Part I A – Technical Proposal	
RFP Title:	Integrated Marketing Agency of Record
RFP:	2084
Vendor Name:	EXL Media
Address:	803 Tahoe Blvd. #7, Incline Village NV 89451
Opening Date:	November 24, 2014
Opening Time:	2:00 PM

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VENDOR INFORMATION SHEET FOR RFP 2084

Vendor Must:

A) Provide all requested information in the space provided next to each numbered question. The information provided in Sections V1 through V6 will be used for development of the contract;

B) Type or print responses; and

C) Include this Vendor Information Sheet in Tab III of the Technical Proposal.

V1	Company Name	**EXL Media**

V2	Street Address	**803 Tahoe Blvd. #7**

V3	City, State, ZIP	**Incline Village, Nevada 89451**

V4	Telephone Number		
	Area Code: **775**	Number: **832-0202**	Extension: **N/A**

V5	Facsimile Number		
	Area Code: **775**	Number: **832-0237**	Extension: **NA**

V6	Toll Free Number		
	Area Code:	Number: **N/A**	Extension:

V7	***Contact Person for Questions / Contract Negotiations, including address if different than above***
	Name: **Wendy Hummer**
	Title: **Owner / President**
	Address: **803 Tahoe Blvd. #7, Incline Village, Nevada 89451**
	Email Address: **wendy@exlmedia.com**

V8	Telephone Number for Contact Person		
	Area Code: **775**	Number: **832-0202**	Extension: **101**

V9	Facsimile Number for Contact Person		
	Area Code: **775**	Number: **832-0237**	Extension: **N/A**

V10	***Name of Individual Authorized to Bind the Organization***	
	Name: **Wendy Hummer**	Title: **Owner/President**

V11	Signature ***(Individual must be legally authorized to bind the vendor per NRS 333.337)***	
	Signature:	Date: November 24, 2014

State Documents

A. AMENDENTS

State of Nevada
Department of Administration
Purchasing Division
515 E. Musser Street, Suite 300
Carson City, NV 89701

Brian Sandoval
Governor

Greg Smith
Administrator

SUBJECT:	Amendment 1 to Request for Proposal 2084
RFP TITLE:	Integrated Marketing Agency of Record
DATE OF AMENDMENT:	November 13, 2014
DATE OF RFP RELEASE:	November 5, 2014
OPENING DATE:	November 24, 2014
OPENING TIME:	2:00 PM
CONTACT:	Annette Morfin, Procurement Staff Member

ALL ELSE REMAINS THE SAME FOR RFP 2084.

Vendor must sign and return this amendment with proposal submitted.

Vendor Name: **EXL Media**
Authorized Signature: _____

Title: **President/Owner** Date: November 24, 2014

This document must be submitted in the "State Documents" section/tab of vendors' technical proposal.

B. ATTACHMENT A – CONFIDENTIALITY AND CERTIFICATION OF INDEMNIFICATION

Submitted proposals, which are marked "confidential" in their entirety, or those in which a significant portion of the submitted proposal is marked "confidential" **will not** be accepted by the State of Nevada. Pursuant to NRS 333.333, only specific parts of the proposal may be labeled a "trade secret" as defined in NRS 600A.030(5). All proposals are confidential until the contract is awarded; at which time, both successful and unsuccessful vendors' technical and cost proposals become public information.

In accordance with the Submittal Instructions of this RFP, vendors are requested to submit confidential information in separate binders marked "**Part I B Confidential Technical**" and "**Part III Confidential Financial**".

The State will not be responsible for any information contained within the proposal. Should vendors not comply with the labeling and packing requirements, proposals will be released as submitted. In the event a governing board acts as the final authority, there may be public discussion regarding the submitted proposals that will be in an open meeting format, the proposals will remain confidential.

By signing below, I understand it is my responsibility as the vendor to act in protection of the labeled information and agree to defend and indemnify the State of Nevada for honoring such designation. I duly realize failure to so act will constitute a complete waiver and all submitted information will become public information; additionally, failure to label any information that is released by the State shall constitute a complete waiver of any and all claims for damages caused by the release of the information.

This proposal contains Confidential Information, Trade Secrets and/or Proprietary information as defined in ***Section 2 "ACRONYMS/DEFINITIONS.***"

Please initial the appropriate response in the boxes below and provide the justification for confidential status.

Part I B – Confidential Technical Information			
YES		NO	
Justification for Confidential Status			

A Public Records CD has been included for the Technical and Cost Proposal			
YES		NO (See note below)	
Note: By marking "NO" for Public Record CD included, you are authorizing the State to use the "Master CD" for Public Records requests.			

Part III – Confidential Financial Information			
YES		NO	
Justification for Confidential Status			

Company Name **EXL Media**

Signature

Wendy Hummer **November 24, 2014**

Print Name Date

C. ATTACHMENT C – VENDOR CERTIFICATIONS

Vendor agrees and will comply with the following:

(1) Any and all prices that may be charged under the terms of the contract do not and will not violate any existing federal, State or municipal laws or regulations concerning discrimination and/or price fixing. The vendor agrees to indemnify, exonerate and hold the State harmless from liability for any such violation now and throughout the term of the contract.

(2) All proposed capabilities can be demonstrated by the vendor.

(3) The price(s) and amount of this proposal have been arrived at independently and without consultation, communication, agreement or disclosure with or to any other contractor, vendor or potential vendor.

(4) All proposal terms, including prices, will remain in effect for a minimum of 180 days after the proposal due date. In the case of the awarded vendor, all proposal terms, including prices, will remain in effect throughout the contract negotiation process.

(5) No attempt has been made at any time to induce any firm or person to refrain from proposing or to submit a proposal higher than this proposal, or to submit any intentionally high or noncompetitive proposal. All proposals must be made in good faith and without collusion.

(6) All conditions and provisions of this RFP are deemed to be accepted by the vendor and incorporated by reference in the proposal, except such conditions and provisions that the vendor expressly excludes in the proposal. Any exclusion must be in writing and included in the proposal at the time of submission.

(7) Each vendor must disclose any existing or potential conflict of interest relative to the performance of the contractual services resulting from this RFP. Any such relationship that might be perceived or represented as a conflict should be disclosed. By submitting a proposal in response to this RFP, vendors affirm that they have not given, nor intend to give at any time hereafter, any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor, or service to a public servant or any employee or representative of same, in connection with this procurement. Any attempt to intentionally or unintentionally conceal or obfuscate a conflict of interest will automatically result in the disqualification of a vendor's proposal. An award will not be made where a conflict of interest exists. The State will determine whether a conflict of interest exists and whether it may reflect negatively on the State's selection of a vendor. The State reserves the right to disqualify any vendor on the grounds of actual or apparent conflict of interest.

(8) All employees assigned to the project are authorized to work in this country.

(9) The company has a written equal opportunity policy that does not discriminate in employment practices with regard to race, color, national origin, physical condition, creed, religion, age, sex, marital status, sexual orientation, developmental disability or handicap.

(10) The company has a written policy regarding compliance for maintaining a drug-free workplace.

(11) Vendor understands and acknowledges that the representations within their proposal are material and important, and will be relied on by the State in evaluation of the proposal. Any vendor misrepresentations shall be treated as fraudulent concealment from the State of the true facts relating to the proposal.

(12) Vendor must certify that any and all subcontractors comply with Sections 7, 8, 9, and 10, above.

(13) The proposal must be signed by the individual(s) legally authorized to bind the vendor per NRS 333.337.

EXL Media

Vendor Company Name

Vendor Signature

Wendy Hummer — Print Name

November 24, 2014 — Date

D. VENDOR LICENSING AGREEMENTS

EXL Media subscribes to the following market research and media software in 5 markets including Reno.

- Arbitron — Current contract attached
- Nielsen — Current contract attached
- Scarborough — Current contract attached
- SmartPlus — Current contract attached
- MediaPlex — Billed monthly based on usage not under contract
- SRDS/Kantar Media — Current contract attached
- Snapshot — Current contract attached
- PrecisionTrak — Current contract attached

E. Applicable Certifications and/or licenses

EXL Media does not have any applicable certifications and/or licenses to submit at this time.

ATTACHMENT B – TECHNICAL PROPOSAL CERTIFICATION OF COMPLIANCE
WITH TERMS AND CONDITIONS OF RFP

I have read, understand and agree to comply with ***all*** the terms and conditions specified in this Request for Proposal.

YES **X** I agree to comply with the terms and conditions specified in this RFP.

NO _____ I do not agree to comply with the terms and conditions specified in this RFP.

If the exception and/or assumption require a change in the terms in any section of the RFP, the contract, or any incorporated documents, vendors ***must*** provide the specific language that is being proposed in the tables below. If vendors do not specify in detail any exceptions and/or assumptions at time of proposal submission, the State will not consider any additional exceptions and/or assumptions during negotiations.

EXL Media
Company Name

Signature

Wendy Hummer **November 24, 2014**
Print Name Date

Vendors MUST use the following format. Attach additional sheets if necessary.

EXCEPTION SUMMARY FORM

EXCEPTION #	RFP SECTION NUMBER	RFP PAGE NUMBER	EXCEPTION (Complete detail regarding exceptions must be identified)

ASSUMPTION SUMMARY FORM

ASSUMPTION #	RFP SECTION NUMBER	RFP PAGE NUMBER	ASSUMPTION (Complete detail regarding assumptions must be identified)

SECTION 3 – SCOPE OF WORK AND DELIVERABLES

3.1 PROPOSAL DELIVERABLES

3.1.1 Overview of Capabilities

Each responding vendor should provide an overview of its capabilities and previous experience in managing results-driven tourism marketing programs that include the activities listed in ***Section 3.1 Scope of Work and Deliverables***. Specifically, firms should provide:

3.1.1.1 Three (3) definitive Case Studies demonstrating a proven ability to develop and execute a results-driven integrated marketing campaign.

A. Each case study should include the following:

1. The marketing challenge being confronted;
2. The integrated strategic approach that addressed the problem;
3. Overview of the campaign goals; and
4. Campaign results

3.1.1.2 Vendors should include actual work or links associated with the campaign, including the integrated components such as advertising, external communications, digital products, media methodology and any other relative materials associated with the efforts.

Case Study #1 – North Lake Tahoe Marketing Co-op 2012
Clients: North Lake Tahoe Visitors Bureau and Incline Village Crystal Bay Visitors Bureau
Media Agency: EXL Media
Creative Agency: Smith and Jones

<u>The Marketing Challenge Being Confronted</u>
We ran multiple campaigns with a broad media mix in multiple markets. The budget was diced into too many campaigns, markets and mediums. We were whispering and not always heard.

It was a challenge to allocate budgets amongst the selected geographic target markets and seasonal campaign time frames.

The NLT Marketing Co-op needed to build awareness in the destination markets where they could obtain new visitors who stay more nights and spend more money per trip. At the same they needed to maintain awareness in their primary drive market, Northern California. The desired focus on destination versus drive market was split amongst lodging properties and association members.

The multitude of media channels available to deliver the message to the target customer grows exponentially each year especially in the digital arena. Identifying and selecting the best channel for each desired market and campaign needed to be analyzed and a new framework created.

EXL Media had been providing the media planning/buying services for these agencies for 14 years. We took a step back and evaluated the entire media framework to see how we could create better impact and still achieve the DMOs desired goals within a limited budget.

Goals
Increase web visits to gotahoenorth.com by 10%
Increase mobile traffic by 50%
Increase web visits in the targeted DMA's: San Francisco, San Diego and Los Angeles
Increase click-throughs from cool deals and lodging pages by 10%
Negotiate at least 30% in additional media value per campaign
Increase clicks out to event pages from gotahoenorth.com by 20%

The Integrated Strategic Approach

EXL Media developed and presented the following "New Media Strategy": PRIORITIZE AND CONSOLIDATE to deliver more IMPACT!

