



REQUEST FOR PROPOSAL

*TOURISM MARKETING
SERVICES*

RFP# 20-6640-01

Burnet County, Texas

DUE DATE: Monday, January 6th, 2020

BY: 2:00 PM

Burnet County Auditor
Purchasing Division
133 E. Jackson St.
Burnet, Texas 78611

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BID INSTRUCTIONS/REQUIREMENTS

SUBMISSION OF PROPOSALS/BIDS: Two (2) complete sets of all bid documents (original and one (1) copy) shall be sealed and marked ***Bid #20-6640-01 Marketing Services*** for Burnet County.

**Burnet County Purchasing
Karin Smith, Purchasing Agent
133 E. Jackson St.
Burnet, Texas 78611**

- ❖ Respondents are prohibited from contacting or communicating in any means with any consultant, employee, manager or elected official of Burnet County including concerning this bid/proposal except for questions concerning the proposal by Respondents directed through Burnet County Purchasing by email cdalrymple@burnetcountytexas.org. Failure to comply with this guideline could result in disqualification from the bid process.
- ❖ **All bids/proposals must be sealed** when returned to Burnet County.
- ❖ The bid must be signed and dated by a representative of the vendor's company who is authorized. It should be sealed, and received by Burnet County Auditor, 133 East Jackson St., Burnet, TX 78611 by the closing date and time specified. A facsimile transmission is **not** an acceptable response to this Bid. Procedures for electronic bid submission can be found at www.burnetcountytexas.org.
- ❖ All questions/checklists/blanks must be included in your response on the forms provided or the format requested. Failure to include any of the requested information within your bid may result in rejection/disqualification.
- ❖ BIDS/PROPOSALS WILL BE received and publicly acknowledged at the Burnet County Purchasing Department located at the address listed above. Vendors, their representatives and interested persons may be present. All submissions shall be open for public inspection except for trade secrets, financial information, and other confidential information contained in the proposal/bid and identified as such by vendor.
- ❖ It is the bidders' sole responsibility to print and review all pages of the bid document, attachments, questions and their answers, addenda and special notices. The Bid Proposal Signature Form, Certification of eligibility and contract must be signed and returned. Failure to provide signatures on these forms could render bid non-responsive.
- ❖ All documents relating to this bid including but not limited to, the bid document, questions and their responses, addenda and special notices will be posted under the Bid number on the Burnet County website and available for download by bidders and other interested parties. **It is the bidders'/respondents' sole responsibility to review this site and retrieve all related documents prior to the Bid due date.**

- ❖ **Any bid/proposal received after the date and/or hour set for bid opening will not be accepted. Bidder will be notified and will advise Burnet County Purchasing as to the disposition by either pick up, return at bidder's expense, or destroyed with written authorization of the bidder.** If bids/proposals are sent by mail to the Purchasing Department, the bidder shall be responsible for actual delivery of the bid to the Purchasing Department before the advertised date and hour for opening of bids. If mail is delayed either in the postal service or in the internal mail system of Burnet County beyond the date and hour set for the bid opening, bids thus delayed will not be considered and will be disposed of as authorized.
- ❖ Accuracy for all mathematical and number entries is the sole responsibility of the bidder. Burnet County will not be responsible for errors made by the bidder.
- ❖ **Written Questions deadline is: December 31, 2019 5:00 PM**

STANDARD TERMS AND CONDITIONS

By returning this proposal with price(s) quoted and forms executed, Respondents certify and agree to the following:

1. Alternate bids will not be considered unless authorized. If there is any question as to the specifications or any part thereof, Respondent may submit to the Burnet County, Texas Purchasing Agent, a request for clarification. Such requests must be received a minimum of five (5) days prior to scheduled opening date.
2. Non-performance or non-compliance of the Standard Terms & Conditions, or non-performance or non-compliance with the Specifications shall be basis for termination by Burnet County of the bid or final executed contract. Termination in whole, or in part, by the County may be made solely at the County's option and without prejudice to any other remedy to which Burnet County may be entitled by law or in equity, or elsewhere under this Bid or the agreement, by giving thirty (30) days written notice to the vendor with the understanding that all work being performed under this agreement shall cease upon the date specified in such notice. Burnet County shall not pay for work, equipment, services or supplies, which are unsatisfactory. The Respondent may be given reasonable opportunity prior to termination to correct any deficiency. This however shall in no way be construed as negating the basis for termination for non-performance or non-compliance.
3. Respondent shall make all inquiries necessary to be thoroughly informed as to the specifications and all other requirements proposed in the Bid. Any apparent omission or silence of detail in the description concerning any point in the specifications shall be interpreted on the basis of best commercial practices, and best commercial practices shall prevail.
4. The Respondent shall affirmatively demonstrate Respondent's qualifications by meeting or exceeding the following minimum requirements:
 - ✓ Have adequate financial resources, or the ability to obtain such resources as required.
 - ✓ Be able to comply with any required or proposed delivery schedule.
 - ✓ Have a satisfactory record of performance.
 - ✓ Have a satisfactory record of integrity and ethics.
 - ✓ Be otherwise qualified and eligible to receive the award.
5. Itemized invoices shall be sent to the Burnet County Auditor, 133 East Jackson St., Burnet, TX 78611. Upon receipt of a valid invoice, payments will be processed in accordance with Texas Government Code, Chapter 2251 after verification that the material or equipment and/or services have been delivered in good condition and that no unauthorized substitutions have been made according to specifications. Neither a signed receipt nor payments shall be construed as an acceptance of any defective work, improper materials, or release of any claim for damage.

6. Only the Commissioners Court of Burnet County, Texas acting as a body may enter into any type of agreement or contract on behalf of Burnet County. Department heads or other elected or appointed officials are not authorized to enter into any type of agreement or contract on behalf of Burnet County, or to agree to any type of supplemental agreements or contracts for goods or services. Contracts are subject to review by the County's attorney prior to signature by the authorized County official.
7. The Respondent shall be considered an independent Contractor and not an agent, servant, employee or representative of the County in the performance of the work. No term or provision, hereof, or act of the Respondent shall be construed as changing that status.
8. The Respondent shall defend, indemnify, and shall save whole and harmless the County and all its officers, agents, employees from and against all suits, actions, or claims of the character, name and description brought for or on account of any injuries or damages (including but not restricted to death) received or sustained by any person(s) or property on account of, arising out of, or in connection with the performance of the work, including without limiting the generality of the foregoing, any negligent act or omission of the Respondent on the execution or performance of the Contract.
9. The Respondent agrees, during the performance of the work, to comply with all applicable codes and ordinances of the City of Burnet, Burnet County, or State of Texas as they may apply, as these laws may now read or as they may hereafter be changed or amended.
10. The Respondent shall obtain from the appropriate City, Burnet County, or State of Texas the necessary permit(s) required by the ordinances of the City, County, or State, for performance of the work.
11. The Respondent shall not sell, assign, transfer or convey the agreement in whole or in part, without the prior written consent of the County.
12. The parties herein agree that the agreement shall be enforceable in Burnet County, Texas, and if legal action is necessary to enforce it, exclusive venue shall lie in Burnet County, Texas.
13. The agreement shall be governed by, and construed in accordance with, the Laws of the State of Texas and all applicable Federal Laws.
14. Funding Clause - Payments required to be made by Burnet County under the terms of the agreement shall be contingent upon and subject to the initial and continuing appropriation of funding for the agreement by and through the Commissioners Court of Burnet County, Texas. In the event appropriations for funding of the agreement are not approved by and through the Commissioners Court, the contract shall terminate. Burnet County shall, submit written notice to Respondent thirty (30) days prior to such termination. Upon notice of termination, as provided in this paragraph, the Respondent may submit a final invoice to the County and coordinate with the County Auditor to remove all property belonging to said Respondent as soon as possible. Payment for final invoice will be

subject to verification and approval by the County Auditor. Thereupon, Burnet County will be released from its obligation to make further payments.

