

**State of Louisiana
Office of the Lieutenant Governor
Department of Culture, Recreation and Tourism
Office of State Parks**

**Capitol Annex
1051 N. Third Street, 3rd Floor, Room 321
Baton Rouge, LA 70802
P.O. Box 44426
Baton Rouge, LA 70804**

**(225) 342-8111
<http://www.crt.la.gov/parks/blackbear/rfp>
wwwprd.doa.louisiana.gov/osp/lapac/pubmain.asp**

**Request for Proposals
for
Consulting Services
Marketing and Promotion of the Black Bear Golf Course**

RFP Release Date: May 31, 2011

Proposal Due Date/Time: July 1, 2011; 2 p.m. CDT

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SCHEDULE OF EVENTS

	Activity	Date
1.	General Release of RFP	May 31, 2011
2.	Deadline for receipt of written inquiries	June 8, 2011
3.	Post responses to written inquiries	June 13, 2011
4.	Deadline for receipt of Proposals: Proposals must be received at the Office of State Parks, Capitol Annex Building, Third Floor, Room 321, 1051 N. Third St., Baton Rouge, Louisiana 70802 by 2 p.m., CDT.	July 1, 2011
5.	Proposal Evaluation	July 5-8, 2011
6.	Oral Presentations, if necessary	July 11-13, 2011
7.	Final Evaluation; Notification	July 15, 2011
8.	Contract Negotiations; Target date to send contract to Selected Proposer	August 1, 2011
9.	Anticipated Contract start date	August 1, 2011

State Parks reserves the right to modify the schedule of events (other than the deadline to receive proposals). Any modifications will be posted on LaPAC wwwprd.doa.louisiana.gov/osp/lapac/pubmain.asp and the State Parks <http://www.crt.la.gov/parks/blackbear/rfp>.

PART 1. GENERAL INFORMATION ABOUT THIS RFP

I. Purpose and Scope, including Proposer's Responsibilities and Duration of Contract

A. Purpose. This Request for Proposals (RFP) is issued by the Louisiana Department of Culture, Recreation and Tourism, Office of State Parks (herein referred to as the State) for the purpose of procuring marketing and advertising services to increase public awareness of the Black Bear Golf Course, thereby increasing visitation to the property.

B. Background

In July 2006, the State assumed responsibility for the operation of the Black Bear Golf Course, located in northeastern Louisiana, near the town of Delhi. The Black Bear Golf Course has partnered with Poverty Point Reservoir State Park, to provide "stay-and-play" tourism packages aimed at golfers. In 2011, Black Bear Golf Course will open its own lodge. The State is required to generate significant income from the course in order to offset operational expenses.

C. Tasks and Services

The contractor selected through this RFP process shall assist the State in the development and implementation of research-based marketing efforts strategically designed to increase the revenue, rounds played, and public awareness of the Black Bear Golf Course.

Specifically, the contractor shall be responsible for:

- a. Brochure design
- b. Advertisement production
- c. Media research and purchasing
- d. Public relations (including crisis management and special events)
- e. Any other approved initiatives that further the objectives of marketing and promoting Black Bear Golf Course

As requested and approved in accordance with the procedure provided herein, the contractor's duties may also include overall strategy and brand positioning; research; creative development and testing; establishing graphic standards; determining market identification; media planning, evaluation, negotiation and placement; and account management to include status reports, plans, and minutes for meetings.

D. Deliverables

The contractor shall create advertisements – print, outdoors, electronic and audio/video, etc. – for the purpose of promoting Black Bear Golf Course as a premier golfing destination. Proposer shall research the best placement of these advertisements to reach the core audience of golf enthusiasts. Advertising placement shall be done in a manner to maximize the potential for increased visitation to the course.

E. Functional Requirements

Prior to commencing any specific work, initiative, program, promotion, public/private partnership, or other project under this contract ("Project"), the contractor shall provide to State, for approval by the Contract Monitor:

1. A high-level description of the Project, including:
 - a. Research justification
 - b. Creative and/or artistic concept
 - c. Cost Estimate, including, if applicable, personnel costs, billable hours, third party expenses, media costs, materials, etc. The cost shall include a statement of which costs, if any, are covered by media commission and the hourly rates to be charged.
 - d. Estimated completion date for said project
 - e. Sources for any services to be provided by subcontractors.
 - f. Upon request, a cost-benefit analysis or a projection/calculation/forecast of the prospective value of the final product or deliverable, along with proposed performance measurements and monitoring plan.
2. The contractor shall only have the authority to commence work upon its receipt of the Contract Monitor's written approval of the Project, including its associated Cost Estimate.
3. The State may cancel and reschedule a Project due to non-availability of funds.
4. All newly created materials must be reviewed and approved in writing by State prior to submission to media outlets.
5. Upon request following the completion of a Project, the contractor shall evaluate the Project and provide the State a written analysis on the value derived, compared with the projection/calculation/forecast as relates to the specific performance measures.

F. Project Requirements

All services shall be performed under the direct supervision and with approval of the Contract Monitor.

1. With regard to Media the contractor shall:
 - a. Negotiate, place, purchase, and traffic media in a timely and professional manner to take advantage of discounts, special promotions, media position, and added-value opportunities that benefit the State.
 - b. Administer approved marketing and media partnerships or sponsorship programs that maximize the use of available funds, in specific areas as directed by the State.
 - c. Provide an updated media schedule quarterly (or more frequently as requested but not more than monthly) detailing media outlets, insertion dates, rack rates,

negotiated rates on behalf of State, added value components, and agency commissions.

- d. Field and evaluate unsolicited advertising opportunities. Contractor will present recommendations to the State, and then respond back to solicitors on behalf of the State.
- e. Provide traffic reports to determine if media was placed as requested and shall provide post-buy analysis and media audits of the advertising campaign.

2. With regard to Account Management the contractor shall:

- a. Provide account supervision, documentation, and communicate with the State on the status and timeline of all projects requested by the State. Monthly and yearly account management reports, including progress reports and budget reports itemized by project, shall be provided to the Contract Monitor.
- b. Retain all correspondence, records and reports, including financial and procurement transactions during the term of the contract and for a period of three years subsequent to the termination date of the contract, for audit purposes.
- c. Fully disclose and credit to State all discounts and special offers allowed by suppliers of goods and services purchased on behalf of State.
- d. Provide a monthly accounting of all monies expended. The statement shall include a breakdown of commissions earned from media placements, charges for work performed within all work categories, charges for services provided by outside vendors, and the value of services provided at no charge. The contractor shall also maintain budget status control and appropriate records that may be audited by the responsible agencies of state government and handle all details of payment of media by furnishing billing, accounting, and substantiation for all media placed.
- e. This monthly report shall double as invoice for services.
- f. Prepare written confirmation of discussions pertinent to substantive elements of the services to be provided from meetings or telephone conversations during the life of the contract so that the State can confirm and verify said discussions.

