



**REQUEST FOR PROPOSALS
RFP NO. 2010-006**

SOCIAL MEDIA MARKETING PROGRAM

GENERAL INFORMATION: The Guam Visitors Bureau (GVB), a public, non-stock corporation, is seeking an established professional firm to develop and maintain a social media network as a means for promoting Guam as a destination. Additionally, the selected firm shall oversee the online reputation. The online reputation management combines marketing and public relations with search engine optimization. This project will be executed in two-phases:

Phase I: Strategic Plan recommendations for GVB's Social Media Marketing

Phase II: Execution of the GVB Social Media Marketing Strategic Plan

All interested and qualified parties may pick up RFP packages at the GVB, located at 401 Pale San Vitores Road, Tumon, Guam, anytime from Monday through Friday between 8:00 a.m. and 5:00 p.m.

A non-refundable fee of \$20.00 is required and is payable to the Guam Visitors Bureau.

Deadline for Submission of Proposals: 5:00 p.m., June 11, 2010.

Questions concerning this RFP should be addressed to:

/s/ GERALD S.A. PEREZ
General Manager



Table of Contents

SECTION 1: PROJECT OVERVIEW AND INSTRUCTIONS

1.0	Summary & Background	1
1.2	Company	1
1.3	Contract Terms and Options	1
1.4	Single Point of Contact	2
1.5	Required Review	2
1.6	Pre-Proposal Conference	2
1.7	General Requirements	2
1.8	Submitting a Proposal	6

SECTION 2: RFP STANDARD INFORMATION

2.0	Authority	7
2.1	Offeror Competition	7
2.2	Receipt of Proposals and Public Inspection	7
2.3	Classification and Evaluation of Proposals	7

SECTION 3: SCOPE OF WORK

3.0	General Information	10
3.1	Task Orders	10

SECTION 4: OFFEROR QUALIFICATIONS

4.0	Right to Investigate and Reject	11
4.1	Offeror Informational Requirements	11

SECTION 5: EVALUATION

5.0	Evaluation	13
5.1	Evaluation Criteria	13
5.1.1	Conformance with RFP Requirements	13
5.1.2	Firm Experience and Expertise with Similar Projects	14
5.1.3	Project Approach and Schedule	14
5.2	Evaluation and Award	15

APPENDIX A:	Major Shareholder Disclosure Affidavit	16
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APPENDIX B:	Conflict of Interest Disclosure and Statement of Understanding	17
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APPENDIX C:	Restriction Against Contractors Employing Convicted Sex Offenders from Working at Government of Guam Venues	19
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APPENDIX D:	Schedule of Events	21
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SECTION 1: PROJECT OVERVIEW AND INSTRUCTIONS

1.0 SUMMARY AND BACKGROUND

The Guam Visitors Bureau (GVB) is seeking an established professional firm to develop and maintain a social media network as a means for promoting Guam as a destination. Additionally, the selected firm shall oversee the online reputation. The online reputation management combines marketing and public relations with search engine optimization. This project will be executed in two-phases:

Phase I: Strategic Plan recommendations for GVB's Social Media Marketing

Phase II: Execution of the GVB Social Media Marketing Strategic Plan

1.1 COMPANY

The GVB is a public non-stock, non-profit membership corporation tasked with the general responsibility to promote the visitor industry on Guam. The Bureau is guided by policies established and developed by its Board of Directors as authorized by Guam law. The Bureau's Board is comprised of twelve (12) voting directors and one (1) alternate director who collectively establish general guidelines necessary to meet the Bureau's goals and objectives, including the identification of short- and long-term goals. The General Manager oversees daily operations of the Bureau. Personnel from Administration, Community Programs, Research and Marketing provide staff support. Department staff also administer and support the goals and activities of Board Standing committees, which are chaired by Board Members and whose membership is comprised of industry, community and governmental representatives. The GVB currently has marketing representative offices in the USA, Japan, Korea, China, Hong Kong, Taiwan and the Philippines. GVB's funding source is the Tourist Attraction Fund (TAF). Occupancy taxes, currently at 11%, are collected and deposited into the TAF. Aside from supporting the GVB operations, the TAF also supports the development and promotion of tourism-related projects and the maintenance of public parks, beaches and recreational facilities.

1.2 CURRENT SITUATION

GVB's online activity includes several official websites (<http://www.visitguam.org/>), but no significant commercial social media activity. While social marketing may be low-cost, it does require time and resources. GVB has limited personnel resources. Since user activity varies by geography, collaboration among the GVB representatives is necessary to reinforce brand consistency.

1.3 CONTRACT TERM AND OPTIONS

The contract awarded under this RFP will be for the entire Social Media Program project as described in Section 3: Scope of Work. The decision to issue and award the Social Media Program project shall be the sole discretion of the GVB and shall be subject to certain conditions, including the following: the availability of funds, the GVB's satisfaction with the offeror's work and the successful negotiation of the fee.

