

JUAB COUNTY TOURISM

SEO & DIGITAL ADVERTISING

REQUEST FOR PROPOSALS

Juab County Tourism

SEO, Strategic Marketing & Digital Advertising

Issuing Authority: Juab County, Utah, a political subdivision of the State of Utah, by and through Juab County Tourism.

RFP No.: 102226

Issued by: Juab County Tourism,
160 N. Main Street Nephi, Utah 84648.

Issue Date: October 22, 2026

Estimated annual budget: \$60,000

This Request for Proposals (RFP) is a formal solicitation issued by Juab County, Utah, pursuant to applicable Utah law and the Juab County Code. Request for Proposal documents may be obtained as specified herein, consistent with Juab County Code § 2-1-326

1. Purpose and Issuing Authority

Juab County (the "County"), through Juab County Tourism, seeks an experienced agency to improve the search visibility of **juab.is** and plan, create, and manage digital advertising campaigns.

Juab County recently developed the **Juab_is** destination brand and intends for all marketing and advertising to build upon that investment. The goal is to attract visitors, encourage overnight stays, support local businesses and events, and promote the County's outdoor recreation, history, and culture.

The County intends to select one agency to provide the combined services. The selected agency must demonstrate previous experience in strategic marketing, media buying, and SEO, particularly within the hospitality, tourism, and outdoor industries.

This solicitation is issued pursuant to applicable Utah procurement laws and the Juab County Code. Contractual obligations are subject to the requirements described in Section 8.

2. Schedule

Step	Date
RFP released	Oct. 22, 2026
Questions due	Nov. 9, 2026, by 5:00 PM
Written answers issued	Nov. 16, 2026, by 5:00 PM
Proposals due	Nov. 23, 2026, by 5:00 PM
Anticipated award announcement	Dec. 14, 2026
Contract start	Jan. 4, 2027

All dates and times are Mountain Time.

The anticipated award date may change if additional review is necessary. Work may begin only after a contract is fully executed and all required County approvals are complete.

The County reserves the right to amend this schedule by written addendum made available through its official RFP posting.

3. Budget and Contract Length

The estimated budget for the initial contract year is \$60,000, including SEO services, advertising purchases, management fees, creative development, and all related costs.

Proposers must provide an itemized budget identifying each service and the amount allocated directly to advertising purchases. The final contract amount is subject to available County and cooperative marketing grant funding and annual appropriation.

The initial contract term will run from January 4, 2027, through December 31, 2027. The County may renew the contract for up to four additional one-year terms, for a maximum of five years, subject to applicable procurement requirements, satisfactory performance, available funding, and prior written County approval.

Each renewal must include an approved annual work plan and budget and be documented through a written contract amendment or renewal agreement executed by authorized County representatives. Renewals are not automatic.

These renewal options are intended to allow the County to continue with the selected agency without issuing a new RFP each year, to the extent permitted by applicable procurement requirements.

The County may adjust annual services and expenditures within the awarded scope based on available funding. The County does not guarantee renewal or expenditure of the full estimated annual budget.

No renewal, extension, or continuation of services shall create a binding obligation on the County unless and until a written renewal agreement or contract amendment has been fully executed by authorized representatives of both parties, all required County approvals have been obtained, and funds have been duly appropriated and made available. No verbal agreement, course of dealing, continued performance, or other action shall constitute an automatic renewal or obligate the County to continue services beyond the term of the executed agreement. All renewals and extensions shall remain subject to applicable Utah law and Juab County procurement requirements.

4. Scope of Services / Statement of Work

SEO: Help Visitors Find Juab.is

The selected agency shall:

- Review the website and identify opportunities to improve search visibility, content, and technical performance.
- Research relevant search terms used by potential visitors.
- Optimize priority website pages and create or update useful visitor content.
- Coordinate technical website improvements with the County's existing website provider.
- Explain the monthly SEO activities, deliverables, and content quantities included in the proposal.

Strategic Marketing and Media Buying

The selected agency shall:

- Prepare a strategic marketing plan identifying target audiences, seasonal opportunities, campaign timing, and recommended expenditures.
- Plan, purchase, manage, and optimize digital advertising on Google, Meta (Facebook and Instagram), and YouTube.

- Recommend an appropriate mix of advertising platforms and explain how the proposed strategy supports measurable tourism goals.
- Target appropriate regional audiences and out-of-state travelers planning Utah trips or traveling between ski destinations and national parks.
- Follow the County's approved cooperative marketing grant requirements for audience targeting and expenditures.

