



Request for Proposals (RFP)

Visit Broken Arrow (VBA) is requesting proposals from qualified agencies and professionals to serve as a strategic marketing partner to Visit Broken Arrow. The selected firm will enter into an agreement for marketing services and the project will run July 1, 2026 through June 30, 2027.

Proposals must be received by 4:00 PM EST on Thursday, April 30, 2026 in 2 (two) formats (both are required to be considered an official submission):

1. Via email to mbarton@brokenarrowok.gov

2: A hard copy must be mailed or hand delivered to:

Visit Broken Arrow
c/o Makala Barton
123 N Main St
Broken Arrow, Oklahoma 74012

It is the responsibility of the vendor to ensure that the Proposal arrives prior to the time and date indicated above. **Late proposals will not be opened.** Visit Broken Arrow reserves the right to reject any or all proposals. Proposals shall be firm for a period of 60 days commencing April 30, 2026.

Questions regarding the Request for Proposals (RFP) shall be addressed to Makala Barton, Tourism Manager, mbarton@brokenarrowok.gov

The Request for Proposal includes the following sections:

1. Summary
2. Scope of Services
3. Proposer and Proposal Requirements
4. Award of Contract
5. General Conditions

1. SUMMARY

Visit Broken Arrow (VBA), the official destination marketing organization for the City of Broken Arrow, Oklahoma, is requesting proposals from qualified marketing and advertising agencies to provide comprehensive destination marketing services.

The selected firm will serve as a strategic marketing partner to support Visit Broken Arrow's mission to promote leisure, culture, and tourism; increase overnight visitation; and drive visitor spending that benefits the community.

This RFP is open to qualified firms nationwide.

The contract term is one (1) year, starting on July 1, 2026, ending June 30, 2027, unless earlier terminated as provided herein.

BACKGROUND AND CONTEXT

Visit Broken Arrow is funded solely through the City of Broken Arrow's 4% hotel/motel occupancy tax and is responsible for reinvesting those funds into tourism promotion and initiatives that drive economic impact.

Over the past several years, Visit Broken Arrow has evolved from a primarily grant and sports-focused organization into a mature destination marketing entity with integrated digital, creative, media, and partnership-driven programming. The organization completed a robust rebranding in 2023, including a new logo and website. The organization operates with a lean staff and relies on professional agency support to execute strategic marketing initiatives.

In November 2025, Visit Broken Arrow adopted a five-year Tourism Strategic Plan (2025–2030). This RFP is focused on implementing the Year One (Immediate) marketing specific recommendations of that plan while maintaining flexibility to adapt as new opportunities emerge.

2. SCOPE OF SERVICES & DELIVERABLES

Visit Broken Arrow seeks a full-service marketing partner capable of providing strategic marketing planning, creative development, paid and owned media support, content development, and performance reporting in alignment with the Year One marketing priorities of the Tourism Strategic Plan.

The Scope of Services and related deliverables outlined below represent anticipated needs. Proposers are encouraged to recommend approaches, refinements, or enhancements consistent with the Strategic Plan and Visit Broken Arrow's goals.

A. Strategic Marketing & Planning

The selected agency shall serve as a strategic marketing advisor to Visit Broken Arrow.

Services and deliverables may include:

- Translating Year One strategic priorities into actionable marketing initiatives
 - Campaign strategy and planning recommendations
 - Ongoing strategic consultation and planning support
 - Alignment of marketing initiatives with Visit Broken Arrow's mission, brand, and community values
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B. Destination & Experience Marketing

The selected agency shall develop and execute experience-based destination marketing.

Services and deliverables may include:

- Event-driven and seasonal travel marketing
 - Weekend and short-stay itineraries
 - Authentic, community-rooted content development
 - Promotion of existing attractions, cultural assets, and community events
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C. Target Market Marketing Support

The selected agency shall develop and execute targeted marketing initiatives aligned with Year One priorities.

Services and deliverables may include:

- Veterans heritage tourism messaging and promotion
 - Youth and amateur sports tourism messaging and promotion
 - Promotion of the Rose District as a tourism destination
 - Small meetings and group travel marketing
 - Film tourism and creative economy promotion
 - Readiness to support amphitheater-related marketing when appropriate and authorized
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D. Digital, Media & Content Services

The selected agency shall provide digital, media, and content.

