



**REQUEST FOR PROPOSALS
RFP-4378-17-SH**

**ADVERTISING SERVICES; WEBSITE/ONLINE MARKETING;
and PUBLIC RELATIONS**

for the Grand Junction Visitor and Convention Bureau

RESPONSES DUE:

July 18, 2017 prior to 2:30 PM Local Prevailing Time

Accepting Electronic Responses Only

Responses Only Submitted Through the Rocky Mountain E-Purchasing System

<http://www.bidnetdirect.com/colorado>

**(Purchasing Representative does not have access or control of the vendor side of RMEPS.
If website or other problems arise during response submission, vendor MUST contact
RMEPS to resolve issue prior to the response deadline. 800-835-4603)**

PURCHASING REPRESENTATIVE:

Susan Hyatt

susanh@gjcity.org

970/244-1513

This solicitation has been developed specifically for a Request for Proposal intended to solicit competitive responses for this solicitation, and may not be the same as previous City of Grand Junction solicitations. All offerors are urged to thoroughly review this solicitation prior to submitting. Submittal by **FAX, EMAIL or HARD COPY IS NOT ACCEPTABLE** for this solicitation.

TABLE OF CONTENTS

Section I.	ADMINISTRATIVE INFORMATION
Section II.	SCOPE OF SERVICES – ADVERTISING
Section III.	ADVERTISING – REQUIRED INFORMATION AND SUBMITTALS
Section IV.	ADVERTISING – FINALIST REQUIRED INFORMATION/SUBMITTALS
Section V.	ADVERTISING – EVALUATION CRITERIA/PROCESS
Section VI.	SCOPE OF SERVICES – WEBSITE/ONLINE MARKETING (www.visitgrandjunction.com)
Section VII.	WEBSITE - REQUIRED INFORMATION AND SUBMITTALS
Section VIII.	WEBSITE - FINALIST REQUIRED INFORMATION/SUBMITTALS
Section IX.	WEBSITE - EVALUATION CRITERIA/PROCESS
Section X.	SCOPE OF SERVICES – PUBLIC RELATIONS
Section XI.	PUBLIC RELATIONS – REQUIRED INFORMATION AND SUBMITTALS
Section XII.	PUBLIC RELATIONS – FINALIST REQUIRED INFORMATION/SUBMITTALS
Section XIII.	PUBLIC RELATIONS – EVALUATION CRITERIA/PROCESS
Attachment #1	PRE-SOLICITATION CONFERENCE
Attachment #2	OFFER AND SCHEDULE OF FEES

SECTION I. ADMINISTRATIVE INFORMATION

A. ISSUING OFFICE: This Request for Proposals (hereinafter referred to as a RFP) is being issued by the City Purchasing Division for the Grand Junction Visitor & Convention Bureau (GJVCB), a department of the City of Grand Junction. The GJVCB was created in 1990 following an election in 1989 that approved a 3% lodging tax to be collected by properties in the City of Grand Junction. The lodging tax is the basis of the GJVCB operating capital and is supplemented by a portion of the vendor's fee from sales tax revenues.

B. INTENT: It is the intent of this RFP to provide all prospective agencies with sufficient information to enable them to prepare and submit a Proposal for performing professional advertising services; website/online marketing; **and/or** public relations on behalf of the city's Visitor and Convention Bureau. If the agency has the capabilities to perform advertising; website/online marketing; and public relations, three separate proposals shall be submitted. The City reserves the right to award one, two or three separate contracts to one, two or three separate agencies. The Proposals will be reviewed for consideration by an evaluation team approved by the City of Grand Junction. Evaluation of the Proposals shall lead to a "short list" of the most qualified respondents in each category. This group will be asked to prepare an oral presentation for further evaluation and final selection.

C. INQUIRES: All inquiries shall be made in writing via the e-mail address provided below. All responses reflecting a change in Proposal requirements will be made in writing in the form of an addendum. To be given consideration, inquiries must be received by the deadline stated in Section E, Calendar of Events. All addenda will be made in similar fashion, posted on RockyMountainBidSystem.com and on the City's website.

Susan J. Hyatt, C.P.M., CPPB
Email: susanh@gjcity.org

D. ADDENDA: All questions shall be submitted in writing to the appropriate person as shown in item C above. Any interpretations, corrections and changes to this RFP or extensions to the opening/receipt date shall be made by a written Addendum to the RFP by the City Purchasing Division. Sole authority to authorize addenda shall be vested in the City of Grand Junction Purchasing Representative. Addenda will be posted electronically through the City's website at www.gjcity.org/business-and-economic-development/bids and the Rocky Mountain Bid System at www.bidnetdirect.com/colorado. Offerors shall acknowledge receipt of all addenda in their proposal.

E. TENTATIVE CALENDAR OF EVENTS:

RFP Available on or about	May 23, 2017
RFP Pre-Solicitation Conference	June 15, 2017 (Attachment #1 has location and details)
Questions deadline	July 6, 2017
Submittal deadline for RFP	July 18, 2017
Short list of qualified firms available	August 18, 2017
Formal GJVCB Board presentations	September 27 and 28, 2017
Tentative City Council Approval	November 8, 2017
Contract Execution	before January 1, 2018
Work commences	January 1, 2018

F. SUBMISSION: Each proposal shall be submitted in electronic format only through the Rocky Mountain E-Purchasing website, <http://www.bidnetdirect.com/colorado>. This site offers both "free" and "paying" registration options that allow for full access of the Owner's documents and for electronic submission of proposals. (Note: "free" registration may take up to 24 hours to process. Please Plan accordingly.) Please view our "Electronic Vendor Registration Guide" at <http://www.gjcity.org/BidOpenings.aspx> for details. The uploaded response to this RFP shall be a single PDF document with all required information included. For proper comparison and evaluation, the City requests that proposals be formatted as directed in Section 5.0 "Preparation and Submittal of Proposals." Submittals received that fail to follow this format may be ruled non-responsive.

G. REJECTION OF SUBMITTALS: The City reserves the right to accept or reject any or all submittals received in response to this solicitation. The City further reserves the right to waive any informalities and/or minor irregularities in submittals received, if deemed to be in the best interest of the City.

H. Withdrawal of Proposal: A proposal must be firm and valid for award and may not be withdrawn or canceled by the Offeror prior to the sixty-first (61st) day following the submittal deadline date and only prior to award. The Offeror so agrees upon submittal of their proposal. After award this statement is not applicable.

I. PROPRIETARY INFORMATION: All submittals in response to this request become public record and become subject to public inspection. Any confidential information contained in your submittals **must be clearly identified** as such or it will not be treated as confidential or proprietary by the city and then only to the extent allowable by law in the Open Records Act. Unrestricted disclosure of proprietary or confidential information by the Advertiser places it in the public domain. Proprietary or confidential information is defined by the City to be any information that is not generally known to competitors and which may provide a competitive advantage. **SUBMITTALS IN THEIR ENTIRETY CAN NOT BE SPECIFIED CONFIDENTIAL OR PROPRIETARY.**

J. SUBMITTAL OWNERSHIP: All materials submitted with regard to this solicitation become the property of the City and will only be returned at the City's option.

K. OPEN RECORDS: Proposals shall be received and publicly acknowledged at the locations, date, and time stated herein. Offerors, their representatives and interested persons may be present. Proposals shall be received and acknowledged only so as to avoid disclosure of process. However, all proposals shall be open for public inspection after the contract is awarded. Trade secrets and confidential information contained in the proposal so identified by such shall be treated as confidential by the City to the extent allowable by the Open Records Act.

L. EXPENSES: Expenses incurred by prospective respondents in preparation, submission, and presentation of this **RFP** are the responsibility of the respondents and cannot be charged to the City.

