

AGENDA SUMMARY
GRAND COUNTY COMMISSION MEETING
JUNE 7, 2022

TITLE:	Economic Development Department request for proposals for media agency advertising services
FISCAL IMPACT:	N/A
PRESENTER(S):	August Granath, Director, Economic Development Department

Prepared By:

FOR OFFICE USE ONLY:
Attorney Review:

SUGGESTED MOTION:

I move to approve the publication of a Request for Proposals (RFP) for a media agency for marketing services.

BACKGROUND:

The Grand County Economic Development Department (EDD) is seeking proposals from media agencies to support the execution of its Destination Management Organization (DMO) goals to promote responsible recreation. Key needs include the development of marketing strategy, media planning, and media buying.

Historically, the EDD has worked with a media agency in this capacity but had a contract expire at the end of 2021. Throughout 2022, our office has worked with media agencies on a project by project basis to execute marketing strategy. It has become clear that moving back to an annual contract with a single firm to plan and execute marketing strategy will minimize staff time spent contracting with individual media vendors and enhance overall cohesion and effectiveness of our campaigns.

Lastly, there is clear language in the RFP that any and all marketing efforts are to focus on the promotion of Responsible Recreation activities and/or Educate visitors on Responsible Recreation. Additionally, the RFP makes it clear that all strategy will be informed by the input and advice of the Travel Council Advisory Board and will not move forward without the approval of the County Commission. This RFP does not authorize any individual marketing campaign or strategy.

Attachment:

- 2022 Media Agency RFP Final

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