



Request For Proposal (RFP)

REQUEST FOR PROPOSALS FOR PUBLIC RELATIONS SERVICES

AMERICAN RESORT MANAGEMENT - EPIC WATERS INDOOR WATERPARK
2970 EPIC PLACE
GRAND PRAIRIE, TX 75052

ISSUED DATE: THURSDAY, MAY 28, 2024

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SECTION 1: KEY DATES

PROJECT NAME	PUBLIC RELATIONS SERVICES FOR EPIC WATERS INDOOR WATERPARK
DELIVERY LOCATION	MARKETING DEPARTMENT 2970 EPIC PLACE GRAND PRAIRIE, TX 75052 MHERNANDEZ@EPICWATERSGP.COM
AWARDED BY QUESTIONS/ CLARIFICATIONS/ GENERAL REQUESTS	AMERICAN RESORT MANAGEMENT EPIC WATERS INDOOR WATERPARK Michelle Hernandez at mhernandez@epicwatersgp.com . All questions must be submitted in writing by the deadline indicated in the schedule below.

QUALIFICATIONS DUE DATE AND TIME: JUNE 14, 2024 (2:00PM - LOCAL CST)

Qualifications (herein “proposals”) shall be submitted electronically via email to the Epic Waters Indoor Waterpark (“Epic Waters”) marketing department at mhernandez@epicwatersgp.com. All materials shall be submitted in searchable Adobe PDF format. Epic Waters is not responsible if the file is not received by the deadline listed in the schedule of events. Once received, an email confirmation of submission receipt will be sent to the originating email address.

Epic Waters will not provide compensation or defray any costs incurred by any firm related to the response to this request. Epic Waters reserves the right to negotiate with any and all persons or firms. Epic Waters also reserves the right to reject any or all proposals with or without cause; to accept any proposals deemed, in Epic Waters’ sole discretion, to be most advantageous to Epic Waters; or to waive any irregularities or informalities in any proposal received; and to revise the process schedule as circumstances arise.

SECTION 2: EPIC WATERS BACKGROUND

In January of 2018, the City of Grand Prairie opened Epic Waters Indoor Waterpark, an 80,000 square-foot, resort-style family entertainment destination located along the newest expansion of the State Highway 161 corridor in far southwest Dallas and Tarrant County borders. The facility is the largest indoor waterpark under a single retractable roof in North America. Epic Waters is a headline destination in an area known as EpicCentral, a 172-acre recreation and entertainment development that is owned by the City of Grand Prairie.

Epic Waters is operated by American Resort Management, LLC, an award-winning hospitality management company headquartered in Grand Prairie, TX. Since opening in 2018, the park has attracted guests from all 50 states and 11 countries. Epic Waters has been featured in numerous news articles and news segments and has garnered considerable exposure. Much of the news coverage has noted the park's enormous 40-panel retractable roof and winter-climate controlled interior, both of which make it possible for Epic Waters to offer year-round, weatherproof operations.

Billed as a "cruise ship on land," the park boasts wet and dry attractions for every member of the family. Noteworthy park features include three first-in-industry waterslides, an "action" river (the longest indoor action river in North Texas), a café and full-service bar, an arcade, and a FlowRider® surfing simulator, and a 10,000 square-foot outdoor wave pool.

Epic Waters' goal is to continue to be the leading entertainment destination for North Texas. However, we face several challenges, including competing with well-known theme parks and waterpark resorts in the area. Other challenges include growing brand awareness and customer retention rates locally in Grand Prairie, in addition to Dallas / Fort Worth Metroplex.

SECTION 3: PROJECT OVERVIEW

Epic Waters Indoor Waterpark is an award winning attraction that has been operating since January of 2018. As our popularity continues to grow, it is imperative that we are prepared to plan and/or move quickly to coordinate operational and marketing objectives in order to meet goals. To do this, we must align overall brand and marketing messaging to best engage respective target audiences and convert their evolving Epic Waters interest into an intent and action to visit. To accomplish this, we require compelling, clear and impactful publicity and public relations initiatives that will help effectively drive our marketing strategy.