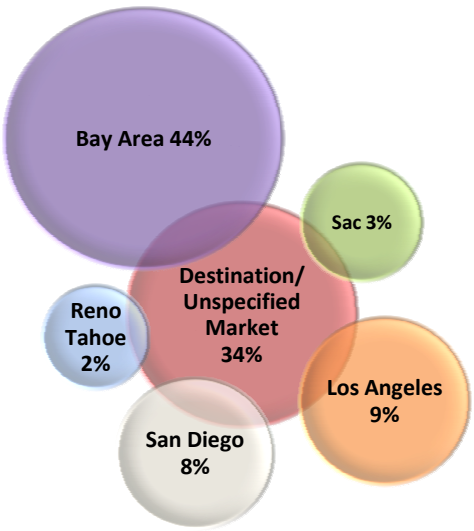
#1 Consolidate the Number of Media Campaigns

11-12 Campaigns	***New Campaign Focus***
Leisure	***Leisure***
Weddings	***Weddings***
Conference	***Conference***
San Diego Ski Coop	
High Notes	
Learn to Ski (NLT only)	
AWF (NLT only)	

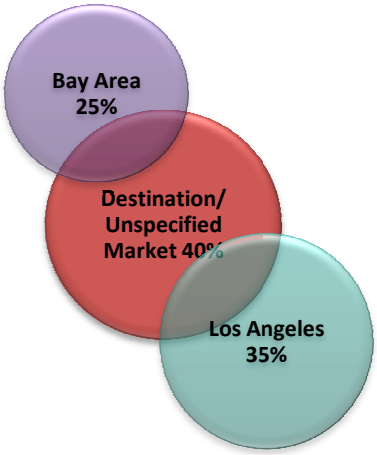
Our message will have more impact if we consolidate the smaller campaigns into one main leisure campaign. We can include special event or promo messaging within one overlying media buy. We can also rely on the NLT Marketing Co-op database, PR efforts and social media to promote special events or promotions.

#2 Consolidate the Number of Markets

2011-2012:



Proposed:



A DMO should venture out beyond its back yard to build awareness of the destination and entice visits against other destinations, rather than advertising in the same markets as its members.

The allocated percentage for destination (above) includes media that is not geo-targeted but could also spill into key DMA markets. Examples of this would be a national magazine or a DMO sponsorship on Tripadvisor.com.

Since North Lake Tahoe was already heavily promoted in the winter by the various local ski resorts and hotels in the SF DMA, we suggested moving dollars to destination markets. We found that the greatest opportunity for growth was within the Los Angeles and San Diego markets. Over the course of the winter campaign, we were able to significantly increase the web traffic from those markets.

#3 Consolidate the Media Mix

Current Media Mix	***New Media Mix***
Print	***Print: Reduced***
Digital	***Digital***
Outdoor	***TV/Cable***
Radio	

Print: Destination and LA advertising only (Conference and Leisure)
Digital: All markets, all campaigns, add in online video and increased mobile
TV/Cable: LA and Bay Area Market (Leisure)

Utilizing NLT Marketing Co-op's new creative, which focuses on the attractiveness of North Lake Tahoe to outdoor enthusiasts year round, we recommended online video and television. This allowed us to combine the visual appeal of the destination with movement and action. With television, we would focus on programming and networks that mirror our creative such as:. outdoor/adventure, action sports and active lifestyle programming. This included programming such as Olympics, X-Games and ESPN2 cable network. Online video brings action to the internet.

Purchasing cable television over broadcast in the Los Angeles DMA, allowed us to efficiently target key geographic areas.

By increasing the digital budget, we could utilize digital media buys to accomplish our strategies and efficiently track results. Some digital buys were geo-targeted, while other buys were demographically targeted.
Paid social and online video engaged our target audience and potential visitors to react and share their comments with their peers. The reaction of the viewers created a new medium unto itself.

Print was used in Los Angeles and destination markets to reach specific target markets without geographic boundaries. The publications that were used were Outside Magazine and California Kayak. We only ran in print with related editorial features and seamlessly integrated with digital buys.

Results

Unfortunately this strategy was not carried out due to the fact that the North Lake Tahoe Marketing Co-op switched agency groups before it was implemented. However, below are results from the last media campaign EXL Media delivered in the summer of 2012. All goals listed above were greatly exceeded.

Results as They Relate to Goals

Media Mix: Digital, Outdoor, Radio, Print

Summer	***2012***	***2011***	***% Change***
Total Media Spend	***$246,989***	***$271,573***	***-9%***
Added Media Value	***$210,663***	***$186,352***	***13%***

In 2012, 85% additional media value was obtained.

Gotahoenorth.com Web Visits	***502,699***	***377,805***	***33%***
SF DMA	***119,018***	***79,898***	***49%***
LA DMA	***48,774***	***31,435***	***55%***
San Diego	***7,781***	***6,200***	***25.5%***
Mobile Traffic	***145,724***	***36,333***	***303%***
Cool Deals/Lodging Pageviews	***103,555***	***80,890***	***28%***
Click out to Event Sites	***68,848***	***44,998***	***53%***

A. NLT Marketing Co-op 2012 Summer Digital Campaign Results Compared to Same Time Last Year

With a 78% increase in spend we achieved 176% more clicks, 86% more impressions at a 47% higher CTR & a 35% lower CPC. We worked with each site on continued optimization, using data & results from previous NLT Marketing Co-op campaigns and tested multiple creative messages.

Overall	***Summer 2012***	***Summer 2011***
Spend:	***$78,110***	***$43,940***
Impressions:	***8,229,808***	***4,421,644***
Clicks:	***53,511***	***19,352***
CTR:	***.65%***	***.44%***
CPC:	***$1.46***	***$2.27***

San Francisco DMA	***Summer 2012***	***Summer 2011***
Sites: Motricity, E-Target		
Percent of budget:	***22%***	***10%***
Percent of clicks:	***28%***	***2%***
Impressions:	***1,345,330***	***606,936***
Clicks:	***14,960***	***500***
CPC:	***$1.15***	***$8.75***
Cost:	***$17,156***	***$4,375***

LA DMA	***Summer 2012***	***Summer 2011***
Sites: Travel Spike, Sojern, Google		
Percent of budget:	***31%***	***21%***
Percent of clicks:	***26%***	***25%***
Impressions:	***3,649,163***	***1,177,760***
Clicks:	***13,780***	***4,765***
CPC:	***$1.76***	***$1.94***
Cost:	***$24,216***	***$9,250***

Non Geo-Targeted*	***Summer 2012***	***Summer 2011***
Sites: TripAdvisor, Ad Roll		
Percent of budget:	***17%***	***35%***
Percent of clicks:	***13%***	***21%***
Impressions:	***2,085,739***	***1,822,958***
Clicks:	***7,241***	***4,044***
CPC:	***$1.89***	***$3.83***
Cost:	***$13,671***	***$15,496***

**** note these buys also reach into the SF and LA DMA's***

Paid Search	***Summer 2012***	***Summer 2011***
Percent of budget:	***30%***	***34%***
Percent of clicks:	***33%***	***52%***
Impressions:	***1,149,576***	***813,960***
Clicks:	***17,530***	***10,043***
CTR:	***1.52%***	***1.2%***
CPC:	***$1.32***	***$1.48***
Cost:	***$23,067***	***$14,819***

Case Study #2 – Ski Resort Season Pass Sale

Client: Ski Resort A
Media Agency: EXL Media
The name of this ski resort and actual data is withheld due to confidentiality agreements.

The Market Challenges Being Confronted
Ski Resort A sells season passes for the ski season during the spring (March-May) which precedes the following ski season in the fall (September-November). The season pass campaign ran from March 2013 – December 2013 crossing two ski seasons and two fiscal years.

The following challenges needed to be addressed when developing, managing, and reporting on these campaigns:

- ***Pinpointing and reaching the desired target market was challenging because 10% of the given market ski and an even smaller portion buy season passes.***
- ***There were several season pass rate increases or deadline dates. The campaign needed to be flighted to maintain awareness and interest of these dates while still being able to ramp up leading to the resorts rates increase.***
- ***There was heavy competition amongst resorts to acquire new passholders and gain market share. Competing resort sales dates and offers needed to be tracked and combated within the media campaign flight dates.***
- ***Season pass sales were greatly affected by snow conditions in the spring and minimal snowfall in the fall. Due to the unpredictable nature of snow conditions, and how they effect pass sale goals, the media campaigns needed to be flexible.***
- ***Media budgets had to fluctuate based on the outcome of each rate increase sales date.***
- ***Ski Resort A's fiscal budget ended during the middle of the fall campaign, EXL Media needed to monitor budgets and billing across two fiscal years.***
- ***The season pass campaign ran in three DMA markets. Those campaigns needed to address the target market and buying patterns in each of the three markets.***

Campaign Media Campaign Goals

- ***Identify and recommend traditional and digital media that cost efficiently targets people who will buy season ski passes.***
- ***Develop a media campaign that can be adjustable against snow conditions, rate increase, deadlines/results and competitor initiatives.***
- ***Develop a multi-media mix campaign across three DMA markets.***
- ***Track results and deliver a positive ROI against digital campaigns.***

The Integrated Strategic Approach

- ***The season pass campaign ran March 2012-December 2013. The campaign was segmented into 3 mini or tiered campaigns to address each of the sale deadline dates and fiscal years.***
  - ***Tier 1 March-May***
  - ***Tier 2 September-October (October ends the fiscal year)***
  - ***Tier 3 November-December***
- ***The media flights started out light with only digital media in order to announce the new rate and sales dates. Campaigns were then ramped up two weeks prior against the deadline with TV, radio, out of home, print and digital.***
- ***Market research and past campaign results were used to create multi-media integrated campaigns for each of the three DMA markets. Results were tracked for each market.***
- ***Snow trigger media buys were integrated within each mini tier campaign. Each media buy would be paused or activated based on snow conditions within a 48 hour window. Radio, LED Digital Outdoor Boards and digital media contracts were signed with the caveat the buys could be canceled or activated with 24-48 hours notice depending on snowfall. Messaging was changed to promote snow fall and would run 24-72 hours around significant storms.***
- ***TV buys consisted of snow/weather sponsorship to align pass sales messaging with TV programming.***
- ***Digital campaign results were provided to the client on a bi weekly status report which populated campaign dashboards for the three campaign tiers. A final cumulative dashboard was provided at the end of campaign.***
- ***The success of traditional media was measured against the increase in web visits and season pass sales in each market.***

Campaign Results

Actual campaign results cannot be provided due to a confidentiality contract.

- ***Season pass sales goals were surpassed.***
- ***Spikes in web traffic and pass sales aligned with significant snowfall and pass sale deadlines. The increase in media spend against snow trigger and sales dates exponentially increased web visits and pass sales.***
- ***Budgets and billing were easily accountable across fiscal budgets.***
- ***Web visits increased in the DMA target markets against media campaigns excluding the effects snow fall had on web visits. The increase in web visits were over 50% in the Tier 2 sale compared to the year prior.***
- ***EXL Media negotiated 52% additional media value against ad spend.***
- ***The digital campaign delivered a 5:1 ROI in direct revenue against season pass sales and over $175,000 in residual lodging revenue.***

Case Study #3 - Filling the Books without Breaking the Bank

Client: Incline Village General Improvement District
Division: The Chateau at Incline Village
Media Agency: EXL Media
Creative Agency: Whistler Creative
Website: In House

The Marketing Challenge Being Confronted

In early March 2011, one of Incline Village General Improvement District's facilities, The Chateau at Incline Village™ had over 50 unsold venue rental dates from April to August, 2011. Management could not increase the marketing budget but needed to fill those rental dates.

Goals

- ***Fill unsold venue dates in a very short time without incurring additional costs.***
- ***Show new revenue resulting from this special sales offer.***

The Integrated Strategic Approach

To meet the objective of filling the unsold dates, EXL Media suggested creating a discounted venue-only rate and marketing it to brides-to-be within the drive market. The strategy was to get dates on the books so that money would not be lost on empty dates and use set up fees and up-sells on catering to bring in additional revenue.

Management decided to offer 75% off the rack rate plus the cost of set up. Prices at The Chateau at Incline Village™ ranged from $313 to $975. Prices at Aspen Grove ranged from $335 to $438. A policy was set that payment for discounted dates was due upon date selection and dates were non-cancellable. About 35% of the available dates fell on the weekend and 65% on weekdays.

The plan did not require any additional media dollars. The agency used buys already running such as paid search and annual wedding listings to maximize reach while keeping costs flat. EXL Media had achieved media savings throughout the year and applied these saved dollars toward two stand alone emails targeting engaged women living in the drive market.
Stepping beyond the media buying role, EXL Media coordinated among IVGID Marketing, Sales, Web and Management Departments as well as Whistler Creative to complete a unique landing page and solidify sale messaging and graphics. Also, by taking on this role, EXL Media helped to avoid additional costs that may have been needed had IVGID hired someone externally to create the landing page.

Results
The Venue Sale flight was April to August. The following results reflect the campaign success.

In just over 4 months, the campaign delivered 5,762 clicks to the website and 19 wedding dates directly trackable to these media buys. The revenue on the venue dates alone was $25,000. Revenue from ancillary products and services can only be determined for dates that have passed since brides typically do not close their accounts until a few days prior to the event. The revenue from set-up fees and food and beverage for accounts that have closed was $11,863. The total revenue for this time period more than paid for the entire year of advertising dollars for The Chateau at Incline Village™.