1.4 SINGLE POINT OF CONTACT

From the date of this RFP is issued until an offeror is selected and the selection is announced by the procurement officer, offerors are not allowed to communicate with any staff or officials of the Office of the Governor and GVB regarding this procurement, except at the direction of Mr. Gerald S.A. Perez, GVB General Manager. Contact information for the single point of contact is as follows:

GERALD S.A. PEREZ
401 Pale San Vitores Road
Tumon, Guam 96913
Telephone: (671) 646-5278/9
Facsimile: (671) 646-8861
Email: geap43@yahoo.com

1.5 REQUIRED REVIEW

1.5.1 The Offeror is required to read each and every page of the Proposal and by the act of submitting a proposal shall be deemed to have accepted all conditions contained therein except as noted elsewhere. In no case will failure to inspect constitute grounds for a claim or for the withdrawal of a proposal after opening. Proposals shall be filled out in ink or in typewritten and signed in ink. Erasures or other changes in a proposal must be explained or noted over the signature of the Offeror. Proposals containing any conditions, omissions, unexplained erasures or alterations or items not called for in the RFP, or irregularities of any kind may be rejected by the GVB as being non-complying.

1.5.2 Form of Questions. Offerors with questions or requiring clarification or interpretation of any section within this RFP must address these questions in writing or via e-mail to the single point of contact referenced above on or before the date specified in the **Schedule of Events (Appendix D)**. Each question must provide clear reference to the section, page and item in question. Questions received after the deadline may not be considered.

1.5.3 Responses. The GVB will provide a written answer to all questions received by the date specified in the section Schedule of Events. The response will be by formal written addendum. Any form of a written addendum will be forwarded to all Offerors who have picked up a RFP by the close of business on the date listed in the Schedule of Events. Offerors must sign and return any addendum with their RFP response.

1.6 PRE-PROPOSAL CONFERENCE

Pre-proposal conferences may be permitted anytime prior to the date of receipt established herein. The conferences will be conducted only to explain the procurement requirements for this RFP. The GVB will notify the offerors of any substantive clarification provided in response to any inquiry. The GVB will extend the due date if such information significantly amends the solicitation or makes compliance with the original proposed due date impractical.

1.7 GENERAL REQUIREMENTS

1.7.1 Acceptance of Standard Terms and Conditions/Contract. By submitting a response to this

RFP, offeror agrees to acceptance of the standard terms and conditions and contract as set out in this RFP. Much of the language included in the standard terms and conditions and contract reflects requirements of Guam Procurement Law. Requests for any necessary licenses, or any added provision must be submitted to the procurement officer referenced above by the date for receipt of written questions and must be accompanied by an explanation of why the exception is being sought and what specific effect it will have on the offeror's ability to respond to the RFP or perform the contract. The GVB reserves the right to address non-material requests for exceptions with the high scoring offeror during contract negotiation. Any material exceptions requested and granted to the standard terms and conditions and contract language will be addressed in any formal written addendum issued for this RFP and will apply to all offerors submitting a response to this RFP. The GVB will make any final determination of changes to the standard terms and conditions and/or contract.

1.7.2 Resulting Contract. This RFP and any addenda, the offeror's RFP response, including any amendments, a best and final offer, and any clarification question responses shall be included in any resulting contract. The contract shall contain the contract terms and conditions that will form the basis of any contract between the GVB and the highest scoring offeror. In the event of a dispute as to the duties and responsibilities of the parties under this contract, the contract, along with any attachments prepared by the GVB will govern in the same order of precedence as listed in the contract.

1.7.3 Mandatory Requirements. To be eligible for consideration, an offeror *must* meet the intent of all mandatory requirements. The GVB will determine whether an offeror's RFP response complies with the intent of the requirements. RFP responses that do not meet the full intent of all requirements listed in this RFP may be subject to point reductions during the evaluation process or may be deemed non-responsive.

1.7.4 Understanding of Specifications and Requirements. By submitting a response to this RFP, offeror agrees to an understanding of and compliance with the specifications and requirements described in this RFP.

1.7.5 Prime Contractor/Subcontractors. The highest scoring offeror will be the price contractor if a contract is awarded and shall be responsible, in total, for all work of any subcontractors. All subcontractors, if any, must be listed in the proposal. The GVB reserves the right to approve all subcontractors. The Contractor shall be responsible to the GVB for the acts and omissions of persons employed directly by the Contractor. Further, nothing contained within this document or any contract documents created as a result of any contract awards derived from this RFP shall create any contractual relationships between any subcontractor and the GVB.

1.7.6 Offeror's Signature. Any individual authorized to legally bind the business submitting the proposal must sign the proposals in ink. The offeror's signature on a proposal in response to this RFP guarantees that the offer has been established without collusion and without effort to preclude the GVB from obtaining the best possible supply or service. Proof of authority of the person signing the RFP response must be furnished upon request.

1.7.7 Offer in Effect for 120 Days. A proposal may not be modified, withdrawn or canceled by the offeror for a 120-day period following the deadline for proposal submission as defined in the Schedule of Events, or receipt of best and final offer, if required, and offeror so agrees in

submitting the proposal.