Services and deliverables may include:

- Paid media planning, design/creative and buying (digital, connected TV, social, search, display, print)
- Organic and paid social media management (will manage VBA social media accounts)
- Design, develop print collateral as needed (weekend guides, rack cards, flyers, brochures, etc.)
- Search optimization, including traditional SEO and AI-driven search and answer engine optimization (AEO)

- Website content support (WordPress format) and SEO/AEO collaboration
 - Email marketing and visitor communications
 - Video/photo production and creative asset development
 - Content creation for visitor-facing and partner-facing use
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E. Stakeholder & Partner Support

The selected agency shall support Visit Broken Arrow's role as a convener and collaborator.

Services and deliverables may include:

- Co-op-ready creative assets and partner toolkits
 - Stakeholder-facing messaging and materials
 - Tourism value storytelling for residents, partners, and leadership
 - Support materials for hotels, attractions, and event partners
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F. Performance Measurement & Reporting

The selected agency shall support data-informed marketing decisions.

Services and deliverables may include:

- Establishment of performance metrics aligned with Visit Broken Arrow's goals
 - Monthly performance reporting and insights for staff level review (may include virtual meetings), as well as a project review meeting toward the end of contract period to review successes and any adjustments needed for the future
 - Simplified monthly performance report in a format ready for board presentation
 - Staff access to an online dashboard
 - Campaign optimization recommendations
 - In-person summary report to the Visit Broken Arrow board near the end of the contract term (June 2026).
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G. Strategic Flexibility & Emerging Opportunities

Visit Broken Arrow anticipates that new destination assets, partnerships, or priorities may emerge during the contract term.

Services and deliverables may include:

- Strategic readiness and consultation for emerging opportunities
 - Ability to adapt strategies mid-contract, if necessary
 - Collaboration on future initiatives subject to written authorization and contract amendment
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3. PROPOSER AND PROPOSAL REQUIREMENTS

A. ELIGIBLE PROPOSERS

Proposals may be submitted by qualified individuals or firms with demonstrated experience in destination marketing, tourism marketing, or related disciplines. National firms are encouraged to apply.

B. AVAILABLE REFERENCE MATERIALS

To support the proposal development process, Visit Broken Arrow has made available the following reference material:

- Visit Broken Arrow's Tourism Strategic Plan (2025–2030)
- Prior and current marketing contracts and scopes of work
- 2024 and 2025 Annual Reports

To be found here: <https://visitbrokenarrowok.com/visit-broken-arrow-documents>

These materials are provided for reference only and are intended to help Proposers understand Visit Broken Arrow's evolution as a destination, existing marketing foundation, and strategic direction. Proposers are encouraged to review these materials as part of their response.

C. PROPOSAL CONTENT

Proposals should be concise, well-organized, and include the following sections in order:

1. Cover Letter signed by an authorized representative
2. Firm Overview and Qualifications
3. Relevant Experience and Case Studies
4. Proposed Approach and Understanding of Year One Priorities
5. **Review of Existing Marketing Efforts**
 1. Proposers shall review Visit Broken Arrow's existing marketing efforts from the past three (3) years, including but not limited to branding, creative assets, digital campaigns, media placements, content strategy, and overall destination messaging.
 2. Based on this review, Proposers should provide a high-level assessment identifying strengths, opportunities for improvement, and recommendations for refining or building upon existing efforts in alignment with Visit Broken Arrow's Tourism Strategic Plan and Year One priorities.
 3. This assessment should be constructive in nature and is intended to demonstrate the Proposer's understanding of Visit Broken Arrow's evolution as a destination and the ability to thoughtfully transition, enhance, and advance an established marketing foundation.
6. Team Structure and Key Personnel
7. Cost Proposal and Fee Structure
8. If proposer is not local – please include any plans to travel to Broken Arrow and break down travel budget to be included in overall cost proposal.
9. References (minimum of three)

D. COST PROPOSAL

Proposers shall provide a clear description of their fee structure, including any retainer, hourly, or project-based pricing, billable rates and any anticipated additional costs.