For the 2011-2012 fiscal year, IVGID went out to bid for media services per their bid requirements. EXL Media was not selected to return as the media service vendor for mutually agreed upon reasons. However in 2013, EXL Media was asked to return as IVGID's media service vendor as they realized EXL Media was able to provide media services that uses funding in the most cost efficient and strategic manner possible.

3.1.1.3 Three (3) Case Study examples of website development. ***Not Applicable***

A. Case Studies should include the following:

1. Marketing objective of the campaign or site;
2. The digital solution for achieving the objective(s);
3. The links to the applicable sites; and
4. Use of custom URLs and third- (3rd) party tags/pixels for campaign measurement.

3.1.1.4 Three (3) Case Studies describing an integrated media purchase.

A. The Case Studies should include the following:

1. The integration of traditional and digital channels;
2. The results of the purchase;
3. The tactical methodology for tracking the buys; and
4. Any other relevant data and outcomes pertinent to the media plan.

Case Study #1 – Reno Sparks Convention Visitors Authority San Francisco Media Campaign

Client: Reno Sparks Convention Visitors Authority
Media Agency: EXL Media
Creative Agency: Stan Can Design
Website: In House

This case study illustrates integration of traditional and digital channels, negotiation skills, the tracking methodology for tracking the buys.

The following case study reviews the campaign results for the 2013 calendar year campaign.

Media Campaign Goals

1. ***Generate Awareness of the VCB Destination in the Bay Area Market***
2. ***Target "First Timers" (adults 21-44) and "Needs Reintroduction" (45-64)***
3. ***Increase web visits to VisitRenoTahoe.com and more specifically visits from the San Francisco DMA***
4. ***Drive conversion in the form of contest entries, newsletter sign ups and planner requests***
5. ***Promote Lodging and Events***

The details below illustrate that all goals were met:

Media Campaign	***Geo Target*** *Media Cost*	***Flight Dates*** *Value*	***Frequency*** *Impressions*
Radio	***SF DMA*** *$120,425*	***June 9th-September 8th*** *$184,540*	***9 weeks*** *10.5 million*
Print	***North California*** *$151,174*	***March-November*** *$252,393*	***8 insertions*** *13.3 million*
Out Of Home	***SF DMA/I-80*** *$175,000*	***May-September*** *$382,019*	***22 weeks*** *43.1 million*
Digital	***SF DMA/Non Geo*** ***$****200,576*	***January-December*** *$241,848*	***SF Campaign flighted*** *77.2 million*
Total Campaign	***$647,175***	***$1,060,800***	***144.1 million***

EXL Media achieved $413,625 in added media value or 39% against spend.

Media Buys Highlights

Radio:

	GRPS	Reach	Frequency
Adults 21–44	299.0	66%	4.5
Adults 45–64	429.5	66%	6.5

Produced Spots: 1,478
Promo Mentions: 470
52% of the spots ran Monday-Friday in Prime (6A-8P)
Reported Contest Entries: 2,828

Magazines
VIA 3 Insertions
Added Value: In publication contest delivered 96 opt-in leads
915 reader response leads

Sunset 2 Insertions
Added Value: Free Inside Front Cover in one issue
285 reader response leads

Southwest Spirit 3 insertions
Added Value: First ad placement in section
In publication contest delivered 5,692 entries and 2,942 opt-in leads

Out Of Home

- ***Five 4-week periods with 6 rotating bulletin locations per period.***
- ***3-4 freeway locations per period rotating on I-80, 101, 280, 680 and 880.***
- ***2-3 locations were street locations in San Francisco or San Jose where first-timers gather.***
- ***All locations are personally driven by EXL Media owner Wendy Hummer and pre-selected prior to post date.***

Digital

Total Clicks:	296,975
Average CPM:	$2.63
Average Cost Per Click:	68 cents
Average Time on Site:	2.27 minutes
Average Pages Viewed:	2.95
Newsletter Sign-ups:	1,705
Visitor Planner Requests:	8,114

Buy Type	% Spend	% Clicks
Paid Search	56	73
Network Buys	19	14
Trip Advisor	14	7
Events	6	3
Emails	5	3

There were 14 special events promoted as part of the Internet campaign

Spend	$35,168
Total Impressions	20.6 million
Clicks	82,158
Cost Per Click	$0.43

Most Popular Pages
Events
Homepage
Accommodations
Meetings-Conventions

Website Results

EXL Media measured the change in total web visits and visits from the SF DMA against media campaign run dates. In 2012, the RSCVA ran a much larger media campaign via a cooperative effort with 6 hotel properties. The budget was much larger in 2012 than in 2013 yet we were able to increase web visits by using funding in the most efficient and strategic manner possible. We placed the highest performing buys from 2012, negotiated added value that pinpointed target markets and drove web visits. Below are the supporting results showing the ad campaign in the SF DMA increased web visits at a much greater proportion than overall web visits.

VisitRenoTahoe.com: Change in Web Visits Year over Year 2012 to 2013					
	January-March	April-June	July-September	October-December	Full Year
Total Website Visits	+9%	+18.7%	+28.7%	+12.4%	+18.0%
San Francisco DMA Web Visits	-9.5%	+27.5%	+55.6%	+32.3%	+29.9%
Media Spend in the Bay Area	-72.3%	-73.9%	-47.6%	-60.0%	-58.2%

January-March 2013: The Bay Area Campaign did not start until April 2013. In 2012, a much larger casino-hotel cooperative campaign started in March. This is the reason for the drop in the SF DMA in 2013.

April-June 2013: Print started in April, out of home in May and radio in June. Spend in the SF DMA was down 73.9% year over year yet web visits were up 27.5%.

July-September 2013: Radio and out of home ended in September. Print ended in November. Spend in the SF DMA was down 47.6% year over year yet web visits were up 55.6%.

October-December 2013: Only digital and 1 print insertion ran. The increase in traffic was less dramatic when traditional media did not run. We saw the largest spikes in web visits when all mediums were running simultaneously.

Full Year: Compared to 2012, there were 97,068 more visits in 2013 from the SF DMA to the website with a $1.2 million decrease media spend in the SF DMA.

Case Study #2 – Catalina Island Cooperative Advertising Campaign

The following case study shows how EXL Media has been able to develop, manage and adjust a successful destination cooperative advertising campaign for ten years.

Relevant Points

- ***EXL Media presented the idea of having one website named Gotocatalina.com. EXL Media directed how the website should look and operate to be a successful measurement of campaign success rates.***
- ***EXL Media developed the methodology for tracking results and altering the media mix of the campaign each year based on results and travel trends.***
- ***The website and creative vendors have changed throughout the years, but EXL Media has remained the lead agency and manager of this cooperative destination advertising effort.***
- ***This case study illustrates the integration of traditional and digital channels.***
- ***This campaign continues into 2015. The results below are from 2013 compared to 2012 since the 2014 campaign year is still in progress.***

Cooperative Campaign Overview

The three major advertisers on Catalina Island are the Catalina Island Chamber of Commerce, the Santa Catalina Island Company and the Catalina Express. These entities have been the three co-op partners for this campaign since inception.

This cooperative marketing campaign was created in 2006 and still continues today, based on the following founding strategic platforms:

- ***Combine the partners' limited advertising budgets to market Catalina Island as a destination. By combining efforts, Catalina Island can more effectively compete against other getaway destinations within the LA DMA. In addition, we can build awareness of Catalina Island as a key attraction for tourists visiting the Southern California region.***
- ***Marketing one destination brand is more effective and less cluttered than marketing three competing messages promoted with three separate campaigns.***
- ***Drive responses to one cooperative website, "Gotocatalina.com" where respondents can get an overview of Catalina and its proximity to Los Angeles within California. This site, www.gotocatalina.com acts as a landing page and links to the three participating partner sites.***
- ***Utilize the co-op website Gotocatalina.com to track the results of the campaign via web analytics and an ongoing onsite contest. The contest entry includes a survey to not only acquire a database of new customers but to identify if the website visitor aligns with the target markets being pinpointed.***
- ***The media is scheduled with primary emphasis during the time of year with the greatest propensity to increase overnight stays in the spring (March-May) and the fall (late August-October).***
- ***The one constant media buy is maintaining a top page ranking on the search engines with Catalina Island destination terms via paid search. The co-op partners can share the cost in purchasing these terms rather than competing against each other with individual budgets.***

Alterations to Campaign During Its Lifetime.

- ***Focus groups and a primary research study were conducted at the end of 2006 and the beginning of 2007 to identify awareness of Catalina Island and why people in Southern California were not visiting Catalina Island. These results were utilized to identify the target markets, develop the creative messaging and media campaigns moving forward. The research results showed many people living in the LA and San Diego DMA's had never been to Catalina Island or hadn't been in more than 10 years. The new target market became "people who have never visited Catalina Island or haven't visited in more than ten years".***

- ***As results were calculated each year, we learned that a media mix of at least one traditional medium plus digital was the most effective strategy. Print and digital seems to drive the most qualified visits to the site. We allocated more dollars toward digital and away from print to see if we could increase traffic to the website. We also directed the majority of media dollars in the LA and San Diego DMA's to focus on our primary geographic markets.***

- ***Over the past few years, there have been several renovations and new activities introduced to Catalina Island. The campaign messaging focuses on these improvements and added attractions to the island.***

- ***Findings from the gotocatalina.com contest survey results and web analytic reports determine messaging and media focus each year.***

- ***The demographic target market has been adjusted to a younger demo in recent years to better reach the Millennial Generation.***
  Original Target Market: Adults 35-54 $100k+ Married
  Current Target Market: Adults 25-54 $150k+

- ***The geographic target markets were initially a split between the LA DMA and the destination markets. In recent years, the co-op partners decided to concentrate dollars in their primary customer based market, the LA DMA, but maintain a portion of the budget in the San Diego DMA since we have seen growth from this market.***

Media Budget Overview and Altercations

	2013	2012	2011	2010	2009	2008	2007	2006
Total Media	**$167,457**	**$130,629**	**$131,892**	**$262,368**	**$281,139**	**$274,506**	**$286,014**	**$251,073**
Print	$36,828	$16,674	$40,992	$136,581	$143,523	$174,978	$157,245	$156,573
Internet	$130,629	$112,386	$90,900	$125,787	$137,616	$99,528	$128,769	$94,500
Each Partner	**$55,819**	**$43,543**	**$43,964**	**$87,456**	**$93,713**	**$91,502**	**$95,338**	**$83,691**
Web Visits	226,542	184,326	191,563	253,227	228,805	114,696	161,422	165,216

- ***Up until 2010, the co-op budget had gradual increases each year.***
- ***There was a significant drop in website traffic in 2008. This is because we did not buy the term "Catalina Island", which accounts for over 50,000 clicks per year. The partners felt they had good organic positioning on an individual basis. Because it affected traffic so much, we started buying it again in 2009.***
- ***In 2010, the Chamber had a significant drop in budget resulting in the overall co-op budget dropping by $20,000 each or $60,000.***
- ***In 2011, Santa Catalina Island Company shifted their dollars out of the co-op to announce their new renovations. Only internet and annual travel directories ran in 2011 and 2012.***
    - ***As partner investments altered, we shifted dollars from print to internet to maintain an ongoing presence with paid search to drive as many visits to GotoCatalina.com as possible.***
    - ***In 2013, we increased the media budget by 28%, adding back in magazines and additional internet. The increased investment resulted in a 23% increase in web visits.***

Media Mix

Print

- ***Instead of each member buying small print ads on an individual bases, the strategy was to use a single, larger display ad in various magazines and travel directories. The ads directed people to one website, www.gotocatalina.com. Each member listed their individual phone numbers for tracking purposes. Over the years, we have reduced the number of publications and focused dollars on the top producing publications.***
- ***Initially, an ongoing cooperative newspaper banner page program with the three major LA newspapers was revamped under direction of EXL Media. This program offers cooperative advertising opportunities to all Catalina Chamber members. Each of the three partners places individual display ads in the newspaper banner page section. In addition, the agency worked with the newspapers to create a small business directory in each newspaper where small businesses could place business listings for less than $200 per insertion. In 2009, we reduced the number of banner pages placed during the year. However we were able to negotiate lower or equal rates with an approximate reduced ad spend of 30-50% per paper. We were also able to secure full page banners pages with less than a ½page in ad dollars and maintain our free 14" ads in the main section throughout the year.***
- ***In 2009, we received a 5:1 value against ad spend with this newspaper program.***
- ***Over the past few years, the results from the newspaper banner ads continue to decline. Participation from Chamber members and co-op partners dwindled as limited media budgets were allocated to better producing opportunities. For 2015, we have reduced the number of newspaper banner pages to one insertion each in two newspapers.***
- ***In 2014, print was replaced with a 6 week TV buy in the LA DMA. Although results were positive, it was decided to shift the dollars back to targeted magazines with integrated digital buys and contesting.***

