



USA

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Brand USA



Request for Proposal

Brand USA Regional Director, Mexico
August 2017



PURPOSE

The Regional Director, Mexico, will report to the Vice President, Global Trade Development, (based in Washington, DC), and be responsible for helping to ensure that Brand USA's Annual Strategic Plan is achieved. This individual will assist in the development and execution of a Mexico strategy plan focused on driving visitation and revenue to the United States. This position will ensure that a strategic plan for effectuating Brand USA's goals in market is developed and successfully implemented.

The ideal candidate will possess a thorough understanding of the Mexico's travel trade industry, the Mexico outbound tourism market, the airline industry, and have a good working relationship with the American Embassy and Commercial Service offices in Mexico. The candidate must also possess destination marketing organization ("DMO") and /or tourism related marketing experience with a solid working knowledge of digital and social media platforms in Mexico. A thorough understanding of Mexico's media outlets is also required.

SCOPE OF WORK

Management Duties

- Act as Brand USA's key contact and spokesperson in Mexico
- Work in tandem with a separate marketing agency (to be identified by Brand USA)
- Oversee staff, budget and all Mexico in-country operations and activities
- Evaluate, track and report return on tourism programs to ensure that plan, budget and results are aligned
- Coordinate all efforts with Brand USA's Headquarter Office team and collaborate with Brand USA's internal teams to ensure integration of tourism activities
- Interact with industry peers to identify, implement and improve on best practices
- Facilitate trade missions and other official visits from Brand USA's Headquarter Office

Strategic Development

- Work with Vice President, Global Trade Development, to support strategic direction and priorities
- Plan, develop and implement the Annual Strategic Plan in accordance with Brand USA's overarching business plan. The plan must include a strategy and successful implementation of the following elements:
 - Travel Trade



- Consumer PR
 - Corporate Communications
 - Consumer Marketing
 - Digital/Social Media
 - Partner Marketing/Strategic Alliances
- Successfully track program results to ensure increased visitation to the United States

Market Development

- Assist with the roll-out of consumer-direct marketing campaigns
- Drive the development of Mexico outbound leisure travel to the United States through trade programs (sales missions, fams, destination trainings, sales calls, trade shows), government relations and media outreach
- Work with Brand USA Headquarter Office on content for web, newsletters, collateral and presentation materials
- Track tourism policy changes and trends impacting travel

Core Objective

The core objective of this position is to be Brand USA's representative in Mexico and liaison between Brand USA and all constituents. This position will ensure that a strategic plan is created and successfully implemented.

The ideal Candidate will possess a thorough understanding of the Mexican Travel Trade industry, the Mexico outbound tourism market, the airline industry and have a good working relationship with the American Embassy and Commercial Service offices in Mexico. The Candidate must also possess DMO and /or Tourism related marketing experience with a solid working knowledge of digital and social media platforms in Mexico. A thorough understanding of Mexico's media outlets is also required.

Functional Requirements and Qualifications

- 8-10 years' experience in the Mexico tourism industry directly related to destination and/or tourism sales and marketing with at least 5 years' experience in a leadership role with a proven track record of success
- Excellent English language written and verbal skills along with outstanding public speaking skills
- Ability to manage multiple projects in a fast-paced environment

- Superior independent work capability as well as capability to lead multiple teams in various locations
- Demonstrated ability to develop and execute strategic plans and manage budgets
- Excellent decision-making, problem-solving, time management and organizational skills
- Strong attention to detail
- Ability to capture and report market trends and market intelligence
- Ability to cultivate and maintain positive relationships with all of Brand USA constituents including our agencies, government officials, our partners and employees

Deliverables

- Plan, develop and implement the Annual Strategic Plan in accordance with Brand USA's overarching business plan. The plan must include a strategy and successful implementation of the following elements:
 - Travel Trade
 - Consumer PR
 - Corporate Communications
 - Consumer Marketing
 - Digital/Social Media
 - Partner Marketing/Strategic Alliances
- Successful management of budget and in-country operations and activities
- Monthly tracking of tourism programs to ensure that the plan, budget and results are aligned
- Management of a minimum of one trade mission or other official visit from Brand USA's Headquarter Office
- Management and execution of leisure travel programs leading to the successful development of outbound leisure travel to the United States. Leisure programs will include, but are not limited to:
 - Sales Missions
 - Fam Trips
 - Destination training
 - Sales calls
 - Participation in trade shows



- Government relations
- Media outreach
- Creation of a MICE strategy for Brand USA's Destination Partners
- Collaboration with Brand USA's Headquarters on content for web, newsletters, collateral and presentation managers
- Support of Partner Marketing Programs/Strategic Alliances as required
- Submit monthly reports on tourism policy changes and trends impacting travel

CORPORATE STRUCTURE

Successful bidders may contract with Brand USA through a reputable staffing agency in Mexico that is not currently or has ever been listed on the Mexican Tax Authority's black list. Brand USA may also work with successful bidders who either own or represent entities incorporated in Mexico. The successful bidder will not become an employee of Brand USA but will be expected to fulfill 100% of the duties as outlined in this RFP.

