



**Elko Convention & Visitors Authority (ECVA)**

**Request for Proposal (RFP)**

**THIS IS NOT AN ORDER**

**Rebrand and a Marketing Plan**

**RE-ISSUE DATE:** September 23, 2024

**RFP SUBMISSION DUE:** November 01, 2024 (5:00 pm)

**REPLY TO:**

Elko Convention & Visitors Authority

700 Moren Way

Elko, NV 89801

775-738-4091

**Email: [marketing@elkocva.com](mailto:marketing@elkocva.com)**

**1. INTRODUCTION**

- a. The ECVA staff will evaluate the proposals submitted.
- b. The ECVA reserves the right to retain all proposals submitted and use any idea in a proposal regardless of whether or not said proposal is selected.
- c. During evaluation, the ECVA reserves the right, where it may serve the ECVA’s best interest, to request additional information or clarification from the Firm, or to allow corrections of errors or omissions.
- d. Submission of a proposal indicates acceptance by the Firm of the conditions contained in this Request for Proposals, unless clearly and specifically noted in the proposal submitted and confirmed in the resultant Contract(s) between ECVA and the Firm selected.
- e. The use of the term "firm" refers to Rebranding & Marketing Plan Firms with certified personnel, doing business in the United States.
- f. There is no expressed or implied intent or obligation for ECVA to reimburse the responding firms for any expenses incurred in preparing proposals.
- g. ECVA shall reserve the right to terminate any agreement resultant from this solicitation and subsequent action for cause but not limited to inadequacy of performance.
- h. ECVA reserves the right to reject any or all proposals and award the contract to the Firm which ECVA deems most qualified and whose award of the Contract(s) will accrue to the best interests of the ECVA.
- i. Until the receipt and opening of proposals, the proposers’ principal contact with Elko Convention & Visitors Authority will be as listed below.

Elko Convention & Visitors Authority  
700 Moren Way  
Elko, NV 89801  
e-mail: marketing@elkocva.com  
  
775-738-4091

**2. OVERVIEW**

The Elko Convention & Visitors Authority is seeking to retain the services of a firm(s)or/firms to provide Rebranding and a Marketing Plan.

**3. PROJECT NARRATIVE**

The Elko Convention and Visitors Authority (ECVA) is poised for a transformation after 49 years. A strategic proactive rebranding initiative aims to breathe new life into rural tourism for Northeastern Nevada, by propelling Elko, Nevada, to the forefront of the rural dynamic tourism landscape, while maintaining and sharing our authentic history and stories. The last rebranding was 25 years ago.

This project has several reasons for moving forward. One of the prominent factors is our market strategy of giving a new name, symbol and change in our designs for an already-established brand. In 1975, the ECVA started out as the Elko Civic Center, changed to the Elko Convention and Visitors Authority. Now, we are more than a gathering place, meeting center, or convention facility, we are a Destination Marketing Organization tasked with vying for those visitors, tourist, customers, outdoor enthusiasts, history buffs, art and culture admirers, and the various generations which are looking for the rural experiences. We are the "E" Center for Elko, Nevada. The center for everything, for finding experiences, for exploring, for enthusiasts, for events, for Elko.

One of our goals is to offer a unique alternative by showcasing a broader range of places to see, new events, and unique conferences for those enthusiasts and even those who are just traveling through Elko. Imagine scientific symposiums nestled amidst of the heart of Nevada's natural beauty, or history buff gatherings exploring Elko's rich mining heritage – all facilitated by the modern amenities of the revitalized centers, hidden gems, and the " I didn't know this was here" factor.

**4. DURATION OF SERVICE**

The resulting Contract(s) shall be for an initial Contract term of completed services, for one year from the date of acceptance by both parties.

**5. SUBMITTAL INSTRUCTIONS**

- a. A copy of this RFP may be requested from the ECVA at the address shown in subsection (b) of this section, electronically at [marketing@elkocva.com](mailto:marketing@elkocva.com) , or by telephone at 775-738-4091.
- b. All proposals must be received by the ECVA no later than 5:00 p.m., November 01, 2024, Proposals can be submitted by e-mail, US Mail, or hand delivered. labeled **Submittal for RFP ECVA** to one of the following:

**E-Mail/Mail/Delivery/In Person To:**

Elko Convention & Visitors Authority  
700 Moren Way  
Elko, NV 89801  
[marketing@elkocva.com](mailto:marketing@elkocva.com)

- c. **Final Date for Submittal of Questions** will be received through October 14, 2024, (5:00pm). Questions shall be submitted in writing via e-mail to: [marketing@elkocva.com](mailto:marketing@elkocva.com).
- d. **LATE PROPOSALS WILL NOT BE ACCEPTED.** Prospective proposers are held responsible that their proposals arriving at the ECVA on or before the designated time and date.
- e. All questions in the questionnaire must be completed. All requested documents must be provided.