Digital

- ***Digital continues to be the majority of the media budget as it delivers the majority of the trackable web visits at the lowest cost per click. It has also been found to drive qualified new visitors to the website who are interested in overnight stays.***
- ***Paid search runs continuously throughout the year with monthly budget fluctuations to address need time and greatest opportunity to drive new visits to the site.***
- ***Other digital campaign buys include emails, travel sites and networks. The non-search buys are newly developed each year based on past year results and new trends and opportunities.***

Overall Campaign 2013 Results

A. GotoCatalina.com

	2013	Change from 2012
Web Visits to Gotocatalina.com:	226,542	+21.8%
LA DMA Visits	97,419	+17.4%
San Diego DMA Visits	19,878	+36%
Cost Per Visit	74 cents	flat
% of clicks outs to One of 3 co-op partner sites	81.5%	4%
Average Cost Per Visit to a Partner site from Gotocatalina.com	90 cents	flat

B. Digital Campaign Results:

	2013	2012	% Changed
Spend:	$130,476	$108,416	20.3%
Impressions:	4,560,717	4,634,578	-1.6%
Clicks:	225,705	183,868	22.8%
Average Cost Per Click:		$0.58	$0.59
Click Rate:		4.95%	3.97%

C. 2013 Gotocatalina.com Survey Results

Number of entries	8,319
Percent opted-in to receive more information	61.2%
Opt-in emails collected	5,123
Came to site from internet advertising	89%
Came from print	1.6%
Never been to Catalina	64.5%
Haven't been for 11+ Years	13%
Female	72.4%
From Southern California	51.1%
Interested in Overnight	48.9%
Do you have plans or reservations: NO	70%
Plan a Trip More Than 30 days out	79%

Key Survey Findings: A little more than half of the people are from Southern California. Over 64% of the respondents have never been to Catalina Island and 14% have not been in more than 10 years. The respondents have not made their travel plans although they are interested in visiting. They are making plans more than 30 days out. These results show we are reaching our desired target market.

Key Findings/Takeaways

- ***EXL Media oversees all facets of a cooperative campaign with the exception of creative. This includes all communication and meetings.***
- ***EXL Media works with each partner on an individual and cooperative level. Each member is invoiced separately and a separate budget is maintained.***
- ***With this cooperative campaign, we see growth and improved results each year through the optimization of current media and testing of new media.***
- ***In 2009, although our budget was the same, we moved dollars from print to internet. The gains in web visits far outweighed the losses in phone calls.***
- ***The partners are extremely happy with the program and report that GotoCatalina.com is one of their top three referring URLs to their site each year at a cost per visit of less than $2 each.***
- ***Even when co-op partners experienced large budget cuts in years during economic downturns, the partners maintained a sizeable portion of their budgets in this co-op due to its value and results.***

Case Study #3 – Reno-Tahoe Regional Conference/Meetings Coop

Client: Reno Tahoe Regional Meetings/Conventions Cooperative Advertising Campaign
Managing Agency: Morrison Publishing
Media Company: EXL Media

This case study shows how EXL Media was able to provide an integrated approach to the Meetings/Conventions media buys. This industry has very limited media opportunities that are difficult to track and rarely deliver positive measureable results since most sale and leads come via direct sales.

- ***This is a cooperative effort that had been running for several years. The purpose of this co-op is to combine smaller media budgets to build awareness of the Reno-Tahoe destination as a viable place to host conferences, meeting and team sporting events. The goal was to drive qualified leads to visit the Reno-Tahoe area. It was determined that once meeting planners visit the destination they were more likely to book future contracts in the area.***
- ***Reno and North Lake Tahoe Visitor Bureaus invested the majority of the dollars with larger properties investing $10,000 each.***
- ***EXL Media took over the media services in 2011. EXL Media was asked to investigate and recommend new media initiatives to drive qualified leads via the trip incentive.***
- ***To stand out in the media amongst the multitude of destinations, the group agreed upon a "Come See Fly Free" program via "scratch-n-sniff"postcards inserted in top meeting publications. EXL Media negotiated and developed an integrated campaign where each publication ad insertion was supported by one or more of the following: stand alone emails, banners, editorial and direct mail.***
- ***Tracking was done via a website comeseeflyfree.com landing page where visitors were asked to complete a form to pre-qualify for the trip. EXL Media tracked leads via Google Analytics and Mediaplex ad servicing software. We aligned website leads to print, direct mail and digital campaign run dates. We were able to assign most leads directly to a media buy.***

Website Traffic Spike Dates

Dates	***Visits***	***Corresponding Media***
2/02	***136***	***E-pro direct email all markets (60% came from CA and Texas)***
2/14	***307***	***Smart Meetings Email (Only 16.4% came from CA)***
2/16	***160***	
3/09	***96***	***Meetings West Email (50% CA)***
5/03	***85***	***Eprodirect Email (50% visits came from California)***
5/25	***188***	***CVENT & Smart Meetings Emails (only 18.5% came from CA)***
6/15	***186***	***Northstar Email (13.5% came from CA)***
8/08-8/11	***376***	***Smart Meetings Email (19% came from CA)***
9/21	***111***	***USAE email (11% came from CA)***

These 9 dates account for 34% of the website traffic for comeseeflyfree.com

Leads directly attributable to media buys

Company/Markets	***Drop Date***	***Clicks***	***Qualified Leads***
Smart Meetings Email	***2/14***	***475***	***13***
Meetings West			
Insert	***3/4***		
Email (SF/SJ, Denver, Seattle, DC, Dallas, Chicago & LA)	***3/9***	***126***	***2***
Chicago Forum Insert	***3/21***		***3***
E Pro-Direct Email (CO, IL, TX, CA, DC)	***4/20***	***134***	***2***
Smart Meetings			***6***
Banner	***May***	***112***	
Newsletter	***5/25***	***92***	
CVENT Newsletter	***5/25***	***242***	
Northstar Email	***6/15***	***295***	***4***
Meetings West Email (SF/SJ, Denver, Seattle, DC, Dallas, Chicago & LA)	***6/22***	***85***	***2***
Meetings West Insert	***7/1***		***2***
Association Meetings Insert	***7/1***		
E-pro Direct Email (CO, IL, TX, CA, DC)	***7/19***	***24***	***2***
Meetings West Newsletter	***7/19***	***12***	
Smart Meetings Email	***8/8***	***647***	***2***
CVENT Newsletter	***8/15***	***310***	***1***
Total			***39***

- ***2011 Media Campaign Results***
  Media Budget: $100,000
  Media Value: $125,000
  Delivered Impressions: 748,926
  Results:
  Web Site Visits to the co-op landing page increased by 686%
  Leads: 96 (39 of these leads were directly attributable to media buys)
  Rooms Booked: 4,500

3.1.1.5 Current and past client references ***(refer to Attachment F – Reference Questionnaire).***

3.1.1.6 Proposed staffing plan and staff resumes ***(refer to Attachment G – Proposed Staff Resume).***

3.1.2 Strategic Approach

3.1.2.1 Contracted vendor(s) must provide a detailed strategic approach to accomplishing the program as provided in Section 3.1 Scope of Work and Deliverables;

There are many components involved in the Division of Tourism Media Buying. EXL Media will strategically consider each component to build a comprehensive media campaign.

<u>Initial Strategic Direction</u>
EXL Media takes a "Rubik Cube" approach to media buying. Each side of the Rubik cube is a component of the media campaign. Each side needs to eventually align with one another to create a successful and measureable campaign. At the same time, these components need work in tandem with each other. When you factor in all the components you come out with a workable media campaign.

The sides or components of the media campaign are

- ***Prioritizing and selecting target markets***
- ***Prioritizing and selecting geographic or DMA markets***
- ***Identifying campaign flight dates as they relate to target markets and tourism trends. This would include deciding which buys will run year round and which buys will fall into the two flights.***
- ***Budget allocation by market, medium and target***
- ***Cooperative Opportunities***
- ***Ensuring the media buys effectively convey the brand and messaging yet are trackable and produce desired results***
- ***Identify and evaluate new media opportunities and segment them into appropriate types of buys: awareness, engagement, consideration and converting buys. We will decide when the trend setting buy is appropriate versus the reliable buys that will deliver results.***

<u>Media Plan Outline</u>
Next, EXL Media will create a media planning outline for each of the fiscal years. This planning outline works as a blueprint for all corresponding media buys for the year. The planning outline will include goals and strategies to reach each of the identified target markets in the key DMA markets.

The proposed media mix will be selected based on its ability to effectively reach the target markets at the lowest cost per thousand reach. We will allocate budget by medium and provide rationale for each medium selected in each market. The media mix may alter for each market based on target markets selected.

Target markets will be prioritized and budgets allocated appropriately. Individual vendor media buys will be selected within a medium based on the ability to efficiently reach the identified target market. Buys will be negotiated against each target market.

<u>Media Plan</u>
The next step is to develop a detailed media plan. This becomes the bible of the media campaign. It will include detailed information on all media buys including demographic and geographic audience composition, negotiated buys, content description, placement and added value in the form of sponsorships, content integration, free and premium placements, integrated buys and editorial focus.

EXL Media will ensure that most media buys are flexible and adjustable based on performance and alterations to media campaigns.

<u>Media Flowchart</u>
Once the media plan and buys are complete, EXL Media will create and manage a media placement flowchart which will be a top level overview of the media campaign. This will include placement dates and costs. Markets and mediums will be easily identifiably via color and graph coding.

Campaign Measurement
EXL Media will create a campaign performance dashboard which may include the following:

- ***Media buy delivery and value by medium***
- ***Attribution funnel results***
- ***Promotion and contesting results***
- ***Website analytics as it relates to traditional and digital campaigns along with overall website visits by source and DMA market***
- ***Detailed performance on the digital campaign***
- ***Conversion and lead generation results***

3.1.2.2 If the vendor(s) are responding as a single, integrated firm, the vendor must provide examples of full-scale integration for other clients; and

Not Applicable

3.1.2.3 If the vendor is submitting as a program-area expert, examples of how the vendor has developed successful programs within a similar multi-agency, brand integration environment is imperative.

Example: Reno Sparks Convention and Visitor Authority
Media Agency since March 2010
Annual Media Budget: $800,000 - $2,500,000

EXL Media was contracted in 2010 via an RFP to provide media services for the consumer leisure campaign. Over time, EXL Media was been given the responsibility to manage all media campaigns for the RSCVA.

EXL Media not only plans and places the media, but is very involved in all strategic planning and budgeting for the RSCVA advertising efforts as it relates to media buys.

EXL Media works very closely with the RSCVA marketing staff, creative agency and the research company to ensure the media initiatives align and support all advertising efforts.

EXL Media manages three divisional media campaigns:
Leisure, Tour & Travel, and Convention Sales
There are often special unplanned campaigns that arise that EXL Media implements. These are usually for special events, niche target markets or to support one of the event venues that RSCVA owns.

All three divisions promote and offer cooperative advertising opportunities where lodging properties can participate. EXL Media helps develop, manage and report on these co-op opportunities.

Leisure Campaign
The Leisure campaign utilizes the majority of the overall media budget as it is the primary focus in terms of direct advertising efforts for the RSCVA.

EXL Media delivers 50%-80% in additional media value against spend via strong negotiation skills. Buys are constantly monitored and optimized to ensure successful campaign results.

The Leisure campaign includes pinpointed digital campaigns to promote 13-15 annual events. These mini-campaigns are placed and results are provided for each campaign.

The Leisure campaign primarily targets the San Francisco DMA with some coverage in the Sacramento DMA. There are some media buys that are not geo-targeted but spill into these two primary markets such as paid search, TripAdvisor.com and Southwest Spirit Magazine.

Co-op Campaigns
In most years, the Leisure campaign includes a cooperative buy-in via 4-6 casino lodging properties. EXL Media meets with the RSCVA marketing staff and co-op partners to determine the media mix for the given year. EXL Media then develops a media campaign that delivers almost double the investment per partner in media impressions and value. EXL Media ensures the media buys not only deliver the destination brand to the identified target markets but provides the co-op partners with adequate exposure as well. We provide customized campaign performance reports for each co-op partner.

EXL Media invoices each co-op partner and is responsible for collecting all media costs from each co-op partner to alleviate the burden on the RSCVA.

Campaign Flight Dates: January-December
The majority of the media runs March-September
Paid search runs year round
There are some targeted event buys that run outside the March-September time frame.

Target Market
"First Timers": Adults 25-44 predominantly single, not gamblers.

"Needs Re-Introduction": Adults 45-64 who like Reno but have not been in 10+ years. This target market is likely to gamble.

Media Mix
Travel Magazines, Out of Home, Radio and Digital

Media buys are created with each target market in mind. Print is used to reach the "Needs Re-introduction".

