

REQUEST FOR PROPOSALS

PUBLIC RELATIONS AGENCY – JACKSON HOLE TRAVEL & TOURISM BOARD

RFP DUE: June 14, 2024 at 4PM MT

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I. Introduction and Overview

As the main destination marketing organization for Teton County, WY, the Jackson Hole Travel and Tourism Joint Powers Board (JHTTB) is seeking the services of a professional public relations agency to serve as the primary public relations manager for the JHTTB. The selected agency will work in conjunction with the JHTTB's contractors, Brand Agency of Record, Marketing Committee and partners to develop and implement a robust and comprehensive public relations strategy for the destination. The JHTTB reserves the right to refuse any and all proposals.

The selected agency shall be responsible to provide the following deliverables in the below scope of work:

1. Development of annual public relations strategy plan and preparation of press calendar for pre-determined topics, including recommendations and ideation surrounding brand partnerships, collaborations and activations, creative ideas, and trend forecasting.
2. Monitor and share industry insights related to the current state of travel and hospitality and management.
3. Production and editing of press releases for Jackson Hole as a destination, taking direction and feedback provided by the JHTTB and Contractors.
4. Creation of comprehensive and on-brand press kit.
5. Expert positioning, interviews and executive profiles for ED and contractors
6. Development of statements, talking points, and responses to pertinent topics on behalf of the JHTTB, taking into account legal restraints provided by the County Attorney.
7. Development of local, regional, national, and international press and media lists with special focus on travel and sustainable/regenerative tourism beats.
8. Ongoing management of relationships with press and media contacts.
9. Tracking of all relevant stories, both generated from JHTTB press releases and independent, regarding Jackson Hole as a destination.
10. Management of press and public relations inquiries for the destination.
11. If deemed appropriate by the JHTTB and Contractors, work closely with the Director of Destination Global Sales assistance in arranging press trips to the destination.
12. Monthly reporting on all JHTTB public relations efforts, stories, results, engagements, and views.
13. Support and advice to the JHTTB Board Chair and Executive Director in response to crises and issues as they arise.
14. Media training and support to the JHTTB Board Chair and Executive Director as needed.

15. Participation in partner status meetings and additional meetings as needed or requested.

II. Term

The terms of this Agreement shall commence on July 12, 2024 and shall expire on June 30, 2025. The parties shall have the option to renew the contract for two (2) additional one (1) year terms, such renewal is not automatic. The Agency or Board may terminate this agreement with 30 days notice; provided, however, that all compensation earned or costs incurred prior to such termination shall be payable to the Agency.

III. Required Qualifications

An agency submitting a proposal represents that it is fully qualified, staffed and equipped to properly perform any agreed upon conditions and work as requested in this bid proposal and as represented in their proposal.

IV. Selection Process

The Jackson Hole Travel and Tourism Board shall contract with the Public Relations Agency and shall be the owner of all materials. The owner's representative is the County Attorney's Office. Questions on bid submittals shall be directed to Crista Valentino, Executive Director, lodgingtax@tetoncountywy.gov and copied to the Chief Deputy County Attorney, Keith Gingery, kgingery@tetoncountywy.gov.

All material submitted regarding this bid request becomes the property of the owner and will not be returned to the agency. Disqualification does not eliminate this ownership right. The owner reserves the right to reject or accept any or all proposals or waive any formalities, informalities, or information therein.

Proposals shall include at a minimum the following information:

1. Name, address, phone number and email of agency with contact person and title.
2. List of staff working on account, partners or subcontractors, if applicable.
3. Demonstrated relative experience, including samples of previous work on contracts similar in size and scope.
4. List of references/clients from past contracts of similar size and scope.
5. Detailed fee and cost summary for a one year term that includes the scope of work outlined herein.

The JHTTB will award this contract to a Public Relations Agency based upon review of the merits of the proposals received. Criteria for these merits include but are not limited to:

1. Demonstrated relative experience with similar clients.
2. Samples of past campaigns/work.
3. Positive reference feedback from past clients.
4. The process, manner and methods of providing the service.
5. Fees and costs of the proposal.

V. Schedule

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| 1. RFP Issued | May 10, 2024 |
| 2. Proposal Due | June 14, 2024 at 4:00 PM (MT) |
| 3. Notification of award | July 11, 2024 |
| 4. Contract to begin | July 12, 2024 |

VI. Method of Submittal

All bid proposals shall be submitted electronically and with (1) hard copy. Please mail or deliver the hard copy to:

Keith Gingery
Teton County Attorney's Office
P.O. Box 4068
180 S. King St. (Teton County Courthouse, 1st floor)
Jackson, WY 83001

Please email the electronic version with the subject line "JHTTB: Public Relations Agency RFP" to: kgingery@tetoncountywy.gov

Submittal must be received by 4:00 PM, Mountain Standard Time on or before June 14, 2024. All proposals shall be the property of the Owner and will become public record. If a bid proposal submission is received after this deadline, it will not be considered and will be rejected without any further action by the Owner.