M. ASSIGNMENT: The selected advertising firm shall not sell, assign, transfer or convey any contract resulting from this **RFP** in whole or in part without prior written approval from the City. Any claims for payment due to the provider from the City under this contract may not be assigned to a bank, trust company, or other financial institution or bankruptcy trustee without the prior written approval by the City.

N. INDEMNIFICATION: The awarded Firm shall defend, indemnify and save harmless the City of Grand Junction, State of Colorado, and all its officers, employees, insurers, and self-insurance pool, from and against all liability, suits, actions, or other claims of any character, name and description brought for or on account of any injuries or damages received or sustained by any person, persons, or property on account of any negligent act or fault of the Firm, or of any Firm's agent, employee, sub-consultant or supplier in the execution of, or performance under, any contract which may result from Qualification award. Firm shall pay any judgment with cost which may be obtained against the City growing out of such injury or damages.

O. SALES TAX: The City of Grand Junction/Mesa County is, by statute, exempt from the State Sales Tax and Federal Excise Tax; therefore, all fees shall not include taxes.

P. Acceptance of RFP Terms: A proposal submitted in response to this RFP shall constitute a binding offer. Acknowledgment of this condition shall be indicated on the Letter of Interest or Cover Letter by the autographic signature of the Offeror or an officer of the Offeror legally authorized to execute contractual obligations. A submission in response to the RFP acknowledges acceptance by the Offeror of all terms and conditions including compensation, as set forth herein. An Offeror shall identify clearly and thoroughly any variations between its proposal and the Owner's RFP requirements. Failure

to do so shall be deemed a waiver of any rights to subsequently modify the terms of performance, except as outlined or specified in the RFP.

Q. Amendment: No oral statement of any person shall modify or otherwise change, or affect the terms, conditions or specifications stated in the resulting contract. All amendments to the contract shall be made in writing by the Owner Purchasing Division.

R. Assignment: The Offeror shall not sell, assign, transfer or convey any contract resulting from this RFP, in whole or in part, without the prior written approval from the Owner.

S. Compliance with Laws: Proposals must comply with all Federal, State, County and local laws governing or covering this type of service and the fulfillment of all ADA (Americans with Disabilities Act) requirements.

T. Confidentiality: All information disclosed by the Owner to the Offeror for the purpose of the work to be done or information that comes to the attention of the Offeror during the course of performing such work is to be kept strictly confidential.

U. Conflict of Interest: No public official and/or Owner employee shall have interest in any contract resulting from this RFP.

V. Contract: This Request for Proposal, submitted documents, and any negotiations, when properly accepted by the Owner, shall constitute a contract equally binding between the Owner and Offeror. The contract represents the entire and integrated agreement between the parties hereto and supersedes all prior negotiations, representations, or agreements, either written or oral, including the Proposal documents. The contract may be amended or modified with Change Orders, Field Orders, or Addendums.

W. Project Manager/Administrator: The Project Manager, on behalf of the Owner, shall render decisions in a timely manner pertaining to the work proposed or performed by the Offeror. The Project Manager shall be responsible for approval and/or acceptance of any related performance of the Scope of Services.

X. Contract Termination: This contract shall remain in effect until any of the following occurs: (1) contract expires; (2) completion of services; (3) acceptance of services or, (4) for convenience terminated by either party with a written *Notice of Cancellation* stating therein the reasons for such cancellation and the effective date of cancellation at least thirty days past notification.

Y. Employment Discrimination: During the performance of any services per agreement with the Owner, the Offeror, by submitting a Proposal, agrees to the following conditions:

Y.a The Offeror shall not discriminate against any employee or applicant for employment because of race, religion, color, sex, age, disability, citizenship status, marital status, veteran status, sexual orientation, national origin, or any legally protected status except when such condition is a legitimate occupational qualification reasonably necessary for the normal operations of the Offeror. The Offeror agrees to post in conspicuous places, visible to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.

Y.b The Offeror, in all solicitations or advertisements for employees placed by or on behalf of the Offeror, shall state that such Offeror is an Equal Opportunity Employer.

Y.c Notices, advertisements, and solicitations placed in accordance with federal law, rule, or regulation shall be deemed sufficient for the purpose of meeting the requirements of this section.

Z. Immigration Reform and Control Act of 1986 and Immigration Compliance: The Offeror certifies that it does not and will not during the performance of the contract employ illegal alien workers or otherwise violate the provisions of the Federal Immigration Reform and Control Act of 1986 and/or the immigration compliance requirements of State of Colorado C.R.S. § 8-17.5-101, *et.seq.* (House Bill 06-1343).

AA. Ethics: The Offeror shall not accept or offer gifts or anything of value nor enter into any business arrangement with any employee, official, or agent of the Owner.

BB. Failure to Deliver: In the event of failure of the Offeror to deliver services in accordance with the contract terms and conditions, the Owner, after due oral or written notice, may procure the services from other sources and hold the Offeror responsible for any costs resulting in additional purchase and administrative services. This remedy shall be in addition to any other remedies that the Owner may have.

CC. Failure to Enforce: Failure by the Owner at any time to enforce the provisions of the contract shall not be construed as a waiver of any such provisions. Such failure to enforce shall not affect the validity of the contract or any part thereof or the right of the Owner to enforce any provision at any time in accordance with its terms.

DD. Force Majeure: The Offeror shall not be held responsible for failure to perform the duties and responsibilities imposed by the contract due to legal strikes, fires, riots, rebellions, and acts of God beyond the control of the Offeror, unless otherwise specified in the contract.

EE. Indemnification: Offeror shall defend, indemnify and save harmless the Owner, State of Colorado, and all its officers, employees, insurers, and self-insurance pool, from and against all liability, suits, actions, or other claims of any character, name and description brought for or on account of any injuries or damages received or sustained by any person, persons, or property on account of any negligent act or fault of the Offeror, or of any Offeror's agent, employee, subcontractor or supplier in the execution of, or performance under, any contract which may result from proposal award. Offeror shall pay any judgment with cost which may be obtained against the Owner growing out of such injury or damages.

FF. Independent Firm: The Offeror shall be legally considered an Independent Firm and neither the Firm nor its employees shall, under any circumstances, be considered servants or agents of the Owner. The Owner shall be at no time legally responsible for any negligence or other wrongdoing by the Firm, its servants, or agents. The Owner shall not withhold from the contract payments to the Firm any federal or state unemployment taxes, federal or state income taxes, Social Security Tax or any other amounts for benefits to the Firm. Further, the Owner shall not provide to the Firm any insurance coverage or other benefits, including Workers' Compensation, normally provided by the Owner for its employees.

GG. Nonconforming Terms and Conditions: A proposal that includes terms and conditions that do not conform to the terms and conditions of this Request for Proposal is subject to rejection as non-responsive. The Owner reserves the right to permit the Offeror to withdraw nonconforming terms and conditions from its proposal prior to a determination by the Owner of non-responsiveness based on the submission of nonconforming terms and conditions.

HH. Ownership: All plans, prints, designs, concepts, etc., shall become the property of the Owner.

II. Oral Statements: No oral statement of any person shall modify or otherwise affect the terms, conditions, or specifications stated in this document and/or resulting agreement. All modifications to this request and any agreement must be made in writing by the Owner.

JJ. Patents/Copyrights: The Offeror agrees to protect the Owner from any claims involving infringements of patents and/or copyrights. In no event shall the Owner be liable to the Offeror for any/all suits arising on the grounds of patent(s)/copyright(s) infringement. Patent/copyright infringement shall null and void any agreement resulting from response to this RFP.

KK. Remedies: The Offeror and Owner agree that both parties have all rights, duties, and remedies available as stated in the Uniform Commercial Code.