Out of Home and radio are used to reach both target markets. Radio formats and outdoor locations are selected based on their ability to reach each of the target markets. Radio promotions are customized for each of the two target markets. Outdoor locations are strategically located where the "First Timers" gather socially.

Print and Radio buys integrate digital components including emails, text messages, social media posts, content integration and website exposure. Promotions and contests are also negotiated as added value with print and radio buys.

The digital campaign consists of paid search, paid social, travel sites, email marketing, retargeting, video, native/content integration, mobile and display ad networks. Most buys are placed with impressions goals by device to ensure we are reaching the target markets across all user devices. We are currently testing multi-device targeting where we can serve banners to one user concurrently through multiple devices.

Digital ad network buys are placed based on behavioral targeting and when people are considering competitive destinations.

EXL Media is continuously testing new digital media buys and implementing them as they produce positive results.

Promotions/Contests
EXL Media integrates contest and promotions via print, radio and digital buys. These are added value promotions that invite the target markets to engage with the brand and reward them for providing database information. EXL Media creatively develops promotional ideas that align with contemporary consumer trends and enticements when it comes to travel. We feel if the contest idea is unique it will deliver a large, more qualified database. We also find the media vendors are more likely to support the promotion with additional added value media coverage.

Measurement and Tracking
EXL Media manages a campaign dashboard, which we created, for the Leisure campaign to show delivered media impressions, value and results. The dashboard measures the affects of the media buys against website traffic, especially as it relates to the primary DMA markets. Detailed results are provided for the digital campaigns as well as results from radio and print promotions. EXL Media tracks leads via the digital buy in the form of request for vacation planners, e-newsletter sign up, contest entries and Facebook likes.

Convention Sales
The Convention Sales media campaign needs to reach corporations, associations and team sporting events.

EXL Media works with the RSCVA marketing staff to identify appropriate media channels to reach the identified meeting planners based on industry trends, market origin, meeting size and type.

Media budgets are allocated to print and digital media is negotiated as added value in the form of banners, emails and e-newsletters. The exception is paid search.

A portion of the media buys are part of RSCVA placed sponsorships with key associations. EXL Media helps manage and monitor these sponsorships to ensure contracted media impressions and placements are delivered.

EXL Media also negotiates and manages publisher custom inserts.

One of the primary goals of the Convention Sales media campaign is secured premium placements including covers. EXL Media diligently negotiates and manages the media placements and secures credits if premium placements are not delivered.

Tour and Travel
A media plan was newly created in 2014 for this division.

EXL Media worked with the RSCVA marketing staff to establish initial campaign goals and strategies. Media markets and targets were identified via strategic meetings. Two campaign flights dates were selected based on booking needs and different markets were selected for each flight date.

EXL Media implemented digital media buys in select DMA markets. Vendor buys were placed across multiple markets for cost efficiency, but messaging was unique to each market. This media campaign targeted consumers as well as travel agents and included supportive OTA buys.

3.1.3 Creative

Not Applicable

3.1.2.1 Vendors must provide creative executions for other similar programs within the case studies requirement in Section 3.1.1; and

3.1.3.2 Vendors do not need to provide creative for the Division of Tourism campaign, however; the vendors invited to provide an in-person oral presentation will be tasked with a creative challenge that will require on-the-spot ideation.

3.1.4 State-required Documentation

Vendors must carefully review the entire RFP to ensure all required documentation is provided with the proposal**.**

3.2 PROGRAM SCOPE OF WORK

The following Program Scope of Work is based on achieving the goals of the Division in identifying deliverables for various programs. The Division will work with the contracted vendor(s) to identify the most effective mix for these campaigns.

3.2.1 Program Deliverables

3.2.1.1 External Communications/PR

Not Applicable

As a key strategic driver for this account, the external communications team will drive the overall public outreach strategy and provide the key day-to-day contact with the Division of Tourism.

A. Objectives

1. Ensure consistent and compelling overarching messages and specific messaging for each target audience;

2. Ensure that all public relations efforts seamlessly align and integrate with overall marketing strategy;

3. Generate significant coverage in traditional and digital outlets, ensuring appropriate message inclusion (measures to be determined);

4. Educate all key stakeholder groups on the value of tourism;

5. Provide a resource for the Nevada tourism industry for learning how to maximize public relations in their marketing mix; and

6. Enhance the overall reputation of the State of Nevada.

B. Activities and Deliverables

The contracted vendor(s) will provide a strategic direction and program execution for the Division of Tourism within the areas of:

1. Strategic Planning – Play a lead role in the overall strategic direction of the integrated marketing program and develop the external communications portion of the plan.

2. Communications Strategy – Develop **a dynamic,** overarching communications strategy that details how all marketing components integrate with one another to effectively propel the marketing efforts over the course of contract period.

3. Consumer Media Relations.
   a. Generate significant media coverage in domestic consumer and trade traditional and digital media outlets;

   b. Develop and host in-market press trips;

   c. Develop and host media missions (including partners) in key markets; and

   d. Create and host mediagenic consumer events that position Nevada within key feeder markets;

4. Trade Media Relations – Generate travel and business stories in travel trade outlets that showcase Nevada to tour operators, travel agents, and the general travel and tourism industry/

5. Social Media.

   a. Develop a social media strategy that incorporates the most appropriate channels and provides insights that help NDTCA maximize each channel. Strategy must integrate paid, owned and earned media to fullest extent; and

   b. Drive the conversation about Nevada travel through ongoing, dynamic activity on social media channels.

6. Stakeholder Communications/Public Affairs – Develop and administer materials and programs that reach the Division of Tourism key stakeholders.

   a. Nevada Tourism Industry – Ongoing digital communications to statewide partners regarding the Division of Tourism programming and partner opportunities;

   b. Elected Officials – Legislative session planning ongoing communications outlining the value/ROI of the Division of Tourism programs; and

   c. Industry Influencers – Frequent communications with influencers at national travel and marketing organizations showcasing the Division of Tourism's programs and accomplishments, **and trade media and influencers.**

7. Online Press Room – Work with the digital team to enhance the current Press Room at www.TravelNevada.com.

8. Annual Report Development – Assist with the development of an online annual report chronicling the Division of Tourism's annual activities, budget overview, staffing, etc. **Develop** occasional or project-based reports as needed.

9. Governor's Conference on Tourism Coordination – With help from the Division of Tourism staff, **may be required to** coordinate and provide event support through educational sessions and media relations and social outreach.

10. Education – Offer industry partners education to maximize PR opportunities at annual in-state conferences and Territory meetings.

3.2.1.2 Advertising/Creative/CRM/Direct Marketing

EXL Media understands and agrees to section 3.2.1.2 as outlined in the RFP.

This includes strategic planning, integrated communications strategy, campaign planning and execution timelines, ideation and all production.

All advertising will be provided exclusively for the Division of Tourism to promote the State as a tourism destination. Compelling components of all department agencies may be included in the advertising, as appropriate, but the goal is to drive tourism. The Division of Tourism has a comprehensive research program already in place. All research will be available to the vendor(s) to ensure all creative direction is evidence-based.

A. Objectives

1. Create and deliver the brand personality and messaging using media channels, partnerships and creative execution that connects with target audiences and cuts through the clutter of a fragmented media and marketing landscape;

2. Raise awareness of Nevada as a compelling destination for domestic travelers;

3. Develop a research-based advertising program that conveys the brand while generating increased inquiry and engagement on www.TravelNevada.com through targeted campaigns; and

4. Ensure that all tactical advertising execution seamlessly integrates with the related marketing components.

B. Activities and Deliverables

Provide strategic direction, creative ideation, production and program management for the following activities:

1. Strategic Planning – Contribute to the overall marketing strategic direction as identified by the Division of Tourism and develop the advertising portion of the plan. The strategy must detail how all marketing components integrate with one another to effectively propel the marketing efforts over the course of the annual plan period;

2. Research Integration – Work closely with the Division of Tourism's research firms to ensure all campaigns are based on the proprietary research as well as industry trends and consumer behavior external research;

3. Brand Development – Provide direction for evolving the current brand through messaging, creative execution and content delivery; create brand usage standards program for broad distribution;

4. Campaign Production – Develop and produce all creative elements of seasonal campaigns that drive inquiry and consumer purchase decision;

5. Creative development and execution to be determined based on the annual marketing plan;

6. Video Production – In conjunction with the Division of Tourism, develop and inventory of video content for use on TravelNevada.com as well as at trade shows and other public forums;
7. New Media – working in collaboration with PR (social media, digital, mobile and interactive) drive retail-based advertising campaigns within traditional and new media;
8. Provide administration for identified subcontractors and detailed monthly marketing budget expenditure reporting; and
9. Work with the Division of Tourism to develop tracking and reporting metrics (as close to real-time as possible).

3.2.1.3 Media Buying

EXL Media understands and agrees to 3.2.1.3 as outlined in the RFP.

A. Objectives

1. Create and execute a media buy that laser pinpoints target audiences as defined in the annual marketing plan;
2. Identify legacy, emerging and growth markets and identify opportunities to maximize outreach in each as appropriate; and
3. Provide a buy that uses funding in the most efficient and strategic manner possible.

B. Activities and Deliverables

1. In collaboration with the internal team and the Commission on Tourism, create a campaign media plan that includes media outlets, flight dates, and funding per channel/outlet. Plan must be completed on or before 45 days prior to campaign start date;
2. Work closely with the Division of Tourism research group to manage campaign tracking implementation, ensuring all tracking mechanisms are identified at least 14 days prior to the start of buy, and implemented at least seven (7) working days prior to the start of the buy;
3. Provide ongoing campaign monitoring to ensure all channels are working at the highest level of efficiency possible; and
4. Provide a post-campaign measurement that includes information needed for the advertising effectiveness study conducted by marketing partner TNS.

3.2.1.4 Digital

EXL Media understands and agrees to section 3.2.1.4 as outlined in the RFP.

Digital marketing and support are critical needs for the Division of Tourism. The contracted vendor will be responsible for working with the Division of Tourism staff to create successful digital marketing campaigns that drive visitors to the Division of Tourism websites and promote activities and lodging in Nevada.

The contracted vendor also will be responsible for providing strategic direction based on nationwide best practices to ensure the Division of Tourism's digital efforts are innovative, engaging, and create a strong return on investment.

A. Objectives

1. Work with the Division of Tourism marketing and IT staff to continue to develop and enhance www.TravelNevada.com and its sub-sites;

2. Assist the Division of Tourism IT staff to ensure all sites are fully functional and easily navigable;

3. Develop digital advertising, search engine marketing strategies and search engine optimization plans and executable strategies in partnership with the Division of Tourism's staff;

4. Develop and execute a best practices mobile strategy that helps drive consumer retail offerings for all agencies; and

5. Identify opportunities and execute programs for reaching travel professionals through mobile or interactive outreach.

B. Activities and Deliverables

As part of the overarching marketing strategy, the contracted vendor will provide the following activities and deliverables;

1. Review all current websites and provide recommendations for improvement (incorporating web usability and other applicable research conducted by an outside firm). Recommendations must be accomplishable within the specified budget and outlined in the annual marketing plan;

2. Provide ongoing updates regarding the best practices of other tourism marketing organizations, consumer brands and award-winning development programs for the Web and mobile applications;

3. Develop strategic recommendations on best-of-breed architecture for each website;

4. Coordinate with advertising, media buying and external communications; teams to ensure successful integration with www.TravelNevada.com and other Division of Tourism online properties;

5. Work with the Division of Tourism to maintain and improve all websites;

6. Work with staff to develop content management tools on www.TravelNevada.com and its sub-sites that effectively disseminate vibrant content to consumers;

7. Develop and enhance back-end administrative tools for www.TravelNevada.com and its sub-sites that allow the Division of Tourism staff to update the site as needed;

8. Create and develop tactical digital components that support integrated strategy;

9. Provide a monthly web analytics report (components to be determined at a later date);

10. Work as part of the overall strategic planning team to ensure all interactive solutions are mapped and cohesive with all marketing efforts; and

11. Assist with developing and creating executable strategies for search engine marketing programming.

C. General Account Management

EXL Media understands and agrees to section C General Account Management as outlined in the RFP.

Account management within the State agency environment is unique and must be followed by the contracted vendor(s). All respondents should note the amount of administration required to service this account. In addition to the specific program administration elements noted in each discipline in Section 3.2.1.4 B – Activities and Deliverables, the Division of Tourism requires its contracted vendor(s) to provide the following:

1. Monthly activities report with hours for each team member and project identified;

2. Monthly budget usage spreadsheet(s) showing YTD budget used and available budget remaining;

3. Participate in a monthly all-agency conference call (more frequent as needs arise);

4. Participate in quarterly in-person meetings at the Division of Tourism's office in Carson City; and

5. Attend the **Division of Tourism's educational conferences, including, but not limited to:** Governor's Conference on Tourism (fall) and Rural Round-up (spring) by selected team members.

