

Request for Proposals

Meetings Market Digital Marketing

March 15, 2024

Company Background

The 1000 Islands International Tourism Council (Council) is an independent, nonprofit 501c3 serving as the official tourism promotion agency for Jefferson County, New York. It is unique among destination marketing organizations in that it is charged with executing tourism marketing for one destination located in two countries.

Request Overview

The Council undertakes a variety of destination marketing tactics aimed at bolstering and sustaining leisure and trade travel in the area generally regarded as the greater 1000 Islands region. The Council is a recipient of U.S. Economic Development Administration funding and has proposed using a portion of such funding for paid digital advertising marketing the New York portion of the 1000 Islands as a meetings market destination. This request, which includes a fixed budget amount, aims to supplement traditional marketing tactics executed by Council staff such as attendance at industry association events with one-on-one meetings and sponsorships, print media advertising, etc. This request presents the budget upfront and seeks creative proposals that match the scope of the project.

I. Objectives:

The primary objectives of this digital media placement campaign are to:

- Increase awareness of the New York portion of the 1000 Islands – generally regarded as Jefferson County – as a corporate and association/club meetings-friendly destination.
- Drive engagement and interest among potential meeting planners and association staff travelers.
- Promote key venues, activities, and amenities available on the New York side of the 1000 Islands region.
- Generate leads and conversions for meetings bookings hosted in the 1000 Islands.

II. Scope of Work:

The selected vendor will be responsible for the following:

- Development of a creative strategic digital media placement campaign targeting meeting planners and association staff.
- Creation and execution of compelling digital ad creatives.
- Placement and optimization of ads across relevant online platforms.
- Monitoring and reporting on campaign performance with key metrics and insights.
- Collaboration with Council staff to ensure alignment with the destination's branding, messaging and assets including leads, industry association schedules, etc.

III. Requirements:

Interested vendors must submit proposals that include:

- Overview of the agency's experience in digital media placement for travel and tourism destinations, particularly the meetings segment.
- Proposed strategy for promoting the New York portion of the 1000 Islands as a meetings destination.
- Sample ad creatives and concepts.
- Contact for at least two paid media placement clients as references.
- Detailed budget breakdown, including media placement, creative development, and any additional fees.
- Timeline for campaign execution, including key milestones.
- Detail of any additional fees for service beyond budgeted amount.

IV. Budget and term:

- Total budget for paid media, agency fees and all costs: \$25,000.
- Term: preference is for campaign to run during 2024 and not beyond.

V. Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

- Experience and track record of the agency in promoting travel destinations.
- Creativity and effectiveness of the proposed digital media placement strategy.
- Budget efficiency and transparency.
- Timeliness and feasibility of the proposed timeline.
- Additional evaluation criteria for all Council EDA-funded projects available at www.ticouncil.com

VI. Timeline:

RFP release date: March 15, 2024

Proposal submission date: April 3, 2024

Proposals review period: Through April 12, 2024

Anticipated agreement: On or by April 15, 2024

VII. Submission

Please submit proposals no later than April 3, 2024 to Corey Fram, Director of Tourism, at corey@visit1000islands.com or 43373 Collins Landing Road, Alexandria Bay, NY 13607.