



CITY OF DUNDEE REQUEST FOR PROPOSALS FOR MARKETING SERVICES

GENERAL INFORMATION

INTRODUCTION

The City of Dundee is seeking proposals from qualified individuals, partnerships or firms to provide marketing services.

BACKGROUND

The City of Dundee is located approximately 30 miles west of Portland in the heart of Oregon Wine Country. The city is composed of Dundee Hills and the Red Hills area and is known for producing some of the best Pinot Noir in the country, if not the world. More than 24,000 people a day drive through the city along Highway 99W on their way to Portland or the beautiful Oregon Coast. The City Council recently accepted Destination Dundee, A Community Vision, a compilation of recommended strategic initiatives to realize the community's vision of enhancing our visibility and promote Dundee as a premier travel destination.

SOLICITATION SCHEDULE

The city anticipates the following general timeline for receiving and evaluating proposals and selecting a contractor.

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| • RFP Issued | September 6, 2024 |
| • Deadline for Clarifications or Protest | September 18, 2024 |
| • Deadline for Addenda | September 25, 2024, at 2:00 p.m. |
| • Proposal Due Date | October 4, 2024, at 2:00 p.m. |
| • Proposal Opening | October 4, 2024, at 2:30 p.m. |
| • Evaluation of Proposals | October 7, 2024, - October 11 |
| • Council Approval | October 15, 2024 |
| • Notice of Intent to Award | October 18, 2024 (estimated) |
| • Award Protest Period | 7 calendar days after issuance of NOI |
| • Contract Negotiation | Following expiration of Protest Period |
| • Commencement of contract | November 4, 2024 (anticipated) |

ADDENDA

The city reserves the right to change the RFP by written addenda. Proposers shall notify the city of their interest in the RFP to obtain addenda and other pertinent notifications. Any addenda will have the same binding effect as though contained in the RFP. Verbal instructions or information concerning the scope of work of the RFP shall not bind the city. No addendum will be issued later than the date in the Solicitation Schedule, except an addendum modifying the Proposal Due Date. Each proposer is responsible for obtaining all addenda prior to submitting a Proposal and must acknowledge receipt of all addenda as part of the Proposal. Failure to acknowledge receipt of all addenda as part of the Proposal may result in rejection of the Proposal.

CLARIFICATIONS

A prospective proposer may request a change or clarification to the RFP by submitting a written request to steve.dahl@dundeecity.org with the subject line of "RFP Request – Marketing Services for Travel Dundee" no later



than the date set forth in the Solicitation Schedule. The request must specify the provision of the RFP in question, contain an explanation for the requested change, and any proposed modification. If the city determines a change is necessary, the city will modify the RFP through the issuance of an Addenda to all prospective proposers known to the city to have expressed interest in the RFP.

SOLICITATION PROTESTS

A prospective proposer may protest the procurement process or the RFP by submitting a written protest to steve.dahl@dundeecity.org with the subject line of "RFP Protest – Marketing Services for Travel Dundee" no later than the date set forth in the Solicitation Schedule. A timely filed written protest must include sufficient information to identify the solicitation that is the subject of the protest; the grounds that demonstrate how the procurement process is contrary to law or how the RFP is unnecessarily restrictive, is legally flawed or improperly specifies a brand name; evidence or supporting documentation that supports the grounds on which the protest is based; and the relief sought. The city will consider the protest and issue a decision in writing or will promptly notify the prospective proposer that the protest is untimely or that the protest failed to meet the requirements of this section and give the reasons for the failure.

CANCELLATION

ORS 279B.100 provides for cancellation, rejection, or delay of proposals when the cancellation or rejection is in the best interest of the city as determined by the city. The city reserves the right to cancel the award of this contract at any time before execution of the contract by both parties if cancellation is deemed to be in the city's best interest.