G. Definitions

For purposes of this RFP, the parties agree to the definitions provided in the Glossary included as Exhibit I of the Sample Contract (Attachment E), which will be incorporated into the terms of the awarded contract.

1. Term. If properly executed and approved, it is anticipated that the contract shall begin August 1, 2011, subject to approval in accordance with La. R.S. 39:1502 et seq. It is anticipated that the term of the contract shall end June 30, 2014. In no event shall the term exceed 36 months.

II. Questions Regarding the RFP

Written questions regarding RFP requirements or Scope of Services must be submitted to the RFP Coordinator as listed below. Emails are acceptable for written questions regarding the proposal.

US Mail:
Louisiana Department of Culture, Recreation and Tourism
Office of State Parks
Sharon Broussard, Public Information Officer
P.O. Box 44426
Baton Rouge, LA 70804-4426
225-342-8107
sbroussard@crt.la.gov

FedEx, UPS, Couriers:
Louisiana Department of Culture, Recreation and Tourism
Office of State Parks
Sharon Broussard, Public Information Officer
1051 North 3rd Street, 3rd Floor, Room 321
Baton Rouge, LA 70802

The State will consider written inquiries and requests for clarification of the content of this RFP received from potential proposers. Written inquiries must be received by 2 p.m. CDT on the date specified in the Schedule of Events. The State reserves the right to modify the RFP should a change be identified that is in the best interest of the State.

Official responses to all questions submitted by potential proposers will be posted by the date specified in the Schedule of Events at:

<http://www.wprd.doa.louisiana.gov/osp/lapac/pubmain.asp> and
<http://www.crt.la.gov/parks/blackbearpf.asp>.

Only Sharon Broussard has the authority to officially respond to questions on behalf of the State. Any communications from any other individuals are not binding to the State.

III. Response Deadline

Hard copies of proposals (no electronic or facsimile submissions of proposals are allowed) must be received by the Office of State Parks at its Administrative Office in Baton Rouge, Louisiana, Capitol Annex, Third Floor, Room 321, no later than 2 p.m.,

CDT on the date specified in the Schedule of Events. U.S. Postal Service deliveries should utilize the P.O. Box address. Late proposals will not be evaluated.

IV. Standard Contract

State Parks will enter into negotiations with the Proposer whose proposal is awarded the highest score by the Evaluation Committee. These negotiations will be directed toward a formal contract between the selected Proposer and State Parks.

The contract will contain an “Entire Agreement Clause,” which provides that:

“This contract, together with the RFP and addenda issued thereto by the State, the proposal submitted by the Contractor in response to the RFP, and any exhibits specifically incorporated herein by reference, constitute the entire agreement between the parties with respect to the subject matter.”

The contract will also contain an “Order of Precedence Clause,” which provides that:

“In the event of any inconsistent or incompatible provisions, this signed agreement (excluding the RFP and Contractor’s proposal) shall take precedence, followed by the provisions of the RFP, and then by the terms of the Contractor’s proposal.”

A copy of a standard contract, containing the basic services, is provided as an Attachment hereto. If the Proposer takes exception to any terms of the attached sample contract, the Proposer should include that information in his proposal, noted as “Exception to contract terms,” for negotiation upon contract award.

If contract negotiations with the selected Proposer cannot be concluded within 30 days following selection, State Parks may, at its discretion, immediately discontinue negotiations with the selected Proposer and may commence negotiations with the next highest scored Proposer.

V. Subcontracting Information

The State shall have a single prime contractor as the result of any contract negotiation, and that prime contractor shall be responsible for all deliverables specified in the RFP and proposal. This general requirement notwithstanding, proposers may enter into subcontractor arrangements, however, should acknowledge in their proposals total responsibility for the entire contract.

The prime contractor shall be the single point of contact for all subcontract work. Unless provided for in the contract with the State, the prime contractor shall not contract with any other party for any of the services herein contracted without the express prior written approval of the State.

VI. Incurring Costs

State Parks is not liable for any cost or expense an individual or business entity may incur while reviewing this RFP, conducting research regarding this RFP, or in preparing a proposal in response to this RFP.

VII. Disclosure of Proposal Contents

The information provided in the proposals shall be held in confidence until an award is announced, as per the Louisiana Public Records Act, La. R.S. 44:1 et seq. The proposal will become a part of the executed contract. All material submitted to the State will become property of the State and may only be returned at the option of the State.

Pursuant to La. R.S. 44:3.2, any request for confidential treatment of any part of a proposal shall contain a cover sheet that provides in bold type “**DOCUMENT CONTAINS CONFIDENTIAL PROPRIETARY OR TRADE SECRET INFORMATION.**” Each instance of information considered proprietary or a trade secret must be clearly marked and provide the specific legal basis supporting the request, as well as an explanation why disclosure is not in the best interest of the public pursuant to La. R.S. 44:3.2. However, the determination of whether such information is proprietary shall be made by the custodian within thirty days of submission. Any proposal marked as confidential in its entirety may be rejected without further consideration or recourse.

VIII. Addenda/Changes

Should it be necessary to revise any part of this RFP, addenda will be posted on the State Parks website (<http://www.crt.la.gov/parks/blackbear/rfp>) and on LaPAC (www.prd.doa.louisiana.gov/osp/lapac/pubmain.asp). Any changes will be technical in nature or a clarification of terms and requirements. Substantive changes will necessitate reissuance of this RFP. It is the responsibility of the Proposer to check the website for addenda issued, if any, to the RFP.

IX. News Releases

No news releases regarding this RFP or the selection procedure may be made without express written approval from the Issuing Officer.

X. Right to Reject All Proposals

State Parks reserves the right to reject any and all proposals.

XI. Right to Prohibit Award

In accordance with the provisions of R.S. 39:2192, in awarding contracts after August 15, 2010, any public entity is authorized to reject a proposal or bid from, or not award the contract to, a business in which any individual with an ownership interest of five percent

or more, has been convicted of, or has entered a plea of guilty or *nolo contendere* to any state felony or equivalent federal felony crime committed in the solicitation or execution of a contract or bid awarded under the laws governing public contracts under the provisions of Chapter 10 of Title 38 of the Louisiana Revised Statutes of 1950, professional, personal, consulting, and social services procurement under the provisions of Chapter 16 of this Title, or the Louisiana Procurement Code under the provisions of Chapter 17 of this Title.

XII. Withdrawal of Proposal

A Proposer may withdraw a proposal that has been submitted at any time up to the date and time the proposal is due. To accomplish this, a written request signed by the authorized representative of the Proposer must be submitted to the Issuing Officer.

