



REQUEST FOR PROPOSAL (RFP #FY2027-01)
Advertising Agency of Record

Professional services including, but not limited to, year-round marketing strategy, creative production, media placement, campaign management, email & content marketing, and visual asset coordination. Ability to integrate marketing and advertising with public relations efforts and website content either in-house or alongside other contracted vendors.

RFP Issue Date: March 2, 2026

RFP Submittal Date: 5:00 pm Mountain Time, March 27, 2026

RFP Contact:

Sheila Francis | Executive Director

PO Box 350 | 605 N 3rd Street

McCall, ID 83638

director@mccallchamber.org

208.634.7631

March 2, 2026

To Prospective Bidders:

The McCall Area Chamber of Commerce and Visitors Bureau is seeking a full-service Agency of Record (AOR) to lead strategic tourism marketing efforts, manage integrated campaigns, and drive measurable overnight visitation.

The McCall Area Chamber of Commerce and Visitors Bureau funds its public travel and tourism marketing programs solely through the Idaho Travel Council Grant Program, a program which requires an RFP process. We'll try to keep things simple!

We're looking for a strategic partner who can inspire travel, drive measurable economic impact, and help us grow responsibly. We are committed to integrating destination marketing with destination management, promoting responsible tourism, and proactively educating visitors about stewardship, safety, and community values. A key priority is growing and elevating The McCall Promise into a widely recognized call to action that shapes visitor behavior, supports area businesses, and reflects our community's commitment to protecting what makes McCall special.

Let's keep things easy: we're looking for a simple, straightforward proposal from your agency. Ideally, we would love to know a bit about your culture and approach, then get to the numbers. We are NOT asking for any custom work product from you, and we will take the time to review your website to understand your style, see past work samples, and meet your team.

While our projected annual budget of \$150,000 - \$180,000 may not make us your largest client, it is incredibly meaningful to both us and the community. We make every dollar work for us and are proud of the impact we've been able to create. We're a passionate, hands-on team that cares deeply about our work. We ask thoughtful questions, move quickly, and hold high standards—but we also bring energy, creativity, and a collaborative spirit to the table. We also believe the best partnerships are built on trust, transparency, and a little bit of fun along the way.

Thank you for taking the time to review our RFP and consider partnering with us. We're excited about the potential to work together and look forward to exploring what we can accomplish!

Sincerely,

Sheila Francis
Executive Director
director@mccallchamber.org

Schedule of Events

RFP Released.....	March 2, 2026
Deadline for Receipt of Written Inquiries.....	March 13, 2026
Written Responses Distributed.....	March 20, 2026
Proposal Due Date.....	March 27, 2026
Evaluation Committee Meeting.....	Week of April 6, 2026
Interviews (if deemed necessary).....	Week of April 13, 2026
Contract Awarded.....	April 28, 2026

NOTICE

From the issuance date of this RFP until a contractor(s) is selected and the selection is announced, offerors are not allowed to communicate with any McCall Area Chamber and Visitors Bureau staff or affiliated board members regarding this procurement, except at the discretion of Sheila Francis, Executive Director. Any unauthorized contact may disqualify the offeror from further consideration.

Contracts Officer: Sheila Francis
Telephone Number: 208.634.7631
Email Address: director@mccallchamber.org

SECTION 1: Company Background

The McCall Area Chamber of Commerce and Visitors Bureau is committed to maintaining a desirable quality of life featuring year-round recreational opportunities as well as a thriving economic climate. We work with local businesses, non-profits, citizen groups, city governments and several outlying communities to see that growth is directed in a positive and beneficial manner. The Chamber is the concerted voice of local businesses that promotes and protects their interests and the community's as a whole.

The McCall Area Chamber of Commerce and Visitors Bureau funds our marketing programs solely through the Idaho Travel Council (ITC) Grant Program. Created in 1981, the Idaho Regional Travel and Convention Grant Program is funded through a two percent (2%) tax on the sale of hotels, motels, and private campground accommodations. Each year, the McCall Area Chamber of Commerce and Visitors Bureau applies for funds and is awarded a sum based on money available from the 2% lodging tax, or "heads in beds" tax.