15. Burnet County is exempt from federal excise and sales taxes, ad valorem taxes and personal property taxes; therefore, tax must not be included in proposals tendered. Proposals offered must be complete and all inclusive. Burnet County will not pay additional taxes, surcharges or other fees not included in bid prices.
16. Burnet County expressly reserves the right to accept or reject in part or in whole, any bids submitted, and to waive any technicalities or formalities as to such waiver is determined to be in the best interest of Burnet County.
17. In case any one or more of the provisions contained in the agreement shall for any reason be held to be invalid, illegal, or unenforceable in any respect, such invalidity, illegality, or unenforceability shall not affect any other provision thereof and the agreement shall be considered as if such had never been contained herein.
18. Bids may be withdrawn prior to the official opening. Alterations made before the time of official opening must be initialed by Respondent guaranteeing authenticity. Proposals may not be amended, altered or withdrawn after the official opening, except upon the explicit recommendation of the Purchasing Agent and the formal approval of the Commissioners Court.
19. The agreement embodies the complete agreement of the parties hereto, superseding all oral or written previous and contemporary agreements between the parties and relating to matters herein, and except as otherwise provided herein cannot be modified without written agreement of the parties. A contract will be executed after determination of the award.
20. Respondent must provide a certificate of insurance requirements or a statement of Respondent's insurance carrier certifying that the required coverage shall be obtained by Respondent within ten (10) days of formal award of the Contract. In the case where a certification letter from an insurance carrier is attached to the bid in lieu of an insurance certificate, any formal award of a contract shall be contingent upon required coverage being put into force **prior** to any performance required by subject agreement.
21. Burnet County reserves the right to terminate an agreement/contract at any time, without cause, upon thirty (30) days written notice to Respondent. Upon termination, Burnet County shall pay Respondent for those costs directly attributable to work done or supplies obtained in preparation for completion or compliance with the Contract, except no payment shall be made for costs recoverable by Respondent in the normal course of doing business or which can be mitigated through the sale of supplies or materials obtained for use under this Contract. It is further agreed by Respondent that Burnet County shall not be liable for loss or reduction in any anticipated profit.
22. Additional or alternate bonds may be required in accordance with Texas statutes as outlined in the specifications.

23. Burnet County is wholly committed to developing, establishing, maintaining, and enhancing minority business involvement in the total procurement process. The County, its contractors, their suppliers and sub-contractors, vendors of goods, equipment, services, and professional services, shall not discriminate on the basis of race, color, religion, national origin, age, handicap, or sex in the award and/or performance of contracts. However, competition and quality of work remain the ultimate standards in contractor, sub-contractor, vendor service, professional service, and supplier utilization. All vendors, suppliers, professionals and contractors doing business or anticipating doing business with Burnet County shall support, encourage and implement steps toward our common goal of establishing equal opportunity for all citizens of Burnet County.
24. Respondents must agree to provide the following information as part of this proposal:
- ✓ Form of business. (If a corporation, limited partnership or limited liability Company, indicate the state of creation).
 - ✓ Name of contact person (single point of contact with the Respondent).
 - ✓ List of all criminal charges, civil lawsuits or dispute resolutions to which Respondent is a party in the past five (5) years and the nature of the issue. Indicate if and how it was resolved.
 - ✓ List all criminal charges, civil lawsuits, or alternative dispute resolutions to which Respondent becomes a party for the period beginning with the submission of the proposal until the rejection or award of the bid/RFP.
 - ✓ Current fiscal year-end financial statements upon request.
25. Burnet County reserves the right to accept or reject any or all bids, with or without cause, to waive technicalities, or to accept the bid which, in its sole judgment, best serves the interest of the County, or to award a contract to the next most qualified Respondent if a successful Respondent does not execute a contract within 10 business days after approval of the selection by the Burnet County Commissioners Court. Burnet County Reserves the right to award multiple contracts as necessary and in the best interest of the County.
26. Burnet County reserves the right to request clarification of information submitted and to request additional information of one or more Respondents.
27. Costs of preparation of a response to this request for bids are solely those of the Respondent. Burnet County assumes no responsibility for any such costs incurred by the Respondent. The Respondent also agrees that Burnet County assumes no responsibility for any costs associated with any administrative or judicial proceedings resulting from the solicitation process.
28. The awarding Respondent shall maintain adequate records to justify all charges, expenses, and costs incurred in estimating and performing the work for at least two (2) years after completion of the contract resulting from this request for proposal. Burnet County shall have access to all records, documents and information collected and/or maintained by others in the course of the administration of this agreement.
29. Bidder understands and agrees that in returning a response to this proposal/bid that it is neither an "offer" nor an "acceptance" until such time a formal contract is

authorized/awarded by the Burnet County Commissioners Court; if any.

30. Bids must be submitted on the forms provided. Bids will not be considered if submitted by telephone, fax or any other means of rapid dispatch, nor will a proposal be considered if submitted to any other person or department other than specifically instructed.
31. Gratuities- Burnet County may, by written notice to the Seller, cancel this contract without liability to Seller if it is determined by Burnet County that gratuities, in the form of entertainment, gifts, or otherwise, were offered or given by the Seller, or any agent or representative of the Seller, to any officer or employee of Burnet County with a view toward securing a contract or securing favorable treatment with respect to the awarding or amending, or the making of any determinations with respect to the performing of such a contract. In the event this contract is canceled by Burnet County pursuant to this provision, Burnet County shall be entitled, in addition to any other rights and remedies, to recover or withhold the amount of the cost incurred by Seller in providing such gratuities.
32. Termination - The performance of work under this order may be terminated in whole or in part by the Buyer in accordance with this provision. Termination of work hereunder shall be effected by the delivery to the Seller of a "Notice of Termination" specifying the extent to which performance of work under the order is terminated and the date upon which such termination becomes effective. Such right of termination is in addition to and not in lieu of rights of Buyer.
33. Force Majeure - If, by reason of Force Majeure, either party hereto shall be rendered unable wholly or in part to carry out its obligations under this Agreement then such party shall give notice and full particulars of such Force Majeure in writing to the other party within a reasonable time after occurrence of the event or cause relied upon, and the obligation of the party giving such notice, so far as it is affected by such Force Majeure, shall be suspended during the continuance of the inability then claimed, except as hereinafter provided, but for no longer period, and such party shall endeavor to remove or overcome such inability with all reasonable dispatch. The term Force Majeure as employed herein, shall mean acts of God, strikes, lockouts, or other industrial disturbances, act of public enemies, orders of any kind of government of the United States or the State of Texas or any civil or military authority, insurrections, riots, epidemics, landslides, lightning, earthquake, fires, hurricanes, storms, floods, washouts, droughts, arrests, restraint of government and people, civil disturbances, explosions, breakage or accidents to machinery, pipelines or canals or other causes not reasonably within the control of the party claiming such inability. It is understood and agreed that the settlement of strikes and lockouts shall be entirely within the discretion of the party having the difficulty, and that the above requirement that any Force Majeure shall be remedied with all reasonable dispatch shall not require the settlement of strikes and lockouts by acceding to the demands of the opposing party or parties when such settlement is unfavorable in the judgment of the party having the difficulty.
34. Assignment Delegation - No right or interest in this contract shall be assigned or delegation of any obligation made by Seller without the written permission of the Buyer. Any attempted assignment or delegation by Seller shall be wholly void and totally ineffective for all purposes unless made in conformity with this paragraph.

