



The Reno-Sparks Convention & Visitors Authority is soliciting a  
Request for Proposals for  
Website Search Engine Optimization

## **RFP 2022-MKT02**

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*Released by Tom Van Ruiten, Director of Marketing  
(Monday, November 7th, 2022)*

The Point of Contact is Tom Van Ruiten, Director of Marketing at [tvanruiten@renotahoeusa.com](mailto:tvanruiten@renotahoeusa.com)  
(preferred) or call (775) 827-7750

All questions or additional information concerning the RFP document must be  
submitted to the Point of Contact.

**SUBMISSION DEADLINE DATE/TIME: Friday, January 13, 2023 by 1:00PM PT**

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### **Company Information**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone No. \_\_\_\_\_ Fax No. \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

## **TABLE OF CONTENTS**

<b>I. INTRODUCTION.....</b>	<b>3</b>
<b>1. SCHEDULE.....</b>	<b>3</b>
<b>2. PREPARATIONS OF PROPOSALS .....</b>	<b>3</b>
<b>3. SUBMISSION OF PROPOSALS .....</b>	<b>5</b>
<b>4. OPEN MEETING LAW .....</b>	<b>5</b>
<b>5. QUESTIONS/CLARIFICATIONS .....</b>	<b>5</b>
<b>6. RSCVA NON-DISCRIMINATION POLICY .....</b>	<b>5</b>
<b>7. RFP SUBMISSION CHECKLIST.....</b>	<b>5</b>
<b>8. EVALUATION OF PROPOSALS.....</b>	<b>6</b>
<b>9. DISCLOSURE OF PRINCIPALS – NAMES OF OFFICERS OR OWNERS OF CONCERN, PARTNERSHIP, ETC. ....</b>	<b>7</b>
<b>10. REFERENCES.....</b>	<b>8</b>
<b>11. EXCEPTIONS.....</b>	<b>9</b>
<b>12. INSURANCE REQUIREMENT .....</b>	<b>10</b>
<b>13. INDEMNIFICATION .....</b>	<b>12</b>
<b>14. ARBITRATION.....</b>	<b>12</b>
<b>15. NON-DISCRIMINATION .....</b>	<b>12</b>
<b>16. SUBMISSION .....</b>	<b>12</b>
<b>ATTACHMENT A .....</b>	<b>13</b>



**PLEASE NOTE THAT THIS REQUEST FOR PROPOSALS IS FOR PROFESSIONAL SERVICES AND IS THEREFORE EXEMPT FROM COMPETITIVE BIDDING REQUIREMENTS SET FORTH IN THE NEVADA REVISED STATUTES (“NRS”) CHAPTER 332, AS PROVIDED IN NRS 332.115(1)(b).**

**I. INTRODUCTION**

The Reno-Sparks Convention and Visitors Authority (RSCVA) is seeking to contract with an experienced organization for search engine optimization (SEO) for the www.visitrenotahoe.com website. The chosen organization will be responsible for the development of strategy, enablement of platforms, execution of campaigns, and performance reporting for the organic search channel.

The RSCVA represents and promotes tourism in Washoe County, Nevada which includes Reno, Sparks, and the Incline Village/Crystal Bay area of northern Lake Tahoe. Publicly and from a marketing perspective, the RSCVA operates primarily as the brand *Reno Tahoe*, which embodies the geographic region it serves.

This RFP is being issued by the RSCVA Marketing Department, which will coordinate the review of all submissions and make recommendations to the RSCVA Board of Directors. Final contract approval will be by the RSCVA Board of Directors. Funding for the contract(s) will be contingent on the RSCVA marketing budget for the fiscal year 2023-2024. The awarded contract will tentatively commence June 1, 2023.