We have worked hard to grow our marketing program and earn the respect of the Idaho Travel Council through our efficient, data-driven campaigns. Over the past 15 years, our grant award has grown from \$52,800 in 2010 to \$500,000 in 2025. That budget is segmented into several major categories including advertising, content creation, website, market research, public relations, co-grantee projects, and grant administration.

SECTION 2: Scope of Services

The McCall Area Chamber of Commerce and Visitors Bureau is seeking a full-service Agency of Record (AOR) to lead strategic tourism marketing efforts, manage integrated campaigns, and drive measurable overnight visitation. The AOR will oversee year-round marketing strategy, creative production, paid media placement, campaign management, and industry coordination.

Our grant application includes up to \$180,000 for advertising and marketing. This must account for the following in a twelve-month cycle:

- Digital advertising (search, display, social, etc.)
- Traditional Advertising (radio, television, print)
- Creative services
- Account Services & Vendor Coordination

Strategic Objectives:

- Increase overnight stays
- Extend shoulder season visitation
- Improve visitors' length of stays
- Strengthen brand recognition and perception
- Grow audience database
- Improve measurable ROI on media spending

<p>Strategic Planning</p> <ul style="list-style-type: none"> • Annual tourism marketing plan • Seasonal campaign planning • Budget allocation strategy • KPI development • Market research interpretation 	<p><i>Deliverables:</i></p> <ul style="list-style-type: none"> • Annual Strategic Plan • Quarterly campaign briefs • Performance reviews
<p>Paid Media Management</p> <ul style="list-style-type: none"> • Google Search • Meta • Programmatic display • OTT/Connected TV/YouTube • Retargeting strategy • Media buying and optimization • Conversion tracking setup • Monthly reporting 	<p><i>Deliverables:</i></p> <ul style="list-style-type: none"> • Media plans • Ad creative concepts • Performance dashboards • Monthly optimization reports
<p>Social Media Management</p> <ul style="list-style-type: none"> • Content calendar development • Organic content creation • Seasonal storytelling • Community engagement • Platform optimization • Paid social coordination 	<p><i>Deliverables:</i></p> <ul style="list-style-type: none"> • Monthly content calendars • Post copy and visuals • Reporting metrics

<p>Email Marketing</p> <ul style="list-style-type: none"> • List growth strategy • Lead magnet development • Campaign development • Automation setup • Seasonal newsletters • Segmentation strategy 	<p><i>Deliverables:</i></p> <ul style="list-style-type: none"> • Monthly campaigns • Performance reports • Growth metrics
<p>Content Marketing</p> <ul style="list-style-type: none"> • Seasonal blog content • Itinerary development • SEO-driven content • Campaign landing page support • Asset coordination 	
<p>Video & Visual Asset Coordination</p> <ul style="list-style-type: none"> • Video concept development • Production oversight • Photography coordination • Asset library management • FAM tour coordination (content-focused) 	
<p>Print & Trade</p> <ul style="list-style-type: none"> • Print placement strategy • Travel guide inclusion • Trade show coordination • Industry networking (ICORT, etc.) • Media relationships 	
<p>Account Services & Vendor Coordination</p> <ul style="list-style-type: none"> • Vendor management • Partnership coordination • Event sponsorship coordination • Opportunity evaluation • Regular communication cadence 	<p><i>Deliverables:</i></p> <ul style="list-style-type: none"> • Monthly status meetings • Budget tracking • Vendor management documentation
<p>Reporting & Accountability</p> <ul style="list-style-type: none"> • Monthly marketing performance reports • Quarterly board presentations • KPI tracking • Cost per visit / cost per engagement metrics • Media ROI evaluation 	
<p>OPTIONAL: Grant Management Support</p> <ul style="list-style-type: none"> • Quarterly narratives • Budget management and scope changes (in partnership with MACCVB) • Application development and presentations 	