35. Waivers - No claim or right arising out of a breach of this contract can be discharged in whole or in part by a waiver or renunciation of the claim or right unless the waiver or renunciation is supported by consideration and is in writing signed by the aggrieved party.
36. Modification - Contract can be modified or rescinded only by a written and signed agreement by both of the parties duly authorized agents.
37. Applicable Law - This agreement shall be governed by the Uniform Commercial Code. Wherever the term "Uniform Commercial Code" is used, it shall be construed as meaning the Uniform Commercial Code as adopted in the State of Texas as effective and in force on the date of this agreement.
38. Advertising - Seller shall not advertise or publish, without Buyer's prior consent, the fact that Buyer has entered into this contract, except to the extent necessary to comply with proper requests for information from an authorized representative of the federal, state, or local government.
39. Right to Assurance - Whenever one party to this contract in good faith has reason to question the other party's intent to perform, he may demand that the other party give written assurance of his intent to perform. In the event a demand is made and no assurance is given within five (5) days, the demanding party may treat this failure as an anticipatory repudiation of the contract.
40. Venue - Both parties agree that venue for any litigation arising from this contract shall be in Burnet County, Texas.
41. No negotiations, decisions, or actions shall be executed by the vendor as a result of any discussions with any public service official, employee and/or consultant. Only those transactions provided in written form may be considered binding.
42. The contents of each vendor's bid, including specifications shall remain valid for a minimum of 90 calendar days from the Bid due date.
43. All documents submitted as part of the vendor's offering will be deemed confidential during the evaluation process.
44. Subcontracting: The Vendor must function as the single point of responsibility for the Agency. No vendor shall submit a proposal comprised of separate software packages from multiple subcontractors.
45. Investigation of Conditions: Before submitting a bid, respondent should carefully examine the specifications and fully inform themselves to the conditions of the equipment and limitations.

46. Contract Award:

- 1) Burnet County reserves the right to reject any or all bids and to waive any minor informality or irregularity in a proposer's response if deemed in the best interests of the County.
 - 2) Award of a contract (if any) resulting from this bid will be made only by written authorization from Burnet County Commissioners Court.
47. Conflict of Interest: No public official shall have interest in this contract except in accordance with Vernon's Texas Codes Annotated, Local Government Code Title 5, Subtitle C, Chapter 171. State Law (CHAPTER 176 of the Local Government Code) requires the filing of a CONFLICT OF INTEREST QUESTIONNAIRE by certain individuals and businesses.
48. Ethics: The vendor and/or vendor's representatives shall not offer nor accept gifts or anything of value, nor enter into any business arrangement with any employee, official or agent of Burnet County.
49. Design, Strength, Quality of materials and workmanship must conform to the highest standards of manufacturing and engineering practice.
50. All Hardware of any other item offered in this bid must be new and unused, unless otherwise specified, in first-class condition and of current manufacture.
51. Descriptions: Whenever an article or material is defined or used in the BID specifications by describing a proprietary product or by using the name of a manufacturer, model number, or make, the term "or equal" if not inserted, shall be implied. Any reference to specified article or material shall be understood as descriptive, NOT restrictive, and is used to indicate type and quality level desired for comparison purposes unless otherwise noted. Bids must be submitted on units of quantity specified, extended, and totaled. In the event of discrepancies in extension, the unit prices shall govern.
52. Addendum: Any interpretations, corrections or changes to this Bid and Specifications will be made by addendum, unless otherwise stated. Issuing authority of addendum shall be the Commissioners' Court of Burnet County, Texas. Addendum will be mailed, emailed, or faxed to all that are known to have received a copy of the Bid. Vendors shall acknowledge receipt of all addenda and include receipt and response to addenda with submission.
53. Patents/Copyrights: The successful vendor agrees to protect Burnet County from claims involving infringements of patents and/or copyrights.
54. Unless directly outlined in this specification the vendor shall consider no one but the Purchasing Agent as authorized to communicate, by any means, information or suggestions regarding or resembling this bid throughout the proposal process. A

Contract Administrator will be designated the responsibility to ensure compliance with contract requirements, such as but not limited to, acceptance, inspection and delivery. The County will not pay for work, equipment or supplies, which it deems unsatisfactory. Vendors will be given a reasonable opportunity to correct deficiencies before termination. This however, shall in no way be construed as negating the basis for termination for non-performance.

55. Packing slips or other suitable shipping documents shall accompany each special order shipment and shall include:
 - (a) Name and address of successful vendor;
 - (b) Name and address of receiving department and/or location;
 - (c) Burnet County Purchase Order number; and,
 - (d) Descriptive information of the materials shipped or services rendered, including item numbers, serial numbers, quantities, number of containers and package numbers, address/location of services rendered, as applicable.
56. Unless otherwise indicated, items will be new, unused, and in first class condition in containers suitable for damage-free shipment and storage.
57. Invoices must be itemized and show all information as stated above.
58. Equipment/Good/Services supplied under this contract shall be subject to the County's approval. Item(s) found defective or not meeting specifications shall be picked up and replaced by the successful vendor within one (1) week after notification at no expense to the County. If item(s) is not picked up within one (1) week after notification, the item(s) will become a donation to the County for disposition.
59. Warranty: Successful vendor shall warrant that all equipment/goods/services shall conform to the proposed specifications and/or all warranties stated in the Uniform Commercial Code and be free from all defects in material, workmanship and title.
60. Remedies: The successful vendor and Burnet County agree that both parties have all rights, duties, and remedies available as stated in the Uniform Commercial Code.
61. Silence of Specification: The apparent silence of these specifications as to any detail or to the apparent omission from it of a detailed description concerning any point, shall be regarded as meaning that only the best commercial practices are to prevail. All interpretations of these specifications shall be made on the basis of this statement.
62. The Contractor shall procure and maintain at its sole cost and expense for the duration of this Agreement insurance against claims for injuries to persons or damages to property that may arise from or in connection with the performance of the work hereunder by the Contractor, its agents, representatives, volunteers, employees or subcontractors. The Contractor's insurance coverage shall be primary insurance with respect to the County, its officials, employees and volunteers. Any insurance or self-insurance maintained by the County, its officials, employees or volunteers shall be considered in excess of the

Contractor's insurance and shall not contribute to it. Further, the Contractor shall include all subcontractors as additional insured under its policies or shall furnish separate certificates and endorsements for each subcontractor. All coverage for subcontractors shall be subject to all of the requirements stated herein. **All Certificates of Insurance and endorsements shall be furnished to the County's Purchasing Agent and approved by the County *before* work commences.**

63. ***Standard Insurance Policies Required:***

- a. Commercial General Liability Policy
- b. Automobile Liability Policy
- c. Worker's Compensation Policy

General Requirements applicable to all policies:

- a. Only insurance carriers licensed and admitted to do business in the State of Texas will be accepted.
- b. Deductibles shall be listed on the Certificate of Insurance and are acceptable only on a per occurrence basis for property damage only.
- c. "Claims Made" policies will not be accepted.
- d. Each insurance policy shall be endorsed to state that coverage shall not be suspended, voided, canceled, reduced in coverage or in limits except after thirty (30) days prior written notice by certified mail, return receipt requested, has been given to Burnet County.
- e. All insurance policies shall be furnished to Burnet County upon request.

Commercial General Liability

- a. General Liability insurance shall be written by carrier with an A:VIII or better rating in accordance with the current Best Key Rating guide.
- b. Minimum Combined Single Limit of \$1,000,000.00 per occurrence for bodily Injury and property damage with Burnet County named as an additional insured.
- c. No coverage shall be deleted from the standard policy without notification of individual exclusions being attached for review and acceptance.

Automobile Liability

- a. General Liability Insurance shall be written by a carrier with an A:VIII or better rating in accordance with the current Best Key Rating Guide.
- b. Minimum Combined Single Limit of \$600,000.00 per occurrence for bodily injury and property damage.

64. ***Workers Compensation Insurance*** - Pursuant to the requirements set forth in Title 28, Section 110.110 of the Texas compensation insurance policy; either directly through their employer's policy (the Contractor's or subcontractor's policy) or through an executed coverage agreement on an approved TWCC form. Accordingly, if a subcontractor does not have his or her own policy and a coverage agreement is used, Contractors and subcontractors must use that portion of the form whereby the hiring contractor agrees to provide coverage to the employees of the subcontractor. The portion of the form that would otherwise allow them not to provide coverage for the employees

of an independent contractor may not be used.

The worker's compensation insurance shall include the following terms:

- a. Employer's Liability limits of \$500,000.00 for each accident is required.
- b. "Texas Waiver of Our Right to Recover from Others Endorsement" shall be included in this policy. (Waiver of Subrogation)

Pursuant to the explicit terms of Title 28, Section 110.110 (c) (7) of the Texas Administrative Code, the Proposal specifications, this Agreement, and all subcontracts on this Project must include the following terms and conditions in the following language, without any additional words or changes, except those required to accommodate the specific document in which they are contained or to impose stricter standards of documentation:

Definitions:

Certificate of coverage ("certificate")- A copy of a certificate of insurance, a certificate of authority to self-insure issued by the Texas Worker's Compensation Commission, or a coverage agreement (TWCC-81), TWCC-83, or TWCC-84), showing statutory worker's compensation insurance coverage for the person's or entity's employees providing services on a project, for the duration of the project.