SECTION 4 – COMPANY BACKGOURND AND REFERENCES

4.1 VENDOR INFORMATION

4.1.1 Vendors must provide a company profile in the table format below.

Question	Response
Company name:	***EXL Media***
Ownership (sole proprietor, partnership, etc.):	***S. Corporation***
State of incorporation:	***Nevada***
Date of incorporation:	***December 1, 1994***
# of years in business:	***20***
List of top officers:	***Wendy Hummer***
Location of company headquarters:	***Incline Village, Nevada***
Location(s) of the company offices:	***Incline Village, Nevada and San Diego California.***
Location(s) of the office that will provide the services described in this RFP:	***Incline Village, Nevada***
Number of employees locally with the expertise to support the requirements identified in this RFP:	***7***
Number of employees nationally with the expertise to support the requirements in this RFP:	***10***
Location(s) from which employees will be assigned for this project:	***Incline Village, Nevada***

4.1.2 Please be advised, pursuant to NRS 80.010, a corporation organized pursuant to the laws of another state must register with the State of Nevada, Secretary of State's Office as a foreign corporation before a contract can be executed between the State of Nevada and the awarded vendor, unless specifically exempted by NRS 80.015.

4.1.3 The selected vendor, prior to doing business in the State of Nevada, must be appropriately licensed by the State of Nevada, Secretary of State's Office pursuant to NRS76. Information regarding the Nevada Business License can be located at http://sos.state.nv.us.

Question	Response
Nevada Business License Number:	***NV19941123272***
Legal Entity Name:	***EXL Media***

Is "Legal Entity Name" the same name as vendor is doing business as?

Yes	***X***	No	

If "No", provide explanation.

4.1.4 Vendors are cautioned that some services may contain licensing requirement(s). Vendors shall be proactive in verification of these requirements prior to proposal submittal. Proposals that do not contain the requisite licensure may be deemed non-responsive.

4.1.5 Has the vendor ever been engaged under contract by any State of Nevada agency?

Yes		No	***X***

If “Yes”, complete the following table for each State agency for whom the work was performed. Table can be duplicated for each contract being identified.

Question	Response
Name of State agency:	***Not Applicable***
State agency contact name:	
Dates when services were performed:	
Type of duties performed:	
Total dollar value of the contract:	

4.1.6 Are you now or have you been within the last two (2) years an employee of the State of Nevada, or any of its agencies, departments, or divisions?

Yes		No	***X***

If “Yes”, please explain when the employee is planning to render services, while on annual leave, compensatory time, or on their own time?

If you employ (a) any person who is a current employee of an agency of the State of Nevada, or (b) any person who has been an employee of an agency of the State of Nevada within the past two (2) years, and if such person will be performing or producing the services which you will be contracted to provide under this contract, you must disclose the identity of each such person in your response to this RFP, and specify the services that each person will be expected to perform.

4.1.7 Disclosure of any significant prior or ongoing contract failures, contract breaches, civil or criminal litigation in which the vendor has been alleged to be liable or held liable in a matter involving a contract with the State of Nevada or any other governmental entity. Any pending claim or litigation occurring within the past six (6) years which may adversely affect the vendor’s ability to perform or fulfill its obligations if a contract is awarded as a result of this RFP must also be disclosed.

Does any of the above apply to your company?

Yes		No	***X***

If “Yes”, please provide the following information. Table can be duplicated for each issue being identified.

Question	Response	
Date of alleged contract failure or breach:	***Not Applicable***	
Parties involved:		
Description of the contract failure, contract breach, or litigation, including the products or services involved:		
Amount in controversy:		
Resolution or current status of the dispute:		
If the matter has resulted in a court case:	Court	Case Number

Question	Response
Status of the litigation:	

4.1.8 Vendors must review the insurance requirements specified in Attachment E, Insurance Schedule for RFP 2084. Does your organization currently have or will your organization be able to provide the insurance requirements as specified in Attachment E.

Yes	***X***	No	

Any exceptions and/or assumptions to the insurance requirements must be identified on Attachment B, Technical Proposal Certification of Compliance with Terms and Conditions of RFP. Exceptions and/or assumptions will be taken into consideration as part of the evaluation process; however, vendors must be specific. If vendors do not specify any exceptions and/or assumptions at time of proposal submission, the State will not consider any additional exceptions and/or assumptions during negotiations.

Upon contract award, the successful vendor must provide the Certificate of Insurance identifying the coverages as specified in Attachment E, Insurance Schedule for RFP 2084.

4.1.9 Company background/history and why vendor is qualified to provide the services described in this RFP. Limit response to no more than five (5) pages.

EXL Media is a leading destination and hospitality services media provider specializing in media buying, media planning, advertising research, and brand campaign metrics. EXL is a best-in-class expert at developing cutting-edge media strategies designed to identify and match audiences with media types. EXL's experience, media resources and insider contacts help deliver the right advertising, in the right media, to the right audience, at the right price.

EXL PROFILE
In 1994, Wendy Hummer started EXL Media as a media planning and placement agency located in Incline Village, NV. EXL Media opened a separate media company in California in 2011. The staff has been actively buying media in California and Nevada as far back as 1988. In addition, we are active in markets outside of California as well. We are unique in that, unlike most media companies and agencies, we handle both the digital and traditional media in-house including paid search, social and mobie. We do not farm out any media services. EXL Media's goal is to bring clarity and direction to those who expect superior results and maximum return on investment for their advertising dollars.

<u>Current Related Accounts</u>
Reno Sparks Convention and Visitors Bureau
Reno-Tahoe Regional Air Service Committee
Catalina Chamber of Commerce
Catalina Express
Catalina Island Marketing Coop
Claremont Hotel Spa and Resort
Squaw Valley-Alpine Meadows Ski Resort
Truckee Chamber of Commerce
Visiting Lake Tahoe Marketing Coop
Wild Island Water Park
Incline Village General Improvement District

<u>Past Related Accounts</u>
Ritz Carlton Northstar
Santa Catalina Island Company

North Lake Tahoe Resort Association
Incline Village Crystal Bay Visitor Bureau
Lake Tahoe Flight Coop
Vail Resorts Flight Destination Marketing
Westin Mammoth
Mammoth Ski Resort
Sugar Bowl Ski Resort
Cal Neva Hotel
La Costa Resort and Spa
Sonoma Mission Inn
La Quinta Resort and Spa
Fairmont Tamarak
Redondo Beach Visitor Bureau
Beach House: Half Moon Bay and Hermosa Beach
Intrawest: Village at Squaw, Village at Mammoth and Montelago

EXL CAPABILITIES
EXL Media offers digital (including paid search/social, traditional media services and in-depth media research and analytics, all under one roof. We empower our clients with global media strategy expertise derived from years of buying and planning traditional media combined with prevailing digital placements, execution and tracking. EXL Media has been actively planning and placing digital media since 1996.

All plans are presented with industry standard measurement. Print and outdoor buys will note total impressions. Television and radio buys will show GRPs, impressions, reach & frequency based on Nielsen Media Research and Arbitron Media research respectively. All broadcast buys can be posted. All digital placements will show estimated impressions, clicks or database figures upon completion.

EXL Media's broadcast team buys all broadcast media based on a cost per point. We utilize SmartPlus media buying software. We can provide full market media reports including reach and frequency reports for all broadcast campaigns. In addition to negotiating a competitive cost per point, we will maximize efficiencies through added value promotions including event sponsorships, content integration and bonus spots.

Digital media will be negotiated based on a performance base model. We will identify the cost per click or cost per conversion we need for the campaign to be successful. Using the cost that we develop, we will then work backwards to determine what we will pay for each placement. EXL handles the full scope of digital planning and buying including paid search, display, network buys, mobile, video, email marketing, native and paid social.

EXL Media serves digital buys through third party tracking software called Mediaplex. This allows us to audit all digital buys. EXL Media works with Google Analytics, Webtrends and Site Catalyst depending on the client's preference. Our team will provide campaign and web activity dashboards reporting against a set of KPI's . The reports could include the following: campaign cost, total media value, impressions, clicks, visits, conversions and key takeaways. We can also graph the effects of the media campaign against the web visits utilizing existing web analytics software or recommended software such as Google Analytics. We can report campaign results by DMA or by state.

Research and media software: SRDS (Kantar), DataTrak, Strata, SmartPlus, Scarborough, IMS, Nielsen, Arbitron, MediaPlex, Webtrends, and Media Framework.

Why EXL Media?

- ***EXL Media has been providing results-driven tourism media campaigns for Tourism Destination Agencies for more than 17 years.***
- ***The majority of this experience has been for agencies in the Reno and Lake Tahoe area. EXL Media has been able to retain long term contracts with these agencies well beyond the contract terms.***

- ***EXL Media also has extensive experience providing media services other tourism related accounts such as hotels and ski resorts for some of the most reputable companies including KSL, Westin, Ritz Carlton and Fairmont.***
- ***EXL Media's staff has been actively buying the California and regional DMA's for more than 20 years for both traditional and digital media.***
- ***EXL Media is considered experts within these markets and within the Travel and Tourism industries.***
- ***EXL Media is a mid-size media agency with seasoned media buyers. The staff is comprised of experts within each medium. We work together as a team to deliver a well rounded media campaign.***
- ***EXL Media leverages dollars across multiple media and market buys to negotiate stronger contracts with individual vendors. We can test the success across geographic markets and product offerings to determine where each vendor buy performs best.***
- ***EXL Media measures ROI based on direct click revenue versus view through revenue. This method avoids giving credit to multiple vendors for the same purchase.***
- ***EXL Media calculates delivered digital impressions by page rather than by banners served by page, thus eliminating double counting of impressions.***
- ***EXL Media invests in qualitative and quantitative media research in each market rather than relying on vendors who may provide misleading data.***
- ***EXL Media includes media buys that are tried and true, while constantly evaluating and testing new media opportunities. This may deepen the scope of media vendors we manage, but it allows us to take full advantage of all appropriate opportunities.***
- ***With digital buys, EXL Media will identify acceptable CPC (Cost Per Click) and CPM (Cost Per Thousand) caps that will deliver a positive ROI. Broad stroke buys that are not targeted will not deliver the required ROI goals.***
- ***EXL Media believes the success of Out of Home media is LOCATION, LOCATION, LOCATION. Therefore, we personally drive and review all outdoor locations if feasible.***
- ***Our broadcast buyers are experts in their field originating from some of the top agencies in the industry including McCann Erickson, Bozell and J Walter Thompson. They have been buying broadcast each for 15+ years.***

<u>Rubik's Cube Budgeting Process:</u>
Media planning requires skillful consideration of many complex factors – like solving a Rubik's Cube. Think of each color within the cube as elements of the mix:

- ***Demographic Targets and Generational Considerations***
- ***Cooperative Efforts and Commitments***
- ***Multi Website and Divisional Considerations within a Client Marketing Plan***
- ***Geographic Target Markets***
- ***Brand Awareness vs. Engagement vs. Consideration vs. Lead Generation Buys***
- ***New Product Offerings***
- ***Season or Flights***
- ***Media Mix vs. Creative Costs***
- ***Budget Allocations and Constraints.***

4.1.10 Length of time vendor has been providing services described in this RFP to the public and/or private sector. Please provide a brief description.

EXL Media has been in the media planning and placement business for 20 years. Northern California has been one of our primary markets since our inception but we have been actively buying other metro and international markets over the years. We have been buying internet advertising since 1996.

4.1.11 Financial information and documentation to be included in Part III, Confidential Financial Information of vendor's response in accordance with Section 9.5, Part III – Confidential Financial Information.

4.1.11.1 Dun and Bradstreet Number

4.1.11.2 Federal Tax Identification Number

4.1.11.3 The last two (2) years and current year interim:

A. Profit and Loss Statement
B. Balance Statement

4.2 SUBCONTRACTOR INFORMATION

4.2.1 Does this proposal include the use of subcontractors?

Yes		No	***X***

If "Yes", vendor must:

4.2.1.1 Identify specific subcontractors and the specific requirements of this RFP for which each proposed subcontractor will perform services.

Not Applicable

4.2.1.2 If any tasks are to be completed by subcontractor(s), vendors must:

A. Describe the relevant contractual arrangements;

B. Describe how the work of any subcontractor(s) will be supervised, channels of communication will be maintained and compliance with contract terms assured; and

C. Describe your previous experience with subcontractor(s).

Not Applicable

4.2.1.3 Vendors must describe the methodology, processes and tools utilized for:

A. Selecting and qualifying appropriate subcontractors for the project/contract;

B. Ensuring subcontractor compliance with the overall performance objectives for the project;

C. Ensuring that subcontractor deliverables meet the quality objectives of the project/contract; and

D. Providing proof of payment to any subcontractor(s) used for this project/contract, if requested by the State. Proposal should include a plan by which, at the State's request, the State will be notified of such payments.

