



March 17, 2008

To All Prospective Bidders:

The California Travel and Tourism Commission (CTTC), a privately funded nonprofit corporation, is seeking an Interactive Advertising agency that will be responsible for traffic driving to their consumer facing websites.

California Tourism is marketed exclusively by the California Travel and Tourism Commission (CTTC). The CTTC is a private non-profit 501(C) 3 funded by assessed businesses that have an interest in promoting tourism in California. **The Tourism Assessment Program** was created under the **California Tourism Marketing Act** in 1995 with the passage of SB 256. The legislation authorized self-imposition of an assessment by businesses that benefit from travel and tourism. It also authorized the establishment of a non-profit, public benefit corporation, the California Travel and Tourism Commission (CTTC), to oversee the promotion of California as a premier travel destination.

The CTTC oversees the production of a variety of marketing activities, including advertising, visitor publications and cooperative programs – all designed to promote California to travelers, tourists and the travel trade. For more details please visit www.visitcalifornia.com in the “Travel Industry” section.

The purpose of this Request for Proposal is to seek an Interactive Agency for California Travel & Tourism Commission to increase traffic to their websites (www.visitcalifornia.com; <http://www.landofwineandfood.com>; www.visitcaliforniasnow.com) to promote tourism, thereby meeting the needs of their constituency of assessed businesses and Destination Marketing Organizations resulting in expanding the tourism revenue and employment base for the State of California.

Attached is a *Request for Proposal (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 the attached document. Notice of Intent to Bid (a non-binding document), as well as any written questions you may have to clarify this RFP, are due to the CTTC no later than 5:00 p.m., Pacific Standard Time (PST) March 31st, 2008 (Questions) and April 1st, 2008 (Intent to Bid).

Sincerely,

Caroline Beteta
President and Chief Executive Officer
California Travel and Tourism Commission



California Travel & Tourism Commission (CTTC)

Solicitation of Proposal for Interactive Agency – Domestic

A. INTRODUCTION

As the number one travel destination in the United States, California annually generates more than \$88 billion each year in travel and tourism spending into the economy, directly supports jobs from almost one million Californians and generates over \$5 billion in state and local tax revenues. Tourism is California's fourth largest employer and among the top three export oriented industries in gross state product. Since 1998, the California Tourism program (a joint marketing venture of the California Travel and Tourism Commission (CTTC) and the California Division of Tourism) has reversed a decade-long decline in domestic market share and the resulting loss of jobs and billions of dollars in travel-related revenues for California.

About California Travel and Tourism Commission

The CTTC is a not-for-profit, 501(C)(6) corporation formed in 1998 to work jointly with the State of California's Division of Tourism to implement the annual Marketing Plan, which promotes California as a travel destination. While these two partners (CTTC and Division of Tourism) are separate legal entities, they are commonly referred to jointly as California Tourism.

From 1998 to 2003, California Tourism consisted of the originally conceived private-public joint marketing venture partnership of the CTTC and the State of California. The primary source of California tourism marketing budget is now directly derived from assessed businesses in the travel and tourism industry, and a small contribution from the State.

The CTTC operates under the auspices of the Business, Transportation and Housing Agency. Secretary Dale Bonner currently serves as Chair of the organization.

The 37-member CTTC is composed of individuals from all 12 regions of California. Members represent five principal industry sectors: Accommodations, Restaurants and Retail, Attractions and Recreation, and Transportation and Travel Services, and the Passenger Car Rental Industry. Twenty-four of the commissioners are elected by the approximately 5,000 assessed California businesses; 12 are appointed by the governor; and the 37th is the California Business, Transportation and Housing Agency Secretary. The Commission meets three times a year to direct CTTC's programs and activities. A 34-

member statewide Marketing Advisory Committee also provides input in developing the marketing plan.

Tourism is California's fourth largest employer and fifth largest contributor to the gross state product.

