

**"17-664-01" REQUEST FOR QUALIFICATIONS
MEDIA MARKETING PROGRAM/ PUBLIC RELATIONS AGENCY**

INTENT: It is the intent of this Request for Qualifications to seek the services of a public relations agency to conduct a regional/national media marketing program with a specific focus on media tours (editorial research trips for groups of travel writers).

DUE DATE: WEDNESDAY, MARCH 8, 2017 AT 3:00 P.M. at which time the bids will be publicly opened and read aloud in the Burnet County Auditor's Conference Room located at 133 East Jackson Street, Burnet, Texas.

INSTRUCTION TO BIDDERS:

Sealed bids must be received in the Office of the Purchasing Agent on or before the time and date specified. Bids received after the time and date specified, whether hand delivered or mailed will not be considered and returned unopened to sender. (FAXED PACKETS WILL NOT BE ALLOWED)

In order to assure your packet is fairly considered, it must be submitted in a properly sealed envelope, clearly marked on the lower left hand corner with the numbers "17-664-01". Envelopes containing qualifications that are unmarked or marked otherwise maybe opened prematurely.

PLEASE MAIL YOU RFQ TO:
BURNET COUNTY AUDITOR/PURCHASING AGENT
220 S. PIERCE STREET
BURNET, TEXAS 78611

OR

FEDEX/UPS/HAND DELIVERED PACKETS SHOULD BE DELIVERED TO:
BURNET COUNTY AUDITOR/PURCHASING AGENT
133 EAST JACKSON STREET
BURNET, TEXAS 78611

A Request for Qualifications that is in the possession of the Purchasing Agent may be withdrawn by the bidder in person (with proper identification) or by written request up to the time of the opening date. Packets may not be withdrawn after the scheduled opening date. A RFQ may be altered by letter or fax transmission bearing the signature or name of the person authorized to submit a RFQ, prior to the time and date of the opening. Any alteration should not reveal the bid price but should indicate the addition, subtraction, or other change in the packet.

Burnet County Commissioners' Court reserves the right to reject any and all Request For Qualifications, to accept in whole or part, to waive any informality in the packets received, to accept separately or combine as it shall deem to be in the best interest of Burnet County,

Bids or qualifications solicited imply no obligation on part of Burnet County.

The failure of any contractor or supplier to Burnet County to comply with the terms of this bid will subject any Contractor or Purchase Order to revocation.

Questions concerning the specifications for a public relations agency should be direct to:

Jeanne Emerson
512-715-5276
comcrt@burnetcountytexas.org

Questions concerning the bid process, acceptance, and approval of RFQ should be directed to:

Jolene Mock
Burnet County Purchasing Assistant
512-715-5295
purchasing@burnetcountytexas.org

SPECIFICATIONS:

1. Provide the name of the agency and contact information.
2. List the ownership of the agency and the date it was founded.
3. Outline the agency's background and experience in coordinating media tours on behalf of destination marketing organization clients such as state tourism agencies, visitor bureaus and regional tourism promotion organizations.
4. List the experience of key agency staff (full time only) expected to be involved in servicing the account along with any regional or national affiliations with professional travel writer organizations (i.e. Society of American Travel Writers).
5. Provide a list of 25 travel writers, with their phone numbers and email addresses for verification purposes, who have participated in media tours that the agency has conducted for destination clients during the past 12 months.
6. Provide 25 samples of editorial coverage that have resulted from media tours the agency has conducted on behalf of destination clients during the past 12 months.
7. Provide references from ten destination clients for whom the agency has coordinated media tours.

8. Provide examples of media tour itineraries, media participants' lists and sponsor lists for five destination clients for whom the agency has coordinated media tours in the previous 12 months.
9. Provide information regarding the agency's background and experience in conducting workshops and education training programs for tourism industry members in the area of travel media marketing and media tour coordination.
10. Describe the agency's consistent ability to secure complimentary airline transportation for journalists attending media tours that are not able to drive to the destination.
11. What knowledge does the agency have of Burnet, Texas?