

Request for Proposal

Baker County Transient Lodging Tax Committee

for Downtown Marketing Services (City of Baker City)

Engagement details:

Date of Issue:	August 27, 2024
Time and Date Proposal is Due:	October 2, 2024 @ 5 pm
Proposed Start Date of Engagement:	November 1, 2024
Proposed End Date of Engagement:	October 31, 2025
Name of Contact:	Baker County Administrative Services
Name of Agency:	Transient Lodging Tax Committee (TLTC)
Telephone Number:	(541)523-8209
Address:	1995 3 rd Street, Baker City, OR 97814
Email:	schristensen@bakercountyor.gov

Please submit your proposal via email or mail no later than Wednesday, October 2, 2024 at 5 pm ensuring to address all requirements outlined in the attached Project Brief.

Organization Information

I/We offer to supply Downtown Marketing Services specified in the Request for Proposal; at the fees and charges offered; within the period offered; and in accordance with the terms and conditions as listed.

Service Provider's Name.....

Name of Service Provider's Authorized Agent:

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Signature.....

Dated this.....20.....

Project Brief – Downtown Marketing Services

Section 1 – General Information

A. PROJECT OVERVIEW

Purpose of the Engagement

1. Work with the Baker County Transient Lodging Tax Committee (TLTC), government agencies, Travel Baker County Marketing Director, Visitors Services contractor to do collaborative marketing to attract visitors to Downtown Baker City.
2. Maintain a social media presence, website and calendar of events for Downtown Baker City.
3. Provide assistance to current and prospective tourism-related businesses in order to fill empty storefronts as identified in the Strategic Plan for Baker County Tourism.
4. Identify and work to fill gaps in service and help develop both current and new businesses that will continue to build on the vibrant tourism industry in Baker City.
5. Work with appropriate parties to assist in implementing the Strategic Plan for Baker County Tourism as it relates to Downtown Baker City.
6. Collaborate with local businesses, heritage organizations, and community groups to showcase the unique cultural heritage of the area, as showcased in Baker City’s downtown.
7. Create and adhere to a clear and reasonable marketing budget with line-item expenditures.

B. PROJECT OBJECTIVES

Assist in implementation of the Strategic Plan for Baker County Tourism (Strategic Plan), through targeted marketing of Baker City Downtown as a tourism destination, including marketing of events, businesses and organizations. See attached Exhibit A, Strategic Plan, for immediate, mid-range and long-range priorities.

Section 2 – Information Requirements

A. INFORMATION REQUIRED IN PROPOSAL

Proposals are to be prepared considering the General Information outlined above and presented in a format consistent with the following outline. Proposals are to be no more than 6 pages (excluding relevant attachments).

1. An outline of the **Service Provider's ability and approach** to deliver the services outlined in Section 1. A and B, above, including:
 - A summary of the likely issues involved in the project.
 - Information on current ability of Service Provider to deliver the services and Objectives, outlined above.
 - The Service Provider's proposed methodology for service delivery, including use of indicative inputs from other project consultants engaged by the TLTC; and
 - The proposed timelines for the delivery of services and an indication of how the Service Provider will stage their work to meet these timelines and milestones.
 - A proposed method for showing successful delivery of the services outlined in this RFP.
2. An outline of the Service Provider's **relevant expertise and experience** in projects of a similar type.
3. Confirmation of **no conflict of interest** or details of any potential conflict of interest and strategies to manage.
4. A clear and reasonable marketing budget for Baker City Downtown marketing project, with proposed line-item expenditures, including all sources of revenue for the project.
5. Address any **Special Conditions** of contract.

Section 3 – Other Information

A. EVALUATION CRITERIA AND SCORING

Evaluation Criteria

- Demonstrated understanding of how Baker City and its downtown play an important role in the tourism industry of Baker County and how to expand that in the future. (20 points)
- Preparation of an acceptable methodology and work plan to deliver the services and objectives outlined in this RFP, including applicable portions of the Strategic Plan, attached. (20 points)
- Proven experience and strength of the team to be assigned to this project. (20 points)
- Ability and approach to working collaboratively with key stakeholders. (20 points)
- A clear and reasonable budget with proposed revenues and line-item expenditures. (20 points)

B. PERFORMANCE MEASURES

A monthly report on activity including key outcomes that move forward the strategic objectives, outlined in the Strategic Plan, along with a YTD Profit and Loss Budget Overview report will be provided to the TLTC.

C. OTHER CONDITIONS

Period of Contract

The Contract shall be for a period of one year and re-bid through RFP.

The Contract may be terminated by mutual consent of both parties, or by either party upon 30 days' notice, in writing and delivered by certified mail or in person.

If County funding from federal, state, or other sources is not obtained and continued at levels sufficient to allow for the purchase of the indicated quantity of services, the Agreement may be modified to accommodate a reduction in funds. Notice of the modification shall be given to all parties 30 days prior to the commencement of such modification.

General Conditions of Contract

A Professional Service Agreement (PSA) shall be entered into defining specific conditions of the contract, which will encompass the following:

County and its duly authorized representatives shall have access to the books, documents, papers, and records, which are directly pertinent to the specific Agreement for the purpose of making audit, examination, excerpts and transcripts.

The PSA shall defend, save and hold harmless Baker County, its officers, agents, and employees, from all claims, suits, or actions of whatever nature resulting from or arising out of the activities of Contractor or its subcontractors, agents or employees under this Agreement.

In performing the above service, it is understood and agreed that:

- a. Contractor certifies that they have the skills and experience to satisfactorily perform the duties of the Agreement.
- b. Contractor is engaged as an independent contractor and will be responsible for any federal or state taxes applicable to payments under this contract.
- c. Contractor shall not enter into any subcontracts for any of the work scheduled under this Agreement or assign or transfer any of its interest in the Agreement without the prior written consent of County.
- d. Contractor shall comply with all federal, state, and local laws and ordinances applicable to the work under the Agreement.
- e. Contractor shall not be covered by County's liability insurance program while performing duties under this Agreement and is considered an independent contractor.

- f. Contractor shall adhere to all requirements outlined in the Baker County Standard Contracting Provisions, attached as Exhibit B.

TLTC/Baker County Specific Rights

The TLTC/Baker County is not bound to accept the lowest or any proposal and warrants only that all valid proposals will receive due and diligent consideration.

TLTC/Baker County is not responsible for any costs incurred in preparing a response to the RFP.

No correspondence will be entered into regarding unsuccessful proposals.

All proposals, once submitted, become public records subject to Oregon's Inspection of Public Records laws.