



Request for Proposal for Discover Tug Hill Marketing, Communication and Digital Media Buying Services

I. Introduction:

Lewis County New York offers an exciting opportunity for economic diversification and tourism development, poised amidst breathtaking natural landscapes and serving as a gateway to the Adirondacks from various directions. With abundant natural resources, including scenic outdoor recreation areas and a robust local agriculture sector, Lewis County holds immense potential to establish itself as a vibrant and sustainable tourism destination. Positioned strategically between renowned destinations like the Adirondacks and Tug Hill Region, Lewis County is the perfect setting for a backyard, outdoor adventure.

II. Discover Tug Hill Goals:

- To introduce visitors to the Discover Tug Hill brand via website, paid and organic media, social media, recreational collateral, and all marketing tactics.
- To expose visitors to activities and experiences found throughout Lewis County including our Tug Hill Region Partners in Jefferson, Oswego and Oneida Counties.
- To reach new and broader markets through shared resources of our Tug Hill Region Partners.

III. Scope of Services:

- Provide proposals for each of the following services, with individual budget estimates. Naturally Lewis reserves the right to choose all or any portion of the services.
- Vendor representative will be expected to attend bi-monthly board meetings to report on program results.
 - **Digital Media Buying Services** – Provide seasonal paid media campaigns to drive visitors to the website DiscoverTugHill.com. Campaigns will introduce, engage and captivate new visitors, as well as maintaining engagement with returning visitors to the site.
 - Purchase media based on budget allocation provided;
 - Identify fees for media buying services;
 - Collaborate with Discover Tug Hill representatives before implementing strategies;
 - Re-evaluate media buys and adjust as necessary;
 - Naturally Lewis will provide digital media assets and photography;
 - Naturally Lewis will provide the brand guidelines for Discover Tug Hill;
 - Have proven experience with digital media buys, including programmatic buying;
 - Provide bi-monthly and year-end measurement, evaluation and reporting.

- **Organic Social Media Management** – Provide organic social media management that includes content strategy, creation and execution for Discover Tug Hill on Instagram and Facebook.
 - Leverage above social media platforms to connect with our target audiences;
 - Engage in conversations;
 - Manage online reputation;
 - Increase followers;
 - Suggest the feasibility of new platforms;
 - Photography assets provided by Discover Tug Hill, as well as user-generated content;
 - Provide bi-monthly and year-end measurement, evaluation and reporting.
- **Content Creation** – Provide an annual content creation strategy to include the following:
 - Monthly content calendar;
 - Engaging blog posts highlighting local culture, events and experiences;
 - Descriptive and informative content that can be used in newsletters, website etc.;
 - High-resolution photos and videos capturing the essence of the Tug Hill Region;
 - Provide bi-monthly and year-end measurement, evaluation and reporting.
- **Public Relations** – Prepare a strategic Public Relations campaign clearly defining objectives and goals.
 - Media relations and outreach;
 - Proactively pitching stories to journalists;
 - Securing media placements;
 - Securing media visits to Lewis County;
 - Establish relationships with journalists, bloggers and influencers;
 - Monitoring media coverage;
 - Responding to media inquiries;
 - Provide bi-monthly and year-end measurement, evaluation and reporting

IV. Eligibility Criteria :

To be considered, respondents must demonstrate:

- An excellent understanding of Lewis County and the Tug Hill Region, its distinctly different regions and its tourism-related assets;
- Previous experience in each of the service areas outlines in this RFP;
- Proven record of accomplishment of successful projects.

V. Proposal Submission

Interested parties are invited to submit their proposals by July 31, 2024 via email to Kristen Ward Aucter, Director of Tourism, at kristen@naturallylewis.com. Any questions pertaining to proposals can also be directed to Kristen Ward Aucter. Late submissions will not be accepted.

. Proposals should include the following:

- Company/individual background and experience
- Approach and methodology.
- Detailed breakdown of costs
- Identify any third-party vendors that will be used

VI. Proposal Evaluation:

Proposals will be evaluated based on:

- Demonstrated understanding of the destination and its unique assets;
- Proposed methodology and approach;
- Cost-effectiveness;
- Samples of work with similar clients.

VII. Budget:

- Proposals should clearly outline all costs associated with each component, including account services fees, commission fees etc. as applicable.
- The total budget for this project is \$80,000

VIII. Project Timeline:

- RFP (Request for Proposals) Release Date July 1, 2024
- Proposal Submission Deadline July 31, 2024
- Vendor Announcement August 15, 2024
- Project Kickoff Meeting September 2024
- Comprehensive Strategy & Planning September 2024
- Project Evaluation June 2025
- Seasonal Marketing Phases
 - Winter Campaign Implementation November 2024 – January 2025
 - Spring Campaign Implementation February 2025 – April 2025
 - Summer Campaign Implementation May 2025 – July 2025
 - Fall Campaign Implementation August 2025 – October 2025