Epic Waters seeks to immediately engage a public relations agency partner that can consistently craft and deliver robust public relations campaigns. The work will also aid in the development and execution of innovative initiatives and ideas that capture and assist with further inventing and positioning the Epic Waters brand. Furthermore, the evolving brand direction shall translate into actionable sales and marketing campaigns that enable a better focus and elevation of our advertising, social, digital and public relations performance, all which will ultimately drive forward attendance and revenue goals.

This RFP requests a capabilities demonstration that is also inclusive of both public relations and publicity ideas and concepts to complement an ongoing summer campaigns. Your proposal should include strategy and specific ideas to illustrate the ability to promote our waterpark to media with your suggested concepts. The scope of any given proposed campaign idea is at the discretion of the submitting agency, but at a minimum we ask that you illustrate the concept both in writing and with a visual(s) to media and industry contacts.

SECTION 4: SCOPE OF SERVICES

The agency of record shall be expected to own all public relations and publicity efforts and be the primary contributor and manager of related initiatives to benefit the brand and advertising needs for Epic Waters Indoor Waterpark. Certain areas are included in the scope below, but these should be expected to change and evolve as needed from time to time.

- Deliver news-worthy campaign strategy for brand awareness
- Lead post-summer campaign development of all marketing campaigns
- Develop rolling 12-month calendar with recommendations to include:
 - Media generating events and announcements – including quarterly tentpoles
 - Key feature placements to benefit key advertising windows
 - Organizing press junkets and key writer/blogger visits for all key markets
 - Management of community relations initiatives, e.g. parades, off-site events
 - Monthly blog posts for Epic Waters to use on company website
- Review and assist with refining the existing crisis communication plan
 - Conduct crisis management spokesperson training as needed
- Publicity Assets
 - Develop, produce and manage key public relations and publicity assets
 - Inventory to include executive headshots, current photography & video b-roll
- Speech/Copywriting Management
 - Assist in developing and managing speaking engagements
 - Deliver speech and copywriting as requested for editorial or other needs
- Deliver broad coverage as directed across local, regional and national media markets
 - Grand Prairie
 - Dallas-Fort Worth DMA
 - State of Texas
 - Additional U.S. market targets as defined

SECTION 5: QUESTIONS

Any questions shall be submitted prior to the question deadline in writing and addressed to Michelle Hernandez via email only at mhernandez@epicwatersgp.com. No oral questions or inquiry about this RFP shall be accepted. Epic Waters reserves the right to provide questions and answers to all prospective agencies in the form of an addendum to the RFP. Agencies shall not attempt to contact Epic Waters or American Resort Management staff directly during the pre-proposal or post-proposal period.

SECTION 6: SCHEDULE OF EVENTS

The following Schedule of Events represents the best estimate of the schedule that Epic Waters will follow. Any significant change to the schedule will be published via RFP Addendum.

Event	Estimated Date
Release RFP	May 28, 2024
Deadline for Written Questions	June 4, 2024 at 12:00pm
Response to Written Questions	June 7, 2024
Deadline for Proposal Submissions	June 14, 2024 at 2:00pm
Evaluation Period Begins	June 17, 2024
Finalist(s) Notification	June 28, 2024

SECTION 7: SUBMISSION REQUIREMENTS

Proposals should, at a minimum, include the following elements in order to be considered:

Part 1 – Experience

- Briefly introduce the company, provide number of years in business and its principals/leaders. Include its mission/vision statement and primary purpose or focus of work.
- Overview of assigned team including planning and client servicing
- Public relations & publicity campaign and creative reference samples of similar work
- Include reference to capabilities and handling of previous negative or crisis issues
- Campaign specific creative direction
 - fresh innovative ideas, summer visitation could be an example
- Provide a list of at least three client references, preferably similar in industry:
 - Company Name
 - Contact Name
 - Phone Number
 - Email
 - Brief description of services provided
- Any other items relevant to the project

Part 2 – Cost Proposal

Part 3 – Additional Information

- Professional Services Contract (sample of your contract)
- Business Diversity Information
 - Explanation of how you will use minority owned businesses
 - Copy of your M/WBE certification (if applicable)
- References Sheet

SECTION 8: SELECTION CRITERIA

Final selection will be based on an assessment of ten key factors:

