



The Reno-Sparks Convention & Visitors Authority is soliciting a
Request for Proposals for
Public Relations Agency of Record | Local Media & Community Engagement

RFP 2024-MKT01

*Released by Ben McDonald, Senior Director of Communications and Public Affairs
(Thursday, May 2, 2024)*

The Point of Contact is Ben McDonald, Senior Director of Communications and Public Affairs at
bmcdonald@visitrenotahoe.com (preferred) or (775) 354-3777

All questions or additional information concerning the RFP document must be submitted to the
Point of Contact via email and reference "RFP 2024-MKT01" in the subject line.

SUBMISSION DEADLINE DATE/TIME: Friday, May 31, 2024 by 1:00PM PT

Company Information

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone No. _____ Fax No. _____

E-Mail Address: _____

Signature: _____

Print Name: _____

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PLEASE NOTE THAT THIS REQUEST FOR PROPOSALS IS FOR PROFESSIONAL SERVICES AND IS THEREFORE EXEMPT FROM COMPETITIVE BIDDING REQUIREMENTS SET FORTH IN THE NEVADA REVISED STATUTES (“NRS”) CHAPTER 332, AS PROVIDED IN NRS 332.115(1)(b).

I. INTRODUCTION

The Reno-Sparks Convention and Visitors Authority (RSCVA) is seeking to contract with an experienced public relations agency of record for a two-year term (with the second year subject to Board funding allocation per NRS 354.626). Reno Tahoe’s public relations agency of record, in consultation with the senior director of communications and public affairs, will lead efforts to promote the destination to leisure, meetings and conventions, and travel trade media, elevating the Reno Tahoe brand and creating demand through public relations practices. The firm will also work directly with various third-party partners, including Reno Tahoe’s integrated marketing agency, to ensure consistency and communication across all channels related to marketing and promoting visitation to Washoe County. The firm will also be responsible for creating, curating and executing campaigns to generate positive coverage of the RSCVA, Reno Tahoe, its venues and its clients throughout local/regional news media outlets, and will also recommend, plan and execute community engagement initiatives in conjunction with the marketing and communications teams. While our vision for this role combines national programs as well as local coordination of media and community engagement efforts, if desirable and beneficial to the goals of the RSCVA, these contracts may be awarded independently if appropriate; as such, **proposals should be segmented and scoped for both of the following scenarios: 1) a combined contract for services for both national public relations agency of record and local media & community engagement initiatives, and 2) national public relations agency of record, and local media & community engagement initiatives as two separate and distinct contracts. Any respondents wishing to submit a proposal for a single contract, either national public relations agency of record OR local media & community engagement initiatives, will be considered for that role. See ATTACHMENT A for details regarding the expectations, objectives, and goals for this partnership.**

The RSCVA represents and promotes tourism-based initiatives in Washoe County, Nevada which includes Reno, Sparks, and the Incline Village/Crystal Bay area of North Lake Tahoe. Publicly, and from a marketing perspective, the RSCVA operates primarily as the brand *Reno Tahoe*, which embodies the geographic region it serves. The RSCVA is a public entity, governed by Nevada Revised Statutes, responsible for collecting and distributing transient lodging taxes in Washoe County.

This RFP is being issued by the RSCVA Marketing Department, which will coordinate the review of all submissions and make recommendations to the RSCVA Board of Directors. Final contract approval will be by the RSCVA Board of Directors. Funding for the contract(s) will be contingent on the RSCVA budget for the fiscal year 2024-2025, tentatively commencing July 1, 2024.

1. SCHEDULE

Release Date	Thursday, May 2, 2024
Question Submission	Thursday, May 16, 2024
Response to Questions Due	Tuesday, May 21, 2024
Submission Deadline Date/Time	Friday, May 31, 2024 by 1:00PM PT
Opening Date/Time	Friday, May 31, 2024 at 3:00PM PT
Interviews of Finalists in Reno, NV	Scheduled in June per Availability
Contract Recommendations to Board of Directors	Thursday, June 27, 2024

2. **PREPARATIONS OF PROPOSALS**

Respondent will examine all special instructions and terms and conditions of this RFP. Failure to do so will be at the respondent's risk.