1.7.8 Major Shareholders Disclosure Affidavit (Appendix A). As a condition of Offeror, any partnership, sole proprietorship or corporation doing business with the GVB shall submit an affidavit, executed under oath that lists the name and address of any person who holds more than 10 percent (10%) of the outstanding interest or shares in said partnership, sole proprietorship or corporation at any time during the twelve (12) month period immediately preceding submission of a bid. The affidavit shall contain the number of shares or the percentage of all assets of such partnership, sole proprietorship or corporation, which are held by such person during the twelve (12) month period. In addition, the affidavit shall contain the name and address of any person who has received or is entitled to receive a commission, gratuity or other compensation for procuring or assisting in obtaining business related to the proposal for the Offeror and shall also contain the amounts of any such commission, gratuity or other compensation. The affidavit shall be open and available to public inspection and copying.

1.7.9 Conflict of Interest Disclosure and Statement of Understanding Affidavit (Appendix B). Each individual or firm submitting a proposal for any portion of the work covered by the proposal by the proposing documents shall execute this affidavit.

1.7.10 Restriction Against Contractors Employing Convicted Sex Offenders From Working At Government of Guam Venues (Appendix C). Each individual or firm submitting a proposal for any portion of the work covered by the proposal by the proposing documents must warrant that no person in its employment who has been convicted of a sex offense under the provisions of Chapter 25 of Title 9 of the Guam Code Annotated or of an offense defined in Article 2 of Chapter 28 of Title 9 of the Guam Code Annotated, or who has been convicted in any other jurisdiction of an offense with the same elements as heretofore defined, or who is listed on the Sex Offenders Registry, shall provide services on behalf of the service provider while on Government of Guam property, with the exception of public highways. If any employee of a service provider is providing service on the contracted service or government of property and is convicted subsequent to an award of a contract, then the service provider warrants that it will notify the GVB of the conviction within twenty-four hours of the conviction, and will immediately remove such convicted person from providing services on the contracted service or government property. If the service provider is found to be in violation of any of the provisions of this paragraph, then the GVB will give notice to the service provider to take corrective action. The service provider shall take corrective action within twenty-four hours of notice from the GVB and the service provider shall notify the GVB when action has been taken. If the service provider fails to take corrective steps within twenty-four hours of notice from the GVB, then the GVB, in its sole discretion may suspend temporarily any contract for services until corrective action has been taken.

Please note that the statutory restriction does not prohibit service providers from employing sex offenders. The statute also does not prevent the sex offenders employees from providing services under a government contract so long as none of the work is done while on Government of Guam property.

1.7.11 Rejection. The GVB shall have prerogative to reject proposals in whole or in part if a determination is made such to be in the public interest or for any reason allowed by law.

- 1.7.12 Invoicing and Payment Terms and Conditions:** All invoices from the offeror who is awarded the contract arising from this RFP shall include supporting documents (i.e., timesheets, shipping invoices, consumable listings, receipts, etc.). All supporting documents must be reviewed and approved by GVB prior to invoice submittal for charges. All GVB approved invoices will be paid net thirty (30) days from the date the invoices are received by GVB. Payment shall be made using a method mutually agreed upon by GVB and the successful offeror. Invoices must be submitted no later than three (3) months after completion of any given task or project. Failure to do so may result in forfeiture of payment.
- 1.7.13 Currencies of Proposal and Payment:** All rates and prices in the proposal and all payments to the Agency shall be in the currency of the United States of America
- 1.7.14 Taxes.** Offerors are cautioned that they are subject to Guam Business Privilege Taxes, including Gross Receipts Tax and Guam Income Taxes on Guam transactions. Specific information on taxes may be obtained from the Director of Revenue and Taxation.
- 1.7.15 Licensing.** Offerors are cautioned that they are subject to Guam Licensing laws. Specific information on licenses may be obtained from the Guam Department of Revenue and Taxation.
- 1.7.16 Covenant Against Contingent Fees.** The Offeror warrants that he/she has not employed any person to solicit or secure any resultant contract upon agreement for a commission, percentage, brokerage, or contingent fee. Breach of this warranty shall give the GVB the right to terminate the contractor or at its discretion to deduct from the contract price or consideration the amount of such commission, percentage, brokerage, or contingent fees. This warranty shall not apply to commission payable by contractors upon contracts or sales secured or made through bona fide established commercial or selling agencies maintained by the contractors for the purpose of securing business.
- 1.7.17 Equal Employment Opportunity.** Section 3.01(1) of the Presidential Executive Order No. 10935 dated March 7, 1965, requires the Offeror not to discriminate against any employee or applicant for employment because of race, creed, color or national origin. The Offeror will take affirmative action to insure that applicants are employed and that employees are treated equally during employment without regard to their race, creed, color or national origin.
- 1.7.18 Assignment.** Assignment will not be accepted without prior approval from the GVB. Request for approval of assignment must be made with the submission of the proposal. No assignment will be accepted if the request is not made with the proposal.
- 1.7.19 General Intention.** Unless otherwise specified, it is the declared and acknowledged intention and meaning of these General Terms and Conditions for the Offeror to provide the GVB with specified services.
- 1.7.20 Form of Proposal.** All proposals must be submitted in writing. It should include a listing of current and former business clients and a description of the type of work performed or are being performed. At a minimum, if the Offeror is an individual, the proposal should include a complete resume of the individual. If the Offeror is a firm, the proposal should include a resume of the firm's principal(s). The proposal shall also indicate any current or historical engagement or relationships with any public or private party that could potentially create a conflict of interest

with the Government of Guam or any of its agencies or instrumentalities.