XIII. Errors and Omissions in Proposal

The State will not be liable for any errors in proposals. The State, at its option, has the right to request clarification or additional information from the Proposers.

XIV. Initial Offer

The State reserves the right to enter into a Contract without further discussion of the proposal submitted based on the initial offer received. The State reserves the right to contract for all or a partial list of services offered in the proposal.

XV. Code of Ethics

Proposers are responsible for determining that there will be no conflict or violation of the Ethics Code if their company is awarded the contract. Ethics issues are interpreted by the Louisiana Board of Ethics.

XVI. Waiver of Administrative Informalities

The State reserves the right, at its sole discretion, to waive administrative informalities contained in any proposal.

XVII. Definitions

<i>TERM</i>	DEFINITION
Contractor	A firm or individual who is awarded a contract
Proposal	A response to an RFP
Proposer	A firm or individual who responds to an RFP
RFP	A request for proposals
Shall, Must, or Will	Denotes mandatory language; a requirement that must be met without alteration
Should, Can, or May	Denotes desirable, non-mandatory language

PART 2. GENERAL INFORMATION ABOUT THE ISSUING AGENCY

I. Contact Information

The Issuing Officer for the Louisiana Department of Culture, Recreation and Tourism, Office of State Parks (“State Parks” or “State”) is Sharon Broussard, Public Information Officer. All communication with regard to this RFP and the resulting contract will be coordinated through the Issuing Officer.

US Mail:

Louisiana Department of Culture, Recreation and Tourism
Office of State Parks
Sharon Broussard, Public Information Officer
P.O. Box 44426
Baton Rouge, LA 70804-4426
225-342-8107
sbroussard@crt.la.gov

FedEx, UPS, Couriers:

Louisiana Department of Culture, Recreation and Tourism
Office of State Parks
Sharon Broussard, Public Information Officer
1051 North 3rd Street, 3rd Floor, Room 321
Baton Rouge, LA 70802

II. State Parks’ Mission, Goal, Performance Indicators

A. Mission. The Office of State Parks serves the citizens of Louisiana and their visitors by preserving and interpreting natural areas of unique or exceptional scenic value; planning, developing, and operating sites that provide outdoor recreation opportunities in natural surroundings; preserving and interpreting historical and scientific sites of statewide importance; and administering inter-governmental programs related to outdoor recreation and trails.

B. Goal. The Office of State Parks will increase and improve opportunities for all Louisiana citizens and visitors to enjoy and better appreciate Louisiana’s natural, cultural, and recreational resources by planning, constructing, and operating a system of parks, historic sites, and preservation areas in accordance with the highest standards of management, interpretation, and conservation.

C. Performance Indicators. In 1997, the State of Louisiana adopted a system of performance-based budgeting. That is, state agencies are evaluated and budgeted according to measured achievement in certain areas of performance. One of the performance indicators for the Office of State Parks is visitation. The agency strives to improve visitation through two primary strategies: 1) operating a park system in

accordance with the highest standards of quality, and 2) marketing. The services provided under this contract will directly help the agency pursue its goal of marketing and advertising services to increase the recreation opportunities and economic development in northeast Louisiana through the raised public awareness of the Black Bear Golf Course.

III. Department Organization

The Louisiana Department of Culture, Recreation and Tourism (DCRT) is one of twenty departments in the executive branch of Louisiana state government. The commissioner of DCRT is the Lieutenant Governor. The department consists of several agencies, or “offices,” including the Office of Tourism, Office of Cultural Development, Office of State Museum, Office of State Library, Office of the Secretary, and Office of State Parks. For more information about the department, visit www.crt.la.gov.

IV. Agency Organization

The Louisiana Office of State Parks is responsible for the management and operation of forty sites, which are divided into four geographic management districts. There are three types of sites within the system:

- State Parks - provide opportunities for high quality recreation in a natural setting
- State Historic Sites - preserve and interpret sites of historical or cultural significance
- State Preservation Areas - are sites of exceptional scenic and ecological importance that are open for low-impact uses

For a map and more information about the operational sites in the park system, please visit www.lastateparks.com.

PART 3. INSTRUCTIONS FOR RESPONDING TO RFP

I. How to Submit the Proposal

All proposals must be received in the Louisiana Office of State Parks Administrative Office in Baton Rouge by 2:00 p.m. CDT on the date specified in the Schedule of Events. Proposals may be mailed, shipped or hand-delivered. FAX or e-mail submissions are not acceptable. Proposers mailing their proposals should allow sufficient mail delivery time to ensure receipt of their proposal by the time specified. The proposal package must be delivered at the proposer's expense to:

FedEx, UPS, or Courier:
Louisiana Office of State Parks
Attn: Sharon Broussard, Public Information Officer
Capitol Annex, Third Floor, Room 321
1051 N. Third Street
Baton Rouge, LA 70802

US Mail:

Louisiana Office of State Parks
Attn: Sharon Broussard, Public Information Officer
P.O. Box 44426
Baton Rouge, LA 70804-4426

The package should be sealed and labeled as “**Response to State Parks Marketing and Promotion of Black Bear Golf Course RFP.**” Proposers should respond to all questions and provide all information in the order requested. The State requests that 4 copies of the proposal be submitted to the Issuing Officer at the address specified. At least 1 copy of the proposal should contain original signatures of those company officials or agents duly authorized to sign proposals or contracts on behalf of the organization. A certified copy of a board resolution granting such authority should be submitted if proposer is a corporation. The copy of the proposal with original signatures will be retained for incorporation in any contract resulting from this RFP.

II. Proposal Contents

A. Proposal Summary. Every proposal should include a typed summary which provides the following information, in the following order:

1. Proposer's Name (including the proposer's legal name and any other name under which it conducts business)
2. Chief Executive Officer
3. Account Manager, if different
4. Address
5. E-mail address

6. Phone number
7. Fax number
8. Tax I.D. number
9. Signature of an official authorized to bind the Proposer to its provisions (only one original signature is necessary)

B. Minimum Qualifications of Proposers In order to be evaluated, every proposer must meet the minimum mandatory requirements described below.

1. The proposer must certify that it is a business that has been in operation for at least two years.
2. The proposer shall provide a written statement in which it certifies that it is an equal opportunity employer, that it does not discriminate in its employment practices or delivery of services, and that it will make every effort, when economically feasible, to subcontract with Veteran and Hudson Initiative small entrepreneurship (<https://smallbiz.louisianaforward.com/index2.asp>), or socially or economically disadvantaged person and businesses. Participation of Veteran Initiative and Hudson Initiative small entrepreneurship will be scored as part of the technical evaluation. Up to 10% of the evaluation points can be assigned to this criteria.

