

U.S. PUBLIC RELATIONS RFP 2022 SUBMISSION FOR

Nebraska
HONESTLY, IT'S NOT FOR EVERYONE.

RFP 6671 Z1

TURNER

a fahlgren mortine company

Dear Visit Nebraska Team,

Thursday, April 7, 2022

What a pleasure to be rebidding our relationship with vibrant Nebraska again. If you thought we were enthusiastic before, you should know that our time getting to know the State over the last few years has only intensified our appreciation for everything Nebraska - and your team - has to offer.

Our travel industry is facing unprecedented challenges and opportunities following several years of pandemic uncertainty; and the economic vitality that the tourism industry can bring to a destination is tremendously important as part of the recovery process. We're excited about the opportunities born from these challenges - the chance to introduce Nebraska to a new class of explorers and loyalists alike. We'd love to continue a program with your team that is reflective of the changing consumer needs and media space - looking at how travelers are planning to use new mediums, how editorial is emerging in new spaces, and how legacy publications are trying to adapt with new platforms.

Our passion for Nebraska is very much rooted in the essence of the State - its vibrant landscape, unrivaled ability to bounce back, and the collaborative spirit of the people. We love that because we see the same spirit in our team. With our team's exceptional knowledge of the destination and the stories we have yet to tell, combined with top-rated media expertise, we will continue to build on the momentum that's only just begun.

Thank you for your consideration of TURNER; we would be honored to continue representing Nebraska.

Best Regards,

Deborah Park

VP, TURNER

deborah.park@turnerpr.com



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Corporate Overview





1. BIDDER IDENTIFICATION AND INFORMATION

The bidder should provide the full company or corporate name, address of the company's headquarters, entity organization (corporation, partnership, proprietorship), state in which the bidder is incorporated or otherwise organized to do business, year in which the bidder first organized to do business and whether the name and form of organization has changed since first organized.

Full legal name of the Vendor:

Turner PR (dba TURNER)

Headquarters:

TURNER
1614 15th Street Floor 4
Denver, CO 80202
(o) 303-333-1402

Entity Organization:

On Jan. 1, 2014 TURNER became an independent, wholly-owned subsidiary of Fahlgren Mortine, an operationally excellent integrated marketing and communications firm. TURNER operates autonomously and from separate geographic locations.

State incorporated or otherwise organized to do business:

TURNER is incorporated in Colorado and its parent company, Fahlgren, Inc., is incorporated in West Virginia.

Year Founded: 1997

Name change:

In 2015, TURNER changed its name from Turner PR. The subtle name change was the result of an increased service offering (including digital marketing, social media, and content development).

2. FINANCIAL STATEMENTS

If the bidder is not a publicly held corporation, either the reports and statements required of a publicly held corporation, or a description of the organization, including size, longevity, client base, areas of specialization and expertise, and any other pertinent information, should be submitted in such a manner that proposal evaluators may reasonably formulate a determination about the stability and financial strength of the organization. Additionally, a non-publicly held firm should provide a banking reference.

Eastport Holdings, LLC is not publicly held and, as one of its many operating units, we are not authorized to release the holding company's audited statements. Turner Public Relations, Inc. (dba TURNER) operates as an independent subsidiary and has been in continual business since it was founded in 1997 by Christine Turner.

TURNER is a boutique, integrated communications agency specializing in the travel, tourism and lifestyle industries. TURNER's leadership strategy and personnel are autonomous; the agency works with a number of partners for each of its clients and it continues to be seamless. Christine Turner remains president of TURNER and leads all operations, with Angela Berardino leading the firm's travel & tourism portfolio, and Melanie Dennig leading the firm's lifestyle portfolio. Berardino and Dennig have been with the firm since 2008 and 2009, respectively.

TURNER has 45 employees based across the country, and offices in Denver, New York, and Chicago.

TURNER's fee income for the past three years is as follows:

2021: \$13,397,405

2020: \$10,942,631 (COVID pandemic)

2019: \$14,622,832

There are no known judgements, pending or expected litigation, nor other real or potential financial reversals, which might materially affect the viability or stability of the organization.

Finally, the next slides shows a letter of reference from First Horizon Bank to demonstrate the company's financial stability; TURNER's financials are combined with Fahlgren Mortine at the bank, thus the reference of Fahlgren, Inc. TURNER is registered in Nebraska and the next slide shares the Certificate of Good Standing from the Nebraska Secretary of State, noting our authorization to transact business in Nebraska.

STATE OF NEBRASKA

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3. CHANGE OF OWNERSHIP

If any change in ownership or control of the company is anticipated during the twelve (12) months following the proposal due date, the c bidder should describe the circumstances of such change and indicate when the change will likely occur. Any change of ownership to an awarded bidder(s) will require notification to the State.

TURNER is an independent, wholly owned subsidiary of Fahlgren Mortine, and we do not anticipate a change of ownership during the twelve months following the proposal due date. If there is a change of ownership during the twelve months following the proposal due date, or anytime thereafter, TURNER will provide the required notification to the State.



4. OFFICE LOCATION

The bidder’s office location responsible for performance pursuant to an award of a contract with the State of Nebraska should be identified.

We anticipate leading the account and providing most account service for public relations from our Denver office. However, we do include staff members from our Chicago and NYC office on the account team and will use those offices to support in regional and national media relations.

TURNER

1614 15th Street, Floor 4
Denver, CO 80202
(o) 303-333-1402

Additional Offices:

TURNER New York
250 West 39th Street, Floor 16
New York, NY 10018

**Secondary Support Offices
(As Needed)**

- Chicago, IL
- Miami, FL
- Charleston, SC
- Portland, OR

Our parent company, Fahlgren Mortine, is headquartered in Columbus, Ohio with locations in Cleveland and Dayton; Boise, Idaho; Myrtle Beach, S.C.



5. RELATIONSHIPS WITH THE STATE

The bidder should describe any dealings with the State over the previous five (5) years. If the organization, its predecessor, or any Party named in the bidder’s proposal response has contracted with the State, the bidder should identify the contract number(s) and/or any other information available to identify such contract(s). If no such contracts exist, so declare.

TURNER is the current public relations agency of record for the Nebraska Tourism Commission (Contract Number 79075 O4 Public Relations and Social Media Services), working with the state to increase overall economic impact of travel with an emphasis on increasing visitation from out-of-state guests through a domestic media and influencer relations strategy.

6. BIDDER'S EMPLOYEE RELATIONS TO STATE

If any Party named in the bidder's proposal response is or was an employee of the State within the past twelve (12) months, identify the individual(s) by name, State agency with whom employed, job title or position held with the State, and separation date. If no such relationship exists or has existed, so declare.

No such relationship exists.

If any employee of any agency of the State of Nebraska is employed by the bidder or is a subcontractor to the bidder, as of the due date for proposal submission, identify all such persons by name, position held with the bidder, and position held with the State (including job title and agency). Describe the responsibilities of such persons within the proposing organization. If, after review of this information by the State, it is determined that a conflict of interest exists or may exist, the bidder may be disqualified from further consideration in this proposal. If no such relationship exists, so declare.

No such relationship exists.

7. CONTRACT PERFORMANCE

If the bidder or any proposed subcontractor has had a contract terminated for default during the past two (2) years, all such instances must be described as required below. Termination for default is defined as a notice to stop performance delivery due to the bidder 's non-performance or poor performance, and the issue was either not litigated due to inaction on the part of the bidder or litigated and such litigation determined the bidder to be in default.

It is mandatory that the bidder submit full details of all termination for default experienced during the past two (2) years, including the other Party's name, address, and telephone number. The response to this section must present the bidder’s position on the matter. The State will evaluate the facts and will score the c bidder’s proposal accordingly. If no such termination for default has been experienced by the contractor in the past two (2) years, so declare.

If at any time during the past two (2) years, the bidder has had a contract terminated for convenience, non-performance, non-allocation of funds, or any other reason, describe fully all circumstances surrounding such termination, including the name and address of the other contracting Party.

TURNER is the incumbent agency for this contract and has not been terminated at any point.



8a. SUMMARY OF BIDDER’S CORPORATE EXPERIENCE

The bidder should provide a summary matrix listing the bidder’s previous projects similar to this solicitation in size, scope, and complexity. The State will use no more than three (3) narrative project descriptions submitted by the bidder during its evaluation of the proposal.



i. The time period of the project;	Current client since October 2019	Current client since July 2019	Current client since February 2018
ii. The scheduled and actual completion dates;	TURNER handles PR and influencer strategy, media relations, golf travel trade relations, tourism campaign plans, coordination of media visits, virtual events/FAMs, social media services/influencer relations, reporting.	TURNER develops annual PR plans, media relations, coordination of media visits, in market media events/virtual media events, influencer strategy and management, crisis communications and reporting.	TURNER handles all aspects of Houston First Corporation's national PR strategy and outreach, including PR campaigns, media relations, FAM trips, media activations and general news bureau service.
iv. A Customer name	Craig Trost Communications Director Email: CTrost@travelwisconsin.com Telephone: (608) 445-0267	Dolly Chewning Director, Tourism, Sales & Marketing Email: dchewning@scprt.com Telephone: (803) 734-1164	Jennie Bui-McCoy Public Relations Director Email: jennie.bui-mccoy@houstonfirst.com Telephone: (713) 853-8313
v.,vi.,vii. Subcontractor	All work was completed by TURNER; no subcontractor were used	All work was completed by TURNER; no subcontractor were used. TURNER is a subcontractor of 9Rooftops Marketing Firm.	All work was completed by TURNER; no subcontractor were used.

8b. SUMMARY OF BIDDER'S PROPOSED PERSONNEL/MANAGEMENT APPROACH

The bidder should identify the specific professionals, including the Managing Partner who will be assigned to oversee the account, and the account lead, who will work on the State's project if their company is awarded the contract resulting from this solicitation. The names and titles of the team proposed for assignment to the State project should be identified in full, with a description of the team leadership, interface and support functions, and reporting relationships.

The primary work assigned to each person should also be identified.

The bidder should provide resumes for all personnel proposed by the bidder to work on the project. The State will consider the resumes as a key indicator of the bidder's understanding of the skill mixes required to carry out the requirements of the solicitation in addition to assessing the experience of specific individuals.





8b. SUMMARY OF BIDDER’S proposed personnel/management approach

TURNER employs more than 45 communications professionals and each team is tailored based on the needs of the brand, scope of work, and geographic preferences. Our team works across an integrated platform; every team is staffed with multiple senior staff who are involved at every level of the account.

Our team is nimble and will work with the Nebraska Tourism team to create an effective system of communication, whether that’s adopting processes and using documents already being implementing by your internal team or suggesting news ones to enhance efficiencies.

Additionally, we have an internal structure that allows the brand to tap into resources outside of the core account team for more creative impact:



MEDIA TEAM

We use a unique media team approach, ensuring that you have access to the entire network of relationships among our 45-person team.



LIFESTYLE LEGS

Our lifestyle division gives us expanded reach across outlets, tastemakers, influencers and celebrities.



DIGITAL DEPTH

We have a dedicated team of social media and digital media experts who join us for brainstorm and are pulled into campaigns as needed. We subscribe to numerous tools to help us track and evaluate influencers.



DESIGNER

We have an in-house graphic designer making it easy when we need an infographic to go with a pitch, an invite for a media invite, a media newsletter, etc.



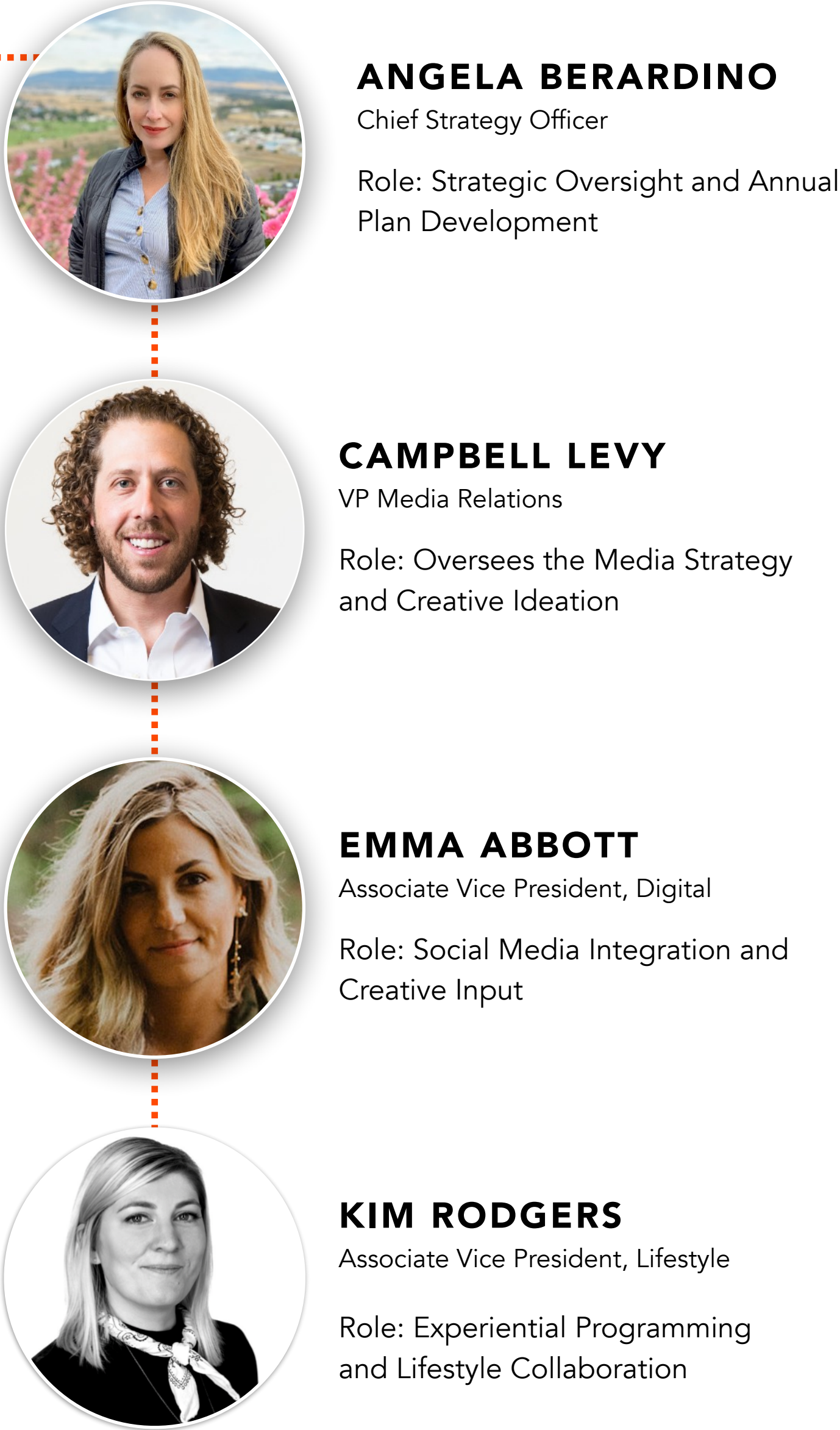
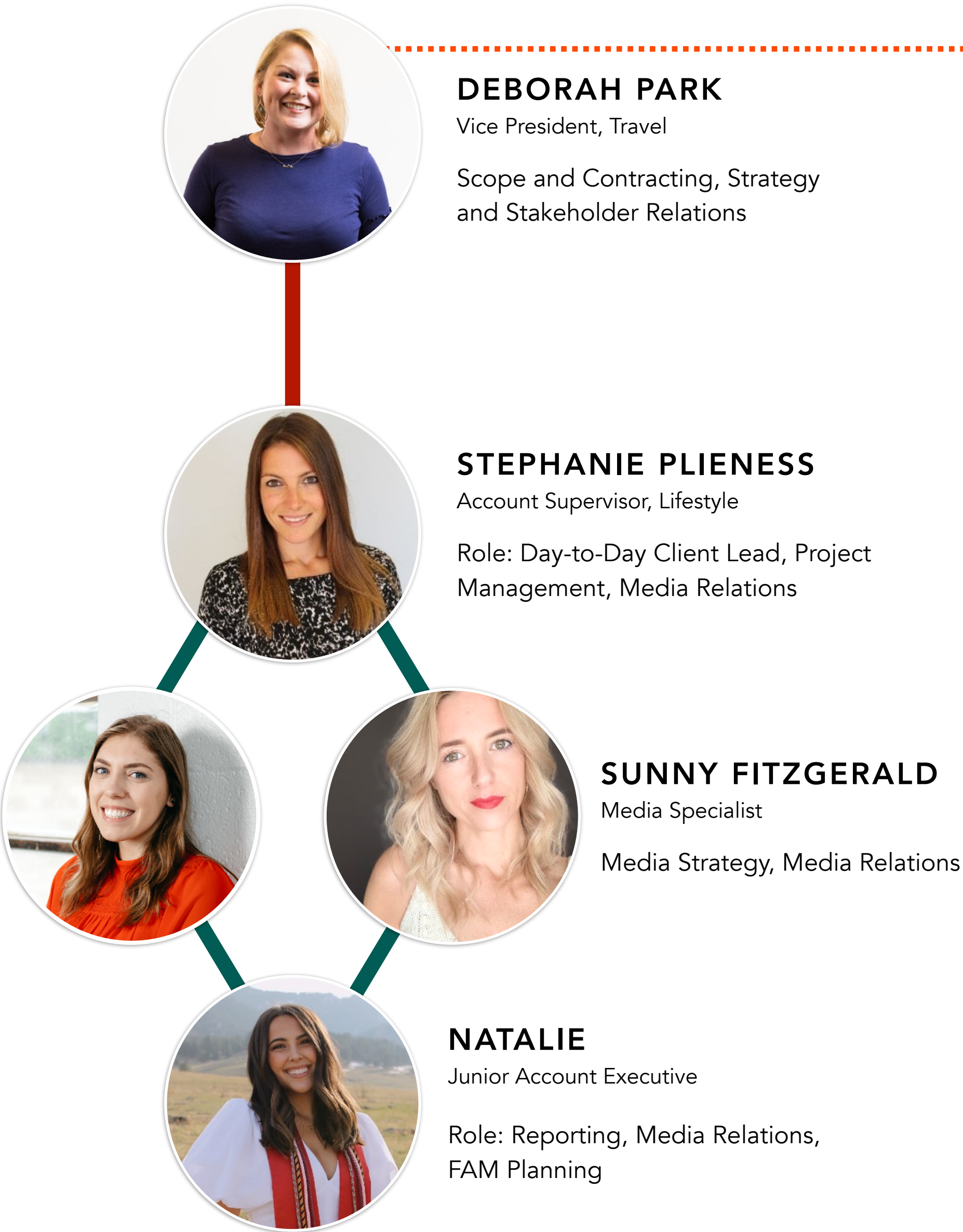
**CONTENT CREATOR/
COPYWRITER**

We have an in-house content creator with a media background, ensuring that we are able to develop the content needed to get your message out to media, consumers as well as stakeholders.



8b. SUMMARY OF BIDDER’S proposed personnel/management approach

TURNER employs a diverse squad of communications professionals. Our structure allows us to create and tailor account teams based on the needs of the brand, scope of work, and geographic preferences. Our organizational structure for Visit Nebraska is:





8b. Proposed Personnel: Primary Account Team



DEBORAH PARK

Vice President, Travel
Role: Strategy, Team Management, Partner Integration

Deborah will continue to bring her more than 20 years of expertise with tourism and hospitality brands to develop strategy and manage the TURNER team for Visit Nebraska. Prior to joining TURNER more than seven years ago, she worked in-house at Visit Denver for three years and Universal Studios Hollywood for two years, along with previous agency roles in film and entertainment. Deborah is based in Denver, and has been involved in the Visit Nebraska account since the start of the contract in 2017.



STEPHANIE PLIENESS

Account Director
Role: Day-to-Day Client Lead, Project Management, Media Relations

Stephanie joined TURNER's Visit Nebraska team in 2021, and has since been bringing her decade of experience in client and media relations, team management and strategic insight to the account. Stephanie started her career in TURNER's travel division in 2011, where she works on numerous DMO clients. After a move to Alaska, she joined an agency handling tourism for the state of Alaska, Visit Anchorage and numerous other tourism entities. Upon moving back to Colorado, Stephanie represented state and city entities including Grand Junction, Breckenridge, and the state of Colorado.



SUSIE DUNLEA

Account Executive
Role: Media Relations, FAM Development, Partner Relations

Susie is an Account Executive on TURNER's travel and lifestyle teams, joining TURNER's Visit Nebraska team in 2021 - even experiencing the Great Crane Migration with several top-tier media in March 2022. Susie has strong relationships with travel media, confirming stories with outlets like AFAR, Travel + Leisure and The Weather Channel (and that's just for Nebraska...). Prior to joining TURNER, Susie worked with a hospitality and tourism-focused agency handling media pitching, influencer engagement and reporting.



NATALIE WEBER

Junior Account Executive
Role: Reporting, Media Relations, FAM Planning

Natalie joined the TURNER team in April 2021, and has quickly been recognized for her organization, media relations and strong writing skills. Her pitching efforts, insights and (Type A) FAM planning for Nebraska have been greatly beneficial for the account team. She has a passion for wellness, and in her spare time can be found enjoying at-home yoga flows, doing DIY projects, creating travel itineraries for girls' trips and expanding her self-taught photography skills. Prior to joining TURNER, Natalie worked in the lifestyle and fashion industries. Natalie is based in Denver and has a degree in public relations from the University of Colorado at Boulder.



SUNNY FITZGERALD

Media Specialist
Role: Media Strategy, Media Relations

A new addition to the TURNER team in late 2021, Sunny recently joined the PR industry after more than 10 years as a freelance journalist writing for the New York Times, Washington Post, Lonely Planet, National Geographic, among others. Her passion is telling stories related to sustainable and responsible travel, health and wellness, and adventure travel, all key storylines for telling the Nebraska destination story. Sunny is a 2021 Kathryn Davis Fellow for Peace, a member of the Society of American Travel Writers (SATW), a Professional Member of the American Society of Journalists and Authors (ASJA), and a Media Member of the Adventure Travel Trade Association (ATTA). She is based in New York.



8b. Proposed Personnel: Secondary Account Team



ANGELA BERARDINO

Chief Strategy Officer
Role: Strategic Oversight and Annual Plan Development

With more than 20 years of experience both in-house with DMOs and hotels, Angela oversees TURNER’s travel and tourism division. Angela has been with TURNER for nearly 14 years, leading a team that helps global travel, tourism and lifestyle brands tell their story in creative, impactful ways. Angela spreads her time between New York and Denver.