<ul style="list-style-type: none"> • Audit documentation (in partnership with MACCVB) 	
<p>OPTIONAL: Magazine Development Elements</p> <ul style="list-style-type: none"> • Editorial planning and management • Writing • Design and layout • Advertisement design • Project management • Promotion 	<p><i>Visit McCall Magazine is published twice a year. Advertising sales are handled in-house by MACCVB.</i></p>

We are seeking a creative agency partner to develop integrated, year-round campaigns that thoughtfully balance inspiring visitation with community values. Our goal is to attract the right visitors at the right times—driving economic vitality while proactively educating travelers about stewardship, safety, and what it means to be part of our community.

Historically, we have focused our strongest visitation campaigns in winter and spring to support shoulder-season demand. Summer and fall present limited capacity for additional visitation, making those seasons prime opportunities to elevate responsible travel messaging, visitor education, and destination management efforts.

A core priority is expanding the reach and impact of “The McCall Promise” and weaving it seamlessly throughout our annual marketing efforts. We also aim to build on the foundation of our “Simply McCall” brand platform, ensuring brand consistency while evolving our messaging to reflect current community and economic priorities.

From a performance standpoint, our primary economic indicators are Lodging Sales Tax collections for Valley County and Local Option Tax (LOT) collections for the City of McCall. While overall visitation growth is no longer our sole objective, our funding is directly tied to lodging tax revenue, and we must demonstrate stability or growth in these key metrics.

In addition, we are placing greater emphasis on qualitative indicators—engagement levels, sentiment, visitor expectations, and community perception. These measures are more complex to track, but they are essential to understanding whether our marketing is aligning with our values and reinforcing long-term sustainability. We welcome strategic recommendations for monitoring and measuring these evolving indicators.

SECTION 3: Our Ask

We are not asking for a 30-page proposal with detailed strategy or campaign creative. What we are looking for is an introduction to your company culture, your billing structure, and how you would approach a relationship with the McCall Area Chamber.

We would ask for the following:

- An introduction to your company—your mission, how you approach a project, your culture...what makes you, you?
- Explain your billing approach. Do you charge an hourly rate, project rate, or quarterly retainer? Please outline any rates that would apply:
 - Account Management
 - Copywriting/Editing
 - Creative Conception
 - Design/Layout
 - Media Research/Buying
 - Budget Research/Planning/Tracking
 - Metrics Tracking
- How would budgeting be tracked to ensure we are both on the same page and there are no surprises?
- Are there any services for which you do not charge? If so, can you provide an explanation of how non-billable services are determined.
- Can you give us some examples or offer communication strategies that have worked for you with other clients in a similar on-going, multi-year partnership?

SECTION 4: Evaluation Criteria

The marketing committee will evaluate submitted proposals in a two-stage process. Stage one will consist of a scored process based on the submitted proposals as outlined below. Once proposals are scored, the committee will be scheduling interviews with the top two or three candidates.

The final award will be based on the offeror's proposal and interview. We are not necessarily looking for the lowest price, we are looking for the best value.

Agency Evaluation Form

Agency/Vendor Background

	Does Not Apply				Very Much Applies
The overall reputation of this agency is very good	1	2	3	4	5
Has a fair amount of experience in our field of business/sector/category	1	2	3	4	5
We would be an important client for this agency (e.g. % of revenue, client list boost etc.).	1	2	3	4	5
There is absolutely no issue of conflict with other existing accounts of theirs	1	2	3	4	5

Comments on Agency Background

People & Chemistry

	Does Not Apply				Very Much Applies
The Agency people convey enthusiasm, energy and positivity	1	2	3	4	5
They are commercially minded and not creative/artistic just for the sake of it	1	2	3	4	5
They give the overall impression that they understand our brand and market	1	2	3	4	5
They give the overall impression that they understand our goals	1	2	3	4	5
They are experienced and specialized	1	2	3	4	5
They are professional and trustworthy	1	2	3	4	5

