

PUBLIC NOTICE
REQUEST FOR PROPOSAL FOR TOURSIM MARKETING SERVICES SUPPORTING THE CITY OF
SAN SABA ECONOMIC DEVELOPMENT CORPORATION VISIT SAN SABA CAMPAIGN

The City of San Saba Economic Development Corporation (the "SSEDC") is seeking competitive sealed proposals for tourism marketing services to support the SSEDC "Visit San Saba" campaign. Proposers must submit a proposal for 1-year of tourism marketing services with a minimum of the following deliverables during the 1-year period in the following categories. Proposals for a longer period than 1- year are acceptable, as long as the specifications listed below are included in each 1-year period.

CAMPAIGNS

- Develop and deploy strategic messaging including overall tourism marketing and event promotion to target audiences.
- Monitor and report on the impact of campaigns including available digital analytics for ROI.

MULTIMEDIA

- Three (3) content shoots per 12-month calendar cycle relevant to the strategic marketing goals to be outlined by City staff.
- One (1) 60-second promotional video per 12-month calendar cycle highlighting San Saba's tourism features, local businesses, and event coverage.
- Create monthly social media reels and videos to market tourism features and events as specified by the City.

SOCIAL MEDIA

- Establish and/or maintain social media platforms on Facebook, Instagram, and X.
- Develop and execute strategic social media campaigns highlighting City features, events, and tourism offerings.
- Provide monthly social media calendar presenting all posts (imagery and messaging) for City input/approval.
- Manage posting and monitor platform conversations and engagement.
- Establish social media growth goals.
- Coordinate and execute paid social media campaigns.

INFLUENCER MARKETING

- Identify influencers to partner with City on tourism marketing.
- Negotiate deliverables and manage contract with influencers.
- Coordinate influencer visits and provide direction on content creation. Work with City to arrange for lodging, meals, and staged events and tours for optimal content creation.
- Oversee collaborated posts and tagging for resharing on San Saba social media platforms.

WEBSITE MAINTENANCE

- Provide secure web hosting
- Site refresh incorporating new messaging, imagery, video(s), and promotional information.
- Develop six (6) blog posts per calendar year.
- Incorporate social media posts into the website homepage for amplification of social media marketing.
- Keep website up to date with fresh content, event calendar/countdown, and media coverage. This will enhance SEO.

GRAPHIC DESIGN

- Include up to ten (10) hours of graphic design services per month encompassing: event promotional collateral, marketing brochures, banners, social media graphics, and paid media advertisements.

ETHICS AND CHAPTER 176 COMPLIANCE

Each proposal must submit a 1295 Form and a CIQ disclosure form.

DEADLINE TO SUBMIT

Proposals must be received no later than 5 p.m. CST on Wednesday, February 26th, 2025. It is the responsibility of the submitting entity to ensure that the proposal is received in a timely manner. Proposals received after the deadline will not be considered for the award. Please submit an email of your proposal in PDF format to citymanager@centex.net, or delivered to the following address identifying it as SSEDC Proposal.

City of San Saba
C/O SSEDG
303 S. Clear Street
San Saba, TX 76877

Any questions or requests for clarification must be submitted in writing via EMAIL to the address above at least 3 business days prior to the deadline. SSEDG may, if appropriate, circulate the question and answer to all service providers submitted proposals.

OPEN PROPOSALS

Proposals shall be opened and read aloud in the City of San Saba Visitors Center, 113 N. High St., San Saba, Texas at 10:00 a.m. CST on Thursday, February 27, 2025. Proposals will be evaluated and presentations will be scheduled for those selected. The SSEDG reserves the right to negotiate with a proposer.

AWARD OF PROPOSAL

The SSEDG retains the right to reject all bids submitted and to waive any irregularities in the bids. The SSEDG reserves the right to cancel the project without any obligation to the proposers. The SSEDG may award the proposal that presents the best value for the City using the criteria set forth herein. In determining best value for the City, the SSEDG shall consider: (1) the price; (2) the reputation and experience of the vendor; (3) the quality of the vendor's services; (4) the impact on the ability of the City to comply with rules relating to historically underutilized businesses; (5) the vendor's safety record; (6) the vendor's proposed personnel and (7) whether the vendor's financial capability is appropriate to the size and scope of the project; and (8) the vendor's past relationship with the City and the SSEDG.