or any other Federal, State or Local Government, or Private Entity during the last five (5) years?

   Circle One **YES** **NO**

If you answered "YES" **to any of the above questions, please indicate the name(s) of the person(s), the nature, and the status and/or outcome of the indictment, conviction, termination, claim or litigation, as applicable. Any such information should be provided on a separate page, attached to this form and submitted with your proposal.**

CORPORATION STATEMENT

THE WOODLANDS CONVENTION AND VISITORS BUREAU
DESTINATION MARKETING RFP

If a CORPORATION, answer the following:

A. When incorporated? _____

B. Where incorporated? _____

C. Is the corporation authorized to do business in Texas? ___Yes ___No

If Texas is state of incorporation, as of what date? _____

If Texas is not state of incorporation:

a. Address of the registered office in Texas: _____
_____

b. Name of the registered agent in Texas at such office: _____
_____

c. Attach Certificate of Authority (pursuant to Article 8.05 of the Texas Business Corporation Act) to transact business in Texas.

D. The Corporation is held: ___Publicly ___Privately

D. Furnish the name, title and address of each officer, director, and the principal shareholders owning 10% or more of the corporation's issued stock.
_____
_____
_____

JOINT VENTURE STATEMENT

THE WOODLANDS CONVENTION AND VISITORS BUREAU
DESTINATION MARKETING RFP

If a JOINT VENTURE, answer the following:

A. Date of Organization? _____

B. Please provide a copy of the recorded Joint Venture Agreement. This needs to include the ownership split, the business liability split, and the professional liability split.

C. Have the partners within the Joint Venture conducted business in Texas? ___Yes ___No
If yes, when? _____

D. Name and address of each shareholder in Joint Venture.

NAME	ADDRESS

E. Name and percentage of ownership of each partner in the Joint Venture.

NAME	OWNERSHIP PERCENTAGE (%)

F. Provide an operations plan for the Joint Venture structure.

_____
_____
_____
_____
_____

PARTNERSHIP STATEMENT

THE WOODLANDS CONVENTION AND VISITORS BUREAU
DESTINATION MARKETING RFP

If a PARTNERSHIP, answer the following:

A. Date of organization? _____

B. (Check one) General Partnership ( ) Limited Partnership ( )

C. Please provide a copy of the recorded partnership agreement.

D. Has the partnership done business in Texas? ___Yes ___No
If yes, when? _____

E. Name, address, and partnership share of each general partner.

NAME	ADDRESS	SHARE

ATTACHMENT "D"

THE WOODLANDS CONVENTION AND VISITORS BUREAU
DESTINATION MARKETING RFP

TWCVB MINIMUM VENDOR INSURANCE REQUIREMENTS

Vendor agrees to maintain and require its subcontractors to maintain at all times during the Service Year 2012 the following coverage at no less that the limits indicated:

Worker's Compensation Insurance	Statutory
Employers Liability	$100,000
Automobile Liability (Including Owned and Non-Owned autos)	
Bodily Injury	$250,000 each person
	$500,000 each occurrence
Property Damage	$100,000 each occurrence
Commercial General Liability	
Combined Single Limits for Bodily Injury and Property Damage:	
Each occurrence for premises/operations:	
Broad form CGL liability coverage	$1,000,000
Products/ Operations aggregate	$1,000,000
Advertising Injury	$1,000,000
General Aggregate	$2,000,000
Umbrella Liability	$1,000,000 each occurrence
	$1,000,000 annual aggregate
	$ 25,000 self insured retention

Vendor's coverage must be written on an Occurrence (not claims made) basis with companies acceptable to TWCVB, must stipulate that no take-out endorsements are included on the General Liability policy, and each policy providing coverage hereunder shall contain provisions that no cancellation or material reduction in coverage in the policy shall become effective except upon thirty (30) days prior written notice thereof to TWCVB, who shall be named as additional insured with respect to liability imposed upon it resulting from the performance of Work under this Agreement. There shall be no right of subrogation against TWCVB and this waiver of subrogation shall be endorsed upon the policies. Prior to the commencement of performance of the Marketing Services, Vendor shall furnish certificates which shall identify TWCVB as an additional insured to TWCVB in duplicate, evidencing compliance with all requirements herein. **The limits of such insurance shall in no way be construed as limiting Vendor's obligation to completely defend, indemnify and hold harmless TWCVB.**

