

# REQUEST FOR QUOTE PROPOSAL

Route 66 Grant Project Manager  
(Marketing & Communication  
Services)



As of March 28, 2022

Heritage Corridor Convention and Visitors Bureau (CVB) seeks proposals from qualified individuals to provide professional project management in implementing a 15-month statewide integrated marketing program to support the development of tourism, education, preservation, and promotion of the 100<sup>th</sup> anniversary of Route 66 in 2026. The marketing program includes trade shows, FAM (familiarization) tours, sales missions, travel campaigns, use of print, website and digital advertisements, email, and social media platforms.

The project will be funded with a Route 66 Grant from DCEO to certified Convention and Visitors Bureaus (CVB) along Route 66 for the promotion, preservation, and development of Route 66.

The proposed project includes an integrated, comprehensive marketing strategy plan to set the stage for an unforgettable road trip experience.

The statewide integrated marketing program is a partnership between Heritage Corridor CVB (The First Hundred Miles of Route 66), Visit Springfield, Rivers and Route of Southwest Illinois, and the Illinois Route 66 Scenic Byway. The CVBs have long worked collaboratively on programs that serve Illinois Route 66 travel, tourism, and hospitality community. To maximize the impact of available funds, the partners collaborated to develop a coordinated program that works at national and international levels to support the resurgence of the hospitality sector as it recovers from the damaging effects of the pandemic. These four partner organizations cover the entire 300 miles of Illinois Route 66.

The tasks of the project management may include, but are not limited to, (i) development of marketing plan to promote Illinois Route 66 nationally and internationally; (ii) creative/design services; (iii) advertising/media placements; (iv) coordination of registration and collateral for trade shows; (v) sales missions; (vi) receptive tour operator (RTO) campaigns and trainings; (vii) grant reporting and compliance processes; and (ix) coordination with fiscal agent of funds.

Within these marketing efforts, travel professionals are key partners to attract visitors and increase bookings. They provide a platform for consumers to find, compare, and book the state of Illinois's Route 66 products (attractions, tours, etc.) and road trips. By connecting with travel professionals, the campaign partners will attract travelers who might not otherwise find its businesses and communities directly. These initiatives will grow the state's tourism numbers in the communities along Illinois Route 66.

The Heritage Corridor (CVB) will serve as the fiscal agent and administrator of this effort that encompasses the statewide promotion of Illinois Route 66.

### **Project Management**

Project Manager will have excellent written communication and organizational skills. The ability to work with multiple stakeholders is important. Knowledge of the organizations that directly and indirectly represent or are affiliated with the hospitality industry and small businesses the industry is comprised of is valuable. Must have the ability to coordinate in-person and virtual meetings and broader educational events including organization logistics, registration and attendee tracking, agendas, presentation and support materials and post-meeting minutes.

Project Manager will ensure all grant guidelines are adhered to, including bidding of elements over \$20K. Project Manager will submit RFQ and submitted bids as part of the quarterly reporting. Project Manager contract execution is contingent on receiving DCEO Route 66 Grant Funds.

### **PROJECT LISTING AND TIMELINE**

The RFQ should incorporate the following initiatives along with timeline for implementation.

**Marketing Plan** - Project Manager will develop, submit for approval, execute and report on a statewide integrated marketing plan for the promotion of Illinois Route 66. The plan should address both domestic and international leisure and group tour operators.

**Creative and Design Services** - Project Manager will coordinate, review, and develop all the creative elements of the marketing plan, including but not limited to advertising, sell sheets, media placements, press releases, maps, translations, and brochures. Project Manager will coordinate photo/video shoot for the creation of appropriate Route 66 assets including budget, liaise with photographer/videographer, scheduling and coordination of locations and models/staffing.

**Advertising and Media Placements** - Project Manager will identify appropriate media placements and submit approved creative to meet the marketing plan. Media buying/placement includes creative, design, content, translations into two languages, and negotiations with sales representatives.

**Tradeshows, Sales Missions, FAM Trips, RTO Campaigns and Trainings** - Project Manager will coordinate all aspects of registration and execution for IPW (June 2022 in Orlando) tradeshow, plan and execute two sales missions (Orlando and NYC), plan and execute two FAM Trips, and plan and execute receptive tour operator/call center trainings. Regarding IPW, registrations must be completed for June 2022, including appointments, researching attendees, booth elements/design and post-show follow-up. For tradeshows and appointments, create/design a statewide profile sheet (including translation into three languages - German, Mandarin, and Japanese) including printing and shipping to appropriate tradeshow location. Project Manager will identify, source, order and ship appropriate follow-up materials including functional promotional items and sales collateral. Research, plan, and execute 6 domestic/international tour operator campaigns. Each Sales Mission (NYC and Orlando) will be 2.5 days and include booking travel for attendees, minimum of 8 office visits

at each location, coordination of invites/appointments, minimum of one lunch event and one dinner event, and staff travel. The FAM trips will be 4 -5 days in length include minimum of 8 participants, travel arrangements, coordination/execution of itinerary, and staff travel.

**KPI/Grant Reporting** - Prepare, in timely manner, numbers and metrics for appropriate grant reporting. Prepare and present quarterly reports and final reports and presentation. Conduct bi-weekly WIP calls with stakeholders.