LL. Venue: Any agreement as a result of responding to this RFP shall be deemed to have been made in, and shall be construed and interpreted in accordance with, the laws of the City of Grand Junction, Mesa County, Colorado.

MM. Expenses: Expenses incurred in preparation, submission and presentation of this RFP are the responsibility of the company and can not be charged to the Owner.

NN. Sovereign Immunity: The Owner specifically reserves its right to sovereign immunity pursuant to Colorado State Law as a defense to any action arising in conjunction to this agreement.

OO. Public Funds/Non-Appropriation of Funds: Funds for payment have been provided through the City of Grand Junction budget approved by the City Council for the stated fiscal year only. State of Colorado statutes prohibit the obligation and expenditure of public funds beyond the fiscal year for which a budget has been approved. Therefore, anticipated orders or other obligations that may arise past the end of the stated City of Grand Junction fiscal year shall be subject to budget approval. Any contract will be subject to and must contain a governmental non-appropriation of funds clause.

PP. Collusion Clause: Each Offeror by submitting a proposal certifies that it is not party to any collusive action or any action that may be in violation of the Sherman Antitrust Act. Any and all proposals shall be rejected if there is evidence or reason for believing that collusion exists among the proposers. The Owner may or may not, at the discretion of the Owner Purchasing Representative, accept future proposals for the same service or commodities for participants in such collusion.

QQ. Gratuities: The proposer certifies and agrees that no gratuities, kickbacks or contingency fees were paid in connection with this contract, nor were any fees, commissions, gifts or other considerations made contingent upon the award of this contract. If the proposer breaches or violates this warranty, the Owner may, at their discretion, terminate this contract without liability to the Owner.

RR. Safety Warranty: Offeror also warrants that the services performed shall conform to the standards declared by the US Department of Labor under the Occupational Safety and Health Act of 1970.

SS. OSHA Standards: All Offerors agree and warrant that services performed in response to this invitation shall conform to the standards declared by the US Department of Labor under the Occupational Safety and Health Act of 1970 (OSHA). In the event the services do not conform to OSHA Standards, the Owner may require the services to be redone at no additional expense to the Owner.

TT. Performance of the Contract: The Owner reserves the right to enforce the performance of the contract in any manner prescribed by law or deemed to be in the best interest of the Owner in the event of breach or default of resulting contract award.

UU. Benefit Claims: The Owner shall not provide to the Offeror any insurance coverage or other benefits, including Worker's Compensation, normally provided by the Owner for its employees.

VV. Cooperative Purchasing: Purchases as a result of this solicitation are primarily for the Owner. Other governmental entities may be extended the opportunity to utilize the resultant contract award with the agreement of the successful provider and the participating agencies. All participating entities will be required to abide by the specifications, terms, conditions and pricings established in this Proposal. The quantities furnished in this proposal document are for only the Owner. It does not include quantities for any other jurisdiction. The Owner will be responsible only for the award for our jurisdiction. Other participating entities will place their own awards on their respective Purchase Orders through their purchasing office or use their purchasing card for purchase/payment as authorized or agreed upon between the provider and the individual entity. The Owner accepts no liability for payment of orders placed by other participating jurisdictions that choose to piggy-back on our solicitation. Orders placed by participating jurisdictions under the terms of this solicitation will indicate their specific delivery and invoicing instructions.

II. SCOPE OF SERVICES

ADVERTISING

A. BACKGROUND: The Grand Junction Visitor & Convention Bureau (GJVCB) serves the community by attracting conferences, trade shows, tours, and leisure visits, resulting in overnight stays and day visits. Its mission is to proactively market the Grand Junction area, resulting in the positive economic impact of visitor dollars.

B. Over 75,000 square feet of meeting space is available city-wide. Two Rivers Convention Center is City owned and privately managed with 23,000 square feet of meeting space. There are 16 lodging properties that represent the balance of meeting space.

C. The GJVCB represents over 3,000 rooms and over 40 lodging properties ranging from national chains to small, independently owned properties, bed/breakfasts, RV Campgrounds, resorts and vacation rentals. The five largest hotels are:

➤ Clarion Inn	292 rooms	8,500 sq ft meeting/banquet space
➤ Doubletree Hotel	273 rooms	11,243 sq ft meeting/banquet space
➤ Grand Vista Hotel	158 rooms	2,615 sq ft meeting/banquet space
➤ Travelodge	141 rooms	10,000 sq ft meeting/banquet space
➤ Courtyard by Marriott	136 rooms	6,000 sq ft meeting space

D. OBJECTIVE: The general scope of services to be obtained as a result of this **RFP** includes professional advertising, marketing and promotional services with the primary purpose of promoting Grand Junction, Colorado as a visitor destination. Firms that are selected to submit Proposals must submit a plan that will focus on advertising, but should also include the integration of public relations, technology, research and promotions. **The City reserves the right to contract separately or provide in-house support for services other than advertising.**

E. FIT: There is no substitute for having the right people, chemistry, and working environment lined up between advertiser and agency operation. It will be important to be sensitive to current talents and programs and yet be a leader bringing new, awesome ideas to the forefront.

F. CREATIVITY: Business in general would not survive if it were not for the on-target creative expression produced by the advertising community. Above all, the agency chosen should be known to perceive the creative uniqueness which can be best communicated by the advertiser to the target audience.

G. PHILOSOPHY: The fit and the creative expression of uniqueness must be held together by compatible business and marketing philosophies from both the advertiser and the City in order for excellence in advertising programs to be developed to the fullest.

H. BUDGET: Submittals shall be based on a budget of \$340,000. Amounts incurred or expended by the Agency in excess of that sum will be deemed outside of the contract and the City shall have no liability for the expenditures.

1. Media will be billed at net cost to the City.
2. Out-of-pocket expenses for typography, photography, illustration, broadcast production, printing, etc. shall be billed at the Agency's cost with no markup.
3. All travel costs will be assumed by the Agency and is to be absorbed through its retainer or own resources.

4. Services rendered by subcontractors will be billed through the Agency and the GJVCB will authorize payment to the Agency at cost without markup.

I. CONTRACT PERIOD: The initial contract will be for a period of one year, **January 1, 2018 through December 31, 2018**. GJVCB reserves the right to extend this initial contract up to three (3) years, ending December 31, 2021, upon mutual agreement with the contracted provider.

J. NON-APPROPRIATION OF FUNDS: The contractual obligation of the City of Grand Junction under this contract is contingent upon the availability of appropriated funds from this fiscal year budget as approved by the City Council for this fiscal year only. State of Colorado Statutes prohibit obligation of public funds beyond the fiscal year for which the budget was approved. Anticipated expenditures/obligations beyond the end of the current City of Grand Junction fiscal year budget shall be subject to budget approval. Any contract will be subject to and must contain a governmental non-appropriation of funds clause.

K. ADVERTISING AGENCY RESPONSIBILITIES: Services which shall be required under the specific direction of the GJVCB coordinator include, but are not limited to the following:

1. Become familiar with the Grand Junction tourism industry, including advertising, research, and resources.
2. Identify target audiences for marketing campaigns.
3. Develop a comprehensive tactical marketing plan that uses traditional and electronic media to promote Grand Junction as a tourism destination.
4. Provide consultation and analysis with regard to advertising and marketing research as required.
5. Develop a spending plan for the advertising budget to include recommended expenditures for media, production, creative, collateral and for marketing/advertising research.
6. Provide monthly and annual reporting/analysis, recommend plans, negotiate agreements, place media, produce materials, and perform other tasks that may be required to provide necessary support for sponsorships, events, or promotions for the GJVCB.
7. Provide an annual return-on-investment (ROI) analysis to clearly quantify the financial impact on the local community generated through the advertising and marketing efforts of the agency and the GJVCB. The Agency must clearly demonstrate the methodology and formulas used to determine the annual ROI.
8. Estimate the media and production expenditures in advance of the purchase of printed material and television or radio production. Written cost estimates of anticipated costs for any expenditure over \$500.00 shall be approved by the GJVCB.
9. Collaborate and cooperate with the GJVCB's website/online and public relations contractor/s should those contract/s be awarded separately. Attend monthly team meetings via teleconference or at a location to be determined by the GJVCB.
10. Develop an annual advertising and marketing plan in conjunction with the GJVCB coordinator and staff.
11. Maintain financial accounting records and evidence pertaining to the contract expenditures in accordance with generally accepted accounting principles and other procedures as specified by the City. Provide the GJVCB with a monthly analysis/state of the current contract budget.