1. Availability – immediate & long term
2. Quality & creativity of proposal
3. Overall WOW-factor
4. Local & regional market knowledge; understanding culture, design sensibility, and extensive media contacts and network
5. Timelines & flexibility
6. Competitiveness of contract terms
7. Experience & credentials
8. Synergy with Epic Waters Team
9. Experience in similar types of industries
10. Understanding of Epic Waters

All proposals will be evaluated by a Epic Waters Management and Marketing teams (Committee). The Committee may be composed of Epic Waters staff and other parties that may have expertise or experience in the services described herein. The Committee will review the submittals and will rank the proposers. The evaluation of the proposals shall be within the sole judgment and discretion of the Committee. All contacts during the evaluation phase shall be through the RFP contact only. Proposers shall neither contact nor lobby evaluators during the evaluation process. Attempts by Proposer to contact members of the Committee may jeopardize the integrity of the evaluation and selection process and risk possible disqualification of Proposer.

The Committee will evaluate each proposal meeting the qualification requirements set forth in this RFP. Any proposal that is unrealistic in terms of the technical or schedule commitments may be deemed reflective of an inherent lack of technical competence or indicative of a failure to comprehend the complexity of the project requirements as set forth in this RFP.

The selection process may include oral interviews. Proposers will be notified of the time and place of oral interviews and of any additional information that may be required to be submitted.

Proposals shall be evaluated in accordance with the following criteria. See the attached scoring sheet for a more detailed description.

Criteria	Description	Points
Capacity	Company will have the ability, capacity, skill, creativity, and organization to provide the services required	30
Experience	Team has the relevant and innovative experience with an in-depth understanding of public relations as relates to attractions. Experience with growth of brand awareness for waterpark attractions is a plus.	45
Cost	The cost-effectiveness of the proposal and the ability of the company to focus on the proposal in a way that will maximize funding allocated toward this service.	20
Diversity and Inclusion	The Consultant's approach to diversity and inclusion in the staffing and subcontracting of specialists.	5
Total Number of Possible Points		100

Final scoring for these criteria may be adjusted based on the results of reference calls, or other supplemental information requests. In addition to the foregoing criteria, the award of a contract will be based on the criteria responses and an evaluation of the best overall value and benefit to Epic Waters.

Epic Waters makes no guarantees or representations that any award will be made and reserves the right to cancel this solicitation for any reason, including:

- Reject all proposals received as a result of this RFP, with or without cause.
- Waive or decline to waive any informality and any irregularities in any proposal or responses received.
- Negotiate changes in the scope of services to be provided.
- Withhold the award of contract(s).
- Select Consultant(s) it deems to be most qualified to fulfill the needs of Epic Waters. Consultant(s) with the lowest priced proposal(s) will not necessarily be selected, since several criteria other than price are important in the determination of the most acceptable proposal(s).
- Terminate the RFP process.

SECTION 9: ADDITIONAL TERMS & REQUIREMENTS

This RFP and replies to any written or verbal communication are transmitted to the recipient solely for the purpose of the recipient preparing and submitting a proposal in accordance herewith. The recipient shall keep confidential and shall not release to any third party the RFP or any accompanying files other than to enable a subcontractor to prepare and submit to the recipient a quotation for part of the services and on terms that such subcontractor shall also keep confidential any such terms in like manner. The recipient shall return the RFP to Epic Waters Indoor Waterpark if he elects not to submit a proposal, or upon being requested to do so by Epic Waters without retaining any copies.

No proposal once delivered to Epic Waters may be added to, amended or withdrawn at any time except through the written request or with the written consent of Epic Waters. Epic Waters shall not be bound to accept the lowest fee proposal or any proposal it may receive, and shall not be bound to give any reasons for non-acceptance of any proposal it may receive.

Epic Waters shall not be responsible for, or be liable to pay or reimburse any proposer for any costs or expenses incurred by it in connection with its evaluation of this RFP or its preparation or submission of its proposal.

The contents of the RFP supersede all previous, written or oral representations, discussions and documents that have been, made available to any proposer in connection with this project.

Epic Waters reserves the right and has full discretion to cancel the RFP selection process of any and all vendor(s) at any time.

The owner of the Epic Waters Indoor Waterpark project is the City of Grand Prairie. Any final binding agreement with regard to this RFP shall be between the City of Grand Prairie, or one of its affiliates, and the awardee of this RFP.