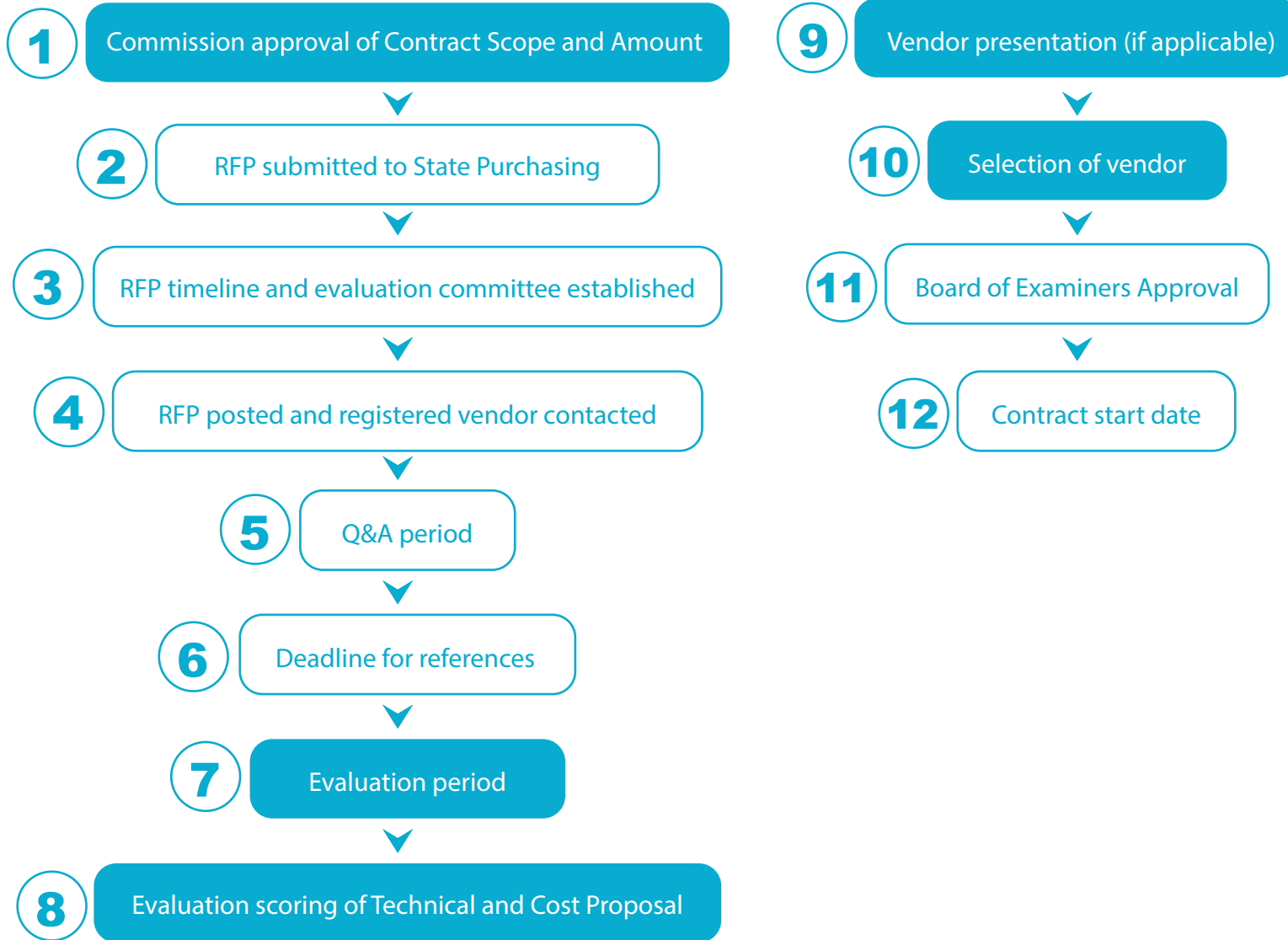


TRAVEL NEVADA RFP PROCESS



CONTRACT INFORMATION			
Anticipated Contract Amount:	Not to exceed \$250,000 per term (combined)		
Anticipated BOE Date:	March, 2022		
Anticipated Contract Term:	From:	04/01/22	To: 06/30/24
<i>Identify the names and titles of the individuals who will sign the contract:</i>			
<i>Name</i>		<i>Title</i>	
Anton Eckert		Chief Industry Development Officer	
M.E. Kawchack		Deputy Director	
Angie Mathiesen		Operations & Finance Manager	
<i>Identify the name of the individual to whom the insurance documents should be sent:</i>			
<i>Name</i>	<i>Title</i>	<i>Email Address</i>	
Angie Mathiesen	Operations & Finance Manager	amathiesen@travelnevada.com	

PROJECT OVERVIEW:

The State of Nevada Purchasing Division, on behalf of the Division of Tourism, is seeking proposals from qualified vendors to provide services for **Destination Development Facilitation**.