**1. SCHEDULE**

Release Date	<b>Monday, November 7, 2022</b>
Question Submission	<b>Friday, November 18, 2022</b>
Response to Questions Due	<b>Friday, December 9, 2022</b>
Submission Deadline Date/Time	<b>Friday, January 13, 2023 by 1:00PM PT</b>
Opening Date/Time	<b>Friday, January 13, 2023 by 3:00PM PT</b>
Contract Recommendations to Board of Directors	<b>Thursday, March 16, 2023</b>

**2. PREPARATIONS OF PROPOSALS**

Respondent will examine all special instructions and terms and conditions of this RFP. Failure to do so will be at the respondent’s risk.

- 3.1 Any irregularities or lack of clarity in this RFP should be brought to the attention of the Point of Contact for correction or clarification.
- 3.2 Any addenda to this RFP issued will forthwith become an integral part of this RFP. Respondent is required to acknowledge receipt of same by signing and returning the addenda in its response.
- 3.3 Respondent will furnish the required information typed or written in ink.
- 3.4 The person signing the Proposals must initial erasures or other changes in ink.
- 3.5 In the space provided, a duly authorized representative of the respondent will sign this RFP document. (Page # 1 – Cover Sheet).
- 3.6 Respondent will proofread their Proposals carefully for errors.
- 3.7 In the event of a difference between written words and figures, the amount stated



in written words will govern.

- 3.8 The RSCVA is not liable for any costs incurred by respondents prior to entering into the final agreement. Costs of developing the Proposals or any other such expenses incurred by the respondent in responding to this RFP, are entirely the responsibility of the respondent, and shall not be reimbursed in any manner by the RSCVA.
- 3.9 Any information deemed confidential or proprietary should be clearly identified by the Respondent as such. It may then be protected and treated with confidentiality only to the extent permitted by state law. Otherwise the information shall be considered a public record. Information or data submitted with a response will not be returned.

### **3. SUBMISSION OF PROPOSALS**

Respondent will submit its response to this RFP on the letterhead of its company, respondent establishment, corporation, etc. attached to the RFP 2022-MKT02 document. Respondent will sign and return a copy of the ENTIRE RFP DOCUMENT marked as ORIGINAL, with five (5) duplicate copies, together with any addenda, in a sealed envelope to:

RSCVA  
Marketing Department  
Attn: Tom Van Ruiten  
P.O. Box 837  
Reno, NV 89504-0837

*Inclusion of a digital version (flash drive) in the envelope is encouraged.*

*Response envelope must indicate name and address of respondent, RFP number, and Submission Deadline Date.*

The RSCVA assumes no responsibility for errant or failed delivery of responses. Nothing herein restricts the RSCVA's ability to consider any and all responses to this RFP, and to the extent that an untimely response to this RFP is considered, it will be done at the sole discretion of the RSCVA.

Any irregularities or lack of clarity in this RFP should be brought to the attention of the Point of Contact prior to or on the date for Written Questions set forth in this Section for correction or clarification.

### **4. OPEN MEETING LAW**

NRS 241 provides that public business will be conducted in an open meeting.

### **5. QUESTIONS/CLARIFICATIONS**

If any questions or responses require revision to this RFP, such revisions will be by formal amendment only. Any oral or written representations made by anyone at the RSCVA that appear to materially change any portion of this RFP will not be relied upon unless subsequently ratified by written amendment to this RFP issued by the RSCVA Marketing Department. For determination as to whether any representation made requires that amendment be issued, please contact the Point of Contact.

### **6. RSCVA NON-DISCRIMINATION POLICY**

It is the policy of the RSCVA that Minority and Women Business Enterprises shall have equal opportunity to participate in the performance of RSCVA contracts. Respondent firms shall not be discriminated against on the basis of race, color, national origin, gender or any other protected category in the award and performance of any contract entered into pursuant to this advertisement.

### **7. RFP SUBMISSION CHECKLIST**

- Fill out all information on Cover Sheet (Page 1).
- Review and address all items in Section 8 (Evaluation of Proposals), including conflict of interest.
- Complete Section 9 (Disclosure of Principals).

