



# REQUEST FOR PROPOSAL

Professional Marketing Services

**SEPTEMBER 21, 2022**  
CAMARILLO HOTEL AND TOURISM ASSOCIATION  
4001 Mission Oaks Blvd. Suite R, Camarillo, CA

## REQUEST FOR PROPOSAL PROFESSIONAL MARKETING SERVICES

The Camarillo Hotel and Tourism Association (Visit Camarillo), a privately funded non-profit organization, is seeking proposals for creative and media buying services from a qualified marketing agency experienced in tourism and/or destination marketing. The selected agency will assist the Visit Camarillo team with the development and execution of innovative, effective, integrated programs that drive overnight visitation while reinforcing Camarillo as a premier tourism destination.

The goal of this RFP is to identify a qualified partner and enter an annual contract approximately January 1, 2023, to December 31, 2023, with the option of two one-year extensions to be explored at that time. Attached is an RFP for those capable of meeting minimum requirements and carrying out the scope of work. All proposals will be carefully reviewed and evaluated based on the criteria noted in this packet. Proposals must be submitted in accordance with the conditions outlined in this Request for Proposal (RFP). Visit Camarillo reserves the right to adjust the budget and related services.

Proposals are due no later than 5:00 PM PST, October 21, 2022, via email to:

Yuliana Gonzalez  
Executive Director  
Email: [yuliana@visitcamarillo.com](mailto:yuliana@visitcamarillo.com)  
Phone: (805)764-2121  
4001 Mission Oaks Blvd. Suite R  
Camarillo, CA 93012

Notice of Intent to Bid along with any questions, should be received by close of business on September 28, 2022.

Publish Date: September 21, 2022

## ABOUT US

Camarillo Hotel & Tourism Association (CHTA) also known as Visit Camarillo, is the Destination Marketing Organization for Camarillo, Ca. We are a 501©6 non-profit organization funded by assessed hotels that have an interest in promoting tourism and increasing the visitor economy in Camarillo. The purpose of the association is to provide direct marketing, sales programs, and local events marketing that will increase overnight hotel stays and market Camarillo as a visitor destination. We currently have 11-member hotel properties. Additionally, Camarillo will be welcoming two new hotel properties and a 17,500 sq. ft. conference center in the near future. Visit Camarillo is staffed by a team of two [2] full-time employees, our Executive Director and Marketing Coordinator, that are subject to oversight by a board of directors. This group is made up of a diverse group of professionals with expertise from various sectors of the tourism and hospitality industries. CHTA oversees the production of a variety of marketing activities that may include online advertising, content marketing to include website, social media, content series, collateral and maps, cooperative programs and public relations programs - all designed to promote Camarillo to consumers, group planners, media, and the travel trade industry. For a full review of all Camarillo has to offer visit our website at [VisitCamarillo.com](http://VisitCamarillo.com)

## ABOUT CAMARILLO

Located just an hour north of Los Angeles alongside Highway 101, Camarillo is easy Southern California living without the crowds. Visitors can expect almost year-round sunshine, which means there's plenty of time for open-air shopping at the [Camarillo Premium Outlets](#), exploring the surrounding hills by foot or bike, and indulging at an award-winning restaurant or winery. Named for its founding family of ranchers, Camarillo is steeped in small-town charm and rich agricultural history. Step back in time at historical attractions like the [Camarillo Ranch](#) and the [Commemorative Air Force museum](#) or live in the moment at a local roadside farm or unique exhilarating attractions like [Skydive Coastal California](#) or [Skyrider Ultralights](#). Couples love the romantic country setting for [weddings](#) having said, "I do" in over 30 surrounding venues and companies come here for hassle-free training and retreats. And if the beach is calling, follow the fresh sea breeze just 15 minutes west to the Pacific Ocean. Enjoy the short scenic drive from Camarillo to the beautiful California beaches. Whether you desire to view Port Hueneme, Malibu, or Point Mugu each of them is just a few miles away.