CAMPBELL LEVY

VP Media Relations
Role: Oversees the Media Strategy and Creative Ideation

Campbell is committed to securing coverage where it matters most for TURNER’s clients. In addition to personally securing media placements in top outlets, he oversees TURNER's team to ensure ongoing, strategic media relations results across the agency’s entire travel portfolio. With a diverse background representing adventure, culinary, high-end travel, hospitality and outdoor clientele, Campbell has a proven track record of setting trends rather than following them, and creating narratives that tell a deeper story about the destination. He’ll use his more than a decade-long relationships with media to ensure the destination has prominent feature placements in top tier national media, and that we’re always ahead of the curve on new trends and experiences that will intrigue the right media contacts.



EMMA ABBOTT

Associate Vice President, Digital
Role: Social Media Integration and Creative Input

Emma recently joined the TURNER team with 15 years of experience. She previously worked with Delaware North Companies, where she led PR and social strategy campaigns for the Parks & Resorts division, handled the company’s CSR program, and led corporate PR, crisis comms and corporate social media. Her experience spans consumer product partnerships, media strategies and marketing. Emma is based in Baltimore, MD.



KIM RODGERS

Associate Vice President, Lifestyle
Role: Experiential Programming and Lifestyle Collaboration

Kim’s diverse experience includes developing PR and experiential campaigns for top outdoor, lifestyle brands. Kim will oversee collaboration with TURNER’s lifestyle team, and ideate strategy with a lifestyle lens. Kim was a part of the TURNER team for seven years focusing on modern outdoor brands, and recently returned after expanding into experiential marketing. Kim is based in Portland.



8b. Management approach

The bidder should present a detailed description of its proposed approach to the management of the project.

ANNUAL PR PLAN

We develop a strategic PR plan, which serves as the global road map for the year. While it will be a living document updated as news and priorities shift, it will also provide top-line direction on goals and strategies to ensure everyone is on the same page out the gate. This plan will also lay out measurable goals. Our team geeks out on tracking. We look at qualitative metrics, in addition to quantitative, and we constantly benchmark against the goals we’ve agreed to in our plan.

BIANNUAL BRAINSTORMS

Ideally, we’re in-person two times per year for brainstorming with the full marketing team (in-house and other external partners) to plan for those bigger campaigns that touch multiple mediums and to discuss opportunities for collaboration.

QUARTERLY PULSE CHECKS

We are huge proponents of maintaining continuous open and honest conversations with our clients and agency partners. We love hearing that we’re doing well, but we also want to discuss challenges in real time to ensure we’re doing everything we can to overcome them. For this reason, in addition to always encouraging real-time feedback from our clients, we perform “formal” pulse checks on a quarterly basis to ensure our clients have a platform for both positive and constructive feedback.

MONTHLY CALLS

We conduct monthly calls with a detailed agenda to address media updates, campaign planning and measurement/reporting. These calls ensure that, in addition to our daily communications, we have a standing time to discuss the bigger picture. We are also big fans of Google Docs to ensure your team can check in on our progress and updates at any time, without having to take the time to ask. We’re also happy to do these meetings on a bi-monthly basis if that works best for your team.

REAL-TIME COVERAGE ANNOUNCEMENTS

We will work with agency partners to send media coverage through to your preferred distribution list the moment the article lands, ensuring your team is the first to see the news. The announcements come with a visual clip, relevant story background and associated metrics.

DAILY COMMUNICATION

We are constantly communicating in the pattern and style that best suits your team. We work collaboratively so that someone from our crew is always available for quick-turn needs and leads.

We understand the incredible demands that your team faces each week. Our job is to work as an extension of your team, providing leverage, support, real-time communication and quality results. This is how we do it:

8c. Subcontractors

We have 45 full-time employees with 100% of the resource capabilities internally to service the scope of work outlined in the RFP. We will not need to hire any outside subcontractors for the stated scope of work. TURNER only utilizes subcontractors if our clients are in need of professional video, photography, production or a referral to a marketing firm.



9. Technical Approach

6671 Z1 Attachment A –
Bidder Requirements



I. RELEVANT EXPERIENCE, CAPABILITIES AND QUALITY OF BIDDER



a. Brief Statement of Overall Agency philosophy

We believe in big, bold, breakthrough ideas that deliver real results and help our partners reach (and often exceed) their goals.

For two decades, TURNER has remained nimble and highly-adaptive in a marketplace that never stops changing. We understand that today’s customer isn’t single channel, but rather an omnivorous consumer of content across numerous platforms.

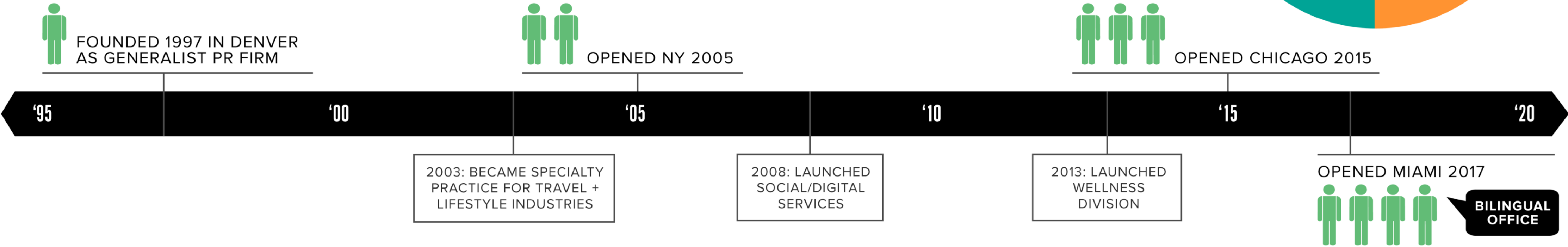
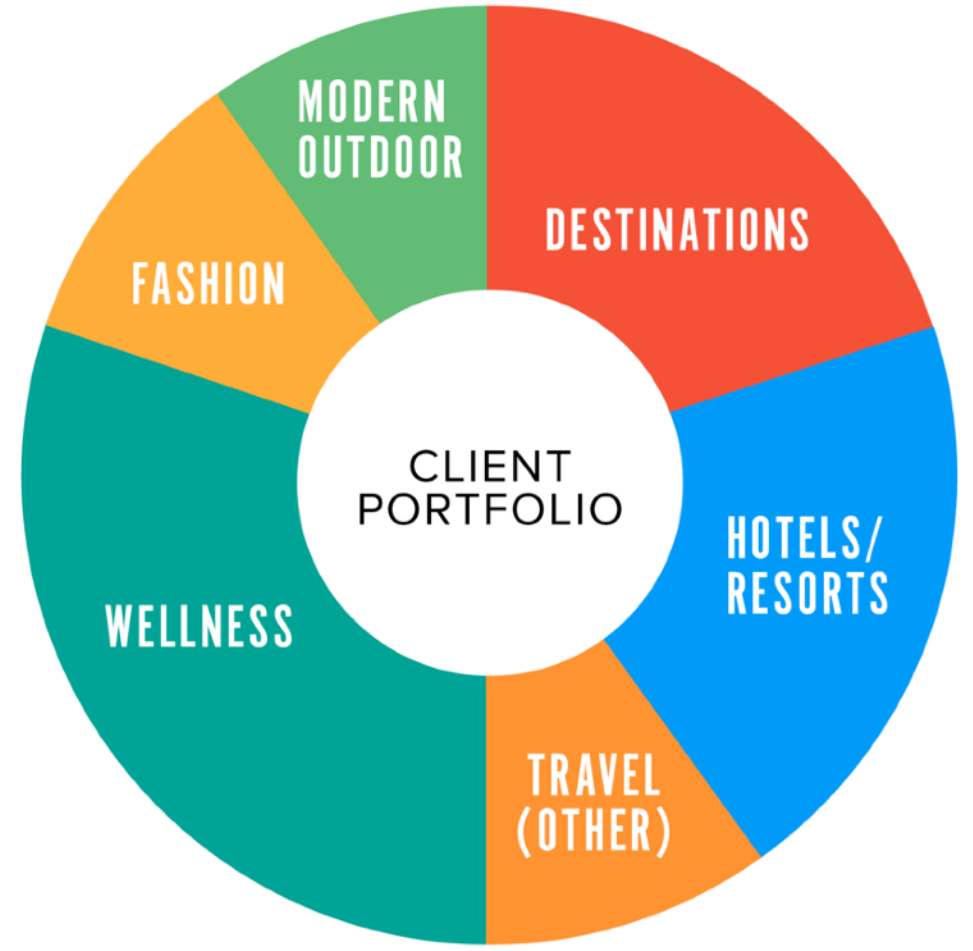
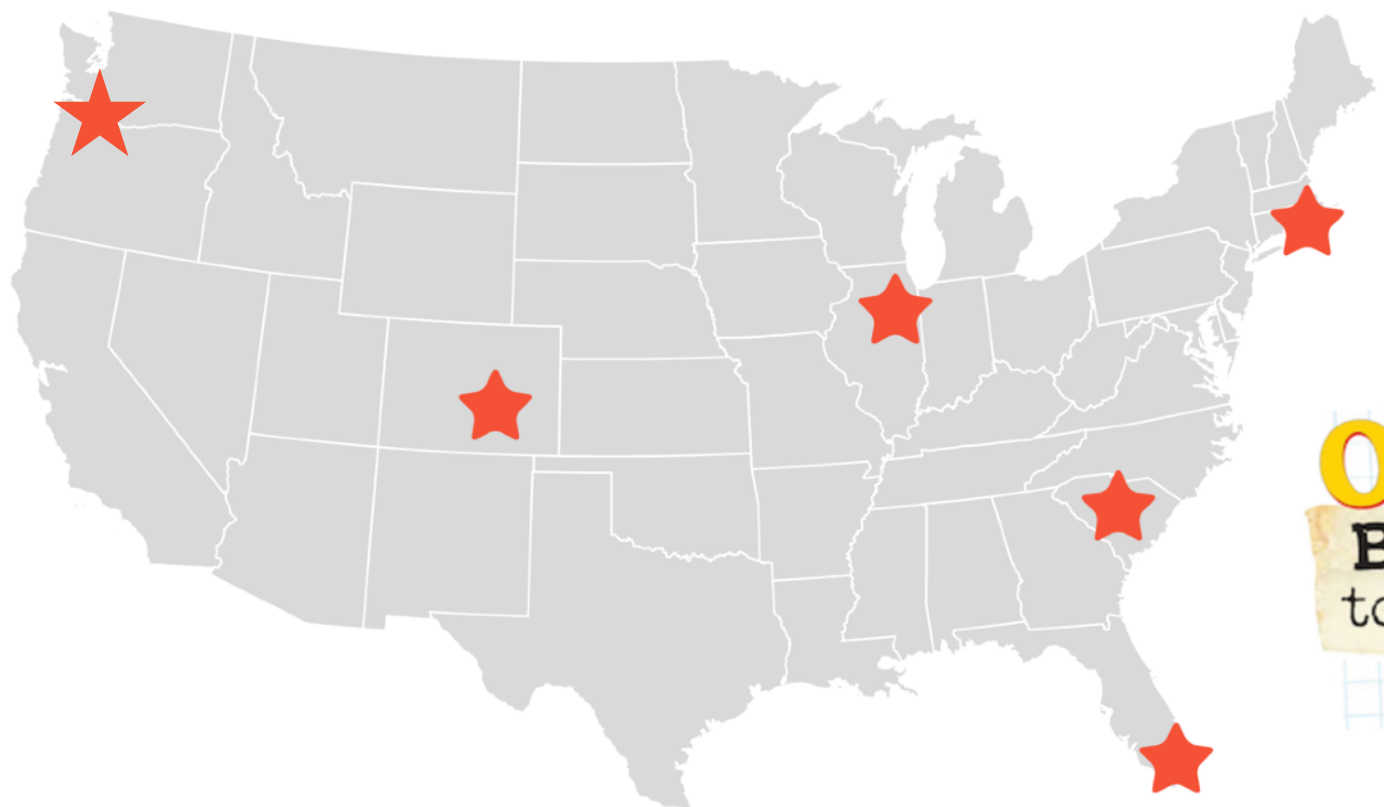
With that in mind, we seamlessly craft each and every campaign with a consideration for distribution and engagement across a variety of targeted touchpoints. Moreover, our strategic approach to building your brand story is rooted in deep research and comprehensive data.

Most importantly, we believe that people are the secret ingredient in our success. We invest in our team, we give back to our communities and we use every single vacation day.





A FULLY-INTEGRATED
COMMUNICATIONS AGENCY,
STRATEGICALLY STORYTELLING
FOR BRANDS WHOSE
PASSIONS WE SHARE.



I. RELEVANT EXPERIENCE, CAPABILITIES AND QUALITY OF BIDDER



b. Outline of capabilities and services offered;
c. List of services offered by the agency with in-house staff;

TURNER excels at creating integrated communications programs tailored to each brand’s distinct needs and KPIs. No two brands are the same, and we build customized programs from a suite of in-house services that have evolved to meet the changing needs of modern communication programs.



I. RELEVANT EXPERIENCE, CAPABILITIES AND QUALITY OF BIDDER



Relevant Experience: Current Clients

DESTINATIONS

HOTELS AND TOURISM BRANDS

LIFESTYLE BRANDS



Current Destination Clients

TURNER excels at creating integrated communications programs tailored to each brands distinct needs and KPIs. No two brands are the same, and we build customized programs from a suite of in-house services that span Public Relations, Social Media, Digital Content, Entertainment Marketing and Travel Trade services. A sample of current DMO programs demonstrating our work include:



NEBRASKA TOURISM COMMISSION
Started: October 2017

TURNER was contracted as the public relations agency of record for the Nebraska Tourism Commission in October 2017. In collaboration with the state’s internal team, the agency is responsible for implementing an aggressive integrated PR and social media campaign to support Nebraska’s changing brand. Through proactive media relations efforts focusing on the central part of the state for its annual sandhill crane migration, TURNER has put Nebraska on the map as one of the best places in the world for a wilderness experience. In 2018, the campaign resulted in top-tier media interest and the team secured coverage with National Geographic, both video and print; Mother Nature Network; Hemispheres; Thrillist video; and others. TURNER and Nebraska Tourism were honored with a 2018 HSMAI Adrian Award for the short film placement on National Geographic highlighting the Nebraska Crane Migration.



TRAVEL WISCONSIN
Started: October 2019

TURNER was contracted as the public relations agency of record for Travel Wisconsin in October 2019. TURNER works alongside the state’s internal team to execute a public relations campaign that promotes Wisconsin as a choice destination for regional and national travelers through strategic media and influencer program. Scope of work includes media relations, press/FAM trip coordination, partner relations (in-state), brand partnerships and collaboration development, influencer outreach, crisis/issues management, influencer relations, in-market desk sides and creative media activations. In FY’21, the team generated more than 200 articles for the state, accounting for more than 2 billion impressions and \$79 million in ad value. Key placements included coverage in Condé Nast Traveler, National Geographic, Atlas Obscura, Chicago Tribune and Better (Chicago). Through TURNER’s outreach and relationships, Milwaukee was named one of New York Times’ “52 Places For a Changed World” in 2022.



SOUTH CAROLINA DEPARTMENT OF PARKS, RECREATION & TOURISM
Started: July 2019

TURNER was contracted as the public relations agency of record for the South Carolina Department of Parks, Recreation & Tourism (SCPRT) in July 2019. The agency is responsible for developing, supporting and executing comprehensive PR and social media programs in collaboration with the SCPRT Public Relations Manager and other agency partners. Via proactive media relations efforts, media and influencer FAM trips, in market media events and influencer campaigns focused on the state’s lesser known and undiscovered places and attractions, TURNER has successfully increased awareness and preference for South Carolina as an inspiring, and desirable leisure travel destination. In 2021, the program resulted in A-list media exposure including secured coverage in Esquire, Atlas Obscura, Essence, Forbes, Artful Living, The Wall Street Journal, and others. TURNER and SCPRT were awarded with four HSMAI Adrian Awards in 2021, one of which highlighted a diversity marketing campaign focused on amplifying Black South Carolina and The Gullah Geechee Culture.



Current Destination Clients, Cont.



VISIT HOUSTON
Started: February 2018

TURNER was hired in February 2018 after the city survived devastating flooding following Hurricane Harvey in late 2017. TURNER is tasked with helping tourism efforts re-position during an exciting time of rebirth. Our team works closely with a strong in-house team to execute outbound media relations, including events, activations and media hosting. Through TURNER’s efforts in 2018, Houston landed on 12 “Best of” lists for 2019, including: New York Times “52 Places”; AFAR’s “25 Places”; Bloomberg’s “21 Places”; Fathom’s “15 Places”; Travel + Leisure’s “19 Best Places”; Condé Nast Traveler’s “19 Best”; among several others to demonstrate that city was not only fully recovered from the flood, but is now better than ever.



DESTINATION TORONTO
Started: January 2015

TURNER is contracted as the U.S. public relations agency of record for Destination Toronto. With a strategy that highlighted Toronto’s diverse neighborhoods, growing culinary/beer scene and unique cultural offerings, TURNER has been able to put the city back in the conversation with top-tier and niche outlets. In 2019, the destination was featured in Architectural Digest, Condé Nast Traveler, National Geographic Traveler, New York Times, Hemispheres, Robb Report and more.



BERMUDA TOURISM AUTHORITY
Start date: June 2014

TURNER has been with the BTA since its inception in 2014. We are responsible for creating and implementing results-oriented public relations strategies for the Bermuda Tourism Authority. Scope of work includes managing PR programs including media relations, press/FAM trip coordination, partnership and collaboration development, influencer outreach, crisis/issues management and online press rooms. Bermuda has been recognized with numerous awards including several Best-Of and Where to Travel mentions. In addition to editorial accolades, TURNER’s work has been awarded top industry awards including the Platinum HSMIAI Adrian Award and Best in Show in the field of Public Relations for the “Finding Bermuda’s Adventurous Side” campaign and two Gold HSMIAI Adrian Awards in the Feature Placement Categories. 2021 coverage results included nearly 2.4 billion impressions.

We are additionally the agency of record for:
VISIT ALBUQUERQUE, VISIT SLO CAL, VISIT ESTES PARK, VISIT SOUTH WALTON, TUPELO CVB, VISIT HAMILTON COUNTY

I. RELEVANT EXPERIENCE, CAPABILITIES AND QUALITY OF BIDDER



d. *The single most outstanding quality that differentiates your company*

We've built and retained an amazing team, and have immense gratitude for the role each person plays in our success. We know everyone says this, but we attribute it to the special culture here at TURNER. Not only are we the most down-to-earth group of humans, we're also wildly passionate about what we do. And it's this collective passion that brings us together, and ultimately helps us deliver industry-leading work for our clients. We care about helping our clients reach new heights, and we take that promise to heart. You'll find our tenured leads serving as true partners, helping to strategically navigate every turn. We're proud of our team as they are the reason for our steady, year-over-year growth. We're also selective about the brands we work with (you won't find 300 travel brands on our roster) because we're resolute about having an authentic voice for our brands, journalists and influencers, while giving our client partners the best service imaginable.



e. Anything else you think we should know about your company and would like to briefly share.

**WE ARE CREATORS.
WE ARE DOERS.
WE ARE EXPLORERS.**

We are inspired by culture,
discovery, and the world around us.
We work with brands who feel the same.

1

We're passionate about travel; we know every trend, editor, freelancer and influencer in key verticals that drive impactful coverage.

2

We create blended, integrated campaigns to tell your brand story (earned media, social, editorial, design).

3

We bring **robust lifestyle experience to the mix.** We have a deep bench of influencers who work with us daily, a long list of like-minded brands to partner with and in-house celebrity/stylist relationships.

4

We are meticulous about ensuring **our campaigns support your business objectives,** delivering detailed reports to meet your needs.

d. CASE STUDIES

Provide case studies from two (2) recent PR efforts (since 2019) for clients marketing intangible products/services, preferably travel/tourism related. The case studies should include goals/objectives; creative and media strategies; an overview of the media plan, creative samples and results for each case study (third-party metrics preferred)



(1) FRESH IN THE FIELD WITH TRAVEL WISCONSIN



STRATEGY & TACTICS

Taking place in June 2021, in the scenic Chippewa Valley region of Wisconsin, the Fresh In The Field event included goods from over 20 farms, eight breweries, distilleries and wineries, and over 10 local artisans, committee heads and fresh talent to watch.

Highlighted activities included:

- A Farm-To-Table Experience with Sylvia Burgos Toftness of Bull Brook Keep at Together Farms in Mondovi.
- Culinary Innovation with Chef Lisa Carlson and Chef Carrie Summer of Chef Shack in Bay City at Cabin Ridge Rides in Cadott.
- A Lakeside Luncheon with Chef Elena Terry from Wild Bearies & Chef Yusuf Bin-Rella from Trade Root at the Barn at Mirror Lake in Mondovi.

RESULTS

- TURNER secured 12 culinary and travel writers from around the country.
- Pre- and post-trips from several of the journalists had them visiting Madison, Prairie Du Chein, The Great River Road, La Crosse, Eau Claire and Wisconsin Dells.
- Real-time social coverage of the events included over 10 posts and over 35 stories tagging #WonderofWI and #TravelWi.
- So far, articles have been published in Food & Wine, Travel + Leisure, The Daily Beast, AllRecipes, TripSavvy, Milwaukee Magazine and more. Total readership amounts to 43,780,966.

CHALLENGE

Wisconsin is primed to become a bona fide foodie destination. In the summer of 2021, TURNER worked to showcase the state’s diverse culinary and agritourism scene, bringing together a wide array of media for a two-day culinary extravaganza.



(2) SPACE CITY INTEGRATED CAMPAIGN: 50TH ANNIVERSARY OF THE MOON LANDING

CHALLENGE

Fifty years ago, Houston etched its place in history as the epicenter for innovation when Neil Armstrong took his first step onto the moon and stated “Houston, Tranquility Base here. The Eagle has landed.” HFC recognized an opportunity to develop an out-of-this-world three-way integrated campaign (with a thoroughly down-to-earth budget) for the 50th anniversary of the first moon landing.



STRATEGY & TACTICS

PARTNERSHIPS

Like the moon landing itself, the campaign required precision, planning and partnerships. In collaboration with several big name brands—Space Center Houston, NASA Johnson Space Center, IAH Airport, Greater Houston Partnership and United Airlines— we worked together toward a common goal. Through weekly meetings, we ensured that all partners were updated, integrated and fully on board. Additionally, HFC was able to successfully convince more than 50 hospitality partners in the city to create space-themed packages, events and experiences to create a larger “Space City Month” experience for all of July 2019.

PROACTIVE MEDIA OUTREACH

Deadlines were key: in order to be placed on important “Where To Go In 2019” lists, we pitched Space City as the place to go for the moon landing anniversary more than seven months in advance. We also gathered the full list of Houston space-themed offerings from partners five months in advance for a second wave of coverage leading up to the event.