**6. EVALUATION AND AWARD PROCESS**

- a. The ECVA shall use its best judgment in conducting a comparative assessment of the proposals.
- b. On-site visits may be scheduled.
- c. The ECVA reserves the right to cancel the Contract(s) by giving at least 30 days prior written notice, or to cancel with cause at any time.
- e. No oral explanation in regard to the meaning of the specifications will be made, and no oral interpretation will be given before the award of the Contract(s). If any firm contemplating submitting a bid for the Contract(s) is in doubt as to the true meaning of any part of the specifications or any other proposed Contract documents, firm may submit to the ECVA a written request (can be e-mailed) for an interpretation thereof. The firm submitting the request will be responsible for its prompt delivery. Any interpretation of the proposed documents will be made by addendum duly issued or delivered to each firm receiving a set of such documents. The ECVA will not be responsible for any other explanation or interpretations of the proposed documents.
- f. The ECVA reserves the right to reject any and all bids and to waive any informality in bids.

**RECOMMENDATION FOR AWARD** will be made based on the evaluation results of the by the ECVA.

**FINAL SELECTION** will be made by the ECVA anticipated at the November 19, 2024, Board of Governors regular meeting. Should it become necessary to reschedule the date set for the award, notice will be provided. In all instances, a decision rendered by the ECVA shall be deemed final.

**Anticipated Schedule:**

Release RFP	September 23, 2024
Submittal of Questions	October 14 ,2024
Response to Questions	October 21, 2024
RFP Submittal Deadline	November 01, 2024 (5:00 pm)
ECVA Board Approves Contract	November 19, 2024

**7. RFP REQUIREMENTS**

- a. Respondents should submit any information which documents successful and reliable experience in past performance similar to those of the requirements of this proposal.
- b. Substantial knowledge and experience in developing marketing plans, and rebranding.

- c. Must have directly related experience developing and implementing content creation utilized to promote a destination.

**8. SUMMARY OF BIDDER BACKGROUND**

- a. Bidder's Name(s)
- b. Bidder's Address
- c. Bidder's Contact Information (and preferred method of communication)
- d. Legal Formation of Bidder (e.g., sole proprietor, partnership, corporation)
- e. Date Bidder's Company was Formed
- f. Description of Bidder's company in terms of size, range and types of services offered and clientele.
- g. Bidder's principal officers (e.g., President, Chairman, Vice President(s), Secretary, Chief Operating Officer, Chief Financial Officer, General Managers) and length of time each officer has performed in his/her field of expertise.
- h. Bidder's Federal Employee Identification Number (FEIN)
- i. Evidence of legal authority to conduct business in Nevada (e.g., business license number).
- j. Evidence of established track record for providing services and/or deliverables that are the subject of this proposal.
- k. Organization chart showing key personnel that would provide services to ECVA.

**9. FINANCIAL INFORMATION**

- a. State whether the Bidder or its parent company (if any) has ever filed for bankruptcy or any form of reorganization under the bankruptcy code.
- b. State whether the Bidder or its parent company (if any) has ever received any sanctions or is currently under investigation by any regulatory or governmental body.

**10. PROPOSED OUTCOME**

- a. Summary of timeline and work to be completed.

**11. EQUIPMENT OR SERVICE**

- a. List any and all equipment or services required for this proposed project and the number of each.
- b. Detailed estimated cost for each piece of equipment or service.
- c. List any equipment or services required of a subcontractor, along with a brief explanation.
- d. List any accommodation, services, or space required from ECVA, along with a brief explanation.

**12. COST PROPOSAL SUMMARY AND BREAKDOWN**

- a. A detailed list of any and all expected costs or expenses related to the proposed project.
- b. Summary and explanation of any other contributing expenses to the total cost.
- c. Brief summary of the total cost of the proposal.

