



Berkshire County Collaborative Campaign REQUEST FOR PROPOSALS QUALIFIED DIGITAL MARKETING SERVICE PROVIDERS

Introduction

Berkshire Regional Planning Commission is seeking proposals from qualified digital marketing service providers for implementation of the Berkshire County Collaborative Campaign, funded by the Mass Office of Travel and Tourism (MOTT). A project description is included as Attachment A.

Services Required

BRPC requires the services of a qualified digital marketing service provider to execute a digital re-targeting, social media, and e-mail lead generation campaign in partnership with BRPC, 1Berkshire (Berkshire County's Regional Tourism Council), and a broad array of tourism-industry partners from around the region.

Services shall include the preparation of a 3-month, digital retargeting campaign that also uses social media to drive traffic to a specially designed landing page on berkshires.org. Concurrently, visitors will be encouraged to subscribe to a Berkshires e-mail list for ongoing engagement. The 3 themes of this campaign will reflect the top three tourism assets of The Berkshires: Shopping, Cultural Amenities, and Outdoor Recreation/Scenic Beauty.

BRPC requires work to begin no later than 2 weeks after signing a contract with the selected vendor and be completed by August 31, 2022.

Contract Funds

The total MOTT grant funds available for a digital marketing, social media, and e-mail lead generation campaign, and associated costs, are \$125,000.00.

Components

The following elements must be included in all submittals:

1. **Non-Price Technical Proposal** (sealed and clearly marked)
 - A **cover letter** that clearly states the proposer's willingness and ability to undertake the project according to the Scope and Timeline set forth in Attachment A, and the firm's ability and willingness to contract with BRPC.
 - A proposed **scope of work**, including a preliminary project schedule in accordance with the contract period (May 15, 2022 – August 31, 2022) and consistent with the intent of the project description (Attachment A).

- A **statement of qualifications** that includes the following:
 - Relevant experience of the staff members most likely to undertake this work (i.e., resumes and or qualifications);
 - Relevant experience using digital retargeting and social media campaigns to promote tourism destinations;
 - Relevant experience working with Regional Tourism Councils in Massachusetts, or similar entities;
 - Relevant experience assisting partners in placement of pixels for the purpose of digital retargeting.

- Completed **certificates / affidavits** included in the Appendix. BRPC may reject any response from which applicable, completed forms have been omitted.

2. Price Proposal

- A separate, sealed, and clearly marked **Price Proposal**. Your price proposal must be sealed and submitted separately from the non-price technical elements listed above. The price must not exceed \$125,000.00 and must reflect the fee for the entirety of all services proposed in the technical proposal, including but not limited to travel, meetings, telephone, postage, printing, and reproduction.

Submittal Deadline

The Non-Price Technical Proposal and the Price Proposal, along with mandatory affidavits must be received by mail to BRPC, Attn: Laura Brennan, Economic Development Program Manager, 1 Fenn Street, Suite 201, Pittsfield, MA 01201 no later than 4pm on May 2, 2022.

Rule for Award

BRPC will offer the contract to the service provider offering the most advantageous proposal, taking into account all evaluation criteria as well as price.

Evaluation Criteria

A. Minimum Criteria: Each submittal must meet all of the following criteria in order to be considered for further evaluation. Those that do not include these required materials or submit information requested below will be judged unacceptable and will not be considered further.

1. A cover letter that clearly states the proposer's willingness and ability to undertake the project according to the Scope and Timeline set forth in this Request, and the firm's ability and willingness to execute a contract with BRPC.
2. Demonstration that the lead firm and any subconsultants on the team have at least three (3) years of experience with related work.

3. Demonstrated capacity to manage, undertake, and complete this project, including relevant expertise and experience.
4. Signed forms / statements: Statements of Tax Compliance; Non-Collusion; and Nondiscrimination Affidavit.

B. Comparative Criteria: Each submittal that meets the minimum criteria listed above will then be scored and rated. Items 1. – 4. above will be scored according to the following:

- À Highly Advantageous (5): a proposal that exceeds the minimum criteria above
- À Advantageous (3): a proposal that meets the minimum criteria above
- À Not Advantageous (1): a proposal leaving significant issues not fully addressed
- À Not Acceptable (0): a proposal that is missing required information

The maximum score possible would be 20 (if items 1-4 each achieved a score of 5).

In the case of tie scores, the quality of the reference letter(s) will be considered. Price will be the ultimate determining factor of any ties, but the contract may or may not be awarded to the vendor that provides the services at the lowest price.

C. Reference Checks and Interviews: BRPC may choose to interview the two top-rated responders. Interview criteria will be the same as evaluation criteria above. After any interviews, BRPC will contact references to discuss experience with similar projects.

D. Contract Award: After review of the submittals, interviews, if any, and reference checks are completed, BRPC will offer the project for to the firm that is deemed the most advantageous to BRPC. The contract may or may not be awarded to the firm that provides the services at the lowest price.

Contract Period

The selected qualified digital marketing service provider will be required to enter into a professional services contract with BRPC, the term of which shall be consistent with BRPC's agreement with the Mass Office of Travel & Tourism. Activities shall conclude no later than August 31, 2022.

Further Information

Inquiries regarding this request should be directed to Laura Brennan, BRPC Economic Development Program Manager, via email at lbrennan@berkshireplanning.org not later than 12:00 noon on Monday, April 18, 2022. Responses to questions, if any, will be posted to BRPC's website by 12:00 noon on Thursday, April 21, 2022.