SOCIAL & SEO AMPLIFICATION

The all-important social aspect of our campaign was centered on a dedicated Space City microsite, which served as a one-stop resource (for visitors and media) for all aggregated content. The microsite also introduced the official event mascot, Spacey Casey—a character with a passion for two things: space and Houston. Spacey Casey’s fun exploits could be followed on the microsite, or via YouTube and Instagram. The PR program integrated with social to put together a Spotify playlist featuring Spacey’s favorite “space jams,” which was shared with media outlets.



SPACE CITY INTEGRATED CAMPAIGN: 50TH ANNIVERSARY OF THE MOON LANDING

VIRAL-WORTHY STUNTS & ACTIVATIONS

The 50th anniversary of the moon landing also provided the opportunity for out-of-this world PR stunts and activations.

- **Intrepid/Space Center Houston Activation:** HFC supported Space Center Houston in securing family travel media for a pop-up experience in New York on July 16 (the day of the moon launch in 1969) at the Intrepid Sea, Air & Space Museum. The event featured astronauts, a countdown to Apollo 11 launch time sequence, a girls in STEM educational experience and an array of Houston visuals.
- **Spacey Casey Appearances:** To create a more guerrilla, buzzworthy moment in a national broadcast space, we secured tickets for Spacey Casey to make a surprise audience appearance at all the major morning and late-night shows (GMA, Live with Kelly and Ryan, Trevor Noah, etc.). To amplify the visual, the HFC/TURNER team showed up with signs and in matching bomber jackets with a special commemorative patch designed by a Houston artist in collaboration with NASA/SCH.
- **United Airlines Takeover:** Houston-bound passengers on Flight 355 (including select influencers and media) were surprised by a cosmic experience on their journey, including a celebrity Astronaut appearance by Peggy Whitson (the first female commander of the International Space Station and record holder for the most hours logged in space), a special “Houston” message from the ISS, a specially curated in-flight space entertainment channel, in-flight giveaways and much more. The flight experience concluded with a welcome celebration of galactical proportions at arrival gate at IAH (featuring Mayor Sylvester Turner, astronauts, impressive visuals, live music by an Army band and other stellar experiences).

MEDIA VISIT: BLAST OFF TO SPACE CITY

- Seventeen top-tier national media arrived on July 17 and embarked on a four-day Houston immersion trip showcasing Houston’s culinary, cultural, space and innovation offerings, in addition to a VIP behind-the-scenes experience at NASA Johnson Space Center/Space Center Houston. The groups were divided into two distinct “tracks,” which reinforced Houston’s core messaging:
- The “Inspired” track highlighted Houston’s art, food and culture, targeting lifestyle-focused editors and writers.
- The “Innovation” track highlighted the ways in which Houston is a progressive and forward-thinking hub (with an emphasis on the city’s new upcoming Innovation District), targeting nontraditional, science-leaning media.



SPACE CITY INTEGRATED CAMPAIGN: 50TH ANNIVERSARY OF THE MOON LANDING

RESULTS

- Space City saw a year-over-year increase in July visitation; hotels had gains in occupancy (+3.3%), demand (+9%) and revenue (+6.3%). Space Center Houston set a single-day visitor record on July 20 (13K+) with July tickets up 25%
- Spacey Casey had 4.25M video views, 46K website visits and an average 10% engagement rate, more than 2x industry average
- Visit Houston social channels saw a 2x higher than average follower growth rate (7K on Instagram, 40K on Facebook) during the campaign
- Paid ads exceeded goals at 98M impressions and .29% CTR
- July web traffic to visithoustontexas.com increased by 8%, with organic search traffic up 11%, year-over-year
- 700+ articles were published (including 15 “Where to Go in 2019” lists), resulting in 3 billion+ impressions
- 7+ national broadcast on-location in Houston (e.g. TODAY Show & Good Morning America) and nearly 9 hours of on-air exposure (including 1.5 hours on national shows)
- The campaign has won several awards for integration, including a gold HSMIA 2020 Adrian Award and is a 2020 PRSA Silver Anvil winner



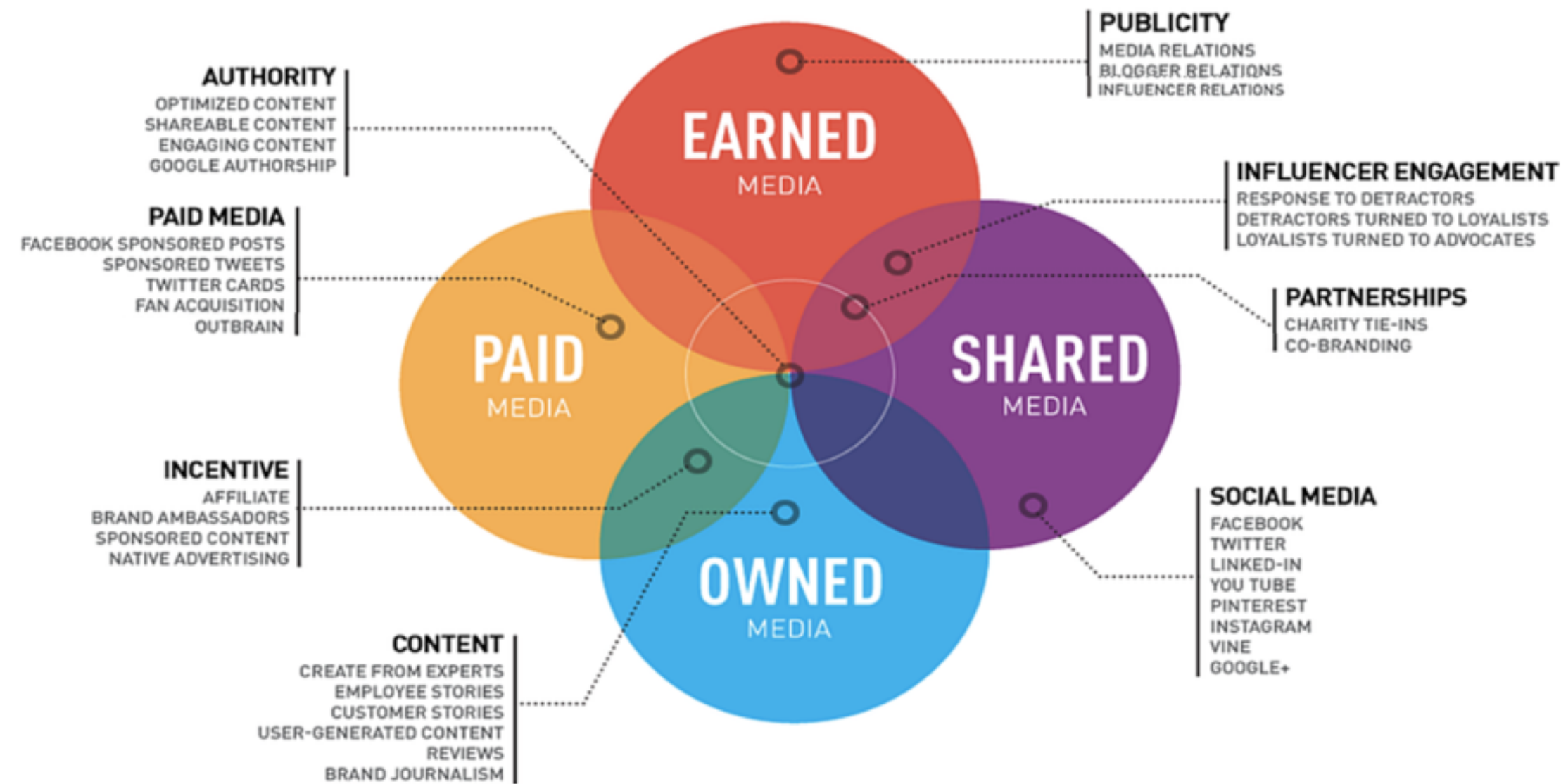
a. OUTLINE YOUR APPROACH TO STRATEGIC PR CAMPAIGN PLANNING THAT WILL RESULT IN AN INTEGRATED EFFORT ACROSS ALL DISCIPLINES INVOLVED IN BUILDING MARKETING SUCCESS.

- I. What are the key steps in this process?*
- II. What are important key elements in each step?*
- III. Who is involved internally? Externally?*
- IV. What are the key milestones or decision points throughout the process?*
- V. What do you perceive to be the client's role in this process?*



3. INSIGHTS & OBSERVATIONS

a. Outline your approach to strategic PR campaign planning that will result in an integrated effort across all disciplines involved in building marketing success.



INTEGRATED CAMPAIGN PLANNING

Our approach starts with the foundation of who we are. We are a highly-specialized, niche agency. We hire people who are deep experts in media relations, digital communications and PR strategy. That's been a very conscious choice on our part, and it's a model that allows us to hire the very best talent in the industry. It means our team walks in the door every day with purpose and focus, and we have deep relationships with our clients and the media. We stay on top of everything that's going on in the rapidly changing landscape of media.

Being this focused also means that we work with partner agencies on every single brand we touch. All of our clients have website, content, marketing and advertising partners. We recognized long ago that we needed to set up a process to work with these great creative partners. Part of our research is a deep understanding of your vendors, their scopes, strategies and tactical plans.

V. What do you perceive to be the client's role in this process?

We're often asked what makes for a successful client agency partnership. We believe it comes down to our agency's core values of collaboration, engagement and trust. Successful collaboration begins with our commitment to the success of Nebraska Tourism and our commitment to the partnership between our two organizations.

TURNER works in close collaboration with the Nebraska team to deliver measurable results; the following are elements that encompass the client role to aid in the success of our strategic PR campaigns:

- Access to key thought leaders and any relevant research and/or information
- Responsiveness amid potentially tight turnarounds for media/influencer needs
- Availability of primary contact for communications needs and counsel
- Successful introductions and clear protocol with all partner agencies
- Transparency as to any internal protocol or politics that we may need to better understand, including any potential roadblocks and barriers to success
- Insights to past successes and failures related to marketing, public relations and social media; the ability to ask questions
- Clarity around the decision making process for the work including key stakeholders, their level of involvement and influence and any possible barriers you foresee
- Specific and actionable feedback and insights throughout the process

3. INSIGHTS & OBSERVATIONS



a. Outline your approach to strategic PR campaign planning

- i. Key Steps in the process. ii. Important key elements in each step. iii. Who is involved internally? Externally?



In order to carve out your white space, **we start by taking a deep dive into your consumer target** in order to understand what truly motivates, and what's most meaningful to them.

We also use visitor data, competitive analysis, macro trends and a variety of other metrics to ensure we're building a campaign tailored to your destination.

We expect that the client will provide detailed research, including visitor studies, when possible.

We work closely with your team to set clear and measurable goals.

We clearly articulate a tailored strategy that ladders up to those goals, and **use our strategy as a "North Star"** to determine what our creative should look like.

This allows us to focus on the key initiatives that are set at the beginning of the contract, and be objective about the successes at the end of the year.

Our clients should be forthcoming about key goals and what they deem a "success" in a PR campaign from the outset of our planning.

Process makes perfect, right? **We spend time explicitly laying out everyone's roles**, both internal and external, and define workflow for every aspect of the program.

Our detailed approach at the front end of our work ensures less bureaucracy, faster results, and fewer mistakes for everyone.

Planning makes perfect, but also, planning allows us to make pivots easier when new priorities come up.

As an extension of the Nebraska internal team, we need to be aware of any changes in role so that we can make adjustments to our workflow.

We'll work strategically and efficiently to continue building the Nebraska brand through creative pitches and tactics.

Our creative approach and quick thinking ensures we are always ten steps ahead, allowing us to take advantage of the news cycle and current trends to make the biggest impact.

Nebraska should keep the agency apprised of any key marketing programs / launches that may effect the PR team and/or allow for integration and support through creative tactics.

We track and analyze results in real time to be certain we're delivering ROI.

We refine our work when needed, benchmark against annual goals, and have ongoing conversations about taking thoughtful risks, using your latest research and taking into account national travel and media trends to inform those adjustments/ tactics.

Through daily conversation, monthly reporting meetings and quarterly pulse-checks, the Nebraska team should make the agency aware of any feedback on campaign results and strategy so that adjustments can be made in real time.

3. INSIGHTS & OBSERVATIONS



b. Provide no more than three (3) pages of the bidder's understanding and observations about the state of the domestic travel industry including national trends and forecasts, with particular emphasis on the market potential for Nebraska. Include supporting rationale for these insights, especially on how they may affect Nebraska's appeal as a vacation destination.

"We should not singularly view the pandemic as a setback but as an opportunity to reimagine this industry to be stronger than before," said U.S. Travel Association President and CEO Roger Dow earlier this year.

That re-imagining is already underway, with industry leaders looking far beyond the pandemic to a brighter, more globally competitive, sustainable, diverse and innovative future for the whole of the U.S. travel industry.

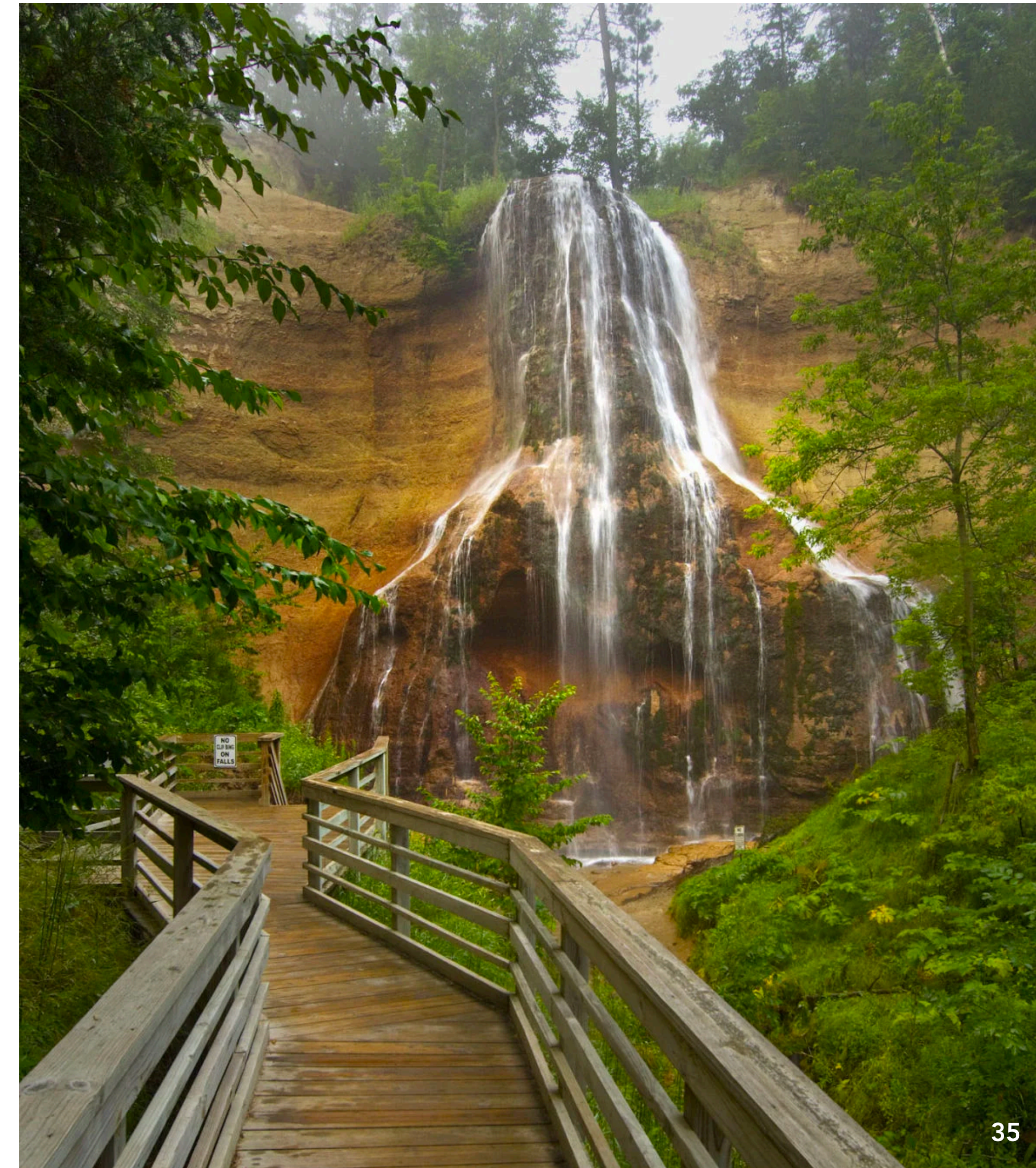
Economically, there are still many challenges. Through December 2021, the industry has suffered \$730 billion worth of business and 1.2 million jobs. International travel is still down from pre-pandemic levels and is not forecasted to come back until at least 2024, as is corporate travel, which continues to be an important metric for the industry's recovery.

One thing is for sure — the demand for travel is still there. A new study from booking technology platform arriiva found that travelers are ready and eager to travel in 2022, with 69 percent of respondents revealing plans to travel this year, while another 24 percent already had a vacation booked. Travel is roaring back this summer, thanks to countries lifting coronavirus testing restrictions, and the reopening of long-closed-off destinations, making international travel feel accessible again.

However, several issues have emerged for the next several months that could slow travel's resurgence.

- Airfares are high, and so is demand for hotels
- Gas prices are soaring as the war in Ukraine rages, turning the budget-friendly road trip into a luxury for many
- A subvariant of the coronavirus's omicron strain, known as BA.2, is surging

This isn't all bad news for Nebraska; it actually allows us to focus on what the state does have to offer - which, is of course, budget accommodations and experiences, and wide open spaces that continue to be key in traveler destination decisions.



RESEARCH 2022 MEDIA TRENDS

As we develop our tailored strategy for Nebraska Tourism, we'll do a deep dive into the trends that U.S. travelers and media are talking about in order to create authentic and compelling storylines. Here's a brief sample of current trends that we'll use to develop specific narratives.

1 COMFORT + HEALING

After another challenging year, travelers are seeking experiences that provide comfort and respite. Wellness tourism will continue to grow, not just with traditional offerings like yoga retreats or spa getaways, but with increasing interest in healing activities and comforting elements: a nourishing, locally-sourced meal; a mindful artistic experience; or exercising in the great outdoors. **Nebraska's small towns offer a chance to slow down and take in the little moments; to be present and mindful of life's simple pleasures.**

2 FAMILY TRIPS CONTINUE AND EVOLVE

Pandemic-era challenges are causing travelers to reevaluate their work-life balance and book longer family vacations, and now that kids are able to get vaccinated, interest continues to stay strong in educational vacations and multi-generational getaways. **From dinosaurs and a world-class zoo, to unique roadside attractions and idyllic landscapes, a visit to Nebraska offers the opportunity to make lifetime memories.**

3 LOCAL COMMUNITIES AND HOSPITALITY ENTITIES JOIN FORCES

Across the world's most popular tourism destinations, travelers and residents are considering the cumulative impacts of the industry. Locals are requesting that visitors respect local environmental and cultural resources, and visitors are choosing destinations where they feel welcome. Travelers are becoming more aware of their impact, seeking out destinations where their visit can be more helpful than harmful. In response, those in the hospitality industry are engaging local communities to create partnerships in pursuit of mutually beneficial tourism. **There's no better indication of this than Nebraska's ranch and farmsteads, where guests can take part in a real working farm that has been a part of Nebraska since it began.**

4 THE GREAT OUTDOORS APPEAL

Interest remains high for exploring the outdoors (58%) – including hiking, biking and kayaking – and wellness/relaxation experiences (61%). The MICE industry is similarly interested in moving events out of the ballroom and into the outdoors. While these themes are not new, expect them to play a bigger role in how travelers plan their 2022 trips. **Biking the Cowboy Trail, hiking through another world in Toadstool Geologic Park, tanking along the Middle Loup River - outdoors are part of Nebraska's everyday.**

5 ECO-AWARE

The pandemic fostered an appreciation for nature, further fueling the existing demand for sustainable travel. As travelers become more aware of environmental issues, sustainability initiatives and conservation activities will continue to be an important consideration when booking. However, hotels must go beyond making housekeeping optional to launching impactful programs like exploring solar power or zero-waste offerings to capture today's informed consumers. **The land and environment is important to Nebraskans because it is their livelihood and has been for generations.**

6 DOMESTIC TRAVEL & ROADTRIPS

While some may be planning their G.O.A.T. (Greatest of All Time) trip of a lifetime, many travelers are still not comfortable flying overseas yet. Through 2022, we anticipate continued growth of road trips and domestic travel, particularly with fuel prices soaring (affecting how far and where travelers will explore). **Nebraska is surrounded by large urban centers, with travelers looking for the undiscovered right in their backyard.**

7 ASTROTOURISM

From stargazing to Northern Lights, to astro events and full moon hikes, travelers are increasingly interested in celestial-inspired experiences. And of course, let's not forget Space Tourism, the realization of which is finally here. **Nebraska's upcoming Dark Sky Designation will provide an additional talking point to the already plentiful nighttime visitor experiences throughout the state.**

RESEARCH 2022 TRAVEL TRENDS

Since March 2020, the media has been heavily impacted by the Pandemic. The travel industry came to a startling halt, and travel writers had to navigate completely new waters in order to remain relevant. Here's a quick snapshot of how media and editorial are changing, which directly impacts the tactical ways we do PR in 2022 and beyond.