B. PURPOSE

The purpose of this request is to seek an Interactive Agency for California Travel & Tourism Commission to increase traffic to their websites (www.visitcalifornia.com; <http://www.landofwineandfood.com>; www.visitcaliforniasnow.com) to promote tourism, thereby meeting the needs of their constituency of assessed businesses and Destination Marketing Organizations resulting in expanding the tourism revenue and employment base for the State of California.

C. CURRENT AGENCY STRUCTURE

Domestic agency of record is MeringCarson until 2010; responsible for brand development and advertising (broadcast & print). The interactive agency will be required to work within the brand guidelines set forth by MeringCarson, and coordinate with promotional calendars to develop a comprehensive marketing plan with consistency in messaging across all channels.

D. MINIMUM REQUIREMENTS

Proposals must address each item listed, giving specific details of techniques to be used in meeting these requirements. Proposals may be rejected if minimum requirements are not met. *All proposals wishing clarification of this RFP must submit questions via email to: Matthew Sabbatini at msabbatini@visitcalifornia.com by 5:00pm March 31, 2008.*

Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by the CTTC.

Proposal inclusion check list:

- Notice of Intent to Bid, Attachment A, must be received by April 1, 2008.
- Proposer Services & Activities
- Client List / No Conflict of Interest
- Organizational Structure / Contract Manager / Account Team
- Required Interactive Project "Meet the Team"
- Scope of Work, Attachment B
- Budget Form, Attachment C
- Evaluation Criteria, Attachment D
- Technical Specifications, Attachment E
- Financial Statement

E. AVAILABLE FUNDS

The California Travel and Tourism Commission will initially fund the Interactive Agency contract with a maximum budget of \$1.75 Million available for services rendered for the 2008-2009 Fiscal year. This figure is based on out-of-pocket costs, reimbursement; media buys and services fees, with a ceiling on the total contract amount. This does not include any design or development of any of the CTTC websites, if this work is performed by the interactive agency it will come from a separate line item in the budget. It also does not include any potential International engagement.

A complete budget form must be included, Attachment C. All costs associated with this proposer’s Attachment B, Scope of Work must be included under the format provided; the bid format shall not be altered. Please outline your method for billing (commission, hourly, etc.) for each project task and any necessary out-of-pocket expenditures or reimbursable costs must be shown for each task.

F. CONTRACT TERM

The successful proposer will enter into a contract for services with CTTC. The duration of the initial contract between the CTTC and the successful proposer is expected to begin upon the date of contract approval (approximately June 1, 2008) and terminate on or near July 1, 2010. The California Travel and Tourism Commission reserves the right to renew its agreement at the end of each contract term for a total of (3) years, providing funding to do so is appropriated for this purpose in subsequent budgets. There will be a 6 month review in year 1, with an opportunity to extend the existing contract to a 3 year term. Proposed renewals are also assessed according to program direction, funding, and consistency of price and scope of work continuity.

G. TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of the Commission.

Proposal Released	March 17, 2008
Written Questions	March 31, 2008
Notice of Intent to Bid	April 1, 2008
Q & A Response	April 7, 2008
Proposals Due	April 21, 2008
Evaluations	May 1 – May 19, 2008
Finalists Chosen	May 20, 2008
Presentations by Finalist	May 26 – May 30, 2008
Agency Site Review	June 2 – June 6, 2008
Selection	June 9, 2008
Public Notice of Intent to Award Contract	June 10-June 15, 2008
Ramp up time	June 10 – June 30, 2008
Formal Start Date with Executed Contract	July 1, 2008

* The Commission reserves the right to conduct oral interviews if necessary

H. DELIVERY OF PROPOSAL

Each bidder is required to deliver (5) typed copies of its proposal, or can be submitted on a web-based platform or CD to the California Travel and Tourism Commission office at the address below, no later than April 21, 2008 5:00pm PST. All interactive parts of proposals should be burned to CD or set up on a web-based platform and submitted with proposal. Proposal may not be faxed.