Duration of the project- includes the time from the beginning of the work on the project until the Contractor's/person's work on the project has been completed and accepted by the governmental entity.

Persons providing services on the project ("subcontractors" in section 406.096 of the Texas Labor Code) - includes all persons or entities performing all or part of the services the Contractor has undertaken to perform on the project, regardless of whether that person has employees. This includes, without limitation, independent Contractors, subcontractors, leasing companies, motor carriers, owner-operators, employees of any such entity or employees of any entity which furnishes persons to provide services on the project. "Services" include, without limitation, providing, hauling, or delivering equipment or materials, or providing labor, transportation, or other service related to a project. "Services" does not include activities unrelated to the project, such as food/beverage respondents, office supply deliveries, and delivery of portable toilets.

- The Contractor shall provide coverage, based on the proper reporting of classification codes and payroll amounts and filing of any coverage agreements, that meets the statutory requirements of Texas Labor Code, Section 401.011 (44) for all employees of the Contractor providing services on the project, for the duration of the project.
- The Contractor must provide a certificate of coverage to the governmental entity prior to being awarded the contract.
- If the coverage period shown on the Contractor's current certificate of coverage ends during the duration of the project, the Contractor must, prior to the end of the coverage period, file a new certificate of coverage with the

governmental entity showing that coverage has been extended.

- The Contractor shall obtain from each person providing services on a project, and provide to the governmental entity:
 - (1) a certificate of coverage, prior to that person beginning work on the project, so the governmental entity will have on file providing services on the project, and certificates of coverage showing coverage for all person; and
 - (2) no later than seven calendar days after receipt by the Contractor, a new certificate of coverage showing extension of coverage, if the coverage period shown on the current certificate of coverage ends during the duration of the project.
 - (3) The Contractor shall retain all required certificates of coverage for the duration of the project and for one year thereafter.

The Contractor shall notify the governmental entity in writing by certified mail or personal delivery, within 10 calendar days after the Contractor knew or should have known, or any change that materially affects the provision of coverage of any person providing services on the project.

The Contractor shall post on each project site a notice, in the text, form and manner prescribed by the Texas Workers' Compensation commission, informing all persons providing services on the project that they are required to be covered, and stating how a person may verify coverage and report lack of coverage.

The Contractor shall contractually require each person with whom it contracts to provide services on a project, to:

- (1) provide coverage, based on proper reporting of classification codes and payroll amounts and filing of any coverage agreement, that meets the statutory requirements of Texas Labor Code, Section 401.011 (44) for all of its employees providing services on the project, for the duration of the project;
- (2) provide to the Contractor, prior to that person beginning work on the project, a certificate of coverage showing that coverage is being provided for all employees of the person providing services on the project, for the duration of the project;
- (3) provide the Contractor, prior to the end of the coverage period, a new certificate of coverage showing extension of coverage, if the coverage period shown on the current certificate of coverage ends during the duration of the project.
- (4) obtain from each other person with whom it contracts, and provide to the Contractor:
 - (a) a certificate of coverage, prior to the other person beginning work on the project; and
 - (b) a new certificate of coverage showing extension of coverage, prior to the end of the coverage period, if the coverage period shown on the current certificate of coverage ends during the duration of the project;
- (5) retain all required certificates of coverage on file for the duration of the project and for one year thereafter;

- (6) notify the governmental entity in writing by certified mail or personal delivery, within 10 calendar days after the person knew or should have known, of any change that materially affects the provision of coverage of any person providing services on the project; and
- (7) Contractually require each person with whom it contracts, to perform as required; with the certificates of coverage to be provided to the person for whom they are providing services.

By signing a contract with Burnet County, or providing, or causing to be provided a certificate of coverage, the Contractor who will provide services on the project will be covered by workers' compensation coverage for the duration of the project, that the coverage will be based on proper reporting of classification codes and payroll amounts, and that all coverage agreements will be filed with the appropriate insurance carrier, or, in the case of a self-insured, with the commission's Division of Self-Insurance regulation. Providing false or misleading information may subject the Contractor to administrative penalties, criminal penalties, civil penalties, or other civil actions.

CERTIFICATES OF INSURANCE shall be prepared and executed by the insurance company or its authorized agent, and shall contain the following provisions and warranties:

- a. The company is licensed and admitted to do business in the State of Texas.
- b. The insurance policies provided by the insurance company are underwritten on forms that have been provided by the Texas State Board of Insurance or ISO.
- c. All endorsements and insurance coverage according to requirements and instructions contained herein.
- d. The form of the notice of cancellation, termination, or change in coverage provisions to Burnet County.
- e. Original endorsements affecting coverage required by the section shall be furnished with the certificates of insurance.

BONDING REQUIREMENTS

If applicable, a Bid Bond shall be required. Pursuant to the provisions of Section 262.032 (a) of the Texas Local Government Code, if the contract contemplated by this request is a bid for the construction of public works, or will be under a contract exceeding \$100,000.00, Burnet County may require the vendor to execute a good and sufficient bid bond in the amount of five percent (5%) of the total contract price. Said bond shall be executed with a surety company authorized to do business in the State of Texas.

If applicable, a Performance Bond shall be required. Pursuant to the provisions of Section 262.32 (b) of the Texas Local Government Code, within thirty (30) days of the date of the signing of a contract or issuance of a purchase order following the acceptance of a bid by Burnet County Commissioners Court and prior to commencement of the actual work, the successful vendor shall furnish a performance bond to Burnet County for the full amount of the contract if the contract exceeds \$50,000.00. Said bond shall be for the purpose of insuring the faithful performance of the work in accordance with the plans, specifications and contract documents associated with the contract.

If applicable, a Payment Bond shall be required. Pursuant to the provisions of Section 2253.021, Texas Government Code, if the amount of the contract awarded to the successful vendor exceeds \$25,000.00, the successful vendor shall execute a payment bond in the amount of the contract. Said bond is solely for the protection and use of payment bond beneficiaries who have a direct contractual relationship with the prime contractor or a subcontractor to supply public work labor or material. This bond must be issued to the County within ten (10) days of the award of the contract and before vendor begins the work.

If applicable, a Performance Bond shall be required. Pursuant to the provisions of Section 2253.021, Texas Government Code, if the amount of the contract awarded to the successful vendor exceeds \$100,000.00, the successful vendor shall execute a performance bond in the amount of the contract. Said performance bond is solely for the protection of Burnet County and is conditioned on the faithful performance of the work in accordance with the plans, specifications, and contract documents. This bond must be issued to the County within ten (10) days of the award of the contract and before the vendor begins the work.

CRIMINAL BACKGROUND CHECKS

The following will apply to any contracts t h a t will require vendors to enter sensitive security areas. These include, but are not limited to, Burnet County Courthouse, Burnet County Sheriff's Department and/or Burnet County Jails.

- The successful bidder shall provide information, including, but not limited to, name, date of birth, and driver's license number for each individual who will be performing work on Burnet County property.
- Vendor personnel who perform work on Burnet County property must submit to and pass a Sheriff's Department Criminal Background Check. That status must be maintained by all vendor personnel entering County buildings for the duration of the contract.
- Criminal Background checks conducted by your firm may or may not be acceptable to certain departments depending on their particular requirements. The County reserves the right to conduct additional Criminal Background Checks as it deems necessary.
- Award of a contract could be affected by your firms' refusal to agree to these terms. Award could also be affected if your firm is unable to supply personnel who can pass a Criminal Background Check.

The Criminal Background Check applies to the individual and not the company.

SCOPE OF WORK

General Requirements:

Burnet County is requesting sealed bids to contract for Tourism Marketing Services. Burnet County reserves the right to accept or reject any/all of the bids received and/or purchase from any State contract and/or inter-local agreements.

