



Request for Qualifications: Creative Services

MARCH 5, 2021; **UPDATED MARCH 8, 2021 (SEE PAGE 4)**

Travel Portland is seeking a diverse, nimble creative team to create and execute – on a project basis – a digital marketing campaign that utilizes video assets and social media to drive overnight leisure visitation to Portland.

ABOUT TRAVEL PORTLAND

- Our mission: We generate travel demand that drives economic impact for Portland.
- Our vision: Travel Portland is a promoter and steward of this evolving city and its progressive values, which have the power to transform the travelers who visit us.
- Our brand platform:
 - While these **pillars** are not public-facing, they guide how Travel Portland markets the city as a preferred travel destination.
 - We are expressive. Portland exudes creativity and glows with an entrepreneurial, artisan, and maker spirit.
 - We are collaborative. It's in our DNA, and it differentiates the Portland visitor product.
 - We are dynamic. Portland is vibrant and ever-evolving. You get to be who you want to be here.
 - In our customer-facing communications, our **tone of voice** is shaped by the following guidelines:
 - We are open and welcoming. Not judgmental or pretentious.
 - We are laid-back and confident. Not sleepy or uncertain.
 - We are unexpected and unfiltered. Not brash or over-the-top.
 - Campaign positioning: This is not a public-facing manifesto. Rather, it's an internal statement that captures our perspective on Portland's current status – and informs how we'll position the city to potential visitors in the coming months. ("Welcome to the New Not Normal"): *We're a city that's always been rooted in an expressive, creative, unfiltered spirit. A welcoming place that is confident in who it is and what it stands for. A place that doesn't seek out*

attention, but always has something to say to those who are paying attention. Amid unprecedented challenges in our world, Portland is not sitting on the sidelines. Our values continue to stand out, and we're not afraid to stand up for our beliefs; when pushed, we're willing to push back. We have something to say, but we're also here to listen and reckon with our past. We're not looking back to recapture a lost "normal" – or go back to the good old days, which we recognize were not good for all. Instead, we're striving forward together to be a more vibrant, progressive and inclusive place than ever. Welcome to the new not normal. Welcome to Portland.

TRAVEL PORTLAND'S COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION

- We have learned that it takes people with different ideas, strengths, interests, perspectives and cultural backgrounds to do our best work; to best represent our destination from a diversity, equity and inclusion lens; and, ultimately, to deliver a quality visitor experience. As a result, we are committed to working with a diverse creative team on this project and have drawn inspiration from the following partners and organizations, from both inside and outside of the visitor industry:
 - Portland Center Stage's commitment "to hiring 50% BIPOC design teams": <https://www.pcs.org/social-justice-at-pcs-our-commitment-to-anti-racist-theater>
 - 600 & Rising's call for the creative community "to make specific, measurable, and public commitments to improve Black representation at all levels of agency staffing, especially Senior and Leadership positions": <https://adage.com/article/agency-news/more-600-black-agency-professionals-call-end-systemic-racism-open-letter-industry-leaders/2261381>
 - Play On Shakespeare's founding commitment to commission playwrights that "comprised at least 51 percent women and writers of color": <https://playonfestival.org/the-details/play-on-shakespeare/>
 - Association Forum's Welcoming Environment® initiative, which asserts that "When an association values differences and creates a welcoming environment – one that is comfortable, inclusive, and empowering – it opens the door for innovation, increased participation and an elevated sense of community and belonging for all." Travel Portland is a sponsoring partner of this initiative: <https://www.associationforum.org/browse/welcomingenvironment>