- 2.1 Any irregularities or lack of clarity in this RFP should be brought to the attention of the Point of Contact for correction or clarification.
- 2.2 Any addenda to this RFP issued will forthwith become an integral part of this RFP. Respondent is required to acknowledge receipt of same by signing and returning the addenda in its response.
- 2.3 Respondent will furnish the required information typed or written in ink.
- 2.4 The person signing the Proposals must initial erasures or other changes in ink.
- 2.5 In the space provided, a duly authorized representative of the respondent will sign this RFP document. (Page # 1 – Cover Sheet).
- 2.6 Respondent will proofread their Proposals carefully for errors.
- 2.7 In the event of a difference between written words and figures, the amount stated in written words will govern.
- 2.8 The RSCVA is not liable for any costs incurred by respondents prior to entering into the final agreement. Costs of developing the Proposals or any other such expenses incurred by the respondent in responding to this RFP, are entirely the responsibility of the respondent, and shall not be reimbursed in any manner by the RSCVA.
- 2.9 Any information deemed confidential or proprietary should be clearly identified by the Respondent as such. It may then be protected and treated with confidentiality only to the extent permitted by state law. Otherwise the information shall be considered a public record. Information or data submitted with a response will not be returned.

3. SUBMISSION OF PROPOSALS

Respondent will submit its response to this RFP on the letterhead of its company, respondent establishment, corporation, etc. attached to the RFP 2024-MKT01 document. Respondent will sign and return a copy of the ENTIRE RFP DOCUMENT marked as ORIGINAL, with five (5) duplicate copies, together with any addenda, in a sealed envelope to:

RSCVA Marketing Department
Attn: Ben McDonald
4065 S. Virginia St., Suite 100
Reno, NV 89502

Inclusion of a digital version (flash drive) in the envelope is encouraged.

Response envelope must indicate name and address of respondent, RFP number, and Submission Deadline Date.

The RSCVA assumes no responsibility for errant or failed delivery of responses. Nothing herein restricts the RSCVA's ability to consider any and all responses to this RFP, and to the extent that an untimely response to this RFP is considered, it will be done at the sole discretion of the RSCVA.

Any irregularities or lack of clarity in this RFP should be brought to the attention of the Point of Contact prior to or on the date for Written Questions set forth in this Section for correction or clarification.

4. OPEN MEETING LAW

NRS 241 provides that public business will be conducted in an open meeting.

5. QUESTIONS/CLARIFICATIONS

All questions or requests for additional information concerning the RFP document must be submitted to the Point of Contact via email and reference "RFP 2024-MKT01" in the subject line. Responses to questions will be published at <https://www.rscva.com/about-rscva/bidding-opportunities/> by the due date listed in the Schedule.

If any questions or responses require revision to this RFP, such revisions will be by formal amendment only. Any oral or written representations made by anyone at the RSCVA that appear to materially change any portion of this RFP will not be relied upon unless subsequently ratified by written amendment to this RFP issued by the RSCVA Marketing Department. For determination as to whether any representation made requires that amendment be issued, please contact the Point of Contact.

6. RSCVA NON-DISCRIMINATION POLICY

It is the policy of the RSCVA that Minority and Women Business Enterprises shall have equal opportunity to participate in the performance of RSCVA contracts. Respondent firms shall not be discriminated against on the basis of race, color, national origin, gender or any other protected category in the award and performance of any contract entered into pursuant to this advertisement.

7. RFP SUBMISSION CHECK LIST

- Fill out all information on Cover Sheet (Page 1).
- Review and address all items in Section 8 (Evaluation of Proposals), including conflict of interest.
- Complete Section 9 (Disclosure of Principals).
- Complete Section 10 (References).
- Complete Section 11(Exceptions).
- Complete Section 12 (Insurance Requirement).
- Complete, Sign and Date Section 16 (Submission).
- Attach a proposal of services addressing needs identified in ATTACHMENT A
- Attach a case study highlighting recent (2019 or after) and relevant work performed by the organization
- Provide details on how your organization incorporates Diversity, Equity, and Inclusion (DEI) practices, and explain how those policies may benefit the Reno Tahoe brand.