Proposals may be sent by courier such as FedEx or UPS to:

California Travel and Tourism Commission
Interactive Agency Request for Proposal
ATTN: Matthew Sabbatini
980 Ninth Street, Suite 480
Sacramento, CA 95814 USA

In addition, an email version of proposal should be sent to RFP Project Manager: Matthew Sabbatini, msabbatini@visitcalifornia.com

I. DESCRIPTION OF PROPOSER:

- Provide description of the nature of the proposer's services and activities. Note the company's history in travel and tourism advertising expertise, if any. List the address from which the primary work on the contract would be performed, and size of agency by headcount.
- The proposer should list all tourism-related clients for whom it has acted in the United States during the past 12 months, and certify that there is **no conflict of interest** between any existing contract, client relationship and the ability of the proposer to fully and vigorously represent the advertising needs of CTTC. The proposer ***cannot*** currently be working with Texas State Tourism Office, Florida State Tourism Office, Florida State Tourism Office, Orlando DMO, or Las Vegas DMO. Client relationships that could potentially be a conflict of interest must be listed together with a discussion of how the proposer will resolve the potential conflict of interest.

Personnel / Management

- The proposer should identify those individuals on the proposer's account team who will manage the contract work. Please document overall experience in tourism advertising accounts (including internet/interactive experience, experience related to social networking, viral campaigns, grassroots online marketing campaigns, and driving user generated content submissions) with current resumes/biographies. Provide education, experience and expertise with pertinent information demonstrating qualifications for this RFP. Do not exceed two (2) pages (print or web) per person.

- **Required Project:** We would like to “meet” your team. We want to know what their relationship is with California, what comes to their mind when speaking about California, and how California makes them feel. This project will be used as a measure for interactive creativity.

J. WORK PLAN

- Proposals must address, at minimum, each item listed in the Scope of Work including each of the Project Tasks, using the Criteria / Skill Set to provide details of techniques used to meet the primary objective driving traffic to CTTC websites. Include a schedule for completion for the Project Tasks
- Proposals may be rejected if minimum requirements are not met.

Proposals must include a preliminary work plan as described in Attachment A, Scope of Work.

K. FINANCIAL STATEMENT

Proposer must provide evidence of financial stability. The proposer must document sufficient financial statement or audit report.

H. TECHNICAL SPECIFICATIONS

Included in Attachment E are the technical specifications that in the event that the CTTC engages the interactive agency to perform website development work proposer must declare and demonstrate technical proficiency with the Commission’s chosen platforms. Proposer should complete **Attachment E** completely in order to effectively communicate technical proficiencies. If development and technical assistance is outsourced, Proposer should still have **Attachment E** completed by their vendor, or if they do not offer this service please list as N/A. Website development work is not included in the current budget set for the interactive agency, but is slated as a separate line item and interactive agency will be asked to bid on the project.

Attachment A

NOTICE OF INTENT TO BID

Due: April 1, 2008

5:00 PM Pacific Standard Time

Fax or Send to:

Matthew Sabbatini
Operations Manager
980 9th Street, Suite 480
Sacramento, CA 95814
FAX: 916-444-0410

Email Copy to:

msabbatini@visitcalifornia.com

Name of Proposer:
Contact Person:
Mailing Address:
Agency URL:
Telephone:
Fax Number:
Email Address:
Signed

Attachment B

SCOPE OF WORK CTTC Interactive Agency

This section describes the work plan that must be included in the proposal and details to the content and format that should be utilized in preparing the work plan. The proposed work plan should describe how the proposer intends to perform the scope of work during the period of July 1, 2008 – June 30, 2009. The work plan will be used to negotiate the contract scope of work, and to score several of the point categories of the RFP, as described in Attachment D, Evaluation Criteria.

Proposals must be based on a maximum funding level of \$1.75 million which includes all interactive media buys. If additional funding becomes available, this budget may increase.