4. AWARD OF CONTRACT

Visit Broken Arrow will evaluate responsive proposals and may select a consultant determined to be fully qualified and best suited among those submitting proposals, on the basis of the factors listed above. Further information and negotiations may be requested from all the consultants so selected. Costs and compensation will generally be considered but is not the sole determining factor. In many cases, other factors, including but not limited to experience, financial and professional capacity, references, service, warranties, proposed approach, etc. are more important than the initial cost. Visit Broken Arrow reserves the right to request interviews and additional information.

After the evaluation, information gathering, and further negotiation is completed, Visit Broken Arrow shall select the consultant(s) who, in its opinion, best meets the need of the project, and shall award the contract to that consultant. Should Visit Broken Arrow determine, in its sole discretion that only one vendor is fully qualified or is clearly more qualified than the others under consideration, a contract may be negotiated and awarded to that vendor.

5. GENERAL CONDITIONS

Confidentiality

All information submitted by Proposers shall become and remain the property of Visit Broken Arrow and, as such, is considered public information and subject to disclosure pursuant to the Oklahoma Public Records Act, except such portions of the Proposals for which Proposer requests exception from disclosure as being proprietary information exempt from disclosure, consistent with Oklahoma law.

Visit Broken Arrow will make available to any person requesting information through the City processes for disclosure of public records, any and all information submitted as a result of this RFP not exempted from disclosure without obtaining permission from any Proposer to do so after the Notice of Intent to Award has been released.

Visit Broken Arrow accepts no liability for the inadvertent or unavoidable release of any confidential information submitted. If a public record request is made for material marked as proprietary, Visit Broken Arrow will attempt to notify the impacted Proposer prior to the deadline for release of the material but will not defend against any legal challenge for release. Therefore, claims arising out of any public record request for such information shall be at the Proposer's sole expense, if the Proposer wishes to deny or withhold the information.

Cancellation

Visit Broken Arrow reserves the right to cancel this RFP or the contract award at any time before execution of the contract by both parties, if cancellation is deemed to be in the best interest of the City. In no event shall Visit Broken Arrow have any liability for the cancellation of a contract award.

Late Proposals

All Proposals that are not received by the Proposal Due Date and Time will not be considered and will be returned unopened to the Proposer. Delays due to mail and/or delivery handling, including but not limited to delays within the City's internal distribution systems, do not excuse the Proposer's responsibility for submitting the Proposal to the correct location by the Proposal Due Date.

Rejection of Proposals

Visit Broken Arrow reserves the right to reject any or all proposals, to waive informalities or irregularities in the proposals received, and to reject non-conforming, non-responsive, conditional or qualified proposals, and to accept the proposal, in whole or in part, which, in VBA's judgment, best serves the interest of the City of Broken Arrow and its citizens.

Disputes

In case of any doubt or differences of opinion as to the items or services to be furnished hereunder, or the interpretation of the provisions of the RFP, the decision of Visit Broken Arrow shall be final and binding upon all parties.

Proposer Certifications

By the act of submitting a Proposal in response to this RFP, the Proposer certifies that:

1. Proposer has carefully examined all RFP documents, fully understands the RFP intent, is able to perform all tasks as described in the Scope of Work of this RFP, and the Proposal is made in accordance therewith. Except as otherwise noted as part of the Proposal, Proposer certifies that Proposer is ready, willing, and able to comply with all terms of the attached Professional Services Agreement.
2. Proposer is familiar with the local conditions under which the work will be performed.
3. The Proposal is based upon the requirements described in the RFP, without exception, unless clearly stated in the response.
4. Proposer certifies, and in the case of sole proprietorship, partnership, or corporation, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of Proposer's knowledge and belief, no elected official, employee, or person whose salary is payable in whole or part by Visit Broken Arrow or the City of Broken Arrow has a direct or indirect financial interest in the Proposal, or in the services to which

it relates, or in any of the profits thereof, other than as fully described in the Proposer's response to this solicitation.