ATTACHMET "E"

THE WOODLANDS CONVENTION AND VISITORS BUREAU DESTINATION MARKETING RFP

BACKGROUND

The Woodlands Convention & Visitors Bureau (TWCVB) is a non-profit organization dedicated to promoting The Woodlands as a regional destination for shopping, dining, entertainment and a place to conduct business. In addition to coordinating activities geared to promoting The Woodlands as a leisure destination for tourists, the Bureau also facilitates inquiries from meeting planners who are looking for a venue to host a meeting, convention or conference.

TWCVB receives its funding from The Woodlands Township, which collects a one percent retail sales tax from businesses located in The Woodlands. Therefore, the Bureau's advertising efforts, as they relate to the Destination Marketing program, should focus on promoting the merchants located throughout The Woodlands.

The objective of the 2012 Destination Marketing plan is to increase income from visitor spending and increase brand awareness of The Woodlands as a destination. The Bureau develops cooperative marketing efforts with businesses in The Woodlands including The Woodlands Waterway Marriott Hotel and Convention Center, The Woodlands Resort & Conference Center, limited service hotels in The Woodlands, The Woodlands Mall, the Cynthia Woods Mitchell Pavilion, Market Street and The Woodlands Development Company among others.

In addition to destination-related advertising, TWCVB is also involved in the production of special events including:

1. **Red, Hot & Blue Festival** – Largest 4th of July Festival in North Houston
2. **Lighting of the Doves Festival** – Official kickoff for the Holiday Season in The Woodlands
3. **iWOW (International Winter On The Waterway)** – Multicultural event held along the banks of The Woodlands Waterway in conjunction with Lighting of the Doves
4. **The Woodlands Ice Rink** – Two-month long outdoor skating rink which annually attracts more than 43,000 skaters
5. **The Woodlands Winter Wonderland** – Two-month long outdoor lighting display that surrounds The Woodlands Ice Rink
6. **Waterway Events** – Series of events from March to December

Additionally, TWCVB is responsible for promoting The Woodlands Waterway Cruisers which allow visitors to explore all the amenities that The Woodlands Waterway has to offer including businesses, restaurants, office buildings, hotels and urban residential. The Cruisers also provide the perfect setting for a private charter for your upcoming birthday party, corporate event, reunion, among other special occasions. The Cruisers can be catered by Landry's Seafood House, who is the exclusive catering vendor.

In addition, TWCVB supports other events that take place in and draw visitor traffic to The Woodlands such as The Woodlands Waterway Arts Festival, Wine & Food Week in The Woodlands, Oktoberfest, Holiday Market and many more.

TWCVB maintains an interactive website including a searchable merchant database and other useful tools for visitors. E-newsletters and special event announcements are also distributed to those who opt-in to receive communication from TWCVB.

More information about TWCVB and its programs can be found online at www.VisitTheWoodlands.com. Also, you can follow us at www.Facebook.com/VisitTheWoodlands.com.

SUMMARY OF 2011 DESTINATION MARKETING TOOLS

A. Television Commercials
   - Two 30-second spots featuring destination/visitor attractions (Pavilion, shopping, dining, hotel accommodations, etc.). Ads are tracked by websites that will be entered for a chance to win a weekend in The Woodlands.

B. Radio Spots
   - 15-second units promoting The Woodlands as a destination having over 5 million square feet of shopping, dining, hospitality, and entertainment during key shopping/vacation periods (Memorial Day weekend, back-to-school shopping, etc.)