## BRAND POSITIONING

Visit Camarillo's brand is based on building upon the emotional connection that draws visitors and locals to enjoy small town charm, farm-to-fork offerings, and family-friendly activities. Our tagline "Sunny Days are here" speaks to the year-round Mediterranean-style climate and a nod to our welcoming and safe community. As a budding community rich in agriculture, we invite visitors to discover the charming side of life and uncover this gem hidden in plain sight. Please note that we are not looking to re-brand, however we are looking for an agency partner to build upon and continue to enhance and evolve the brand positioning.

## TARGET MARKETS AND AUDIENCES

CHTA focuses on three audience groups - the primary focus for the agency is drive markets during shoulder and off seasons, with possibility of growing the program to regional markets, group and international if budget allows.

1. Leisure travelers are broken into two regional categories:
  - a. Drive Markets
    - i. GROW the Central Valley and Northern California
    - ii. PROTECT Southern California - LA is our biggest drive market
  - b. Regional Markets
    - i. BUILD Arizona, Nevada and Dallas - this is not an active strategy. The only presence we have is through our county tourism efforts.
  - c. Primary Audiences
    - i. Family Travelers
    - ii. Outdoor Lovers
    - iii. Good Vibe Seekers
  - d. Trip Motivators
    - i. The Immerse Traveler: Immerse trips are characterized by a desire to live like a local and find enrichment through local culture.
    - ii. The Recharge Traveler: Recharge trips are driven by JOMO - the joy of missing out-and-characterized by the need to escape from everyday stress and take time out to regain control of life.
2. Group business is focused on Weddings and Sports Tournaments, although our sports strategy is not active.
3. International target from key markets
  - a. The Camarillo Premium Outlets is a popular shopping destination for international shoppers. Our key markets include FITs, Travel Trade and tour operators. This is not an active strategy.
  - b. Focus will be on China, Mexico, Canada, Germany and Australia if budget allows.

## SCOPE OF WORK

In coordination with Visit Camarillo, the agency will assist in developing a data-driven advertising strategy that includes both innovative and cost-effective integrated marketing tactics, including but not limited to print, broadcast, digital and social, experiential, OOH, OTT, etc. Strategies will focus on attracting leisure and group visitors to Camarillo, with key emphasis on increasing overnight visitation and supporting local businesses and communities. Additionally, concept and creative services for our campaigns will be needed and other creative services on as needed basis. The use of subcontractors for this account must be approved by CHTA.

## OBJECTIVES

1. Create a marketing strategy and efficient advertising plans that align with our mission, strategic goals and builds brand equity.
2. Execute on an agreed upon set of deliverables that drives growth in both brand awareness and hotel bookings in a way that can be monitored/tracked and is effective/efficient.
3. Develop a holistic approach to brand advertising including concepting creative materials and campaign elements for brand consistency.
4. Create high-quality travel content that aligns with our voice, mission, personas and market preferences.
4. Measure, analyze and optimize advertising campaigns to ensure we are reaching desired target markets in the most cost-effective way possible.

## STRATEGY

Working closely with the CHTA team, collaborate on strategy to develop, execute, and track results against an annual marketing plan that supports the strategies set forth by CHTA. Includes strategic direction, creative strategy, brand development and media plan.

## MEDIA BUYING AND REPORTING

Agency shall plan and execute an annual media plan. Media plans should utilize research and market insights to develop strategic recommendations for budget allocation, market prioritization, and channel mix. We are looking to purchase digital placements including display, video, native, audio, and mobile ad inventory on ad exchanges using various methods of targeting including geo-targeting, retargeting and behavioral targeting. Our selected agency must have access to and be adept at the use of demand-side platforms or other bidding technologies and authoritative in the navigation of such systems. Our selected agency must also be knowledgeable in building, animating, and scaling designs to fit a wide variety of ad spots in an efficient manner. While our focus will remain in the digital landscape, print in the form of advertorials from reputable industry publications, and other traditional media can be added to the mix. Agency should also provide insights on emerging trends and new media to continually evolve and reach the target audience.