The term of the awarded contract, if any, will be for one (1) year period and will become effective upon the contract award date. The contract may be renewed for three (3) additional one year periods upon written agreement and mutual consent of both parties. Any renewals must be approved by the Burnet County Commissioners Court.

Quotations are to be submitted on the attached "Price, Data and Specifications Sheet." By submission of a bid, the successful vendor agrees to provide the following product/services:

- Provider Requirements. The goal of this request is to hire a marketing firm to serve as the Burnet County Tourism Departments expert advisor for the development and implementation of destination marketing strategies and to promote and increase tourism within Burnet County by identifying and marketing key attractions, events, activities and natural resources and promoting such to tourists outside of the region.

Advertising/Marketing:

- ❖ Strategic research and plan development.
- ❖ Coordinated advertising campaigns (print, broadcast, digital, online, email, etc.) to include written plan, including objectives, audience description, strategies, tactics and budgets.
- ❖ Creative strategy and design (collaterals, reports, advertising and visual display, broadcast or social media materials).
- ❖ Concept development, including quality graphic design.
- ❖ Develop original copy (text), copywriting and editing. This may also include Spanish marketing collateral.
- ❖ Media planning & buying: media negotiations, client meetings, phone calls and correspondence related to specific media plans/buys.

Public Relations:

- ❖ Build messaging that can be used in various channels including earned media, social media and paid traditional media to geo-target key audiences through timely/relevant channels to increase awareness and drive traffic to the website.
- ❖ Develop a concrete social media strategy using tools like: Facebook, Twitter and Instagram.
- ❖ Develop and pitch storylines and press releases, fact sheets and industry highlights to the media; coordinate media interviews & press conferences.

- ❖ Support communication efforts (i.e. blog posts, monthly eNewsletters, etc.) as needed.
- ❖ Develop and maintain targeted media lists (local, trade, national and international).

Website development and maintenance:

- ❖ Maintain the website for Burnet County Tourism to include enhancements and modifications.
- ❖ Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions required functionality.
- ❖ Reporting capabilities – site visitor interaction and engagement.
- ❖ Support internal staff in use of web-based content management system (CMS) to update content using tools and templates.
- ❖ Provide site log reports to help measure and understand visitor behavior to improve web site performance and availability; including, but not limited to:
 - Web traffic analysis
 - Path analysis
 - Visitor trends
 - Page views

Account Management & Reporting:

- ❖ Meet with Burnet County staff as needed for the purposes of carrying out initiatives and attend all monthly Tourist Development meetings to present status reports
- ❖ Prepare cost schedules and project sheets for advertising expenditures and other related costs.
- ❖ Provide monthly status reports

BURNET COUNTY INFORMATION FOR PROPOSAL

Proposals may be withdrawn on written or telegraphic request received from bidders prior to the time set for opening. Negligence on the part of the responder in preparing the proposal confers no right for the withdrawal of the proposal after the hour fixed for the opening.

Any oral statement by any representative of the County, modifying or changing any conditions of this contract, is an expression of opinion only and confers no right upon the seller.

For proper identification: proposal number, closing time, date, and item requested must appear on outside of envelope.

Any proposal submitted on a public works project shall comply with the additional requirements and conditions attached hereto as well as the terms and conditions stated herein.

Burnet County will in no way be bound to purchase any predetermined amounts under this contract.

Burnet County may accept all or part of proposal/proposals submitted for different locations

Two (2) copies must be submitted consisting of one (1) original and (1) copy.

All products bid and delivered must meet or exceed specifications, including Federal and State regulations. Burnet County reserves the right to award contract(s) to one or more vendor(s) as deemed best interest of Burnet County.

PROPOSAL SUBMISSION REQUIREMENTS

Proposal Format

The following information shall be submitted in your proposal in the order listed below in a binder with tabs differentiating each section. Failure to submit this information could render your proposal non-responsive. **Please submit (2) sets of return documents that includes (1) original document with original signature and one copy. Procedures for electronic submission can be found at www.burnetcountytexas.org.** To be considered, prospective contractors must submit a complete response as required by the RFP. Contractors must submit evidence of their ability to provide complete, thorough and comprehensive responses, and information for each of the following components of the RFP.

- ✓ Company Overview – A brief summary of history and experience. Where is your company Head Quarters? Include any litigation your company has been involved in over the last five (5) years. Include a description of the quality of service your company provides.
- ✓ RFP Response, Addenda – Completed proposal and or addenda. Include all required Forms.
- ✓ References – Submission of three (3) current Texas customers, County Name, address, number email and include the name and number of contact person.
- ✓ Background and Experience – Firm must provide creative briefs outlining the goals(s), objectives, audience, strategies, budget and measurement. The selected Firm must demonstrate ability to strategically plan, integrate, manage and execute an assortment of marketing projects directly related to destination marketing
- ✓ Background and credentials specifications with relevant experience
- ✓ Provide previous work examples that demonstrate the ability to perform the services listed in the RFQ.
- ✓ Rates & Fees – **Include billing rates completed on Rate Sheet & Fee Schedule (provided) in Forms Section of this Document.**

EVALUATION CRITERIA

The county will conduct a comprehensive, fair and impartial evaluation of all Proposals received in response to this RFP. Each proposal will be analyzed to determine the overall responsiveness and qualification under the RFP. The evaluation criteria will include the following, but not limited to the following:

<i>Proposal Evaluation Criteria</i>	<i>Maximum Points</i>
Company and Service Overview	10
Rates and Fees	70
References	10
Responsiveness to RFP	10

Based on the review of the above factors, the highest rated proposals may be further evaluated through vendor presentations and discussion regarding their proposals. Discussions will cover cost, methods, and all other relevant factors. Burnet County reserves the right to request best and final offers from the top three (3) ranked proposals or all returns. Proposals are subject to re-evaluation and scoring as a result of best and final offers (BAFO)

At the conclusion of discussion, the vendors will be ranked on the basis of selection criteria and final negotiations may be conducted with the vendor ranked first. If a satisfactory agreement can be reached, the contract shall be awarded to the vendor, otherwise, negotiations will be conducted with each subsequent vendor until a satisfactory contract can be established.

Vendors whose proposals do not meet the mandatory requirements will be considered non-compliant. After the evaluation of the proposals and selection of the successful vendor, all vendors will be notified in writing of the selected firm.

Bid Forms

RATE AND FEE SCHEDULE

Price, Data and Specifications

Hourly Rate \$ 275

Maximum Monthly Rate \$ 5,250

List any other applicable service fees.

DISPLAY OR SOCIAL ADVERTISING MANAGEMENT FEE
20% OF AD SPEND

VENDOR REFERENCES

Please list three (3) references of current customers who can verify the quality of service your company provides. The County prefers customers of similar size and scope of work to this proposal. **THIS FORM MUST BE RETURNED WITH YOUR PROPOSAL.**

REFERENCE ONE:

COMPANY NAME:	MARBLE FALLS EDUCATION FOUNDATION		
ADDRESS/CITY/STATE/ZIP:	BURNET CO. 1300 COLT CIRCLE, MF, TX 78654		
CONTACT NAME/TITLE:	PAM PARKMAN, EXECUTIVE DIRECTOR		
BUSINESS PHONE/FAX:	830-798-3588		
CONTRACT PERIOD:	OCTOBER 2018 to PRESENT		
SCOPE OF WORK:	WEB DEVELOPMENT BRANDING MARKETING ADVERTISING		

REFERENCE TWO:

COMPANY NAME:	MIKE PILLEY CONSTRUCTION		
ADDRESS/CITY/STATE/ZIP:	BURNET CO. 914 FM 1431, MF, TX 78654		
CONTACT NAME/TITLE:	MIKE PILLEY		
BUSINESS PHONE/FAX:	830-693-5565		
CONTRACT PERIOD:	2016		
SCOPE OF WORK:	WEB DEVELOPMENT ADVERTISING ONLINE VISABILITY		

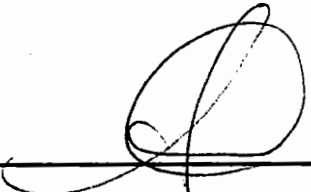
REFERENCE THREE:

COMPANY NAME:	TEXAS DIGITAL NEWSBOARDS		
ADDRESS/CITY/STATE/ZIP:	NUECES CO. 4455 SPID #4, CORPUS CHRISTI, TX 78411		
CONTACT NAME/TITLE:	SHAWNA STEVENSON		
BUSINESS PHONE/FAX:	641-841-1066		
CONTRACT PERIOD:	OCTOBER 2019 to PRESENT		
SCOPE OF WORK:	WEB DEVELOPMENT BRANDING MARKETING		

CERTIFICATION OF ELIGIBILITY

By submitting a bid or proposal in response to this solicitation, the bidder/proposer certifies that at the time of submission, he/she is not on the Federal Government's list of suspended, ineligible, or debarred contractors.