C. Print Ads – general in scope and placed in the following:
   - Houston area newspapers and other publications
   - Hemispheres Magazine
   - AAA Texas Journey
   - Additional opportunities

D. Outdoor Billboards
   - Market-specific outdoor billboards targeting the Greater Houston area promoting The Woodlands as a destination

E. Collateral Material
   - The Woodlands Visitor's Guide & Map
   - The Woodlands Discovery Guide & Savings Book
   - The Woodlands Waterway Trolley Maps

F. Online
   - Website (www.VisitTheWoodlands.com) – Features The Woodlands shops, restaurants, entertainment venues, accommodations, events and activities, media releases and more
   - Virtual Tour Website (www.VirtualTourofTheWoodlands.com) – Features 360 degree panoramic views of attractions in The Woodlands
   - Facebook (www.Facebook.com/VisitTheWoodlands)

G. Contracted and Managed Marketing Research Projects
   - The Woodlands Public Opinion Survey
   - Discovery Guide Conversion Study
   - Surveys at all events (Red, Hot and Blue Festival, Ice Rink, Lighting of the Doves, and iWOW—International Winter On The Waterway)

OTHER MARKETING TOOLS/ITEMS OF INTEREST

A. The Woodlands Current Newsletter

B. Advertising Campaigns promoting events (includes newspaper, local magazine, direct mail, cable and radio)

C. Event Wrap-up Videos
   - Red, Hot and Blue Festival – approximately 2 minutes
   - Lighting of the Doves & iWOW – approximately 2 minutes
   - The Ice Rink – approximately 2 minutes

ATTACHMET "F"

THE WOODLANDS CONVENTION AND VISITORS BUREAU
DESTINATION MARKETING RFP

PRESENTATION GUIDELINES

Any presentations requested by TWCVB will occur the week of August 22, 2011. Only primary members of the team/joint venture will be allowed to sit in during the presentation. Please make sure that the creative and account team who would potentially service this account is present. Other bidding teams will not witness your presentation. Presentations will last 90 minutes (60 minutes for presentation and 30 minutes for question and answer).

Short-listed agencies are required to respond to the below case scenarios numbered one and two please note that scenario number two gives you two options (a or b) to choose from. Presentations would include at least two, and no more than five, creative spec samples, with estimated budgets for presented projects. Creative spec could be anything from a direct mail piece to an ad.

Presentations should include creative concepts applicable to this account, indications of media placements, suggested financial allocations by market, suggested support materials, and any special financial considerations.

CASE SCENARIOS

1. All agencies/joint ventures MUST respond to this scenario.
   As The Woodlands becomes a recognized leisure travel destination known for having over 5 million square feet of shopping, dining, hospitality and entertainment, what marketing strategies would you recommend to attract a regional audience from around the state and beyond?

2. Pick one of the two (2) scenarios below.

   a. As internet-based travel planning becomes a preferred method of booking travel arrangements and planning itineraries, how would you drive traffic to TWCVB's website?

b. As a non-profit organization, TWCVB's advertising budget is limited. What creative media placement strategies would you employ to get the biggest impact for the advertising dollar?

ATTACHMET "G"

THE WOODLANDS CONVENTION AND VISITORS BUREAU
DESTINATION MARKETING RFP

SELECTION CRITERIA

1. **Creative and Production Capabilities** **25 points**
   (Creative concepting produced for other clients or spec for the Bureau)
   A. Does advertising presented identify a way of thinking about advertising problems and a way of converting that thinking into effective advertising solutions with a fresh, innovative approach?

   B. Has the agency/joint venture been successful in developing solutions to advertising problems that appear to parallel those of TWCVB?

   C. Is the agency/joint venture good at using advertising to differentiate brands and services that seem to have little tangible differences from their competitors?

   D. Is the work a unique portrayal of product strengths?

   E. Is the agency/joint venture good at finding ways to extend the sales base that might otherwise fall into a sales rut?

   F. Does the agency/joint venture demonstrate successes in product categories that are close enough to our needs to suggest the agency can readily transfer skills and insight?

   G. Does the work offer clear-cut positioning that communicates a brand franchise?

   H. Does the work compel one to take action?

   I. Has the agency/joint venture covered multiple and/or specialty marketing issues in its presentation?

2. **Destination Marketing Capabilities** **10 points**

   A. Does agency/joint venture clearly demonstrate industry insight?

   B. Does the agency/joint venture demonstrate the ability to take sound strategic thinking and translate it into understandable communication?