PROPOSAL FORMAT AND SPECS

Please submit your response electronically, via email. Please limit the response to no more than 20 pages in length. Proposal format is open to presentation style, but it must include the following information:

- Individual's history and background
- Biography highlighting work history
- 3 Client references for companies that the vendor has provided similar work
- Case studies of best practices creating strategic plan and executing successful marketing programs
- 3-5 examples of proven success in managing multiple teams and projects
- Budget

BUDGET

Respondents must present a **\$450,000 budget**, which covers administrative and overhead expenses in addition to third-party costs associated with the items in the Deliverables section e.g., Sales Missions.

Such third-party costs may require the hiring of marketing and/or public relations subcontractors as well as a host of other vendors. If allocating the budget across broad budget line items e.g., Trade, Public Relations, Marketing, etc. the respondent would do well to provide as much context (quantity, quality, frequency, location, etc. associated with activities within the budget line item) as possible to those line items. Additional funding may be available depending on opportunity and direction from Brand USA headquarters and other departmental needs.

Proposers should build out a detailed plan and timeline covering deliverables, plus a breakdown of administrative expenses (including all travel), and third-party expenses necessary to accomplish the scope of work outlined in the section that follows.

MINIMUM REQUIREMENTS

Proposals must address each item listed, giving specific details of techniques to be used in achieving these requirements. Proposals may be rejected if minimum requirements are not met. All proposers wishing clarification of this RFP must submit questions in writing to Brand USA, no later than August 11, 2017 (due by 5:00 pm, EDT), and sent by email to rfpadmin@thebrandusa.com and cc rfpadmin@bmg.travel. Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by Brand USA.

- Notice of Intent to Bid (Attachment 1) must be received by August 11, 2017 (due by 5:00 p.m. EDT). The notice shall be sent by email to rfpadmin@thebrandusa.com at the Brand USA office. The NOTICE OF INTENT TO BID, is nonbinding; however, it ensures the receipt of all addenda related to this RFP. Proposals will be accepted only from applicants who submitted a timely NOTICE OF INTENT TO BID.
- RFP Responses must contain the following information:
 - Executive Summary. Provide description of the nature of the organization's services and activities. Note when the business was established, brief history and location. List the location(s) of the office(s) from which the primary work on this contract would be performed
 - 3 business references
 - 1 or more examples showing multiple year strategic plans that includes trade, PR and consumer marketing (digital and social)
 - 1 or more examples showing leadership role and successful management of multiple teams
 - Case studies of working with the Commercial Service and/or Visit USA Committees or similar
 - Examples of facilitating trade missions or other official visits to Mexico or similar



- Examples showing successful trade and PR programs
- No Conflict of Interest: Client relationships that could potentially be considered a conflict of interest must be listed
- Budget, including timeline and project plan

TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of Brand USA. Brand USA reserves the right to reject any and all proposals, or any part thereof; waive an informality in the proposals and accept the proposal that best meets the needs of Brand USA.

A. Proposal Released	August 4, 2017
B. Written Questions (due by 5:00 p.m. EDT)	August 11, 2017
C. Written Questions Answered and Posted to Brand USA Website	August 22, 2017
D. Notice of Intent to Bid Due (due by 5:00 p.m. EDT)	August 11, 2017
E. Proposal Due (due by 3:00 p.m. EDT)	September 5, 2017
F. Proposal Evaluation by Scoring Committee	September 29, 2017
G. Notification and Scheduling of Finalist Interviews	October 10, 2017
H. Finalist Presentation/Interviews conducted in Mexico City	October 25, 2017
I. Notice of Intent to Award Contract and Public Posting	November 3, 2017

DELIVERY OF PROPOSAL

Each proposer is required to deliver a .pdf of its proposal to Brand USA's RFP Admin, on or before September 5, 2017 (3:00 p.m. EDT). The .pdf should be no more than three separate files. The proposal may not exceed thirty pages double-spaced at 12-point font.