12. Make recommendations for budget savings where appropriate.
13. Create and produce advertising materials for print, broadcast, and other media as directed by the GJVCB coordinator.
14. Evaluate media schedule performance.
15. Negotiate purchase for placement of all time, space or other media on behalf of GJVCB. Media shall be billed at net cost to the GJVCB.
16. The Agency shall assume all responsibility for the performance of all required services, whether or not subcontractors are used for specific work on a project. The Agency will be the sole prime point of contact with regard to all matters.
17. The Agency will specify for the GJVCB all sub-contractors they intend to use and what their functions will be.
18. Firms will integrate website marketing and public relations contractor strategies in their over-all plan.
19. Assist GJVCB staff with fielding all sales-related calls and emails.
20. Attend up to three (3) Board of Directors regular monthly meetings, as specified by GJVCB coordinator, and the Board of Directors' annual planning retreat. All travel costs will be assumed by the Agency and is to be absorbed through its retainer or own resources.

L. PROPERTY RIGHTS: It shall be clear to all parties that the City of Grand Junction/GJVCB owns all intellectual materials generated as a result of this contract. Any materials for which the Agency is or has been reimbursed by the City shall become the property of the City. "Materials" hereunder shall include, without limitation, proposals, specifications, procedures, systems, photographs, copy, videos, recordings, and all contents of websites or pages created here. Materials shall be furnished to the City in the form they were created, developed and/or used, whether electronic or in hard copy, without cost to the City.

SECTION III. ADVERTISING: REQUIRED INFORMATION AND SUBMITTALS

A. COVER LETTER: A cover letter shall be provided which succinctly explains the contractor's interest in the **ADVERTISING** contract. The letter shall contain the name/address/phone number of the person who will serve as the firm's principal contact person (account executive) with the GJVCB administration and shall identify individual(s) who will be authorized to make presentations on behalf of the firm. The proposal shall bear the signature of the person having proper authority to make a formal commitment acting as the legal agent of the firm. If Addenda have been issued, state the number of Addenda received in this cover letter.

B. GENERAL AGENCY INFORMATION:

1. Provide a concise description of your firm including the professional services typically provided.
2. Provide a reference list consisting of at least three clients similar in size and scope to the GJVCB contract with whom you have done business in the last twelve months. Provide a brief description of each contract and include the budget, activities, unique creative approaches, and analytics to providing the services. Include the name and telephone number of your client reference.
3. Provide a list of Colorado tourism destinations that are current clients. Demonstrate your knowledge of the Colorado tourism marketplace.

4. Include resume information concerning the key individuals with principal responsibility for providing the professional services as a result of this solicitation. Names, titles, experience, job descriptions, professional training, functional role, professional certifications and/or associations of individuals, and employment history of each key staff member shall be included.
5. Demonstrate your in-house capabilities to provide the services that are outlined in Section II, letter K, "Advertising Agency Responsibilities".
6. Provide a financial statement or some other documentation that will demonstrate the Agency has the financial capacity and stability to undertake a contract of this scope and size. Provide three (3) financial references.
7. Additional information that demonstrates the Agency's qualifications and ability relative to successfully performing the activities under a contract with GJVCB as a result of this solicitation.
8. If your agency is one of the short-listed finalists you shall be required to provide proof of insurance coverage.
9. Oral Presentations: Only respondents who demonstrate the required qualifications and experience for this project will be considered for participation in the oral presentations.

Should your agency be selected as a finalist, the following items are required for the formal/oral presentation as outlined in sections IV and V below.

SECTION IV. ADVERTISING: FINALISTS REQUIRED INFORMATION/SUBMITTALS

- A. INDIVIDUALS INVOLVED:** Provide a description of the advertising team structure and identification of each team member's role in performing the scope of work. Submittals shall include an estimate of the percentage of time that each individual will contribute to the contract professional activities.
- B. FIRMS CAPABILITIES:** Include a comprehensive explanation of the firm's overall capabilities, experience and approach to performing the services under the contract.
- C. CREATIVE APPROACH:** The content of the submittals should provide a straightforward and concise presentation adequate to describe the creative approach to providing the professional marketing and advertising services with the primary purpose of promoting Grand Junction as a visitor destination.
- D. FEE STRUCTURE:** If your agency is one of the finalist short-listed Agencies that will be invited for a formal presentation to the GJVCB evaluation team, you will be required to provide at that time a complete list of standard rates, fees and payment structure. The base fee and other fees not included in the base fee structure that would be associated with basic marketing/advertising services must be delineated. Consultant fees must also be included in the listing of fees. Retainers shall be paid up front at the beginning of each month and each project/job shall be paid in one invoice at the completion of the project/job.
- E. SIGNATURE PAGE:** If your agency is one of the finalists the legal agent for the agency will be required to sign the OFFER AND SCHEDULE OF FEES sheet (Attachment #2).

SECTION V. ADVERTISING EVALUATION CRITERIA/PROCESS

A. EVALUATION: An evaluation team shall review all responses and select those agencies that best meet the qualifications and experience criteria. Based on the evaluation criteria, the team will select respondents who clearly demonstrate the capability in all aspects to perform the scope of services as well as the integrity and reliability that will ensure good faith performance/best value for the GJVCB. Agencies selected for oral presentations will be chosen on the basis of their apparent ability to best meet the overall expectations of the GJVCB.

B. RFP CRITERIA: Evaluation of responses to the **RFP** portion of this solicitation will be done in accordance with the criteria defined below:

1. Qualifications of firm/team members
2. Evidence that a majority of the work product will be completed by in-house staff
3. Past relevant experience, technical competence, creativity
4. Experience working with advisory committees, government boards, etc.
5. Evidence of the Agency's financial/organizational stability
6. Previous campaigns and their success with an emphasis on creativity
7. Research capabilities/utilization
8. Responsiveness to **RFP**
9. Knowledge of Colorado tourism destination marketing
10. References

C. PROPOSAL/PRESENTATION CRITERIA: Evaluation of the finalist **RFP** and the oral presentation portion of this solicitation will be done in accordance with the following criteria. The criteria shown for evaluation are not listed in any particular order of importance or priority.:

1. Demonstration of the understanding of the contract/objectives
2. Negotiated fee structure
3. Plan for advertising/integration of public relations/research/promotions/website
4. New marketing campaign/advertising recommendations

D. ACCOUNT EXECUTIVE: The account executive/designated contact person must participate in the oral presentation.

E. ORAL PRESENTATION/INTERVIEW: Only respondents who meet the qualification criteria will be permitted to participate in the fee submittal and oral presentation/interview process. It is the intent of the GJVCB to invite a minimum of 3 of the most responsive and responsible Agencies to submit fee Proposal and participate in the oral presentations. Oral presentations will not exceed 60 minutes in length. Immediately following the presentation, the GJVCB will allow up to 30 minutes for questions from the evaluation team.

