

# Request for Proposals

## Canadian Public Relations Management

August 14, 2023

### 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 a Canadian-facing in-bound public relations marketing campaign promoting the New York portion of the 1000 Islands. This request, which includes a fixed budget amount and term, will supplement traditional public relations marketing executed by Council staff. Due to the nature of funding, efforts in this project must be strictly targeted at media and content creators with Canadian audiences, with messaging limited to U.S. attractions, experiences, etc. This request presents both the budget and term upfront and seeks creative proposals that match the scope of the project.

### Scope of Work

The successful vendor will propose a multi-faceted public relations strategy deploying new and traditional tactics including but not limited to:

- Development and dissemination of press releases and materials
- Cultivation of targeted publications and content creators to ensure destination coverage
- Coordination of in-destination press trips
- Serve as a liaison between Canadian media and Council staff for communications such as fact-checking, hosting, etc.
- Collect, maintain and analyze all content and coverage from efforts and report to Council quarterly
- Total project budget for all services, fees and charges total is sixty thousand dollars (\$60,000 USD), to be expended between execution of contract and August 2025

- Vendor will receive full access to Council press materials, image/video assets
- Press materials will have to adhere to all requirements of Council's funding source (I Love NY/Empire State Development and Economic Development Administration) such as attribution language in press releases

## Submission Requirements

Proposals should:

- Demonstrate vendor's experience in destination marketing public relations, with preferred consideration given to those who can demonstrate success with Canadian media
- Outline strategy including tactics, timeline and budget. Successful budget breakdown will allocate funds for tactics, agency fees, etc.
- Demonstrate an understanding of Canadian traditional and new media and present a plan that includes both
- Showcase reporting models that will be submitted to Council quarterly
- Preferred consideration will be given to vendors who demonstrate understanding of the 1000 Islands, its binational qualities, New York-side experiences and deep familiarity with the latest in border crossing regulations
- A strategy that diversifies target audiences that match most-likely visitors to the 1000 Islands is desired
- Proposals must include name of vendor manager who will supervise service and, if different, customer-service/account representative to Council
- Proposals should outline an approximate on-boarding and launch timeline from contract
- Proposal should outline any instances that will trigger fees for service beyond those outlined in this request
- Proposals must be received by the Council no later September 8, 2023; proposals should be emailed to Corey Fram, [corey@visit1000islands.com](mailto:corey@visit1000islands.com), or delivered to the Council's U.S. mailing address below.
- It is anticipated that preferred vendor will be selected in September with contract commencing thereafter

The Council reserves the right to reject any and all proposals.

### Contact Information

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