In the event of placement on the list between the time of bid/proposal submission and time of award, the bidder/proposer will notify the Burnet County Purchasing Agent. Failure to do so may result in terminating this contract for default.

Signature:  _____ Date: Jan. 3, 2019

Printed Name: AMBER WEEKS

BID PROPOSAL SIGNATURE FORM

The undersigned agrees this bid becomes the property of Burnet County after the official opening.

The undersigned affirms he has familiarized himself with the local conditions under which the work is to be performed; satisfied himself/herself of the conditions of delivery, handling and storage of equipment and all other matters which may be incidental to the work, before submitting a bid.

The undersigned agrees, if this bid is accepted, to furnish any and all items/services upon which prices are offered, at the price(s) and upon the terms and conditions contained in the Specifications. The period for acceptance of this Bid Proposal will be ninety (90) calendar days unless a different period is noted by the bidder.

The undersigned affirms that they are duly authorized to execute this contract, that this bid has not been prepared in collusion with any other Bidder, nor any employee of Burnet County, and that the contents of this bid have not been communicated to any other bidder or to any employee of Burnet County prior to the official opening of this bid.

Vendor hereby assigns to purchaser any and all claims for overcharges associated with this contract which arise under the antitrust laws of the United States, 15 USCA Section 1 et seq., and which arise under the antitrust laws of the State of Texas, Tex. Bus. & Com. Code, Section 15.01, et seq.

The undersigned affirms that they have read and do understand the specifications and any attachments contained in this bid package. ***Failure to sign and return this form will result in the rejection of the entire bid.***

Signature _____

Company Name	VICTORY MEDIA MARKETING
Address	1007 AVE K
City/State/Zip Code	MARBLE FALLS, TX 78654
Phone:	Office: 830-643-7152 Fax: 830-643-3085 Cell: 512-300-8190 Email: amber@thepicayune.com
Print Name	AMBER WIFEUS
Job Title	PRESIDENT & OWNER

To: Vendors of Burnet County, Texas

From: Purchasing Agent

Re: ***Conflict of Interest Form (CIQ)***

Vendor:

Attached, please find link below to a Conflict of Interest Questionnaire. Please complete this form if you have a conflict of interest with any Burnet County Official, Employee, or Department. The questionnaire should reflect the name of the individual with whom the conflict of interest occurs. If you have any questions regarding compliance with Chapter 176 of the Texas Local Government Code, please consult your legal representative. Compliance is the responsibility of each individual, business, agent or representative who is subject to the law's filing requirements.

<http://www.ethics.state.tx.us/forms/CIQ.pdf>

Original completed forms should be filed with the County Clerk's Office and a copy sent to the Burnet County Purchasing Department either through bid return, or email. Please see contact information below.

Burnet County Purchasing Department

Email: cdalrymple@burnetcountytexas.org

Ph: 512-715-5295

Applicable Law

Chapter 176 of the Texas Local Government Code requires that any vendor or person considering doing business with a local government entity disclose in the Questionnaire Form CIQ, the vendor or person's affiliation or business relationship that might cause a conflict of interest with a local government entity. By law, this questionnaire must be filed with the records administrator of Burnet County (County Clerk) no later than the 7th business day after the date the person becomes aware of facts that require the statement to be filed. See Section 176.006, Texas Local Government Code.

Certificate of Interested Parties (Form 1295)

In 2015, the Texas Legislature adopted House Bill 1295, which added Section 2252.908 of the Government Code. The law states that a government entity may not enter into certain contracts with a business entity unless the business entity submits a disclosure of interested parties to the government entity. The disclosure of interested parties will be submitted online via Form 1295 and must be submitted to the governmental entity prior to any signed contract and/or vote by the governing authority.

The Filing Process:

1. Prior to award by Commissioners Court, your firm will be required to log in to the Texas Ethics Commission, https://www.ethics.state.tx.us/whatsnew/elf_info_form1295.htm and fill out the Electronic Filing Application.
2. Once submitted, the system will generate an electronic Form 1295 displaying a "Certificate Number." Your firm must print, sign and notarize Form 1295.
3. **Within ten (10) business days** from notification of pending award by the Burnet County Purchasing Agent, the completed Form 1295 **must** be submitted to Burnet County.
4. Your firm will need to repeat this process and obtain a separate Form 1295 each time you enter into a new contract, renew a contract or make modification and/or amendments to a Burnet County contract.

Instructions and information are available at <https://www.ethics.state.tx.us/tec/1295-Info.htm> or you may call the Texas Ethics Commission at (512) 463-5800.

CONTRACT
RFP# 20-6640-01

STATE OF TEXAS}
COUNTY OF
BURNET}

WHEREAS, The bid package **RFP# 20-6640-01** including the **Cover Sheet, Instructions, Specifications, and Return Bid Sheet(s) and Proposal (attachment Exhibit B)** for the item(s) being published for competitive bid, were solicited pursuant to Texas Local Government Code 262.021; and

WHEREAS, The Burnet County Commissioners Court as the governing body of Burnet County did on January 28th, 2020 award a contract to _____, for **Tourism Marketing Service for Burnet County, Texas** in quantities, services and at prices as set forth in the RFP package; and RFP proposal return (**Attachment B – awarded vendors proposal**)

THEREFORE, know all men by these present, that this contract is entered into by Burnet County, hereinafter called ("COUNTY") and the undersigned Vendor, hereinafter called ("VENDOR").

THAT IN ACCORDANCE with proposal package **RFP# 20-6640-01** in every particular and herein incorporated by reference, the Vendor will perform in accordance with the terms thereof and the County agrees to make payment for such items or services purchased on appropriate Purchase Orders in accordance with the terms of said bid package which is made a part of this contract and incorporated herein for all purposes contingent on respective equipment, materials and supplies/services covered by any claims that (1) conform to the attached specifications, (2) the supplies/services were delivered in good condition, (3) services contracted for the Commissioners Court have been satisfactorily performed.

Texas Law to Apply

This Contract shall be construed under and in accordance with the Laws of the State of Texas, and all obligations of the parties created by this contract are performable in Burnet County, Texas.

Prior Agreements Superseded

This Contract, with the entire bid package incorporated herein including any required supporting literature, brochures and/or data sheets or sample, constitutes the sole agreement of the parties to the agreement and supersedes any prior understandings or written or oral agreements, if any, between the parties respecting the subject matter of this contract.

Amendment

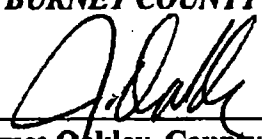
No amendment, modification or alteration of the terms of this contract shall be binding unless same is in writing, dated subsequent to the date of this contract, and duly executed by authorized representatives of each party.

The term of this contract will be from February 1, 2020 through September 30, 2020.

IN TESTIMONY WHEREOF: Witness our hands at Burnet, Texas, effective as of the date awarded and stated above.

Date signed: JANUARY 28, 2020

VENDOR
By: 
Authorized Agent

BURNET COUNTY
By: 
James Oakley, County Judge
Burnet County, Texas

This contract is not valid and does not become valid until such time (if any) it is officially awarded and executed by the Burnet County Commissioners Court.