INTERACTIVE AGENCY OBJECTIVES:

Primary: Drive measurable qualified traffic to Visit California websites, and serve the constituency of assessed businesses and destination marketing organizations by driving leads from the Visit California websites out to their constituencies.

- www.visitcalifornia.com
- www.landofwineandfood.com
- www.visitcaliforniasnow.com

Secondary: Drive sign-ups for newsletters and other database generating programs.

PROJECT TASKS:

- Interactive Media Plan/Strategy** (SEO/SEM, Broadband Video, Viral Applications, Mobile/Wireless, Broadcast Media, Promotions, Partnerships, co-op programs available for assessed business / Destination Marketing Organizations, Display Ads, & In-Kind Trade Co-operative programs).
- Online Creative Development & Delivery** (Banner Ads & Rich Media)
- Website Evaluation & Recommendations.** Ideas on how CTTC's web assets could create more non-ad purchase-based momentum and traffic. Tools that may help consumers to develop multi-destination travel itineraries, in addition to serving our constituency of businesses across the state by sending them qualified leads of future travelers. Develop a comprehensive evaluation of the quality of the landing pages: design, navigation, upstream/downstream click analysis, recommendations for content enhancements that would help in the organic integration process (SEO / SEM, consumer satisfaction, member

linkages, data capture). If CTTC decided to move forward with recommendations, please include your development services capabilities.

- D. **Email Marketing / CRM Strategy / Database management.** (Note if you deploy or execute emails, or only design and develop strategy around them)
- E. **Online Media Buying:** Proposer shall buy (execute) the media plan presented in their advertising plan after approval by the CTTC. Execution includes targeted placements, content sponsorships, PPC, merchandising partnerships, value-add, weekly optimization, visual reporting, payment to vendors and billing. Subcontractors are accepted, as long as the management of those subcontractors comes from interactive agency of record and optimization can be guaranteed based on review from objectives of the strategy.
- F. **Strategic Partnerships/Promotions:** Proposer should be experienced in Partnership Marketing and promotions. This will weigh heavily on the evaluation of the interactive agency. This can include in-kind advertising trade, promotional partnerships, promotions, leveraging non-endemic or tourism related partnerships, content sponsorships, etc.
- G. **Reporting / Campaign Evaluation:** Baseline evaluation will be provided to interactive agency to complete comparison evaluation. Provide a comprehensive overview and sample of the analytic tools that you use for showing ROI from all different marketing tactics. If you work with a 3rd party to provide audits, analytics, and reporting used to shift marketing strategy – please include that 3rd party in your proposal.

Additional Opportunity (not included in current scope of work):

International

The web is increasingly becoming a primary tool for global markets and each market demands its' own particular nuances in communication. Currently, there are 10 different websites in 8 different languages – but only 2 of those websites are built out entirely (Japan & UK). The other 8 only have a homepage that is in the native language, and the body of the website is in English.

Goal: To provide localized content structured in a way that each country needs, and to be built with a localized content management system allowing a shared database for search results and ease of implementation through common templates.

Task: Please list your International Capabilities in regards to web development, and traffic driving.

IN-HOUSE VS. OUTSOURCING

Please list out which services you do in-house and which ones' you out-source to other agencies. If you work with other agencies for some of your services, please

include those people in your personnel and management overview, as well as their experience in the Travel & Tourism industry (as outlined in the Personnel Management section). Please include basis for outsourcing business, and process for selection of outsourced agency.

Case Studies / Examples: In addition to showing us how you would execute on each of the above criteria for the CTTC, we are also interested in hearing what you have done in the past. Include examples of past campaigns that you have run for Travel & Tourism, as well as any other clients that may have a partnership opportunity for the CTTC as it relates to the skill set above. Examples should showcase new interactive technology, and savvy use of web to meet clients' objectives. This can be done in the form of case studies, or you can show specific examples for each of the skills. Each example should be supported with how success was measured.