- Complete Section 10 (References).
- Complete Section 11(Exceptions).
- Complete Section 12 (Insurance Requirement).
- Complete, Sign and Date Section 16 (Submission).
- Attach a proposal of services addressing needs identified in ATTACHMENT A
- Attach a case study highlighting recent (2019 or after) and relevant work performed by the organization
- Provide details on how your organization incorporates Diversity, Equity, and Inclusion (DEI) practices, and explain how those policies may benefit the Reno Tahoe brand.

## **8. EVALUATION OF PROPOSALS**

RFPs will be evaluated by RSCVA staff and others with relevant experience and expertise, which could include stakeholders and qualified marketing professionals. After review of the RFP submissions, the RSCVA may invite back the top submissions for an interview. Staff will make a recommendation to the RSCVA Board of Directors for final approval and awarding of the contract.

- a. Breadth and depth of knowledge and skills within the organization related to website development, technical SEO, content development, organic search, and paid search
- b. Proven experience with projects similar in scope to the RFP
- c. Demonstrated thought leadership and progression in fields related to the RFP
- d. Ability to clearly communicate the vision and requirements of the proposed solution
- e. Value of proposed solution, balancing quality of deliverables and cost
- f. Proximity of staff resources to Reno, NV
- g. Possibility of conflicts of interest. Organizations must indicate any potential conflicts of interest in providing the services for the RSCVA. If the organization has existing client and/or personal relationships that would compromise the RSCVA or prevent the objective and effective implementation of the assigned scope of work, the organization must disclose such relationship(s) to the RSCVA during the qualifications submission phase of this RFP. Additionally, if the organization takes on a client that would compromise the RSCVA or prevent the objective and effective implementation of the assigned scope of work, the RSCVA must be notified immediately. This includes, but is not limited to, disclosure of any existing or future engagements by the organization with any property or organization located in Washoe County required to collect and remit transient lodging tax to RSCVA.



**9. DISCLOSURE OF PRINCIPALS – NAMES OF OFFICERS OR OWNERS OF CONCERN, PARTNERSHIP, ETC.**

NAME \_\_\_\_\_ OFFICIAL CAPACITY \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY, STATE AND ZIP CODE \_\_\_\_\_

NAME \_\_\_\_\_ OFFICIAL CAPACITY \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY, STATE AND ZIP CODE \_\_\_\_\_

NAME \_\_\_\_\_ OFFICIAL CAPACITY \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY, STATE AND ZIP CODE \_\_\_\_\_

NAME \_\_\_\_\_ OFFICIAL CAPACITY \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY, STATE AND ZIP CODE \_\_\_\_\_

If further space is required, please attach additional sheet(s).

**10. REFERENCES**

(Must be verifiable)

References must be companies or associations contracted within the last three years for projects similar in scope to the RFP.

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_  
Address: \_\_\_\_\_ Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_  
Address: \_\_\_\_\_ Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_  
Address: \_\_\_\_\_ Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_



**11. EXCEPTIONS**

Does the respondent take exception to any of the terms and conditions of this RFP and attachment thereto?

Yes \_\_\_\_\_ No \_\_\_\_\_.

If yes, please indicate the specific nature of the exception or clarification in the space provided below. Attach additional sheet(s) if necessary.

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## 12. **INSURANCE REQUIREMENT**

The agreement contemplated by this RFP requires that the successful firm maintain, during the continuance of the agreement, Workers' Compensation and Employer's Liability, General Liability and Automobile Liability, as described below against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the firm, its agents, representatives, employees or sub-respondents. At the time of execution of the agreement, successful firm agrees to furnish the RSCVA with a copy of respondent's Certificates of Insurance and a policy endorsement, or policy rider evidencing proof of coverage in accordance with the agreement. The cost of all such insurance shall be borne by the firm, and name the RSCVA as additionally insured in the amounts set as follows:

a. General Liability with the limits set as follows:

Coverage will be at least as broad as Insurance Services Office Commercial General Liability coverage "Occurrence" form CG 00 01 12/07 or equivalent. Carriers must be A- VII rated (or higher) based on Best Guide and are subject to approval by the RSCVA.