1.7.21 Modification/Alteration. After the receipt and evaluating of proposals and at its option, the GVB may conduct discussions with the responsible Offerors who have submitted proposals reasonably considered to be selected for the award with the purpose of clarification to assure full understanding and responsiveness to the solicitation requirement. Offerors shall be accorded fair and equal treatment with respect to any opportunity for discussion and revision to proposals and such revisions shall be permitted after submission and prior to award for the purpose of obtaining best and final offers. However, please bear in mind that proposals should be submitted initially on your most favorable terms. In conducting discussions there shall be no disclosure of any information derived from proposals submitted by competing Offerors.

1.7.22 Modification or Withdrawal of Proposals. Proposals may be modified or withdrawn at any time prior to the conclusion of discussions.

1.8 SUBMITTING A PROPOSAL

1.8.1 Organization of Proposal. Offerors must organize their proposal into sections that follow the format of this RFP, with tabs separating each section. A point-by point response to all numbered sections, subsections and appendices is required. If no explanation or clarification is required in the offeror's response to a specific subsection, the offeror shall indicate so in the point-by-point response or utilize a blanket response for the entire section with the following statement:

“(Offeror’s Name)” understands and will comply.

1.8.2 Failure to Comply with Instructions. Offerors failing to comply with these instructions may be subject to point deductions. The GVB may also choose to not evaluate, may deem non-responsive, and/or may disqualify from further consideration any proposals that do not follow this RFP format, are difficult to understand, are difficult to read, or are missing any requested information.

1.8.3 Multiple Proposals. Offerors may, at their option, submit multiple proposals, in which case each proposal shall be evaluated as a separate document.

1.8.4 Copies Required and Deadline for Receipt of Proposals. Offerors must submit one (01) original unbound proposal and five (05) copies to the GVB. Proposals must be sealed and labeled on the outside of the package to clearly indicate that they are in response to this RFP. ***Proposals must be received at the GVB Tumon, Guam office no later than 5 PM, Chamorro Standard Time, on Friday, June 11, 2010. Facsimile responses to this RFP will not be accepted.***

1.8.5 Late Proposals. ***Regardless of cause, late proposals will not be accepted and will automatically be disqualified from further consideration.*** It shall be the offeror's sole risk to assure delivery at the GVB receptionist's desk at the designated office by the designated time. Late proposals will not be opened and may be returned to the offeror at the expense of the offeror or destroyed if requested.

1.9 COST OF SUBMITTING A PROPOSAL

1.9.1 GVB Not Responsible for Preparation Costs. The costs for developing and delivering responses to this RFP and any subsequent presentations of the proposal as requested by the GVB are entirely the responsibility of the offeror. The GVB is not liable for any expense incurred by the offeror in the preparation and presentation of their proposal or any other costs incurred by the offeror prior to execution of a contract.

1.9.2 All Timely Submitted Materials Become the Property of the GVB. All materials submitted in response to this RFP become the property of the GVB and are to be appended to any formal documentation, which would further define or expand any contractual relationship between the GVB and offeror resulting from this RFP process.

SECTION 2: RFP STANDARD INFORMATION

2.0 AUTHORITY

This RFP is issued under the authority of the Guam Procurement Act (Public Law 16-124) and the Guam Procurement Regulations. The RFP process is a procurement option allowing the award to be based on stated evaluation criteria. The RFP states the relative importance of all evaluation criteria. No other evaluation criteria, other than as outlined in the RFP, will be used.

2.1 OFFEROR COMPETITION

The GVB encourages free and open competition among offerors. Whenever possible, the GVB will design specifications, proposal requests, and conditions to accomplish this objective, consistent with the necessity to satisfy the GVB's need to procure technically sound, cost-effective services and supplies.

2.2 RECEIPT OF PROPOSALS AND PUBLIC INSPECTION.

2.2.1 Receipt/Opening of Proposals. Proposals shall not be opened publicly, and shall be opened in the presence of two or more procurement officials. Proposals and modifications shall be time-stamped upon receipt and held in a secure place until the established due date. After the date established for receipt of proposals, a Register of Proposals shall be prepared which shall include for all proposals the name of each offeror, the number of modifications received, if any, and a description sufficient to identify the supply, service, or construction item offered. The Register of Proposals shall be opened to public inspection only after award of the contract. Proposals and modifications shall be shown only to government personnel having a legitimate interest in them.

