



The Branson/Lakes Area Convention & Visitors Bureau (“BLACVB”) seeks to contract with an innovative, cutting-edge vendor to provide digital marketing services to keep Branson top-of-mind for travelers. The BLACVB and the Branson/Lakes Area Tourism Community Enhancement District (“TCED,” a local tax district and the source of marketing funds for these efforts) is targeting first-time as well as repeat visitors.

Branson’s brand image and identified key appeals are: authentic connections (Ozark’s culture and people), live entertainment (100+ shows and attractions) and active outdoor recreation (Ozark’s lakes, mountains, and golf). The brand strategy calls for positioning Branson as a wholesome, intimate, and authentic option for adults in the spring and fall, for families in the summer, and for both group types during the Christmas season. While Branson enjoys some niche national appeal, our geographic market is primarily the Central Midwest.

Digital Media Planning & Buying-Scope of Work

The selected agency would work the BLACVB team to establish a consumer-centric digital strategy, collaborating with additional vendors to execute the digital marketing strategy.

The agency chosen will be responsible for the following:

- Provide a comprehensive research-based digital media strategy
 - Establish new benchmarks
 - Identify KPIs to measure digital performance
 - Identify key target audiences
 - Recommend specific tactics across all channels
 - Measure against established benchmarks
- Manage paid search engine marketing-display ads and PPC
 - Manage search budget and bids
 - Manage paid search competition among community partners
 - Optimize paid search campaigns
 - Identify new opportunities for paid search marketing
- Provide support and recommendations for in-house content development
 - Recommend best practices
 - Recommend relevant content topics
 - Provide feedback on content calendar optimizing future campaigns
- Propose strategies to increase web traffic
- Manage and implement paid content distribution campaigns

- Collaboration with other agency partners is required
- Provide monthly report of KPIs for all digital campaigns and provide recommendations for increased ROI
- Data collection and reporting
- Maintain a dashboard with measurable results to share with internal and external stakeholders
- Recommend new digital opportunities, such as new platforms, trends, and tools

Digital Media Proposal

Minimum requirements of the proposal are as follows:

- An overview of the agency including bios for management and dedicated team responsible for this account, including tourism-specific experience
- Current client list and three references
- Approach and process for digital marketing strategies and media
- Description of agency's tactical process
- Provide campaign samples
- Method of billing for work
- Demonstrate financial viability for maintaining an account this size
- Provide two case studies
- No more than ten pages for proposal
- Provide campaign samples relevant to the assignment (can be an appendix to the max ten pages)

Selection Criteria

Agency will be selected on the following criteria:

- Superior qualifications with respect to both the overall firm and the individual(s) assigned to work on the account
- Responsiveness to the client
- Successful digital strategies that compare or exceed other agencies and destinations
- Demonstrated ability to develop and execute effective digital media campaigns
- Experience collaborating with committees, boards, and municipalities (taking and giving direction as appropriate)

Other Considerations

Once selected, the firm must be prepared to begin work with the BLACVB immediately, if needed.

Evaluation of the proposals will be under the jurisdiction of the Branson/Lakes Area Convention & Visitors Bureau and subject to final approval by the Branson/Lakes Area Tourism Community Enhancement District (TCED). The BLACVB will evaluate all material submitted and engage in interviews and/or discussions with the

respondents deemed as most qualified, based on initial responses.

After the completion of the interview/discussion process, the BLACVB in conjunction with the TCED will select the firm that best represents itself as capable of meeting the needs of the Branson Lakes Area. Discussion will then take place between the BLACVB and the firm to define a more detailed scope of work. Ultimately, a contract will be executed between the selected firm and the BLACVB.

If the BLACVB is unable to negotiate a satisfactory contract with the selected firm, negotiations with that firm shall be terminated and the BLACVB shall undertake negotiations with another qualified firm until a satisfactory contract is negotiated. If the BLACVB is unable to negotiate a contract with any of the selected firms, the BLACVB shall re-evaluate the scope of services and fee requirements.

The BLACVB and the TCED Selection Committee reserve the right to reject any or all qualification submittals or to waive any minor defects or irregularities in any submittal. The BLACVB further reserves the right, without prior notice, to supplement, amend or otherwise modify this request for qualifications or otherwise request additional information from any or all applicants.

By submitting a proposal, the applicant thereby agrees that the BLACVB's decision concerning any submittal in any respect is final, binding, and conclusive upon it for all purposes, and acknowledges that the BLACVB, in its sole and unqualified discretion, may waive or deviate from the procedures and/or timetable outlined.

All materials submitted become the property of the BLACVB and may be made available to the public. All costs incurred in connection with responding to this Request for Proposal will be borne by the submitting organization.

Please direct any questions or additional needs to Rachel Wood (417-337-4682).

Proposals & Timing

RFP release date: February 1, 2022

Proposals must be sent via email to Rachel Wood rwood@bransoncvb.com by 5:00pm CST on March 14, 2022

Final selection will be communicated before April 29, 2022.

Confidentiality

The recipients hereto agree that this Request for Proposal, its concept, and all matters relating to the BLACVB and its marketing plans are strictly confidential. This information is not to be discussed with any parties not directly involved in this process.