F. EVALUATION: A GJVCB evaluation team and Purchasing shall review all of the **RFP**'s submitted and select the top Agencies out of those submitted based on the criteria included in this solicitation. Selected finalists will make their oral presentations to the evaluation team that will also evaluate the top Agencies based on the criteria herein. Finalists will then be ranked in order of preference based on the written **RFP** responses and oral presentations. The City will then attempt to contract with the top ranked agency. Should the City not be able to agree on the details of the contract with the top rated agency through good-faith negotiations; they will proceed to the next highest ranked agency and enter into negotiations.

G. APPROVAL: After contract negotiations have concluded and a corresponding detailed contract is developed, the agency selected will be submitted to the City Council for final contract approval.

SECTION VI. SCOPE OF SERVICES
WEBSITE/ONLINE MARKETING
www.visitgrandjunction.com

A. BACKGROUND: The Grand Junction Visitor & Convention Bureau (GJVCB) serves the community by attracting conferences, trade shows, tours, and leisure visits, resulting in overnight stays and day visits. Its mission is to proactively market the Grand Junction area, resulting in the positive economic impact of visitor dollars. The GJVCB was the first visitor and convention bureau in the state of Colorado to have a website, which was launched in 1995. The website underwent redesigns in 2005, 2007 and again in 2012. The mobile redesign was completed in 2013 and the responsive redesign was completed in 2016.

B. OBJECTIVE: The general scope of services to be obtained as a result of this **RFP** includes professional **Internet marketing services** with the primary purpose of **promoting** the GJVCB's website as the official site for vacation planning information about the Grand Junction area.

C. SERVICES REQUIRED: Services that will be required from the Contractor include, but are not limited to, the following:

1. **Hosting:** The Contractor will be responsible for hosting the site which includes
 - a) All hardware, software and telecommunications associated with maintaining a website,
 - b) All site content and transactions must be protected from catastrophic event using off site backup,
 - c) Website/online security and protection must be maintained using appropriate firewall, intrusion detection, and encryption technology,
 - d) 24/7 site availability

2. **Maintenance of Current Website:** The Contractor will be responsible for maintaining the website including, but not limited to, art production, information content and current programs (e.g., blogs, viral games, ezines). Additionally, the Contractor will provide the GJVCB the ability to update or modify any content or features included on the site(s), as well as the ability to view or retrieve any data or information collected or available on the site(s). This can be accomplished through the use of a web content management system or through other similar means. The Contractor will also provide web analytics, using a tool such as Google Analytics, that allows the GJVCB the ability to evaluate site metrics.

3. **Enhancements:** The Contractor will be responsible for the ongoing operation of the GJVCB's website including site maintenance and development of site enhancements. Such responsibilities include, but are not limited to:
 - a) Hardware/software maintenance
 - b) Email marketing program database management
 - c) Development and maintenance of new features
 - d) Manage/create site content including original content
 - e) Monthly reporting on Internet usage
 - f) Account management

4. **Responsibilities:** Develop an internet strategic marketing plan that successfully promotes the site, increases visitation and maximizes customer relationship management.

5. **Increased Data Base:** Develop strategic partnerships to promote the site and increase the size of the database through shared addresses.

6. **Search Engine Optimization:** Increase overall site rankings in all the top search engines.
7. **Search Engine Marketing:** Develop a yearly plan for paid key words and advertising.

D. SCOPE: The general scope of services to be obtained as a result of this **RFP** includes professional website/online hosting, marketing and promotional services with the primary purpose of promoting Grand Junction, Colorado as a visitor destination. Firms that are selected to submit oral Proposals must submit a plan that will focus primarily on online marketing, but should also include the integration of website hosting, development, research and promotions. **The City reserves the right to contract separately or provide in-house support for services other than website design and maintenance, i.e. current booking contractors may include an online booking engine. The current customer relationship management system is iDSS.**

E. FIT: There is no substitute for having the right people, chemistry, and working environment lined up between advertiser and agency operation. It will be important to be sensitive to current talents and programs and yet be a leader bringing new, awesome ideas to the forefront.

F. CREATIVITY: Business in general would not survive if it were not for the on-target creative expression produced by the website/online marketing community. Above all, the agency chosen should be known to perceive the creative uniqueness which can best be communicated by the internet marketer to the target audience.

G. PHILOSOPHY: The fit and the creative expression of uniqueness must be held together by compatible business and marketing philosophies from both the advertiser and the City in order for excellence in websites to be developed to the fullest.

H. BUDGET: Submittals shall be based on a budget not to exceed \$170,000. Amounts incurred or expended by the Agency in excess of that sum will be deemed outside of the contract and the City shall have no liability for the expenditures, unless preapproved by GJVCB management.

1. Media will be billed at net cost to the City.
2. Out-of-pocket expenses for typography, photography, illustration, etc. shall be billed at the Agency's cost with no markup.
3. All travel costs will be assumed by the Agency and is to be absorbed through its retainer or own resources.
4. Services rendered by subcontractors will be billed through the Agency and GJVCB will authorize payment to the Agency at cost without markup.

I. CONTRACT PERIOD: The initial contract will be for a period of one year, **January 1, 2018 through December 31, 2018**. GJVCB reserves the right to extend this initial contract up to three (3) years, ending December 31, 2021, upon mutual agreement with the contracted provider.

J. NON-APPROPRIATION OF FUNDS: The contractual obligation of the City of Grand Junction under this contract is contingent upon the availability of appropriated funds from this fiscal year budget as approved by the City Council for this fiscal year only. State of Colorado Statutes prohibit obligation of public funds beyond the fiscal year for which the budget was approved. Anticipated expenditures/obligations beyond the end of the current City of Grand Junction fiscal year budget shall be subject to budget approval. Any contract will be subject to and must contain a governmental non-appropriation of funds clause.

K. WEBSITE/ONLINE MARKETING PROVIDERS RESPONSIBILITIES: Services which shall be required under the specific direction of the GJVCB coordinator include, but are not limited to the following:

1. Identify target audiences for marketing campaigns.

2. Develop a comprehensive tactical marketing plan to promote Grand Junction as a tourism destination.
3. Provide consultation, analysis and direction with regard to website/online design, marketing research and advertising effectiveness as required.
4. Develop a spending plan for the online marketing budget to include analytics, account maintenance, recommended expenditures for web media, production, and for marketing/advertising research.
5. Provide a monthly analysis, online marketing plan, recommend direction, negotiate agreements, and perform other tasks that may be required to provide necessary support for sponsorships, events, or promotions for the GJVCB.
6. Provide an annual return-on-investment (ROI) analysis to clearly quantify the financial impact on the local community generated through the website marketing efforts of the agency and the GJVCB. The Agency must clearly demonstrate the methodology and formulas used to determine the annual ROI.
7. Estimate expenditures in advance. Written cost estimates of anticipated costs for any expenditure over \$500.00 shall be approved by the GJVCB.
8. Collaborate and cooperate with the GJVCB's advertising contractor should that contract be awarded separately. Attend monthly team meetings via teleconference or at a location to be determined by the GJVCB.
9. Maintain financial accounting records and evidence pertaining to the contract expenditures in accordance with generally accepted accounting principles and other procedures as specified by the City. Provide the GJVCB with a monthly analysis/state of the current contract budget.
10. Make recommendations for budget savings where appropriate.
11. Develop and produce website/online marketing creative as directed by the GJVCB coordinator or the assigned staff person.
12. The Agency shall assume all responsibility for the performance of all required services, whether or not subcontractors are used for specific work on a project. The website contractor will be the sole prime point of contact with regard to all matters.
13. The Agency will specify for the GJVCB all sub-contractors they intend to use and what their functions will be.
14. Assist GJVCB staff with fielding all sales-related calls and emails.
15. Attend up to three (3) Board of Directors regular monthly meetings, as specified by GJVCB coordinator, and the Board of Directors' annual planning retreat. All travel costs will be assumed by the Agency and is to be absorbed through its retainer or own resources.