**13. LICENSING AND BONDING**

- a. Provide details of licenses and bonds (if any) for any proposed services that the bidder/contractor may plan on providing for this project.

**14. REFERENCES**

- a. Provide two (2) references
- b. By submitted a proposal, Bidder agrees that ECVA may contact all submitted references to obtain any and all information regarding Bidder's performance

**15. EVALUATION CRITERIA:**

Having determined that a proposal meets the basic requirements, the ECVA will then evaluate it with respect to each of the following elements, total 100 points:

- a. Qualifications (Maximum 50 points). The ECVA will consider; past performances in completing projects on time and within budget, ability to stay competitive in their industry, continued research in industry, reporting capabilities and programs to provide relevant KPIs, previous projects similar in size and scope, apparent capabilities to perform well in the execution of its obligations under a Contract as evidenced by its leadership and management personnel, size of organization, project manager and support staff, etc.
- b. Staffing (Maximum 20 points). The ECVA will consider; staffing method of providing coverage in this Contract(s) with the different levels of staff proposed. Also considered will be the level of capabilities and ability to communicate effectively and timely.
- c. Technical (Maximum 30 points). The ECVA will review the proposal for its completeness as well as evaluating the approach taken of initiating and fully implementing the scope of work. In addition, demonstration of assurance of performance as to quality and efficiency will be weighted when scoring.

<b>EVALUATION CRITERIA MATRIX</b>		
<b>QUALIFICATION</b>	<b>MAXIMUM 50 – POINTS</b>	<b>SCORE</b>
1. Past Projects	10	
2. Industry Knowledge	10	
3. Timeline Adherence	10	
4. Similar Size/Scope	20	
<b>STAFFING</b>	<b>MAXIMUM 20 – POINTS</b>	
1. Staff Dedicated to project	20	
<b>TECHNICAL</b>	<b>MAXIMUM 30 - POINTS</b>	
1. Fully Implement Work	15	
2. Assurance Performance	15	
<b>TOTAL</b>	100	

**16. OBJECTION BY UNSUCCESSFUL PROPOSER:**

- a. Any unsuccessful Proposer may file an objection to the ECVA regarding the selection by the ECVA. Information on the results of the Committee's evaluation may be obtained upon request and will be emailed to each respondent.

**17. LIST OF REQUIRED DOCUMENTS**

- a. Nevada Business License or state residing
- b. Proof of Insurance Coverage
- c. Organizational chart for your firm
- d. Questionnaire Response: Provide a detailed narrative for each of the questions within the questionnaire. The responses to each question should be clearly labeled in accordance with the question which the narrative addresses. **QUESTIONNAIRE: See Questionnaire Attachment**

**18. COST PROPOSAL**

The cost proposal shall not be marked “confidential”.

Firms shall provide one (1) PDF Cost Proposal file that includes the following:

Section I – Title Page referencing the RFP subject, the firm's name, address, telephone number and email address of a contact person.

Section II – Cost Proposal

The firm’s cost proposal response shall be included in this section.

END OF DOCUMENT

**QUESTIONNAIRE**

Provide a detailed narrative for each question on the questionnaire below.

**Note: Information contained in the bid process is public information after the ECVA review process is completed.**

**1. General Information Regarding Your Firm**

- a. Name of Firm
- b. Address of Firm
- c. Phone Numbers of Firm
- d. Owner of Firm
- e. Contact Person of Firm
- f. Is the Firm a subsidiary of a larger agency or associated with another agency? If yes, provide additional information.
- g. Business ID (provide a copy of your Business License)

**2. Insurance Information**

- a. Insurance Carrier
- b. Coverage Summary
- c. Coverage Limits (provide proof of insurance)

**3. Organizational Information**

- a. Organizational Structure (i.e. Sole Proprietor, LLC, etc.)
- b. Organizational Chart (provide this within the required documents section)
- c. Provide a list of all employees/Contractors employed by your firm which your firm proposes to assign to service this Contract.

**4. Technical Knowledge**

- a. What knowledge does your firm possess of tourism attractions in the Elko area?
- b. What knowledge does your firm possess regarding the principles and practices of web/digital development and e-marketing/CRM?
- c. What knowledge does your firm possess regarding web/digital development and e-marketing/CRM with both public and governmental agencies?

**5. Technical Abilities**

- a. What abilities does your firm possess to be able to plan, organize, and direct the web/digital development of the ECVA to enable it to carry out its goals and objectives?