Advertising Creative

The selected agency shall:

- Write advertising copy, design graphics, and edit County-provided photography and video for approved campaigns.
- Ensure all advertising reflects the established Juab_is destination brand, including its visual identity, voice, and messaging.
- Build upon the existing brand rather than develop a new destination identity.
- Identify the number of advertisements, creative variations, video edits, and revisions included in the proposal.
- Disclose any additional production costs.
- Obtain prior written County approval before publishing advertisements or materially changing approved spending, creative content, or campaign messaging.

Reporting and Communication

The selected agency shall:

- Provide monthly reports detailing work completed, campaign performance, actual advertising expenditures, agency fees, and recommended next steps.
- Meet with the Tourism Director at least once per month.
- Track useful visitor actions, including visitor guide downloads, lodging referral clicks, and engagement with event information.
- Explain the capabilities and limitations of campaign tracking and performance measurements.
- Provide supporting records and documentation required for cooperative marketing grant reporting.

Knowledge of Juab County

Local companies are encouraged to submit proposals.

The County will evaluate each agency's demonstrated understanding of local culture, communities, weather, seasonal access, and tourism assets.

Proposers should explain how their knowledge of Juab County will improve advertising accuracy, audience targeting, campaign timing, and the visitor experience.

Evaluation points will be awarded based on demonstrated expertise rather than business address alone.

Compliance

All services shall comply with applicable federal, State of Utah, and Juab County laws, ordinances, codes, and regulations.

Marketing and advertising shall conform to the County's approved Juab_is branding, applicable Life Elevated logo approvals, and cooperative marketing grant requirements.

5. Mandatory Proposal Contents

Each proposal must contain the information described below.

Company Experience and Current Clients

Describe the company's experience in strategic marketing, media buying, SEO, and work related to the hospitality, tourism, and outdoor industries.

Provide examples of relevant work and measurable results.

List destination clients currently represented, as well as other current clients, and identify any actual or potential conflicts of interest.

Key Personnel and Point of Contact

Identify the individuals assigned to the Juab County account, their roles, and relevant experience.

Designate a primary point of contact and provide that individual's telephone number and email address.

Identify subcontractors, if any, and describe the services they will perform.

Written Proposal for Juab County

Provide a written proposal specifically addressing Juab County Tourism, including:

- Recommended marketing strategy and target audiences.
- Campaign concepts and seasonal marketing opportunities.
- Priorities and deliverables for the first 90 days.
- Ongoing monthly services and deliverables.
- Methods for measuring success.

- Examples of relevant work.
- Demonstrated knowledge of Juab County.
- Support, information, and resources needed from County staff.

Cost Breakdown

Provide a separate, itemized cost proposal showing annual and monthly charges for:

- SEO services.
- Advertising management.
- Creative development and production.
- Actual advertising purchases by platform.
- Other related expenses.

The cost proposal must clearly identify the total proposed annual cost and the amount allocated directly to advertising purchases.

Disclose all setup fees, commissions, markups, software expenses, travel expenses, and additional charges.

Explain proposed pricing for renewal years and how services could be adjusted if funding decreases.

Optional services must be identified and priced separately.

References

Provide three client references, including:

- Contact name and organization.
- Telephone number and email address.
- Brief description of services performed.

References must include relevant experience within the hospitality, tourism, or outdoor industries.

Required Certifications and Acknowledgments

In addition to the materials above, every proposal must include:

Signed Transmittal Letter: A letter on the proposer's letterhead, signed by an individual authorized to legally bind the proposer. The letter must identify the proposer's full legal name, business address, and the authorized representative's name, title, telephone number, and email address.

Proposal Validity: A written statement confirming that the proposal, including pricing and terms, will remain firm and irrevocable for at least 90 days following the proposal submission deadline.

Acknowledgment of Addenda: Written acknowledgment of each addendum issued by the County, if any, by number and date.

Non-Collusion and Conflict-of-Interest Certification: The completed and signed certification included in Section 9, with disclosure of any actual or potential conflicts of interest.

Authority to Bind: The completed and signed acknowledgment included in Section 9.

Failure to include required materials may result in a proposal being deemed non-responsive and rejected without further evaluation, subject to applicable procurement requirements.