The State of Louisiana Veteran and Hudson Initiatives are designed to provide additional opportunities for Louisiana-based small entrepreneurship (sometimes referred to as LaVet's and SE's respectively) to participate in contracting and procurement with the state. A certified Veteran-Owned and Service-Connected Disabled Veteran-Owned small entrepreneurship (LaVet) and a Louisiana Initiative for Small Entrepreneurships (Hudson Initiative) small entrepreneurship are businesses that have been certified by the Louisiana Department of Economic Development. All eligible vendors are encouraged to become certified. Qualification requirements and online certification are available at [https://smallbiz.louisianaforward.com/index 2.asp](https://smallbiz.louisianaforward.com/index2.asp).

Ten percent (10%) of the total evaluation points on this RFP are reserved for proposers who are themselves a certified Veteran or Hudson Initiative small entrepreneurship. Up to ten percent (10%) of the total evaluation points on this RFP are reserved for proposer who will engage the participation of one or more certified Veteran or Hudson Initiatives small entrepreneurship as subcontractors.

A current list of certified Veteran-Owned and Service-Connected Disabled Veteran-Owned and Hudson Initiative small entrepreneurship may be obtained from the Louisiana Economic Development Certification System at [https://smallbiz.louisianaforward.com/index 2.asp](https://smallbiz.louisianaforward.com/index2.asp). Additionally, a list

of Hudson and Veteran Initiative small entrepreneurship, which have been certified by the Louisiana Department of Economic Development and who have opted to register in the State of Louisiana LaGov Supplier Portal

https://lagoverpvendor.doa.louisiana.gov/irj/portal/anonymous?guest_user=self_reg may be accessed from the State of Louisiana Procurement and Contract (LaPAC) Network

<http://wwwprd.doa.louisiana.gov/osp/lapac/vendor/srchven.asp>. When using this site, determine the search criteria (i.e. alphabetized list of all certified vendors, by commodities, etc.) and select SmallE, VSE, or DVSE.

If a proposer is not a certified small entrepreneurship as described herein, but plans to use certified small entrepreneurship(s), proposer shall include in their proposal the names of their certified Veteran Initiative or Hudson Initiative small entrepreneurship subcontractor(s), a description of the work each will perform, and the dollar value of each subcontract.

During the term of the contract and at expiration, the Contractor will also be required to report Veteran-Owned and Service-Connected Disabled Veteran-Owned and Hudson Initiative small entrepreneurship subcontractor or distributor participation and the dollar amount of each.

The statutes (R.S 39:2171 *et. seq.*) concerning the Veteran Initiative may be viewed at <http://www.1egis.state.1a.us/lss/lss.asp?doc=671504>; and the statutes (R.S 39:2001 *et. seq.*) concerning the Hudson Initiative may be viewed at <http://www.1egis.state.1a.us/lss/lss.asp?doc=96265>. The rules for the Veteran Initiative (LAC 19:VII. Chapters 11 and 15) and for the Hudson Initiative (LAC 19:VIII Chapters 11 and 13) may be viewed at <http://www.doa.1ouisiana.gov/osp/se/se.htm>.

Reserved points related to Veteran or Hudson Initiative small entrepreneurship shall be added to the applicable proposers' evaluation score as follows:

Proposer Status and Reserved Points

- Proposer is a certified small entrepreneurship: Full amount of the reserved points
- Proposer is not a certified small entrepreneurship but has engaged one or more certified small entrepreneurship to participate as subcontractors:
 - 1 participating small entrepreneurship: 1/5th of the reserved points
 - 2 participating small entrepreneurship: 2/5ths of the reserved points
 - 3 participating small entrepreneurship: 3/5ths of the reserved points

- o 4 participating small entrepreneurship: 4/5ths of the reserved points
 - o 5 or more participating small entrepreneurship: Full amount of the reserved points
3. If a proposer seeks to collaborate with other business entities or individuals in a proposal, the proposer must submit the written agreements that describe that collaboration, including the nature of the relationship (e.g., contractor/sub-contractor, partnership, joint venture) and an explanation of the division of duties, billing and payment arrangements, lines of communication, and account management. The State will require the appointment of a single point of contact for any such collaboration.

Proposers who fail to meet the above requirements will not be graded.

III. Determination of Responsibility

Before entering into a contract, the State will be required to certify that it has determined the selected proposer to be responsible, according to the following factors as they relate to the purpose and scope of this RFP:

- Has adequate financial resources for performance of the component for which it is selected or has the ability to obtain such resources as required during performance;
- Has the necessary experience, organization, technical qualifications, skills and facilities for performance, or has the ability to obtain them as required during performance;
- Is able to comply with the proposed or required time of delivery or performance schedule;
- Has a satisfactory record of integrity, judgment and performance; and
- Is otherwise qualified and eligible to receive an award under applicable laws and regulations.

Proposers should ensure that their proposals contain sufficient information for the State to make this determination of responsibility by presenting acceptable evidence of the above factors as they relate to the services called for in this RFP.

IV. Items to be Submitted for Evaluation

A. Creativity & Effectiveness

Proposer should provide examples of two consumer campaigns your company has executed for a client in the past 5 years. With each campaign include:

- The objectives of the campaign;
- The research and methodology that went into the development of the campaign;
- The resulting creative concept, including advertising, marketing, branding and/or other related efforts;
- Media strategy;
- The results of the campaign;
- How impact was measured.

Also, list proposer's team members with each campaign and describe the team member's responsibilities with regard to each campaign. Please note which of the team members are currently on staff with proposer and which would be brought to the team through collaboration (e.g., contractor/subcontractor, partnership, joint venture, etc.).

B. Experience/Personnel and Production Resources

- Provide a list of team members who would work on the Black Bear account.
Include:
 - Name
 - Job Title/Responsibilities
 - Number of Years in Current Position
 - Marketing Account Experience, résumé
- Provide an organization chart or narrative to explain the intra-agency relationships, managerial structure, and any contractual relationships (e.g., sub-contractors) for the provision of services of this account.
- List all services that the proposer offers. Indicate those services that utilize subcontractor(s).
- If proposer plans to use subcontractors to accomplish the tasks described above, submit a statement acknowledging proposer's ultimate and total responsibility for all services and deliverables provided under the contract.

C. Methodology

Describe the proposer's approach to performance for the State account including:

- Methodology for identifying client's needs;
- Methodology for monitoring, measuring, and evaluating the results and quality of work;
- Means to ensure timely delivery of services;
- Process for ensuring communication of the above to State;
- A description of the proposer's accounting and billing practices, to include a description of the proposer's system for tracking the status of projects and budget expenditures.