**SCOPE OF WORK**



The successful bidder shall fulfill the following:

**Rebranding & Marketing Plan:** Scope items are to be requested and used as needed by the ECVA. Assume vendor hired can submit equivalent work to that mentioned below as deemed necessary. Scope

**Web/Digital Development:**

- a. Enhancing the ECVA's website and digital presence is critical to successfully marketing Elko as a travel and convention destination.
- b. Enhancing the website must include SEO optimization and keyword optimization to ensure our digital marketing efforts match our website content.
- c. The contracted vendor will assist the ECVA in establishing GDPR and ADA compliance as well as privacy and cookie policies.
- d. The contracted vendor will assist ECVA marketing staff to ensure the site is fully functional and easily navigable.
- e. The contracted vendor will be responsible for providing guidance, direction, and design, in cooperation with the ECVA's marketing.
- f. The contracted vendor must have demonstrated expertise in current web technology and development, cross-platform mobile application design, and the ability to work within open-source development platforms such as WordPress, and custom-developed content management system.
- g. Contracted vendor must be familiar with the use of third (3rd) party tags/pixels with respect to digital placed media.
- h. Contracted vendor must be familiar with trends and insights related to creating innovative digital advertising, including interactive rich media units; and develop a much more customized remarketing approach that connects with potential customers on a more personal level based on the individual's behavioral activity on all monitored digital assets.
- i. Contracted vendor will integrate Google Analytics within the website as well as set-up the site's Google Analytics page so that ECVA staff can easily log in and monitor website traffic statistics.
- j. The ECVA will retain full control of all domain names and all associated servers but will aid and access as necessary.
- k. Any licenses purchased become the property of the ECVA.

**Account Management & Reporting:**

- l. Meet with ECVA staff as needed for the purposes of carrying out initiatives.
- m. Maintain internal procedures that ensure budget control, prompt billing and quality control, including but not limited to auditing invoices for space, time, preparation, and services.
- n. Prepare cost schedules and project sheets for updating web/digital expenditures and other related costs and secure the approval from ECVA for all expenditures by submitting pre-project estimates.
- o. Assign and aid in the prosecution, application, registration, and defense of all applicable intellectual property.
- p. Provide weekly status reports, or as otherwise requested, to the ECVA updating the progress of all projects.
- q. Assist the ECVA in developing analytical data reports and KPI's in collaboration with the ECVA to measure overall effectiveness and performance and provide detailed reports

monthly or as requested by the ECVA. It should be noted that strategic plans, creative strategies, and other strategic input will come in large part from the ECVA in coordination with the selected Firm(s). In addition, the Firm(s) should be able to recommend strategies to expand the impact of Exploreelko.com. The selected Firm(s) must demonstrate the ability to incorporate the websites into the strategic plan. New and emerging technology opportunities are consistently being introduced and the selected Firm(s) must be able to identify, evaluate, recommend, and execute, and/or manage the execution of these opportunities.

- r. Any and all web/digital enhancements, including the custom code for proprietary websites, passwords, logins, etc. prepared for the ECVA will become the property of the ECVA and will be provided to the ECVA in whole or in part either immediately upon concept approval and/or upon completion of the project for future usage.

### **Activities and Deliverables:**

As part of the overarching web/digital enhancement strategy, the contracted vendor will provide the following activities and deliverables.

- s. Review current website and provide recommendations for improvement (incorporating web usability and other applicable research conducted by an outside firm). Recommendations must be accomplished within the specified budget and outlined in the annual marketing plan.
- t. Develop a new logo, new color schemes, slogans, to be applied with marketing materials.
- u. Provide ongoing updates regarding the best practices of other tourism marketing organizations, consumer brands, convention centers and award-winning development programs for web and mobile applications.
- v. Coordinate with advertising, media buying and external communications; teams to ensure successful integration with Exploreelko.com.
- w. Work with staff to develop content management tools on Exploreelko.com that effectively disseminate engaging content to consumers.
- x. Create and develop tactical digital components that support integrated strategy.
- y. Provide a monthly web analytics report (components to be determined at a later date).
- z. Work as part of the overall strategic planning team to ensure all interactive solutions are mapped and cohesive with all marketing efforts.
- aa. Assist with developing and creating executable strategies for search engine marketing programming.