

Waco Convention Center & Visitors Bureau
Discussion of Need for Agency of Record and Audio/Visual
Service Provider

December 1, 2020

Outline of Today's Presentation

- I. Single, Non-Exclusive Contracted Provider for Audio/Visual Equipment and Services for WCC
- II. Destination Marketing, Tourism COVID recovery initiatives for 2021
 - a. Single Source Marketing/Advertising Agency Partnership – Discussion
 - b. Budget Expectations
 - c. RFP Process and Selection
- III. Questions/Comments

I. Single, Non-Exclusive Contracted Provider for Audio Visual Equipment and Services

Background:

- Currently the Waco Convention Center (WCC) is an open facility for audio/visual providers
- The Convention Center also rents limited audio/visual equipment
- This requires event planners to choose from numerous possible vendors and/or utilizing WCC limited equipment along with multiple payment methods

Challenges:

- WCC equipment is largely out of date and becoming obsolete
- Staff expertise in operating and troubleshooting A/V is very limited
- Increased demands for video conferences via hybrid meetings, puts WCC at a disadvantage

Contracted Provider for Audio Visual Services and Equipment

Recommendation:

- WCC Staff recommends issuing a competitive sealed bid for a single, non-exclusive contracted provider for audio/visual services to create efficiencies and deliver on an enhanced customer experience
- These benefits include:
 - Upgraded equipment
 - Better service delivery to customers requiring an enhanced A/V experience
 - Technical support and best service delivery, hybrid meetings capabilities and options
 - Increased profitability to the WCC
 - Planned fee: 20%
 - *we have surveyed comp-set, state and national venues; of those who shared the average was 24% - 30% on total sales

Timeline for Contracted Audio/Visual Provider

Item	Date
Approval Requested to issue RFP from City Council	12/1/2020
Issuance and Advertisement of the RFP	1/7 & 14, 2021
Pre-proposal video conference	1/20/2021 *anyone who is interested
Deadline for questions	1/25/2021
Receipt of the Proposals Due – Closing Date	1/29/2021
Committee meets to score proposals	2/1-5/2021
Video conference presentation of the top ranked	2/9/2021
Notify proposers of award recommendation	2/12/2021
Contract negotiations and preparation	2/12/2021
Recommendation to City Council & Award	3/16/2021

RFP: Will be advertised in Waco Tribune Herald, International Association of Venue Managers and International Association of Exhibitions and Events

II. Marketing Initiatives for FY21 and COVID Recovery

Marketing/Advertising Agency Partnership - Discussion

- The COVID-19 pandemic has taken a dramatic toll on the tourism industry and decimated the convention and meeting/events business nationwide, including Waco and the Waco Convention Center
- Due to the pandemic and social distancing requirements, the Waco Convention Center continues to see cancelations and reductions of large group events – thus will generate a fraction of its typical anticipated annual revenues
- CVB Leadership recognizes that the overnight leisure traveler segment, not the convention market, will serve as the main driver of hotel occupancy tax for the foreseeable future.
- Tourism Visitors and subsequent overnight travelers are critical as an economic driver for hotels, restaurants, shops and attractions

Marketing Initiatives for FY21 and COVID Recovery

Marketing/Advertising Agency Partnership - Discussion

- Need to develop, fund and execute a "return to tourism" marketing campaign that reaches out to existing and new markets to attract new overnight stays and day-trip visitors
- An extended (12 – 15 months), purposeful marketing strategy and campaign will allow the destination to penetrate new feeder markets, as well as aggressively market to traditional markets around the State and continue to build our brand
- CVB is requesting to pursue an Agency of Record RFP and will identify a single-source marketing and advertising partner

Marketing Initiatives for FY21 and COVID Recovery

- An Agency of Record involves a contract (through an RFP process) with a single, full-service advertising agency responsible for all the marketing services that a business might require
- These services include: creative development, media placement, digital marketing, brand strategy, and reporting on results from marketing campaigns
- Advantages include: efficient use of budget dollars, consistency in messaging and creative approach, and the communications efficiencies resulting from working with a single vendor

Marketing Initiatives for FY21 and COVID Recovery

CVB recommends building a marketing relationship with a predetermined program budget with an experienced marketing agency. This exclusive marketing relationship with CVB would provide the following advantages:

- Fixed Marketing budget of up to \$300K,
 - *This is just a portion of our overall marketing budget that we are dedicating for this purpose*
- Annual marketing strategy and plan
- Consistent creative approach and execution of marketing messaging
- Media buys and placements
- Continued eye on Brand evolution to meet the changing needs of the destination
- This program does not include dollars to rebrand the destination

Marketing Initiatives for FY21 and COVID Recovery

- An Agency of Record competitive sealed bid process would call for local respondents as well as out-of-market invitations
- A selection committee would be recruited to assist CVB in the selection process – We are in the process of developing a selection committee
- The scoring for the Agency of Record would include the following:
 - I. Predetermined estimated budgets for programming such as media buys, creative and social media
 - II. Depth of experience in Destination Marketing
 - III. Timeline of executable strategy and recommendations for recovery
 - IV. Excellence in creative production, with an eye towards inclusiveness
 - V. Ability to execute advertising placements – print, digital, etc.
 - VI. Ability to report on results of these campaigns and adjust on the fly to maximize results

Timeline for Agency of Record RFP

Item	Date
Approval Requested to issue RFP from City Council	12/1/2020
Issuance and Advertisement of the RFP	12/3/2020 & 12/10/2020
Pre-proposal video conference Q&A	12/16/2020
Deadline for questions	12/21/2020
Receipt of the Proposals Due – Closing Date	1/8/2021
Committee meets to score proposals	Week of Jan. 11-15, 2021
Video conference presentation of the top ranked	1/19/2021
Notify proposers of award recommendation	1/22/2021
Contract negotiations, legal and finance review and preparation	1/29/2021
Recommendation to City Council/Award	3/2/2021

RFP: Will be advertised in Waco Tribune Herald, Meeting Professionals International, Texas Association of CVB's, Destinations International

Thank you for your consideration

Discussion / Questions