LATE PROPOSALS, LATE WITHDRAWALS, AND LATE MODIFICATIONS

Proposals must be submitted by the date and time specified in the Solicitation Schedule. Any proposals submitted after the specified date and time will be considered late and determined nonresponsive. A proposer's request for modification of a proposal, or withdrawal of a proposal received after the specified date and time for submission is late. The city will not consider late proposals, late requests for modifications, or late withdrawals.

SCOPE OF SERVICES

The city is seeking a qualified individual, partnership, or firm to provide the following scope of services.

- **Develop Annual Marketing Strategy:**
 - Craft a comprehensive marketing strategy for the fiscal year
 - Align strategies with the City of Dundee's goals and objectives
- **Lead Marketing Strategy:**
 - Oversee the implementation of the marketing strategy
 - Adjust and optimize strategies as needed throughout the year
- **Monthly Meeting:**
 - Lead one marketing meeting with the Travel Dundee Team
 - Attend one monthly tourism committee meeting (4th Wednesday of each month) to provide detailed report on marketing efforts
- **Social Media Plan:**
 - Develop a detailed social media plan with post themes and ideas
 - Work closely with freelance creative director for content creation and copywriting
- **Quarterly Marketing Campaigns:**
 - Develop and launch quarterly marketing campaigns
 - Monitor and report on campaign performance
- **Advertising Management:**



- Lead digital and print advertising placement
- Manage and annual ad spend budget of approximately \$48,000
- Ensure optimal use of the advertising budget
- **PR Initiative:**
 - Create and execute quarterly PR initiatives
 - Ensure these initiatives with the overall marketing strategy

PROJECT BUDGET

Funds available for the contractor are \$3,000 a month. Specific costs for advertisements and other expenses such as studies are available up to \$48,000.

PROPOSAL SUBMITTAL AND DUE DATE

All proposals must be submitted to the city by the date and time set forth in the Solicitation Schedule. Proposers can email proposals to the City Administrator at the email address listed below with the subject line of "RFP – Marketing Services for Travel Dundee". Proposers may also deliver proposals to Dundee City Hall in care of the City Administrator at the address listed below.

Steve Dahl, City Administrator
City of Dundee
520 SW 5th Street
P.O. Box 220
Dundee, Oregon 97115
steve.dahl@dundeecity.org
503-538-3922

The city assumes no responsibility for delayed or undelivered mail or express packages. Proposals which are not received by the city by the above specified time and date will not be considered. Faxed proposals will be rejected as non-responsive.

RESERVATION OF RIGHTS

The city reserves the right to: 1) seek clarification of each proposal; 2) negotiate a final contract that is in the best interest of the City; 3) reject any or all proposals; 4) cancel this RFP at any time if doing so would be in the city's interest, as determined by city in its sole discretion; 5) award the contract to any proposer based on the evaluation criteria set forth in this RFP; 6) waive minor informalities contained in any proposal, when, in the city's sole judgement, it is in the city's best interest to do so; and 7) request any additional information city deems reasonably necessary to allow city to evaluate, rank and select the most qualified proposer to perform the services described in this RFP.

PUBLIC RECORDS

All proposals submitted are the property of the city and, as such, are considered public records and are subject to disclosure pursuant to Oregon Public Records Law. Accordingly, proposals received and opened shall not be available for public inspection until after the City's Notice of Intent to Award is issued. Thereafter, except for information marked "Trade Secret," all documents received by the city shall be available for public disclosure. The city will attempt to maintain the confidentiality of materials marked "Trade Secret" to the extent permitted under the Oregon Public Records Law. Any proposal marked as a trade secret in its entirety will be considered nonresponsive.

COSTS



The city will not be responsible under any circumstances for the costs incurred by Proposers or others for the preparation or submission of any proposal. The city is not liable for any cost incurred by the Proposer in protesting the city's selection decision and contract award.

