

Responses to Questions posed regarding “RFP Request - Tourism Services”

‘Explore Wilsonville’ Tourism Promotion and Destination Marketing Services, advertised August 21, 2019

Sept. 16, 2019

Question 1. In reviewing your website, we noticed you’re using Word Press and Google Analytics. Is it possible to get a list of plugins and/or annual/monthly renewal costs for these, so that we can budget appropriately?

Answer 1. The current version of ExploreWilsonville.com does utilize Word Press and Google Analytics, along with plug-ins Akismet and Gravity Forms. A proposal may or may not wish to continue using the same website architecture and/or hosting platform as is currently used. The City expects proposals would reflect the use of website hosts and tools that a proposer suggests is most appropriate for the occasion, along with associated expenses.

Question 2. Under social media, the RFP mentions that the selected consultant will “manage and direct the day-to-day social media subcontractor.” Can you tell us more about that position and how it works with the consultant? (What type of content is the subcontractor producing? Are they engaging/growing followers? How is the role different than the consultant’s role?)

Answer 2. The portion of text quoted above that appears of page 17 of the RFP is in error and should be stricken; an amended RFP to be published on Sept. 16 removes reference to a “social media subcontractor,” since there is no social media subcontractor. The word “subcontractor” is in error, with the word “contacts” substituted; the sentence was intended to read as: “Manage and direct the ‘day-to-day’ social media contacts.”

Question 3. The proposal shall be 8.5x11. Does this need to be portrait orientation, or can it be landscape?

Answer 3. Proposals may be formatted in either portrait (vertical) or landscape (horizontal) orientation.

Question 4. Are responders required to continue use of the existing tagline: “A Pocket of Fun” or the current “look and feel” of the brand identity or is there flexibility for the respondents to present other concepts? If only the current tagline and brand identity are contemplated, how long is the anticipated commitment to its use?

Answer 4. Responders may propose consideration of new or modified Explore Wilsonville branding components, including logo, tagline, color scheme and other brand factors. Responders should indicate why current branding may be insufficient or in need of modification, bearing in mind that the current branding effort is only a couple of years old and has been used extensively during the past year, including branded collateral currently being used and under production. The

City's time commitment is flexible and will consider suggestions made by proposals for phasing a change in branding.

Question 5. Is there flexibility to propose a different approach other than as outlined in the "Scope of Work"?

Answer 5. Yes, proposers may suggest additional or complementary approaches to the proposed Scope of Work, so long as the desired elements of the Scope of Work are addressed in the proposal. In particular, the RFP is amended with an addendum that encourages responders to propose suggestions on tourism and product development that can grow the tourism/visitor market. For example, the Tourism Promotion Committee seeks to grow visitation and lodging-property occupancy during the "shoulder season months"; however, with a very limited repertoire potentially of activities occurring during the "shoulder season months," a tourism promotion plan may have limited options for promoting events or attractions. Therefore, proposals that suggest methods or options grow visitation and lodging-property occupancy during the "shoulder season months" are welcome and the RFP is amended as of September 16, 2019, to reflect the desire for tourism product development.

Question 6. Is the contractor expected to carry the cost of marketing materials and other services from a third party before getting reimbursed, or is there some other mechanism such as direct billing to the City that could be utilized?

Answer 6. Yes, the contractor is expected to cover any and all costs as may be needed and to invoice the City appropriately.

Question 7. Can the City provide more detail on current expenditures for the printing and distribution of current collateral and confirm if the responders must include printing of existing brochures in their proposals?

Answer 7. Additional detail on the planned tourism promotion and destination marketing plans and expenses for July 1 – Dec. 31, 2019, are included in the [City Council Meeting - Resolution No. 2758 and Staff Report, Adoption of Tourism Promotion Business and Marketing Plans, July 2019](#), PDF pages 54-56, located online at the City's website, <https://www.ci.wilsonville.or.us/tourism>. Phone call inquiries and mailing fulfillment of requests for information/brochures are handled by City Parks and Recreation staff; however, printing, shipping and postage costs are to be responsibility of responders. Staff anticipate that planned and existing stock of brochures should be sufficient for the 2019-20 fiscal year, July 1, 2019, through June 30, 2020.

Question 8. What flexibility do responders have to recommend a phased approach to the RFP and to allocate percentages or general line item amounts, rather than specific amounts to any one service during the contract length?

Answer 8. The City encourages proposals that demonstrate original, creative thought; a phased approach to tourism development and promotion and destination marketing could make sense depending on how a proposal is structured.

However, as a unit of local government, the City has a duty to provide clarity to the public on the use of public funds; therefore, some level of specificity for proposed expenses is required to be incorporated as a scope of work for a professional services agreement.

Question 9. How much oversight or approval of staff or subcontractors does the City contemplate having of the selected contractor during the contract period?

Answer 9. The City would exercise such oversight as is necessary to protect City's interests. The City's standard professional services agreement provides for: "Some Services may be performed by persons other than Consultant, provided Consultant advises the City of the names of such subcontractors and the work which they intend to perform, and the City specifically agrees in writing to such subcontracting." (Section 7.1). The City suggests that at the outset of the contract, that consultant provides the City with the names of such subcontractors and the work which they intend to perform in order to obtain permission in writing. In practice, generally the City is open to the use of subcontractors as may be needed and can timely provide such permission.

Question 10. Is there flexibility in the amounts of insurance required by the City to execute this contract?

Answer 10. The City's insurance requirements are standardized and replicate modern municipal requirements. A proposer may propose other insurance options; however, the City's Legal Department is generally adverse to waiving or reducing insurance requirements. Note that professional services agreement Section 11.1.7 states that a professional services "Agreement shall not be effective until the required certificates and the Additional Insured Endorsements have been received and approved by the City."

Question 11. Is there flexibility in how the City plans to expend additional resources as outlined in the RFP?

Answer 11. Yes, a proposal may propose options or services/programs that proposers feel will provide the greatest return on the dollar; however, currently planned RFPs and program expenses may not be able to be modified. Nonetheless, proposers may suggest other uses for City's tourism-related funds.

Question 12. As it relates to Appendix A - Tourism Promotion and Destination Marketing Services Desired Scope of Work on pages 16-18, we are curious if interested firms must prepare a proposal/bid that is inclusive of ALL services (everything from "A. Marketing Services" through "G. Collateral, Printing and Shipping/Distribution Services"), or, may firms prepare a proposal for only some of the overall desired services?

Answer 12. The City seeks a comprehensive set of tourism promotion and development and destination marketing services provided by one primary contractor. That contractor may utilize other consultant services as noted in Section 7 of the professional services agreement.