6. How proposals will be evaluated

The County will first determine whether each proposal is responsive and whether the proposer is responsible, including whether the proposal contains the required information and demonstrates the necessary experience.

Responsive proposals submitted by responsible proposers will be evaluated using the following weighted criteria:

Criteria	Points
Relevant experience, team, and references	20
Proposed strategy, services, and creative approach	30
Knowledge of Juab County and seasonal conditions	15
Reporting and communication	10
Cost and value	25
Total	100

Evaluation will consider the quality and quantity of proposed services, expected effectiveness of advertising, demonstrated expertise, and overall value to the County.

Award will not be based on price alone, and the lowest-priced proposal will not necessarily be selected.

The County may request clarifications, additional information, or interviews from one or more proposers. Any such information will be evaluated using the established criteria.

The County may negotiate with the highest-ranked proposer or proposers and, if a satisfactory agreement cannot be reached, proceed to the next highest-ranked proposer, consistent with applicable procurement requirements.

Any award remains subject to County approval and execution of a written contract.

7. Proposal Submission and Questions

Submission Deadline

Proposals must be received no later than **November 23, 2026, at 5:00 PM Mountain Time**.

Both an electronic copy and a mailed or hand-delivered copy are required.

A postmark does not establish timely receipt. Proposers are responsible for allowing sufficient delivery time.

Late proposals will be rejected and will not be considered. Late paper proposals will be returned unopened when practicable, and late electronic submissions will not be reviewed, subject to applicable procurement requirements.

Availability of RFP Documents

Request for Proposal forms and related documents may be obtained from the Juab County Clerk's Office, 160 N. Main Street, Nephi, Utah, or online at **juabcounty.gov**, from October 22, 2026, through November 23, 2026.

Documents will be available at the Clerk's Office during regular business hours, Monday through Thursday, 7:00 AM to 6:00 PM, consistent with Juab County Code § 2-1-326.

Copies will remain available throughout the proposal submission period.

Electronic Submission

Email PDF copies to both:

shannam@juabcounty.gov

Kyleym@juabcounty.gov

Email Subject: Juab County Tourism SEO and Marketing RFP

Submit the written proposal and cost breakdown as separate PDF attachments.

Mailed or Hand-Delivered Submission

Shanna Memmott, Tourism Director
Juab County Tourism
160 N. Main Street
Nephi, Utah 84648

Place the cost breakdown in a separate sealed envelope within the submission package.

Label the outer package:

"Juab County Tourism SEO and Marketing RFP"

Electronic and paper versions must be identical.

Questions and Addenda

All questions regarding this RFP must be submitted in writing to both designated email addresses by the deadline listed in Section 2.

The County will make written responses and any addenda available through its official RFP posting.

Only written addenda issued by the County may modify this RFP. No oral statement, explanation, or interpretation by a County representative is binding.

Each proposer is responsible for reviewing and acknowledging all issued addenda as part of its proposal.

8. Basic Contract Expectations and Legal Requirements

County Ownership and Access

The County will retain ownership and administrative access to its advertising and analytics accounts.

Final custom creative materials developed and paid for under the contract, reports, and County data shall belong to the County, subject to any disclosed third-party licensing restrictions.

The selected agency must provide an orderly transfer of records, creative assets, account access, and other applicable materials upon expiration or termination of the contract.

Invoicing and Expenditures

Invoices must separately identify agency fees and actual advertising expenditures and include appropriate supporting documentation.

No expenditures beyond an approved budget may be made without prior written County authorization.

Funding Availability

If funding is reduced or becomes unavailable, the County may reduce services by written agreement, decline renewal, or terminate the contract in accordance with the funding and termination provisions of the executed agreement.

The final contract will establish applicable notice requirements and payment obligations for authorized services.

Public Records and Confidentiality

Proposals and related materials submitted to the County are subject to the Utah Government Records Access and Management Act (GRAMA), Utah Code Title 63G, Chapter 2.

A proposer claiming that portions of its proposal contain protected business information must specifically identify those portions and provide a written claim of business confidentiality with a concise statement of the reasons supporting protection, consistent with Utah Code § 63G-2-309.

Proposers asserting confidentiality should also provide a redacted copy identifying the information claimed to be protected.

Blanket designations of an entire proposal as confidential, protected, or proprietary are not sufficient.

Submission of a confidentiality claim does not guarantee protected classification. The County will determine whether information is subject to disclosure in accordance with applicable law, including required notice and review procedures.