1 DIGITAL-FIRST MENTALITY

Publishing houses are pulling out of their print distribution in favor of a larger digital emphasis. A great example of this was announced in February 2022 with Dotdash Meredith ending the print editions of six of the company's former magazines - EatingWell, Entertainment Weekly, Health, InStyle, Parents, and People en Español. The pandemic also brought the end to nearly every airline publication (sans United Hemispheres), as publishers opted to go digital with their storytelling. **Digital publications have a longer shelf-life and publishers are constantly looking for new content to increase readership.**

2 DIGITAL NEWS DISTRIBUTION

With this digital-first mentality - and considering the pandemic has changed the way we consume media - publishers are also increasing their presence on social media, through e-newsletters and increasing their digital footprint into podcasts. In 2022, 57% of Americans have listened to podcasts (up from 51% in 2019) and companies - including magazines like Food & Wine, Travel + Leisure and Sunset - are allocating more budget to developing podcasts. **PR has the opportunity to "test drive" future potential advertising platforms - like podcasts - to reach new audiences.**

3 SOCIAL MEDIA NEWS

More Americans are getting their news from social media sources than ever before, including Twitter, Facebook, Instagram and YouTube. **To gain additional younger - Gen Z and Gen Y audiences, we can look at the right social influencers to integrate into campaigns who will tell on-brand stories and engage key audiences.**

4 FREELANCES ARE DIVERSIFYING THEIR INCOME

Travel writers were caught completely off-guard by the sudden editorial shifts from the pandemic, and due to this, they had to adjust their strategies and expertise to pay their bills. Many travel writers expanded their focus by adding wellness, health, science/environment, DIY/cooking into their repertoire, as well as increasing their outlet list to brand blogs and more niche publications. We're also seeing an increase in Substack subscriptions, where freelancers are offering advice on pitching, press trips/itineraries, etc. - all for the cost of a subscription - for PR professionals. (Insight based on TURNER's relationships and direct insight from writers.) **It's more important than ever to choose a PR agency that has relationships with freelancers and editorial staff; TURNER has the deepest relationships with travel and lifestyle media than any other agency out there.**

5 AN EYE ON DIVERSITY

More than ever before, publications are working to incorporate diverse voices into their stories. Many outlets have specific DEI initiatives and goals to raise the voices of underrepresented populations. PR agencies - like TURNER - are also ensuring that client strategies highlight BIPOC entrepreneurs within the destination, and speak to diverse audiences through hosting opportunities with BIPOC writers/influencers. **TURNER has goals specific to DEI, and will ensure that Nebraska's DEI initiatives are integrated into the PR campaign.**

6 INDIVIDUAL AND (VERY) SMALL GROUP PRESS TRIPS

Health and safety are a top concern as writers increase their travel post-pandemic; if they were to get sick on a trip, it could mean they either couldn't get back home due to quarantine timing, and/or they may have to cancel their next trip (which could include an assigned story). Rather than taking the risk, media are being choosy about where, how and who they travel with - opting to travel with trusted media friends or solo whenever possible. **TURNER will have a heavier focus on individual and "buddy" press trips (perfect for road trip travel), in addition to a few mini-FAMs for larger, seasonal initiatives.**

3. INSIGHTS & OBSERVATIONS



c. Describe bidder's overall philosophy of the role of Public Relations in an integrated multi-media campaign that fits with NTC efforts and the Nebraska tourism industry; which channels best fit in promoting state-level tourism efforts; and discussed their priority/importance.

Our team excels at implementing media relations that deliver the right messages, at the right time, to the right audiences.

As a highly specialized PR practice, we understand the importance of integrating our campaign into a larger branding strategy, taking into consideration the marketing and advertising components already in place. We also know how important it is to craft rich storytelling to relay your brand experience, values and promise. We routinely collaborate with your internal marketing team as well as your external marketing partner(s). We're experts at seamless integration and collaboration to align with the overall marketing campaign. We feel strongly that PR plays a critical role in overall marketing.

PR builds credibility. A strong PR program garners third party endorsements from editorial staffs and organic influencers and tastemakers - and consumers are savvy enough to see the value in those endorsements. It also drives valuable SEO love from credible links.

PR shapes brands + increases brand awareness. If done well, PR has the ability to create, shape or reposition a brand. Storytelling through journalists has the ability to share a richer, more in-depth experience than other marketing vehicles, thus its power is effective in building a relationship with consumers. PR also has the ability to reach audiences with more frequency across multiple platforms and touchpoints.

When PR is done well, advertising is more successful. While advertising and public relations are separate entities, they work well when their actions are coordinated together. Advertising is much more likely to succeed when prior PR activity has been done to create a general knowledge and understanding of the product or service being promoted. Public relations can help the marketing strategy by communicating with the public and building trust around a brand or organization prior to launching persuasive advertisements designed to sell.

PR lends itself to scale (at a fraction of the budget for paid media). While paid marketing campaigns need to tailor outreach to be cost effective with the most likely consumers, PR can take a slightly broader approach - speaking to aspirational audiences, diving into new niche markets, testing the waters in different geographies.

PR is multi-channel. Brands increasingly understand that marketing is multi-channel, and that the digital and experiential spaces lend themselves to magnification by PR.

Simplemost
make the most out of life.



**Nebraska Has A New Message For Tourists:
"Honestly, It's Not For Everyone"**

This is too funny! What do you think of their new slogan?

October 22, 2018 by Jennifer Nied

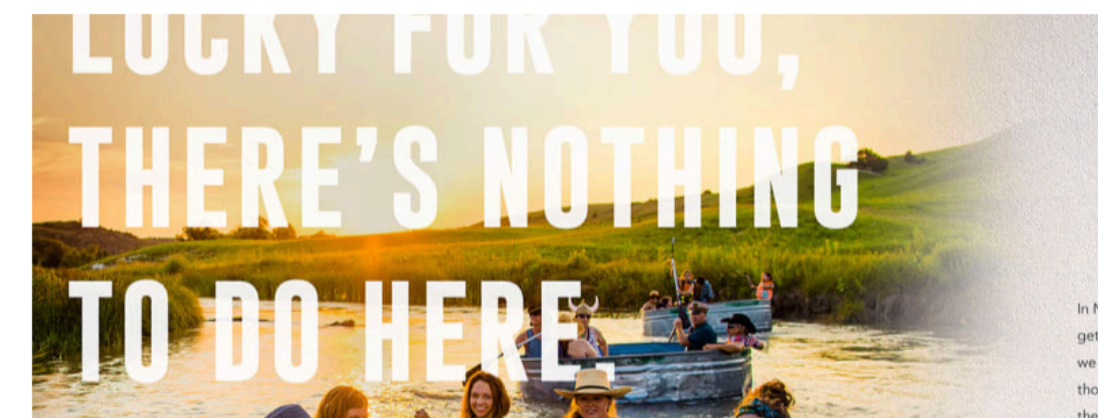
On Oct. 17, the Nebraska Tourism Commission announced a surprising new marketing campaign, complete with a bold slogan: "Nebraska. Honestly, it's not for everyone."

CNN travel

DESTINATIONS FOOD & I

Nebraska reveals anti-tourism campaign

Lili Marcus, CNN • Updated 19th October 2018



a. Outline a plan to establish and maintain awareness of Nebraska as a leading destination top of mind to various consumer audiences regionally and nationally using your past experience and the services offered as outlined above.

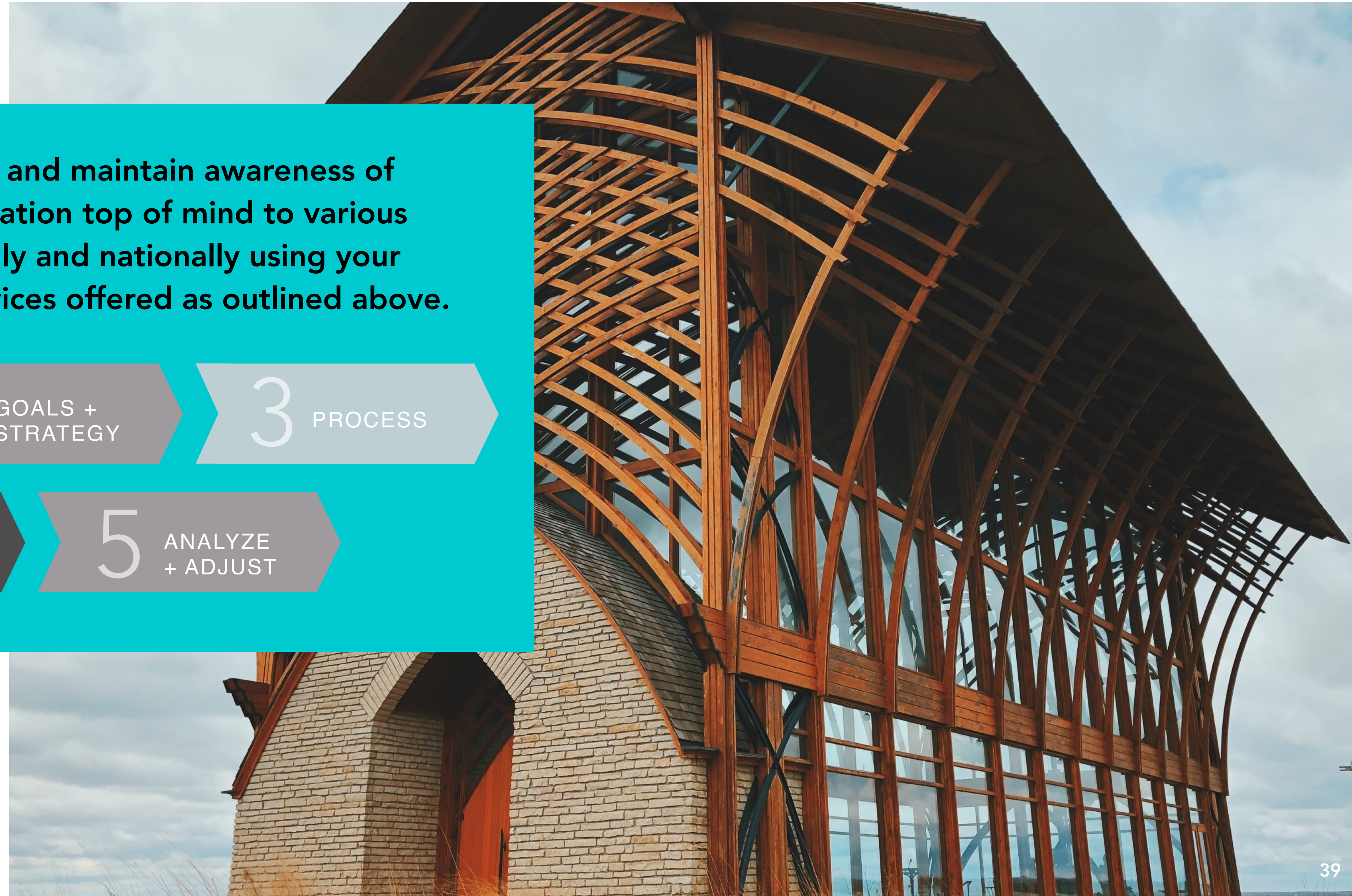
1 RESEARCH

2 GOALS +
STRATEGY

3 PROCESS

4 EXECUTE

5 ANALYZE
+ ADJUST





PR METRICS (2018-2021)

350+

ARTICLES GENERATED

IMPRESSIONS

2,863,622,604

MEDIA ACTIVATIONS

- FOWL LANGUAGE MAILER
- PLENTY OF FISH STUNT
- VIRTUAL MEDIA KIDS EVENT
- CRANE MIGRATION PANEL
- "HONESTLY," MARKETING CAMPAIGN LAUNCH

MEDIA HOSTED

53

TOP REGIONAL PLACEMENTS



MIDWEST LIVING / TRAVEL / AROUND THE REGION

The Best Midwest Spa and Wellness Getaways to Melt Your Stress Away

Whether you're looking for an immersion in nature, a city retreat or a spot to ward off stress for a day, these destinations have you covered.

By **Kelsey Ogletree** March 21, 2022

CREDIT: COURTESY OF MOCCASIN SPRINGS SPA



THINGS TO DO TRAVEL

Midwest Destinations to Visit with Kids in 2022

These Midwest destinations offer a fun getaway for families.

By **Cheryl Eugenio** February 19, 2022

Looking for more things to do? Get the latest info in our weekly Let's Go newsletter!

Do you want (no, need) to get away, but have no idea where to go? The Midwest offers so many destinations – the hard part is trying to figure out where to go. We made it easier for you by picking some of the best family vacations that you can also double as a road trip.

For each destination, we provided a mini kid-friendly itinerary on what to do, places to eat and where to stay. Here are a few ideas to help you plan your next family vacation in 2022.

2018 - 2022 TOP COVERAGE HIGHLIGHTS

Forbes

Nebraska Is Not For Everyone, But Maybe It Is For You

Wendy Altschuler Contributor

Travel

I cover travel, adventures, and culture across the globe, specializing in nature and the great outdoors.

Listen to article 5 minutes

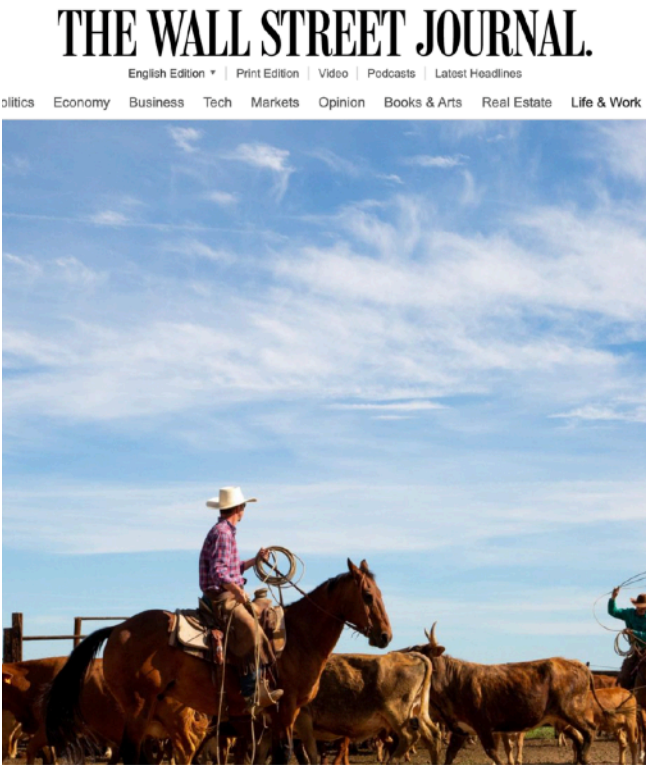
thrillist

This Plains State Is All About Dunes, Dinos, and Views

But only for those who venture off the highway.

By Jacqueline Kibbe

Published on 3/26/2021 at 5:23 PM



- THRILLIST - February 2018

[The Most Underrated City in all 50 states](#)

Impressions - 11,520,668
- FOOD & WINE - June 2018

[This Neighborhood Is Changing The Way We Think About Omaha](#)

Impressions - 9,396,329
- LONELY PLANET- September 2019

[Why a trip to Nebraska is surprisingly wonderful](#)

Impressions -11,849,867
- FORBES - October 2019

[Nebraska Is Not For Everyone, But Maybe It Is For You](#)

Impressions - 29,788,885
- TRAVEL + LEISURE - April 2020

[Watch the Majestic Migration of Thousands of Sandhill Cranes on This Nebraska Sanctuary's Livestream](#)

Impressions - 2,405,281
- FODOR'S TRAVEL- June 2020

[The Perfect Weekend Getaway: Omaha From Minneapolis](#)

Impressions - 603,788
- THE WALL STREET JOURNAL - June 2021

[Skip the Dude Ranch. A Hands-On Vacation at These Working Ranches Is Far More Authentic and Gratifying.](#)

Impressions - 11,576,446
- NATIONAL GEOGRAPHIC - July 2021

[Dark sky tourism is on the rise across the U.S.](#)

Impressions - 4,575,954
- THE DENVER POST - March 2022

[The world's largest crane migration is just a half-day drive from Denver](#)

Impressions - 3,150,248



NEBRASKA. HONESTLY, IT’S NOT FOR EVERYONE

The wry, counter-intuitive campaign nearly publicized itself, creating a buzz that engaged and captivated the nation. TURNER saw a PR opportunity to further amplify coverage by newsjacking our own coverage. In addition to pitching top outlets for larger features, we also paid close attention to what was already being covered and how. When LIVE with Kelly and Ryan mentioned how the ingenious campaign slogan can be applied almost anywhere – commenting how “Kelly isn’t for everyone” and “This show isn’t for everyone” – we took note that they drink coffee on air and sent custom mugs with their names inside a graphic of the state that included the campaign slogan. The show aired yet ANOTHER segment in December talking about Nebraska with the mugs on prominent display.

RESULTS

- TURNER secured 237 broadcast hits, 149 radio mentions, and +1K online articles.
- The coverage secured resulted in an ad value of more than \$7.1M, larger than Nebraska Tourism's entire annual budget.



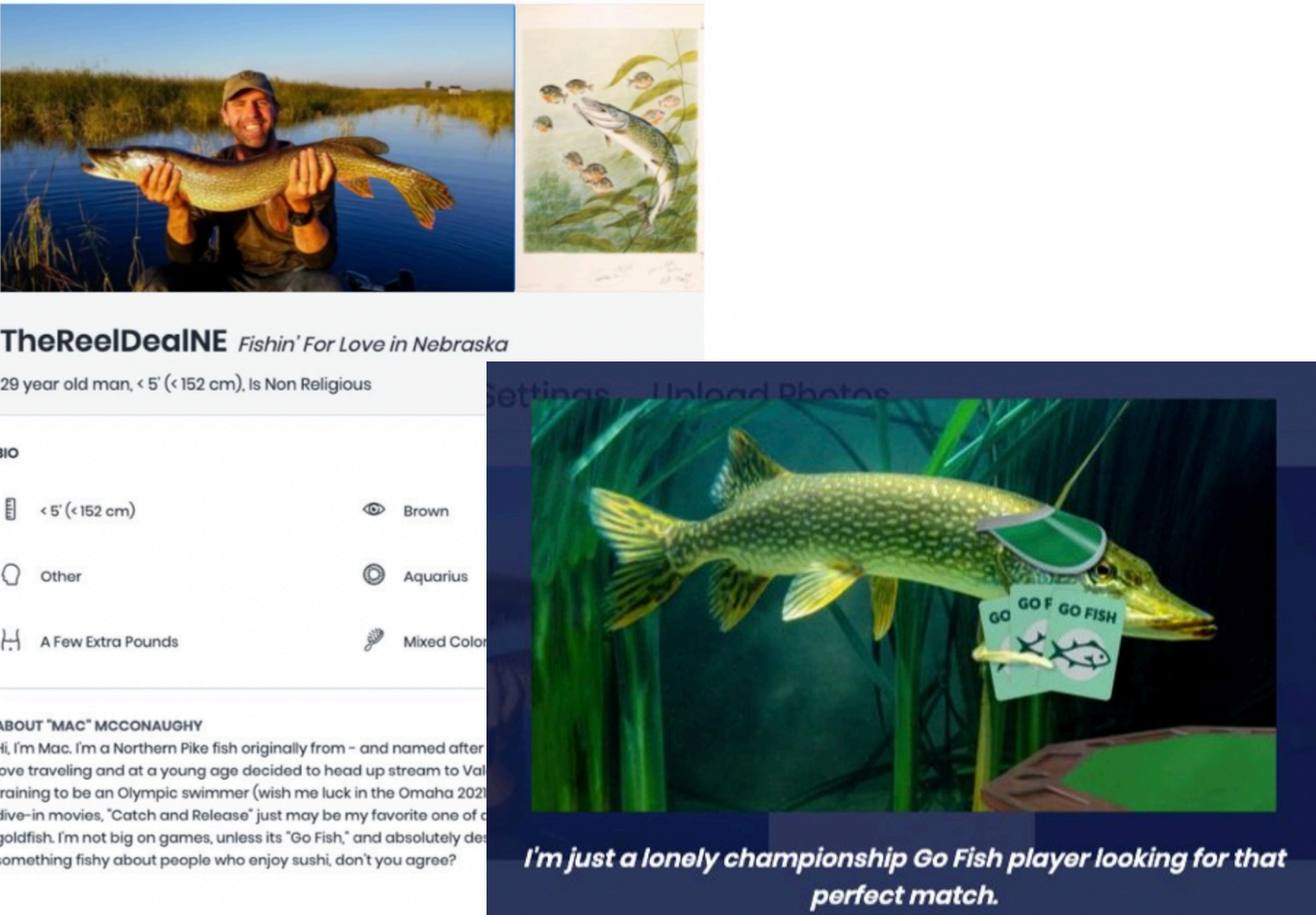
CREATIVE BRANDING PROGRAMS

PLENTY OF FISH IN VALENTINE

Highlighting fishing as a trending hobby during the pandemic, and Nebraska as a top fishing destination, we wanted to make a splash around news of Nebraska Game & Park’s record fishing license sales in a creative way. To hook media attention, we collaborated with dating website, Plenty of Fish to create a fake dating profile for a Northern Pike fish (“Mac” McConaughy) from Valentine, NE just in time for Valentine’s Day.

RESULTS

- Mac didn’t end up finding love, and still remains the one that got away, but it did give media a good laugh and increased awareness of Nebraska for outdoor recreation.



FOWL LANGUAGE

Because vaccines were not yet widespread and many journalists were uncomfortable traveling, as an alternative to a larger crane migration press trip we created a fowl language mug media mailer. The mailer was sent to 13 targeted journalists at national morning/late night broadcast shows and media who were unable to attend the migration in person.

RESULTS

- The Fowl Language Media Mailer kept Nebraska top of mind for many journalists and later translated into coverage for the destination and interest in the Great Crane Migration.



Keep What Works: the momentum of long-term relationships with media and highlighting the unexpected in Nebraska.

- **Visits.** Anytime someone visits, the destination sells itself. FAM'ing media always pays off in spades, and usually has returns for years afterward.
- **Unexpected Story Angles.** The destination offers the unexpected in product and geography; our knowledge of the destination allows us to fit into a wide variety of trends or story angles.
- **Media Relationships.** We've been consistent about keeping Nebraska top-of-mind through the pandemic with creative story ideas and unique/quirky mailers. These media come back to cover Nebraska multiple times, and are always open to hearing about what's new around the state.
- **Media Mix.** Targeting both regional writers who contribute to publications within our key markets, along with a national layer of media outreach, continues to drive quality coverage.

Opportunities: keep the momentum, including hosting media, developing in-market opportunities and implement fun (on-brand) creative.