5. Proposer has examined all parts of the RFP, including all requirements and contract terms and conditions thereof, and if its Proposal is accepted, the Proposer shall accept the contract documents thereto, unless substantive changes are made in the same without the approval of the Proposer.
6. Proposer, if an individual, is of lawful age; is the only one interested in this Proposal; and no person, firm, or corporation, other than that named, has any interest in the Proposal, or in the proposed contract.
7. Proposer has quality experience providing the types of services and duties as described within the Scope of Work of this RFP.
8. Proposer shall also certify Proposer's state of residence.

Nondiscrimination

By the act of submitting a Proposal in response to this RFP, the Proposer certifies, under penalty of perjury, that the Proposer has not discriminated, and will not discriminate, against minorities, women, emerging small business enterprises, or business enterprises that are owned or controlled by or that employ a disabled veteran in obtaining any required subcontracts.

Competition

Prospective Proposers are encouraged to comment, either with their Proposals or at any other time, in writing, on any specification or requirement within this RFP which the Proposer believes will inordinately limit competition.

Proposal Liability

Proposers responding to this RFP do so solely at their expense, and Visit Broken Arrow is not responsible for any Proposer expenses associated with the RFP. By proposing, Proposers agree that doing so is at their own risk and that Visit Broken Arrow shall have no liability related thereto. Finalists invited to participate in interview evaluations are responsible for scheduling and paying for their own travel arrangements. Visit Broken Arrow is not liable for any cost incurred by a Proposer in protesting any portion of the RFP documents or Visit Broken Arrow's selection decision.

Visit Broken Arrow Requests for Clarification, Additional Research, and Revisions

Visit Broken Arrow reserves the right to obtain clarification of any portion of a Proposal or to obtain additional information necessary to properly evaluate a particular Proposal. Failure of a Proposer to timely respond to such a request for additional information or clarification may result in a finding that the Proposer is non-responsive and consequent rejection of the Proposal.

Visit Broken Arrow may obtain information from any legal source for clarification of any Proposal. Visit Broken Arrow need not inform the Proposer of any intent to perform additional research in this respect or of any information thereby received.

Visit Broken Arrow may perform, at its sole option, investigations of any Proposer. Information may include, but shall not necessarily be limited to, current litigation and contracting references. All such documents, if requested by Visit Broken Arrow, become part of the public record and may be disclosed accordingly.

Visit Broken Arrow reserves the right to request revisions of any Proposal after the date and time due and before award for the purpose of obtaining best and final offers.

Modification or Withdrawal of Proposal by Proposer

A Proposal may not be modified, withdrawn, or canceled by the Proposer following the time and date the Proposals are due. Proposals submitted early may be modified or withdrawn only by notice to the City, at the Proposal submittal location, prior to the time and date the Proposals are due. Such notice shall be submitted to the Project Manager, in writing, executed and signed by a duly authorized representative of the firm/individual submitting the Proposal. All such communication shall be worded so as not to reveal the contents of the original Proposal. Withdrawn Proposals may be resubmitted prior to the time and date the Proposals are due, provided that they are then fully in conformance with the RFP.

Local and Federal Requirements

Visit Broken Arrow intends to select a consultant in accordance with Oklahoma law. Selection of a consultant under this process is not a guarantee of a contract award, nor is the award of a contract for any portion of the Work a guarantee of award of a contract for any subsequent work. All work is subject to budgetary and funding constraints of Visit Broken Arrow and the City of Broken Arrow.

The selected consultant shall comply with all federal, state, and local laws, regulations, executive orders, and ordinances applicable to the work under this contract, including, without limitation, the provisions of: (i) Title VI of the Civil Rights Act of 1964; (ii) Section V of the Rehabilitation Act of 1973; (iii) the Americans with Disabilities Act of 1990; (iv) all regulations and administrative rules established pursuant to the foregoing laws; and (v) all other applicable requirements of federal and state civil rights and rehabilitation statutes, rules, and regulations.

Proposer is subject to the Oklahoma Workers Compensation Law and shall comply with applicable laws which require the provision of Workers Compensation coverage for all employees working under this contract. Visit Broken Arrow's programs and services are open to all persons without regard to race, religion, color, national origin, sex, sexual orientation, gender identity, age, marital status, disability, or political affiliation.