

CONTRACT INFORMATION				
Anticipated Contract Amount:	Not to exceed \$2,500,000 per term			
Anticipated BOE Date:	November 9, 2021			
Anticipated Contract Term:	From:	01/01/22	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 the **Digital Development Agency of Record**.

This Request for Proposal (RFP), seeks an interested firm to serve as the Digital Development Agency of Record 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 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. Currently, Tourism contracts with Fahlgren Mortine for Paid and Earned Media (media buying and public relations) and BVK for Creative Development. The Division of Tourism's current digital development agency is Noble Studios.

The contract for the Digital Development Agency of Record is anticipated to begin January 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 will be responsible for working with the Division of Tourism staff to execute successful digital experiences for visitors to TravelNevada.com and promote activities and lodging in Nevada.

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

The scope will include website services, performance marketing, customer relationship management, digital strategy and development, and digital account management.