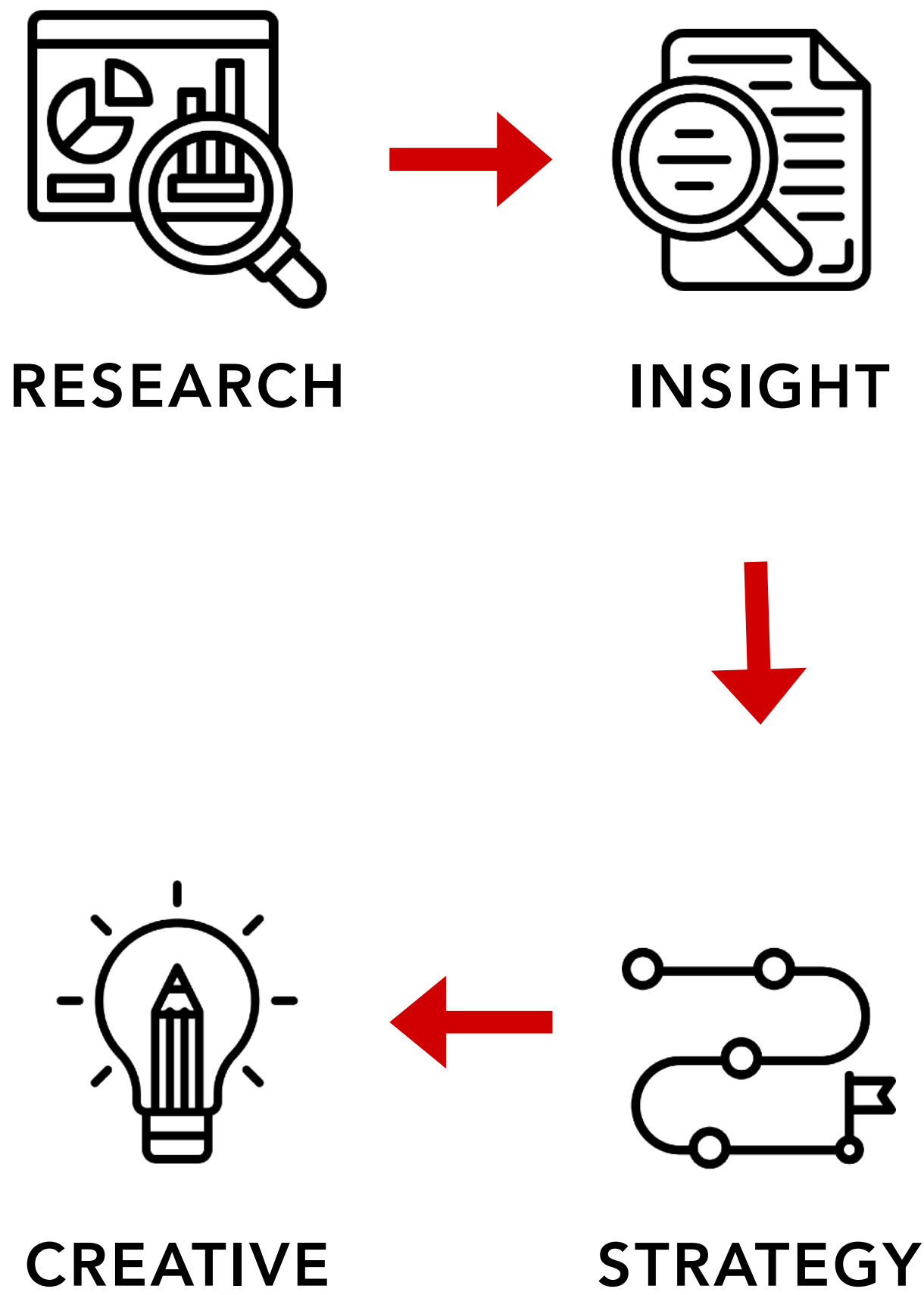
- **Partner Integration.** Reevaluate every communication channel for PR with partners and increase their opportunity to get involved in media opportunities (ie. we'll train them to get us the information we need to get even more stories)
- **Influencer Strategy.** Let's develop a clear influencer strategy with goals that can dovetail within the national and regional media program and elevate the brand within key demographics and psychographic segments.
- **More Digital.** We have the opportunity to take some risks that paid advertising can't do - so let's add some new outlets to our list - diving deeper into podcast and other digital opportunities.



At the onset of our contract, we craft a tailored strategy that guides all of our ideation and tactical implementation. We utilize the research you provide, market analysis, and consumer travel/lifestyle trends to inform our strategy - all of which aim to support long-term, tourism goals.

- Develop **PR narratives that speak to Nebraska’s key initiatives, differentiators and audiences**. PR takes time to build momentum, which is why we don't change narratives drastically every year; rather, they stand steady to represent the core of what Nebraska offers for visitors.
- **We’ll stand out from other destinations through creative, tailored outreach** and “on-brand” press materials. We’ve had a lot of fun developing quirky mini-campaigns to highlight the personality of Nebraska through specific story angles. We’ll consistently communicate Nebraska’s key messages, take advantage of seasonal travel angles and signature events, and utilize trends in travel and the media to ensure the state garners consistent, quality coverage - keeping in mind that unique Nebraska voice in our outreach and ideation.
- We’ll take **thoughtful - and strategic - risks**. Looking at the state of media right now, we'll incorporate non-traditional, new platforms into our pitch efforts. In addition, we'll explore opportunities with outlets that reach a diverse audience, as well as new media platforms and outlets that are a testing ground for unpaid editorial before any marketing dollars are spent (i.e. podcasts).
- **We’ll leverage the state’s broader destination positioning** to effectively spotlight Nebraska as a must-visit destination. Our efforts will focus on encouraging on-brand stories and bringing media in-market to experience the state’s offerings first-hand.
- **Target direct drive and flight markets**, as well as **specific audience segments**. Using a data-driven approach, we’ll increase brand awareness and influence travel decisions for those with better connectivity and a higher likelihood of traveling to Nebraska.
- We'll **establish a partnership program to streamline communication and encourage destination-specific collaboration**. By taking the lead on specific initiatives, we can get partners excited to be a part of Nebraska’s story and offer more hands-on opportunities where partners will feel the value.

Find related goals located in the reporting section on page 63.





The foundation for our work.

We'll develop four core narratives to serve as an overarching guide to ensure consistent key messages through pitching, events and hosting.

CORE NARRATIVE DEVELOPMENT

Our always-on priority.

Long- and short-lead topics will be identified with tailored targeted outreach monthly. Editorial calendars, in-bound leads from media, etc. will supplement the program (and may not be tied to specific narratives).

Creating deeper connections.

We'll engage journalists through FAMs and media missions in key North American markets to deepen connection around core themes.

PROACTIVE MEDIA RELATIONS

MEDIA ENGAGEMENT

Messaging consistency.

We proofread, write and edit media materials, also assisting with prep for interviews and speeches.

CONTENT DEVELOPMENT

Supporting the narrative.

When relevant, we'll integrate social media into pitching, like a Pinterest board for specific topics. We'll also utilize influencer partnerships to create content and engagement with key audiences.

**SOCIAL
INTEGRATION**

PARTNER ENGAGEMENT

We'll utilize clear communication channels to engage tourism partners in collecting information and sharing media leads. We'll collaborate with partners on media visits to share costs and increase feature opportunities.

Great earned media programs begin with great stories. Our team is skilled at crafting core narratives that guide our creative efforts, allowing efficiencies in targeting media verticals, creating press materials, and arranging media events and FAM trips. These narratives are based on what we know are important storylines for Nebraska's efforts, and what has proven to be "sticky" story ideas over the last several years on the account. We'll work closely with the Nebraska team to refine and tailor our campaigns to hit your key messages and priority initiatives for the year.

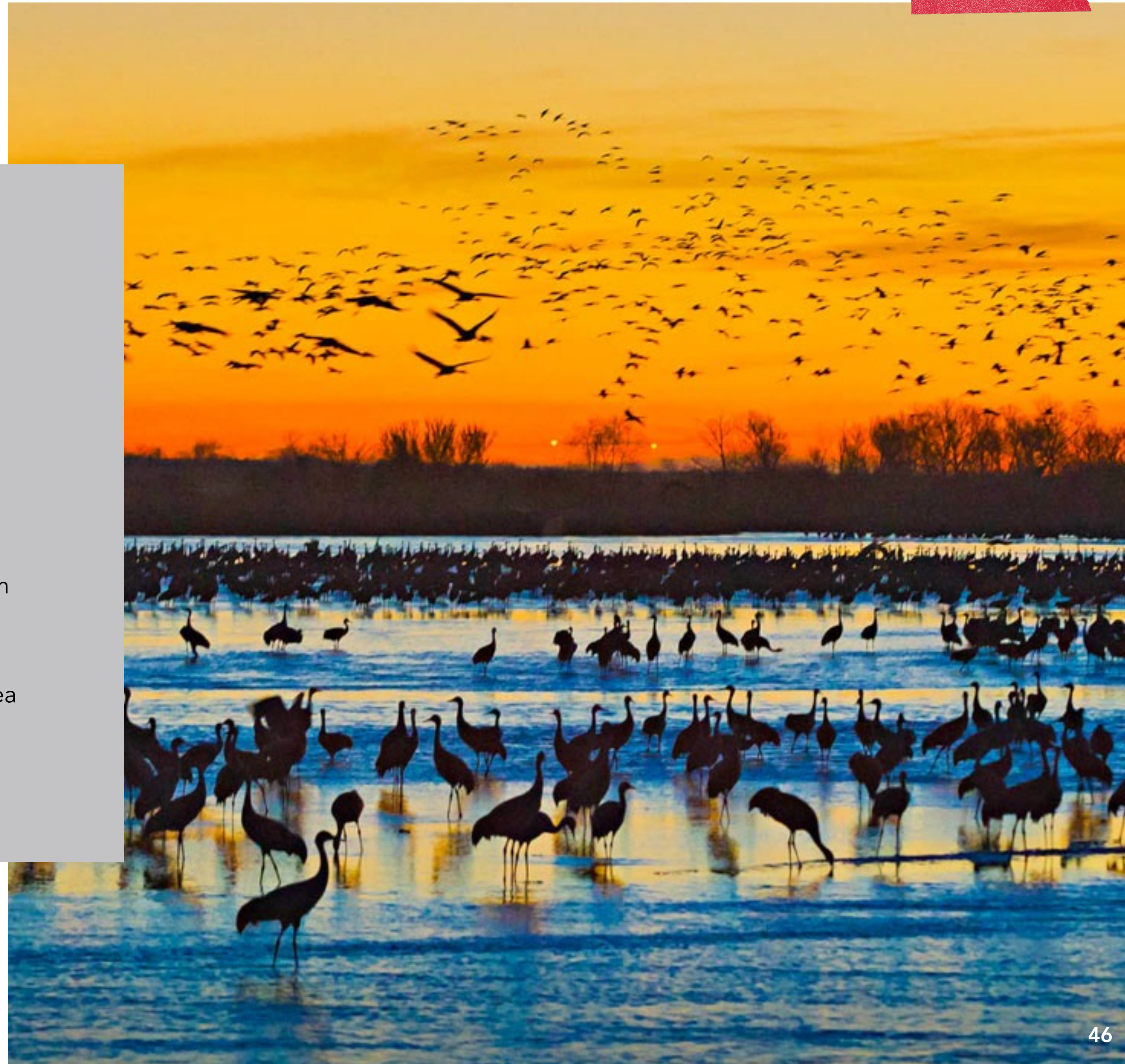


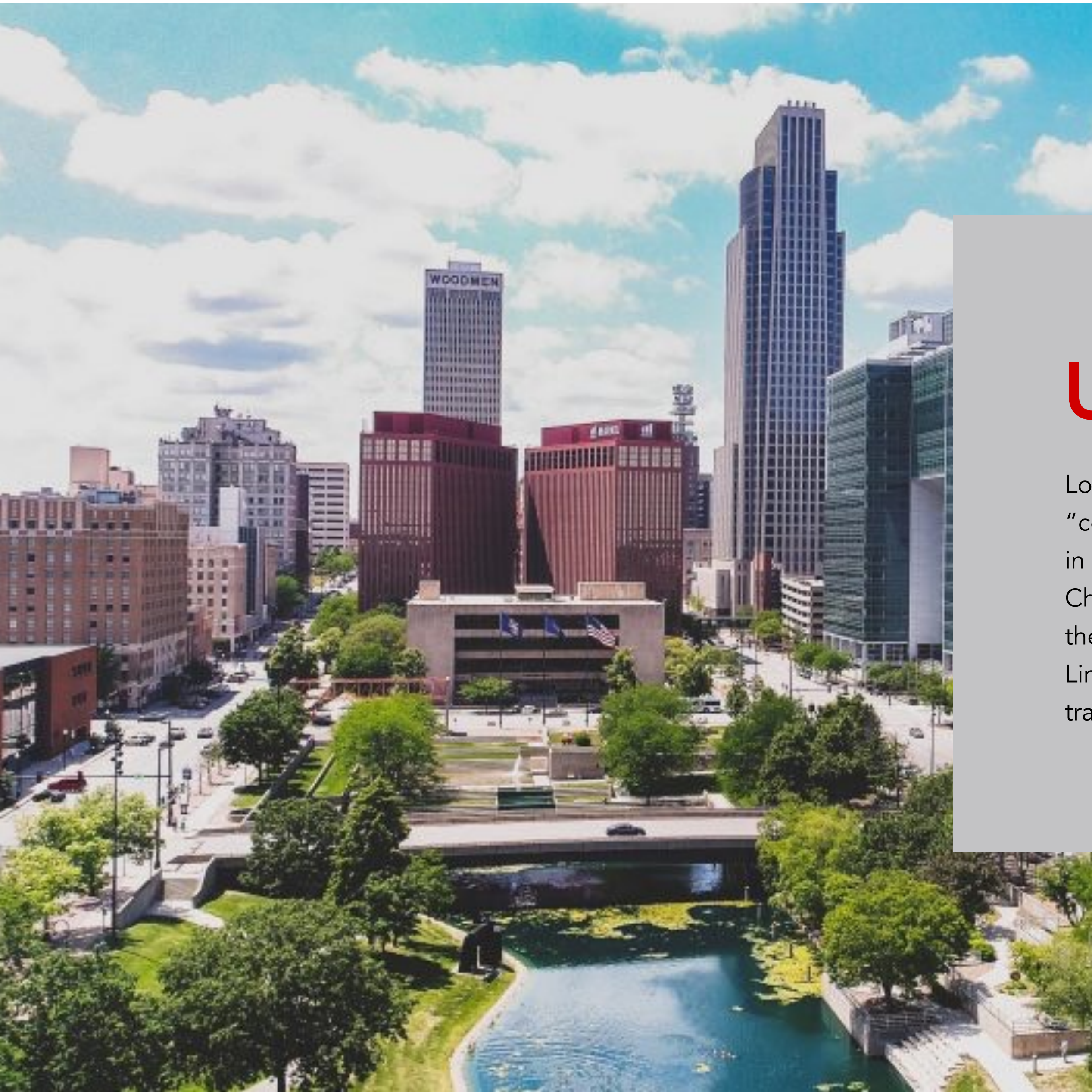
Wide Open Spaces

One thing that's for certain in Nebraska — there's no shortage of wide-open spaces with astronomical views. Whether you're hitting the road to explore the Lewis & Clark Scenic Byway and follow in the footsteps of the famous explorers, or setting up a telescope to take in clear views of the night sky above Niobrara State Park, there's space for everyone in Nebraska. With limited light pollution, Nebraska is quickly becoming one of the best destinations in the country for stargazing. Home to the annual Star Party, Merritt Reservoir State Recreation Area will receive its International Dark Sky Park designation this year, making it the perfect time to plan an out-of-this-world stargazing getaway.

Outdoor Adventure + Wildlife

Nebraska is for the birds, literally. Every March, roughly one million sandhill cranes land in Nebraska and the event is not to be missed. And, the fun doesn't stop with the flock. In addition to the crane migration, Nebraska is seeping with outdoor adventure and wildlife opportunities year-round. From learning the ropes and staying on a real working ranch such as Rowse's 1+1 and taking in the otherworldly landscapes while hiking Toadstool Geologic Park, to fishing for Northern pike at Lake McConaughy State Recreation Area and kayaking the Middle Loup River, there are endless wildlife experiences and adventures to explore across the state.





Urban Cool

Long gone are the days of jetting off to New York or L.A. to keep up with the “cool kids.” Today’s travelers are more interested in uncovering the hidden gems in undiscovered, urban cool destinations. From shopping local, artisanal goods in Chadron and visiting an international coffee facility in Grand Island, to taking in the nightlife and indie music festivals in Omaha and tasting local brews at one of Lincoln’s many breweries, Nebraska is emerging as a cool destination for younger travelers.

Not For Everyone

Nebraska may not be for everyone, but it's far from plain. Nebraska is for the curious, the thrill-seekers, and those who set out searching for the unexpected. In Nebraska, you'll find that the preferred mode of transportation is tanking down meandering rivers and that cars are better suited for viewing at Carhenge, a quirky, one-of-a-kind roadside sculpture. In Nebraska, you can see the world's largest ball of stamps and America's smallest town in the same day. Nebraska's not for everyone, but everyone's welcome.





PROACTIVE PITCHING

We pride ourselves on having the deepest and most diverse media relationships of any agency in the industry. We work across all mediums, including print, online/digital and broadcast, and we often supplement our programs with strong influencer outreach to amplify messages.

HERE’S OUR PROCESS

We've been building relationships with media on behalf of Nebraska over the last few years, and we'll continue that with a robust proactive pitch plan and reinvigorated media list.

First, we'll refine our target list of media that are most important to reach Nebraska's goals. This list is tailored based on the core messages and audiences we are trying to reach, and is a mix of national, regional and trade across print, online/digital and broadcast channels. Our results are evaluated (in part) based on how well we penetrate this list.

In our proactive outreach, it'll be pivotal for our team to get in front of journalists that write for key regional and national media, whether virtually or in-person. Additionally, our local and regional media hosting program will generate coverage and promote tourism from the local and drive markets.

SAMPLE 6 MONTH PITCH CALENDAR

JULY 2022

- **Short Lead:** Ranch Stays
- **Long Lead:** Nebraska Harvest

AUGUST 2022

- **Short Lead:** Unexpectedly Cool Destinations
- **Long Lead:** Winter Adventure

SEPTEMBER 2022

- **Short Lead:** Interactive Orchard Experiences
- **Long Lead:** Sandhill Crane Migration

OCTOBER 2022

- **Short Lead:** Fall Culinary Escapes
- **Long Lead:** Wide Open Road Trips

NOVEMBER 2022

- **Short Lead:** Only in Nebraska
- **Long Lead:** Nebraska on the Water

DECEMBER 2022

- **Short Lead:** What’s New in Nebraska for 2023
- **Long Lead:** Stargazing + Nebraska Star Party



PROACTIVE PITCHING

Here are some sample headlines we’ll be working on related directly to the narratives noted.

CTIONSSEARCH

Chicago Tribune

LEARN MORE ABOUT SUBSCRIPTIONS

SUBURBS

Nebraska Is The U.S.’s Newest Dark Sky Destination — Find Out Why.

Merritt Reservoir State Recreation Area will receive its International Dark Sky Park

By MARY BERGIN
CHICAGO TRIBUNE | APR 21, 2022 AT 3:04 PM

Outside

HEALTHTRAVELCULTURELONG READSVIDEOSPODCASTSNEW

ns > North America

Looking For Nature’s Greatest Spectacle Try Nebraska.

The state’s annual sandhill crane migration has to be seen to be believed.

By MEGAN MICKELSON | APR 24, 2022

EXPLORETRAVEL+LEISURE

HomeHotels + Resorts

Honestly, Nebraska’s Cities are for Everyone.

In a state that’s not known fo rits urban excitement, Nebrask’a cities are thriving under the radar.

By Andrea Romano | March 27, 2022

Pin

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DestinationsUnique ExperiencesTravel ProductsPlaces T

Travel • Posted on Apr 30, 2021

Keeping Nebraska Weird: 10 Oddball (And Totally Fun) Experiences In The Cornhusker

From tanking to Carhenge, Nebraska is full of surprises.

by Samantha Wieder
BuzzFeed Staff

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CULTURE & INFLUENCE

BUZZFEED
COMPLEX
COOL HUNTING
MONOCLE
REFINERY29
SURFACE MAGAZINE
THRILLIST
T MAGAZINE

TRAVEL

AFAR
ATLAS OBSCURA
BLACK WOMEN TRAVEL (PODCAST)
CONDÉ NAST TRAVELER
DEPARTURES
FODOR'S TRAVEL
HEMISPHERES
LET'S GO TOGETHER (T+L PODCAST)
LONELY PLANET
THE TRIP (PODCAST)
TRAVEL + LEISURE

REGIONAL

405 MAGAZINE
5280
ARTFUL LIVING
BETTER
CHICAGO TRIBUNE
DENVER POST
DES MOINES REGISTER
MIDAMERICA (PODCAST)
MIDWESTERNISH (PODCAST)
MINNEAPOLIS STAR-TRIBUNE

FOOD & BEVERAGE

EATER
FOOD NETWORK
FOOD & WINE
MARTHA STEWART LIVING
MODERN FARMER
THE SPLENDID TABLE (PODCAST)
WHETSTONE

IMPACT

OUTDOOR/LIFESTYLE

BICYCLING
FIELD & STREAM
INISDEHOOK
MEN'S JOURNAL
MIDWEST LIVING
NATIONAL GEOGRAPHIC
OUTSIDE
SUNSET
WILD IDEAS WORTH LIVING (PODCAST)

**Please note this is not a comprehensive target list, rather a sample target overview of how we'll map out storytelling*



Past results have shown that on-the-ground, first-hand experiences by the journalist leads to more thoughtful and lengthier coverage of the destination. Our approach will be to tailor individual and group trips according to journalists and content creators’ outlets and curate the perfect Nebraska experience for each trip. Results from these media visits will be recapped and reflected in monthly and annual reports in addition to the real-time coverage alerts sent to Nebraska team members.

Don’t worry, we haven’t forgotten about the Great Crane Migration FAM in March, which we’d like to bring back year-after-year in different ways, but we have a few other ideas that go beyond the crane story.

FISH OUT OF WATER

Playing into Nebraska's unique, quirky attractions and outdoor recreational opportunities, we will invite media to move beyond their comfort zone and embrace the Nebraskan culture for a few unforgettable days. In true "City Slickers" fashion, media will learn how to sort and rope cattle at Rowse's 1+1 Ranch; go tanking down the North Platte in nothing but a livestock water tank; suit up in waders for a fly fishing experience in the Niobrara River; and of course, try some Nebraskan delicacies, including the infamous Reuben Sandwich that was first assembled and served at Omaha's Blackstone Hotel.

Target Outlets:



A NEBRASKA BEYOND

It's not uncommon to feel like you've been transported to another world while visiting Nebraska. This Media FAM will explore Nebraska's breathtaking landscapes—from Toadstool National Park's "moonscape", Smith Fall's roaring 70-foot waterfall, to the largest intact sand dunes in the Sandhills region— and exceptional astronomical views, where stargazers can peer into a different universe.

Target Outlets:





Media weeks include arranging deskside appointments with key media, and a series of intimate, targeted events rather than one large single event. If circumstances prevent in-person meetings, virtual meetings can be conducted. Media tours allow us to visit the media in their location, developing relationships with key media for Nebraska and encouraging story ideas and FAM visits.

Note: For each tour, a separate, detailed project brief outlining specifics for that market, timelines, asset needs, etc., will be submitted for approval in advance. Additionally, a final itinerary for each market, as well as comprehensive media briefing pages highlighting each journalist’s background and current publications will be provided.

