

Marketing Advertising Services for the City of Omaha Convention & Visitors' Bureau	Wednesday, September 7, 2011
OPENING DATE AND TIME	PROCUREMENT CONTACT
Wednesday, October 5, 2011 at 11:00 a.m. CST	Holly Hurt, Buyer

Douglas County Purchasing Department is issuing this Request for Proposals (RFP) on behalf of the Omaha Convention & Visitors Bureau (OCVB) to engage an agency for its complete advertising services for a three (3) year period beginning January 1, 2012 and ending December 31, 2014. The selected agency will develop an integrated advertising and marketing campaign targeted at promoting the City of Omaha as a unique regional leisure destination and national convention meeting location.

Written questions are due no later than **3:00 p.m. CST, Friday, September 16, 2011** and should be sent to Holly Hurt, Buyer, via email at Holly.hurt@douglascounty-ne.gov. Questions should be plainly labeled "Questions for Marketing Advertising Services". The response to questions or any other clarifications will be provided **solely** through addendum posted on the Douglas County Purchasing Department's web site www.douglascountypurchasing.org by **Wednesday, September 21, 2011**.

NOTE SCHEDULE OF EVENTS IN RFP FOR ACTIVITY DATES AND TIMES.

Contractor should submit one (1) original one (1) electronic (either CD or flash drive) and two (2) copies of their entire proposal. Proposals must be submitted by the proposal due date and time.

PROPOSALS MUST MEET THE FOLLOWING REQUIREMENTS TO BE CONSIDERED VALID. PROPOSALS WILL BE REJECTED IF NOT IN COMPLIANCE WITH THESE REQUIREMENTS.

1. Proposals must be sent to and be received in the:
Office of the Omaha City Clerk
LC 1, 1819 Civic Center, Omaha
Nebraska 68183
by the date and time of proposal opening indicated above. No late proposals will be accepted. No fax proposals will be accepted.
2. Proposals must meet all specifications, terms and conditions of this Request for Proposal (RFP).
3. The contractor's proposal **MUST** be manually signed, in ink, and returned by the proposal opening date and time along with any other requirements as specified in the RFP in order to be considered for an award.
4. Proposals must be in a sealed envelope/container and marked "Marketing Advertising Services".
5. A proposal may not be altered after opening. The proposal must stay in effect for the duration of the contract following the award.

I. STANDARD CONDITIONS AND TERMS

SCOPE: These standard conditions and terms of the Request for Proposal (RFP) and acceptance apply in like force to this inquiry and to any subsequent contract resulting there from.

EXECUTION: Proposals must be typewritten and signed in ink by the contractor. No telephone, facsimile or voice proposals will be accepted. Failure to comply with these provisions may result in the rejection of the proposal.

PAYMENT: Payments to be made by the City of Omaha (City) will be made by the responsible department.

COLLUSIVE BIDDING: The contractor's signature on submitted Proposal is a guarantee that the prices quoted have been arrived at without collusion with other eligible contractors and without effort to preclude the City from obtaining the lowest possible competitive price.

SPECIFICATIONS: Contractors must submit a proposal in accordance with the terms and conditions in this Request for Proposal.

ALTERNATE TERMS AND CONDITIONS: The City, at its sole discretion, may entertain alternative terms and conditions which deviate from the Request for Proposal Requirements. Alternative terms and conditions may be considered if overall contract performance would be improved but not compromised, and if they are in the best interest of the City. Alternative terms and conditions must be submitted with the proposal and must be clearly identified and detailed in such a way that allows such deviations to be fully evaluated. Alternative terms and conditions are discouraged and unless explicitly accepted by City, are deemed to be rejected.

INSURANCE:

The successful contractor shall provide a certificate of insurance indicating, (1) adequate Workers Compensation insurance; (2) Public Liability insurance in an amount of not less than \$1,000,000 for injuries including accidental death to any person and subject to the same limit to each person in an amount of not less than \$5,000,000 where more than one person is involved in any one accident; and (3) Property Damage insurance in an amount not less than \$500,000; and naming City of Omaha as an additional insured.

AWARD: All purchases, leases, or contracts which are based on competitive proposals will be awarded according to the provisions in the Request for Proposal. The City reserves the right to reject any or all proposals, wholly or in part, or to award to multiple contractors in whole or in part. The City reserves the right to waive any deviations or errors that are not material, do not invalidate the legitimacy of the proposal, and do not improve the contractor's competitive position. All awards will be made in a manner deemed in the best interest of the City.

PERFORMANCE AND DEFAULT: The City reserves the right to require a performance bond from the successful contractor, as provided by law, without expense to the City. Otherwise, in case of default of the contractor, the City may contract the service from other sources and hold the contractor responsible for any excess cost occasioned thereby.

