

REQUEST FOR PROPOSALS

TOURISM PROMOTION SERVICES



Notice is hereby given that proposals will be received by the City of Edmonds, Washington, for:
Tourism Promotion Services Coordinator

File with Patrick Doherty, Economic Development/Community Services Director, City Hall 121 - 5th Ave N, Edmonds WA, 98020; patrick.doherty@edmondswa.gov

Proposals are sought as soon as possible, yet the Request will remain open until filled.

The City of Edmonds reserves the right to reject any and all proposals, and to waive irregularities and informalities in the submittal and evaluation process. This RFP does not obligate the City to pay any costs incurred by respondents in the preparation and submission of a proposal. Furthermore, the RFP does not obligate the City to accept or contract for any expressed or implied services.

A response that indicates that any of the requested information in this RFP will only be provided if and when the Service Provider is selected as the apparently successful Service Provider is not acceptable, and, at the City's sole discretion, may disqualify the proposal from consideration.

The City of Edmonds ensures that no person shall, on the grounds of race, color, national origin, sexual orientation, gender, or age be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity. The City of Edmonds further ensures that every effort will be made to achieve nondiscrimination in all of its programs and activities, whether those programs are federally funded or not.

In addition to nondiscrimination compliance requirements, the Service Provider(s) ultimately awarded a contract shall comply with federal, state and local laws, statutes and ordinances relative to the execution of the work. This requirement includes, but is not limited to,

protection of public and employee safety and health; environmental protection; waste reduction and recycling; the protection of natural resources; permits; fees; taxes; and similar subjects.

Dated this 7th Day of October, 2020

Patrick Doherty

Economic Development/Community Services Director

425-771-0251

patrick.doherty@edmondswa.gov

A. Background

Located on the shores of Puget Sound and connected to the Olympia Peninsula by way of the Edmonds-Kingston ferry line, Snohomish County's oldest city blends a unique combination of historic charm, outstanding natural aesthetics, a vibrant and bustling downtown, and a thriving arts and culture scene. A full palette of events, festivals, performances punctuate the year's calendar, while a wide array of activities provide on-going attractions to visitors and residents alike. Major attractions include the Edmonds Center for the Arts, Edmonds Historical Museum, Cascadia Art Museum, Wade James Theater, Phoenix Theater, Puget Sound Express whale-watching excursions, among others. Consequently, a broad array of stakeholders comprise the tourism backbone of Edmonds, from the City to nonprofit and for-profit entities. Due to its location within minutes of the Seattle city limits, a majority of visitors to Edmonds derive from the Seattle metropolitan area, especially within a 10-mile radius. However, due to the ferry connection to the Peninsula and singular attractions, such as the Edmonds Center for the Arts and Puget Sound Express, visitors from around the greater region, nation and points abroad are also common.

The City of Edmonds was incorporated on August 11, 1890, and operates as a code city with a Strong Mayor-Council form of government. The City Council is comprised of seven members, elected at large by the citizens of Edmonds. They are part-time officials who exercise the legislative powers of the city and determine matters of policy, enact legislation, and approve the yearly budget. The Mayor and Council are supported by several advisory boards and commissions. The Mayor is the head of the executive branch and serves as administrator of the organization, coordinating day-to-day activities.

Tourism promotion is a vital component of the economic development program, housed in the Economic Development and Community Services Department.

B. Purpose of Request

The City of Edmonds is initiating this Request for Proposal to solicit proposals from consultants

experienced in tourism promotion who are interested in providing professional tourism promotion services to the City.

The proposed scope of services for this project is described in Part C.

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Furthermore, the RFP does not obligate the City to accept or contract for any expressed or implied services.

C. Scope of Work and Compensation

Anticipated work includes, but is not limited to:

Under the leadership of the Economic Development and Community Services Director, the Tourism Promotion Coordinator will work as an independent, contracted consultant to provide the following services:

- Create yearly tourism promotion plan, including advertising strategies, themes, collaborations, new initiatives, etc.
- Schedule and negotiate ad buys
- Write tourism articles for website, social media and press
- Communicate with the press and media on tourism-related information, including pitching coverage/stories, as well as provide press tours as needed.
- Print and digital ad production
- Video Production and Direction – occasional short tourism-promotion videos
- Website design and management
- Work with partners on tourism-related branding and roll-out
- Engage stakeholders for cross-promotion, collaboration, cooperative efforts
- Social media and website analytics

D. Contractor Qualifications, Knowledge, Skills and Abilities

Provide a statement of qualifications and relevant experience of individual(s) who will be involved in this contract. Statement should demonstrate a successful history of providing like or significant services to a City or other similar entities sufficient to support the conclusion that the proponent has the ability and the operational capacity to provide the services required in this RFP. In order to be considered for employment, the Consultant must:

- Be licensed to do business in the State of Washington.

- Be a seasoned tourism marketing professional, able to respond to quickly changing tourism climate with updated marketing plans and messaging, with a record of at least three years of experience in tourism promotion efforts for a municipality, agency, or organization.
- Ability to work with multiple interest groups and stakeholders for common campaigns to achieve mutual goals
- Have a valid City of Edmonds business license or agree to obtain such license by the start of the contract period.
- Be available to provide services starting January 1, 2021.
- Demonstrate to the City's satisfaction that the proponent has the staffing capacity, vehicle(s), equipment, training and licensure requirements necessary to assume the responsibilities required under this RFP and to successfully fulfill the contract.

E. Proposal Requirements

Proposals shall include the following information:

Please include your name; business name; address; email address; phone number. All proposals sent electronically must be in a PDF format.