- Our membership in Destinations International, which “recognizes and advocates the importance of cultivating a unified travel industry where everyone is welcome, where there is equitable access for all, and to help reshape existing power structures so that systemically marginalized voices and perspectives are heard and valued”:
<https://destinationsinternational.org/equity-diversity-inclusion>
- Our definitions:
 - Diversity: It is the presence of differences. Within the workplace and our vendor contracts, this can include dimensions of race, religion, color, sex (including pregnancy, gender identity, and sexual orientation), parental status, socioeconomic class, national origin, age, disability, family medical history or genetic information, political affiliation or military service. There are also differences related to work style, life experience, education, beliefs and ideas. Honoring these differences is essential to our commitment.
 - Equity: The custom tools that identify and address inequality. Relates to the goal of everyone getting what they need to survive or succeed, whether that is access to opportunity, networks, resources or other, to reach their fullest potential. Equity is not the same as equality. Equity is not charity. Equity assumes that everyone starts from different places in terms of history, experiences, opportunities, and resources. Equity involves understanding of the root causes of disparities in our society (or region). For Travel Portland, our goal is to ensure that our policies, programs, practices and investments create conditions that are impartial, fair and provide equal possible outcomes for every individual.
 - Inclusion: Refers to the degree to which individuals from diverse backgrounds and experiences can engage fully in the decision-making process within an organization or group. It is the practice of ensuring that people feel a sense of belonging in the workplace, ensuring that every employee feels comfortable, supported by the organization, and able to be their authentic selves.
- In June 2020, the Black Travel Alliance launched a Black Travel Scorecard to evaluate travel brands on not just what they say, but also what they do. They asked travel brands to publicly communicate their metrics in five key areas. Here’s our response: <https://www.travelportland.com/about-us/black-travel-alliance/>
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ABOUT THE CAMPAIGN

- Campaign dates: June 1 – Aug. 31, 2021
- Campaign budget (estimates):
 - Creative & production: concepting, ideation, presentation, production and delivery of final creative assets: \$260,000
 - Media budget is separate. *As part of this Request for Qualifications, we are not seeking media planning/buying services.*
 - We are not seeking community management or ad placement services for social media.
- Campaign measurements/How we'll define success: As it has done in the past, Travel Portland will contract with a third-party research firm to calculate incremental visitation (overnight stays) and visitor spending generated by the campaign.

TIMELINE

- Through noon Pacific on Friday, March 19, 2021:
 - Send any questions regarding this RFQ to CreativeServicesRFQ@travelportland.com
 - Questions that can be answered will be posted here: <https://docs.google.com/document/d/15b80lUpT-6CmIefChznIXyVn6rmCnk9YgAvT6sLowps/edit?usp=sharing>
 - Answers will be posted to this page every 2-3 business days.
- Wednesday, March ~~23~~ 24, 2021: Proposals due in PDF format to CreativeServicesRFQ@travelportland.com at 5 p.m. Pacific.
- Week of April 5, 2021: We will schedule follow-up interviews with finalists to review proposals; discuss budget scenarios and details; further define potential work scope and processes; and review Travel Portland's existing consumer research and insights.
- Week of April 12, 2021: Award contract, begin work.
- June 1, 2021: Launch

RESPONSE: SUBMISSION REQUIREMENTS AND EVALUATION CRITERIA

In order to be considered for selection, each proposal must be complete and include the following items.

A. Cover letter (no more than one page)

Please explain why you are the partner best suited to help Travel Portland inspire and convert overnight leisure stays in Portland's hotels and short-term rentals (eg, Airbnb, Vacasa, VRBO).

B. Capabilities (no more than 4 pages)

Background: We acknowledge that there are many different ways to solve creative problems and that different approaches to creative and production solutions mean that creative teams can be organized differently (which is just fine). If that means certain team members perform multiple roles/capabilities, that's OK. If that means using subcontractors or freelancers, that's OK.

What follows are the capabilities we're seeking:

- a) Account/project management
- b) Creative development/concepting
- c) Video production
- d) Social media content generation
- e) Culturally specific content generation for historically under-represented minority groups (and in which mediums)
- f) Other capabilities that could bring value

For each role outlined above, please describe your capabilities.

C. Staffing plan (no more than 2 pages)

Provide a brief professional bio/resume for each person who will be assigned to the role(s) identified in Section B, including any subcontractors. Principal(s), project manager(s) and/or technical staff must be identified. Discuss their roles in relation to the work required.