### **Spring 2022**

- IPW Tradeshow Appointments Open
- IPW Tradeshow Appointments Close
- Create, design, edit, and print the statewide Illinois Route 66 IPW profile/sell sheet and brochure/pamphlet (Sell Sheets print 500 in English and 250 in German - Brochure/pamphlet print 2500 in English)
- Statewide Ad Placement in Route Magazine - double page spread (August/September issue) - 1 of 6 placements
- Prepare and submit quarterly KPI reporting

### **Summer 2022**

- All Route 66 Grant funds encumbered - contracts signed
- IPW Tradeshow in Orlando - booth with bookable appointments
- IPW Tradeshow in Orlando - media marketplace appointments
- Statewide Domestic Tour Operator Campaign - 1 of 4 placements
- Identify video shooting locations for video content creation
- Send Illinois Route 66 Scenic Byway Visitors Guide (25K) and Map (15K) to print
- Review, design, and print the Illinois Route 66 Shield Maps (print 50K in English and 10K in German) and review and design the Illinois Route 66 Shield Maps in Mandarin and Japanese (to be printed next year).
- Statewide Ad Placement in AMERICA Journal - double page spread (July) - 1 of 3 placements
- Statewide FAM tour for Receptive Tour Operators to experience the state's Route 66 product (from Chicago to Chain of Rock Bridge)
- Shoot at various Route 66 locations for video content creation
- Statewide Ad Placement in Route Magazine - double page spread (August/September issue) - 2 of 6 placements
- Statewide Sales Mission to New York City to meet with Receptive Tour Operators for trainings and meetings to enhance Illinois Route 66 product
- Shoot at various Route 66 locations for video content creation
- Prepare and submit quarterly KPI reporting

### **Fall 2022**

- Statewide Ad Placement in Touring Magazine - double page spread
- Statewide FAM tour for travel agents to experience the state's Route 66 product (from Chicago to Chain of Rock Bridge)
- Edit video footage/review b-roll of various Route 66 locations
- Statewide Ad Placement in Route Magazine - double page spread (October/November) - 3 of 6 placements
- Statewide Sales Mission to Orlando to meet with Receptive Tour Operators for trainings and meetings to enhance Illinois Route 66 product

- Prepare and submit quarterly KPI reporting

#### **Winter 2022 - 2023**

- Statewide Ad Placement in Essentially America - double page spread - 1 of 2 placements
- Statewide Ad Placement in Mein Amerika - double page spread - 1 of 2 placements
- Statewide Ad Placement in Route Magazine - double page spread (December/January) - 4 of 6 placements
- Statewide Digital Ad Placement with Essentially America's Spearfish product - 1 of 2 campaigns
- Statewide UK/Ireland Tour Operator Campaign - 2 of 4 placements
- Statewide Ad Placement in Route Magazine - double page spread (February/March) - 5 of 6 placements
- Prepare and submit quarterly KPI reporting

#### **Spring 2023**

- Statewide Ad Placement in AMERICA Journal - double page spread - 2 of 3 placements
- Statewide Insert (12 page) placement in AMERICA Journal's ITB Issue - 3 of 3 placements
- Statewide domestic tour operator campaign - 3 of 4 placements
- Statewide German tour operator campaigns - 4 of 4 placements
- Statewide Ad Placement in Route Magazine - double page spread (April/May) - 6 of 6 placements
- Statewide Ad Placement in Essentially America - double page spread - 2 of 2 placements
- Statewide Ad Placement in Mein Amerika - double page spread - 2 of 2 placements
- Statewide Digital Ad Placement with Essentially America's Spearfish product - 2 of 2 campaigns
- Prepare and submit quarterly and final KPI reporting

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### **Submission Requirements**

Applicants should submit a thoughtful, clear and well-organized proposal that details your Proposed Scope of Services including the methodology to execute the aforementioned deliverables. (Note: there is no set scope so be creative in laying out a plan). Please provide a description of each deliverable and a proposed timeline, fee schedule and samples of completed projects. Lastly, please provide a resume and RFP for Project Manager for Illinois Route 66 Marketing and Promotion a written statement detailing appropriate experience with project involving multiple stakeholders and the processes set up to manage multiple projects with competing deadlines. Please include any other assignments known to date that will be managed during the time of this project.

## Technical Proposal Elements

1. Description of the proposed approach and work plan. Activities and timelines should be specific, measurable, achievable, realistic, and time oriented. Include a timeline of major tasks and milestones and fees associated with each component.
2. Person who will be the primary point of contact with the Heritage Corridor CVB.
3. Qualifications of the Proposer to provide the requested services including capability, capacity, similarly complex projects and related experience and client references. Certification of availability of individuals in proposal.
4. A listing of the staff to be assigned to this engagement and their respective qualifications, experience on engagements of this scope including resumes, and their role in those past engagements.
5. A description of the outcome monitoring and evaluation plan including a list of tools to track process, output, and outcome measures for each component of the application, as applicable.
5. Three (3) professional references.

## Selection Criteria

- Demonstrated experience in project management with non-profits and government agencies.
- 10+ years' experience in the travel and tourism industry specifically as it relates to creative and design services
- Particular attention will be paid to project management experience that includes creative and design services and managing multiple stakeholders and projects.
- Accurate and detailed costs presented with estimated dates they will occur.
- Knowledge of Illinois Route 66 assets.
- Flexibility and Creativity.

## Point-of-Contact

All questions regarding this RFQ should be directed to Robert Navarro, President & CEO, Heritage Corridor CVB, [navarro@hccvbil.com](mailto:navarro@hccvbil.com). Please submit all questions by EOD Monday, April 11, 2022. No phone calls please.

Respondents are asked to not lobby any of the parties involved in this project or anyone connected to this RFQ outside of the contact stated here.

## Deadline for Submission

Proposals should be created as PDFs and submitted no later than Friday, April 15, 2022 by Noon CST. Proposals should be directed to Robert Navarro at [navarro@hccvbil.com](mailto:navarro@hccvbil.com).