2.2.2 Review of Proposals. Upon opening the proposals received in response to this RFP, the procurement officer in charge of the solicitation will establish an evaluation committee to review and evaluate all proposals.

2.3 CLASSIFICATION AND EVALUATION OF PROPOSALS.

2.3.1 Initial Classification of Proposals as Responsive or Non-Responsive. All proposals will initially be classified as either "responsive" or "non-responsive". Proposals may be found non-responsive any time during the evaluation process or contract negotiation if any of the required information is not provided; the submitted price is found to be excessive or inadequate as measured by criteria stated in the RFP; or the proposal is not within the plans and specifications described and required in the RFP. If a proposal is found to be non-responsive, it will not be considered further.

2.3.2 Determination of Responsibility. The procurement officer will determine whether an offeror has met the standards of responsibility. Such a determination may be made at any time during the evaluation process and through contract negotiation if information surfaces that would result in a determination of non-responsibility. If an offeror is found non-responsible, the determination must be in writing, made a part of the procurement file and mailed to the affected offeror.

2.3.3 Evaluation of Proposals. The evaluation committee will evaluate the remaining proposals and recommend whether to award the contract to the highest scoring offeror or, if necessary, to seek

discussion/negotiation or a best and final offer in order to determine the highest scoring offeror. All responsive proposals will be evaluated based on stated evaluation criteria. In scoring against stated criteria, the GVB may consider such factors as accepted industry standards and a comparative evaluation of all other qualified RFP responses in terms of differing price, quality, and contractual factors. These scores will be used to determine the most advantageous offering to the GVB.

2.3.4 Completeness of Proposals. Selection and award will be based on the offeror's proposal and other items outlined in this RFP. Submitted responses may not include references to information located elsewhere, such as Internet websites or libraries, unless specifically requested. Information or materials presented by offerors outside the formal response or subsequent discussion/negotiation or "best and final offer," if requested, will not be considered, will have no bearing on any award, and may result in the offeror being disqualified from further consideration.

2.3.5 Pre-Selection Interviews. After receipt of all proposals and prior to the determination of the award, the GVB may initiate discussion, with one or more offerors, if clarification or negotiation is necessary. Offerors may also be required to make an oral presentation and/or product demonstration to clarify their RFP response or to further define their offer. In either case, offerors should be prepared to send qualified personnel to meet with the GVB to discuss technical and contractual aspects of the proposal. Oral presentations and product demonstrations, if requested, shall be at the offeror's expense.

2.3.6 Best and Final Offer. The "Best and Final Offer" is an option available to the GVB under the RFP process, which permits the GVB to request a "best and final offer" from one or more offerors if additional information is required to make a final decision. Offerors may be contacted asking that they submit their "best and final offer," which must include any and all discussed and/or negotiated changes. The GVB reserves the right to request a "best and final offer" for this RFP, if any, based on price/cost alone.

2.3.7 Evaluation Committee Recommendation for Contract Award. The evaluation committee will provide a written recommendation for contract award to the procurement officer that contains the scores, justification and rationale for its decision. The procurement officer will review the recommendation to ensure its compliance with the RFP process and criteria before concurring in the evaluation committee's recommendation.

2.3.8 Contract Negotiation. The procurement officer and/or GVB representatives may begin contract negotiation with the responsive and responsible offeror whose proposal achieves the highest score and is, therefore, the most advantageous to the GVB. If contract negotiation is unsuccessful or the highest scoring offeror fails to provide necessary documents or information in a timely manner, or fails to negotiate in good faith, the GVB may terminate negotiations and begin negotiations with the next highest scoring offeror.

2.3.9 Failure to Negotiate Contract with Best Qualified Offeror. If compensation, contract requirements, or contract documents cannot be agreed upon with the best qualified Offeror, a written record stating the reasons therefore shall be placed in the file and the GVB will advise such Offeror of the termination of negotiations which shall be confirmed by written notice with three (03) days. Upon failure to negotiate a contract with the best-qualified Offeror, the GVB

will enter into negotiations with the next most qualified Offeror. If negotiations again fail, negotiations will be terminated as provided in the Section and commence with the next qualified Offeror.

2.3.10 Contract Award. Contract award, if any, will be made to the highest scoring offeror who provides all required documents and successfully completes contract negotiation. All parties will execute a formal contract incorporating the Standard Terms and Conditions.

2.3.11 Notice of Award. The GVB will notify all Offerors on the date specified in the section entitled “Schedule of Event” as to the results of award. Written notice of award will be public information and made a part of the contract file.

2.4 RIGHTS RESERVED.

While the GVB has every intention to award a contract as a result of this RFP, issuance of the RFP in no way constitutes a commitment by the GVB to award and execute a contract. Upon a determination such actions would be in its best interest, the GVB, in its sole discretion, reserves the right to:

- Cancel or terminate this RFP;
- Reject any or all proposals received in response to this RFP;
- Waive any undesirable, inconsequential, or inconsistent provisions of this RFP which would not have significant impact on any proposal;
- Not award if it is in the best interest of the GVB not to proceed with contract execution, or
- If awarded, terminate any contract if the GVB determines adequate funds are not available.