All proposals must include the legal name of organization, firm, individual of those submitting the RFP. Include the address of principal place of business; phone numbers; primary person to contact, and signature by an official who is legally authorized to bind the organization.

1. **Executive Summary:** Summarize your proposal and include your firm's contact information.
2. **Methodology:** Explain your approach to assisting the City in tourism promotion.
3. **Pricing:** Provide information on your firm's proposed fee schedule.
4. **Qualifications:** Identify the individual(s) you propose to provide these services to the City of Edmonds.
5. **Experience:** Describe your experience leading strategic initiatives and efforts to further your clients' goals, preferably with cities.
6. **Outcomes:** Provide examples of successful tourism-promotion strategies and/or outcomes achieved for your clients) and describe how your efforts contributed to those outcomes. Include timeframes.
7. **References:** Include a list of at least 3 references from within the last 5 years, with contact information, including at least one current contract. Municipal, tourism, or business-promotion agencies references are preferred.
8. **Client List:** Provide a current listing of all clients utilizing your tourism promotion services.
9. **Work Samples:** Provide samples or electronic links to samples of ads, social or digital media strategies, articles or other tourism promotion pieces you have produced that are similar to the documents your firm would provide under this contract.

Include:

- State of Incorporation
- UBI number, and Federal Tax ID number
- Business Address
- Phone & Fax Number for Contact Person
- E-mail Address for Contact Person
- Three client references

F. Submittal Instructions

Initial proposal submittal deadline is **5:00 pm, October 23, 2020**. Review of proposals will occur immediately thereafter. Proposals received after the deadline may also be considered, as the review process will remain open until the contract is awarded.

Proposals may be submitted as email attachments (preferred) or an original and four paper copies may be mailed to the address shown below.

Emailed proposals should include “Edmonds Tourism Promotion Services Response” in the subject line and be addressed to: patrick.doherty@edmondswa.gov and must be received before the due date and time. (Emailed proposals must be in PDF format).

Paper proposals are to be mailed to:

The City of Edmonds
Attn: Patrick Doherty
121 Fifth Avenue North
Edmonds, WA. 98020

The proposal, whether electronic or paper, shall not exceed twenty (20) pages (10 double-sided sheets of paper). The front cover, the back cover, and a maximum two-page cover letter, may be in addition to the twenty (20) page limit. All costs for developing proposals in response to this RFP are the obligation of the consultant and are not chargeable to the City.

Incomplete proposals and proposals that arrive after the due date and time will not be accepted. The City of Edmonds accepts no liability for misdirected or lost documents. Submittals will not be returned.

A respondent may withdraw a submittal at any time prior to the final submission date by sending written notification of its withdrawal, signed by an agent authorized to represent the agency.

G. Selection Process

The City's intended process for review of the RFP Submittals and final selection of the Contractor is as follows:

Evaluation Panel reviews and scores RFP Submittals
Interviews
References checked
Contract awarded
Execution of Contract and Notice to Proceed

H. Selection Criteria and Evaluation Process

A selection team, designated by the City, will evaluate and determine the ranking of the Proposals. The City, at its sole discretion, may elect to select the top-scoring firms as finalists for an in-person or remote video interview/presentation. Should the City elect to hold interviews, it will contact the top-scoring firm(s) to schedule a date, time and location.

The City of Edmonds Mayor shall award the contract to the proponent who successfully demonstrates the ability to meet the required elements in the most cost-effective and efficient manner. All proposals will be evaluated using the same criteria. The criteria used will be:

1. Ability to Perform Required Services

The City will consider all the relevant material submitted by each proponent, especially in response to **Section D** above, and other relevant material it may otherwise obtain, to determine whether the proponent is capable of providing services of the type and scope specific to the RFP. The following elements may be given consideration by the City in determining whether a proposer is capable:

- a) Experience, and reputation of the agency and other information that has a direct bearing on the decision to award a contract.
- b) Quality, ability, capacity and skill of the agency to perform the scope of services, and responsiveness of the proposed program/methods.

2. Fees

Fees proposed for services to be performed.

3. Ability to Meet **Section E: Proposal Requirements**

Provide all information and meet contract requirements under **Section E: Proposal Requirements** of this RFP.

4. Results of Interviews

The City may conduct interviews as part of the final selection process. Failure to provide a complete proposal, clearly provide the elements of proof required, or demonstrate the elements stated above shall be cause for the rejection of any proposal.

I. Terms and Conditions

1. All proposals submitted become public information.
2. The City encourages participation in all of its contracts by firms certified by the Washington State Office of Minority and Women's Business Enterprises (OMWBE).
3. Nondiscrimination: No individual shall be excluded from participation in, denied the benefit of, subjected to discrimination under, or denied employment in the administration of or in connection with this agreement because of any class protected by federal or state law, and contactors must also abide by the same provisions.
4. In the event it becomes necessary to revise any part of this RFP, addenda shall be provided to all proponents.
5. It is understood that the Contractor and its employees will be independent from the City and will not be considered employees of the City.
6. It is understood that the Contractor shall not receive any additional compensation for expenses, unless agreed upon in advance.
7. The Contractor shall identify the nature of any potential conflict of interest that his/her business (including any individual employees of the business) may have in providing lobbying services for the City of Edmonds.
8. The successful proponent shall make such arrangements as may be necessary to commence operation on January 1, 2021 upon the final approval of the contract.
9. The City of Edmonds may request additional information or clarification from any proponent.
10. Proposals may not be modified or withdrawn after the time set for the opening of this proposal.