NONDISCRIMINATION: In accordance with the Nebraska Fair Employment Practice Act Neb. Rev. Stat. §§48-1122, Contractors agree that they nor any of their subcontractors shall

discriminate against any employee or applicant for employment, with respect to hire, tenure, terms, conditions or privileges of employment because of race, color, religion, sex, disability, or national origin. The contractor guarantees compliance with the Nebraska Fair Employment Practice Act, and breach of this provision shall be regarded as a material breach of contract. The contractor shall insert a similar provision in all subcontracts for services to be covered by any contract resulting from this Request for Proposal.

DRUG POLICY: Contractor certifies that it maintains a drug free work place environment to ensure worker safety and workplace integrity. Contractor agrees to provide a copy of its drug free workplace policy at any time upon request.

NEW EMPLOYEE WORK ELIGIBILITY STATUS (Neb. Rev. Stat. §4-108-114)

The Contractor is required and hereby agrees to use a federal immigration verification system to determine the work eligibility status of new employees physically performing services within Douglas County. A federal immigration verification system means the electronic verification of the work authorization program authorized by the Illegal Immigration Reform and Immigrant Responsibility Act of 1996, 8 U.S.C. 1324a, known as the **E-Verify Program**, or an equivalent federal program designated by the United States Department of Homeland Security or other federal agency authorized to verify the work eligibility status of a newly hired employee.

If the Contractor is an individual or sole proprietorship, the following applies:

1. The Contractor must complete the United States Citizenship Attestation Form, available on the Department of Administrative Services website at www.das.state.ne.us.
2. If the Contractor indicates on such attestation form that he or she is a qualified alien, the Contractor agrees to provide the US Citizenship and Immigration Services documentation required to verify the Contractor's lawful presence in the United States using the **Systematic Alien Verification for Entitlements (SAVE) Program**.
3. The Contractor understands and agrees that lawful presence in the United States is required and the Contractor may be disqualified or the contract terminated if such lawful presence cannot be verified as required by Neb. Rev. Stat. § 4-108.

II. SCOPE OF THE REQUEST FOR PROPOSAL

A. SCOPE

The Douglas County Purchasing Department is issuing this (RFP) on behalf of the Omaha Convention & Visitors Bureau (OCVB) to engage an agency for its complete advertising services for a three (3) year period beginning January 1, 2012 and ending December 31, 2014. The selected agency will develop an integrated advertising and marketing campaign targeted at promoting the City of Omaha as a unique regional leisure destination and national convention meeting location.

C. INQUIRIES

Any explanation desired by a contractor regarding the meaning or interpretation of any RFP provision or questions must be submitted in writing to Holly Hurt, no later than **3:00 p.m. CST on Friday, September 16, 2011** and clearly marked "Questions for Marketing Advertising Services". Questions may be sent via email to:

Holly.hurt@douglascounty-ne.gov

A brief oral presentation may be required after all written proposals have been received. A representative from the Purchasing Department will schedule the time and place for this presentation if necessary.

D. TERMINATION

1. The City may terminate the contract at any time if the contractor fails to carry out the terms or fails to make substantial progress toward the fulfillment of the contract obligations.
2. The contract may be terminated prior to the end of the contract period by mutual agreement of both parties by at least ninety (90) days written notice.
4. The City will give the contractor sixty (60) days notice of termination of contract if appropriations cease.

E. SCHEDULE OF EVENTS

The City expects to adhere to the tentative procurement schedule shown below. It should be noted, however, that some dates are approximate and subject to change.

ACTIVITY		DATE/TIME
1	Release Request for Proposal	Wednesday, September 7, 2011
2	Deadline to submit written questions	Friday, September 16, 2011
	Douglas County responds to written questions	Wednesday, September 21, 2011
4	Deadline for submitting proposal(closing)	Wednesday October, 5, 2011 by 11:00 a.m.
5	Proposal Opening LC 1 Civic Center	Wednesday, October, 5, 2011 @ 11:00 a.m.
6.	Tentative City Council Approval	November 22, 2011

III GENERAL INFORMATION

A. GENERAL

The City of Omaha, Nebraska is issuing Requests for Proposals (RFP) on behalf of the Omaha Convention & Visitors Bureau (OCVB) to engage an agency for its complete advertising services for a three (3) year period beginning January 1, 2012 and ending December 31, 2014. The selected agency will develop an integrated advertising and marketing campaign targeted at promoting the City of Omaha as a unique regional leisure destination and national convention meeting location.

B. OCVB OVERVIEW

The OCVB is the tourism sales, service and marketing arm of the City of Omaha. The mission of the OCVB is to strengthen the positive awareness of Omaha/Douglas County as a convention and visitor destination.

The activities of the OCVB result in a direct economic impact for hotels, motels, restaurants, attractions, retail operations and transportation providers. The OCVB acts as a spokesperson and business generator for the entire hospitality industry in the Omaha area and is committed to elevating the city's stature as a leisure and convention destination through its sales, service and marketing efforts.