8. EVALUATION OF PROPOSALS

RFPs will be evaluated by RSCVA staff and others with relevant experience and expertise, which could include stakeholders and qualified professionals. After review of the RFP submissions, the RSCVA may invite back the top submissions for an interview. Staff will make a recommendation to the RSCVA Board of Directors for final approval and awarding of the contract.

- a. Overall responsiveness to the RFP
- b. Proven experience with projects similar in scope to the RFP
- c. Timelines presented for completion of goals and project
- d. Demonstrated thought leadership and progression in fields related to the RFP
- e. Ability to clearly communicate the vision and requirements of the proposed solution
- f. Value of proposed solution, balancing quality of deliverables and cost
- g. Proximity of staff resources to Reno, NV
- h. Possibility of conflicts of interests. Organizations must indicate any potential conflicts of interest in providing the services for the RSCVA. If the organization has existing client and/or personal relationships that would compromise the RSCVA or prevent the objective and effective implementation of the assigned scope of work, the organization must disclose such relationship(s) to the RSCVA during the submission phase of this RFP. Additionally, if the organization takes on a client that would compromise the RSCVA or prevent the objective and effective implementation of the assigned scope of work, the RSCVA must be notified immediately. This includes, but is not limited to, disclosure of any existing or future engagements by the organization with any property or organization located in Washoe County required to collect and remit transient lodging tax to RSCVA.



9. DISCLOSURE OF PRINCIPALS – NAMES OF OFFICERS OR OWNERS OF CONCERN, PARTNERSHIP, ETC.

NAME _____ OFFICIAL CAPACITY _____

STREET ADDRESS _____

CITY, STATE AND ZIP CODE _____

NAME _____ OFFICIAL CAPACITY _____

STREET ADDRESS _____

CITY, STATE AND ZIP CODE _____

NAME _____ OFFICIAL CAPACITY _____

STREET ADDRESS _____

CITY, STATE AND ZIP CODE _____

NAME _____ OFFICIAL CAPACITY _____

STREET ADDRESS _____

CITY, STATE AND ZIP CODE _____

If further space is required, please attach additional sheet(s).

10. REFERENCES

(Must be verifiable)

References must be companies or associations contracted within the last three years for executive level searches.

Company Name: _____ Contact: _____
Address: _____ Phone: _____
E-mail: _____

Company Name: _____ Contact: _____
Address: _____ Phone: _____
E-mail: _____

Company Name: _____ Contact: _____
Address: _____ Phone: _____
E-mail: _____

11. EXCEPTIONS

Does the respondent take exception to any of the terms and conditions of this RFP and attachment thereto?

Yes _____ No _____

If yes, please indicate the specific nature of the exception or clarification in the space provided below. Attach additional sheet(s) if necessary.

12. INSURANCE REQUIREMENT

The agreement contemplated by this RFP requires that the successful firm maintain, during the continuance of the agreement, Workers' Compensation and Employer's Liability, General Liability and Automobile Liability, as described below against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the firm, its agents, representatives, employees or sub-respondents. At the time of execution of the agreement, successful firm agrees to furnish the RSCVA with a copy of respondent's Certificates of Insurance and a policy endorsement, or policy rider evidencing proof of coverage in accordance with the agreement. The cost of all such insurance shall be borne by the firm, and name the RSCVA as additionally insured in the amounts set as follows:

a. General Liability with the limits set as follows:

Coverage will be at least as broad as Insurance Services Office Commercial General Liability coverage "Occurrence" form CG 00 01 12/07 or equivalent. Carriers must be A- VII rated (or higher) based on Best Guide and are subject to approval by the RSCVA.