Coverage will provide a minimum limit of \$1,000,000 or the amount customarily carried by the respondent, whichever is greater, combined single limit per occurrence for bodily injury, property damage as well as professional liability coverage. If a general aggregate limit is used, the general aggregate limit shall be equal to at least twice the required occurrence limit.

Proposer waives all rights against the Authority, and its agents, beneficiaries, partners, employees, the County of Washoe, and the Authority of Reno any other Indemnitees listed in this this Agreement for recovery of damages to the extent these damages are covered by the commercial general liability or commercial umbrella liability insurance maintained pursuant to this agreement. Proposer's insurer shall endorse CGL policy to waive subrogation against with respect to any loss paid under the policy.

b. Automobile liability insurance will be on a comprehensive Automobile Liability Form and will cover all owned, non-owned and hired automobiles as follows:

Coverage will be at least as broad as Insurance Services Office Business Auto Coverage Form CA 00 01 03/06 or equivalent. Coverage will include Automobile Liability Symbol "1" for "Any Auto" unless otherwise agreed in writing.

Coverage will provide a minimum limit of \$1,000,000 or the amount customarily carried by the respondent, whichever is greater, combined single limit per accident for bodily injury and property damage including Non-Owned and Hired Automobile Liability. No aggregate limit may apply. c. Worker's Compensation and Employer's Liability with the limits set as follows:

It is understood and agreed that there shall be no coverage provided for respondent or any sub-respondent by the RSCVA. Respondent agrees, as a precondition to the performance of any work under the Agreement contemplated by this RFP to provide the RSCVA with certificates issued by an insurer acceptable to the RSCVA which demonstrate compliance with all applicable laws.

Should the respondent be self-insured, the respondent shall so notify RSCVA in writing prior to signing any agreement. The RSCVA reserves the right to approve said retentions and may request additional information for review prior to the signing of any agreement.

d. Blanket Employee Dishonesty Coverage as follows:



The Proposer shall maintain crime insurance including coverage for the loss of money, securities and other property by employees, sub-contractors or other parties with a limit not less than \$1,000,000 per occurrence. Coverage shall be endorsed to include coverage for loss of money, securities and other property in the care, custody or control of Proposer, whether in transit or at a permanent or temporary premises.

e. Network Security and Privacy Liability as follows:

Proposer shall maintain network security and privacy liability insurance (aka Cyber Liability) insuring against loss resulting from (1) privacy breaches [liability arising from the loss or disclosure of confidential information] (2) system breach (3) denial or loss of service (4) introduction, implantation, or spread of malicious software code (5) unauthorized access to or use of computer systems and (6) system failure. Coverage shall be provided with a limit of not less than less than \$1,000,000 per occurrence, per claim and annual aggregate.

f. Technology Services Requirements:

If Proposer is providing technology services, including but not limited to software, hardware, networking, information security, information technology consulting and training, cloud computing, telecommunications services, data processing, data and application hosting, provision of managed services, programming, mobile services and web applications, coverage shall be included, without limitation, for any form of infringement of copyright or other intellectual property misuse including software copyright infringement, as well as, errors, omissions, or negligent acts in the performance or failure to perform technological services for others which result in claims for damage arising out of or alleging programming errors, software performance, or Contractor's failure to perform the services and the products Contractor delivers.

**Proof of Insurance to be provided upon Notification of Award**

Agent: \_\_\_\_\_ Phone: \_\_\_\_\_

**13. INDEMNIFICATION**

The final agreement shall provide that the successful respondent shall defend, indemnify and hold harmless the RSCVA, its directors, officers, agents and employees from and against any and all liabilities, damages, losses, claims, actions or proceedings, including, without limitation, reasonable attorneys' fees that are caused by the negligence, errors, omissions, recklessness or intentional misconduct of the successful respondent or its employees or agents in the performance of the agreement. The successful respondent shall use counsel reasonably acceptable to the RSCVA in carrying out the foregoing obligations. The indemnity provisions shall survive the expiration or earlier termination of the Agreement.

