

## **Travel Nevada – Agency of Record RFP Request**

Travel Nevada respectfully requests approval to begin the Request for Proposal (RFP) process to secure our next Agency(ies) of Record for marketing and public relations services.

This contract may be awarded in one of two ways:

- To a single agency capable of handling all elements (creative, media planning and buying, digital, social media, and public relations); or
- To multiple agencies, as is the current model, with one or more agencies managing the individual elements noted above.

We anticipate modifying the financial compensation structure from past agreements. Rather than relying solely on project-based or hourly fees, Travel Nevada is considering a retainer-plus model. The specific amount of the retainer and the additional compensation structure will be one of the criteria evaluated during the bid review.

The total spending authority for this agreement will include all agency retainers, project fees, and purchases made on behalf of Travel Nevada. We are asking for this contract authority to be a maximum of \$17,000,000 to account for budget growth but will set every biennium and approved every fiscal year based on our fiscal reserves. The agreement terms will be for a minimum of two years, with up to two optional two-year extensions, allowing for continuity and long-term planning while preserving flexibility.

In alignment with our values, preference will be given to Nevada-based companies or agencies with strong Nevada ties. However, the primary factors for selection will be:

- Demonstrated creativity and innovation
- Media buying power and efficiencies
- Expertise across advertising, digital, social, and public relations disciplines

Approval from the Commission will allow Travel Nevada to proceed with drafting and releasing the RFP, ensuring we secure the best partners to advance Nevada's brand and tourism marketing efforts.