Not Applicable

4.2.1.4 Provide the same information for any proposed subcontractors as requested in Section 4.1, Vendor Information.

Not Applicable

4.2.1.5 Business references as specified in Section 4.3, Business References must be provided for any proposed subcontractors.

Not Applicable

4.2.1.6 Vendor shall not allow any subcontractor to commence work until all insurance required of the subcontractor is provided to the vendor.

Not Applicable

4.2.1.7 Vendor must notify the using agency of the intended use of any subcontractors not identified within their original proposal and provide the information originally requested in the RFP in Section 4.2, Subcontractor Information. The vendor must receive agency approval prior to subcontractor commencing work.

Not Applicable

4.3 BUSINESS REFERENCES

4.3.1 Vendors should provide a minimum of three (3) for current clients and a minimum of three (3) for former clients business references from similar projects performed for private, state and/or large local government clients within the last six (6) years. References should be for clients with the tourism or consumer brand arenas.

4.3.2 Vendors must provide the following information for <u>every</u> business reference provided by the vendor and/or subcontractor:

The “Company Name” must be the name of the proposing vendor or the vendor’s proposed subcontractor.

Reference #:	***1- Current***		
Company Name:	***Reno Sparks Visitor & Convention Authority (RSCVA)***		
Identify role company will have for this RFQ project (Check appropriate role below):			
X	***VENDOR***		***SUBCONTRACTOR***
Project Name:	Not Applicable		
Primary Contact Information			
Name:		***Jennifer Cunningham***	
Street Address:		***P.O. Box 837***	
City, State, Zip		***Reno, NV 89504***	
Phone, including area code:		***775-827-7750***	
Facsimile, including area code:		***775-827-7781***	
Email address:		***jcunningham@renotahoeusa.com***	
Alternate Contact Information			
Name:		***Esther Isaac***	
Street Address:		***P.O. Box 837***	
City, State, Zip		***Reno, NV 89504***	
Phone, including area code:		***775-827-7789***	
Facsimile, including area code:		***775-827-7781***	
Email address:		***eisaac@renotahoeusa.com***	
Project Information			
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable:		***EXL Media handles all media planning and placement for the RSCVA including print, broadcast, outdoor, promotions and digital media.***	
Original Project/Contract Start Date:		***2010***	
Original Project/Contract End Date:		***On-going***	
Original Project/Contract Value:		***$2 million***	
Final Project/Contract Date:		***On-going***	
Was project/contract completed in time originally allotted, and if not, why not?		***Yes***	
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?		***At Budget***	

Reference #:	***2 – Current***		
Company Name:	**Incline Village General Improvement District / Diamond Peak Ski Resort**		
Identify role company will have for this RFP project (Check appropriate role below):			
X	VENDOR		SUBCONTRACTOR
Project Name:			
Primary Contact Information			
Name:	***Brad Wilson***		
Street Address:	***1210 Ski Way***		
City, State, Zip:	***Incline Village, NV, 89451***		
Phone, including area code:	***775-832-1129***		
Facsimile, including area code:	***775-832-1281***		
Email address:	***brw@ivgid.org***		
Alternate Contact Information			
Name:	***Kayla Anderson***		
Street Address:	***1210 Ski Way***		
City, State, Zip:	***Incline Village, NV, 89451***		
Phone, including area code:	***775-832-1120***		
Facsimile, including area code:	***775-832-1281***		
Email address:	***kda@ivgid.org***		
Project Information			
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable:	***EXL Media handles all media planning and placement for the Diamond Peak including print, broadcast, outdoor, promotions and digital media.***		
Original Project/Contract Start Date:	***2013***		
Original Project/Contract End Date:	***On-going***		
Original Project/Contract Value:	***$200 - $250k***		
Final Project/Contract Date:	***On-going***		
Was project/contract completed in time originally allotted, and if not, why not?	***Yes***		
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	***At Budget***		

Reference #:	***3 – Current***		
Company Name:	**Catalina Island Chamber of Commerce**		
Identify role company will have for this RFP project (Check appropriate role below):			
X	VENDOR		SUBCONTRACTOR
Project Name:			
Primary Contact Information			
Name:	***Donna Harris***		
Street Address:	***P.O. Box 217***		
City, State, Zip:	***Avalon CA 90704***		
Phone, including area code:	***310-510-7649***		
Facsimile, including area code:	***310-510-7607***		
Email address:	***DHarris@CatalinaChamber.com***		
Alternate Contact Information			
Name:	***Not Applicable***		
Street Address:			
City, State, Zip:			
Phone, including area code:			
Facsimile, including area code:			
Email address:			
Project Information			
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable:	***EXL Media handles all media planning and placement for the Catalina Chamber of Commerce including print, broadcast outdoor and digital media.***		
Original Project/Contract Start Date:	***2005***		
Original Project/Contract End Date:	***On-going***		
Original Project/Contract Value:	***$200 - $325k per year***		
Final Project/Contract Date:	***On-going***		
Was project/contract completed in time originally allotted, and if not, why not?	***Yes***		
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	***At Budget***		

Reference #:	***4– Current***		
Company Name:	**Squaw Valley – Alpine Meadow Ski Resorts owned by KSL**		
Identify role company will have for this RFP project (Check appropriate role below):			
X	VENDOR		SUBCONTRACTOR
Project Name:			
Primary Contact Information			
Name:		***Christine Horvath***	
Street Address:		***1960 Squaw Valley Road,***	
City, State, Zip:		***Olympic Valley, CA 96146***	
Phone, including area code:		***530-452-7100***	
Facsimile, including area code:		***N/A***	
Email address:		***chorvath@Squaw.com***	
Alternate Contact Information			
Name:		***Not Applicable***	
Street Address:			
City, State, Zip:			
Phone, including area code:			
Facsimile, including area code:			
Email address:			
Project Information			
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable:		***EXL Media handles all media planning and placement for Squaw Valley including print, broadcast outdoor and digital media.***	
Original Project/Contract Start Date:		***2010***	
Original Project/Contract End Date:		***On-going***	
Original Project/Contract Value:		***$1 - $1.4 million per year***	
Final Project/Contract Date:		***On-going***	
Was project/contract completed in time originally allotted, and if not, why not?		***Yes***	
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?		***At Budget***	

Reference #:	***1 - Past***		
Company Name:	***Incline Village Crystal Bay Visitors & Convention Bureau (IVCBVCB)***		
Identify role company will have for this RFQ project (Check appropriate role below):			
X	***VENDOR***		***SUBCONTRACTOR***
Project Name:	***Not Applicable***		
Primary Contact Information			
Name:	***Bill Hoffman***		
Street Address:	***969 Tahoe Blvd***		
City, State, Zip	***Incline Village, NV 89451***		
Phone, including area code:	***775-832-1606***		
Facsimile, including area code:	***775-832-1605***		
Email address:	***bill@gotahoe.com***		
Alternate Contact Information			
Name:	***Not Applicable***		
Street Address:			
City, State, Zip			
Phone, including area code:			
Facsimile, including area code:			
Email address:			
Project Information			
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable:	***EXL Media handled all media services for the Incline Village Crystal Bay CVB since 2001. This included the full media mix.***		
Original Project/Contract Start Date:	***2001***		
Original Project/Contract End Date:	***2012***		
Original Project/Contract Value:	***$400,000***		
Final Project/Contract Date:	***2012***		
Was project/contract completed in time originally allotted, and if not, why not?	***Yes***		
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	***At Budget***		

Reference #:	***2- Past***		
Company Name:	***La Costa Resort & Spa***		
Identify role company will have for this RFQ project (Check appropriate role below):			
X	***VENDOR***		***SUBCONTRACTOR***
Project Name:	***Not Applicable***		
Primary Contact Information			
Name:	***Denise Chapman***		
Street Address:	***2100 Costa Del Mar Road***		
City, State, Zip	***Carlsbad CA 92009***		
Phone, including area code:	***760-931-7538***		
Facsimile, including area code:	***N/A***		
Email address:	Denise.Chapman@omnihotels.com		
Alternate Contact Information			
Name:	***Not Applicable***		
Street Address:			
City, State, Zip			
Phone, including area code:			
Facsimile, including area code:			
Email address:			
Project Information			
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable:	***EXL Media handled Southern California (San Diego & Los Angeles) radio planning and placement for La Costa Resort & Spa.***		
Original Project/Contract Start Date:	***2003***		
Original Project/Contract End Date:	***2009***		
Original Project/Contract Value:	***$200 - $300k per year***		
Final Project/Contract Date:	***July 2009***		
Was project/contract completed in time originally allotted, and if not, why not?	***Yes***		
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	***At Budget***		

Reference #:	***3 - Past***		
Company Name:	***Reno Tahoe Meetings Cooperative***		
Identify role company will have for this RFQ project (Check appropriate role below):			
X	***VENDOR***		***SUBCONTRACTOR***
Project Name:	***Not Applicable***		
Primary Contact Information			
Name:	***Debra Darby Dudley***		
Street Address:	***795 Mays Blvd #1***		
City, State, Zip	***Incline Village NV 89451***		
Phone, including area code:	***775-762-2677***		
Facsimile, including area code:	***N/A***		
Email address:	***Hd961@aol.com***		
Alternate Contact Information			
Name:	***Not Applicable***		
Street Address:			
City, State, Zip			
Phone, including area code:			
Facsimile, including area code:			
Email address:			
Project Information			
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable:	***EXL Media handles all media planning and placement for the Reno-Tahoe Meetings Cooperative including print, promotions and digital media.***		
Original Project/Contract Start Date:	***2011***		
Original Project/Contract End Date:	***2014***		
Original Project/Contract Value:	***$100,000 per year***		
Final Project/Contract Date:	***December 2014***		
Was project/contract completed in time originally allotted, and if not, why not?	***Yes***		
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	***At Budget***		

Reference #:	***4 - Past***		
Company Name:	***Apline Meadows***		
Identify role company will have for this RFQ project (Check appropriate role below):			
X	***VENDOR***		***SUBCONTRACTOR***
Project Name:	***Not Applicable***		
Primary Contact Information			
Name:	***Deanna Gescheider***		
Street Address:	***Currently with City of Reno***		
City, State, Zip	***Reno NV***		
Phone, including area code:	***775-2322142***		
Facsimile, including area code:	***N/A***		
Email address:	***gescheiderd@reno.gov***		
Alternate Contact Information			
Name:	***Not Applicable***		
Street Address:			
City, State, Zip			
Phone, including area code:			
Facsimile, including area code:			
Email address:			
Project Information			
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable:	***EXL Media handled all media planning and placement for Alpine Meadow including print, promotions and digital media.***		
Original Project/Contract Start Date:	***2007***		
Original Project/Contract End Date:	***2011***		
Original Project/Contract Value:	***$200 - $500k***		
Final Project/Contract Date:	***2011***		
Was project/contract completed in time originally allotted, and if not, why not?	***Yes***		
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	***At Budget***		

4.3.3 Vendors must also submit Attachment F, Reference Questionnaire to the business references that are identified in Section 4.3.2.

Attachment F, Reference Questionnaires were submitted directly to NCOT per RFQ instructions.

4.3.4 The company identified as the business references must submit the Reference Questionnaire directly to the Purchasing Division.

4.3.5 It is the vendor's responsibility to ensure that completed forms are received by the Purchasing Division on or before the deadline as specified in Section 8, RFP Timeline for inclusion in the evaluation process. Reference Questionnaires not received, or not complete, may adversely affect the vendor's score in the evaluation process.

4.3.6 The State reserves the right to contact and verify any and all references listed regarding the quality and degree of satisfaction for such performance.

ATTACHMENT G

PROPOSED STAFF RESUME FOR RFP 2084
A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***EXL Media***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Wendy Hummer***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***President / Owner***		
# of Years in Classification:	***26***	**# of Years with Firm:**	***20***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE
Information should include a brief summary of the proposed individual's professional experience.

At EXL Media, Wendy is in charge of strategic thinking, budgeting and planning, market research, analytics and campaign performance measurement. She will oversee the overall development of the media campaigns. She would also handle any out-of-home buys. She will be the account lead.