We are offered a dedicated Team, within which it is clear who does what	1	2	3	4	5
They are easy to reach and always available for us	1	2	3	4	5

Comments on People & Chemistry

Budget

	Does Not Apply				Very Much Applies
The Agency fees are clear	1	2	3	4	5
The Agency fees are reasonable	1	2	3	4	5
We see value in the overall pricing structure	1	2	3	4	5

Comments on Budget

For Existing/Previously Contracted Vendors/Agencies

	Does Not Apply				Very Much Applies
They delivered services on or before deadline	1	2	3	4	5
We were satisfied with the quality of their work	1	2	3	4	5
We felt their communication about the projects was thorough yet efficient	1	2	3	4	5
We feel they are a valuable partner for the McCall Area Chamber of Commerce	1	2	3	4	5

Overall:

Main reasons that we should consider them:

Main reasons that we should NOT consider them:

Standard Terms and Conditions

By submitting a bid, proposal, or limited solicitation, or acceptance of a contract, the vendor agrees to the following binding provisions:

ACCEPTANCE/REJECTION OF BIDS, PROPOSALS, OR LIMITED SOLICITATION RESPONSES: McCall Area Chamber of Commerce and Visitors Bureau reserves the right to accept or reject any or all bids, proposals, or limited solicitation responses, wholly or in part, and to make awards in any manner deemed in the best interest of McCall Area Chamber of Commerce and Visitors Bureau. Bids, proposals, and limited solicitation responses will be firm for 30 days, unless stated otherwise in the text of the invitation for bid, request for proposal or limited solicitation.

ACCESS AND RETENTION OF RECORDS: The contractor agrees to provide McCall Area Chamber of Commerce and Visitors Bureau, Grant Auditor, Idaho Department of Tourism and the Idaho Travel Council, their authorized agents, access to any records necessary to determine contract compliance. The contractor agrees to create and retain records supporting the services rendered or supplies delivered for a period of three years after either the completion date of the contract or the conclusion of any claim, litigation, or exception relating to the contract taken McCall Area Chamber of Commerce and Visitors Bureau or third party.

ASSIGNMENT, TRANSFER AND SUBCONTRACTING: The contractor shall not assign, transfer or subcontract any portion of the contract without the express written consent of McCall Area Chamber of Commerce and Visitors Bureau.

COMPLIANCE WITH LAWS: The contractor must, in performance of work under the contract, fully comply with all applicable federal, state or local laws, rules and regulations. Any subletting or subcontracting by the contractor subjects subcontractors to the same provision. The contractor agrees that the hiring of persons to perform the contract will be made on the basis of merit and qualifications and there will be no discrimination based upon race, color, religion, creed, political ideas, sex, age, marital status, physical or mental disability, or national origin by the persons performing the contract.

CONFORMANCE WITH CONTRACT: No alteration of the terms, conditions, delivery, price, quality, quantities, or specifications of the contract shall be granted without prior written consent of McCall Area Chamber of Commerce and Visitors Bureau. Supplies delivered which do not conform to the contract terms, conditions, and specifications may be rejected and returned at the contractor's expense.

DEBARMENT: The contractor certifies that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction (contract) by any governmental department or agency. If the contractor cannot certify this statement, attach a written explanation for review by the State.

DISABILITY ACCOMMODATIONS: McCall Area Chamber of Commerce and Visitors Bureau does not discriminate on the basis of disability in admission to, access to or operations of its programs, services

or activities. Individuals, who need aids, alternative document formats, or services for effective communications or other disability-related accommodations in the programs and services offered, are invited to make their needs and preferences known to this office. Interested parties should provide as much advance notice as possible.