Coverage will provide a minimum limit of \$1,000,000 or the amount customarily carried by the respondent, whichever is greater, combined single limit per occurrence for bodily injury, property damage as well as professional liability coverage. If a general aggregate limit is used, the general aggregate limit shall be equal to at least twice the required occurrence limit.

b. Automobile liability insurance will be on a comprehensive Automobile Liability Form and will cover all owned, non-owned and hired automobiles as follows:

Coverage will be at least as broad as Insurance Services Office Business Auto Coverage Form CA 00 01 03/06 or equivalent. Coverage will include Automobile Liability Symbol "1" for "Any Auto" unless otherwise agreed in writing.

Coverage will provide a minimum limit of \$1,000,000 or the amount customarily carried by the respondent, whichever is greater, combined single limit per accident for bodily injury and property damage including Non-Owned and Hired Automobile Liability. No aggregate limit may apply.

c. Worker's Compensation and Employer's Liability with the limits set as follows:

It is understood and agreed that there shall be no coverage provided for respondent or any sub-respondent by the RSCVA. Respondent agrees, as a precondition to the performance of any work under the Agreement contemplated by this RFP to provide the RSCVA with certificates issued by an insurer acceptable to the RSCVA which demonstrate compliance with all applicable laws.

Should the respondent be self-insured, the respondent shall so notify RSCVA in writing prior to signing any agreement. The RSCVA reserves the right to approve said retentions and may request additional information for review prior to the signing of any agreement.

Proof of Insurance to be provided upon Notification of Award

Agent: _____ Phone: _____

13. INDEMNIFICATION

The final agreement shall provide that the successful respondent shall defend, indemnify and hold harmless the RSCVA, its directors, officers, agents and employees from and against any and all liabilities, damages, losses, claims, actions or proceedings, including, without limitation, reasonable attorneys' fees that are caused by the negligence, errors, omissions, recklessness or intentional misconduct of the successful respondent or its employees or agents in the performance of the agreement. The successful respondent shall use counsel reasonably acceptable to the RSCVA in carrying out the foregoing obligations. The indemnity provisions shall survive the expiration or earlier termination of the Agreement.

14. ARBITRATION

All disputes under this RFP shall be submitted to binding arbitration in accordance with the procedures of the Commercial Rules of the American Arbitration Association and judgment of the arbitrator shall be binding as a final judgment and shall be entered by a court of competent jurisdiction. Such arbitration shall be conducted in Washoe County, Nevada. The procedures specified herein shall be the sole and exclusive procedure for resolution of disputes arising out of or relating to this RFP except those instances otherwise overseen by the governing law of the State of Nevada.

15. NON-DISCRIMINATION

The firm, with regard to any work performed hereunder, shall not discriminate on the grounds of race, color, creed, national origin, sex, sexual orientation, gender identity or expression, age, or any other characteristic protected by law, in the selection and retention of any employee or applicant for employment.

16. SUBMISSION

In compliance with this RFP and subject to all Terms and Conditions thereof, the undersigned offers and agrees, if this proposal is accepted, to enter into negotiations with the RSCVA to provide the services as set forth herein.

Signature: _____

Dated: _____

Print Name: _____

Title: _____

ATTACHMENT A

Organization Overview

The Reno-Sparks Convention and Visitors Authority (RSCVA) is a government organization in the Travel/Tourism industry. Established in 1959 as the Washoe County Fair and Recreation Board, the RSCVA acts as the sales and marketing organization for the county to promote convention, leisure and group tourism business. Unlike many convention and visitors bureaus across the country, the RSCVA owns and operates several facilities designed to draw out-of-town visitors. The RSCVA is guided by a nine-member policy board, consisting of elected officials and representatives from the local resort, air service and business communities, as well as Incline Village, Nevada.

RSCVA's Vision

To be the preferred outdoor, gaming and event destination.

RSCVA's Mission Statement

Attract overnight visitors to Reno Tahoe while supporting the sustainable growth of our communities.

RSCVA's Values

COLLABORATION

We seek internal and external perspectives, emphasizing an inclusive approach.