D. Company Background and Financial Stability

- Submit a letter of good standing from the proposer's bank and two credit references;
- Complete and submit the Company Background Information Sheet (Attachment A);
- Provide a statement of annual billings for the past two fiscal years, and submit a certified copy of a financial statement evidencing these billings.

E. Cost

- For media advertising placed by the Contractor, Contractor will earn ___% either through commission or net mark-up.
- Proposers' hourly rates shall reflect the cost of labor and travel expenses. Travel and other reimbursable expenses constitute part of the total maximum payable under the contract and will not be reimbursed separately.
- Reimbursable expenses, which must be approved by the State and accompanied by proper documentation, may include printing and supplies, postage, shipping, copies,

and subcontractor expenses.

- Each proposer must submit its cost proposal on the form labeled “Cost Proposal” (Attachment C) or an exact duplicate thereof. (*Job titles should be changed to reflect the actual titles of the team members.*)

F. References

Provide a current client list which includes company name, contact, address, e-mail address and phone number. Note which companies with whom proposer has worked with for 3+ years.

PART 4: SELECTION PROCEDURE AND EVALUATION CRITERIA

I. Selection Procedure.

- All proposals received by the deadline will be reviewed for substantial compliance with the RFP and for fulfillment of the mandatory requirements. Proposals that are late, non-compliant, or fail to meet the minimum mandatory requirements will not be evaluated.
- Proposals that are timely, compliant, and meet the minimum mandatory requirements will be reviewed by the Evaluation Committee in accordance with the Evaluation Criteria listed on the Sample Grading Sheet, (Attachment D).
- The Evaluation Committee will be comprised of representatives from the OLG/DCRT staff.
- If the Evaluation Committee determines, it may make an award based on the written proposal alone. The Evaluation Committee may opt not to have oral presentations.
- Should the Evaluation Committee decide to have oral presentations only those proposers determined to be reasonably susceptible of being selected to receive a contract award will be invited to present.

II. Grading

Proposals that meet mandatory requirements will be evaluated using the following factors and weights:

Creativity and Effectiveness	25 points
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- How well did the proposer meet the objectives?
- Level of uniqueness of concepts.

Experience/Personnel, and Production Resources	20 points
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- Depth of team members with experience in golf course and outdoor leisure promotion
- Has the majority of the team been with the proposer more than 2 years?
- Does the majority of the team have more than 5 years experience in their field?

Methodology	10 points
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- How well the methodology ensures a consistent quality of work
- Quality of proposer's practices set to ensure a consistent quality of work
- Degree of systems in place to deliver needed product in a timely manner

Financial Stability	10 points
----------------------------	------------------

- Strength of evidence that the proposer is financially able to provide this service, if selected
- Do the historical records show consistent positive financial standing and practices?

Cost of Services	25 points
-------------------------	------------------

- The Evaluation Committee will receive a chart with all supplied rates by proposers.
- Cost will be calculated in form "Attachment C.

References	10 Points
-------------------	------------------

- Does the proposer show depth in leisure industry-related accounts?
- Were a sufficient number of contacts with complete contact information provided?

Reserved points related to Veteran or Hudson Initiative small entrepreneurship shall be added to the applicable proposers' evaluation score as follows:

Proposer Status and Reserved Points

- Proposer is a certified small entrepreneurship: Full amount of the reserved points
- Proposer is not a certified small entrepreneurship but has engaged one or more certified small entrepreneurship to participate as subcontractors:
 - 1 participating small entrepreneurship: 1/5th of the reserved points
 - 2 participating small entrepreneurship: 2/5ths of the reserved points
 - 3 participating small entrepreneurship: 3/5ths of the reserved points
 - 4 participating small entrepreneurship: 4/5ths of the reserved points
 - 5 or more participating small entrepreneurship: Full amount of the reserved points

III. Notification and Selection.

Proposers will be ranked according to the scores received. The proposer with the highest score will be recommended for award. All proposers will be notified of the outcome. It is hoped that any contract let via this RFP will be negotiated, executed, and approved early in the new fiscal year (July 1, 2011).

If contract negotiations with the selected Proposer cannot be concluded within 30 days following selection, the State may, at its discretion, immediately discontinue negotiations with the selected Proposer and may commence negotiations with the next highest scored Proposer.

ATTACHMENT A

COMPANY BACKGROUND INFORMATION

(Please provide the information in the order requested. If you require additional space, you may attach extra pages.)

1. Name of Company _____ Year Founded _____
2. Form of Business (e.g., corporation, limited liability company) _____
3. Parent Company or Affiliates _____
4. Location of Office(s) _____ Number of Employees _____
5. Please List All In-house Services

6. Will you use third parties for any of the services provided under this contract?
If yes, whom? _____
For which services? _____

7. Please list all current golf and outdoor leisure industry accounts signed with your agency.

8. Has your company operated at a profit for at least three of the past five years? Explain.

9. What would you consider to be your company's strongest area of expertise?

10. Describe three (3) of your agency's most significant achievements over the last three years.

ATTACHMENT B

CERTIFICATION STATEMENT

The undersigned hereby acknowledges she/he has read and understands all requirements and specifications of the Request for Proposals (RFP), including attachments.

OFFICIAL CONTACT. The State requests that the Proposer designate one person to receive all documents and the method in which the documents are best delivered. Identify the Contact name and fill in the information below: (Print Clearly)

Date _____ Official Contact Name: _____

A. E-mail Address: _____

B. Facsimile Number with area code: () _____

C. US Mail Address: _____

Proposer certifies that the above information is true and grants permission to the State or Agencies to contact the above named person or otherwise verify the information provided.

By its submission of this proposal and authorized signature below, Proposer certifies that:

1. The information contained in its response to this RFP is accurate;
2. Proposer complies with each of the mandatory requirements listed in the RFP and will meet or exceed the functional and technical requirements specified therein;
3. Proposer accepts the procedures, evaluation criteria, mandatory contract terms and conditions, and all other administrative requirements set forth in this RFP.
4. Proposer's quote is valid for at least 90 days from the date of proposal's signature below;
5. Proposer understands that if selected as the successful Proposer, he/she will have 30 business days from the date of delivery of final contract in which to complete contract negotiations, if any, and execute the final contract document.
6. Proposer certifies, by signing and submitting a proposal for \$25,000 or more, that their company, any subcontractors, or principals are not suspended or debarred by the General Services Administration (GSA) in accordance with the requirements in OMB Circular A-133. (A list of parties who have been suspended or debarred can be viewed via the internet at www.epls.gov)
7. Proposer certifies that it is an equal opportunity employer, that it does not discriminate in its employment practices or delivery of services, and that it will make every effort, when economically feasible, to subcontract with Veteran and Hudson Initiative small entrepreneurship (<https://smallbiz.louisianaforward.com/index2.asp>), or socially or economically disadvantaged persons and businesses.