**14. ARBITRATION**

All disputes under this RFP shall be submitted to binding arbitration in accordance with the procedures of the Commercial Rules of the American Arbitration Association and judgment of the arbitrator shall be binding as a final judgment and shall be entered by a court of competent jurisdiction. Such arbitration shall be conducted in Washoe County, Nevada. The procedures specified herein shall be the sole and exclusive procedure for resolution of disputes arising out of or relating to this RFP except those instances otherwise overseen by the governing law of the State of Nevada.

**15. NON-DISCRIMINATION**

The firm, with regard to any work performed hereunder, shall not discriminate on the grounds of race, color, creed, national origin, sex, sexual orientation, gender identity or expression, age, or any other characteristic protected by law, in the selection and retention of any employee or applicant for employment.

**16. SUBMISSION**

In compliance with this RFP and subject to all Terms and Conditions thereof, the undersigned offers and agrees, if this proposal is accepted, to enter into negotiations with the RSCVA to provide the services as set forth herein.

**Signature:** \_\_\_\_\_

**Dated:** \_\_\_\_\_

**Print Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

## **ATTACHMENT A**

### **Organization Overview**

The Reno-Sparks Convention and Visitor Authority (RSCVA) is a government organization in the Travel/Tourism industry. Established in 1959 as the Washoe County Fair and Recreation Board, the RSCVA acts as a marketing organization for the county to promote convention and tourism business. Unlike many convention and visitors bureaus across the country, the RSCVA owns and operates several facilities designed to draw out-of-town visitors.

### **RSCVA's Vision**

The RSCVA's vision is to be the preferred outdoor, gaming and event destination.

### **RSCVA's Mission Statement**

Attract overnight visitors to Reno Tahoe while supporting the sustainable growth of our communities.

Reno Tahoe is the public-facing brand of the RSCVA. With a mandate to drive overnight visitation to Washoe County, the RSCVA recognized the importance of Reno/Sparks and Lake Tahoe and has incorporated elements of that into the Reno Tahoe brand. This is where the country's largest alpine lake meets The Biggest Little City in the World. The inherent tension in contrast fuels the energy and ambition to seize life, act on instinct, and explore infinite possibilities. It's proof that this is a place that lives in refreshing non-conformity.

The RSCVA operates four local facilities that host a variety of events: Reno Events Center, Reno-Sparks Convention Center, National Bowling Stadium, and Reno-Sparks Livestock Events Center.

### **Marketing Model and General Audience**

There are two primary marketing models within the RSCVA, driven by the needs of two distinct and vastly different general audiences. Our leisure travel market functions as a typical B2C model, while our meetings and conventions market operates as a B2B model. The differences between the needs of these two markets are significant enough to mandate separate strategies, especially when evaluating website usage and behavior.

Our leisure audience typically engages with the website during the middle phases of the decision-making funnel while looking for inspirational content that showcases the attractions and amenities of the destination. Images and video are important, as are things like peer validation through co-authored content and social media integrations. The website needs to showcase the beauty and diversity of the Reno Tahoe destination. Our target market is primarily the United States. Recent research of actual visitors to the destination revealed the following demographic trends:

- 54% male, 46% female
- Average age = 53.2; 44% boomers or older, 30% Gen X, 21% millennials, 5% Gen Z
- 56% engaged with online search as part of travel planning

Our B2B audience is primarily meeting, travel, and sports planners, and event coordinators. As would be expected, they are looking for details and data that solve problems, answer questions, help showcase how the amenities and resources in Reno Tahoe meet their needs and how the destination appeals to their attendees. The type of information they need and the way it should be presented is substantially different from our leisure audience. The focus is on successfully meeting their business objectives and our mission as a CVB is to feed them the content they need as quickly and efficiently as possible while presenting simple, non-intrusive, authentically helpful options to reach out for support (via the sales team) if needed.



Please note that there is a large segment of Reno Tahoe locals that engage with our content/resources regularly. While we are happy that this audience segment finds our content useful, we do not factor this group into strategic marketing decisions due to a lack of alignment with our mission of attracting overnight visitors to Reno Tahoe. There is, however, a focus on ensuring that there is strong visibility of events taking place at the four facilities operated by the RSCVA – for the four facilities, the local audience is important.