INTEGRITY

We always keep our word and do the right thing.

TRANSPARENCY

We share information to create open and honest communication.

AMBITION

We put in the hard work to enhance the quality of life for visitors and all Northern Nevada residents.

PEOPLE

We invest in the diverse experience and expertise of individuals who positively impact the communities we serve.

Reno Tahoe is the public-facing brand of the RSCVA. With a mandate to drive overnight visitation to Washoe County, the RSCVA recognized the importance of Reno, Sparks and North Lake Tahoe and has incorporated associated elements into the Reno Tahoe brand. This is where the country's largest alpine lake meets "The Biggest Little City in the World." The inherent tension in contrast fuels the energy and ambition to seize life, act on instinct, and explore infinite possibilities. It's proof that this is a place that lives in refreshing non-conformity.

The RSCVA operates four local venues which host a variety of events: Reno-Sparks Convention Center, Reno Events Center, National Bowling Stadium, and Reno-Sparks Livestock Events Center. Aramark is the contracted food services provider for all four facilities.

Description of Proposer

To provide background on your company, please provide the following as a part of your RFQ response:

- Address from which the primary work on the contract would be performed
- Please provide a brief description of your firm and its capabilities
- List all services provided by any outside consultants and what their role will be in the project
- List all tourism-related clients for whom you have done business with during the past 12 months and certify that there is no conflict of interest between any existing contract, client relationship and the ability of your company to represent the needs of Reno Tahoe
- Identify and introduce the prospective team members, their individual roles and personnel bios
- List any preferred vendors, partnerships, certifications, or technical solutions that would be beneficial to this project
- Provide three client references who have used your professional services for similar work

Project Requirements

Research and Strategic Planning:

- The agency will review existing research to become familiar with the Reno Tahoe and its strategic objectives; and will work with Reno Tahoe staff to identify target audiences, including destination-specific media targets
 - Detailed organizational information can be found at <https://www.rscva.com/>
- Audiences: National press/media, meetings & conventions trade publications, travel trade publications, group sports media, travel writers and influencers, potential visitors, drive and fly markets, local press/media, industry partners, local government/municipalities, community residents and stakeholders
- In consultation with the Reno Tahoe, the agency shall assist in developing and executing annual public relations plans that result in the maximum return on investment for Reno Tahoe through news and travel coverage that influences and attracts visitors, and informs the public about the destination and Reno Tahoe's contributions to the visitor economy
- Attend semi-annual meetings with Reno Tahoe staff, including the President/CEO and marketing staff

Media Placement/Acquisition:

- The awarded agency will work closely with Reno Tahoe senior director of communications and public affairs on a daily basis, or as needed, to plan and execute comprehensive and cost-effective public relations/community engagement programs and materials
- Agencies for consideration will have well-established contacts, and good standing, with relevant local and national travel and business media outlets, as well as relevant tourism-related contacts at media outlets within selected target markets
- Projected target markets may include, but are not limited to: Atlanta, New York City, Chicago, Los Angeles, Seattle, Portland, Phoenix, Dallas, San Francisco, and Denver
- In addition to procuring national media coverage for Reno Tahoe as a premier travel destination, the awarded agency of record will identify media for, and help plan, familiarization visits to Reno Tahoe, and will organize and attend deskside visits with relevant media in target markets

Communication:

- Working closely with Reno Tahoe staff, the agency shall effectively communicate the attractions of Reno Tahoe as a tourism destination. Reno Tahoe shall direct execution of all plans and the agency shall work in conjunction with the Reno Tahoe. Any plan may be modified, as needed, at any time that Reno Tahoe wishes to make changes, or to accept changes recommended by the agency
- The agency's communication with Reno Tahoe will involve, but will not be limited to:

