



TO: Tourism Digital Campaign Creator
FROM: Randy DuTeau Tourism & Marketing Coordinator
DATE: January 5, 2023
SUBJECT: VisitNorthAugustaSC Digital Campaign

One original and two copies of the attached proposal must be received by the City of North Augusta Parks, Recreation & Tourism Department no later than **10:00 AM., January 26, 2023**. Sealed bids must be signed by an authorized representative submitting the proposal. Proposals shall be sealed and addressed via USPS, courier or hand delivered to:

Proposal for Visit North Augusta Digital Campaign
Attn: Randy DuTeau
100 Riverview Park Drive
North Augusta, SC 29841

The City of North Augusta will not be responsible for late deliveries, and no bids will be accepted after **10:00 AM on January 26, 2023**. Bids will be opened and read aloud in Room 100 of the Activities Center located at 100 Riverview Park Drive at this time.

The City of North Augusta reserves the right to waive any informalities or to reject any or all bids.

Winning bidder will be notified by Monday, February 9, 2023.

All inquiries should be directed, in writing, to:
Randy DuTeau
rduteau@northaugustasc.gov

REJECTION OF BIDS: The City of North Augusta reserves the right to reject or accept any or all bids, or to take exception to these specifications. Vendors may also be eliminated from consideration for failure to comply fully with the bid specifications.

REVIEW AND EVALUATION PROCESS: The City of North Augusta will select the vendor on the basis of greatest benefits to the City, not necessarily on the basis of lowest price. The vendor's references, capabilities, commitment, and quality of proposal will be weighted heavily. Experience with digital tourism marketing campaigns is of high priority.

PRICE QUOTATIONS: Price quoted by vendors should be firm prices, not subject to increases during the term of the contract.

REFERENCES: A list of at least five companies serviced with like requirements listing the scope of work and including references must be submitted by the vendor and made an integral part of this proposal. i.e. website domains of like sites.

SPECIFICATIONS FOR VISITNORTHAUGUSTASC Digital Marketing Campaign

Scope of Work:

The North Augusta Parks Recreation and Tourism Department is looking for an agency to develop and implement a digital marketing campaign for “Visit North Augusta SC.” Reach for this campaign must be a minimum 50+ miles outside of the city per A Tax funding requirements. The successful campaign will generate awareness about North Augusta as a great destination for weekend trips, small to mid-size meetings, sports events, and weddings. This process will include driving visitors to VisitNorthAugustaSC.com, highlighting of community tourism assets, and sharing the stories of North Augusta.

The budget for this project is not to exceed \$30,000. This is our first foray into digital marketing. For this proposal we want you to tell us:

- About your company. Is destination marketing your area of expertise? What can your company offer this initiative?
- How will you tell our story? What has succeeded for your destinations in the past?
- What will be our timeline? How long will this campaign last from discovery to implementation to completion?
- How will we know the campaign is successful? What measurement tools will you utilize to track the progress of the campaign?
- How the company will incorporate the 50+ mile requirement into your marketing plan, and how do you plan to measure that reach?
- What else can you share with us about your company and philosophy that may help us in the decision process?

**CITY OF NORTH AUGUSTA
PARKS, RECREATION & TOURISM
DIGITAL MARKETING CAMPAIGN**

BID PROPOSAL

Perspective Vendor: _____

The Bidder, having fully examined the specifications with related documents and being very familiar with all of the conditions surrounding the proposed project, hereby proposes and agrees that, if this proposal is accepted, will contract with the City of North Augusta to furnish all manpower, materials, insurance and overhead necessary to complete this project in complete conformance to the project plans and specifications for the following lump sum/unit prices:

\$ _____

This bid respectfully submitted by:

Name of Bidder

Signature of Bidder

Business Address

City, State, and Zip Code

Phone Number