L. PROPERTY RIGHTS: It shall be clear to all parties that the City of Grand Junction/GJVCB owns all intellectual materials generated as a result of this contract. Any materials for which the Agency is or has been reimbursed by the City shall become the property of the City. "Materials" hereunder shall include, without limitation, proposals, specifications, procedures, systems, photographs, copy, videos, recordings, and all contents of websites or pages created here. Materials shall be furnished to the City in the form they were created, developed and/or used, whether electronic or in hard copy, without cost to the City.

SECTION VII. WEBSITE: REQUIRED INFORMATION AND SUBMITTALS

A. COVER LETTER: A cover letter shall be provided which succinctly explains the contractor's interest in the **WEBSITE/ONLINE MARKETING** contract. The letter shall contain the name/address/phone number of the person who will serve as the firm's principal contact person (account executive) with the GJVCB administration and shall identify individual(s) who will be authorized to make presentations on behalf of the firm. The proposal shall bear the signature of the person having proper authority to make a formal commitment acting as the legal agent of the firm. If Addenda have been issued, state the number of Addenda received in this cover letter.

B. GENERAL AGENCY INFORMATION:

1. Provide a concise description of your firm including the professional services typically provided.
2. Provide a reference list consisting of at least three clients similar in size and scope to the GJVCB contract with whom you have done business in the last twelve months. Provide a brief description of each contract and include the budget, activities, and unique creative approaches to providing the services. Include the name and telephone number of your client reference.
3. Provide a list of Colorado tourism destinations that are current clients. Demonstrate your knowledge of the Colorado tourism marketplace.
4. Include resume information concerning the key individuals with principal responsibility for providing the professional services as a result of this solicitation. Names, titles, experience, job descriptions, professional training, functional role, professional certifications and/or associations of individuals and employment history of each key staff member shall be included.
5. Demonstrate your in-house capabilities to provide the services that are outlined in Section VI, letter K, "Website/Online Marketing Providers Responsibilities".
6. Provide an explanation and description of the hosting environment where the GJVCB website will be physically hosted, including: connectivity to the Internet, available bandwidth, security, regularly scheduled backup and management services, continuity of operations/disaster recovery plans, troubleshooting and technical resources, etc. Explain the processes in place for resolving technical website/online performance issues or getting the website back online if the site goes down.
7. Provide a financial statement or some other documentation that will demonstrate the Agency has the financial capacity and stability to undertake a contract of this scope and size. Provide three financial references.
8. Additional information that demonstrates the Agency's Proposals and ability relative to successfully performing the activities under a contract with GJVCB as a result of this solicitation.
9. If your agency is one of the short-listed finalists you shall be required to provide proof of insurance coverage.
10. Oral Presentations: Only respondents who demonstrate the required Proposals and experience for this project will be considered for participation in the oral presentations.

Should your agency be selected as a finalist, the following items are required for the formal/oral presentation as outlined in sections VIII and IX below.

SECTION VIII. WEBSITE/ONLINE MARKETING: FINALISTS REQUIRED INFORMATION/SUBMITTALS

- A. INDIVIDUALS INVOLVED:** Provide a description of the website/online marketing and development team structure and identification of each team member's role in performing the scope of work. Submittals shall include an estimate of the percentage of time that each individual will contribute to the contract professional activities.
- B. FIRMS CAPABILITIES:** Include a comprehensive explanation of the firm's overall capabilities, experience and approach to performing the services under the contract.
- C. CREATIVE APPROACH:** The content of the submittals should provide a straightforward and concise presentation adequate to describe the creative approach to providing the professional marketing and internet services with the primary purpose of promoting Grand Junction as a visitor destination.
- D. FEE STRUCTURE:** If your agency is one of the finalist short-listed Agencies that will be invited for a formal presentation to the GJVCB evaluation team, you will be required to provide at that time a complete list of standard rates, fees and payment structure. The base fee and other fees not included in the base fee structure that would be associated with basic internet services must be delineated. Consultant fees must also be included in the listing of fees. Retainers shall be paid up front at the beginning of each month and each project/job shall be paid in one invoice at the completion of the project/job.
- E. SIGNATURE PAGE:** If your agency is one of the finalists the legal agent for the agency will be required to sign the OFFER AND SCHEDULE OF FEES sheet (Attachment #2).

SECTION IX. WEBSITE/ONLINE MARKETING: EVALUATION CRITERIA/PROCESS

- A. EVALUATION:** An evaluation team shall review all responses and select those respondents that best meet Proposals and experience criteria. The team will select respondents who clearly demonstrate the capability in all aspects to perform the scope of services as well as the integrity and reliability that will ensure good faith performance/best value for the GJVCB. Agencies selected for oral presentations will be chosen on the basis of their apparent ability to best meet the overall expectations of the GJVCB. Only firms selected for oral interviews will be provided fee Proposal documents.
- B. RFP CRITERIA:** Evaluation of responses to the **RFP** portion of this solicitation will be done in accordance with the criteria defined below:
1. Qualifications of firm/team members
 2. Evidence that a majority of work product will be completed by in-house staff
 3. Past relevant experience, technical competence, creativity
 4. Experience working with advisory committees, government boards, etc.
 5. Evidence of the Agency's financial/organizational stability
 6. Previous campaigns and their success with an emphasis on creativity
 7. Research capabilities/utilization
 8. Responsiveness to **RFP**
 9. Knowledge of Colorado tourism destination marketing

10. Hosting capabilities and experience.
11. References

C. PROPOSAL/PRESENTATION CRITERIA: Evaluation of the finalist **RFP** and the oral presentation portion of this solicitation will be done in accordance with the following criteria. The criteria shown for evaluation are not listed in any particular order of importance or priority:

1. Demonstration of the understanding of the contract/objectives
2. Negotiated fee structure
3. Demonstration of collaboration to integrate advertising, public relations, research, and promotions.
4. New marketing campaign recommendations

D. ACCOUNT EXECUTIVE: The account executive/designated contact person must participate in the oral presentation.

E. ORAL PRESENTATION/INTERVIEW: Only respondents who meet the Proposal criteria will be permitted to participate in the fee Proposal submittal and oral presentation/interview process. It is the intent of the GJVCB to invite a minimum of 3 of the most responsive and responsible Agencies to submit fee Proposals and participate in the oral presentations. Oral presentations will not exceed 60 minutes in length. Immediately following the presentation, the GJVCB will allow up to 30 minutes for questions from the evaluation team.

F. EVALUATION: A GJVCB evaluation team and Purchasing shall review all of the **RFP**'s submitted and select the top Agencies out of those submitted based on the criteria included in this solicitation. Selected finalists will make their oral presentations to the evaluation team that will also evaluate the top Agencies based on the criteria herein. Finalists will then be ranked in order of preference based on the written **RFP** responses and oral presentations. The City of Grand Junction will then attempt to contract with the top ranked agency. Should the City not be able to agree on the details of the contract with the top rated agency through good-faith negotiations; they will proceed to the next highest ranked agency and enter into negotiations.

G. APPROVAL: After contract negotiations have concluded and a corresponding detailed contract is developed, the agency selected will be submitted to the City's Administration Department for final contract approval.

SECTION X. SCOPE OF SERVICES

PUBLIC RELATIONS

A. BACKGROUND: The Grand Junction Visitor & Convention Bureau (GJVCB) serves the community by attracting conferences, trade shows, tours, and leisure visits, resulting in overnight stays and day visits. Its mission is to proactively market the Grand Junction area, resulting in the positive economic impact of visitor dollars.