Appendices



BRPC

Berkshire Regional Planning Commission

1 Fenn Street, Suite 201
Pittsfield, MA 01201
T: (413) 442-1521 · F: (413) 442-1523
TTY: 771 or (800) 439-2370
berkshireplanning.org

CERTIFICATE OF NON-COLLUSION

The undersigned certifies under penalties of perjury that this bid is in all respects bona fide, fair and made without collusion or fraud with any other person. As used in this certification, the word "person" shall mean any natural person, joint venture, partnership, corporation, or other business or legal entity.

Signature/Title

Company/Firm Name



BRPC

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NONDISCRIMINATION AFFIDAVIT

Project: **Berkshire County Collaborative Campaign**
Berkshire Regional Planning Commission

The undersigned certifies UNDER PENALTIES OF PERJURY, that to the best of his/her knowledge and belief, said bidder has not, either directly or indirectly, discriminated against any employee or applicant for employee because of his/her race, color, religion, national origin, sex, sexual orientation, age, mental or physical disability. Additionally, bidder has complied with all provisions and requirements of the Equal Opportunity, Antidiscrimination and Affirmative Action Programs.

Social Security or Federal Identification Number: _____

Full Name of Individual Signing Proposal: _____

Signature: _____ Date: _____

Name of Business: _____



BRPC

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STATEMENT OF TAX COMPLIANCE

Pursuant to M.G.L. Chapter 62C, Section 49A, I certify under the penalties of perjury that I have complied with the laws of the Commonwealth of Massachusetts relating to taxes.

Social Security or Federal Identification Number: _____

Full Name of Individual Signing Proposal: _____

Signature: _____ Date: _____

Name of Business: _____



BRPC
Berkshire Regional Planning Commission

Berkshire County
Collaborative Campaign

Attachment A: Project Description

BRPC, with the assistance of a qualified digital marketing service provider, will undertake a collaborative, county-wide digital retargeting campaign that utilizes social media and lead generation. All ads will drive traffic to a specially designed landing page on Berkshires.org, the primary tourism planning website for our region. Concurrently, visitors will be encouraged to subscribe to a Berkshires email list and these leads will be provided to our regional RTC as well as all participating tourism partners for use in ongoing engagement. The value of this multifaceted campaign is being able to capture visitation information across so many partner sites, as well as on Berkshires.org, and then retargeting those visitors with a broader Berkshire message, ultimately encouraging them to travel to and spend time and crucial dollars in our region.

Project partners include local Chambers of Commerce, five Berkshire County Cultural Districts, and a range of outdoor recreation entities, all serving as partners by agreeing to place a retargeting pixel on their own websites which will allow the digital retargeting campaign to function. These individual entities, along with our RTC, 1Berkshire, have already agreed to collaborate. Our budget includes funding for partners who need assistance with the technical aspects of placing the pixel on their websites.

This project will raise awareness of the Berkshires, with a focus on three key themes of downtown shopping and dining, outdoor recreation, and Cultural Districts. Deliverables include thematic digital ads, social media ads, and landing page, presenting compelling messaging and incorporating the #MyLocalMA brand, with the result of securing impressions and email leads.

The 3 themes of this campaign will reflect the top three tourism assets of The Berkshires: Shopping, Cultural Amenities, and Outdoor Recreation/Scenic Beauty. These have been confirmed by recent extensive visitor surveying conducted by 1Berkshire. Visitors from feeder states are attracted by our unique combination of assets and conducting this campaign as the summer season approaches will benefit all tourism-related businesses in our region.

Berkshire Regional Planning Commission has recently completed Local Rapid Recovery Planning projects in multiple Berkshire County municipalities, and this project aligns with furthering recovery efforts identified in those plans. BRPC is working with all communities to pursue economic recovery tactics. Partnering with 1Berkshire is crucial: all content on Berkshires.org is focused on engaging the local

economy, putting businesses, services, and products front and center, thus providing the ideal platform for our dedicated landing page.

Our primary target market will be residents of MA, followed by the rest of New England, NY, NJ, and lastly portions of Eastern Canada. With this focus, we will be reaching people within an easy drive to our region and showing them that they too can be "local" to the Berkshires. It is important to note that the Berkshires is surrounded by 26 million people within 250 miles of Pittsfield vs. only 12.5 million people within 250 miles of Boston. We will focus on demographics in the age range of 25 to 45, but without a minimum income level in order to reach a broader audience and encourage all recipients to see themselves as welcome in The Berkshires. Segments include website visitors (to berkshires.org and all Partner sites), social media engagers, and acquisition audiences of people with cultural, family, and outdoor recreation-related interests and a high propensity for travel.

Initial success is demonstrated by enthusiastic Partner organizations already secured to join this effort; our original goal of 10-12 was quickly surpassed. We have over 20 confirmed partners to date. However, since many of these represent multiple businesses within their catchment area, the number of beneficiaries will be much larger.

Ultimately, success will be measured by the number of impressions achieved through digital retargeting ads, visits to the landing page, and the number of email leads gathered. We estimate garnering 7 - 12 million impressions, and 2000+ opt-in email leads for all Partner databases. Berkshires.org lists over 500 tourism businesses that will be impacted by increased referrals. Recent research indicates a \$396 daily spend and an average stay of 3 days. Using a conversion rate of 3.5% first for landing page views and subsequently, for visits to the Berkshires, our minimum of 7 million impressions is projected to generate \$10,187,100 in additional direct spending.

We anticipate starting the campaign on June 1 and completing on August 31, 2022.