Wendy started out as a broadcast buyer at McCann Erikson in San Francisco in 1988. For four years, she purchased market specific media for accounts such as Wells Fargo, Safeway, PG&E, Coca Cola and Columbia Pictures. Wendy is not only an expert in buying all media types; she is also the company strategist and analytics expert. She was invited to speak at the 2009 CalTIA Conference on "ROI Measuring the Immeasurable" and the 2011 IAPA Conference in Orlando on "Creating Innovative Media Campaigns for Seasonal Attractions". She is a connoisseur of outdoor locations in Northern California and is passionate about the importance of a well rounded media mix. She believes that internet cannot stand alone and that traditional and specialty mediums are major drivers of internet success.

Currently she is focused on Generational Targeting and aligning ad campaigns and media buys to reach people via generational and behavioral targeting.

RELEVANT TOURISM INDUSTRY EXPERIENCE
Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Timeframe:	**March 2010 - Present**
Company Name:	**Reno Sparks Convention & Visitor Authority**
Company Location:	**P.O. Box 837 Reno, NV 89504**
Position Title:	**Account Lead Web Analyst and Out of Home Buyer**
Term of Contract:	**Term: April 1, 2011 – June 30, 2013 with option to renew annually up to 2016. Option to extend annually for up to three additional one-year terms (to 6/2016).**
Project Details:	**Effectively develop strategic media campaigns which consist of developing cooperative marketing efforts as well as research and evaluate additional opportunities for the RSCVA to consider in an effort to gain additional awareness and drive overnight stays. Develop, manage, optimize and track media campaigns for the following RSCVA divisions: leisure, events, Convention Sales and Tourism Sales. Oversee the media team and work with related vendors on advertising campaigns. Work with RSCVA staff to strategically identify appropriate media mix and budget allocation across key geographic and demographic target markets. Attend and participate in client marketing committee, co-op partner and vendor partner meetings.**

Timeframe:	**August 2005 – Present**
Company Name:	**Catalina Island Chamber of Commerce**
Company Location:	**P.O. Box 217, Avalon CA 90704**
Position Title:	**Account Lead, Web Analyst, Oversees the Gotocatalina.com Cooperative efforts.**
Term of Contract:	**Contract was signed August, 2005 and can be terminated with 60 days notice.**
Project Details:	**In 2005, Wendy revamped the cooperative advertising efforts for the Catalina Island destination. She advised creating gotocatalina.com in which all cooperative advertising efforts were directed. She works with the partners to strategically determine geographic and demographic target markets based on past results, Catalina Island marketing goals and travel industry trends. She works closely with the three main co-op partners: Catalina Island Chamber of Commerce, Santa Catalina Island Company and The Catalina Express. She is responsible for campaign and web analytics and reporting as well. She annually develops and oversees not only the cooperative advertising campaign but individual media buys for each of the three partners. For the past 9 years, Wendy has been one of the speakers and key producers of the annual Catalina Island Marketing Retreat.**

Timeframe:	**1997 - 2012**
Company Name:	**North Lake Tahoe Resort Association/Incline Village Crystal Bay Visitor Bureau**
Company Location:	**North Lake Tahoe**
Position Title:	**Account Lead, Out of Home Buyer, Web Analyst**
Term of Contract:	**3 years. There were years where contract was extended and years where it went back out to RFP and we retained the account.**
Project Details:	**EXL Media worked as a direct vendor with the IVCBVCB and as a media vendor through Smith & Jones with NLTRA. In 2006, the two DMO's joined efforts to create the North Lake Tahoe Marketing Co-op. EXL Media continued to work in partnership with Smith and Jones. Wendy was in charge of aligning media campaigns with overall advertising goals and strategies, defining geographic and demographic target markets, managing the media team, media budget allocations, out of home media buys and advertising measurement reports. Wendy attended and presented at marketing committee, marketing co-op and board meetings. Wendy was also on the planning committee for the The North Lake Tahoe Tourism and Community Investment Master Plan (2004)**

Time Frame:	**2007-Present**
Company Name	**Truckee Chamber of Commerce**
Company Location:	**Truckee, California**
Position Title:	**Account Manager**
Term of Contract	**Contract was signed May, 2007 and can be terminated with 60 days notice**
Project Details:	**EXL Media manages the digital media buys for the Truckee Chamber which utilizes most of the media budget. Wendy oversees the digital media buyer, produces the web analytics reports and attends all client meetings.**

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

Institution:	**University of Colorado Boulder**
City:	**Boulder**
State:	**Colorado**
Degree/Achievement:	**Double Bachelor Degree: Marketing and Advertising**
Date Completed:	**1988**

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

Not Applicable

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***EXL Media***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Lisa Baggio***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Media Planner/Buyer***		
# of Years in Classification:	***25***	**# of Years with Firm:**	***15***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE
Information should include a brief summary of the proposed individual's professional experience.

Senior Broadcast and Print Buyer
Prior to coming to EXL Media in 1999, Lisa worked in Los Angeles at NW Ayer, Ketchum, Bozell and Zenith Media as a broadcast buyer and account supervisor. She has worked on accounts such as Burger King, Chrysler, American Airlines, Lexus and Toyota. At EXL Media, Lisa has been actively buying print and broadcast in California and other regional DMA markets for 18 years and keeps abreast of all market changes and opportunities. She is very detail-orientated and thorough account manager and she plans and places print for most of her accounts.

RELEVANT TOURISM INDUSTRY EXPERIENCE
Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Timeframe:	***March 2010 - Present***
Company Name:	***Reno Sparks Convention & Visitor Authority***
Company Location:	***P.O. Box 837 Reno, NV 89504***
Position Title:	***Planning & placement for Bay Area print and radio***
Term of Contract:	***Term April 1, 2011 – June 30, 2013*** ***Option to extend annually for up to three additional one-year terms (to 6/2016).***
Project Details:	***For the past 4 years, she managed the planning and placement of the annual broadcast and print buys targeting Northern California/Bay Area.***

Timeframe:	***August 2005 – Present***
Company Name:	***Catalina Island Chamber of Commerce***
Company Location:	***P.O. Box 217, Avalon, CA 90704***
Position Title:	***Planning & placement for Southern California print and television***
Term of Contract:	***Contract was signed August, 2005 which is can be terminated with 60 days notice.***
Project Details:	***For the past 4 years, she has managed the planning and placement for the annual print and broadcast buys targeting the LA, San Diego and destination markets.***

Timeframe:	***2013-present***
Company Name:	***Incline Village General Improvement District /Diamond Peak***
Company Location:	***893 Southwood Blvd, Incline Village NV 89451***
Position Title:	***Account Manager***
	Planning & placement for Northern California and Northern Nevada print, radio and television
Term of Contract:	***Ongoing with 60 days cancelation notice.***
Project Details:	***For the past 2 years, she has managed the planning and placement of the seasonal radio, print and television targeting the local market and Northern California***

Timeframe:	***2006 - 2013***
Company Name:	***Santa Catalina Island Resort Services***
Company Location:	***P.O. Box 737. Avalon CA 90704***
Position Title:	***Print & Broadcast Buyer***
Term of Contract:	***Terminated***
Project Details:	***She has managed the planning and placement of all print and broadcast media.***

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

Institution:	***Fashion Institute of Design and Merchandising***
City:	***Los Angeles***
State:	***California***
Degree/Achievement:	***Associates of Arts Degree – Advertising***
Date Completed:	***June 1988***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

Not Applicable

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***EXL Media***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Susanna Bunker***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Senior Internet Buyer***		
# of Years in Classification:	***10***	**# of Years with Firm:**	***9***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Senior Digital Buyer
Susanna will develop and oversee the digital campaigns and campaign measurement. She will make sure all trackers are set up and will manage optimization and reporting. Susanna is a staunch negotiator and ensures the buys deliver as ordered.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Timeframe:	***March 2010 - Present***
Company Name:	***Reno Sparks Convention & Visitor Authority***
Company Location:	***P.O. Box 837 Reno, NV 89504***
Position Title:	***Senior Digital Buyer***
Term of Contract:	***Term: April 1, 2011 – June 30, 2013*** ***Option to extend annually for up to three additional one-year terms (to 6/2016).***
Project Details:	***Managing the planning and placement of the annual digital buys targeting Northern California/Bay Area.***

Timeframe:	***August 2005 – Present***
Company Name:	***Catalina Island Chamber of Commerce***
Company Location:	***P.O. Box 217, Avalon, CA 90704***
Position Title:	***Planning & placement for Southern California digital media***
Term of Contract:	***Contract was signed August, 2005 which is can be terminated with 60 days notice.***
Project Details:	***Managing the planning and placement for the annual digital media targeting the Southern California market.***

Timeframe:	***2014***
Company Name	***Reno Tahoe Regional Air Service Committee***
Position Title:	***Senior Digital Buyer and Account Manager***
Project Details	***Develops and manages all digital campaigns including planning, buying, measurement and budgeting.***

Timeframe:	***2006 - 2013***
Company Name:	***Santa Catalina Island Resort Services***
Company Location:	***P.O. Box 737. Avalon CA 90704***
Position Title:	***Online Buyer***
Term of Contract:	***Terminated***
Project Details:	***She has managed the planning and placement of all online media.***

EDUCATION
Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

Institution:	***Hartnell College***
City:	***Salinas***
State:	***California***
Degree/Achievement:	***Incomplete***
Date Completed:	***Incomplete***

AWARDS (Won by the individual)
Information required should include: Award, organization giving the award and date received.

Not Applicable

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***EXL Media***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Marlo Patterson***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Media Planner/Buyer***		
# of Years in Classification:	***13***	**# of Years with Firm:**	***10***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Senior Broadcast and Print Buyer
Prior to coming to EXL Media in 1999, Marlo worked in Los Angeles at McCann-Erickson and J. Walter Thompson. She has worked on accounts such as GM, Ford and Safeway.
She has been active in the California and regional DMA Los Angeles markets for more than 10 years.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Timeframe: ***December 2011 - Present***
Company Name: ***Reno-Tahoe Meetings Cooperative***
Company Location: ***Reno, NV***
Position Title: ***Account Manager, Senior Print and Broadcast Buyer***
Term of Contract: ***2011-2014***
Project Details: ***Managing the planning and placement of the annual media buys targeting national meeting planners. Buys include digital and print. Manage budgets and performance documents.***

Timeframe: ***April 2011 – July 2012***
Company Name: ***North Lake Tahoe Resort Association***
Company Location: ***100 North Lake Tahoe Blvd., Tahoe City CA 96145***
Position Title: ***Senior Broadcast and Print Buyer***
Term of Contract: ***3 years. There were years where contract was extended and years where it went back out to RFP and we retained the account.***
Project Details: ***Managing the planning and placement of the annual media buys targeting California DMA's and other destination markets.***

Timeframe: ***2011 - Present***
Company Name: ***Claremont Hotel Club & Spa***
Company Location: ***41 Tunnel Road, Berkeley, CA 94705***
Position Title: ***Senior Broadcast and Print Buyer***
Term of Contract: ***Contract was renewed in November 2014 it can be terminated with 60 days notice.***
Project Details: ***Managing the planning and placement of the annual media buys targeting California DMA's and other destination markets.***

EDUCATION
Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

Institution:	***San Diego State University***
City:	***San Diego***
State:	***California***
Degree/Achievement:	***Bachelor of Arts, English***
Date Completed:	***1994***

AWARDS (Won by the individual)
Information required should include: Award, organization giving the award and date received.

Not Applicable

PROPOSED STAFF RESUME FOR RFP 2084
A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***EXL Media***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Daniel Crippen***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Internet Buyer***		
# of Years in Classification:	***2***	**# of Years with Firm:**	***>1***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE
Information should include a brief summary of the proposed individual's professional experience.

Digital Media Buyer

Prior to coming to EXL Media in 2014, Dan worked at Carat SF, and Duncan/Channon. While at Carat he worked on Sony Playstation specializing in digital and broadcast. He has a well rounded knowledge of all current and emerging digital technologies and enjoys finding creative new ways to efficiently and effectively deliver media. Always wanting to ensure quality and accuracy in campaigns, Dan prides himself on delivering dynamic reports that provide insights for future media endeavors. He takes a personal touch to his work and always makes himself available to clients and vendors.

RELEVANT TOURISM INDUSTRY EXPERIENCE
Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

No relevant experience

EDUCATION
Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

Institution: ***California State University Sacramento***
City: ***Sacramento***
State: ***California***
Degree/Achievement: ***Bachelor of Business Administration (B.B.A.), Marketing***
Date Completed: ***Spring 2012***

AWARDS (Won by the individual)
Information required should include: Award, organization giving the award and date received.

Not Applicable

OTHER INFORMATIONAL MATERIALS

Copies of licensing agreements, hardware & software maintenance agreements:

- ***Arbitron***
- ***Nielsen***
- ***Scarborough***
- ***SmartPlus***
- ***SRDS***
- ***Snapshot***
- ***PrecisionTrak***