Proposals must be e-mailed to rfpadmin@thebrandusa.com with a c/c to rfpadmin@bmg.travel :

Brand USA Headquarters
C/o RFP Administrator
1725 Eye Street NW, Suite 800
Washington, D.C. 20006
ATTN: RFP – Brand USA Regional Director, Mexico
Phone: 202.536.2060



RFP Management

BMG (BRIC Marketing Group), a third-party agency, has been contracted to assist with the administration of this RFP, including distribution, arrangement of the information, and communication as it pertains to the RFP process.

All communications regarding this RFP must be sent to the Brand USA RFP Administrator at

RFPAdmin@thebrandusa.com, with BMG carbon copied (cc'd) using the following address:

Jason Pacheco, Consultant, Tourism Marketing
BRIC Marketing Group
U.S. Telephone #: +1 415 817 1262
E-mail: rfpadmin@bmg.travel

This includes delivery of the following documentation by the due dates set forth in the Tentative Scheduled section found below:

- Intent to Bid
- Written Questions
- PDF of Written Proposal

Note that all answers regarding questions and request for clarification regarding this RFP will be responded to publicly consistent with the schedule below to ensure that all respondents have the same information at hand.

EVALUATION AND CONTRACTING

All proposals satisfying the requirements of this Request for Proposal will be evaluated to establish which of the providers best fulfills the needs of Brand USA and this project. This Request for Proposal has in no way committed Brand USA to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered.

Brand USA reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers or to cancel this Request for Proposal. After awarding the contract, the schedule will include a period of collaboration between Brand USA and the selected Contractor to better define, elaborate upon, and fix the Contractor's final Scope of Work and general Terms and Conditions.



ATTACHMENT 1

NOTICE OF INTENT TO BID

Due:

SEND TO:

Brand USA Headquarters

C/o RFP Administrator

1725 Eye Street NW, Suite 800

Washington, D.C. 20006

ATTN: RFP – Brand USA Regional Director, Mexico

Phone: 202.536.2060

Email: rfpadmin@thebrandusa.com with a copy to rfpadmin@bmg.travel

NAME OF PROPOSER:
CONTACT PERSON:
MAILING ADDRESS:
TELEPHONE:
FAX:
E-MAIL ADDRESS:
SIGNED:



ATTACHMENT 2

CERTIFICATION

Please include this statement as part of the Proposal

Certification Statement

By submission of this proposal and authorized signature below, proposer certifies that the undersigned corporate officer has authority to bind the proposer to the terms of this proposal and hereby certifies on behalf of the proposer that:

1. He/she has read and understands all commitments and terms of this proposal.
2. The information contained in this proposal is accurate.
3. Proposer's quote is valid for at least 120 days from the date of proposal's signature below.
4. Proposer understands that if selected as the successful proposer, he/she will have ten (10) business days in which to complete contract negotiations, if any, and execute the final contract document. Date of execution can be extended by mutual agreement of contractor / Brand USA.

Authorized Signature

Typed or Printed Name

Title

Date

Official Contact

Brand USA requests that the Proposer designate one person to receive all communications for clarification and verification of information related to this proposal. Please identify this point of contact below:

Official Contact Name and Title

Email Address

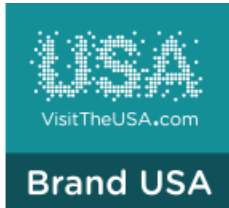
Organization

Phone Number

Street Address

Facsimile Number

City, State/Country, Zip



ATTACHMENT 3

Proposal Evaluation Criteria

Bid/Proposal: _____

Evaluated By: _____

Date: _____

Proposal Evaluation Criteria

The evaluation committee will judge each written proposal based on the following criteria:

CRITERIA	MAX. POINTS	SCORE
1. Overall experience in the Mexico market: an assessment of such items as your experience as it relates to the requirements within this RFP, as well as evidence of past performance and related items.	20	
2. Scope of Work: An assessment of the quality of proposed strategies, creativity, detail of plan, and related items.	20	
3. Familiarity with Brand USA Brand and Product: An assessment of your understanding of our organization and how you incorporated this knowledge into your proposal, and related items.	10	
4. Knowledge of the Mexico market: an assessment of your knowledge of the Mexican market as it relates to travel trade, media and public relations, partner marketing, and consumer marketing.	10	
5. Capabilities: An assessment of your past performance related to developing effective travel marketing and public relations programs.	20	
6. Cost Effectiveness: An assessment of whether the proposed budget is reasonable and appropriate and if the proposed services are cost effective in relation to the fees charged and value of overall project.	20	
TOTAL POINTS	100	