



REQUEST FOR PROPOSAL
TOURISM MARKETING SERVICES

RFP# 22-2026-01

Real County, Texas

DUE DATE: Tuesday, March 31, 2026

BY: 10:00 AM

Bella A. Rubio

Real County Judge

Real County Courthouse

PO Box 446

Leakey, TX 78873

Request for Proposal (RFP) for Tourism Marketing Services

Real County is requesting proposals to for Tourism Marketing Services. Real 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 Real County Commissioners Court.

Quotations are to be submitted on the attached “Price, Data and Specifications Sheet.” by submission of a proposal, the successful vendor agrees to provide the following product/services:

I. Scope of Work –

The goal of this request is to hire a marketing firm to serve as the Real County Tourism expert advisor for the development and implementation of destination marketing strategies and to promote and increase tourism within Real County by identifying and marketing key attractions, events, activities and natural resources and promoting such to tourists outside of the region. The selected firm may assist the County with services including, but not limited to, digital advertising campaigns, tourism branding, social media marketing, tourism website strategy, visitor analytics reporting, and photography or video production promoting tourism assets located in Real County. Tourism attractions to be promoted include outdoor recreation opportunities such as Garner State Park, Lost Maples State Natural Area, the Frio River, the Twisted Sisters scenic driving route (Ranch Roads 335, 336, and 337), and other outdoor recreation destinations located within Real County. The tourism marketing program will be funded through Hotel Occupancy Tax (HOT) revenue as authorized under Texas Tax Code Chapter 352.

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 Real 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 Real County as requested for the purpose of carrying out initiatives.
- ❖ Prepare cost schedules and project sheets for advertising expenditures and other related costs.
- ❖ Provide monthly status reports with county/vendor agreed upon metrics (strategic goals, performance KPIs, target audiences, marketing channels) and are due on the first Monday of each month. Reports are to be submitted to the Real County Treasurer.

As such, please provide within your proposal a list of past clients. Also, please provide a copy of your current certificate of insurance for professional liability.

II. **Evaluation Criteria** - The proposals received will be evaluated and ranked according to the following criteria:

<u>Criteria</u>	<u>Maximum Points</u>
Experience	60
Work Performance	25
Capacity to Perform	<u>15</u>
Total	100

- For this RFP, Respondent’s qualifications will be evaluated and the most qualified Respondent will be selected, subject to negotiation of fair and reasonable compensation.
- For costs of Tourism Marketing Services, negotiations must occur after the initial selection of the vendor as price cannot be used as a selection factor. (See 2 CFR 200.320(d)(5) and Texas Government Code § 2254.004)

III. **Deadline for Submission** – One Original copy in pdf format shall be received no later than 10:00 AM March 31, 2026 at the following address: Honorable Bella A. Rubio, Real County Judge Real County Courthouse 146 U S Highway 83 S / P O Box 446 Leakey, Texas 78873

CONFLICT OF INTEREST QUESTIONNAIRE

FORM CIQ

For vendor doing business with local governmental entity

OFFICE USE ONLY

This questionnaire reflects changes made to the law by H.B. 23, 84th Leg., Regular Session.

This questionnaire is being filed in accordance with Chapter 176, Local Government Code, by a vendor who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the vendor meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the vendor becomes aware of facts that require the statement to be filed. See Section 176.006(a-1), Local Government Code.

A vendor commits an offense if the vendor knowingly violates Section 176.006, Local Government Code. An offense under this section is a misdemeanor.

Date Received

1 Name of vendor who has a business relationship with local governmental entity.

2 Check this box if you are filing an update to a previously filed questionnaire. (The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date on which you became aware that the originally filed questionnaire was incomplete or inaccurate.)

3 Name of local government officer about whom the information is being disclosed.

Name of Officer

4 Describe each employment or other business relationship with the local government officer, or a family member of the officer, as described by Section 176.003(a)(2)(A). Also describe any family relationship with the local government officer. Complete subparts A and B for each employment or business relationship described. Attach additional pages to this Form CIQ as necessary.

A. Is the local government officer or a family member of the officer receiving or likely to receive taxable income, other than investment income, from the vendor?

Yes No

B. Is the vendor receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer or a family member of the officer AND the taxable income is not received from the local governmental entity?

Yes No

5 Describe each employment or business relationship that the vendor named in Section 1 maintains with a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership interest of one percent or more.

6 Check this box if the vendor has given the local government officer or a family member of the officer one or more gifts as described in Section 176.003(a)(2)(B), excluding gifts described in Section 176.003(a-1).

