

PROPOSAL NUMBER 1637-06

FROM: City of Branson
Purchasing Office
110 W. Maddux St., Suite 200
Branson, MO 65616
Telephone: (417) 334-3345

Date: May 20, 2009
Date and Time Returnable:
3:00 p.m., July 06, 2009
Buyer: David D. Rockhill, CPM
Facsimile: (417) 335-6042

TO:

TOURISM MARKETING ORGANIZATION

This document constitutes a request for sealed proposals from qualified companies to provide a destination marketing program in accordance with the requirements and provisions of this Request for Proposal.

OFFER

The proposer hereby agrees to furnish items and/or services pursuant to all requirements and specifications contained in the attached documents, upon either the receipt of an authorized purchase order from the City of Branson, or when a contract is countersigned by the City of Branson as a binding contract. The proposer further agrees that the language of the attached documents shall govern in the event of a conflict with the offeror's Proposal.

AUTHORIZED SIGNATURE	PRINTED NAME	TITLE
COMPANY		DATE
MAILING ADDRESS		PHONE
CITY	STATE	ZIP CODE
FOR CITY USE ONLY: ACCEPTED BY THE CITY OF BRANSON AS FOLLOWS:		
CONTRACT NUMBER:		
CITY ATTORNEY as to form	DATE	CITY ADMINISTRATOR or MAYOR

REQUEST FOR PROPOSAL TOURISM MARKETING ORGANIZATION

SCOPE OF SERVICES

I. Introduction:

The City of Branson is seeking a tourism marketing organization to direct and carry out a destination marketing program for the City. The selected organization will manage and direct the expenditure of a part of the tax revenues generated through the City's tourism tax. By law, 94.815.4 RSMo, the City must allocate twenty-five percent (25%) of its tourism tax funds ("Funds") toward the marketing and promotion of tourism. It is expected that about \$2.5 million will flow through the Tourism Promotion Account annually. Of these monies, the City anticipates awarding about \$1.9 million each year pursuant to this RFP.

The marketing contract with the City has a term of one year; however, the City has the option to renew the contract, in one-term increments, for an additional four years.

The payment of Funds is conditioned on sufficient monies being collected through the City's tourism tax and, separately, payment is subject to annual appropriation by the Board of Aldermen.

The organization will give the City an account, quarterly, of its handling of the Funds.

II. Objectives:

The objectives of monies channeled through the Tourism Promotion Account are fourfold:

- A. To attract overnight visitors to Branson;
- B. To increase tourism and city tax revenue;
- C. To increase demand for hotel/motel, resort and campground inventory for the purpose of increasing occupancy; and
- D. To increase the demand for local attractions and entertainment by visitors of all ages.

III. Criteria:

Organizations applying for Funds must demonstrate the ability to execute an integrated destination marketing plan using various media that promotes Branson locally, regionally and nationally.

RFP respondents must document and show a broad understanding of and significant experience in the tourism industry. Proposals should include strategies and tactics that reach all target market segments necessary to attract visitors to Branson including: leisure and business travelers, travel

agents, convention delegates, and motor coach operators and travelers.

Proposals should address all destination marketing disciplines including: advertising, public relations, group/travel trade sales, corporate partnerships and promotions, direct marketing and fulfillment, and tourism development. Respondents should include a mechanism to include community involvement in the planning and decision making process throughout the term of the contract.

Proposals submitted will include both strategies and tactics. Both qualitative and quantitative research must be presented to support strategies and tactics of proposed plans and document success marketing. Submissions will also include a list of measurement criteria that respondent will use to judge the success of the campaign. Submissions will also address strategies and tactics to develop and promote new programs, new marketing segments, and the extension and expansion of the tourist season. All data and information derived from studies, research, investigations, surveys, test marketing, analysis, experiences, and observations will be documented and shared with the city.

Organizations responding to the RFP will address how they will handle a destination marketing program, including fulfillment of visitor inquiries, considering this constraint. Marketing organizations responding to this RFP must show the ability and present a marketing plan that will assure the maximization of the city's investment of tourism tax dollars. All marketing efforts should be aimed at community-wide exposure.

Organizations responding to the RFP must meet requirements set forth by the city. This will include the demonstrated ability to prepay expenses in anticipation of repayment from tourism tax revenues and to provide complete support documentation for all expenditures.

IV. Special Conditions Imposed on the Handling of Funds:

Neither the person(s) or legal entity(ies) that receive Funds, nor any of their subsidiaries, owners or related parties, may use the Funds to pay administrative or overhead expenses, including without limitation, rent, the costs to acquire real estate, salaries, payroll taxes, employee benefits, or the costs of furniture and office equipment.

Neither the person(s) or legal entity(ies) that receive Funds, nor any of their subsidiaries, owners or related parties, may profit from receipt or expenditure of the Funds, nor are kickbacks from any downstream vendor permitted.

V. Deadlines and submission requirements:

All proposals must be submitted to the City Clerk at the following address by_____.

Office of the City Clerk
110 W. Maddux Street, Suite 205
Branson, MO 65616

Responding organizations must include twelve proposal copies.

VI. Selection process:

Proposals will be reviewed and ranked. The organization selected for final consideration will be required to make a formal presentation of their proposal to the city. The City of Branson maintains and reserves the right to reject any or all proposals.

SPECIAL INSTRUCTIONS FOR ALL PROPOSALS

1. Proposer's Contacts: All questions regarding the scope of work, proposal process, etc., must be directed to David D. Rockhill at (417) 337-8556. Proposers may not contact other employees of the City concerning this procurement while the proposal and evaluation are in process.
2. Submission of Proposals:
 - 2.1 Proposals must be signed, sealed, and received in the City Clerks Office, 110 W. Maddux St. Suite 205, Branson, MO 65616 by the closing date and time specified. A facsimile transmission is not an acceptable response to this RFP.
 - 2.2 The proposer is requested to submit an original signature proposal and twelve (12) complete copies (marked copies) of the original signature proposal, for a total of thirteen (13) complete proposals.
3. Evaluation: Any contract resulting from this request shall be awarded to the proposer's response providing the best proposal to the City.
4. Contract Award as a Result of the RFP:
 - 4.1 The City reserves the right to reject any or all proposals and to waive any minor informality or irregularity in a proposer's response if deemed in the best interests of the City.
 - 4.2 Award of a contract resulting from this RFP will be made only by written authorization from the City's Purchasing Office.
 - 4.3 The original contract period shall be from the time of award until the end of the City's fiscal year, as stated in the Request for Proposal (RFP). The contract shall not bind, nor purport to bind, the City for any contractual commitment in excess of the original contract period.
 - 4.4 The period of award will be one year from the date of award.