- Sharing ideas and expertise, including new industry technology trends and updates for media databases
- Participating in brainstorming sessions with Reno Tahoe and its partners to stimulate creative thinking and generate ideas and enthusiasm for achievement
- Demonstrating initiative and resourcefulness in tackling public relations activities
- Informing Reno Tahoe in a timely fashion about issues, events and news stories that directly or indirectly involve or affect the agency, its interests and purview
- Working with Reno Tahoe staff on inclusion of social media support, in an effort to increase the reach and value of public relations activities
- Coordinating with Reno Tahoe's integrated marketing agency, as necessary, to accomplish certain marketing/media projects and ensuring consistency with marketing campaigns
- The agency's communication with media shall involve, but not be limited to:
 - Developing and pitching stories
 - Responding to specific media requests for information
 - Tracking and monitoring coverage of interest to Reno Tahoe
 - Producing or assisting Reno Tahoe in the development of broadcast, print and electronic communication materials, including but not limited to researching, writing and editing news releases, feature stories, assembling and distributing images, and preparing public relations awards submissions
 - Assisting with planning and coordinating news conferences, media panels, events, familiarization tours and other media-oriented activities

Materials and Reporting:

- All materials prepared and developed for this account will become the property of Reno Tahoe and shall be provided upon demand, including databases of media contact names, collateral materials for projects, events, award entries, original copies of print stories, and all digital files
- The awarded agency will provide timely written reports, one that covers the monthly status of all work being performed under the contract and another that lists and evaluates all media coverage acquired for each month

Measurement:

- Selected agency(ies) will be evaluated on various performance indicators, to include:
 - Ability to procure positive, relevant media coverage of Reno Tahoe
 - Traffic, within target markets, to VisitRenoTahoe.com will also be evaluated, based on marketing and public relations campaigns, with the goal of increasing visitation to the website in an effort for potential visitors to plan their trip to Reno Tahoe

Additional Information Requested

Please provide the following as a part of your RFQ response:

Case Studies:

- Describe your agency's capability in developing and implementing successful public relations programs. Description should focus on previous or current clients, including samples of work. Please address as many of the following key components as possible:
 - Describe how your agency has prepared and successfully implemented strategic plans for past clients, specifically addressing ideas your agency created and how they succeeded
 - Describe in detail your agency's philosophy in dealing with clients
 - Describe how your agency employs cost-effective methods to save money for the client in the performance of the activities required under the contract



- Specifically describe how your agency has developed value-added programs that have been successful in extending your client's reach

Agency Capabilities:

- Present examples of your agency's proficiency of AP Style
- Describe the means by which your agency is able to understand the news business and to communicate effectively with reporters and editors, travel writers and other media
- Describe in detail how your agency works with clients to develop annual public relations plans
- Describe how your agency would expect your employees to become familiar with Reno Tahoe's brand and its appeal as a visitor destination
- Describe your staff's commitment to:
 - Reacting in a timely fashion to client requests, meet deadlines
 - Accuracy
 - Being proactive and resourceful in anticipating and fulfilling client's needs
 - Communicating with the client to keep them fully informed of progress, developing issues and events
 - Acknowledging errors promptly and openly
 - Controlling expenses
 - Working on multiple projects simultaneously
- Describe your agency's overall experience and provide detailed information on its ability to procure positive coverage in the markets relevant to your submission

Preliminary Analysis

Please provide:

- A statement outlining the minimum number of hours per month that would be devoted to this project
- A statement outlining a proposed minimum budget, to meet the listed requirements
- A statement of creative, innovative, nontraditional strategy and tactics used to generate results
- A statement of what the agency proposes to do to drive necessary coverage for Reno Tahoe in the first six months, if your agency is selected
- A statement of how the agency measures and tracks results
- A statement describing why you feel that your agency would be the most qualified to handle this account

Format of Submissions

Responses must be submitted to point of contact (refer to page 5 for details). Inclusion of flash drive is encouraged.

Budget Estimate

National Public Relations Agency of Record:

\$95,000 - \$115,000 for FY 24-25 through FY 25-26 (July 1- June 30)

Local Media & Community Engagement:

\$35,000 - \$50,000 for FY 24-25 through FY 25-26 (July 1- June 30)