The County will process records requests and confidentiality claims in accordance with GRAMA and applicable legal requirements.

Reservation of Rights

The County reserves the right, to the extent permitted by applicable law, to accept or reject any or all proposals, in whole or in part; waive informalities, irregularities, or technical defects; request clarifications or additional information; conduct interviews; and cancel, postpone, or amend this solicitation before award.

Compliance with Applicable Law

The selected agency and any resulting contract must comply with all applicable federal, State of Utah, and Juab County laws, ordinances, rules, regulations, and procurement requirements.

No Obligation; Contract Execution

This RFP does not obligate the County to award a contract or create contractual rights or obligations.

No binding agreement shall exist until a written contract is executed by authorized representatives of both parties and all required County approvals are complete.

The County is not responsible for costs incurred by proposers in preparing or submitting proposals.

Insurance and Indemnification

The selected agency will be required, under the final contract, to procure and maintain insurance coverage of the types and in amounts satisfactory to the County, including:

Media Liability Insurance: Minimum limits of \$2,000,000 per claim and \$5,000,000 in the aggregate.

Commercial General Liability Insurance: Minimum limits of \$1,000,000 per occurrence and \$2,000,000 aggregate.

Cyber Liability Insurance: Minimum limits of \$1,000,000 per claim and \$2,000,000 in the aggregate.

Media Liability Insurance shall include coverage for advertising, digital media, copyright and trademark infringement, defamation, and other media-related errors or omissions.

Cyber Liability Insurance shall include coverage for data breaches, unauthorized access to digital accounts, privacy violations, and network security incidents.

The selected agency shall provide certificates of insurance verifying the required coverage before commencing services, name Juab County as an additional insured where appropriate, and indemnify, defend, and hold harmless Juab County and its officers, employees, and agents as set forth in the final contract.

All insurance requirements shall be subject to review and approval by Juab County and its legal counsel.

Governing Law and Venue

This RFP and any resulting contract shall be governed by the laws of the State of Utah.

Venue for any dispute shall lie exclusively in a court of competent jurisdiction located in Juab County, Utah, unless otherwise required by applicable law.

9. Certifications, Authority to Bind, and Signatures

The following certifications and acknowledgments must be completed, signed, and included with the proposal.

Non-Collusion and Conflict-of-Interest Certification

The undersigned certifies that this proposal is genuine and is not a sham or collusive proposal, and that it is not made in the interest of or on behalf of any undisclosed person, firm, or corporation.

The undersigned further certifies that the Proposer has not, directly or indirectly, induced or solicited another proposer to submit a false or sham proposal, colluded to fix any element of the proposed price, or sought through collusion to secure an advantage over another proposer or Juab County.

The undersigned further certifies that, to the best of the Proposer's knowledge, no officer, employee, or agent of Juab County has a direct or indirect financial interest in this proposal or any resulting contract, except as disclosed below.

Actual or potential conflicts of interest:

(If none, state "None.")

Proposer (legal name): _____

Signature: _____

Printed name: _____

Title: _____

Date: _____

Authority to Bind and Proposer Acknowledgment

The individual signing below certifies that they are duly authorized to submit this proposal and bind the Proposer to its terms and that the information contained in the proposal is true and correct.

The Proposer acknowledges that it has read and understands this RFP, including Juab County Code § 2-1-326 concerning the availability of Request for Proposal documents, and agrees to comply with all applicable federal, State of Utah, and Juab County laws, ordinances, and regulations.

The Proposer acknowledges that no binding obligation exists on the part of Juab County until a written contract is fully executed by authorized representatives.

Proposer (legal name): _____

Authorized signature: _____

Printed name and title: _____

Date: _____

Addenda Acknowledgment

The Proposer acknowledges receipt of the following written addenda issued by Juab County and confirms that its proposal incorporates all applicable changes.

Addendum No.: _____ **Date:** _____

Addendum No.: _____ **Date:** _____

Addendum No.: _____ **Date:** _____

If no addenda were issued, state "None": _____

Signature: _____

Date: _____

County Acceptance and Award

Juab County Use Only

The above proposal is accepted, and the award is authorized by Juab County, subject to execution of a written contract and completion of all required County approvals.

This acknowledgment of award does not itself constitute a contract or obligate Juab County until a formal written contract is fully executed.

By: _____

Name/Title: _____

Date: _____

Attest: _____

Name/Title: _____

Date: _____