The Nevada Division of Tourism (Travel Nevada) a Division of the Department of Tourism and Cultural Affairs (DTCA), is seeking a best-in-class consultant as part of a larger industry development effort to help achieve its mission, vision and goals as identified in the agency's Strategic Plan.

The Division of Tourism serves as the State's consumer-focused travel marketing organization and travel trade (as Travel Nevada) to promote statewide visitation, resulting in an increase in revenue for Nevada's communities. The Division of Tourism is funded entirely by lodging tax revenues, so driving overnight visitation and spending is critical to the Division's ability to continue to market the State and ensure long-term sustainability.

Destination Development is a long-range, tourism-based community planning program which enables Nevada's rural communities to be more intentional about the way their visitor economies develop over time. Communities that create a Destination Development plan will examine the intrinsic qualities of their destination and build an economic and marketing plan around those strengths. Identifying the key strategies necessary to enhance the visitor experience will inspire economic investment and improve the quality of life for residents.

The Division of Tourism (Travel Nevada) is undertaking a robust program schedule for Destination Development grants in 2022-23, due in large part to a U.S. Department of Commerce EDA award from the American Rescue Plan Act which augments the program funding by \$1.5 million dollars. In order to engage and assess all eligible Nevada communities, the agency requires an experienced facilitator to execute the program strategy through community stakeholder workshops and reporting. A Destination Development Facilitator will be retained to assist the agency with application assessment, stakeholder surveys, in-person workshops, and final marketing and project reporting.

It is anticipated that a Destination Development grant award cycle will open in the first quarter of calendar year 2022. The contract will begin with that cycle and end in June of 2024.

CONTRACT INFORMATION			
Anticipated Contract Amount:	Up to \$350,000		
Anticipated BOE Date:	June 2022		
Anticipated Contract Term:	From:	July 1, 2023	To: June 30, 2027
<i>Identify the names and titles of the individuals that will sign the contract:</i>			
<i>Name</i>		<i>Title</i>	
Brenda Scolari		DTCA Director	
Angie Mathiesen		Operations and Finance Manager	
<i>Identify the name of the individual to whom the insurance documents should be sent:</i>			
<i>Name</i>	<i>Title</i>	<i>Email Address</i>	
Angie Mathiesen	Operations and Finance Manager	amathiesen@travelnevada.com	

PROJECT OVERVIEW:

The principal goal of this study is to measure the impacts that the travel and tourism industry has on the state along with specific breakouts for different areas of the state.

Travel Nevada is soliciting proposals from qualified vendors (research companies with extensive experience working with destination marketing organizations and travel industry brands) to provide an economic impact study using a methodology reliant upon fiscal data along with other relevant data sources. The reported figures for all calendar years must be for the following:

- The State;
- Five (5) pre-defined regions (consisting of various cities in the State);
- Seventeen (17) counties;
- Nevada state legislative districts; and
- Nevada congressional legislative districts.

The study, which will act as the foundation for any impacts/statistics related to tourism, is essential for the Division of Tourism and its statewide partners, to gain critical insights into topics such as:

Statewide and Rural Nevada Direct Impacts;
Statewide and Rural Secondary Impacts (Indirect and Induced);
Statewide and Rural Travel Industry Gross Domestic Products;
Statewide and Rural Nevada Type of Travel Impacts;
Statewide and Rural Nevada Transportation Impacts;
Statewide and Rural Nevada Visitor Spending by Accommodation Type;
Statewide and Rural Nevada Visitor Spending by Commodity Purchased;
Statewide and Rural Nevada Travel-Generated Employment;
Statewide and Rural Nevada Travel-Generated Earning;
Statewide and Rural Nevada Employment by Industry; and
Statewide and Rural Nevada Tax Revenues Generated by Visitor Spending

The Division of Tourism is requesting proposals from qualified vendors to provide a Nevada Economic Impact/Traveler Spending Study for a period of four years. The contract would commence July 1, 2023 and expire June 30, 2027.

GOALS AND OBJECTIVES:

1. Describe the economic benefits of travel and tourism throughout the State, including spending, employment, earnings and tax receipts;
2. Show impacts at the county, region and legislative district (both state and congressional) level in order to provide valuable information for industry and media at these levels;
3. Accurately describe trends;
4. Break out findings by type of traveler and type of business;
5. Describe the secondary impacts to show travel and tourism connections with the remainder of the Nevada economy;
6. Analyze gross product in order to allow comparisons with other important Nevada industries;
7. Make findings as accessible as possible throughout the State by using interactive web-based reporting; and
8. Provide comparable findings to those of a minimum of the past five (5) years.