TARGET MARKET
EXAMPLE: CHICAGO
8-10 MEDIA MEETINGS + INTIMATE,
INTERACTIVE EVENT SPREAD OVER 3 FULL
DAYS IN THE CITY
(approximately 20-30 media total)

SUGGESTED TIMING:
APRIL/MAY 2023 (Focus on promoting
summer travel)

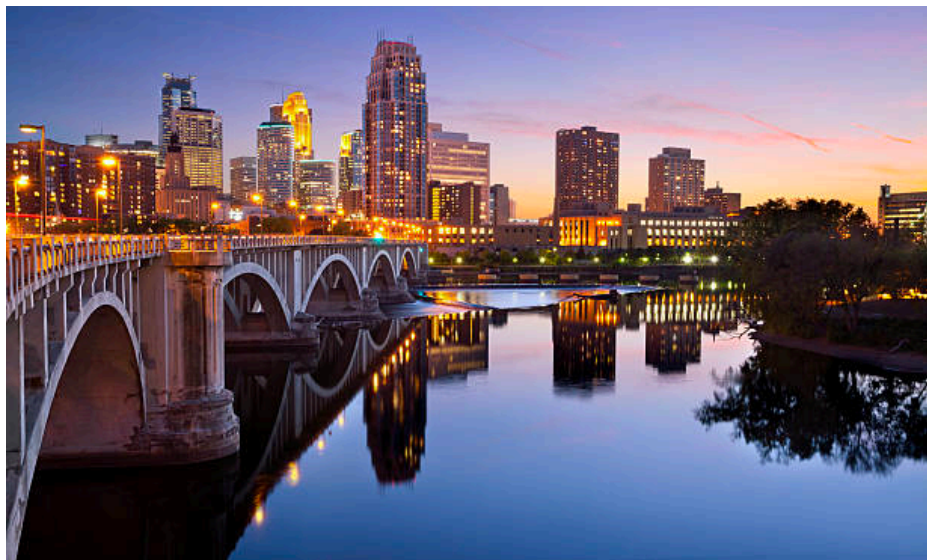
TARGET MARKETS



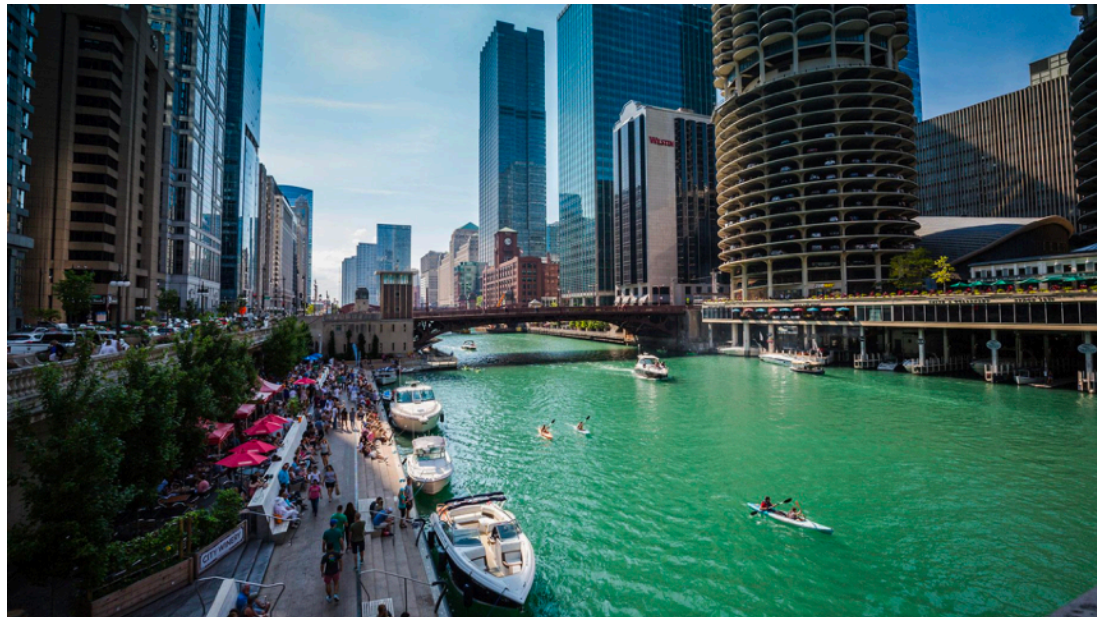
CHICAGO
Chicago Tribune **CHICAGO PARENT** **CHICAGO**
MAGAZINE



DENVER/BOULDER
5280 **THE DENVER POST** **COLORADO**
parent



TWIN CITIES
Mpls
St Paul **Minnesota**
Monthly **TwinCities**
PIONEER PRESS



To garner additional interest in media meetings, we suggest including one of the following In-Market Activations.

CHICAGO RIVER TANKING

This unique activity sparks the interest of many who learn of it, so a custom tank floating down the big city waterway is sure to catch the eyes of locals and visitors. Tank Rides could be offered for a short period of time for media. Alternatively, we could have a tank posted up at a local beach and host a Nebraska-themed beach party for media to attend for an immersive meeting experience.



COWBOY CAMP

Further expand Nebraska’s agritourism by bringing a Cowboy Camp to one of our target markets. Expert cowboys can train attendees and passerby on how to run a ranch. Activities can include roping, bailing hay, horseback riding, stagecoach rides, feeding livestock, a bucking barrel and more.

NEBRASKA COOL

To showcase the cool businesses and individuals in Nebraska, we could bring local brewers, artists, and musicians to a target city for an outdoor event. This event could be co-op style, meaning locals pay a small fee to participate in the mutually beneficial awareness event.



CUSTOM FOOD/DRINK CART

Home to the “Kolach Capital of the World,” inspiring coffee shops and up-and-coming breweries, Nebraska has a lot to offer in the F&B space. A custom food and drink cart can be taken to one or more of our target cities and parked on crowded streets as well as outside of news stations and magazine offices. The cart could offer kolaches and coffee in the morning and local brews in the afternoon/evening.



Not for Everyone

As a way to maintain momentum of the Urban Cool and Not for Everyone campaign narratives, we'll send a narrow set of target media who have either visited or met with the team (and write for national and/or targeted regional outlets) a monthly kit paired with virtual content to reintroduce them to the unparalleled local shopping, artisanal goods, agrotourism, culinary offerings and totally unexpected offerings around Nebraska.

Dubbed "The Kit That's Not for Everyone", each monthly mailer will offer recipients an immersive experience tied to one of the key narratives, providing them with an opportunity to engage in the latest and greatest, even while stateside. Inclusive of local goodies and virtual content, the kits will be tangible showcases of Nebraska's offerings, driving further awareness and meaningful press coverage.

We'll curate a list of 25 media who have visited or covered Nebraska in the past, focusing on a wide range of beats to ensure maximum exposure. We'll then work with Visit Nebraska to identify the monthly initiative we think will resonate best with recipients, supporting creation of virtual content and collection of bite-sized gifts. Whether we plan to highlight a culinary delight like a fruit-filled pastry from the "Kolach Capital of the World" or a bag of roasted coffee from Zabuni in Grand Island, our ultimate goal will be to establish destination advocacy through media who already have an affinity for the state, encouraging new ways to cover Nebraska.

Sample Media Targets:



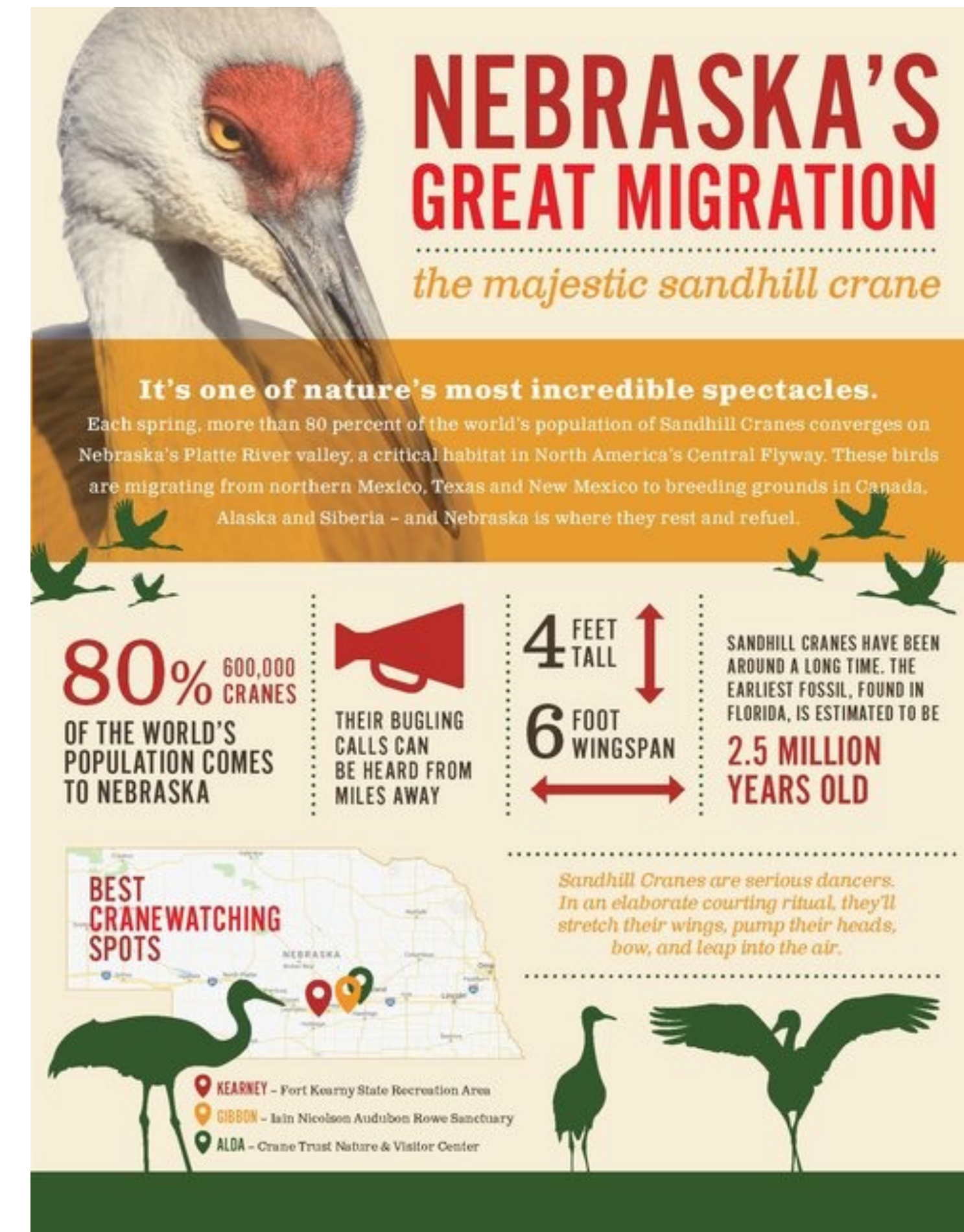
We compile new information, update press materials as needed and ensure timely updates for the media room. While press releases can be useful tools for pressrooms, SEO and supporting select pitch ideas, we do not recommend creating and distributing monthly press releases on a broad scale. Today's journalists are much more responsive to information catered specifically to their publications and interests.

Quarterly "What's New" Releases: Detailing new developments, packages, deals, offerings, activities, events and happenings.

News Releases: Traditionally reserved for true news announcements, (visitor studies, key partnerships, new flight routes, integrated campaign announcements, etc.). For data-heavy items, such as the annual visitation report, we can create an infographic to help illustrate key findings.

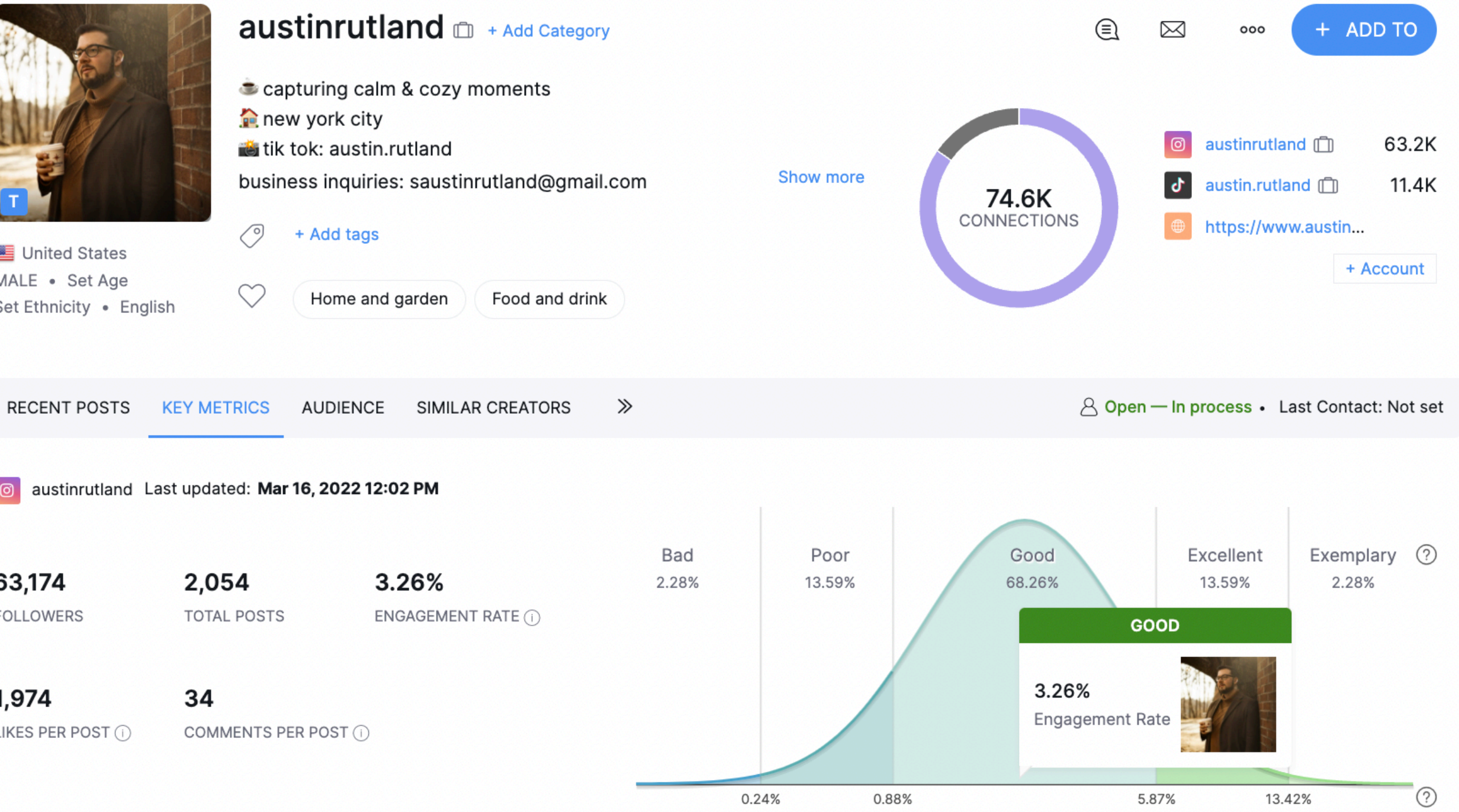
Media Newsletter: For media contacts that have visited, cover relevant beats or have expressed a specific interest in the destination's updates. The newsletter will highlight "What's New" information, as well as upcoming events and press trip opportunities.

Themed Fact Sheets/Story Ideas: With a focus on key niches, target audiences and messages, these evergreen documents will be utilized for story ideas internally and distributed individually to relevant journalists (with a personal pitch from us). Where applicable, these will be associated with a Pinterest Place Pin board, video or other social media platform.





We use a best-in-class influencer tool, CreatorIQ, to vet inbound leads and proactively search out the best fits for your brand. Paired with our in-house influencer experts' keen intuition for the best creators, this tool offers highly visual, user-friendly and shareable influencer analysis that lets us dig deeper into relative channel performance, audience demographics down to the city and more (including who's paying for their followers!).



The Nebraska personality can be captured perfectly through social channels, but that doesn’t mean you need to use resources to curate all the content on your own. There are great opportunities to engage with the right influencers - and their audiences - who are primarily finding their inspiration on social media and through non-traditional mediums. There is also often a quicker ROI than with traditional media, so influencer hosting is particularly useful during slower seasons when we seek a quick boost.

As part of this program, TURNER will vet all inbound influencer requests and provide the team with a POV (prioritizing opportunities that are “for-trade” vs. paid). If a dedicated influencer program or a series of more formal partnerships are desired, we can either handle on a project basis (if additional funds are available) or we can explore adjusting the media program to prioritize this tactical suggestion.

Below are a few examples of influencers, podcasters and bloggers who are fantastic storytellers and tap into the right audiences for Nebraska:



LINDSEY RANZAU

Minnesota based travel blogger and influencer sharing local, regional and national travel experiences with her Midwestern millennial audience.



JULIA & CHRIS

This nomadic duo, Julia and Chris, are both content creators covering outdoor adventures/recreation and life traveling North America in their sprinter van on Instagram and TikTok.



JESS KEYS

Chicago based mommy-blogger sharing lifestyle, fashion and family-travel content.



LOCAL CONTENT CREATORS

Maintaining a strong cadence of authentic TikTok content can be a beast for brands to own – particularly in the case of a destination with gems scattered across the state.

We'll incentivize TikTok creators to explore and showcase their city and share video/photo while adventuring. This campaign would be ongoing, encouraging content creators all around the Midwest to participate.

For the creators it would be their "dream job." Go out, have fun, document it and it's on the house.

Note: These creators wouldn't necessarily be influencers. Most are micro-influencers and TikTok enthusiasts.

PARTNERSHIPS BREAKDOWN

Application Process:

We'll create a simple TikTok and/or Facebook/IG Ad announcing we are looking for adventure seekers/ content creators encourage applicants.

We vet the creator and their content and reach out with the general concept to find out if they are interested.

Creators:

The number of creators needed would vary per location, priority of concept and budget.

Itinerary/Content:

Two ways to approach the content plan/creation:

- Creator can pitch 1-2 title concepts (i.e "5 Best Instagrammable Spots in Omaha" or "Top 3 Roadside Attraction in Nebraska") then content plan around these concepts within budget decided upon.
- The internal/agency team builds the concept(s) and the creator can decide if they're interested.

Reward:

They would do this in exchange for a stipend for the day(s) or by reimbursement with an agreed upon spend limit.





So, we have a few ideas for in-market activations in those key regional cities, however what if we want to bring people into Nebraska to experience it for themselves? Here’s a way that we can incorporate that Wide Open Spaces narrative, while partnering with an interesting brand to further our reach and awareness outside of travel (not to mention stretch our budget a bit, and have something BIG to talk about!).

GREAT NEBRASKA CAMP OUT

In an effort to showcase the wide open night skies of Nebraska, we would aim to partner with outdoor or camping brand such as Coleman or the REI Co-op to gather a large quantity of air mattresses and invite a large group of media and influencers to sleep out under the stars. In addition to providing attending media with telescopes and having local naturalists and astronomers on sight to help identify constellations, guests would be treated to late-night treats from around the state like Runzas and Scotcheroots. The event would take place at the Merritt Reservoir State Recreation Area to celebrate the new International Dark Sky Park Designation.

Following the initial media activation, a consumer event component could be offered on a specific date that allows travelers to attend a Nebraska Camp Out with all the fixings, including curated camping backpacks with curated gear from across Nebraska to make the overnight a memorable and delicious experience.

Target Outlets:





Our team’s deep roots in large, regional tourism offices and DMOs ensure our understanding of the importance of communicating and building relationships and support with industry partners and stakeholders. We can support your internal team to create a variety of communications materials to show off the great successes of Nebraska’s effort, and engage partners in upcoming initiatives.

MEDIA PLACEMENTS (ONGOING):

Upon publication of coverage featuring Nebraska where the TURNER team was involved, we will send a hit announcement that includes publication brief including partners mentioned, coverage link/PDF (if print) and key stats for the hit. **Visit Nebraska is responsible for sending hit announcements to relevant partners.*

MEDIA REQUESTS (ONGOING):

TURNER often receives media queries on stories that are being developed from key, top tier journalists in which we require partner support to gather information in a timely (often last-minute) basis. **TURNER sends media queries to the Visit Nebraska team or to individual partners on an ongoing basis, and gathers the story ideas into one document to ensure the information is on-hand for future opportunities.*

HOSTING MEDIA (ONGOING):

Not only will we help with hosting group media FAMs in Nebraska as outlined in the scope, the TURNER team will also work with the internal PR team on immersion tours to get to know the tourism stories and people throughout the state. Through these immersions, the team will explore every nook and cranny and develop pitch angles for need communities, while also educating partners on the importance of supporting the state’s tourism PR efforts.

WEBINARS (QUARTERLY):

We will host and lead quarterly webinars to further the education of partners who may not be as familiar with media relations, with topics ranging from PR 101 to pitching media and hosting FAMs. These webinars are a great way to get more partner engagement and educate smaller communities on what media are writing about and how Nebraska is positioning themselves within the landscape.

- Within this series, we will also invite media to participate in TURNER moderated panels for interactive discussions with community partners.

HOT SHEET (MONTHLY):

On a monthly basis, we’ll create a concise newsletter “Hot Sheet” with the top hits (with links to each article). The newsletter will also include important media/industry updates (ie, headlines about new trends, staff changes at major publications, etc). Media leads can also be distributed in this newsletter, along with upcoming initiatives in which we need information to pitch to media.



The TURNER team is experienced in crisis management and has worked with a wide cross-section of global brands to strategically navigate crisis situations, from natural disasters and accidents to CEO discrepancies and product tampering. Our team can provide monitoring and analysis; develop strategic communications plans; craft messaging with a careful eye toward digital mediums; and create long-term solutions for countering negative brand perceptions. TURNER can also provide crisis training to staff, board members and industry partners, and will develop a clear stakeholder communications plan to make sure that in the event of a crisis, messaging is clear, concise and on point. (Case studies included at the end of the proposal)

APPROACH

- 1

PLAN AHEAD

-ISSUES WE KNOW ABOUT

-ISSUES OUT OF LEFT FIELD
- 2

CLEAR PROTOCOLS FOR QUICK RESPONSE
- 3

REGULAR TRAINING
- 4

MONITOR IN REAL TIME
- 5

RECOVERY FOCUS



Measurement & Reporting





We'll work closely with your team to set clear, measurable goals to reach your target audiences. We will measure against these goals throughout the year to be certain we're delivering ROI. Aligning with the mission of NTC to expand Nebraska's dynamic and diverse travel industry, we will create awareness and attract increasing numbers of visitors, resulting in greater tourism revenue and economic gain for communities throughout the State.

OBJECTIVE 1

Ensure Nebraska is top of mind among key decision makers within identified target markets and nationally relevant media outlets.

- **Goal:** At least 50% of coverage is secured in Nebraska's top target outlets.
- **Goal:** At least 50% of all articles published include mention of two or more Nebraska partners for an all-encompassing destination story that inspires travel.

OBJECTIVE 2

Introduce Nebraska to a broader audience of potential travelers, ensuring the state's share-of-voice among competitors of iconic US destinations.

- **Goal:** Generate coverage of Nebraska in at least 12 round-up articles annually that positions the state alongside its main competitors and validates it as a must-see destination.

OBJECTIVE 3

Increase awareness of Nebraska's tourism product, including a focus on the drive markets of the surrounding states to encourage increased visitation.