FAILURE TO HONOR BID/PROPOSAL: If a bidder/offeror to whom a contract is awarded refuses to accept the award (PO/contract) or, fails to deliver in accordance with the contract terms and conditions, McCall Area Chamber of Commerce and Visitors Bureau may, in its discretion, suspend the bidder/offeror for a period of time from entering into any contracts with McCall Area Chamber of Commerce and Visitors Bureau.

HOLD HARMLESS/INDEMNIFICATION: The contractor agrees to protect, defend, and save McCall Area Chamber of Commerce and Visitors Bureau, its elected and appointed officials, agents and employees, while acting within the scope of their duties as such, harmless from and against all claims, demands, causes of action of any kind or character, including the cost of defense thereof, arising in favor of the contractor's employees or third parties on account of bodily or personal injuries, death, or damage to property arising out of services performed or omissions of services or in any way resulting from the acts or omissions of the contractor and/or its agents, employees, representatives, assigns, subcontractors, except the sole negligence of McCall Area Chamber of Commerce and Visitors Bureau, under this agreement.

INTELLECTUAL PROPERTY: All patents and other legal rights in or to inventions arising out of activities funded in whole or in part by the contract must be available to McCall Area Chamber of Commerce and Visitors Bureau for royalty-free and nonexclusive licensing. The contractor shall notify McCall Area Chamber of Commerce and Visitors Bureau in writing of any invention conceived or reduced to practice in the course of performance of the contract. McCall Area Chamber of Commerce and Visitors Bureau shall have a royalty-free, nonexclusive and irrevocable right to reproduce, publish or otherwise use and authorize others to use, copyrightable property created under the contract.

Furthermore, all creative assets developed within the scope of the contract, and utilized for the purposes of promoting the McCall Area and the McCall Area Chamber of Commerce and Visitors Bureau will be provided to McCall Area Chamber of Commerce and Visitors Bureau.

LATE BIDS AND PROPOSALS: Regardless of cause, late bids and proposals will not be accepted and will automatically be disqualified from further consideration. It shall be solely the vendor's risk to assure delivery at the designated office by the designated time. Late bids and proposals will not be opened and may be returned to the vendor at the expense of the vendor or destroyed if requested.

PAYMENT TERM: All payment terms will be computed from the date of delivery of supplies or services OR receipt of a properly executed invoice, whichever is later. Unless otherwise noted, McCall Area Chamber of Commerce and Visitors Bureau is allowed up to 90 days to pay such invoices.

SEPARABILITY CLAUSE: A declaration by any court, or any other binding legal source that any provision of the contract is illegal and void shall not affect the legality and enforceability of any other provision of the contract, unless the provisions are mutually dependent.

SHIPPING: Supplies shall be shipped prepaid, F.O.B. Destination, unless the contract specifies otherwise.

SOLICITATION DOCUMENT EXAMINATION: Vendors shall promptly notify McCall Area Chamber of Commerce and Visitors Bureau of any ambiguity, inconsistency or error, which they may discover upon examination of a solicitation document.

TAX EXEMPTION: McCall Area Chamber of Commerce and Visitors Bureau is exempt from Federal Excise Taxes.

TERMINATION OF CONTRACT: Unless otherwise stated, McCall Area Chamber of Commerce and Visitors Bureau may, by written notice to the contractor, terminate the contract in whole or in part at any time the contractor fails to perform the contract.

UNAVAILABILITY OF FUNDING: The contracting agency, at its sole discretion, may terminate or reduce the scope of the contract if available funding is reduced for any reason, including annual grant funding awarded by the Idaho Travel Council.

U.S. FUNDS: All prices and payments must be in U.S. dollars.

WARRANTIES: The contractor warrants that items offered will conform to the specifications requested, to be fit and sufficient for the purpose manufactured, of good material and workmanship and free from defect. Items offered must be new and unused and of the latest model or manufacture, unless otherwise specified by McCall Area Chamber of Commerce and Visitors Bureau. They shall be equal in quality and performance to those indicated herein. Descriptions used herein are specified solely for the purpose of indicating standards of quality, performance and/or use desired. Exceptions will be rejected.