   C. Does the agency/joint venture demonstrate the ability to make effective use of brand awareness and positioning statements in the overall marketing campaign strategy, including media placements and promotional activities?

D. Does agency/joint venture demonstrate the ability to purchase or acquire cost-efficient media schedules for programs appropriate to the target market?

E. Does agency/joint venture demonstrate expertise in analysis of tracking and measuring the effectiveness and efficiency of marketing, advertising, and promotional activities?

F. Does the agency/joint venture have media experience in TWCVB's target markets?

G. Does the agency/joint venture demonstrate the ability to successfully develop and conduct value-added marketing programs for generating cooperative partnerships for advertising, promotional, and marketing activities, which maximize partners' buying power and enhance and extend awareness and exposure of the advertising product and message?

3. Spanish Marketing Capabilities 10 points

A. Does agency/joint venture have experience with creating/producing Spanish-language marketing materials?

B. Is agency/joint venture capable of making media buys in foreign countries, specifically Mexico?

C. Does agency/joint venture have a Spanish-speaking person on staff that would be available to work on TWCVB account?

4. Research Capabilities 10 points

A. Does agency/joint venture demonstrate that research plays an important role in marketing?

B. Is the agency/joint venture capable of analyzing research and applying results?

C. Does agency/joint venture have adequate experience in managing research projects?

5. Fiscal Analysis 20 points

A. Pricing Strategies

B. Do agency/joint venture's proposed pricing strategies present fair and advantageous rates?

C. Agency/Joint Venture Fiscal Management:

- Financial Stability of Agency/Joint Venture

- Media negotiating strengths

- Does agency/joint venture provide sound time cost accounting systems?
- Do billing procedures meet TWCVB approval?
- Are systems in place to track divisional budgets/projects?
- Does agency/joint venture pre-bill media to capture discounts?

6. Agency/Joint Venture Staffing Capabilities 10 points

A. Does agency/joint venture encourage total management involvement in marketing and advertising development?

B. Can the agency/joint venture handle the diverse marketing/advertising needs of TWCVB?

C. Does the agency/joint venture exude a passion toward TWCVB business?

D. Is organization and account staffing adequate for multiple concurrent projects?

E. Can the agency/joint venture absorb TWCVB account now, or will they have to staff-up to handle the workload?

F. How does top management involve itself with top client management and the creative process?

G. What is the commitment of top management in the overall management of TWCVB account?

H. Can the agency/joint venture effectively handle the addition of TWCVB to its current account load?

I. Can the agency/joint venture handle the volume of work that TWCVB account will produce?

7. Agency/Joint Venture Previous Experience 10 points

A. Number of current clients?

B. Gross annual billings?

C. Number of new clients in past two years?

D. Number of lost clients in past two years?

E. Number of current accounts held for at least five years?

F. Is agency/joint venture financially sound and well established?

G. Is agency/joint venture account team capable of handling this account with all its diversities and complexities?

H. Is the presentation team permanent staff?

I. Did outside consultants participate in presentation planning?

7. Community Involvement **5 points**

A. Pro Bono work/community service provided for the betterment of the community.

ATTACHMET "H"

THE WOODLANDS CONVENTION AND VISITORS BUREAU
DESTINATION MARKETING RFP

SUMMARY OF RATINGS

Service	Points Awarded	Maximum Points
1. Creative		**25**
2. Destination Marketing		**10**
3. Spanish Marketing Capabilities		**10**
4. Research Capabilities		**10**
5. Fiscal Analysis		**20**
6. Agency Staffing Capabilities		**10**
7. Agency Previous Experience		**10**
8. Community Involvement		**5**
TOTAL		**100**

Respondent Name: _____

I, _____, certify that this bid is made without prior understanding, agreement or connection with any corporation, firm, or person submitting a proposal for the same materials, supplies or equipment and is in all respects fair and without collusion or fraud. I agree that any and all information that I have provided is true and correct and accurately reflect my skills and ability and the quality of my marketing services. I agree to abide by all conditions of this packet and certify that I am authorized to sign this bid for the company.

_____
DATE

_____
SIGNATURE

_____
PRINT/TYPE NAME

_____
TITLE

_____
COMPANY