VICTORY
M E D I A

Marketing Proposal Prepared for:

BURNET COUNTY TOURISM

highlandlakesofburnetcounty.com

JANUARY 6, 2020

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Scope of Work / Proposal / Timelines



Stitch Marketing was founded by Amber Weems in 2018 as a marketing firm. At the time, Weems, who is President of Victory Publishing Co., had no ownership in Victory, a 30-year-old family owned business with a remarkable success record of promotion and marketing in the Highland Lakes community. Weems owned Stitch Marketing 100 percent. In December of 2018 one of the owners of Victory Publishing, Dan Alvey, passed away. Alvey's ownership subsequently passed to Amber Weems in October of 2019. Consolidation of Stitch Marketing and Victory Publishing birthed a re-branded Victory Media Marketing, joining expertise and resources that benefits clients working side-by-side with an established team to develop a strategic marketing and branding plan based on solid business goals.

Services include creation and implementation of marketing plans that fit the needs of our clients as well as their budgets. Also included are web development, marketing consultation, and more. Victory's team of writers, editors, graphic designers, web developers, and project managers are located here in the Highland Lakes. The company works with clients locally and throughout the United States including Oklahoma and Chicago. Helping clients reach their goals is our top priority.

Victory Media Marketing is located in Marble Falls, TX, and was created to consult with businesses and entities wanting to create a strategic marketing plan and help them grow to meet their desired goals. Victory Media Marketing has not been involved in any litigation.

MARBLE FALLS EDUCATION FOUNDATION - BURNET CO.

Pam Parkman
(830) 798-3588
pparkman@mfisd.txed.net
Consulting / Development / Branding

Started in 2017 as a vision of MFISD Superintendent Dr. Chris Allen. Executive Director Pam Parkman and her staff nurture community partnerships, manage a teacher grant program, and grow numerous scholarships offered to MFISD students. Victory Media Marketing Marketing was hired to achieve the following.

Objectives:

- Optimize Online User Experience by stakeholder
- Develop an on-going content plan organized by programs and events
- Upgrade individual program branding, logos, document styles
- Re-image and reorganize website, marblefallsef.org

The plan devised and implemented by VMM in consultation with MFEF includes:

Marketing & Advertising

- Developed and organized content plan by stakeholder
 - *Parents - Support & Educate*
 - *Students - Support & Educate + Apply*
 - *Teacher - Support & Apply + Donate*
 - *Community - Educate & Donate*
- Developed Social Media Strategy
 - *Developed a social posting strategy for MFEF overall and specifically for the new College and Career Program. Discussed best practices and determined which social platforms to create profiles*
 - *Training focused on creating a manageable posting and sharing scheduled to meet marketing goals*
 - *Advised regarding posting software and importance of optimizing for each platform, i.e., Instagram being image heavy and twitter with restricted characters in each post*
- Managed and advised on advertising campaign
 - *First community fundraiser effort - Wine, Women, and Shoes*
 - *Bartered available space in local media as donation for ticket sales and follow-up thank you marketing*
 - *Organized print, online, and radio messaging*

Branding

- Created style book for more cohesive branding
- Designed brochures for Student Scholarships for parents/students at scholarship events
- Designed individual program packets branded for an overall design cohesion

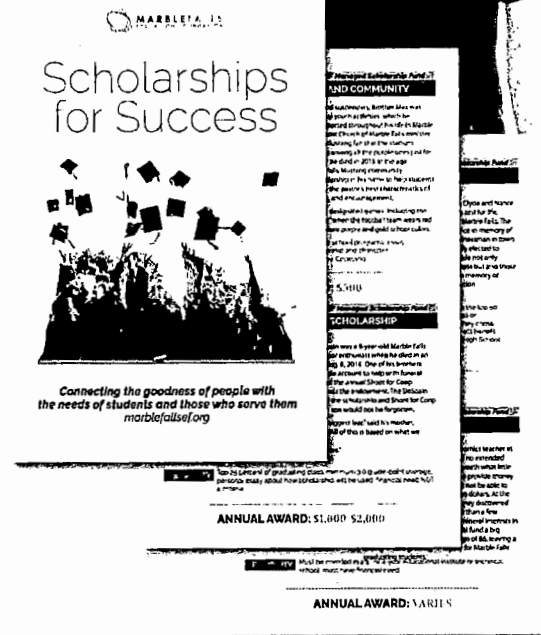
Web Development

- Reorganized and upgraded website to optimize user experience

Refined existing content

Created new pages to showcase new and expanding programs, College and Career Advising program

- Reorganized student and parent resources
- Added a community partner path to illustrate partnership benefits
- Developed an intuitive donation path



BEFORE



AFTER

Public Relations

- Organized interviews with area media online, on radio, in print, and on social media concerning:
 - *Scholarship endowment announcements*
 - *Inaugural public fundraising event*
 - *Teacher grant announcements, and more*

Outcomes:

- MFEF has doubled it's scholarship funding
- Increased scholarship awards by 25%
- Secured funding for college and career advising by showcasing and supporting

Testimonial

"Victory Media Marketing has been instrumental in the success of the Marble Falls Education Foundation. Their expertise and development of content has given us an immediate return on our investment through increased awareness, larger donations, and overall buy-in from our stakeholders."

- Pam Parkman, MFEF Executive Director

OB/GYN SPECIALISTS OF TULSA

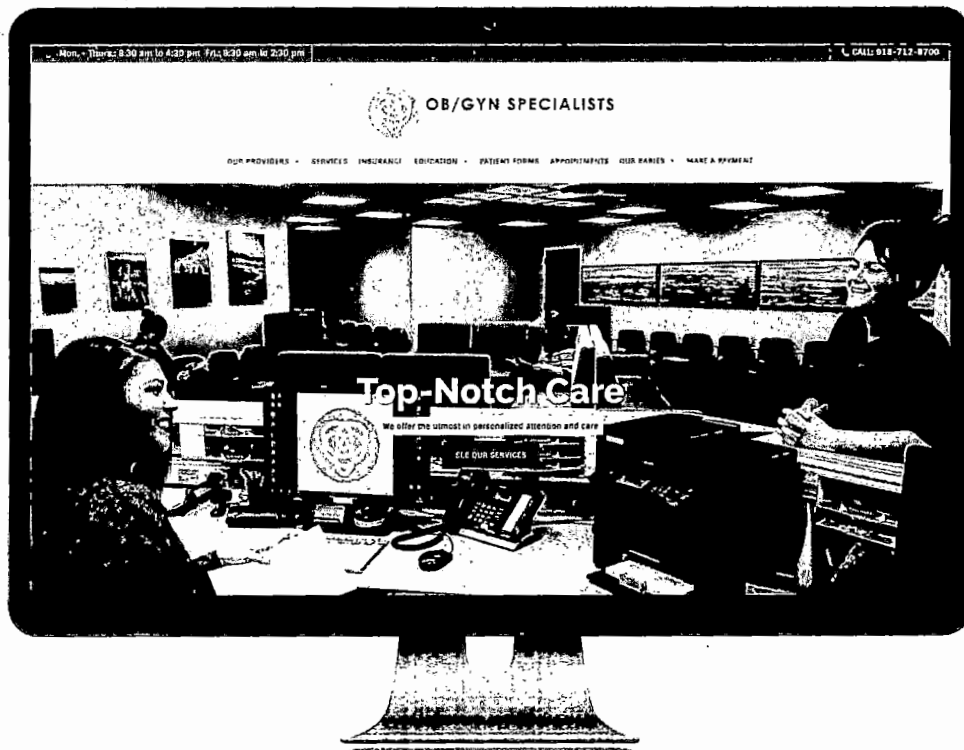
Tulsa, OK
Dr. Sarah Shepherd
(918) 712-8700
sshepherd@ogstulsa.com
Custom Website: <https://www.ogstulsa.com>

Five doctors broke from what would become their main competition for patients, market prominence, and online presence to form OBGYN Specialists of Tulsa. Victory Media Marketing was hired to achieve the following.

Objective #1 : Increase exposure for overall practice and individual doctors.