PROPOSAL CONTENTS

Proposals shall include, at a minimum, the following items. Proposals that fail to meet these requirements may be deemed non-responsive:

1. Cover Letter.
 - a. A one- or two-page cover letter signed by an officer of the firm authorized to bind the firm to all statements made in the Proposal.
 - b. Acknowledge the Proposer accepts all terms and conditions contained in the RFP and supporting documents or specifically identifies any and all exceptions.
 - c. Contact information including address, phone number, website, and email address.
 - d. State certification number, if any, as a minority-owned, women-owned, disadvantaged, or emerging small business.
2. Proposer's Team. Name and qualifications of the individuals who will provide the requested services and a current résumé for each, including a description of qualifications, skills, and responsibilities. The City is interested in professionals with experience serving small governmental entities and especially serving cities comparable in size to Dundee.
3. Project Approach. Describe how the Proposer intends to address all of the tasks listed in the scope of services, including Proposer's understanding of the goals and objectives and the approach the Proposer will use to perform the task listed in the scope of services.
4. Prior Experience. The Proposal should include at least four (4) samples of tourism promotion related work products that were prepared by the Proposer or members of the consultant team, along with a note of explanation about each sample product.
5. Certifications. Written certification of the following:
 - a. The firm has a policy of nondiscrimination in employment because of race, age, color, sex, religion, national origin, mental or physical handicap, political affiliation, marital status, or other protected class, and has a drug-free workplace policy.
 - b. The firm has a policy of nondiscrimination against any minority, women, or emerging small business enterprise or against a business enterprise that is owned or controlled by or that employs a disabled veteran in obtaining a subcontract.

PROPOSAL EVALUATION

Each Proposal will be evaluated on its completeness and quality of content based on evaluation criteria identified below. Upon completion of the evaluation process, the city intends to negotiate a final Professional Services Agreement with the Proposer deemed to be most advantageous to the city. The city reserves the right to contact references as part of the decision-making process and prior to making a final selection.

EVALUATION CRITERIA AND SCORING

All Proposals initially deemed responsive by the City Administrator will be provided to the Evaluation Committee and will be scored based on the criteria and maximum scores specified below.

1) Cover Letter:	5
2) Proposer Profile:	20
3) Proposer Team:	20
4) Project Approach:	30
5) Prior Experience	25
Maximum Total Points	100



SELECTION

An Evaluation Committee comprised of members of Travel Dundee and the City Administrator will evaluate all responsive proposals. Interviews with perspective contractors may be part of the review process if deemed necessary by the Evaluation Committee. If held, the Proposers may receive up to an additional 20 points. Each Evaluation Committee member will individually complete an evaluation sheet ranking each proposal against the evaluation criteria. Completed evaluations shall be combined and tallied. Upon completion of its evaluation process, the Evaluation Committee will provide the results of the scoring and ranking to the City Council, along with a recommendation to award the contract to the highest ranked Proposer.

NOTICE OF INTENT TO AWARD

Responsive proposers to this RFP will be notified of the City's intent to award a contract not less than seven (7) days prior to the award of the contract.

PROTEST OF AWARD

A Proposer may protest the award of a contract if the proposer is adversely affected because the proposer would be eligible to be awarded the contract in the event that the protest were successful and the reason for the protest is that all lower bids or higher ranked proposals are nonresponsive, the City failed to conduct the evaluation of proposals in accordance with the criteria or processes described in the RFP, the City abused its discretion in rejecting the protestor's proposal as nonresponsive, or the City's evaluation of proposals or the City's subsequent determination of award is otherwise in violation of ORS Chapter 279A or ORS Chapter 279B.

Award protests must be delivered in writing to Steve Dahl at steve.dahl@dundeecity.org with the subject line of "RFP Award Protest – Marketing Services for Travel Dundee" no later than seven (7) days after the issuance of the notice of intent to award. The written protest must specify the grounds for the protest to be considered by the city.

CONTRACT NEGOTIATION

If the City and the highest ranked Proposer are unable for any reason to negotiate a contract, the City reserves the right to negotiate with the next highest ranked Proposer. The negotiation process may continue in this manner until an agreement is reached or the City terminates this RFP.

The City of Dundee is an Equal Opportunity/Affirmative Action Employer. Women, Minorities and Disabled Persons are encouraged to apply.