### **SEO Program Objectives and Goals**

The visitrenotahoe.com website needs to meet the needs of both our B2B and B2C audiences. Aligning search terms with meaningful content that adds value for each audience is our primary objective.

We prioritize website technical performance as related to organic search. All relevant aspects of technical SEO, including the utilization of structured data for rich results, should be considered and prioritized as part of the SEO proposal.

The RSCVA operates four facilities that host a variety of events for locals and visitors. Ensuring that events hosted at our facilities are optimized and set up technically to be eligible for various SERP features is important to the RSCVA.

For organic keywords that reference a specific geographic region of importance to the RSCVA, we want to rank better than any organization/business that has a specific desire to promote overnight visitation to anywhere other than Washoe County. These types of keywords reference and integrate regional points of interest in or near Washoe County.

Through research and data insights, the RSCVA has identified alternative destinations that compete for visitation from a similar audience as our target demographic. Additionally, we are aware of our top feeder markets from which the majority of our visitors currently arrive. For keywords containing terms related to activities/events/attractions where Reno Tahoe excels, such as hiking, snowboarding, kayaking, paddleboarding, brewery, nightlife, gaming and art, our goal is to rank better than DMOs representing competing destinations, especially in our primary feeder markets. Top feeder markets and destination competitors are listed below.

The RSCVA desires to provide an authentic and comprehensive representation of a vacation in the Reno Tahoe area, including spotlights on tourist experiences throughout the region, while always promoting overnight accommodations within Washoe County.

While prioritizing keyword intent and authenticity, the RSCVA desires to develop and present content that resonates with a more affluent audience, interested in the ultimate urban adventure vacation – including outdoors, gaming and events.

We understand and value the synergy between paid and organic search and expect that our partners will work together to develop and execute a comprehensive plan.

Ultimately, all efforts of the RSCVA should help drive overnight visitation to Washoe County. As such, our organic search partner will ensure organic search optimization efforts are correlated with visitation to Washoe County.

Data and insights are valuable to the RSCVA. Performance reports, insights, and opportunities should be developed and delivered frequently.

#### Destination Competitors

- Denver, CO
- Portland, OR

- San Diego, CA
- Salt Lake City, UT
- Phoenix, AZ
- Los Angeles, CA
- Sedona, AZ
- Anaheim, CA
- Monterey County, CA

#### Top Feeder Markets

- Sacramento/Stockton/Modesto
- San Francisco/Oakland/San Jose
- Las Vegas
- Los Angeles
- Salt Lake City
- Phoenix
- Seattle/Tacoma
- Portland-Or
- Fresno/Visalia
- Chico/Redding
- Medford/Klamath Falls
- Dallas/Fort Worth
- Boise
- Denver

#### **SEO Scope and Proposal Requirements**

The RSCVA encourages the development of a proposal that represents an authentic vision of a high-performing SEO program taking into consideration all information provided within the RFP 2022-MKT02. Listed below are aspects of the scope to consider, however, the RSCVA team suggests the inclusion of additional elements as deemed appropriate within the context of the proposal.

- Market/industry research and discovery
- Keyword research
- Technical assessment and recommendations
- Competitor analysis
- Opportunity assessment
- SEO Roadmap
- Content strategy and development
- Organic website data tracking and performance reporting

Include proposal pricing with any “optional” services line-itemed.

#### **Existing Website Information**

Launch: August 2017

Platform: WordPress

Host: Pantheon

Organic Users (1/1/22 to 9/30/22): 458K

Organic Sessions (1/1/22 to 9/30/22): 544K

Organic Impressions - Google (1/1/22 to 9/30/22): 31.7M

Organic Clicks - Google (1/1/22 to 9/30/22): 557K

Indexed pages (as of Oct 10, 2022): 1097



**Budget Estimate**

\$120,000 for the 2023-2024 Fiscal Year (July 1 – June 30)