Authorized Signature: _____

Typed or Printed Name: _____

Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

SIGNATURE of Proposer's Authorized Representative

DATE

ATTACHMENT C

Cost Proposal

Proposer's Name _____

Proposers are advised that the terms of the contract to be awarded to the successful proposer may limit the direct, hourly labor rate by title (or equivalent functional category) to the rates provided. Please provide the information in the format provided below for all proposed team members and services provided as listed in Part 3, IV. Items to be Submitted for Evaluation, B. Experience/Personnel and Production Resources of this RFP. Use one (1) line of the chart for each team member to be assigned to the account. Job titles listed below are examples. List actual job titles for each team member. Do not list services that will be provided at no charge to the State.

<u>Department</u>	<u>Title</u>	<u>Alternate Title</u>	<u>Hourly Rate</u>
Creative	Creative Director		
	Assoc Creative Director		
	Copy Writer		
	Art Supervisor		
	Art Director		
	Production		
Account Service	Account Director		
	Management Supervisor		
	Account Executive		
Media	Media Director		
	Media Buyer		
	Media Planner		

Propose the media commission rate that that will incorporate all costs for media research, planning, negotiation, tracking, pre- and post-buy analysis, and placement.

MEDIA COMMISSION RATE: _____ % NET

The Evaluation Committee will grade the Proposers' cost proposals in accordance with the following formulas:

Average hourly rate: maximum 15 points

Lowest Proposed Average Hourly Rate divided by Proposer's Average Hourly Rate x 15 = Grade for

Hourly Rate (**Note: Travel expenses must be included in the hourly rate and will not be reimbursed separately.**)

Media Commission Rate: maximum 10 points

Lowest Proposed Media Commission Rate divided by Proposer's Media Commission Rate x 10 = Grade for Media Commission Rate

Members of the Evaluation Committee will add the 2 scores together to determine the grade for "Relative Cost of Services" out of a total possible maximum of 25 points.

ATTACHMENT D
Sample Grading Sheet

Proposer's Name _____

Proposal Review

Criteria	Max. Points	Score
Creativity & Effectiveness	25	
Experience & Resources	20	
Methodology	10	
Financial Stability	10	
Cost of Services	25	
References	10	
Veteran and Hudson Initiatives	10	

TOTAL POSSIBLE POINTS

110

EVALUATION COMMITTEE MEMBER:

Print name _____

Signature _____

Date / / _____

ATTACHMENT E

| STATE OF LOUISIANA

SAMPLE CONTRACT

BE IT KNOWN, that the State of Louisiana, Department of Culture, Recreation and Tourism, Office of State Parks, hereinafter sometimes referred to as “State” or “OSP,” and _____ Name _____, _____ Address _____, hereinafter sometimes referred to as “Contractor,” do hereby enter into this Contract under the terms and conditions provided herein.

1. Background

In July 2006, the State assumed responsibility for the operation of the Black Bear Golf Course, located in northeastern Louisiana, near the town of Delhi. The State is required to generate significant income from the course in order to offset operational expenses.

2. Definitions

For purposes of this Contract, the parties agree to the definitions provided in the Glossary, Exhibit 1, which are by this reference incorporated into the terms of this Contract.

3. Scope of Services

As provided in greater detail in Exhibit 2, which is by this reference incorporated herein, Contractor hereby agrees to furnish the following services:

Contractor shall assist the State in the development and implementation of research-based marketing efforts strategically designed to increase the revenue, rounds played, and public awareness of the Black Bear Golf Course (the “Objectives”).

Specifically, the Contractor shall be responsible for:

- Brochure design
- Advertisement production
- Media research and purchasing
- Public relations (including crisis management and special events)
- Any other approved initiatives that further the Objectives set forth herein

As requested and approved in accordance with the procedure provided herein, Contractor’s duties may also include overall strategy and brand positioning; research; creative development and testing; establishing graphic standards; determining market identification; media planning,

evaluation, negotiation and placement; and account management to include status reports, plans, and minutes for meetings.

All services shall be performed under the direct supervision and with approval of the Contract Monitor.

With regard to Media:

- Contractor shall negotiate, place, purchase, and traffic media in a timely and professional manner to take advantage of discounts, special promotions, media position, and added-value opportunities that benefit the State.
- Contractor shall administer approved marketing and media partnerships or sponsorship programs that maximize the use of available funds, in specific areas as directed by the State.
- Contractor shall provide an updated media schedule quarterly (or more frequently as requested but not more than monthly) detailing media outlets, insertion dates, rack rates, negotiated rates on behalf of State, added value components, and agency commissions.
- Contractor shall field, evaluate, make recommendations (to State), and respond to unsolicited advertising opportunities.
- Contractor shall provide traffic reports to determine if media was placed as requested and shall provide post-buy analysis and media audits of the advertising campaign.

With regard to Account Management:

- Contractor shall provide account supervision, documentation, and communicate with State on the status and timeline of all projects requested by the State. Monthly and yearly account management reports, including progress reports and budget reports itemized by project, shall be provided to the Contract Monitor.
- Contractor shall retain all correspondence, records and reports, including financial and procurement transactions during the term of this contract and for a period of three years subsequent to the termination date of this contract, for audit purposes.
- Contractor shall fully disclose and credit to State all discounts and special offers allowed by suppliers of goods and services purchased on behalf of State.
- Contractor shall provide a monthly accounting of all monies expended. The statement shall include a breakdown of commissions earned from media placements, charges for work performed within all work categories, charges for services provided by outside vendors, and the value of services provided at no charge. The Contractor shall also maintain budget status control and appropriate records that may be audited by the responsible agencies of state government and handle all details of payment of media by furnishing billing, accounting, and substantiation for all media placed.

- This monthly report shall double as invoice for services.
- The Contractor shall prepare written confirmation of discussions pertinent to substantive elements of the services to be provided from meetings or telephone conversations during the life of this contract so that the State can confirm and verify said discussions.

4. Procedures for Project Initiation, Approval, and Measurement

Prior to commencing any specific work, initiative, program, promotion, public/private partnership, or other project under this contract ("Project"), the Contractor shall provide to State, for approval by the Contract Monitor:

- a. A high-level description of the Project, including:
 - Research justification
 - Creative and/or artistic concept
 - Cost Estimate, including, if applicable, personnel costs, billable hours, third party expenses, media costs, materials, etc. The cost shall include a statement of which costs, if any, are covered by media commission.
 - Estimated completion date for said project
 - Sources for any services to be provided by non-Contractor personnel
 - Upon request, a cost-benefit analysis or a projection/calculation/forecast of the prospective value of the final product or deliverable, along with proposed performance measurements and monitoring plan.
- b. The Contractor shall only have the authority to commence work upon its receipt of the Contract Monitor's written approval of the Project, including its associated Cost Estimate.
- c. The State may cancel and reschedule a Project due to non-availability of funds.
- d. All newly created materials must be reviewed and approved in writing by State prior to submission to media outlets.
- e. Upon request following the completion of a Project, the Contractor shall evaluate the Project and provide the State a written analysis on the value derived, compared with the projection/calculation/forecast as relates to the specific performance measures.