D. Relevant Experience (no more than 2 pages):

- 1) Provide a recent case study (preferably within the last 5 years), highlighting a video asset (or assets) you produced on a tight timeline as part of a larger digital marketing campaign. Please include:
 - business objective
 - strategy
 - tactics
 - KPIs and results
 - ROI
 - how you incorporated DEI
 - how you moved quickly to conceive and execute
 - client contact information

- 2) Provide a recent case study (preferably within the last 5 years) highlighting a successful social media campaign you produced on a tight timeline. Please include:
 - business objective
 - strategy
 - tactics
 - KPIs and results
 - ROI
 - how you incorporated DEI
 - how you moved quickly to conceive and execute
 - client contact information

E. Organizational commitment to diversity, equity and inclusion (no more than 3 pages)

- 1) Please indicate if proposer is a certified Emerging Small Business (ESB), Minority/Women Business Enterprise (M/WBE), Service Disabled Veteran (SVD) or Disadvantaged Business Enterprise (DBE and ACDBE), via the state's Certification Office for Business Inclusion Diversity (COBID) at Business Oregon. If you do not possess the official designation, but would qualify as such, mention that also. <http://www.oregon4biz.com/How-We-Can-Help/COBID/Get-Certified/>

- 2) Additionally, if relevant, please describe the proposer's use – in general, and on this project in particular – of subcontractors and suppliers certified by COBID as Emerging Small Business (ESB), Minority/Women Business Enterprise (M/WBE), Service Disabled Veteran (SVD) or Disadvantaged Business Enterprise (DBE and ACDBE). <http://www.oregon4biz.com/How-We-Can-Help/COBID/Get-Certified/>

- 3) Please describe how your organization has demonstrated its commitment to internal diversity, equity and inclusion practices. Please include contracting and procurement spend.
- 4) In addition to your answers to 1-3 – which will be included in your RFQ response – members of the proposed project team must complete a demographic survey. So that we can have a better understanding of the proposed project team, each team member identified in the staffing plan (Section C) must complete the following survey:
<https://form.jotform.com/210554277566158>

Please note: All survey responses will be anonymous, and for each question, team members may choose not to self-identify. All responses will remain confidential.

F. Proposed timeline and budget (no more than 2 pages)

- 1) Please draft a timeline that shows the steps you would take – including concepting, approvals, reviews, feedback and production – that:
 - Ensures the completion and deployment of video assets (for now, assume that we will need a 2-3 minute piece, plus cut-downs and/or separate, shorter pieces) and accompanying social media campaign by June 1.
 - Incorporates the production of social media content that we'll deploy June 1 through August 31.

Assume a start-work date of April 12. We will review, discuss, and refine the finalists' proposed timelines during our interviews with finalists the week of April 5.

- 2) Please provide a provisional budget (up to \$260,000) that shows how you would allocate production costs vs. personnel/fees/creative costs. We will review, discuss, and refine the finalists' provisional budgets during our interviews with finalists the week of April 5.

G. Cost/value (no more than 2 pages)

- 1) Please outline fees and/or hourly rates for personnel who will be assigned to the project.
- 2) List any cost-saving and/or added-value advantages offered by the proposer.

OTHER CONSIDERATIONS

The selected proposer will be invited to enter into a service agreement with Travel Portland. This agreement will stipulate the terms and conditions of the services to be provided. Travel Portland reserves the right to change any terms and conditions of the service agreement prior to execution of the agreement. Travel Portland also reserves the right to terminate the agreement at any time and for any reason within 30 days of notifying in writing the selected proposer.

Business License, Registration, Certification: The selected proposer shall be licensed to do business in Oregon as required by state codes and maintain current any certification, accreditation or license(s) required to perform work under this agreement.

Located in Portland: Proposals will only be accepted from businesses based in the Portland Metro Area, or have an office that is geographically located in Portland.

Confidentiality: It is understood that proposals may contain confidential information relating to previous client strategies, goals and results. This information will be kept private and only used in the evaluation of proposals.

Acceptance/Rejection of Proposals: Travel Portland reserves the right, at its discretion, to reject any proposal for any reason, including proposals that do not meet the stated criteria.

Disclosure: Other than the name of the selected proposer, no other information regarding the candidates or their proposals shall be made public.

Cost for Preparation of Proposals: Travel Portland is not responsible under any circumstances for any costs incurred as the result of the preparation or submission of the candidates' proposals.

Equal Opportunity: Travel Portland strongly encourages businesses that represent, celebrate and encourage diversity to submit proposals in response to this RFQ.

AWARDING THE PROJECT CONTRACT

Travel Portland reserves the right to award one or multiple contracts for the outlined scope of work; Travel Portland also reserves the right to not award a contract agreement to any candidate. Travel Portland further reserves the right to audit and/or cancel the contract at any time and for any reason within 30 days of notifying in writing the selected proposer. The statement of work for the contract will be negotiated with the successful respondent.