- **Goal:** Garner media coverage for Nebraska in each of the top regional feeder markets.
- **Goal:** At least 30% of hosted journalists will be from regional markets, including Chicago, Minneapolis, Des Moines, Kansas City and Denver and write stories to publications in those regions.
- **Goal:** Generate destination coverage in at least one top regional feeder market from the efforts of a media activation or deskside media mission.



MEASUREMENT

As a results-driven agency, we measure success using a combination of qualitative and quantitative metrics — such as impressions — that are tailored around your specific business goals. We’re skilled data analysts and meticulous about reporting, incorporating the latest technology and tools to monitor and measure coverage, to ensure you receive results that matter the moment they happen. We utilize a wide cross section of tools including Trendkite, Cision, Burrelles, Critical Mention, CreatorIQ and others as needed.

MONITOR, MEASURE, REPORT

Using a full suite of tools (both native and industry-leading third parties), we collect and analyze actionable information across the whole social universe. This data is used to make constant course adjustments, as well as combined into larger reports to ensure your content, optimization and media buying programs are performing in the strongest manner possible.

TRACKING AND REPORTING

We are meticulous in the reporting and measurement of our initiatives and results. We provide real-time digital copies and links to coverage for all placements including print, online and broadcast; participate in regular status meetings; provide tailored, interactive monthly reporting on Trendkite; and monthly status reports that list coverage secured, media hosted and confirmed placements contract year to date.

HOW WE MEASURE

PR measurement is not just about counting clips. Our preference is to focus on outcomes over outputs. Our measurement system is based on the Barcelona Principles.

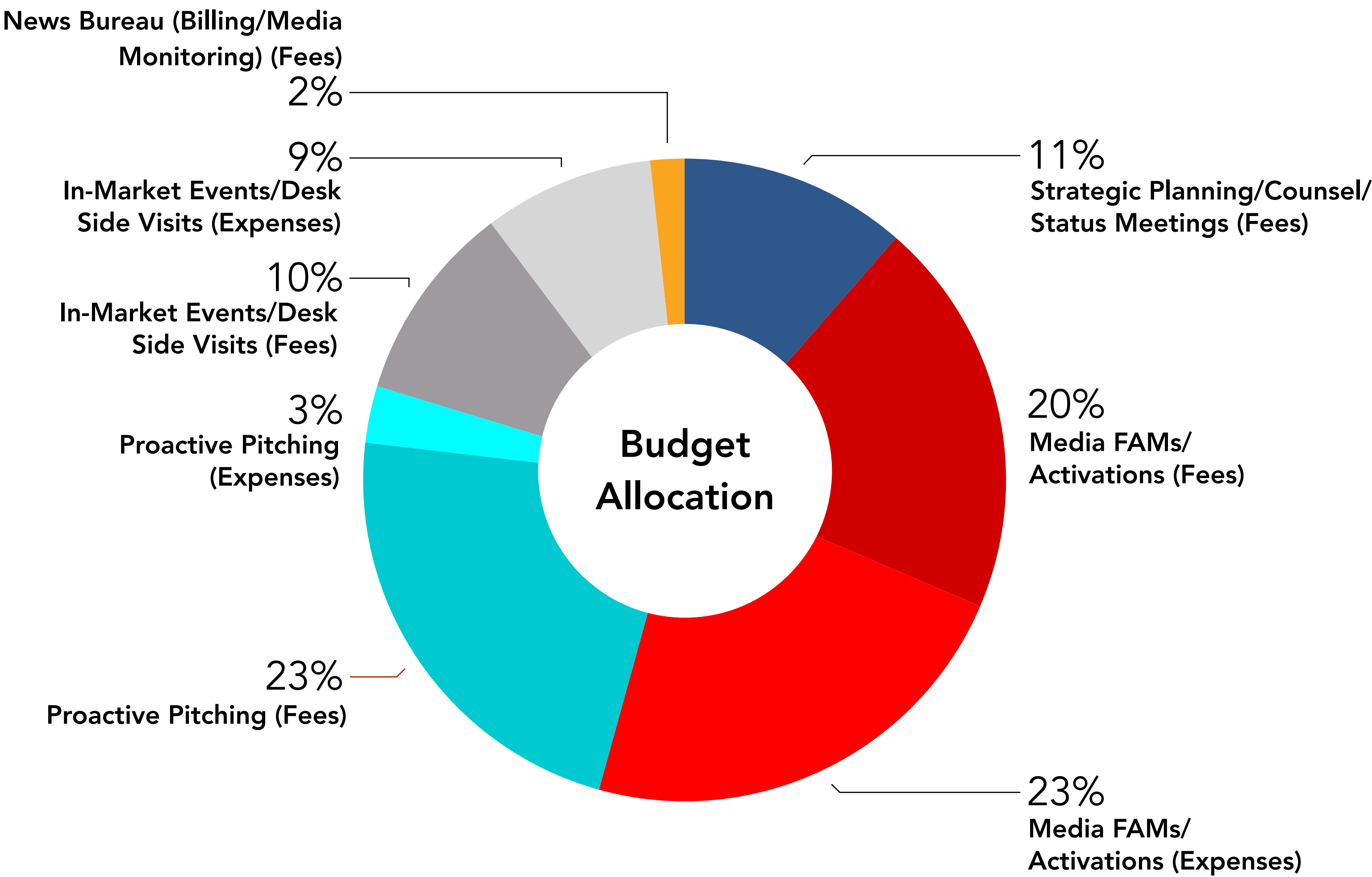
- We tailor this reporting system to:
- Set clear goals aligned with your business goals, which we track against.
 - Measure quality of placements, in addition to quantity.
 - Evaluate message pull-through: Are we reaching the right audience with the right message at the right time?

Budget Allocation





a. Provide an outline of how you would allocate a budget of \$350,000 a year as a guide, taking into consideration seasonality and other factors you feel important.
(Note that this is a budget estimate subject to change.)



Major Initiatives & Considerations:

- July:** 12-month Strategy Development (ideally, we get a head start on this - generally doing this in May)
- August:** Always-on media strategy
- September:** Big Idea - Great American Campout
- October:** A Nebraska Beyond Group FAM
- November:** Denver media mission/activation
- December:** Always-on media strategy
- January:** Always-on media strategy
- February:** Minneapolis media mission/activation
- March:** Crane Migration Group FAM
- April:** Chicago media mission/activation
- May:** 12-month Strategy Development
- June:** Fish Out of Water Group FAM

Always-on media strategy includes proactive pitching, media mailers/ambassador program, individual FAM pitching/planning, news bureau basics, event planning/logistics, reporting and partner relations.



DENVER

1614 15th Street
Fourth Floor
Denver, CO 80202

CHICAGO

111 W. Illinois St.
Chicago, IL 60654

NEW YORK

250 W. 39th Street
Sixteenth Floor
New York, NY 10018

MIAMI

2222 Ponce de Leon Blvd.
Suite 300
Miami, FL 33134

TURNER
a fahlgren mortine company

RFP 6671 Z1
ADDENDUM

II. TERMS AND CONDITIONS

Bidders should complete Sections II through VI as part of their proposal. Bidder is expected to read the Terms and Conditions and should initial either accept, reject, or reject and provide alternative language for each clause. The bidder should also provide an explanation of why the bidder rejected the clause or rejected the clause and provided alternate language. By signing the solicitation, bidder is agreeing to be legally bound by all the accepted terms and conditions, and any proposed alternative terms and conditions submitted with the proposal. The State reserves the right to negotiate rejected or proposed alternative language. If the State and bidder fail to agree on the final Terms and Conditions, the State reserves the right to reject the proposal. The State of Nebraska is soliciting proposals in response to this solicitation. The State of Nebraska reserves the right to reject proposals that attempt to substitute the bidder's commercial contracts and/or documents for this solicitation.

Bidders should submit with their proposal any license, user agreement, service level agreement, or similar documents that the bidder wants incorporated in the Contract. The State will not consider incorporation of any document not submitted with the bidder's proposal as the document will not have been included in the evaluation process. These documents shall be subject to negotiation and will be incorporated as addendums if agreed to by the Parties.

If a conflict or ambiguity arises after the Addendum to Contract Award have been negotiated and agreed to, the Addendum to Contract Award shall be interpreted as follows:

1. If only one Party has a particular clause, then that clause shall control;
2. If both Parties have a similar clause, but the clauses do not conflict, the clauses shall be read together;
3. If both Parties have a similar clause, but the clauses conflict, the State's clause shall control.

A. GENERAL

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
CET			

The Contract resulting from this solicitation shall incorporate the following documents:

1. Request for Proposal and Addenda;
2. Amendments to the solicitation;
3. Questions and Answers;
4. Contractor's proposal (Contractor's response to the solicitation and properly submitted documents); and
5. Amendments and Addendums to the Contract.

These documents constitute the entirety of the contract.

Unless otherwise specifically stated in a future contract amendment, in case of any conflict between the incorporated documents, the documents shall govern in the following order of preference with number one (1) receiving preference over all other documents and with each lower numbered document having preference over any higher numbered document: 1) Amendments and addendums to the executed Contract with the most recent dated amendment or addendum, respectively, having the highest priority, 2) Amendments to solicitation 3) Questions and Answers, 4) the original solicitation document and any Addenda, and 5) the Contractor's submitted Proposal.

Any ambiguity or conflict in the contract discovered after its execution, not otherwise addressed herein, shall be resolved in accordance with the rules of contract interpretation as established in the State of Nebraska.

B. NOTIFICATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
CET			

Contractor and State shall identify the contract manager who shall serve as the point of contact for the executed contract.

Communications regarding the executed contract shall be in writing and shall be deemed to have been given if delivered personally, electronically or mailed. All notices, requests, or communications shall be deemed effective upon receipt.

C. NOTICE (POC)

The State reserves the right to appoint a PCO Representative to manage [or assist the Buyer in managing] the contract on behalf of the State. The PCOs Representative will be appointed in writing, and the appointment document will specify the extent of the PCOs Representative authority and responsibilities. If a PCOs Representative is appointed, the Contractor will be provided a copy of the appointment document and is required to cooperate accordingly with the PCOs Representative. The PCO's Representative has no authority to bind the State to a contract, amendment, addendum, or other change or addition to the contract.

D. GOVERNING LAW (Statutory)

Notwithstanding any other provision of this contract, or any amendment or addendum(s) entered into contemporaneously or at a later time, the parties understand and agree that, (1) the State of Nebraska is a sovereign state and its authority to contract is therefore subject to limitation by the State's Constitution, statutes, common law, and regulation; (2) this contract will be interpreted and enforced under the laws of the State of Nebraska; (3) any action to enforce the provisions of this agreement must be brought in the State of Nebraska per state law; (4) the person signing this contract on behalf of the State of Nebraska does not have the authority to waive the State's sovereign immunity, statutes, common law, or regulations; (5) the indemnity, limitation of liability, remedy, and other similar provisions of the final contract, if any, are entered into subject to the State's Constitution, statutes, common law, regulations, and sovereign immunity; and, (6) all terms and conditions of the final contract, including but not limited to the clauses concerning third party use, licenses, warranties, limitations of liability, governing law and venue, usage verification, indemnity, liability, remedy or other similar provisions of the final contract are entered into specifically subject to the State's Constitution, statutes, common law, regulations, and sovereign immunity.

The Parties must comply with all applicable local, state, and federal laws, ordinances, rules, orders, and regulations.

E. BEGINNING OF WORK

The bidder shall not commence any billable work until a valid contract has been fully executed by the State and the awarded Contractor. The awarded bidder will be notified in writing when work may begin.

F. AMENDMENT

This Contract may be amended in writing, within scope, upon the agreement of both parties.

G. CHANGE ORDERS OR SUBSTITUTIONS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
C E T			

The State and the Contractor, upon the written agreement, may make changes to the contract within the general scope of the solicitation. Changes may involve specifications, the quantity of work, or such other items as the State may find necessary or desirable. Corrections of any deliverable, service, or work required pursuant to the

contract shall not be deemed a change. The Contractor may not claim forfeiture of the contract by reasons of such changes.

The Contractor shall prepare a written description of the work required due to the change and an itemized cost sheet for the change. Changes in work and the amount of compensation to be paid to the Contractor shall be determined in accordance with applicable unit prices if any, a pro-rated value, or through negotiations. The State shall not incur a price increase for changes that should have been included in the Contractor's proposal, were foreseeable, or result from difficulties with or failure of the Contractor's proposal or performance.

No change shall be implemented by the Contractor until approved by the State, and the Contract is amended to reflect the change and associated costs, if any. If there is a dispute regarding the cost, but both parties agree that immediate implementation is necessary, the change may be implemented, and cost negotiations may continue with both Parties retaining all remedies under the contract and law.

*****Contractor will not substitute any item that has been awarded without prior written approval of SPB*****

H. VENDOR PERFORMANCE REPORT(S)

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
CET			

The State may document any instance(s) of products or services delivered or performed which exceed or fail to meet the terms of the purchase order, contract, and/or solicitation specifications. The State Purchasing Bureau may contact the Vendor regarding any such report. Vendor performance report(s) will become a part of the permanent record of the Vendor.

I. NOTICE OF POTENTIAL CONTRACTOR BREACH

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
CET			

If Contractor breaches the contract or anticipates breaching the contract, the Contractor shall immediately give written notice to the State. The notice shall explain the breach or potential breach, a proposed cure, and may include a request for a waiver of the breach if so desired. The State may, in its discretion, temporarily or permanently waive the breach. By granting a waiver, the State does not forfeit any rights or remedies to which the State is entitled by law or equity, or pursuant to the provisions of the contract. Failure to give immediate notice, however, may be grounds for denial of any request for a waiver of a breach.

J. BREACH

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
CET			

Either Party may terminate the contract, in whole or in part, if the other Party breaches its duty to perform its obligations under the contract in a timely and proper manner. Termination requires written notice of default and a thirty (30) calendar day (or longer at the non-breaching Party's discretion considering the gravity and nature of the default) cure period. Said notice shall be delivered by Certified Mail, Return Receipt Requested, or in person with

proof of delivery. Allowing time to cure a failure or breach of contract does not waive the right to immediately terminate the contract for the same or different contract breach which may occur at a different time. In case of default of the Contractor, the State may contract the service from other sources and hold the Contractor responsible for any excess cost occasioned thereby. The State may recover from the Contractor as damages the difference between the costs of covering the breach. Notwithstanding any clause to the contrary, the State may also recover the contract price together with any incidental or consequential damages defined in UCC Section 2-715, but less expenses saved in consequence of Contractor's breach.

The State's failure to make payment shall not be a breach, and the Contractor shall retain all available statutory remedies and protections, including, but not limited to, charging interest to the State (Refer to Prompt Payment Act).

K. NON-WAIVER OF BREACH

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
C E T			

The acceptance of late performance with or without objection or reservation by a Party shall not waive any rights of the Party nor constitute a waiver of the requirement of timely performance of any obligations remaining to be performed.

L. SEVERABILITY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
C E T			

If any term or condition of the contract is declared by a court of competent jurisdiction to be illegal or in conflict with any law, the validity of the remaining terms and conditions shall not be affected, and the rights and obligations of the parties shall be construed and enforced as if the contract did not contain the provision held to be invalid or illegal.

M. INDEMNIFICATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
CET			

1. GENERAL

The Contractor agrees to defend, indemnify, and hold harmless the State and its employees, volunteers, agents, and its elected and appointed officials ("the indemnified parties") from and against any and all third party claims, liens, demands, damages, liability, actions, causes of action, losses, judgments, costs, and expenses of every nature, including investigation costs and expenses, settlement costs, and attorney fees and expenses ("the claims"), sustained or asserted against the State for personal injury, death, or property loss or damage, arising out of, resulting from, or attributable to the willful misconduct, negligence, error, or omission of the Contractor, its employees, subcontractors, consultants, representatives, and agents, resulting from this contract, except to the extent such Contractor liability is attenuated by any action of the State which directly and proximately contributed to the claims.

2. INTELLECTUAL PROPERTY

The Contractor agrees it will, at its sole cost and expense, defend, indemnify, and hold harmless the indemnified parties from and against any and all claims, to the extent such claims arise out of, result from, or are attributable to, the actual or alleged infringement or misappropriation of any patent, copyright, trade secret, trademark, or confidential information of any third party by the Contractor or its employees, subcontractors, consultants, representatives, and agents; provided, however, the State gives the Contractor prompt notice in writing of the claim. The Contractor may not settle any infringement claim that will affect the State's use of the Licensed Software without the State's prior written consent, which consent may be withheld for any reason.

If a judgment or settlement is obtained or reasonably anticipated against the State's use of any intellectual property for which the Contractor has indemnified the State, the Contractor shall, at the Contractor's sole cost and expense, promptly modify the item or items which were determined to be infringing, acquire a license or licenses on the State's behalf to provide the necessary rights to the State to eliminate the infringement, or provide the State with a non-infringing substitute that provides the State the same functionality. At the State's election, the actual or anticipated judgment may be treated as a breach of warranty by the Contractor, and the State may receive the remedies provided under this solicitation.

3. PERSONNEL

The Contractor shall, at its expense, indemnify and hold harmless the indemnified parties from and against any claim with respect to withholding taxes, worker's compensation, employee benefits, or any other claim, demand, liability, damage, or loss of any nature relating to any of the personnel, including subcontractor's and their employees, provided by the Contractor.

4. SELF-INSURANCE

The State of Nebraska is self-insured for any loss and purchases excess insurance coverage pursuant to Neb. Rev. Stat. § 81-8,239.01 (Reissue 2008). If there is a presumed loss under the provisions of this agreement, Contractor may file a claim with the Office of Risk Management pursuant to Neb. Rev. Stat. §§ 81-8,829 – 81-8,306 for review by the State Claims Board. The State retains all rights and immunities under the State Miscellaneous (§ 81-8,294), Tort (§ 81-8,209), and Contract Claim Acts (§ 81-8,302), as outlined in Neb. Rev. Stat. § 81-8,209 et seq. and under any other provisions of law and accepts liability under this agreement to the extent provided by law.

5. ATTORNEY GENERAL

The Parties acknowledge that Attorney General for the State of Nebraska is required by statute to represent the legal interests of the State, and that any provision of this indemnity clause is subject to the statutory authority of the Attorney General.

N. ATTORNEY'S FEES

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
CET			

In the event of any litigation, appeal, or other legal action to enforce any provision of the contract, the Parties agree to pay all expenses of such action, as permitted by law and if ordered by the court, including attorney's fees and costs, if the other Party prevails.

O. ASSIGNMENT, SALE, OR MERGER

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
C E T			

Either Party may assign the contract upon mutual written agreement of the other Party. Such agreement shall not be unreasonably withheld.

The Contractor retains the right to enter into a sale, merger, acquisition, internal reorganization, or similar transaction involving Contractor's business. Contractor agrees to cooperate with the State in executing amendments to the contract to allow for the transaction. If a third party or entity is involved in the transaction, the Contractor will remain responsible for performance of the contract until such time as the person or entity involved in the transaction agrees in writing to be contractually bound by this contract and perform all obligations of the contract.

P. CONTRACTING WITH OTHER NEBRASKA POLITICAL SUB-DIVISIONS OF THE STATE OR ANOTHER STATE

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
C E T			

The Contractor may, but shall not be required to, allow agencies, as defined in Neb. Rev. Stat. §81-145, to use this contract. The terms and conditions, including price, of the contract may not be amended. The State shall not be contractually obligated or liable for any contract entered into pursuant to this clause. A listing of Nebraska political subdivisions may be found at the website of the Nebraska Auditor of Public Accounts.

The Contractor may, but shall not be required to, allow other states, agencies or divisions of other states, or political subdivisions of other states to use this contract. The terms and conditions, including price, of this contract shall apply to any such contract, but may be amended upon mutual consent of the Parties. The State of Nebraska shall not be contractually or otherwise obligated or liable under any contract entered into pursuant to this clause. The State shall be notified if a contract is executed based upon this contract.

Q. FORCE MAJEURE

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
C E T			

Neither Party shall be liable for any costs or damages, or for default resulting from its inability to perform any of its obligations under the contract due to a natural or manmade event outside the control and not the fault of the affected Party ("Force Majeure Event"). The Party so affected shall immediately make a written request for relief to the other Party and shall have the burden of proof to justify the request. The other Party may grant the relief requested; relief may not be unreasonably withheld. Labor disputes with the impacted Party's own employees will not be considered a Force Majeure Event.

R. CONFIDENTIALITY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
C E T			

All materials and information provided by the Parties or acquired by a Party on behalf of the other Party shall be regarded as confidential information. All materials and information provided or acquired shall be handled in accordance with federal and state law, and ethical standards. Should said confidentiality be breached by a Party, the Party shall notify the other Party immediately of said breach and take immediate corrective action.

It is incumbent upon the Parties to inform their officers and employees of the penalties for improper disclosure imposed by the Privacy Act of 1974, 5 U.S.C. 552a. Specifically, 5 U.S.C. 552a (i)(1), which is made applicable by 5 U.S.C. 552a (m)(1), provides that any officer or employee, who by virtue of his/her employment or official position has possession of or access to agency records which contain individually identifiable information, the disclosure of which is prohibited by the Privacy Act or regulations established thereunder, and who knowing that disclosure of the specific material is prohibited, willfully discloses the material in any manner to any person or agency not entitled to receive it, shall be guilty of a misdemeanor and fined not more than \$5,000.

S. EARLY TERMINATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
C E T			

The contract may be terminated as follows:

1. The State and the Contractor, by mutual written agreement, may terminate the contract at any time.
2. The State, in its sole discretion, may terminate the contract for any reason upon thirty (30) calendar day's written notice to the Contractor. Such termination shall not relieve the Contractor of warranty or other service obligations incurred under the terms of the contract. In the event of termination, the Contractor shall be entitled to payment, determined on a pro rata basis, for products or services satisfactorily performed or provided.
3. The State may terminate the contract immediately for the following reasons:
 - a. if directed to do so by statute;
 - b. Contractor has made an assignment for the benefit of creditors, has admitted in writing its inability to pay debts as they mature, or has ceased operating in the normal course of business;
 - c. a trustee or receiver of the Contractor or of any substantial part of the Contractor's assets has been appointed by a court;
 - d. fraud, misappropriation, embezzlement, malfeasance, misfeasance, or illegal conduct pertaining to performance under the contract by its Contractor, its employees, officers, directors, or shareholders;
 - e. an involuntary proceeding has been commenced by any Party against the Contractor under any one of the chapters of Title 11 of the United States Code and (i) the proceeding has been pending for at least sixty (60) calendar days; or (ii) the Contractor has consented, either expressly or by operation of law, to the entry of an order for relief; or (iii) the Contractor has been decreed or adjudged a debtor;
 - f. a voluntary petition has been filed by the Contractor under any of the chapters of Title 11 of the United States Code;
 - g. Contractor intentionally discloses confidential information;
 - h. Contractor has or announces it will discontinue support of the deliverable; and,
 - i. In the event funding is no longer available.