5. PAYMENT TERMS

In consideration of the services described above, the State hereby agrees to pay the Contractor a maximum fee not to exceed _____ Dollars (\$0.00).

For media advertising placed by the Contractor, Contractor will earn ___% either through commission or net mark-up.

Travel and other reimbursable expenses constitute part of the total maximum payable under the contract and will not be reimbursed separately.

Contractor may invoice the state on a cost-basis for all approved third party expenses required to implement the contracted services. All expenses must be pre-approved by the State in accordance with the "Procedures for Project Initiation, Approval, and Measurement"

Payment will be made only upon approval of the Contract Monitor, his supervisor, or designee, as provided in the approved Cost Estimate. Payment shall be made monthly after submission of the Contractor's monthly accounting summations.

Payment is also contingent on the availability of funds and approval of this Agreement by the Louisiana Division of Administration, Office of Contractual Review.

6. Taxes

Contractor hereby agrees that the responsibility for payment of taxes from the funds thus received under this contract and/or legislative appropriation shall be Contractor's obligation under identification number _____.

7. Entire Agreement

This contract, together with the RFP and addenda issued thereto by the State, the proposal submitted by the Contractor in response to the RFP, and any exhibits specifically incorporated herein by reference, constitute the entire agreement between the parties with respect to the subject matter.

8. Order of Precedence

In the event of any inconsistent or incompatible provisions, this signed agreement (excluding the RFP and Contractor's proposal) shall take precedence, followed by the provisions of the RFP, and then by the terms of the Contractor's proposal.

9. Termination for Cause

The State may terminate this contract for cause based upon the failure of Contractor to comply with the terms and/or conditions of the contract; provided that the State shall give Contractor written notice specifying Contractor's failure. If within thirty (30) days after receipt of such notice, Contractor shall not have either corrected such failure or, in the case which cannot be corrected in thirty (30) days, begun in good faith to correct said failure and thereafter proceeded diligently to complete such correction, then the State may, at its option, place Contractor in default and the contract shall terminate on the date specified in such notice. Contractor may exercise any rights available to it under Louisiana law to terminate for cause upon the failure of the State to comply with the terms and conditions of this contract; provided that Contractor shall give the State written notice specifying the State's failure and a reasonable opportunity for the State to cure the defect within thirty (30) days. If the defect cannot be reasonably cured within 30 days, the State shall produce evidence that it has in good faith begun to cure the defect and proceed with diligence to complete said correction.

10. Termination for Convenience

The State may terminate the Contract at any time by giving thirty (30) days written notice to the Contractor. Upon receipt of notice, the Contractor unless the notice directs otherwise, shall immediately discontinue work and the place of orders, for materials, facilities, services and supplies in connection with the performance of this Agreement. Contractor shall be entitled to payment for deliverables in progress; to the extent work has been performed satisfactorily.

11. Remedies

Any claim or controversy arising out of this agreement shall be resolved by the provisions of La. R.S. 39:1524 - 1526.

12. Indemnification

Contractor shall indemnify and hold harmless the State against any and all claims, demands, suits, and judgments of sums of money to any party for loss of life or injury or damage to person or property growing out of, resulting from or by reason of any negligent act or omission, operation or work of the Contractor, his agents, servants, or employees while engaged upon or in connection with the services or performed by the Contractor hereunder.

13. Ownership

All records, reports, documents and other material delivered or transmitted to Contractor by the State shall remain the property of the State, and shall be returned by Contractor to the State, at Contractor's expense, at termination or expiration of this contract. All records, reports, documents, or other material related to this contract and/or obtained or prepared by Contractor in connection with the performance of the services contracted for herein, except for records, reports, documents, or other material that constitute Contractor's business and financial records, are considered a work for hire and shall become the property of the State, and shall, upon request, be delivered by Contractor to the State, at Contractor's expense, at termination or expiration of this contract.

14. Assignment

Contractor shall not assign any interest in this contract and shall not transfer any interest in same (whether by assignment or novation), without prior written consent of the State, provided however, that claims for money due or to become due to the Contractor from the State may be assigned to a bank, trust company or other financial institution without such prior written consent. Notice of any such assignment or transfer shall be furnished promptly to the State.

15. Auditors

It is hereby agreed that the Legislative Auditor of the State of Louisiana, the Office of the Governor, Division of Administration auditors and/or the Department of Culture, Recreation and Tourism auditors shall have the option of auditing all accounts of Contractor that relate to this contract.

16. Fiscal Funding

The continuation of this contract is contingent upon the appropriation of funds to fulfill the requirements of the contract by the legislature, the transfer of funds from designated sources, and the generation of funds at the site. If the legislature fails to appropriate sufficient monies to provide for the continuation of the contract, or if such appropriation is reduced by the veto of the Governor or by any means provided in the appropriations act to prevent the total appropriation for the year from exceeding revenues for that year, or for any other lawful purpose, or a shortfall of funds results for any other reason and the effect of such reduction is to provide insufficient monies for the continuation of the contract, the contract shall terminate on the date of the beginning of the first fiscal year for which funds are not appropriated.

17. Term of Contract

This contract shall begin on August 1, 2011 and shall terminate on June 30, 2014.

18. Discrimination Clause

The Contractor agrees to abide by the requirements of the following as applicable: Title VI of the Civil Rights Act of 1964 and Title VII of the Civil Rights Act of 1964, as amended by the Equal Employment Opportunity Act of 1972, Federal Executive Order 11246 as amended, the Rehabilitation Act of 1973, as amended, the Vietnam Era Veteran's Readjustment Assistance Act of 1974, Title IX of the Education Amendments of 1972, the Age Discrimination Act of 1975, the Fair Housing Act of 1968 as amended, and Contractor agrees to abide by the requirements of the Americans with Disabilities Act of 1990.

Contractor agrees not to discriminate in its employment practices, and will render services under this contract without regard to race, color, religion, sex, sexual orientation, national origin, veteran status, political affiliation, or disabilities.

Any act of discrimination committed by Contractor, or failure to comply with these statutory obligations when applicable shall be grounds for termination of this contract.

19. Amendment Clause

Any alteration, variation, modification, or waiver of provisions of this contract shall be valid only when reduced to writing, executed by all parties and approved by the Director of the Office of Contractual Review, Division of Administration.