SECTION 3: SCOPE OF WORK

3.0 GENERAL INFORMATION

The GVB is seeking an established professional firm to develop overall Internet strategy and develop and maintain a social media network as a means for promoting Guam as a destination.

3.1 TASK ORDERS

A. Phase I:

- Identify opportunities, risks and solutions, budget requirements, security measures, potential for safeguarding and/or jeopardizing Guam's reputation.
- Research the Marketplace. Identify top social media sites and recommend where GVB should be participating and concentrating efforts in the USA, Japan, Korea, China, Hong Kong, Taiwan and the Philippines. Analyze competing destinations' social media efforts and how they're being managed and perceived online.
- Plot Objectives and Strategy. Expanding the Guam brand and product awareness, building the Guam community, soliciting information from users (surveys, contests, conversation starters, data mining and analytics, etc).
- Define financial (ROI) and non-financial (impact) for GVB objectives.
- Develop promotional and technology solutions.
- Develop holistic approach to marketing communication to ensure consistency of message and the complementary use of media on line. On-line marketing channels include any e-marketing campaigns or programs, from search engine optimization (SEO) pay-per-click, affiliate, email, banner to latest web-related channels for webinar, blog, micro-blogging, RSS, pod casts and internet TV.
- Develop strategy and recommendations for mobile applications and mobile web for the growing smart phone market.

B. Phase II

- Monitor process and analyze new data.
- Calculate ROI and ascertain non-financial impact.
- Online reputation management.
- Revise and adapt as necessary.

SECTION 4: OFFEROR QUALIFICATIONS

4.0 RIGHT TO INVESTIGATE AND REJECT

The GVB may make such investigations as deemed necessary to determine the ability of the offeror to provide the supplies and/or perform the services specified. The GVB reserves the right to reject any proposal if the evidence submitted by, or investigation of, the offeror fails to satisfy the GVB that the offeror is properly qualified to carry out the obligations of the contract. *This includes the GVB's ability to reject the proposal based on negative references.*

4.1 OFFEROR INFORMATIONAL REQUIREMENTS

In determining the capabilities of an offeror to perform the services specified herein, the following informational requirements must be met by the offeror. The response “(Offeror’s Name) understands and will comply” may not be appropriate for this section. **(Note: Each item must be thoroughly addressed. Offerors taking exception to any requirements listed in this section may be found non-responsive or be subject to point deductions.)**

- 4.1.1 References.** Offeror shall provide a minimum of three (03) references that are using services of the type proposed in this RFP. The references may include local government or universities where the offeror, preferably within the last five (05) years, has successfully completed work similar to that included in this RFP. At a minimum, the offeror shall provide the company name, the location where the services were provided, contact person(s), customer’s telephone number, a complete description of the service type, and dates the services were provided. These references may be contacted to verify offeror’s ability to perform the contract. The GVB reserves the right to use any information or additional references deemed necessary to establish the ability of the offeror to perform the conditions of the contract. Negative references may be grounds for proposal disqualification.
- 4.1.2 Resumes/Company Profile and Experience.** Offeror shall specify how long the individual/company submitting the proposal has been in the business of providing services similar to those requested in this RFP and under what company name. A resume or summary of qualifications, work experience, education, skills, etc., which emphasizes previous experience in this area should be provided for all key personnel who will be involved with any aspects of the contract.
- 4.1.3 Method of Providing Services.** Offeror should provide a description of the work plan and the methods to be used that will convincingly demonstrate to the GVB what the offeror intends to do, the timeframes necessary to accomplish the work, and how the work will be accomplished.
- 4.1.4 Determination of Responsibility of Offerors.** The GVB reserves the right in securing from the Offeror information necessary to determine whether or not they are responsible, and to determine their responsibility in accordance with the “Standard for Determination of the Most Qualified Offeror” section on the General Terms and Conditions.
- 4.1.5 Standard for Determination of Best Qualified Offeror.** In determining the best qualified Offeror, the GVB shall be guided by the following:
 - A. The ability, capacity and skill of the Offeror to perform;

- B. Whether the Offeror can perform promptly or within the specified timeframe;
- C. The character, integrity, reputation, judgment, experience, and efficiency of the Offeror;
- D. The quality of performance of the Offeror with regards to awards previously made to him;
- E. The quality (qualifications, expertise, innovativeness, best business practices) of the proposal and the Offeror's ability to be responsive to both the known and future requirements;
- F. The previous and existing compliance by the Offeror with laws and regulations relative to procurement;
- G. The sufficiency of the financial resources and ability of the Offeror to perform;
- H. The Offeror's ability to meet the specifications of the RFP;
- I. If requested, the Offeror must meet all ADA regulations and requirements; and
- J. The number and scope of the conditions attached to the offeror's proposal.

SECTION 5: EVALUATION

5.0 EVALUATION

After receipt of all proposals, an evaluation team will be convened to select the most responsive and qualified offerors.