B. OBJECTIVE: The general scope of services to be obtained as a result of this *RFP* includes professional Public Relations with the primary purpose of promoting Grand Junction, Colorado by working with area tourism partners, chambers of commerce, media outlets and independent travel writers outside of Grand Junction for both domestic and international, businesses and identifying opportunities for expanded partnerships to develop and execute special events and campaigns that create a high level of public awareness through earned media. Firms that are selected to submit Proposals must submit a plan that will focus on public relations, but should also include the integration of advertising, technology, research and promotions. **The City reserves the right to contract separately or provide in-house support for services other than public relations.**

C. FIT: There is no substitute for having the right people, chemistry, and working environment lined up between public relations and agency operation. It will be important to be sensitive to current talents and programs and yet be a leader bringing new, awesome ideas to the forefront.

D. CREATIVITY: Business in general would not survive if it were not for the on-target creative expression produced by the public relations community. Above all, the agency chosen should be known to perceive the creative uniqueness which can be best communicated to the target audience.

E. PHILOSOPHY: The fit and the creative expression of uniqueness must be held together by compatible business and marketing philosophies from both the public relations firm and the City in order for excellence to be developed to the fullest.

F. BUDGET: Submittals shall be based on a budget of \$45,000. Amounts incurred or expended by the Agency in excess of that sum will be deemed outside of the contract and the City shall have no liability for the expenditures.

1. Media hosting expenses, including media events and familiarization tours, will be billed at net cost to the City.
2. All travel costs will be assumed by the Agency and is to be absorbed through its retainer or own resources.
3. Services rendered by subcontractors will be billed through the Agency and the GJVCB will authorize payment to the Agency at cost without markup.

G. CONTRACT PERIOD: The initial contract will be for a period of one year, **January 1, 2018 through December 31, 2018**. GJVCB reserves the right to extend this initial contract up to three (3) years, ending December 31, 2021, upon mutual agreement with the contracted provider.

H. NON-APPROPRIATION OF FUNDS: The contractual obligation of the City of Grand Junction under this contract is contingent upon the availability of appropriated funds from this fiscal year budget as approved by the City Council for this fiscal year only. State of Colorado Statutes prohibit obligation of public funds beyond the fiscal year for which the budget was approved. Anticipated expenditures/obligations beyond the end of the current City of Grand Junction fiscal year budget shall be subject to budget approval. Any contract will be subject to and must contain a governmental non-appropriation of funds clause.

I. PUBLIC RELATIONS AGENCY RESPONSIBILITIES: Services which shall be required under the specific direction of the GJVCB coordinator include, but are not limited to the following:

1. Become familiar with the Grand Junction tourism industry, including advertising, research, and resources.
2. Identify target audiences for public relations campaigns.
3. Identify and pitch target markets in line with Grand Junction's key target markets.
4. Develop a comprehensive tactical public relations plan that uses earned media, both traditional and online, utilizing publications and independent travel writers outside of Grand Junction to promote Grand Junction as a tourism destination, both domestically and internationally.
5. Provide consultation and analysis with regard to public relations research as required.
6. Develop a spending plan for the public relations budget to include recommended expenditures for writing and distributing press releases and media pitches, utilizing tracking software, hosting media in Grand Junction, media desk side visits in predetermined markets, and for public relations research.
7. Create and update press kit, both in print and utilizing the VisitGrandJunction.com website.
8. Advise and assist GJVCB coordinator and staff in time of need for crisis communication.
9. Respond to journalist queries through multiple sources, broadening the funnel of media opportunities to Grand Junction.
10. Showcase current relationships with publications and independent journalists, while creating a plan to pitch new media outlets to gain awareness for Grand Junction.
11. Provide a monthly analysis, recommend plans, negotiate agreements, place media, produce materials, and perform other tasks that may be required to provide necessary support for sponsorships, events, or promotions for the GJVCB.
12. Provide an annual return-on-investment (ROI) analysis to clearly quantify the financial impact on the local community generated through the public relation efforts of the agency and the GJVCB. The Agency must clearly demonstrate the methodology and formulas used to determine the annual ROI.
12. Represent GJVCB at state, regional, national and international media events.
13. Collaborate and cooperate with the GJVCB's advertising and website/online contractors should the contracts be awarded separately. Attend monthly team meetings via teleconference or at a location to be determined by the GJVCB.
14. Utilize public relations to promote seasonal events and activities in conjunction with the GJVCB coordinator and staff.
15. Maintain financial accounting records and evidence pertaining to the contract expenditures in accordance with generally accepted accounting principles and other procedures as specified by the City. Provide the GJVCB with a monthly analysis/state of the current contract budget.
16. Make recommendations for budget savings where appropriate.

17. The Agency shall assume all responsibility for the performance of all required services, whether or not subcontractors are used for specific work on a project. The Agency will be the sole prime point of contact with regard to all matters.
18. The Agency will specify for the GJVCB all sub-contractors they intend to use and what their functions will be.
19. Assist GJVCB staff with fielding all media-related calls and emails.
20. Attend up to three (3) Board of Directors regular monthly meetings, as specified by GJVCB coordinator, and the Board of Directors' annual planning retreat. All travel costs will be assumed by the Agency and is to be absorbed through its retainer or own Travel expenses related to this contract are included in the agreement and shall not be billed outside of the contract.

J. PROPERTY RIGHTS: It shall be clear to all parties City of Grand Junction/GJVCB owns all intellectual materials generated as a result of this contract. Any materials for which the Agency is or has been reimbursed by the City shall become the property of the City. "Materials" hereunder shall include, without limitation, proposals, specifications, procedures, systems, photographs, copy, videos, recordings, and all contents of websites or pages created here. Materials shall be furnished to the City in the form they were created, developed and/or used, whether electronic or in hard copy, without cost to the City.

SECTION XI. PUBLIC RELATIONS: REQUIRED INFORMATION AND SUBMITTALS

A. COVER LETTER: A cover letter shall be provided which succinctly explains the contractor's interest in the **PUBLIC RELATIONS** contract. The letter shall contain the name/address/phone number of the person who will serve as the firm's principal contact person (account executive) with the GJVCB administration and shall identify individual(s) who will be authorized to make presentations on behalf of the firm. The proposal shall bear the signature of the person having proper authority to make a formal commitment acting as the legal agent of the firm. If Addenda have been issued, state the number of Addenda received in this cover letter.

B. GENERAL AGENCY INFORMATION:

1. Provide a concise description of your firm including the professional services typically provided.
2. Provide a reference list consisting of at least three clients similar in size and scope to the GJVCB contract with whom you have done business in the last twelve months. Provide a brief description of each contract and include the budget, activities, unique creative approaches, and analytics to providing the services. Include the name and telephone number of your client reference.
3. Provide a list of Colorado tourism destinations that are current clients. Demonstrate your knowledge of the Colorado tourism marketplace.
4. Include resume information concerning the key individuals with principal responsibility for providing the professional services as a result of this solicitation. Names, titles, experience, job descriptions, professional training, functional role, professional certifications and/or associations of individuals, and employment history of each key staff member shall be included.
5. Demonstrate your in-house capabilities to provide the services that are outlined on Section X; letter I, "Public Relations Agency Responsibilities".
6. Provide a financial statement or some other documentation that will demonstrate the Agency has the financial capacity and stability to undertake a contract of this scope and size. Provide three (3) financial references.

7. Additional information that demonstrates the Agency's Proposals and ability relative to successfully performing the activities under a contract with GJVCB as a result of this solicitation.
8. If your agency is one of the short-listed finalists you shall be required to provide proof of insurance coverage
9. Oral Presentations: Only respondents who demonstrate the required Proposals and experience for this project will be considered for participation in the oral presentations.

Should your agency be selected as a finalist, the following items are required for the formal/oral presentation as outlined in sections XII and XIII below.