CONTRACT INFORMATION			
Anticipated Contract Amount:	Not to exceed \$25,000,000 per term (combined)		
Anticipated BOE Date:	April, 2021		
Anticipated Contract Term:	From:	07/01/22	To: 06/30/24
<i>Identify the names and titles of the individuals who will sign the contract:</i>			
<i>Name</i>		<i>Title</i>	
Brenda Scolari		Director	
M.E. Kawchack		Deputy Director	
Angie Mathiesen		Operations & Finance Manager	
<i>Identify the name of the individual to whom the insurance documents should be sent:</i>			
<i>Name</i>	<i>Title</i>	<i>Email Address</i>	
Angie Mathiesen	Operations & Finance Manager	amathiesen@travelnevada.com	

PROJECT OVERVIEW:

The State of Nevada Purchasing Division, on behalf of the Division of Tourism, is seeking proposals from qualified vendors to provide services as **Integrated Marketing Agency or Agencies of Record**.

The Division of Tourism is seeking up to four [4] best-in-field expert agencies with a tangible passion for Nevada, and an understanding of the inimitable experiences that drive travelers to choose Nevada over its key competitors. Agencies with specific areas of expertise are welcome to submit a response in just one area. These will be evaluated per each discipline and the agency's ability to participate as part of the integrated team.

This Request for Proposal (RFP), seeks an interested firm or firms to serve as part of a larger integrated marketing effort, to help it achieve the Division of Tourism's mission, vision and goals (as identified in its Strategic Plan). The services sought include **Brand Strategy and Creative Development, Media Buying, and Public Relations/External Communications**. The Digital Development portion of the Integrated Marketing Agencies of Record has previously been awarded.

The Division of Tourism is the State's lead agency in driving visitation and increased visitor spending within the state of Nevada.

The Division of Tourism administers both sales and marketing efforts within a research-informed integrated marketing campaign. Tourism's guiding documents and initiatives demand both return on investment (ROI) and continual optimization. Most importantly, the vendor(s) must be proactive and thrive in a highly creative, energetic, and collaborative partnership environment.

The contracts for the Integrated Marketing Agency or Agencies of Record is anticipated to begin July 1, 2022, subject to Board of Examiners approval. The contract term will run two years with ability to renew for another two upon review of Division of Tourism staff.

GOALS AND OBJECTIVES:

The contracted vendor(s) will be responsible for working with the Division of Tourism staff to execute successful integrated marketing campaigns to increase revenue to the State through tourism-related activities.

The contracted vendor(s) also will be responsible for providing strategic direction within their contracted area of expertise, based on nationwide best practices to ensure the Division of Tourism's marketing efforts are innovative, engaging, and create a strong return on investment.

Brand Strategy and Creative Development

The contracted creative team must be a champion of the brand in every respect, from strategic direction to tactical execution, with a key account manager who ensures the brand is properly conveyed across all programs and channels.

The account lead(s) will work directly with the Division of Tourism team to ensure that all programs are working cohesively and accomplishing the goals as outlined in the RFP and the Division of Tourism's strategic plan.

The Division of Tourism is seeking creative work that elevates the brand, compelling audiences to visit Nevada. The campaigns must go beyond generating awareness to be a true sales tool that drives consumer trip-planning and purchase decisions.

Media Buying

The Division of Tourism is seeking visionary thinkers who will truly elevate the brand via multiple media executions, delivering campaign messaging while offering cost efficiencies. The contracted team should be media experts who look at trends, identify new channels and market opportunities, and take risks to optimize results.

The Division of Tourism will look to its media buying partner to identify strategies that ensure Nevada tourism is present at all consumer decision touchpoints. The Media Buyer will work collaboratively with the Division of Tourism staff as well as all integrated marketing partners regarding the strategy and execution of each buy.

Public Relations/External Communications and Public Affairs

Through engagement with a variety of stakeholders and utilizing focused messaging, the Division of Tourism and its contracted vendor will maximize opportunities to raise awareness about Nevada as a compelling tourism and cultural destination aligning with national trends, identifying unique niche audiences and driving social conversations among high value customers.

The external communications program must align with the overall marketing strategy and integrate with all other sales and marketing components. The PR vendor must work closely with marketing and sales staff and the integrated marketing agencies to create cohesive messaging.

The PR vendor and Division of Tourism's PR staff is responsible for driving brand awareness and must be able to apply proper messaging across all channels of marketing, public relations, consumer relations, and B2B efforts.

The PR vendor will be responsible for enhancing awareness of the Division of Tourism's programs within key industry, legislative and influencer stakeholder groups.