5.1 EVALUATION CRITERIA

The evaluation committee will review and evaluate the offers according to the following criteria based on a maximum possible value of 260 points. In the evaluation, rating and selecting proposals, the factors and their relative importance will be as follows:

5.1.1 Conformance with RFP Requirements

Maximum 100 Points

- 5.1.1.1** Submit an Executive Summary with a brief description of how your firm qualifies under the requirements of this RFP. Include a statement regarding your firm's commitment and availability to complete the project in the required timeframe. **10 points**
- 5.1.1.2** Provide the name of the key contact and the address of the office that would manage the project. Include a telephone number, e-mail address and website address of the firm. **10 points**
- 5.1.1.3** Describe your organizational structure. Describe your firm's structure, including whether it is a Corporation, LLC, Partnership or other organization; as well as the length of time in business, number of employees, full and part time, and other information that would help characterize the firm. Provide a list of satellite offices and affiliates. You may include brochures or other material that may be helpful in evaluating your firm. **10 points**
- 5.1.1.4** Submit a list of the top three (03) individuals on the proposed project team for each specialized area of expertise and include the Consultant Project Team Leader. Contact information on each individual must include, at a minimum: education, experience, licenses and/or certifications and professional organizations. **10 points**
- 5.1.1.5** Provide an organizational chart showing the project leader and project team. **10 points**
- 5.1.1.6** Describe key personnel's proposed roles and responsibilities on this project. Submittals must identify the proposed project manager responsible for day-to-day management of project tasks and primary point of contact. **10 points**
- 5.1.1.7** Attach resumes for the project team. Resumes are limited to no more than one paper per person on the offeror's team. This will include resumes for key staff, as provided in 5.1.1.4 above, detailing education, experience, licenses and/or certifications of each individual. **10 points**
- 5.1.1.8** Discuss familiarity with the area and project. If your firm does not have presence, how

do you plan to effectively complete this project? **10 points**

- 5.1.1.9** Provide your Total Cost to complete the Scope of Work as defined in this RFP. Your total cost must be fully burdened to include ALL costs associated with completing the Scope of Work. You must include a breakdown of costs associated Phase I and II. **20 points**

Review the Scope of Work carefully and detail your costs accordingly. Please note that specific tasks are identified in the Scope of Work, and must be included in your breakdown. Proposal should include and identify presentation costs.

Provide the hourly rates for any additional consulting work. These separately listed hourly rates will not be considered in the evaluation of the Cost Proposals, but will become part of any contract that is issued.

5.1.2 Firm Experience and Expertise with Similar Projects

Maximum 100 Points

- 5.1.2.1** Describe the firm's staff qualifications and experience providing services on social media projects similar to that described in this RFP. Past performance on other projects performed by the offeror for the GVB will be considered. **35 points**
- 5.1.2.2** Describe other projects executed by your firm that demonstrate relevant experience with similar projects that have been completed in the last three (03) years. Include date completed, nature of work provided, and location of the project. **10 points**
- 5.1.2.3** Provide a list of clients for who you have performed similar work. For each project mentioned, include the name, address and telephone number of a person who can be contacted regarding your performance on the project. When submitting projects for which your firm worked in an auxiliary capacity or in a joint venture or partnership, include the name of the lead person. **10 points**
- 5.1.2.4** Proposers should provide responses to the following: **45 points**
- What level of involvement (account, technical, training) can be expected prior to the launch of any social media or online activity?
 - What level of support (account, technical, training) can be expected after any activity has begun?
 - What kind of things can you advise upon, initially and ongoing?
 - What resources do you consider the minimum required from our company in order to run any effective social media activity?

5.1.3 Project Approach and Schedule

Maximum 30 Points

5.1.3.1 Approach: 10 points

Describe how your firm's project team is organized for project delivery, the tasks that must be accomplished to complete the project and how your firm will approach these tasks (provide more detail than what is in your Executive Summary). Discuss any unique aspects of the project, alternative approaches the GVB may wish to consider, or special considerations related to programmatic/funding requirements. Creativity is encouraged where reasonable and where experience of the firm or team with similar

projects would provide a more effective means of attaining the objective.

5.1.3.2 Work Plans: 10 points

Submit work plans for each task order. Work plans should provide as a minimum, sufficient detail to demonstrate how each goal, objective, and/or deliverable will be accomplished.

5.1.3.3 Schedule: 10 points

Provide a schedule of general activities indicating the duration of each activity and of the total project. The schedule should reflect realistic activity durations. The schedule must fit within the twelve (12) week project timeline.

MAXIMUM POINTS

230 Points

5.2 EVALUATION AND AWARD

An Evaluation Team composed of representatives will review all proposals. The criteria listed in 5.2.1 (below) and described in greater detail in 5.a (above) will be used to evaluate proposals for the purpose of ranking them in relative position based on how fully each proposal meets the requirements of the RFP. A maximum of 250 points may be awarded to a proposal. Award will be made based on a weighted point evaluation, to the responsive responsible proposer with the highest overall score.