C. BUDGET

The OCVB has allocated a total estimated budget for marketing and advertising of \$850,000 annually for each of the three (3) years for a total of approximately \$2.5 million dollars. This budget includes, strategic planning, creative direction, graphic design, production of necessary collateral, media placement and research.

D. COMMUNICATION WITH STAFF

From the date the RFP is issued until a determination is announced regarding the selection of the contractor, contact regarding this project between potential contractors and individuals employed by City or OCVB is restricted to communication with the person designated as the point of contact for this RFP.

Once a contractor is preliminarily selected, as documented in the intent to contract, that contractor is restricted from communicating with City staff until a contract is signed. Violation of this condition may be considered sufficient cause to reject a contractor's proposal and/or selection irrespective of any other condition.

The following exceptions to these restrictions are permitted:

1. Written communication with the person designated as the point of contact for this RFP or procurement;
2. Contacts made pursuant to any pre-existing contracts or obligations;
3. City staff and/or contractor staff present at the Pre-Proposal Conference when recognized by City staff facilitating the meeting for the purpose of addressing questions; and,
4. City requested presentations, key personnel interviews, clarification sessions or discussions to finalize a contract.

E. CONDITIONS

1. Data and documentation included in the RFP becomes the property of the City of Omaha and may become public information upon opening proposals.
2. A transmittal letter must accompany this proposal "certifying that all information presented herein is accurate and complete", and signed by an authorized official of the proposing firm.
3. The City reserves the right to reject any and all proposals; all proposals must meet the specifications as shown. The City reserves the right to make award based on the RFP received without any further negotiations.
4. The vendor awarded the contract must comply with the Contract Compliance Ordinance and have on file with the City of Omaha Human Relations Department, the Contract Compliance Report (Form CC-1). Any questions regarding the Contract Compliance Ordinance should be directed to the Contract Compliance Officer at (402) 444-5055. A Contract Compliance Report (CC-1) is attached for completion and is to be submitted with your RFP.

F. PROPOSAL REQUIREMENTS

- A letter of interest, not to exceed two pages in length, and should include the following:
 - Agency name
 - Annual Billings
 - Key Accounts
 - Related Experience
 - Staffing
 - Special Areas of Expertise
 - Fee Schedule
 - Agency Philosophy
- An example/case study of another campaign developed and executed that had a comparable budget (please include copies of creative - print, TV, etc.).
- An example/case study that involved one or more components of the tourism industry (please include copies of creative - print, TV, etc.)
- An example/case study that best demonstrates how your agency works to develop marketing and advertising campaigns that lead to success.
- Indicate your agency's capability of providing media planning, buying and tracking.
- Indicate how your agency measures the success of its campaigns.
- Any other information that you would like to be considered in the selection process.

G. AGENCY TASKS AND RESPONSIBILITIES

The agency offering the successful proposal will demonstrate the ability to develop a creative, comprehensive marketing and advertising campaign to promote the City of Omaha throughout the three (3) year contracted period within the allocated budget. The agency awarded the contract will be responsible for developing and implementing the campaign, media planning and buying, executing ideas, creative direction, graphic design, production, and providing a measurable means for tracking results. All work will be done in collaboration with the OCVB.

H. PROPOSAL EVALUATION:

The City of Omaha will conduct a fair, impartial and comprehensive evaluation of all proposals in accordance with the criteria set forth below. Each category will have a maximum possible point potential. Areas that will be addressed and scored during the technical evaluation include:

1. The ability to create an integrated advertising and marketing strategy that effectively positions Omaha as a unique regional leisure destination
2. The ability to create an advertising and marketing strategy to support direct sales efforts to promote Omaha as a national convention location.
3. The ability to assess current brand equity and evaluate future branding initiatives.
4. The ability to create and implement advertising/marketing across multi-media platforms, including new technology.
5. The ability to provide strong consumer research and market analysis.
6. The ability to demonstrate experience and knowledge of the tourism industry.
7. The ability to show examples of past campaigns that were successfully executed with a similar budget, focus, or both.
8. The ability to develop and illustrate a measurable means by which to evaluate the success of the campaign.
9. The ability to track current events that may impact the campaign and proactively revise strategy when necessary.
10. The ability to work with all levels of management and staff at the OCVB with the highest level of professionalism and integrity.

I. EVALUATION COMMITTEE

Proposals will be independently evaluated by members of the Evaluation Committee. This committee will consist of staff and members of Omaha's hospitality community with the appropriate expertise to conduct such proposal evaluations. The Evaluation Committee will determine the top four (4) agencies and those agencies will be asked to present their advertising and marketing philosophies and how it would benefit the Omaha Convention and Visitors Bureau.

Prior to award, contractors are advised that only the point of contact can clarify issues or render any opinion regarding this RFP. No individual member of the City of Omaha, employee of the City of Omaha or member of the Evaluation Committee is empowered to make binding statements regarding this RFP.