SECTION XII. PUBLIC RELATIONS: FINALISTS REQUIRED INFORMATION/SUBMITTALS

- A. INDIVIDUALS INVOLVED:** Provide a description of the public relations team structure and identification of each team member's role in performing the scope of work. Submittals shall include an estimate of the percentage of time that each individual will contribute to the contract professional activities.
- B. FIRMS CAPABILITIES:** Include a comprehensive explanation of the firm's overall capabilities, experience and approach to performing the services under the contract.
- C. CREATIVE APPROACH:** The content of the submittals should provide a straightforward and concise presentation adequate to describe the creative approach to providing the professional public relations services with the primary purpose of promoting Grand Junction as a visitor destination.
- D. FEE STRUCTURE:** If your agency is one of the finalist short-listed Agencies that will be invited for a formal presentation to the GJVCB evaluation team, you will be required to provide at that time a complete list of standard rates, fees and payment structure. The base fee and other fees not included in the base fee structure that would be associated with basic public relations services must be delineated. Consultant fees must also be included in the listing of fees. Retainers shall be paid up front at the beginning of each month and each project/job shall be paid in one invoice at the completion of the project/job.
- E. SIGNATURE PAGE:** If your agency is one of the finalists the legal agent for the agency will be required to sign the OFFER AND SCHEDULE OF FEES sheet (Attachment #2).

SECTION XIII. PUBLIC RELATIONS EVALUATION CRITERIA/PROCESS

- A. EVALUATION:** An evaluation team shall review all responses and select those agencies that best meet the Proposals and experience criteria. Based on the evaluation criteria, the team will select respondents who clearly demonstrate the capability in all aspects to perform the scope of services as well as the integrity and reliability that will ensure good faith performance/best value for the GJVCB. Agencies selected for oral presentations will be chosen on the basis of their apparent ability to best meet the overall expectations of the GJVCB. Only firms selected for oral interviews will be provided fee Proposal documents.
- B. RFP CRITERIA:** Evaluation of responses to the **RFP** portion of this solicitation will be done in accordance with the criteria defined below:
 1. Proposals of firm/team members
 2. Evidence that a majority of the work product will be completed by in-house staff
 3. Past relevant public and media relations experience, technical competence, creativity

4. Experience working with advisory committees, government boards, etc.
5. Evidence of the Agency's financial/organizational stability
6. Previous campaigns and their success with an emphasis on creativity
7. Research capabilities/utilization
8. Responsiveness to **RFP**
9. Knowledge of Colorado tourism destination marketing
10. References

C. PROPOSAL/PRESENTATION CRITERIA: Evaluation of the finalist **RFP** and the oral presentation portion of this solicitation will be done in accordance with the following criteria. The criteria shown for evaluation are not listed in any particular order of importance or priority.:

1. Demonstration of the understanding of the contract/objectives
2. Negotiated fee structure
3. Plan for advertising/integration of public relations/research/promotions/website
4. New marketing campaign/advertising recommendations

D. ACCOUNT EXECUTIVE: The account executive/designated contact person must participate in the oral presentation.

E. ORAL PRESENTATION/INTERVIEW: Only respondents who meet the Proposal criteria will be permitted to participate in the fee submittal and oral presentation/interview process. It is the intent of the GJVCB to invite a minimum of 3 of the most responsive and responsible Agencies to submit fee Proposals and participate in the oral presentations. Oral presentations will not exceed 30 minutes in length. Immediately following the presentation, the GJVCB will allow up to 15 minutes for questions from the evaluation team.

F. EVALUATION: A GJVCB evaluation team and Purchasing shall review all of the **RFP**'s submitted and select the top Agencies out of those submitted based on the criteria included in this solicitation. Selected finalists will make their oral presentations to the evaluation team that will also evaluate the top Agencies based on the criteria herein. Finalists will then be ranked in order of preference based on the written **RFP** responses and oral presentations. The City of Grand Junction will then attempt to contract with the top ranked agency. Should the City not be able to agree on the details of the contract with the top rated agency through good-faith negotiations; they will proceed to the next highest ranked agency and enter into negotiations.

G. APPROVAL: After contract negotiations have concluded and a corresponding detailed contract is developed, the agency selected will be submitted to the City's Administration Department for final contract approval.



Advertising Services, Website/Online Marketing and Public Relations
for Grand Junction Visitor and Convention Bureau

PRE-SOLICITATION CONFERENCE RFP-4378-17-SH

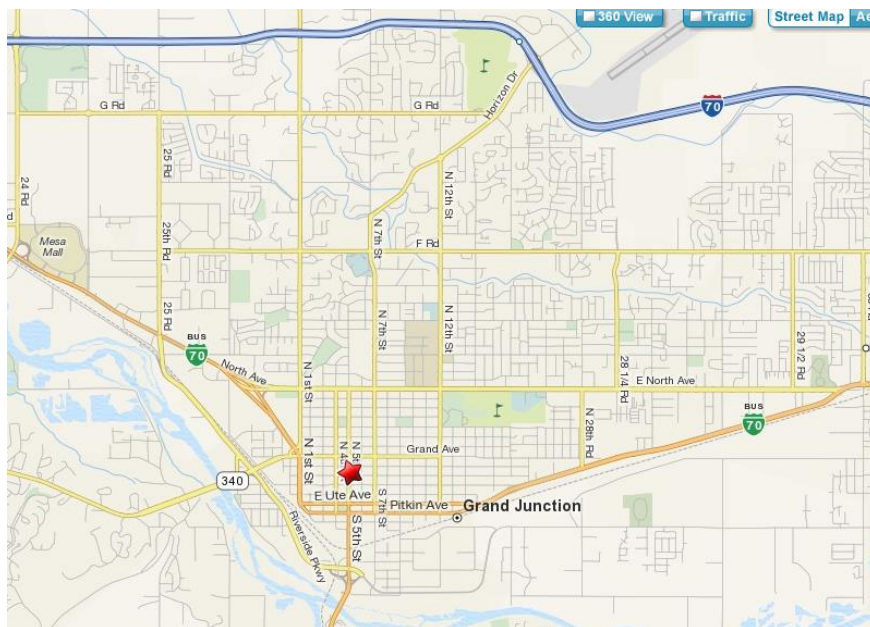
DATE: June 15, 2017

TIME: 10:00 A.M. – 11:30 A.M.

**LOCATION: CITY HALL TRAINING ROOM
250 NORTH FIFTH STREET
SECOND FLOOR
GRAND JUNCTION, COLORADO**

Bring all questions in writing to the meeting to discuss. This Pre-Solicitation conference is not mandatory, but is highly encouraged.

Prospective firms may also call a conference line to “attend” via phone at **970-255-2231**. Please be respectful of others on the call and do not place the call on hold from your end. Mute your phone instead so there is no disruption with music or other recordings played during the hold time.



ATTACHMENT #2



OFFER AND SCHEDULE OF FEES
SHORT LISTED AGENCY ONLY

**Re: RFP-4378-17-SH Advertising Services, Website/Online Marketing
and/or Public Relations**

The undersigned has thoroughly examined the entire Request for Proposals and therefore submits the proposal and schedule of fees and services attached hereto.

This offer is firm and irrevocable for sixty (60) days after the time and date set for receipt of proposals.

The undersigned Agency agrees to provide services in accordance with the terms and conditions contained in this Request for Proposals and as described in the Agencies proposal attached hereto; as accepted by the City.

DATE: _____

OFFERING FIRM: _____

CONTACT NAME: _____

TITLE: _____

OFFEROR'S ADDRESS: _____

EMAIL: _____ TELEPHONE: _____ FAX: _____

PLEASE CIRCLE WHICH SERVICE/S YOU ARE OFFERING: ADVERTISING,
WEBSITE/MARKETING, OR
PUBLIC RELATIONS.

SCHEDULE OF FEES: _____

Please return this page once you've been notified you are included on the Short List.