

**CITY OF SEQUIM
REQUESTS FOR PROPOSALS
PROFESSIONAL TOURISM MARKETING/ADVERTISING SERVICES**

I. INTRODUCTION

The City of Sequim is soliciting statements of qualifications and detailed proposals from firms or individuals interested in providing professional tourism marketing/advertising services to the City. These services are needed to maximize the City's ability to attract visitors to Sequim to increase overnight lodging and repeat visitation and thereby secure the long term stability of lodging tax revenues.

Funds available to market our area are derived from a 4-percent Hotel/Motel Lodging Tax imposed within the City. In 2007, this source raised approximately \$158,768, which was then allocated to various promotional efforts.

The selected consultant will work with the city and a seven-member advisory body that meets at least monthly to plan and implement its Goals and Objectives for promoting tourism in the Sequim area.

II. SCOPE OF WORK

The successful Consultant will develop and implement tourism marketing and advertising strategies capitalizing on the attractions and assets of the City and its surrounding community.

The proposal submitted in response to this RFP may be accepted as submitted or modified as agreed by the City and the Consultant to ensure maximum effectiveness of tourism promotion efforts. The scope of work is categorized into two categories:

- "Routine" includes those responsibilities that are consistently carried out by the coordinator.
- "Strategic needs" are requirements to be accomplished by the coordinator throughout the contract term.

The scope of work shall include, but is not limited to:

Routine

- Serve as coordinator and primary contact for the Sequim Marketing Action Committee, which may include but not be limited to attend SMAC and other agency meetings, coordinate Tourism Enhancement Grants, prepare required reports to City, recommend bills for approval, establish agenda for SMAC meetings, prepare and recommend proposed budget to SMAC and City.
- Assist the Chamber of Commerce and Sequim Marketing Action Committee (SMAC) in maintaining City approved information on the SMAC tourism-related web site <http://www.visitsun.com>.

- Direct SMAC activities and expenditures such that they comply with RCW 67.28.1816 and 67.28.1817 and other applicable laws. This includes requiring subcontractors using Lodging tax available under RCW 67.28.1816 to provide an economic impact report.
- Collaborate with agencies/organizations, such as the Olympic Peninsula Visitor Bureau, Olympic Peninsula Tourism Commission, and Sequim-Dungeness Valley Chamber of Commerce, etc., to ensure a coordinated approach to marketing our area.
- Work as a resource in cooperation with area festivals, events and attractions issuing press releases and promoting to the broad and niche markets, as appropriate.
- Keep abreast of festivals, events and attractions within the area, identify their impact to lodging tax revenues, and work with these entities to promote them as appropriate.
- Prepare and distribute media kits.

Strategic Needs

- Work with a subcommittee of SMAC to prepare and/or update the strategic plan which identifies the marketing needs of the city and short and long term goals and objectives.
- Prepare and implement a tourism marketing action plan in consultation with SMAC, City Council and other tourism marketing agencies, which would include defining a media kit for tourism events/attractions, target markets, agencies/organizations to disseminate this information (including magazines, newspapers, chambers, travel organizations, websites, etc.).
- Identify measurement criteria to track efforts of the tourism marketing action plan and the strategic plan including but not limited to numbers of visitor days and heads-in-beds and establish aggressive but attainable goals where possible.
- Work to develop a proposal for Guy Cole Convention Center that includes, but is not limited to, a vision, necessary updates and marketing plan.

III. DURATION

The contract with the City of Sequim will be for a term beginning early 2010 and ending December 31, 2010. Prior to the end of 2010, upon review of the contractor's products, processes and outcomes, along with the status of the Lodging Tax Fund and the continued need for professional tourism and marketing-related services, the City will determine whether to:

- Negotiate a contract extension with the successful Consultant;
- Issue a new Request for Proposals; or
- Discontinue such service.

IV. PROVISIONS

- The City of Sequim assumes no contractual obligations by issuing the RFP, or by accepting and evaluating consultant responses.
- The City of Sequim reserves the right to accept or reject any or all responses, and to waive any minor irregularities.
- Any costs incurred by the consultant in the preparation of a proposal will be borne solely by the consultant and the proposal will become the property of the City of Sequim. The right is reserved, as the interest of the City may require, to revise or amend the content of this Request for Proposals prior to the date set for acceptance of proposals, and the acceptance date may be postponed if

deemed necessary by the City Manager. Such revisions and amendments, if any, will be announced by an addendum to the specifications and should become part of the request for any contract award. If any proposals have been received by the City before any such revisions or amendments to the RFP, those applicants shall be given notice of such changes and a ten (10) day opportunity to amend their proposal to comply with any such revisions or amendments.

V. PROPOSALS

The intent of this Request for Proposals is to gather information upon which to base selection of the Consultant.

Firms/individuals who submit a response to this RFP may be required to make an oral presentation of their proposal.

The following conditions and requirements must be met by all applicants. Failure to comply will constitute grounds for rejection of the proposal. Minority and women-owned firms are encouraged to submit proposals.

a. SUBMISSION

Proposals should provide sufficient information to fully describe how the Consultant intends to effectively carry out the program's Scope of Work.

The anticipated budget amount for this one-year contract position is \$18,000. Respondents are requested to submit a proposed Scope of Work based on the contents of the RFP and within the contract amount. The approved marketing budget for 2010 is included as Attachment A.

b. PROFESSIONAL QUALIFICATIONS

Proposals shall include the following criteria:

- Credentials of professional level and support staffing;
- Relevant experience of key personnel;
- Relevant experience on municipal projects.

c. DELIVERY

- Submit three (3) printed copies of the proposal;
- If the proposal is made by an individual, it shall be signed with the full name of the proposer, and his/her address shall be given. If it is made by a partnership, it shall be signed with the partnership name and by an authorized general partner and the full name and address of each general partner shall be given. If it is made by a corporation, it shall be signed by the President or authorized Vice President.

Proposals should be submitted to:

Karen Kuznek-Reese, City Clerk
City of Sequim

152 West Cedar Street
Sequim WA 98382

IX. Evaluation Criteria

Evaluation criteria may include, but not be limited to, the following:

- The City of Sequim reserves the right to accept the proposal it considers most responsive and qualified which serves in the City's best interest.
- Successful experience in developing and implementing tourism marketing/advertising plans.
- Ability to effectively communicate with a cross section of the Sequim business community and effectively implement the program goals and objectives of the Sequim Marketing Action Committee with policy direction from the Sequim City Council.
- Approach to completing the required tasks.
- Organization/communication skills.
- Completeness and quality of proposal.

X. PROPOSED TIMELINE

- January 7, 2010 Sequim Marketing Action Committee special meeting at 1:30 p.m. providing an opportunity for all respondents to ask questions of SMAC. RSVP to Karen Kuznek-Reese at kkuznek@ci.sequim.wa.us if you plan to attend.
- **January 22, 2010 sealed proposals due by 4:00 p.m.** at Sequim City Hall.
- February 5, 2010 interviews
- February 15, 2010 SMAC meeting for coordinator recommendation
- February 22, 2010 City Council approval of coordinator
- March 8, 2010 City Council contract approval