



REQUEST FOR QUALIFICATIONS

The Town of Pinetop-Lakeside is requesting qualifications from advertising and public relations agencies or consultants to work with the Town and its Advertising and Promotion Committee in the development and implementation of a comprehensive advertising and promotion program. The goal of this program is to increase tourism and strengthen the local community and its economy. The budget allocated for this program and consultant is \$90,000.00.

The selected vendor may be composed of one or more entities or consultants working together in a team format, with abilities and experience in both areas. Previous experience working toward similar goals with municipalities or local government bodies is highly desirable. The successful entity will be required to manage and continually update the Town's internet resources related to tourism and promotion of the community.

The Advertising and Promotion Committee will review the applications and select firms or consultants to give presentations to and be interviewed on October 17, 2011. Following the presentations and interviews, the Committee may request additional information or may present a recommendation to the Town Council to engage by contract the desired entity. RFQ's shall be directed to the attention of: Deputy Town Clerk of Pinetop-Lakeside re: Advertising and Promotion Committee RFQ. 1360 N. Niels Hansen Lane, Lakeside, AZ 85929 and shall be received no later than 12:00 p.m. noon October 13, 2011.