

THE SWELL UTAH - EMERY COUNTY

REQUEST FOR PROPOSAL

SOCIAL MEDIA CONSULTANT



INQUIRIES

ADRIANAC@EMERY.UTAH.GOV

(435) 381-3569

REQUEST FOR PROPOSAL

INTRODUCTION

Emery County Travel Bureau has recently re-branded and looking to develop and establish their social media presence. Using the new brand guidelines, we would like to develop some PR and marketing strategies to help grow our tourism economy and increase our TRT/TRCC funds.

OBJECTIVE

Emery County is seeking a qualified individual or agency to create, manage and establish a social media strategy. The objective will last no more than 6 months through the training and transition to long term Social Media Manager.

SCOPE OF WORK

- **Social Media Strategy**
 - Develop a social media/marketing guidebook that uses our Swell Branding guidelines
 - Audit current social media platforms
 - Development of key social media campaigns to support tourism board efforts
 - Establish and foster PR and social media relationships with outdoor/tourism related organizations and relevant publications and brands
- **Social Media Management**
 - Create and execute posts that support Emery County Travel Bureau's social media channels
 - Manage community engagement - responding to comments, directing people to the right resources, engaging on relevant hashtags, asking for and collecting user generated content
 - Managing and creating content for social media calendar to support strategy and campaigns
- **Transition Training Period**
 - One month of training for long term social media manager.

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QUALIFICATIONS

All proposals submitted for evaluation must include, but are not limited to the following information:

- **Background**
 - Please provide history, credentials, principal place of business and contact information for you or the agency.
- **Sample of Work**
 - Share examples of similar projects and provide an explanation of what could be considered including medias used and creative process.
 - Emery County Travel Bureau to provide helpful information to agency
 - Agency to coordinate overall design to enhance the likelihood to increase area and attraction visits
 - Agency to provide draft timeline of project dates
- **Cost**
 - Identify the estimated cost to complete this project
 - Provide a cost breakdown
- **Signature Page**
 - The proposal is to be signed by a principal of the business who is authorized to execute the contract
- **Proprietary Information**
 - The agency shall mark any specific information contained in the proposal which is not to be disclosed to the public or used for purposes other than the evaluation of the proposals.

EVALUATION OF PROPOSAL

Proposals will be evaluated and ranked by Emery County Commission with input from the Emery County Travel Council. Agencies may be invited to give an oral presentation. Evaluation criteria with assigned weights are as follows:

1. Completeness	20 Points
2. Experience	20 Points
3. Cost	20 Points
4. Creativity	40 Points

INSTRUCTION FOR SUBMISSION

Two (2) copies of the proposal must be submitted to:

Emery County Clerk/Auditor: Brenda Tuttle

75 E. Main St, Castle Dale, UT 84513

As well as an electronic copy to:

BrendaT@Emery.Utah.Gov (435) 381-3550

Due by Friday, February 28, 2020 before 5 pm MST.

ACCEPTANCE OF PROPOSAL

Emery County will evaluate all proposals to determine acceptance or rejection of the proposal. Pursuant to this RFP a contract will be executed and signed by Emery County.

PROCUREMENT RULES

Emery County will award a contract in reliance upon the information contained in proposals submitted in response to the RFP. Emery County will be legally bound only when and if there is a definitive signed agreement with the awarded contractor. It is important that any person who signs a proposal or contract on behalf of a Contractor's organization certifies that he or she has the authority to so act. The successful Contractor who has his/her proposal accepted may be required to answer further questions and provide further clarification of his/her proposal and responses. Receiving this RFP or responding to it does not entitle any entity to participate in services or transactions resulting from or arising in connection with this RFP. Emery County shall have no liability to any person or entity under or in connection with this RFP, unless and until Emery County and such person shall have executed and delivered a definitive written agreement. No oral modifications or amendments to this RFP or any resulting contract shall be effective, but such may be modified or amended by a written agreement signed by the parties. If it becomes necessary to revise any part of this RFP, an addendum will be provided to all who received an RFP.

PROCUREMENT TIMETABLE

ISSUE DATE

JANUARY 29

Date RFP is posted

CLOSING

FEBRUARY 28

Closing for receipt of proposals

PRESENTATION

MARCH 5

Optional presentation of
services to Emery County
Travel Board

SELECTION

MARCH 18

Desired date for Emery County
to award contractor