Attachment C

BUDGET FORM

- A. Project Tasks: Interactive Advertising Plan/Strategy; Creative Development; Website Evaluation and Recommendations; Media Buying; Strategic Partnerships; Reporting / Campaign Evaluation
- B. Basis for Expense for each Project Task
- C. Personnel Title, Projected Weekly Hours, Total Hours

A. Project Tasks	B. Basis for Expense including out-of-pocket reimbursement expenses	C. Personnel Title; Projected Weekly Hours, Total Hours	D. Total Cost
1. Interactive Advertising Plan/ Strategy			
2. Creative Development			
3. Website Evaluation and Recommendations			
4. Media Buying			
5. Strategic Partnerships			
6. Reporting/ Campaign Evaluation			

TOTAL NOT TO EXCEED \$1.75 million including all interactive media buys.

BASIS FOR EXPENSES

Hourly rates and fees for professional skills must be broken out; out-of-pocket expenditures or reimbursable costs must be shown for each task. Account administrative costs should be estimated (these costs include telephone, postage, travel, shipping, research, etc.). **For each budget category, proposer must show on separate sheets how each of the costs were developed.** Proposers must show hourly rates and number of hours for each task and/or show fees and commissions for each task. The total cost of all tasks (including travel) cannot exceed \$ 1.75 million.

Attachment D

SAMPLE EVALUATION CRITERIA

Proposals will be reviewed, evaluated and scored. Evaluation of proposals will be based on the criteria shown as follows for each component; each criterion will be scored according to the degree of responsiveness present in the proposal being evaluated.

EVALUATION CRITERIA	MAX POINTS
Relevant Experience/Demonstrated Results of Firm. Experience with developing and implementing related services. Quality and relevance of work samples/experience. References.	30
Scope of Work. Work Plan. Quality, creativity, points addressed in scope of work, and likelihood of achieving program objectives within stated time frame.	30
Qualifications of Personnel. Employee Retention. Passion for product. Experience in Travel & Tourism Marketing. Effective Communication. Works well with others.	20
Cost Effectiveness. Is the value of the service worth the cost, and how does it compare to the other agencies being reviewed.	20

Attachment E

TECHNICAL REQUIREMENTS AND EXPERIENCE DECLARATION

Proficiency with the Commission's chosen platforms is mandatory.

Commission-hosted projects utilize the following technologies and conventions. Clarification is provided for some items.

- Windows Server 2003
 - 32- or 64-bit
- IIS 6.0
 - Projects are to be utilized with name-based-hosting unless the number of domain names pointing to a project are numerous, in which case an IP address will be dedicated to the project.
- ASP .NET Frameworks 2.0, 3.5
 - Clear understanding of client-side scripting with JavaScript and how it relates to server-side applications.
 - Utilizing XML from static files, web services, and from database servers to populate information and power applications.
- C#, unless otherwise worked out with the Commission's technical team.
- SQL Server 2005
 - Thorough understanding of designing for security, performance, and normalization, and the tradeoffs involved between the three objectives.
- Must utilize source control technology and be able to provide the commission with access to source repositories during development and while projects are active in maintenance phases.

Use of frontier technologies and rich media is encouraged, although the use of any technology which limits accessibility and Search Engine Optimization must be justified to the satisfaction of the Commission's technical team.

For example, Adobe *Flash* or Microsoft *Silverlight* are not to be used to accomplish site navigation or display content that is of primary importance.

However, *Flash* or *Silverlight* may be used to play video, or to display animations that enhance an otherwise complete experience.

**TECHNICAL REQUIREMENTS AND EXPERIENCE DECLARATION
CONTINUED**

Link to Online Portfolio	
List of Client Websites	
Development Type	<input type="checkbox"/> In-House Development Number of technical staff: <input type="checkbox"/> Outsourced Development Company Size:
Experience With Development Platforms	<input type="checkbox"/> .NET 3.5 <input type="checkbox"/> .NET 2.0
Instructions for obtaining sample source code and database schemas (FTP site credentials, portfolio website credentials)	