

# **REQUEST FOR PROPOSALS**

## **VISITOR CENTER AND MARKETING SERVICES**

### **I. GENERAL INFORMATION**

#### **A. INTRODUCTION**

The City of Yachats (City) is seeking proposals from qualified individuals or firms to operate the City's visitor center and provide marketing services for the City. Successful applicants will demonstrate an ability to provide all of the following: flexible and professional staffing of the visitor center; creative coordination of advertising (including but not limited to radio, television, print, digital and outdoor signage and banners); branding; promotions; marketing; and media support services.

#### **B. BACKGROUND**

The City of Yachats, population 770, is located in Lincoln County. Yachats is an authentic coastal village destination with many assets - a dramatic coastline, ocean beaches, coastal mountains, old growth rainforest, extensive parks and trails; appealing lodging, dining, shopping, spa and meeting facilities; a river valley with small farms and pasture; a covered bridge; an educated population with strong volunteer spirit; a busy events calendar- community and business; and easy US 101 access to neighboring communities. The selected consultant will be implementing portions of the City's Coordinated Marketing Plan (2011). This plan provides relevant information about the City's marketing efforts and is available from the City and on the City's website.

#### **C. ANTICIPATED SELECTION SCHEDULE**

The City anticipates the following general timeline for its selection process. The City reserves the right to change this schedule.

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|----------------------------------|-------------------------|
| • RFP Posted & Advertised        | April 20, 2020          |
| • Proposal Due Date              | May 26, 2020, at 4 p.m. |
| • Opening of Proposals           | May 27, 2020, at 9 a.m. |
| • Selection Committee Evaluation | Week of June 1, 2020    |
| • Contract Approval              | Week of June 8, 2020    |
| • Commencement of Contract       | July 1, 2020            |

#### **D. QUALIFICATIONS AND EXPERIENCE**

Proposers shall have substantial experience with the following:

- Providing professional, effective communication services and visitor information
- Devising, implementing and coordinating marketing campaigns and promotions

- Developing and implementing local events tailored towards tourists and showcasing what the Yachats community has to offer
- Coordinating with multiple parties to meet deadlines

#### **E. SCOPE OF SERVICES**

For a flat annual fee which is dependent on the Transient Rental Tax, with payments made on a quarterly basis, the consultant will be expected to perform the following services (which are described in greater detail in the attached contract/agreement document):

- Maintain and operate the City's visitor information center
- Maintain the City's current brand
- Develop strategic marketing communications and brand support to assist the City in promoting initiatives, events, and programs
- Recommend and implement media strategies, including media buys
- Offer input on the City's current digital presence (including the City's website and any social media sites maintained by the City)
- Identify new marketing avenues for the City

## **II. PROPOSAL INSTRUCTIONS**

#### **A. PROPOSAL SUBMITTAL AND DUE DATE**

Proposers shall provide four hard copies of proposer's proposal in a sealed envelope clearly marked: "Confidential: City of Yachats Visitor Center and Marketing Services Proposal". Proposals shall be submitted by 4:00 p.m. on May 26, 2020 to:

Shannon Beaucaire, City Manager  
City of Yachats  
441 Hwy 101 N.  
PO Box 345  
Yachats, OR 97498

Proposals shall be organized as specified in Article II.E, Proposal Contents. The City assumes no responsibility for delayed or undelivered mail or express packages. Proposals which are not received by the City by the above specified time and date will not be considered. Faxed or electronically transmitted proposals will be rejected as non-responsive.

#### **B. INQUIRIES**

Questions concerning this RFP should be submitted to:

Shannon Beaucaire, City Manager  
City of Yachats  
541-547-3565  
citymanager@yachatsmail.org

The City will not respond to questions received after 3:00 p.m. on May 26, 2020. Proposers are responsible for contacting the City prior to submitting their proposal to inquire whether any amendments have been issued. There is no pre-proposal meeting scheduled for this RFP.

### **C. RESERVATION OF RIGHTS**

The City reserves the right to: 1) seek clarifications of each proposal; 2) negotiate a final contract that is in the best interest of the City and the public; 3) reject any or all proposals; 4) cancel this RFP at any time if doing so would be in the public interest, as determined by City in its sole discretion; 5) award the contract to any proposer based on the evaluation criteria set forth in this RFP; 6) waive minor informalities contained in any proposal, when, in the City's sole judgment, it is in the City's best interest to do so; and 7) request any additional information City deems reasonably necessary to allow City to evaluate, rank and select the most qualified Proposer to perform the services described in this RFP.

### **D. PROTESTS**

Proposers are directed to the protest procedures contained in City Public Contracting Rule 137-047-0730 and 137-047-0740.