20. Ethics

The Contractor must be knowledgeable of and abide by all applicable provisions of federal, state, and local law, including the Louisiana Code of Governmental Ethics La. R.S. 42:1101 et seq.

21. Responsibility of the Contractor

The Contractor shall obtain releases, licenses, permits or other authorization (“Third Party Approvals”) to use photographs, copyrighted materials, artwork or any other property or rights belonging to third parties obtained by the Contractor for use in performing services for the State, and the Contractor shall be responsible for any claims with respect to such use.

22. Responsibility of the State

The State shall obtain releases, licenses, permits or other authorization (“Third Party Approvals”) for any such items obtained by the State, which are used by the Contractor in performing services related to this contract, and shall be responsible for any claims with respect to such use. The State uses its best efforts to ensure that any information about its products and services furnished to the Contractor by the State in connection with the performance of this agreement is accurate and complete. The State will be responsible for any claims arising out of any use the Contractor makes of such information, and so long as the Contractor has not caused such claims by its negligence or reckless disregard.

23. Care of State Property

The Contractor will take every reasonable precaution to safeguard any and all of the State’s property entrusted to the Contractor’s custody or control.

24. Transition

It is the mutual wish and desire of both State and the Contractor to conduct a smooth, cooperative transition in the event this contract ends and the services are either brought in-house or awarded to another Contractor. Therefore, the Contractor agrees to turn over to the State all documents and materials belonging to the State within forty five (45) days prior to the termination of this contract.

THUS, DONE AND SIGNED at _____ (place) on _____ (date).

WITNESSES:

Contractor/Company

Name, Title

THUS, DONE AND SIGNED at Baton Rouge, Louisiana on _____ (date).

WITNESSES:

**Office of the Lieutenant Governor
Department of Culture, Recreation, & Tourism**

Charles R. Davis, Deputy Secretary

WITNESSES:

Louisiana Office of State Parks

Stuart Johnson, Assistant Secretary

Exhibit 1

Glossary

The following definitions are agreed to and have been incorporated into the terms of the contract:

Advertising - Any paid form of non-personal presentation of ideas, goods or services by an identified sponsor and directed toward the general public or, in some cases, specific prospective client groups, and conveyed by a mass medium

Brand, Brand Name, and Branding - A brand is a product, service, or concept that is publicly distinguished from other products, services, or concepts so that it can be easily communicated and marketed. A brand name is the name of the distinctive product, service, or concept. Branding is the process of creating and disseminating the brand name. Branding can be applied to the entire corporate identity as well as to individual product and service names. In marketing, it is recognized that there is usually some kind of branding value whether or not an immediate, direct response can be measured from a particular advertisement or campaign.

Camera-ready - Artwork or advertising copy ready for the camera, that is, ready for the printer to prepare printing plates directly from the artwork

Creative - Activities involved in the creation of marketing materials. It may include copy writing, design, photography, illustration, music, etc.

Crisis or Crisis Management - Times of crisis or crisis management refers to incidents and Acts of God such as hurricanes, flooding, etc. and other situations or events as deemed necessary by the Department of CRT in which emergency public relations, advertising and/or Internet services are needed by the department.

Marketing – The discipline of determining the strategy and plans for positioning Louisiana as a travel destination in the marketplace. Includes advertising, public relations, product development, and customer relations.

Direct Marketing - Sending a promotional message directly to consumers, rather than via a mass medium. Includes methods such as Direct Mail and Telemarketing.

Multi-cultural Marketing - Marketing that specifically targets minority groups.

Media Relations – The activities involved in working with the media to generate publicity for a product, service, or organization. This includes establishing contact with member of the media, providing publicity materials, and being available to answer any questions the media might have.

Objectives – To increase the revenue, rounds played, and public awareness of the Black Bear Golf Course

Project – Any specific work, initiative, program, promotion, public/private partnership, or other project under this contract.

Promotion - All forms of communication other than advertising or public relations that call attention to products and services by adding value toward the purchase. Includes temporary discounts, allowances, premium offers, coupons, contests, sweepstakes, etc.

Public Relations – All of the activities that contribute to a positive third party testimonial or discussion of an entity, product, or service. PR planning includes a crisis PR element to handle any negative discussions. The main role of public relations is to gain positive coverage via third party references and endorsements without direct payment for that coverage, i.e., “earned media.”

Research - Research conducted to improve the efficacy of marketing. It may focus on a specific ad or campaign, or may be directed at a more general understanding of how advertising works or how consumers use the information in advertising. It can entail a variety of research approaches, including psychological, sociological, economic, and other perspectives. It may be quantitative or qualitative.

Visitor – A person traveling 50 miles or more, one-way, away from home or including one or more overnights spent at the destination. These trips do not include trips commuting to/from work or school or trips taken as a flight attendant or vehicle operator.

Exhibit 2

Goal: To increase visitation to the Office of State Parks' Black Bear Golf Course.

Objectives: To increase the revenue, rounds played, and public awareness of the Black Bear Golf Course.

Performance Measures: Contractor's performance will be measured by the State's achievement of its objectives. Additionally, each Project will be measured by its demonstrated return on investment.

Monitoring Plan: Sharon Broussard, Public Information Officer for the Office of State Parks, or her supervisors or successors will serve as the Contract Monitor. All Projects and the accompanying Cost Estimate must be approved by the Contract Monitor. The Contract Monitor will provide necessary guidance, instruction, feedback and approvals so that the Contractor can render the services described in the contract under timetables determined by the parties. The Contract Monitor will ensure services are rendered and deliverables are delivered in a professional manner and in accordance with the terms of the contract. Any deficiencies will be documented and reported in the Contract Performance Evaluation, which will be submitted to the DCRT Office of Management and Finance within 45 days of the termination or expiration of this contract.

Final Utility of Services: The services provided under this contract will directly aid the Office of State Parks to pursue its goal of marketing and advertising services to increase outdoor recreation in northeast Louisiana through the raised public awareness of the Black Bear Golf Course.

CHECKLIST

Items to be Submitted

- _____ Proposal Summary
- _____ Certification Business in Operation Two Years
- _____ Equal Opportunity Employer Statement
- _____ Disclosure of Subcontractors
- _____ Experience
 - _____ Narrative describing experience (including experience of subcontractors)
 - _____ Examples of previous campaigns, including analysis of campaigns' success
 - _____ Client List
- _____ Personnel
 - _____ Summary of Key Personnel's Marketing Experience
- _____ Cost – Attachment C
- _____ Determination of Responsibility
 - _____ Letter of good standing from bank
 - _____ Credit references (2)
 - _____ Attachment A
 - _____ Attachment B
- _____ Methodology