The Plan:

- Web Development
 - Upgraded DIY website to a custom website
 - Reorganized website to optimize user experience
 - Added patient payment



Imaging

- Consulted and created photo shoot list for re-imaging photos on new website
 - *Doctors - individual and group*
 - *Staff working in facility and with patients*

Online Visibility

- Built accurate business listings on the four major data aggregators—Axiom, Factual, Infogroup, and Neustar Localeze.
- Improved search rank by identifying online business listings that are inaccurate or missing from essential directories and online listing sources
- Provided monthly analytics showing online listing visibility and accuracy, tracking reviews including reputation sentiment, and comparing competitive bench

Outcomes:

- 350% increase in website users from the first 5 months compared to last 5 months
- Doubled online listing ranking compared to other doctors' online visibility across the country

SEARCH VISIBILITY RATING



Beginning Rating



Industry Average



Current Rating

Objective #2 : Increase the number of obstetric patients and procedures including robotic tubal ligation reversal.

The Plan:

- Performed keyword research for overall practice and doctor specialties
- Created content plan around research that included each doctor and their specialties
- Wrote and edited doctor bios, articles, and website text/descriptions for website
- Built individual pages for each doctor to increase their individual visibility with custom web addresses
- Created a full sub-directory of practice offerings and specialties as part of strategic growth plan

Edited and posted an article Dr. Gehring wrote about his specialty of robotic tubal ligation

Optimized and tracked user experience to ensure procedures were indexed and displayed in organic searches in and around Tulsa, Oklahoma

- Interviewed staff and doctors to determine most common questions to add to content plan
- Built Voice Search optimized pages
- Consulted on Social Media Strategy to create a manageable sharing and posting schedule

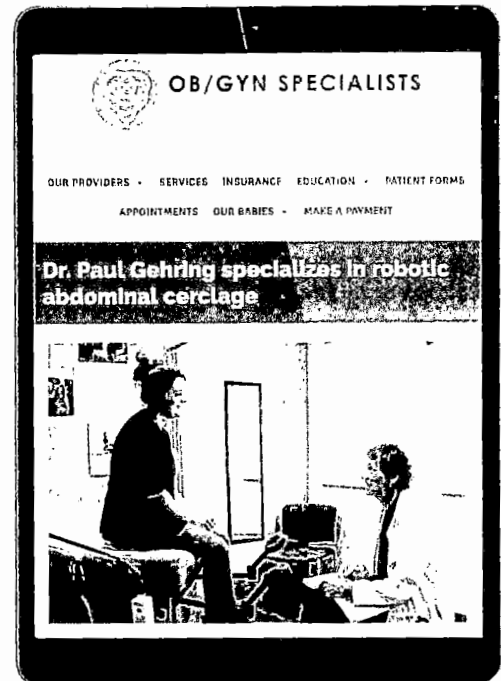
Outcomes:

- Overall practice growth in obstetric cases for all five doctors including newest addition, Dr. Hildbrand, who needed to build her practice.
- Dr. Gehring reported significant and notable increase in inquiries and procedures of his robotic tubal ligation surgery. Subsequently submitted two additional articles to replicate the success.

Testimonial

"My practice grew 25% in the year I contracted with VMM. Seeing the analytics, I can see a direct path from the online strategy to patients coming into my practice."

— Dr. Sarah Shepherd



MARKETING CHALLENGES

Victory Media Marketing has worked closely with Burnet County Tourism to develop a marketing plan that has grown through discovery, historical reflection, and stakeholder collaboration. VMM, together with the county, developed a custom tourism website, keyword specific search engine optimization, a full content plan, and advertising campaigns.

The website HighlandLakesofBurnetCounty.com showcases County lodging properties and optimizes Burnet County's online visibility for increasing "heads in beds." The challenge for 2020 is to maintain continuity and continue to optimize and build on these past accomplishments by further highlighting Burnet County tourism assets and availability.

In this bid Victory Media Marketing's team will provide expert, attentive, and comprehensive marketing services to:

- Cultivate a unique brand to distinguish the County as a place for overnight vacation options
- Analyze traffic usage and sources from multiple platform analytics and optimize the website to convert visitors to "heads in beds"
- Create and maintain online and offline marketing campaigns and a content plan to build and attract new and repeat users to the County Tourism site through advertising, search results, and social media posts
- Craft a marketing message shared across online and offline media connecting showcase lodge properties to a variety of audiences

Our intent is to meet Burnet County Tourism's requests laid out in the Tourism Marketing Services RFP by recommending the following marketing services:

ADVERTISING/MARKETING

The creative team includes marketing project consultants, SEO-trained content writers, and graphic designers who will collaborate with the County in continuing to develop a strategic plan that aligns with County Tourism's long-term vision. The VMM team will coordinate the advertising campaigns for Burnet County tourism through print, broadcast, digital, online, email, and more by:

- Researching and assessing current marketing strategies, collaborating with the County Tourism Committee, taking a look at similar tourism competitors, and identifying new opportunities to develop and implement Destination Marketing Strategies
- Providing comprehensive branding and design of cohesive advertising and branding collateral
- Creating original copy to boost visitor engagement through advertising campaigns, social media platforms, blog posts, press releases, media interviews, and email newsletters

- Managing media planning and buying, negotiations, meetings, and overall correspondence related to media buys. To include advertising collateral and optimizing ad campaign budgets online for social media platforms, search engine platforms and also offline for print and broadcast advertising. (Burnet County to pay ad fees separately)
- Continuing to improve imagery on website, social media postings, email newsletters, and advertising campaigns

The end result will be a unique written and graphic advertising and marketing strategy that sets Burnet County apart and leaves an unforgettable impression on visitors looking to book overnight stays.

PUBLIC RELATIONS

We will develop a comprehensive messaging strategy to support and coordinate communication efforts by:

- Applying the content plan through blog posts, email newsletters, press releases, fact sheets, media interviews, and press conferences
- Creating a long-term plan to expand social media presence by crafting posts, hashtags, images, and videos optimized for each platform
- Research and coordinate with media to develop a list of targeted contacts

The end result will be to substantially boost visibility of all that Burnet County has to offer in terms of recreation and lodging, promoting an increase in "heads in beds."

WEBSITE DEVELOPMENT AND MAINTENANCE

Our project team will continue to maintain and develop the current County Tourism website, managing all security updates and hosting to ensure maximum uptime. The team will:

- Provide analysis of target audiences, objectives, overall imaging (photos/videos), and user experience including site navigation and essential search engine optimization features
- Create and update content including blog articles, event submissions, lodger listings, places of interest, restaurants, golf courses, entertainment venues, etc.
- Implement and maintain email-list-building widget on County Tourism website to collect email addresses from visitors interested in Burnet County

- Train and support internal staff to use site's CMS to update content if requested and as needed
- Website Analytics through custom Google Analytics reports, including web traffic analysis, path analysis, visitor trends, and page views

The end result will be to make the County's Tourism website, HighlandLakesofBurnetCounty.com, best-in-class in content and usability, showcasing Burnet County as a vacation destination.

ACCOUNT MANAGEMENT & REPORTING

Regular meetings to review analytics and collaborate on implementation of strategies, budgets, expenditures, advertising campaigns, and content plans.

Monthly reports include:

- Website Analytics through custom Google Analytics reports, including web traffic analysis, path analysis, visitor trends, and page views
- Content plan reporting, and email list building
- Cost schedules for media buying, online and offline advertising expenditures, including other related costs
- Social media analytics and strategy briefing with internal staff for cooperation of effort

The end result will enable the tourism team to fully visualize plan implementation based on solid facts and figures.

WHY CHOOSE VICTORY MEDIA MARKETING?

Burnet County's stated goal is to hire a marketing firm to serve as an expert advisor to develop and implement destination marketing strategies.

Victory Media Marketing has a proven track record in working with the county leadership team in developing the current website. VMM is an established authority on Burnet County tourism, with 30 years plus experience in reporting on and writing about what makes the Highland Lakes a great place to visit. We know the people and the places that make this a unique vacation destination.

We custom built HighlandLakesofBurnetCounty.com for Burnet County Tourism in 2019 and are eager to continue advising and developing strategies to meet the Hotel Occupancy Tax requirement of "heads in beds."

The end result will enable the tourism team to fully visualize plan implementation based on solid facts and figures.