

REQUEST FOR PROPOSAL

EXECUTIVE DIRECTOR Jackson Hole Travel & Tourism Board

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REQUEST FOR PROPOSAL EXECUTIVE DIRECTOR

I. Introduction and Overview

The Jackson Hole Travel and Tourism Joint Power Board is seeking the services of an Executive Director to serve as the Director to the Jackson Hole Travel and Tourism Joint Power Board through the County/Town Lodging Tax. An agreement will be executed between the board and the Executive Director. The board reserves the right to refuse any and all proposals.

The role of the Executive Director is to assist the board in fulfilling the mission and [vision of the organization](#). In doing so, the Executive Director acts as the primary liaison to the town and county elected officials and all community partners who work with or plan to work with the Travel & Tourism board in fulfilling the mission. The Executive Director is the primary contact to manage the relationship between all contracted marketing agencies, all community partners, the Chamber of Commerce, the Wyoming Office of Tourism, and stakeholder groups. Qualified candidates should possess a general understanding of tourism in our community, have a marketing background and be able to direct the board in prioritizing the needs and values of the community as it pertains to tourism. A detailed Scope of work is outlined in exhibit A.

II. Term

The terms of this Agreement shall commence on October 1, 2021 and shall expire on September 31, 2022. The contract shall automatically renew for an additional two, (2)-year period on October 1, 2022, unless either party gives thirty (30) days written notice prior to expiration of the term that the contract shall not be renewed. The Contractor or Board may terminate this agreement at any time; provided, however, that all compensation earned or costs incurred prior to such termination shall be payable to Contractor.

III. Required Qualifications

The applicant, in submitting a proposal, thereby represents that it is fully qualified, staffed and equipped to properly perform any agreed upon conditions and work as presented in their proposal. The applicant should demonstrate proficiency in managing a public volunteer board and be familiar with public board meeting protocol and procedures. The applicant must also have a minimum of 10 years experience in planning, executing and managing destination marketing campaigns, and working with marketing agencies including; branding, digital and social media. Applicant must demonstrate knowledge of current trends in destination marketing applying all mediums. Applicant must also demonstrate a background in public relations, including managing PR campaigns and writing press releases. Applicant must have an understanding of and experience with managing public/private sector marketing partnerships for mutual benefit.

Excellent communications skills required, including public speaking, presentation skills and advanced writing skills. Applicant must have demonstrated financial management experience to manage a \$6 million budget.

IV. Selection Process

Jackson Hole Travel and Tourism Joint Power Board shall be the owner. The owner's representative is Deputy County Attorney Keith Gingery. Questions on the submittals shall be directed to Keith Gingery, kgingery@tetoncountywy.gov, at 307.732.8611

All Material submitted regarding this RFP becomes the property of the owner and will only be returned to the firm at the board's option. The board has the right to use any or all ideas presented in reply to this RFP. Disqualification does not eliminate this right. The owner reserves the right to reject or accept any or all proposals or waive any formalities, informalities, or information therein.

Proposals shall include the following information:

1. Name, address, phone numbers and email of firm with contact person and title.
2. List of partners or sub-contractors if applicable.
3. Demonstrated relevant experience.
4. Writing samples.
5. List of references/clients from past similar director jobs.
6. Fee and cost summary.

The owner will award this contract based upon review of the merits of the proposals received. Criteria for these merits include but are not limited to:

1. Demonstrated relevant experience with similar organizations, boards, duties and responsibilities.
2. Positive reference feedback from past clients.
3. The process, manner and methods of providing the service
4. Fees and costs of the proposal.

V. Schedule

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| 1. RFP Issued | May 14, 2021 |
| 2. Proposal Due | June 4, 2021 – 4 PM |
| 3. Notification/award | June 11, 2021 |

VI. Method of Submittal

All submittals shall be submitted to:

Keith Gingery
Teton County Attorney's Office
P.O. Box 4068
180 S. King St. (Teton County Courthouse, 1st floor)
Jackson, WY 83001

Submittal must be received by 4 PM, June 4, 2021. Please include **(3) copies** of the proposal. No faxes or electronic submittals will be accepted. All proposals shall be the property of the Owner and will become public record.

VII. Exhibit A: Scope of Work

1. Work with Board chair to develop and manage monthly board meetings including vetting opportunities slated to come before the board in an effort to further the mission and vision of the board
2. Serve as primary liaison between the Board and Destination Marketing Brand agency, Social Media Agency, Fulfillment company and all agencies working on behalf of the JHTTB to promote and manage tourism for the destination.
3. Serve as primary liaison between the Chamber of Commerce and the JHTTB and ensure that board efforts are shared and communicated with the Chamber and its membership.
4. Serve as primary liaison with the Wyoming Office of Tourism and ensure that the board's efforts along with any opportunities with the WOT are communicated
5. Monitor Brand and Social media agencies' billing and budgets and work with Board Treasurer and Accounting firm to manage spending.
6. Ensure timely feedback and approval from TTB Board for Brand and Social Media agencies' work efforts. Manage communication with agencies to communicate required revisions through final Board approval.
7. Facilitate and assist the Board in the development and implementation of an annual tourism-marketing plan. This includes guiding and managing the strategic development process to guide the plan; managing the development of an over-arching campaign to guide the development of creative materials; guiding the development of a media/digital/social media plan to direct the delivery of those materials to relevant audiences; devising a PR editorial calendar identifying a targeted local presence through the use of social media, print, radio, etc.; develop and promote Board activities/events to local tourism properties, Town, and County websites; and distribute bi-monthly updates to all media groups.
8. Regularly coordinate and promote Board promotional activities to Town and County agencies, as well as targeted audiences including media, local and regional communities.
9. Serve as the primary interface with media for Board; use local media to update the community and portray positive stories about projects (activities) the Board is undertaking.
10. Coordinate with the Marketing committee to ensure Board is actively pursuing travel/trade on behalf of local tourism and meeting planner promotion.
11. Manage all administrative duties of the board which includes: preparing and distribute meeting agendas and minutes for all Board meetings, reserve and set up the meeting room, provide the required equipment and materials for Board members in a timely fashion, and provide other support as necessary. Plan, prepare and manage annual board retreat. Maintain and manage all public records for the board, manage insurance, voucher and billing process and tracking of overall budget and partner spend.
12. Manage free community photo asset library, Libris Photoshelter

13. Track progress regarding Board Goals and Objectives and make recommendations to Board regarding possible advertising, publicity, promotions, and marketing actions and programs based on available research and marketing judgment.
14. Coordinate with Teton County Attorney's Office for timely presentation of all contracts and to obtain legal advice on Board plans, documents, and administration.
15. Coordinate with the fiscal manager for voucher submittal/approval and timely submittal of proposed budget.
16. Set-up and Coordinate multiple Free Community Workshops including; message development, advertising, and facilitating the meetings.
17. Present TTB efforts community wide with formal Outreach program.
18. Develop, manage and deliver local PR strategy and messaging.
19. Analyze and vet all media and PR opportunities nationwide
20. Develop and manage local communications web page, 4jacksonhole.org
21. Serve as primary liaison between Board and community for local and national communication campaigns
22. Manage all RFP processes including; Destination Agency RFP, Fulfillment agency RFP, Accounting Firm, Social media agency and any other contractual obligations of the
23. Coordinate with Special Events Liaison on Special Event Sponsorship program.
24. Transition new board members and bring them up to date on initiatives and programs.
25. Work with Treasurer and Board Chair on preparing and presenting annual budget.
26. Work with Brand Agency to develop and create TTB Annual report.