



**CITY OF DUNDEE  
REQUEST FOR PROPOSALS  
TOURISM PROJECT MANAGER**

**GENERAL INFORMATION**

**INTRODUCTION**

The City of Dundee is seeking proposals from qualified individuals, partnerships or firms to provide tourism project manager services to the city.

**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 the experience of visitors while supporting the livability of city residents, and creating a walkable downtown area that is a recognizable and desirable place to live and visit. The project manager would oversee the implementation of certain initiatives as directed by the City Council.

**SOLICITATION SCHEDULE**

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

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| • RFP Posted and Advertised              | July 22, 2024                          |
| • Deadline for Clarifications or Protest | August 20, 2024, at 2:00 p.m.          |
| • Deadline for Addenda                   | August 27, 2024                        |
| • Proposal Due Date                      | August 30, 2024, at 2:00 p.m.          |
| • Proposal Opening                       | August 30, 2024, at 2:30 p.m.          |
| • Evaluation of Proposals                | August 30, 2024 – September 20, 2024   |
| • Council Approval                       | October 2, 2024                        |
| • Notice of Intent to Award              | October 4, 2024 (estimated)            |
| • Protest Period                         | 7 calendar days after issuance of NOI  |
| • Contract Negotiation                   | Following expiration of Protest Period |
| • Commencement of contract               | October 21, 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 addenda 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](mailto:steve.dahl@dundeecity.org) with the subject line of "RFP Request – Tourism Project Manager" 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](mailto:steve.dahl@dundeecity.org) with the subject line of "RFP Protest – Tourism Project Manager" 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.

- Upgrade the Highway 99W corridor through Dundee
  - Start a Main Street program.
  - Install and maintain beautification efforts (examples include hanging flower baskets, festival lighting, coordinated street furniture/amenities, murals, etc.)
  - Research and possibly implement one or two signature festivals.
  - Work with the Dundee Elementary School and the City of Dundee to apply for a Safe Routes for School Grant.
- Work with city to develop potential parking development sites.
- Work with city to develop concept for ADA-compatible walking paths and trails.
- Work with city to help recruit new retail businesses and developers to the city.
- Assist city in determining potential grant funds or other funding mechanisms for needed infrastructure.
- Explore Safe Routes to School funding opportunities
- Other services as directed by city



The selected Proposer shall provide information and/or reports to the Tourism Committee and city that include:

- A six month and one year plan outlining goals
- Monthly updates, if possible, in person to the Tourism Committee
- Written monthly updates to the Council for the second meeting of the month
- Weekly meetings with the City Administrator
- A set of plans and list of accomplishments

#### **PROJECT BUDGET**

Funds available for the contractor are \$50,000. Specific costs for advertisements and other expenses such as studies are available.

#### **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 – Tourism Project Manager". 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 5<sup>th</sup> 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. Qualifications. This section should identify the capabilities and resources of the Proposer to furnish the desired services. Proposers must demonstrate:
  - a. Knowledge of economic development principles
  - b. Knowledge of tourism principles
  - c. Knowledge of tourism funding and grant writing
  - d. Familiarity with tourism transportation needs including the location and development of parking lots and other transportation needs in a small rural community.
  - e. Experience of working within a small community.
3. 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.
4. Approach/Work Plan. 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.
5. 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.
6. Capacity. Explain Proposer's workload capacity with the level of service required by the City.
7. Fee Proposal, including billable rates for any person proposed to work on the project, along with any additional charges that might be incurred.
8. Nondiscrimination. Written affirmation that 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.

## **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) Proposal Quality:	25
2) Proposer's Experience/Demonstrated Results :	30
3) Qualifications of Personnel :	30
4) Value of Services Provided for Cost :	15
<b>Maximum Total Points</b>	<b>100</b>

Following are additional details on the proposal evaluation criteria:

- Proposal Quality: Quality and creativity of the Proposal and points addressed in the scope of services, and the likelihood of achieving program objectives.
- Proposer's Experience/Demonstrated Results: Proposal team's experience and success with developing creative tourism-promotion and destination-marketing plans for other communities.
- Qualifications of Personnel: Prior professional experiences and work-products of consultant team members and how relevant to this Project.
- Value of Services Provided for Cost: The maximum services provided in relation to the fee charged and the value of the overall Project; the budget is reasonable and appropriate.

### **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. 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](mailto:steve.dahl@dundeecity.org) with the subject line of "RFP Award Protest – Tourism Project Manager" 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.