7 _____
Signature of vendor doing business with the governmental entity _____
Date

CONFLICT OF INTEREST QUESTIONNAIRE
For vendor doing business with local governmental entity

A complete copy of Chapter 176 of the Local Government Code may be found at <http://www.statutes.legis.state.tx.us/Docs/LG/htm/LG.176.htm>. For easy reference, below are some of the sections cited on this form.

Local Government Code § 176.001(1-a): "Business relationship" means a connection between two or more parties based on commercial activity of one of the parties. The term does not include a connection based on:

- (A) a transaction that is subject to rate or fee regulation by a federal, state, or local governmental entity or an agency of a federal, state, or local governmental entity;
- (B) a transaction conducted at a price and subject to terms available to the public; or
- (C) a purchase or lease of goods or services from a person that is chartered by a state or federal agency and that is subject to regular examination by, and reporting to, that agency.

Local Government Code § 176.003(a)(2)(A) and (B):

(a) A local government officer shall file a conflicts disclosure statement with respect to a vendor if:

(2) the vendor:

(A) has an employment or other business relationship with the local government officer or a family member of the officer that results in the officer or family member receiving taxable income, other than investment income, that exceeds \$2,500 during the 12-month period preceding the date that the officer becomes aware that

- (i) a contract between the local governmental entity and vendor has been executed; or
- (ii) the local governmental entity is considering entering into a contract with the vendor;

(B) has given to the local government officer or a family member of the officer one or more gifts that have an aggregate value of more than \$100 in the 12-month period preceding the date the officer becomes aware that:

- (i) a contract between the local governmental entity and vendor has been executed; or
- (ii) the local governmental entity is considering entering into a contract with the vendor.

Local Government Code § 176.006(a) and (a-1)

(a) A vendor shall file a completed conflict of interest questionnaire if the vendor has a business relationship with a local governmental entity and:

- (1) has an employment or other business relationship with a local government officer of that local governmental entity, or a family member of the officer, described by Section 176.003(a)(2)(A);
- (2) has given a local government officer of that local governmental entity, or a family member of the officer, one or more gifts with the aggregate value specified by Section 176.003(a)(2)(B), excluding any gift described by Section 176.003(a-1); or
- (3) has a family relationship with a local government officer of that local governmental entity.

(a-1) The completed conflict of interest questionnaire must be filed with the appropriate records administrator not later than the seventh business day after the later of:

(1) the date that the vendor:

- (A) begins discussions or negotiations to enter into a contract with the local governmental entity; or
- (B) submits to the local governmental entity an application, response to a request for proposals or bids, correspondence, or another writing related to a potential contract with the local governmental entity; or

(2) the date the vendor becomes aware:

- (A) of an employment or other business relationship with a local government officer, or a family member of the officer, described by Subsection (a);
- (B) that the vendor has given one or more gifts described by Subsection (a); or
- (C) of a family relationship with a local government officer.

Tourism Marketing Rating Sheet

Name of Respondent _____

Date of Rating _____

Evaluator's Name _____

Experience -- Rate the respondent for experience in the following areas:

Comments

<u>Factor</u>	<u>Max.Pts.</u>	<u>Score</u>
1. Has previously marketed _____ type of projects	25	_____
2. Has worked on government projects	10	_____
3. Has worked on projects that were located in this general region.	10	_____
4. Extent of experience in tourism marketing	15	_____ _____
Subtotal, Experience	<u>60</u>	<u>_____</u> <u>_____</u>

Work Performance

<u>Factor</u>	<u>Max.Pts.</u>	<u>Score</u>
1. Past projects completed on schedule	10	_____
2. Manages projects within budgetary constraints	5	_____
3. Work product is of high quality	10	_____ _____
Subtotal, Performance	<u>25</u>	<u>_____</u> <u>_____</u>

NOTE: Information necessary to assess the respondent on these criteria should be gathered by contacting past/current clients.

Capacity to Perform

<u>Factor</u>	<u>Max.Pts.</u>	<u>Score</u>
1. Staff Level / Experience of Staff	5	_____
2. Adequacy of Resources	5	_____
3. Professional liability insurance is in force	5	_____ _____
Subtotal, Capacity to Perform	<u>15</u>	<u>_____</u> <u>_____</u>

TOTAL SCORE

<u>Factor</u>	<u>Max.Pts.</u>	<u>Score</u>
<input type="checkbox"/> Experience	60	_____
<input type="checkbox"/> Work Performance	25	_____
<input type="checkbox"/> Capacity to Perform	15	_____ _____
Total Score	<u>100</u>	<u>_____</u> <u>_____</u>