5.2.1 Evaluation Criteria

	<u>Points</u>
Conformance with RFP Requirements	100
Firm Experience and Expertise with Similar Projects	100
Project Approach and Schedule	60

The GVB shall have the right to reject all proposals or offers which have been submitted in response to this RFP, at any time, if the GVB determines such to be in the best interest of the Government of Guam for any reason allowed by law and/or regulation or for any reason whatsoever.

**APPENDIX A
RFP NO. 2010-006**

MAJOR SHAREHOLDER DISCLOSURE AFFIDAVIT

AFFIDAVIT

TERRITORY/STATE/
COUNTRY OF _____)
) ss.
CITY OF _____)

I, the undersigned, _____
(A Partner or Officer of the Firm/Firm of, etc.)

Being first duly sworn deposes and says:

1. That the persons who have held more than ten percent (10%) of the company's shares during the past twelve (12) months are as follows:

<u>NAME</u>	<u>ADDRESS</u>	<u>Percentage of Shares held</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____

TOTAL NUMBER OF SHARES _____

2. That the persons who have received or are entitled to receive a commission, gratuity, or other compensation for procuring or assisting in obtaining business related to the proposal or bid for which this Affidavit is submitted are as follows:

<u>NAME</u>	<u>ADDRESS</u>	<u>Amount of Commission or other Compensation</u>
_____	_____	_____

Further Affiant sayeth naught.

Date: _____

Signature of individual if offeror or bidder is a Sole Proprietorship;
Partner, if the bidder is a Partnership; Officer, if the bidder is a
Corporation.

Subscribed and sworn to before me this _____ day of _____, _____

Notary Public

My commission expires _____

APPENDIX B
RFP NO. 2010-006

AFFIDAVIT

**CONFLICT OF INTEREST DISCLOSURE AND
STATEMENT OF UNDERSTANDING
(OFFEROR)**

AFFIDAVIT

TERRITORY/STATE/
COUNTRY OF _____)
)
CITY OF _____) SS.

_____, being first duly sworn understand that
(Name of Person)

it is the policy of the Guam Visitor's Bureau ("GVB") to insure the integrity of its procurement process and that any conflict of interest by anyone involved in the procurement process must be disclosed.

Any effort to influence the procurement process may be a breach of a public trust and a breach of the standards of ethical conduct. Any violations of the standards of ethical conduct may lead to criminal and civil sanctions.

I also understand that:

- A. It is a breach of a public trust and/or the standards of ethical conduct pursuant to the procurement laws of Guam if:
- (1) I or any member of my immediate family has a financial interest pertaining to the procurement;
 - (2) A business or organization in which I, or any member of my immediate family has a financial interest pertaining to the procurement; and/or
 - (3) Any other person, business or organization with which I, or any member of my immediate family is negotiating or has an arrangement concerning prospective employment is involved in the procurement.
- B. It is a breach of ethical standards for an employee or volunteers to solicit, demand, accept or agree to accept from another person, a gratuity or an offer of employment in connection with any proceeding regarding the solicitation, proposal or selection pertaining to the procurement.
- C. It is a breach of ethical standards for an employee or volunteers who is participating directly or indirectly in the procurement process to become or be the employee of any person contracting with GVB.
- D. It is a breach of ethical standards for an employee or volunteer to act as a principal, or as an agent for anyone other than the Territory of Guam in connection with any:

- (1) judicial or other proceeding, application, request for a ruling, or other determination;
- (2) contract;
- (3) claim; or
- (4) charge or controversy in which I participated personally and substantially, where the Territory of Guam is a party or has a direct and substantial interest. This ethical standard shall extend to one year after cessation of any official responsibility with GVB.

- E. No person shall act as an evaluator, or participate directly or indirectly with the procurement process if that person has a personal or professional relationship with an offeror.
- F. All proceedings and information derived from any part of the procurement process are confidential. It is a breach of ethical standards for an employee or volunteers to use confidential information for actual or anticipated personal gain, or for the actual or anticipated personal gain of any other person.
- G. Upon discovery of an actual or potential conflict of interest as stated above, all employees or volunteers shall promptly file a written statement of disqualification and shall withdraw from further participation in the procurement process and/or the transaction involved.

I have read this Conflict of Interest Disclosure and Statement of Understanding and represent that I am in compliance, and shall comply with the ethical standards as set forth above.

(Signature)

Subscribed and sworn to before me this _____ day of _____, 2010.

Notary Public

My commission expires on _____

working at said agency and that the administrator of said agency be informed of such within twenty-four (24) hours of such conviction.

Signature

Subscribed and sworn to before me this _____ day of _____, 2010.

Notary Public

My commission expires on _____

APPENDIX D
RFP NO. 2010-006

SCHEDULE OF EVENTS

<u>EVENT</u>	<u>DATE</u>
RFP Issue Date	May 3, 2010
Pre-Proposal Conference	None Currently Scheduled
RFP Response Due Date	5 PM, June 11, 2010
Intended Date for Contact Award	As Quickly as Possible
Intended Date to Notify Offerors	As Soon as Decision is Made