

Request for Proposals (RFP)
for Co-operative Marketing Projects

Daggett County and the Flaming Gorge Chamber of Commerce through a grant from the Economic Development Corporation of Utah (EDCU) is offering a funding opportunity for local businesses to create marketing that will generate greater interest in their business and the Daggett County/Flaming Gorge area. This opportunity is open to all companies/organizations that are licensed to do business in Daggett County. All proposals must be received no later than 5:00 p.m. on February 27, 2016. The marketing must be completed by June 2nd, 2016, if not sooner. Late submissions will not be accepted.

BACKGROUND INFORMATION:

This is a cooperative program, where your event will be required to match at least 25% of the cost of marketing, which will be matched with 25% from TRT funds and an additional 50% from EDCUtah. Payment of the required match must accompany invoice for payment of the remaining 75%. Money and invoice must be received before June 2, 2016, so the final payment can be completed by June 15, 2016.

Two Programs are already pre-approved for participation: DriveAway Adventures Website-\$199.00 and Constant Contact Email Marketing Membership-approx. \$199.00. Other options are also available, but will require more detail on the application. There is also an option for working with the State Co-op program for bigger and longer term projects (<http://travel.utah.gov/opportunities/cafeteria-marketing> and <http://travel.utah.gov/opportunities/cooperative-marketing>). Please contact Brian at the numbers listed below for additional information on these possibilities.

Projects selected will require credit to EDCUtah and approval of marketing materials before they are used, so please allow time for that to happen.

The RFP does not constitute any commitment implied or otherwise that Daggett County will formalize a contract with any party on this matter. Further, Daggett County will not be responsible for any costs incurred by applicants or travel costs to review/discuss applications prior to a contract being initiated.

FUNDING AND ELIGIBLE EXPENSES

Currently, \$2,000 has been set aside as a match to EDCUtah's \$2,000. Maximum amount awarded per project will be \$2,000 with smaller amounts being more common. Applications will be approved as received, so do not wait until the deadline or the funds may already have been awarded.

This program is set up to pay marketing expenses designed to increase spending by tourists and locals through advertising, publicizing, or otherwise distributing information about your business and the Flaming Gorge/Daggett County area. Funds can be used to develop brochures for card rack displays, websites, online marketing, social media marketing, etc. Put your thinking caps on and come up with a

unique way to market your business and Flaming Gorge or choose one or both of the following pre-approved programs.

DriveAway Adventures Website (<http://mavgetaways.com/flaming-gorge-country-utah-wyoming/>) A Basic listing starts at \$199/year and additional opportunities are available. Contact Bob Groves at 801-651-0920 or bob@mavgetaways.com . The DriveAway Adventures application will need to be completed and all requested materials must be submitted to Bob before June 2, 2016 or you will be billed for the amount paid by Daggett County and EDCUtah.

Constant Contact Email Marketing Membership (www.constantcontact.com)

Costs for this program will depend on the size of your database and the options you secure. You will be required to set up at least a basic account with Constant contact as a Chamber affiliate and prepare emails to send out to your potential customers. Additional requirements of this program include:

- Develop a welcome email to send out to new registrants
- Create Content for email marketing newsletters
- Create and send at least two additional emails to your list before June 2nd, 2016.
- Actively work on recruiting additional people to your email list
- Share appropriate content with the Flaming Gorge Chamber for their emails

All requirements must be completed before June 2, 2016 or you will be billed for the amount paid by Daggett County and EDCUtah.

This is not a continuous program, so applications must be received by the deadline to be considered. If this RFP proves to be helpful and successful and money is available in the future a 50-50 match program may be possible.

PROGRAM GOALS

- Create additional advertising for the Flaming Gorge area.
- Create specific advertising for local businesses to increase business and lead to additional investment in tourism facilities and infrastructure.

REQUIRED SUBMITTALS:

1. **Application (REQUIRED):** Please complete the attached application and include a brief summary of the proposed marketing project, how it will enhance your business and promote the Flaming Gorge/ Daggett County area. Feel free to add additional information not specifically requested if you feel it will help us better understand your proposed marketing project.

2. **Additional Information (2 Pages Maximum)** Additional information provided could include the events Marketing Plan, Budget, experience of Event Management/Project Team in planning and executing similar events, partners or sponsors already lined up or contacted, etc.

Proposals may be submitted in hard copy format by mail or digitally via email to:

Daggett County

Attn: Marketing Co-op RFP – Brian Raymond

PO Box 219

Manila, UT 84046

Email: Brian Raymond at braymond@daggettcountry.org

For additional information contact by phone at: 435-784-3218 ext. 134

APPLICATIONS ARE DUE BEFORE 5:00 P.M. ON FEBRUARY 27, 2016

For any addendums, FAQs or updates, please visit: <http://www.daggettcountry.org/eventrfp> between now and February 27, 2016.

Daggett County Co-op Marketing Program Application

Marketing Project: _____

Business Name: _____ Phone #: _____

Contact Name: _____ Email: _____

Address: _____

Website: _____

Facebook Page: _____

Briefly explain the goals of the proposed project: _____

How does this project fit in your overall marketing ? _____

How will the requested support benefit Daggett County? _____

Program Cost: _____ County Portion: _____ Business Portion: _____

Other Information: _____

By signing below I acknowledge I am willing to meet the following program guidelines:

- I will pay **Daggett County** for 25% of the marketing costs at the time of bill/invoice submission.
- All marketing materials used for this program must be approved prior to use in order to be eligible for payment.
- I will send payment and bills/invoices to Brian Raymond at the address listed below and verify that the information has been received. Payment requests must be in by June 2, 2016.
- I will provide a letter of thanks to EDCUtah and describe how the project has benefitted my business.

Signature Title Date

Send or bring to Daggett County; Attn: Brian Raymond; PO Box 219 (95 North 1st West);
Manila, UT 84046 or email a digital version to braymond@daggettcountry.org