### **E. PROPOSAL CONTENTS**

Proposals shall include, at a minimum, the following items:

- Cover Letter. A one or two page cover letter containing:
  - the name of the person(s) authorized to represent the Proposer in negotiating and signing any agreement which may result from the proposal;
  - Entity name and address;
  - Phone, website and email address; and
  - State certification number, if any, as a minority-owned, women-owned, disadvantaged, or emerging small business.
- Staffing. Name and qualifications of the individuals who will provide the requested services and a current résumé for each, including a description of qualifications, skills, and responsibilities. The City is interested in professionals with experience serving small governmental entities and especially serving cities comparable in size to Yachats.
- Approach/Work Plan. Describe how the Proposer approaches marketing and communications projects. How do you assist clients in using existing resources and leveraging the work you provide for them?
- Capacity. Explain proposer's workload capacity and level of experience commensurate with the level of service required by the City.
- Facilities. Explain proposer's facilities and availability of support staff.
- Insurance. Proof of Insurance of \$2 million comprehensive and automobile liability insurance, as well as proof of coverage by Workers' Compensation Insurance or exemption.

- Nondiscrimination. Written affirmation that the firm has a policy of nondiscrimination in employment because of race, age, color, sex, religion, national origin, mental or physical handicap, political affiliation, marital status or other protected class, and has a drug-free workplace policy.

#### **F. PUBLIC RECORDS**

All proposals submitted are the property of the City, and are thus subject to disclosure pursuant to the public records law, as qualified by ORS 279B.060. Accordingly, proposals received and opened shall not be available for public inspection until after City's notice of intent to award this contract is issued. Thereafter, except for information marked "Trade Secret", all documents received by City shall be available for public disclosure. The City will attempt to maintain the confidentiality of materials marked "Trade Secret" to the extent permitted under the Oregon Public Records law.

#### **G. COSTS**

Proposers responding to this RFP do so solely at their own expense.

### **III. PROPOSAL EVALUATION**

#### **A. MINIMUM QUALIFICATIONS**

The City will review proposals received to determine whether or not each proposer meets the following minimum qualifications:

- Ability to provide the visitor information and marketing services needed by the City to the standards required by the City.
- Has the financial resources for the performance of the desired marketing and communication services, or the ability to obtain such resources.
- Is an Equal Opportunity Employer and otherwise qualified by law to enter into the attached Marketing and Communications Services Contract.

#### **B. EVALUATION CRITERIA**

Proposals meeting the above minimum qualifications will be evaluated by the City using the following criteria:

	<b>Maximum Points</b>
1) Specialized experience in the type of work to be performed, specifically including work in a city of similar size.	<b>(50)</b>
2) Qualifications and experience of the staff assigned by Proposer to perform these services.	<b>(50)</b>

- 3) Quality of proposed approach/work plan. (25)
- 4) Familiarity with the City and City locale. (25)

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<b>Maximum Total Points</b>	<b>150</b>
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Award will be made to the highest ranked Proposer according to the evaluation criteria. If contract negotiations are unsuccessful with the highest ranked Proposer, the City reserves the right to enter into negotiations with the next highest ranked proposer.

### **C. SELECTION**

An evaluation committee will evaluate all proposals that meet the minimum qualifications listed in this RFP. The committee will be composed of \_\_\_ members appointed by the City Manager, including at least one city staff person. The City Manager (or if the City Manager is not a member of the committee, a city staff person appointed by the City Manager) will act as the committee chair. Each committee member shall complete an evaluation sheet ranking each qualified proposer against the weighted criteria. Completed evaluations shall be combined and tallied. Upon completion of its evaluation process, the evaluation committee shall provide the results of the scoring and ranking to the City Council, along with a recommendation to award the contract to the highest ranked Proposer.

If the City and the highest ranked Proposer are unable for any reason to negotiate a contract the City shall, either orally or in writing, formally terminate negotiations with the selected candidate. The City may then negotiate with the next highest ranked candidate. The negotiation process may continue in this manner through successive candidates until an agreement is reached or the City terminates this RFP.

It is the desire of the City to have a contract in place no later than July 1, 2020.

### **D. CONTRACT**

The City desires to enter into a professional services agreement in the form attached, which includes all necessary visitor center and marketing services, whether or not the services are specifically outlined in this RFP.

The selected Proposer will be expected to sign the attached written agreement, which will incorporate this RFP and the awardee's proposal. Submittal of a proposal indicates the Proposer's agreement with the terms of the attached contract and intent to be bound by those terms. Any open terms in the attached contract will be completed, based upon awardee's proposal. Negotiations shall be limited to terms the City chooses to negotiate, in City's sole discretion.

It is anticipated that the City will enter into a two (2) year agreement, which thereafter may be extended upon consent of both parties for two (2) additional two (2) year terms.

The agreement requires that awardee comply with all applicable federal and state laws, rules and regulations.

**The City of Yachats is an Equal Opportunity/Affirmative Action Employer.  
Women, Minorities and Disabled Persons are encouraged to apply.**

THIS SOLICITATION IS NOT AN IMPLIED CONTRACT AND MAY BE MODIFIED OR REVOKED  
WITHOUT NOTICE.