

City of Mesquite, Texas

Legislation Details (With Text)

File #:	23-6474	Version:	1	Name:	RFP No. 2023-037 - Annual Marketing Services for CVB
Type:	Agenda Item	Status:			Passed
File created:	2/27/2023	In control:			City Council
On agenda:	3/20/2023	Final action:			3/20/2023
Title:	RFP No. 2023-038 - Annual Marketing Services for the Mesquite Convention and Visitors Bureau. (Staff recommends award to Camp Profiles LLC dba 829 Studios and to authorize the City Manager to finalize and execute a contract in the amount of \$84,000.00. The term of the contract is for a one-year period, with four additional one-year renewals. The City Manager is authorized to exercise the renewal options, subject to the annual appropriation of sufficient funds).				

Sponsors:

Indexes:

Code sections:

Attachments: 1. Scoring Matrix

Date	Ver.	Action By	Action	Result
3/20/2023	1	City Council	Approved	

RFP No. 2023-038 - Annual Marketing Services for the Mesquite Convention and Visitors Bureau. (Staff recommends award to Camp Profiles LLC dba 829 Studios and to authorize the City Manager to finalize and execute a contract in the amount of \$84,000.00. The term of the contract is for a one-year period, with four additional one-year renewals. The City Manager is authorized to exercise the renewal options, subject to the annual appropriation of sufficient funds).

Project/Budgeted Amount

\$84,000.00

Sum of Bid/Bid Amount

\$84,000.00

The Convention and Visitors Bureau (CVB) has engaged a vendor in recent years to manage search engine optimization and other digital services which has proven to increase marketing reach for Visit Mesquite, resulting in increased Hotel Occupancy Tax collections.

As part of a strategy to further increase marketing reach and revenue, a new RFP scope requires expanded services that would include, but are not limited to, search engine optimization (SEO), email marketing, paid search, media buying, programmatic advertising, social media marketing, monetarization services, artificial intelligence (AI), web strategy and performance marketing.

The new service contract would also provide audience targeting strategy and strategic media planning intended to drive exposure for Mesquite, grow engagement with the Mesquite CVB target audiences, increase bookings at area hotels, ticket sales to area attractions and increased inquires for the convention bookings.

Notices for this Request for Proposal were broadcast through the Periscope Holdings electronic bidding system, published in the Daily Commercial Record newspaper and posted on the City's website. Two companies

submitted proposals for this project. The two proposals were scored by staff and Camp Profiles dba 829 Studios was the top scored bid.

Financial Implications

Funding for this project is available through the Hotel Occupancy Tax Fund.

Recommended/Desired Action

Staff recommends award to Camp Profiles LLC dba 829 Studios.

Attachment(s)

Scoring Matrix

Drafter

Kim Buttram

Head of Department

Kim Buttram