T. CONTRACT CLOSEOUT

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
CET			

Upon contract closeout for any reason the Contractor shall within 30 days, unless stated otherwise herein:

1. Transfer all completed or partially completed deliverables to the State;
2. Transfer ownership and title to all completed or partially completed deliverables to the State;
3. Return to the State all information and data unless the Contractor is permitted to keep the information or data by contract or rule of law. Contractor may retain one copy of any information or data as required to comply with applicable work product documentation standards or as are automatically retained in the course of Contractor's routine back up procedures;
4. Cooperate with any successor Contractor, person, or entity in the assumption of any or all of the obligations of this contract;
5. Cooperate with any successor Contractor, person, or entity with the transfer of information or data related to this contract;
6. Return or vacate any state owned real or personal property; and,
7. Return all data in a mutually acceptable format and manner.

Nothing in this Section should be construed to require the Contractor to surrender intellectual property, real or personal property, or information or data owned by the Contractor for which the State has no legal claim.

III. CONTRACTOR DUTIES

A. INDEPENDENT CONTRACTOR / OBLIGATIONS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
CET			

It is agreed that the Contractor is an independent contractor and that nothing contained herein is intended or should be construed as creating or establishing a relationship of employment, agency, or a partnership.

The Contractor is solely responsible for fulfilling the contract. The Contractor or the Contractor's representative shall be the sole point of contact regarding all contractual matters.

The Contractor shall secure, at its own expense, all personnel required to perform the services under the contract. The personnel the Contractor uses to fulfill the contract shall have no contractual or other legal relationship with the State; they shall not be considered employees of the State and shall not be entitled to any compensation, rights, or benefits from the State, including but not limited to, tenure rights, medical and hospital care, sick and vacation leave, severance pay, or retirement benefits.

By-name personnel commitments made in the Contractor's proposal shall not be changed without the prior written approval of the State. Replacement of these personnel, if approved by the State, shall be with personnel of equal or greater ability and qualifications.

All personnel assigned by the Contractor to the contract shall be employees of the Contractor or a subcontractor and shall be fully qualified to perform the work required herein. Personnel employed by the Contractor or a subcontractor to fulfill the terms of the contract shall remain under the sole direction and control of the Contractor or the subcontractor respectively.

With respect to its employees, the Contractor agrees to be solely responsible for the following:

1. Any and all pay, benefits, and employment taxes and/or other payroll withholding;
2. Any and all vehicles used by the Contractor's employees, including all insurance required by state law;
3. Damages incurred by Contractor's employees within the scope of their duties under the contract;
4. Maintaining Workers' Compensation and health insurance that complies with state and federal law and submitting any reports on such insurance to the extent required by governing law;
5. Determining the hours to be worked and the duties to be performed by the Contractor's employees; and,
6. All claims on behalf of any person arising out of employment or alleged employment (including without limit claims of discrimination alleged against the Contractor, its officers, agents, or subcontractors or subcontractor's employees)

If the Contractor intends to utilize any subcontractor, the subcontractor's level of effort, tasks, and time allocation should be clearly defined in the bidder's proposal. The Contractor shall agree that it will not utilize any subcontractors not specifically included in its proposal in the performance of the contract without the prior written authorization of the State.

The State reserves the right to require the Contractor to reassign or remove from the project any Contractor or subcontractor employee.

Contractor shall insure that the terms and conditions contained in any contract with a subcontractor does not conflict with the terms and conditions of this contract.

The Contractor shall include a similar provision, for the protection of the State, in the contract with any subcontractor engaged to perform work on this contract.

B. EMPLOYEE WORK ELIGIBILITY STATUS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
CET			

The Contractor is required and hereby agrees to use a federal immigration verification system to determine the work eligibility status of employees physically performing services within the State of Nebraska. A federal immigration verification system means the electronic verification of the work authorization program authorized by the Illegal Immigration Reform and Immigrant Responsibility Act of 1996, 8 U.S.C. 1324a, known as the E-Verify Program, or an equivalent federal program designated by the United States Department of Homeland Security or other federal agency authorized to verify the work eligibility status of an employee.

If the Contractor is an individual or sole proprietorship, the following applies:

1. The Contractor must complete the United States Citizenship Attestation Form, available on the Department of Administrative Services website at <http://das.nebraska.gov/materiel/purchasing.html>
2. The completed United States Attestation Form should be submitted with the solicitation response.
3. If the Contractor indicates on such attestation form that he or she is a qualified alien, the Contractor agrees to provide the US Citizenship and Immigration Services documentation required to verify the Contractor's lawful presence in the United States using the Systematic Alien Verification for Entitlements (SAVE) Program.
4. The Contractor understands and agrees that lawful presence in the United States is required, and the Contractor may be disqualified, or the contract terminated if such lawful presence cannot be verified as required by Neb. Rev. Stat. §4-108.

C. COMPLIANCE WITH CIVIL RIGHTS LAWS AND EQUAL OPPORTUNITY EMPLOYMENT / NONDISCRIMINATION (Statutory)

The Contractor shall comply with all applicable local, state, and federal statutes and regulations regarding civil rights laws and equal opportunity employment. The Nebraska Fair Employment Practice Act prohibits Contractors of the State of Nebraska, and their subcontractors, from discriminating against any employee or applicant for employment, with respect to hire, tenure, terms, conditions, compensation, or privileges of employment because of race, color, religion, sex, disability, marital status, or national origin (Neb. Rev. Stat. §§48-1101 to 48-1125). The Contractor guarantees compliance with the Nebraska Fair Employment Practice Act, and breach of this provision shall be regarded as a material breach of contract. The Contractor shall insert a similar provision in all Subcontracts for goods and services to be covered by any contract resulting from this solicitation.

D. COOPERATION WITH OTHER CONTRACTORS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
CET			

Contractor may be required to work with or in close proximity to other contractors or individuals that may be working on same or different projects. The Contractor shall agree to cooperate with such other contractors or individuals and shall not commit or permit any act which may interfere with the performance of work by any other contractor or individual. Contractor is not required to compromise Contractor's intellectual property or proprietary information unless expressly required to do so by this contract.

E. PERMITS, REGULATIONS, LAWS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
CET			

The contract price shall include the cost of all royalties, licenses, permits, and approvals, whether arising from patents, trademarks, copyrights or otherwise, that are in any way involved in the contract. The Contractor shall obtain and pay for all royalties, licenses, and permits, and approvals necessary for the execution of the contract. The Contractor must guarantee that it has the full legal right to the materials, supplies, equipment, software, and other items used to execute this contract.

F. OWNERSHIP OF INFORMATION AND DATA / DELIVERABLES

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
CET			

The State shall have the unlimited right to publish, duplicate, use, and disclose all information and data developed or obtained by the Contractor on behalf of the State pursuant to this contract.

The State shall own and hold exclusive title to any deliverable developed as a result of this contract. Contractor shall have no ownership interest or title, and shall not patent, license, or copyright, duplicate, transfer, sell, or exchange, the design, specifications, concept, or deliverable.

G. INSURANCE REQUIREMENTS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
CET			COI is inserted at the end of this contract

The Contractor shall throughout the term of the contract maintain insurance as specified herein and provide the State a current Certificate of Insurance/Acord Form (COI) verifying the coverage. The Contractor shall not commence work on the contract until the insurance is in place. If Contractor subcontracts any portion of the Contract the Contractor must, throughout the term of the contract, either:

1. Provide equivalent insurance for each subcontractor and provide a COI verifying the coverage for the subcontractor;
2. Require each subcontractor to have equivalent insurance and provide written notice to the State that the Contractor has verified that each subcontractor has the required coverage; or,
3. Provide the State with copies of each subcontractor's Certificate of Insurance evidencing the required coverage.

The Contractor shall not allow any subcontractor to commence work until the subcontractor has equivalent insurance. The failure of the State to require a COI, or the failure of the Contractor to provide a COI or require subcontractor insurance shall not limit, relieve, or decrease the liability of the Contractor hereunder.

In the event that any policy written on a claims-made basis terminates or is canceled during the term of the contract or within six (6) months of termination or expiration of the contract, the contractor shall obtain an extended

discovery or reporting period, or a new insurance policy, providing coverage required by this contract for the term of the contract and six (6) months of following termination or expiration of the contract.

If by the terms of any insurance a mandatory deductible is required, or if the Contractor elects to increase the mandatory deductible amount, the Contractor shall be responsible for payment of the amount of the deductible in the event of a paid claim.

Notwithstanding any other clause in this Contract, the State may recover up to the liability limits of the insurance policies required herein.

1. WORKERS' COMPENSATION INSURANCE

The Contractor shall take out and maintain during the life of this contract the statutory Workers' Compensation and Employer's Liability Insurance for all of the contractors' employees to be engaged in work on the project under this contract and, in case any such work is sublet, the Contractor shall require the subcontractor similarly to provide Worker's Compensation and Employer's Liability Insurance for all of the subcontractor's employees to be engaged in such work. This policy shall be written to meet the statutory requirements for the state in which the work is to be performed, including Occupational Disease. **The policy shall include a waiver of subrogation in favor of the State. The COI shall contain the mandatory COI subrogation waiver language found hereinafter.** The amounts of such insurance shall not be less than the limits stated hereinafter. For employees working in the State of Nebraska, the policy must be written by an entity authorized by the State of Nebraska Department of Insurance to write Workers' Compensation and Employer's Liability Insurance for Nebraska employees.

2. COMMERCIAL GENERAL LIABILITY INSURANCE AND COMMERCIAL AUTOMOBILE LIABILITY INSURANCE

The Contractor shall take out and maintain during the life of this contract such Commercial General Liability Insurance and Commercial Automobile Liability Insurance as shall protect Contractor and any subcontractor performing work covered by this contract from claims for damages for bodily injury, including death, as well as from claims for property damage, which may arise from operations under this contract, whether such operation be by the Contractor or by any subcontractor or by anyone directly or indirectly employed by either of them, and the amounts of such insurance shall not be less than limits stated hereinafter.

The Commercial General Liability Insurance shall be written on an **occurrence basis**, and provide Premises/Operations, Products/Completed Operations, Independent Contractors, Personal Injury, and Contractual Liability coverage. **The policy shall include the State, and others as required by the contract documents, as Additional Insured(s). This policy shall be primary, and any insurance or self-insurance carried by the State shall be considered secondary and non-contributory. The COI shall contain the mandatory COI liability waiver language found hereinafter.** The Commercial Automobile Liability Insurance shall be written to cover all Owned, Non-owned, and Hired vehicles.

REQUIRED INSURANCE COVERAGE		
COMMERCIAL GENERAL LIABILITY		
General Aggregate		\$2,000,000
Products/Completed Operations Aggregate		\$2,000,000
Personal/Advertising Injury		\$1,000,000 per occurrence
Bodily Injury/Property Damage		\$1,000,000 per occurrence
Medical Payments		\$10,000 any one person
Contractual		Included
Independent Contractors		Included
<i>If higher limits are required, the Umbrella/Excess Liability limits are allowed to satisfy the higher limit.</i>		
WORKER'S COMPENSATION		
Employers Liability Limits		\$500K/\$500K/\$500K
Statutory Limits- All States		Statutory - State of Nebraska
USL&H Endorsement		Statutory
Voluntary Compensation		Statutory
COMMERCIAL AUTOMOBILE LIABILITY		
Bodily Injury/Property Damage		\$1,000,000 combined single limit
Include All Owned, Hired & Non-Owned Automobile liability		Included
UMBRELLA/EXCESS LIABILITY		
Over Primary Insurance		\$5,000,000 per occurrence
MANDATORY COI SUBROGATION WAIVER LANGUAGE		
"Workers' Compensation policy shall include a waiver of subrogation in favor of the State of Nebraska."		
MANDATORY COI LIABILITY WAIVER LANGUAGE		
"Commercial General Liability & Commercial Automobile Liability policies shall name the State of Nebraska as an Additional Insured and the policies shall be primary and any insurance or self-insurance carried by the State shall be considered secondary and non-contributory as additionally insured."		

3. EVIDENCE OF COVERAGE

The Contractor shall furnish the Contract Manager, with a certificate of insurance coverage complying with the above requirements prior to beginning work at:

State Purchasing Bureau
Attn: Annette Walton
Email: annette.walton@nebraska.gov

These certificates or the cover sheet shall reference the RFP number, and the certificates shall include the name of the company, policy numbers, effective dates, dates of expiration, and amounts and types of coverage afforded. If the State is damaged by the failure of the Contractor to maintain such insurance, then the Contractor shall be responsible for all reasonable costs properly attributable thereto.

Reasonable notice of cancellation of any required insurance policy must be submitted to the contract manager as listed above when issued and a new coverage binder shall be submitted immediately to ensure no break in coverage.

4. DEVIATIONS

The insurance requirements are subject to limited negotiation. Negotiation typically includes, but is not necessarily limited to, the correct type of coverage, necessity for Workers' Compensation, and the type of automobile coverage carried by the Contractor.

H. ANTITRUST

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
CET			

The Contractor hereby assigns to the State any and all claims for overcharges as to goods and/or services provided in connection with this contract resulting from antitrust violations which arise under antitrust laws of the United States and the antitrust laws of the State.

I. CONFLICT OF INTEREST

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
CET			

By submitting a proposal, bidder certifies that no relationship exists between the bidder and any person or entity which either is, or gives the appearance of, a conflict of interest related to this Request for Proposal or project.

Bidder further certifies that bidder will not employ any individual known by bidder to have a conflict of interest nor shall bidder take any action or acquire any interest, either directly or indirectly, which will conflict in any manner or degree with the performance of its contractual obligations hereunder or which creates an actual or appearance of conflict of interest.

If there is an actual or perceived conflict of interest, bidder shall provide with its proposal a full disclosure of the facts describing such actual or perceived conflict of interest and a proposed mitigation plan for consideration. The State will then consider such disclosure and proposed mitigation plan and either approve or reject as part of the overall bid evaluation.

J. ADVERTISING

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
CET			

The Contractor agrees not to refer to the contract award in advertising in such a manner as to state or imply that the company or its goods or services are endorsed or preferred by the State. Any publicity releases pertaining to the project shall not be issued without prior written approval from the State.

K. NEBRASKA TECHNOLOGY ACCESS STANDARDS (Statutory)

Contractor shall review the Nebraska Technology Access Standards, found at <http://nitc.nebraska.gov/standards/2-201.html> and ensure that products and/or services provided under the contract are in compliance or will comply with the applicable standards to the greatest degree possible. In the event such standards change during the Contractor's performance, the State may create an amendment to the contract to request the contract comply with the changed standard at a cost mutually acceptable to the parties.

L. DISASTER RECOVERY/BACK UP PLAN

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
CET			

The Contractor shall have a disaster recovery and back-up plan, of which a copy should be provided upon request to the State, which includes, but is not limited to equipment, personnel, facilities, and transportation, in order to continue delivery of goods and services as specified under the specifications in the contract in the event of a disaster.

M. DRUG POLICY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
CET			

Contractor certifies it maintains a drug free workplace environment to ensure worker safety and workplace integrity. Contractor agrees to provide a copy of its drug free workplace policy at any time upon request by the State.

N. WARRANTY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
CET			

Despite any clause to the contrary, the Contractor represents and warrants that its services hereunder shall be performed by competent personnel and shall be of professional quality consistent with generally accepted industry standards for the performance of such services and shall comply in all respects with the requirements of this Agreement. For any breach of this warranty, the Contractor shall, for a period of ninety (90) days from performance of the service, perform the services again, at no cost to the State, or if Contractor is unable to perform the services as warranted, Contractor shall reimburse the State all fees paid to Contractor for the unsatisfactory services. The rights and remedies of the parties under this warranty are in addition to any other rights and remedies of the parties provided by law or equity, including, without limitation actual damages, and, as applicable and awarded under the law, to a prevailing party, reasonable attorneys' fees and costs.

IV. PAYMENT

A. PROHIBITION AGAINST ADVANCE PAYMENT (Statutory)

Neb. Rev. Stat. §§81-2403 states, "[n]o goods or services shall be deemed to be received by an agency until all such goods or services are completely delivered and finally accepted by the agency."

B. TAXES (Statutory)

The State is not required to pay taxes and assumes no such liability as a result of this solicitation. The Contractor may request a copy of the Nebraska Department of Revenue, Nebraska Resale or Exempt Sale Certificate for Sales Tax Exemption, Form 13 for their records. Any property tax payable on the Contractor's equipment which may be installed in a state-owned facility is the responsibility of the Contractor

C. INVOICES

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
CET			

Invoices for payments must be submitted by the Contractor to the agency requesting the services with sufficient detail to support payment, including all backup documentation. The terms and conditions included in the Contractor's invoice shall be deemed to be solely for the convenience of the parties. No terms or conditions of any such invoice shall be binding upon the State, and no action by the State, including without limitation the payment of any such invoice in whole or in part, shall be construed as binding or estopping the State with respect to any such term or condition, unless the invoice term or condition has been previously agreed to by the State as an amendment to the contract.

D. INSPECTION AND APPROVAL

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
CET			

Final inspection and approval of all work required under the contract shall be performed by the designated State officials.

E. PAYMENT (Statutory)

Payment will be made by the responsible agency in compliance with the State of Nebraska Prompt Payment Act (See Neb. Rev. Stat. § 81-2403). The State may require the Contractor to accept payment by electronic means such as ACH deposit. In no event shall the State be responsible or liable to pay for any goods and services provided by the Contractor prior to the Effective Date of the contract, and the Contractor hereby waives any claim or cause of action for any such services.

F. LATE PAYMENT (Statutory)

The Contractor may charge the responsible agency interest for late payment in compliance with the State of Nebraska Prompt Payment Act (See Neb. Rev. Stat. §§81-2401 through 81-2408).

G. SUBJECT TO FUNDING / FUNDING OUT CLAUSE FOR LOSS OF APPROPRIATIONS (Statutory)

The State's obligation to pay amounts due on the Contract for a fiscal years following the current fiscal year is contingent upon legislative appropriation of funds. Should said funds not be appropriated, the State may terminate the contract with respect to those payments for the fiscal year(s) for which such funds are not appropriated. The State will give the Contractor written notice thirty (30) calendar days prior to the effective date of termination. All obligations of the State to make payments after the termination date will cease. The Contractor shall be entitled to receive just and equitable compensation for any authorized work which has been satisfactorily completed as of the termination date. In no event shall the Contractor be paid for a loss of anticipated profit.

H. RIGHT TO AUDIT (First Paragraph is Statutory)

The State shall have the right to audit the Contractor's performance of this contract upon a thirty (30) days' written notice. Contractor shall utilize generally accepted accounting principles, and shall maintain the accounting records, and other records and information relevant to the contract to enable the State to audit the contract. (Neb. Rev. Stat. §84-304 et seq.) The State may audit, and the Contractor shall maintain, the Information during the term of the contract and for a period of five (5) years after the completion of this contract or until all issues or litigation are resolved, whichever is later. The Contractor shall make the Information available to the State at Contractor's place of business or a location acceptable to both Parties during normal business hours. If this is not practical or the Contractor so elects, the Contractor may provide electronic or paper copies of the Information. The State reserves the right to examine, make copies of, and take notes on any Information relevant to this contract, regardless of the form or the Information, how it is stored, or who possesses the Information. Under no circumstance will the Contractor be required to create or maintain documents not kept in the ordinary course of contractor's business operations, nor will contractor be required to disclose any information, including but not limited to product cost data, which is confidential or proprietary to contractor.

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
CET			

The Parties shall pay their own costs of the audit unless the audit finds a previously undisclosed overpayment by the State. If a previously undisclosed overpayment exceeds one-half of one percent (.5%) of the total contract billings, or if fraud, material misrepresentations, or non-performance is discovered on the part of the Contractor, the Contractor shall reimburse the State for the total costs of the audit. Overpayments and audit costs owed to the State shall be paid within ninety (90) days of written notice of the claim. The Contractor agrees to correct any material weaknesses or condition found as a result of the audit.

Form A
Bidder Proposal Point of Contact
Request for Proposal Number 6671 Z1

Form A should be completed and submitted with each response to this solicitation. This is intended to provide the State with information on the bidder's name and address, and the specific person(s) who are responsible for preparation of the bidder's response.

Preparation of Response Contact Information	
Bidder Name:	Turner PR, dba TURNER
Bidder Address:	1614 15th St, Floor 4, Denver, CO 80202
Contact Person & Title:	Christine Turner, President
E-mail Address:	christine@turnerpr.com
Telephone Number (Office):	303-333-1402
Telephone Number (Cellular):	303-888-0332

Each bidder should also designate a specific contact person who will be responsible for responding to the State if any clarifications of the bidder's response should become necessary. This will also be the person who the State contacts to set up a presentation/demonstration, if required.

Communication with the State Contact Information	
Bidder Name:	Turner PR, dba TURNER
Bidder Address:	1614 15th St, Floor 4, Denver, CO 80202
Contact Person & Title:	Deb Park, Vice President
E-mail Address:	deborah.park@turnerpr.com
Telephone Number (Office):	303-333-1402
Telephone Number (Cellular):	303-828-7670

REQUEST FOR PROPOSAL FOR CONTRACTUAL SERVICES FORM

BIDDER MUST COMPLETE THE FOLLOWING

By signing this Request for Proposal for Contractual Services form, the bidder guarantees compliance with the procedures stated in this Solicitation and agrees to the terms and conditions unless otherwise indicated in writing and certifies that bidder maintains a drug free workplace.

Per Nebraska's Transparency in Government Procurement Act, Neb. Rev Stat § 73-603 DAS is required to collect statistical information regarding the number of contracts awarded to Nebraska Contractors. This information is for statistical purposes only and will not be considered for contract award purposes.

____ NEBRASKA CONTRACTOR AFFIDAVIT: Bidder hereby attests that bidder is a Nebraska Contractor. "Nebraska Contractor" shall mean any bidder who has maintained a bona fide place of business and at least one employee within this state for at least the six (6) months immediately preceding the posting date of this Solicitation.

____ I hereby certify that I am a Resident disabled veteran or business located in a designated enterprise zone in accordance with Neb. Rev. Stat. § 73-107 and wish to have preference, if applicable, considered in the award of this contract.

____ I hereby certify that I am a blind person licensed by the Commission for the Blind & Visually Impaired in accordance with Neb. Rev. Stat. §71-8611 and wish to have preference considered in the award of this contract.

FORM MUST BE SIGNED USING INK OR VIA DOCUSIGN

FIRM:	Turner PR, dba TURNER
COMPLETE ADDRESS:	1614 15th St, Floor 4, Denver, CO 80202
TELEPHONE NUMBER:	303-333-1402
FAX NUMBER:	303-333-4390
DATE:	March 21, 2022
SIGNATURE:	<i>Christine Turner</i>
TYPED NAME & TITLE OF SIGNER:	Christine Turner, President