

Request for Proposals – Marketing Services

City of Texarkana, Arkansas Advertising and Promotions Commission

I. **Background**

The City of Texarkana, Arkansas Advertising and Promotions Commission (A&P Commission) previously contracted with the Sells Agency in order to receive marketing services. Their contract expired December 2023. This Request for Proposals is developed pursuant to Arkansas Statutes 19-11-803, 804, 805. Individuals and firms may submit proposals for Marketing Services.

II. **Approach**

The A&P Commission reserves the right to choose one firm or individual for Marketing Services.

III. **Types of Services Sought**

There are several broad types of Marketing Services required by the A&P Commission. Individuals and firms shall provide all general marketing services listed below.

- A. Responsible for planning, development and implementation of all marketing strategies, marketing communications and public relation activities to support the business growth of hotels, motels and restaurants in Texarkana, Arkansas.
- B. Responsible for ensuring that the developed marketing strategies support Texarkana, AR and the associated tourism environs.
- C. Support City initiatives, volunteers and organizations that promote the growth of tourism in Texarkana, AR.
- D. Responsible for creating, implementing and measuring the success of a comprehensive marketing, communications and public relations program that will enhance the success of the tourism industry climate and promotes the image of the City.
- E. Directs the design and utilization of marketing materials.
- F. Acts as the primary contact of the Commission with the media regarding marketing and promotion initiatives.
- G. Provide technical assistance and resource materials to assist businesses, the City and organizations on marketing and communicating their activities.
- H. Responsible for preparing and ensuring compliance with a budget to effectively operate and maintain the overall marketing strategy.
- I. Maintain open communications with stakeholders to seek regular input regarding the quality of programs and services supported by the A&P Commission.

- J. Issue a quarterly report to the Commission, with definitive data, and present that report to the Commission regarding the effectiveness of the marketing programs.
- K. Develop and promote the use of social media to market the City as a tourism destination.
- L. Develop and maintain a partnership with the City, representatives of the hotel, motel and restaurant industry, area organizations and the academic community.
- M. Maintain a direct relationship with organizations in Arkansas involved in the tourism business.
- N. Attend conferences, seminars and other meetings that ensure that the marketing plan is on the leading edge of the marketing process.
- O. Work with the City, organizations and volunteers by assisting in the marketing and promotion of A&P Commission's financially supported events.

IV. Conflict of Interest

Firms or individuals submitting proposals for Marketing Services should be sensitive to potential conflicts of interests. All potential conflicts must be disclosed.

V. Fees for Marketing Services

Pursuant to Arkansas Statue 19-11-804, the A&P Commission shall select the firm or individual best qualified through the evaluation process and negotiate a contract with that firm or individual attorney. Fees are not a consideration until the most qualified firm or individual is selected and negotiations have begun.

VI. Proposal Content

The following information must be included in the proposal:

- A. Transmittal letter.
- B. Name, address, and contact person for the firm or individual.
- C. Indicate any additional services you may be able to provide to the A&P Commission in your proposal.
- D. Specialized experience and technical competence of firm or individual providing the proposed service. This should include specific, detailed information regarding the individual providing services. Municipal experience will be considered a plus, and statements should highlight past governmental clients.
- E. Capacity and capability of the firm or individual to perform the work involved. Specifically, a list of current clients should be provided with a clear explanation of how the A&P Commission's workload will be balanced against existing clients. The proposal should provide a method to assure the A&P issues will be handled as a priority.

- F. Past record of performance of the firm or individual. Your proposal should include names and telephone numbers of any clients who can provide references regarding performance.

VII. Evaluation

The responsible respondent whose statement is most advantageous to the A&P Commission will be selected to perform the services. A review committee will analyze each proposal. The weight given to each evaluation factor shall be determined by the review committee:

- A. Specialized experience and technical competence.
- B. Previous municipal and governmental experience.
- C. Capacity and capability to meet the A&P Commission's needs.
- D. Past Performance.

VIII. Questions

Questions regarding this Request for Proposals or any related issue may be addressed to TyRhonda Henderson, Finance Director.

IX. Request for Proposals Submissions

Submissions should be sent to TyRhonda Henderson, Finance Director, and received no later than Friday, March 1, 2024 by 4:00 PM.

TyRhonda Henderson, Finance Director
City of Texarkana, Arkansas

By mail: P. O. Box 2711
Texarkana, Arkansas 75504

Hand delivery: 216 Walnut Street
Texarkana, Arkansas 71854

X. Contract Award

It is anticipated the contract will be awarded in March 2024.