Regular monthly reporting on campaign and brand program performance utilizing expertise, agency tools, data, partnerships, and other resources to manage program efficiency and performance. Agency should always continue to look for ways to evolve measurement and reporting to show the bigger picture and communicate value to stakeholders.

## CREATIVE SERVICES

Develop a holistic approach to brand advertising including concepting creative materials and campaign elements as needed. Deliverables will be executed under brand guidelines and coordinated with other marketing materials to ensure brand consistency. In doing so, the agency will adhere to the existing [Brand Standards & Style guide](#). Creative materials may include but are not limited to:

- Print Advertising
- Broadcast Assets (TV, Radio, Video)
- Digital Advertising

## CONTENT CREATION

Our selected agency will be responsible for creating a content marketing strategy for writing blogs or articles for website, social and e-newsletter distribution. The agency will be responsible for creating high-quality, experiential travel content that aligns with our voice, mission, personas, and market preferences. The content should be craft journalistic-style articles with insider information that's more than research aggregated from web searches. Superior editing skills are a must. With the assistance of our in-house team, agency will strategize topics, themes and create a calendar with reasonable deadlines. Our selected marketing agency shall be responsible for ensuring that our content is search engine optimized. Additional content services will be requested as needed. Please note that Visit Camarillo does have in-house video and photo support that can assist with production work once we have established a clear creative direction with the agency. Additionally, agency will get access to our media library.

## ACCOUNT SUPPORT

Maintain regular communication on all activities/production development. Attend on-site meetings as needed throughout the duration of the relationship. Provide clear budgets and plans outlining when materials are due for paid insertions prior to placing insertions. Provide year-ahead estimated budget breakout for expected costs upon receiving annual budget at the start of the fiscal year. Agency and client will review, and client will approve before work begins

***It is also requested that agency has bandwidth to take on special or out-of-scope projects, to be discussed and agreed upon on a case-by-case basis.***

## METRICS FOR SUCCESS

Lead Generation is extremely important. Preference will be given to media that can specifically illustrate how submitted programs will assist in attaining important inquires such as:

- Increase in overnight hotel stays
- Online Visits (Website, Mobile Site, Facebook, and other social media)
- Online Conversions
  - Request Visitor Guide/ pocket map
  - Referral to Partner page (Hotel booking)
  - Request more information
  - Time Spent on Site
  - Website Bounce Rate
  - Media Requests
  - E-newsletter Sign-Ups

## QUALITY ASSURANCE/QUALITY CONTROL

Deliverables shall be of the highest quality and executed under specified deadlines. QA processes shall be enacted to prevent, to the extent possible, flaws in deliverables; QC processes shall be enacted to identify flaws, which were not caught in QA processes, in deliverables.

## PROPOSAL REQUIREMENTS

Please include the following with your proposal:

- A brief company history, overview of services and capabilities.
- Brief professional biographies of all staff members to be assigned to this client account.
- An organizational chart including all staff members to be assigned to this client account.
- A statement of understanding of the scope of work.
- A summary of approach to ensure that the needs in this RFP will be satisfied.
- A description of your company's internal process of responding to client requests.
- A list of previous work for other tourism organizations relevant to this assignment.
- The names, addresses and phone numbers of a least three [3] clients we may contact.
- Three [3] examples of quality deliverables produced in the past two [2] years (included as appendix).
- A budget proposal/staffing budget sheet provided separately from this proposal.

## BUDGET PROPOSAL

Please fill out the [budget proposal/staffing budgets](#) sheets attached for all work elements described in this RFP. Budget proposal must contain any and all costs that would be invoiced to Visit Camarillo for the performance of these services. The proposal should contain:

- Hourly billing rates/billing structure
- Projected hours by task
- Any additional costs/charges (e.g., travel, print, etc.)
- Annual rate increases, if any
- Terms of payment

## SELECTION CRITERIA

Vendor selection will be based on the following criteria:

- Track record in building successful out-of-the-box content marketing campaigns with measurable ROI.
- Familiarity with Visit Camarillo brand and Camarillo product and how this knowledge is integrated into the proposal.
- Highly creative people within the agency.
- Experience in the travel trade/tourism/hospitality industry, associations, and not-for-profit organizations, and/or group sales/meetings advertising.
- Capabilities in goal setting, strategic planning, client/agency communication and measurable outcomes with proven ability to turn research and insights into innovative messaging.
- Budget management, experience delivering cost-effective solutions and ability to negotiate favorable media rates.
- Turnkey administrative and account support, from strategic level planning to concise day-to-day communication to timely billing that aligns with budget plans provided by Visit Camarillo.
- Fee/Cost proposal that is reasonable and appropriate for the SOW, providing maximum services in relation to fees charged.

## BUDGET & TERM

Visit Camarillo's fiscal year runs from January 1st through December 31st. The first fiscal year of the contract will be funded **\$240,000**. This budget figure is based on brand development, creative production, talent fees, strategy execution, media planning and placement, account management fees, and out-of-pocket expenses. However, Visit Camarillo reserves the right to adjust both the budget and related services. The term may be extended in one-year increments for a total of 2 years based on an annual review of accomplishment and subject to approval by CHTA. Each annual review will allow for consideration of adjustments in agency scope and fees.

## SUBMISSION PROCESS

Visit Camarillo reserves the right to waive any requirement or condition of the RFP upon finding that it is in the organization's best interest to do so. Visit Camarillo is not under any obligation to award a contract and reserves the right to terminate the Request for Proposal process at any time and to withdraw from discussions with any or all vendors who have responded. *Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by CHTA.*

**Please submit your proposal electronically to CHTA, to Yuliana Gonzalez, Executive Director, at [yuliana@visitcamarillo.com](mailto:yuliana@visitcamarillo.com) OR, proposals may be submitted as a hard copy to the following mailing address:**

**Camarillo Hotel and Tourism Association  
ATTN: Yuliana Gonzalez  
4001 Mission Oaks Blvd. Suite R  
Camarillo, CA 93012**

**Submissions must be received no later than 5:00PM on Friday, October 21, 2022. Please direct any questions to Yuliana Gonzalez via email.** An official written answer will be provided to all questions received by the deadline described in the Schedule of Events and will be posted to [www.VisitCamarillo.com](http://www.VisitCamarillo.com) in the "RFP" section of the website.

### Schedule of Events

Date	Task
Wednesday, September 21, 2022	RFP Issued
Wednesday, September 28, 2022	Intent to Bid and Questions Due
Wednesday, October 5, 2022	Questions Answered
Friday, October 21, 2022 - 5pm	Proposals Due
Thursday, October 27, 2022	Notification of Finalists & Presentations
Thursday, November 17, 2022	Finalists Presentations/Interviews
Thursday, December 1, 2022	Final Selection and Agency Notified
Monday, January 2, 2023	Intended Contract Start Date

\*Should a prospective agency decide to withdrawal their proposal, a written letter should be submitted by **Monday, October 24, 2022**

## CONFIDENTIALITY STATEMENT

As a selected vendor for this RFP, your organization will guarantee that all discussions, materials and findings will be held in confidence. This RFP and the nature of work

solicited is the confidential and proprietary information of the CHTA and its councils, and the information contained herein may only be used as necessary to prepare a proposal for submission to Visit Camarillo.

Submission of a response to this RFP does not bind CHTA to engage your company to provide the requested services. CHTA reserves the right to reject any and/or all proposals, accept any proposal terms it deems to be in the best interest of the organization, waives any informalities in proposals submitted and waive any minor irregularities or discrepancies in proposal procedures

# BUDGET PROPOSAL

Budget Line Items	Name of Service	Program Cost	% of Total
Media Buying & Reporting		\$ -	0%
			0%
			0%
			0%
			0%
Creative Services		\$ -	0%
			0%
			0%
			0%
			0%
Content Development		-	0%
			0%
			0%
			0%
			0%
Account Management		-	0%
			0%
			0%
			0%
			0%
<b>PROPOSED TOTAL</b>		<b>\$ -</b>	

