



STATE OF IDAHO

**DIVISION OF PURCHASING
FOR
DEPARTMENT OF COMMERCE**

REQUEST FOR PROPOSAL (RFP)

**INTERNATIONAL TOURISM MARKETING
RFP16000588**

Issue Date: March 4, 2016

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1 RFP Administrative Information

RFP Title:	International Tourism Marketing
RFP Project Description:	Provide international tourism marketing through the development and implementation of a comprehensive marketing program to promote Idaho as a travel destination to international markets.
RFP Lead:	Arianne Quignon, Purchasing Officer Idaho Division of Purchasing PO Box 83720 Boise ID 83720-0075 arianne.quignon@adm.idaho.gov (208) 332-1604
Submit sealed Proposal (if submitting manually): MANUAL PROPOSALS MUST BE RECEIVED AT THE PHYSICAL ADDRESS DESIGNATED FOR COURIER SERVICE AND TIME/DATE STAMPED BY DOP PRIOR TO THE CLOSING DATE AND TIME.	Address for Courier: Division of Purchasing LBJ Bldg. Lower Level 650 W State St, Room B-15 Boise, ID 83720
Submit electronically via IPRO:	Address for US Mail (if different): Division of Purchasing P.O. Box 83720 Boise, ID 83720-0075 Electronic Submission https://purchasing.idaho.gov/iprologin.html
Pre-Proposal Conference: Pre-Proposal Conference Location:	Thursday, March 17, 2016 8:30 a.m. Mountain Time Division of Purchasing 650 West State Street, Room B-15 Boise, ID 83702 <i>Registration Information provided in Attachment 3.</i>
Deadline To Receive Questions:	Wednesday, March 23, 2016 11:59:59 p.m. Mountain Time
RFP Closing Date:	See IPRO Header Document
RFP Opening Date:	10:30 a.m. Mountain Time the following business day after closing
Initial Term of Contract and Renewals:	Two (2) years. Upon mutual, written agreement, the Contract may be renewed, extended or amended. The anticipated total Contract term is six (6) years.

2 OVERVIEW

2.1 Purpose

The purpose of this RFP is to solicit Proposals from qualified, skilled vendors to provide international tourism marketing through the development and implementation of a comprehensive marketing program to promote Idaho as a travel destination to international markets.

2.2 Background Information

Through advertising, public relations, social networking, and an informative tourism website (www.visitidaho.org), Idaho Commerce's Division of Tourism showcases the ways travelers enjoy Idaho, also known as the Gem State. The Idaho Department of Commerce - Division of Tourism (IDC) is focused on bringing international visitors to the area specifically from each market identified below:

- the German market (Germany, Switzerland, Austria),
- the UK market (England, Wales, Scotland, Northern Ireland, and the Republic of Ireland),
- the Benelux market (Belgium, the Netherlands, Luxembourg) and
- the Australian/New Zealand market.

This is accomplished through promotion and development of group travel, pre-packaged tours, convention and incentive tours, and international promotion and publicity including, but not limited to, trade show attendance, familiarization (FAM) trips, in country fulfillment of IDC provided collateral, and social media promotion.

2.3 Pre-Proposal Conference

A non-mandatory pre-proposal conference will be held at the location and time as indicated in **Section 1**, page 1 of this RFP. This will be your opportunity to ask questions, in person, with the Idaho Department of Commerce's Division of Tourism (IDC) staff. All parties interested are invited to participate either by attending the conference or by an established call in number. **Those choosing to participate must pre-register to receive phone conferencing and meeting details by submitting the completed Pre-Proposal Conference Registration Form (Attachment 3) via email to the RFP Lead. Parties interested are asked to register by 2 pm, Mountain Time, Wednesday, March 16, 2016.** Any oral answers given by the State during the pre-proposal conference are unofficial, and will not be binding on the State. Conference attendance is at the participant's own expense.

2.4 Questions

2.4.1 This Solicitation is issued by the State via the State's e-Procurement system, IPRO (<https://purchasing.idaho.gov/iprologin.html>). The RFP Lead is the only contact for this Solicitation. All correspondence must be in writing. In the event that it becomes necessary to revise any part of this RFP, addenda will be posted at IPRO. It is the responsibility of parties interested in this RFP to monitor IPRO for any updates or amendments. Any oral interpretations or clarifications of this RFP must not be relied upon. All changes to this RFP will be in writing and must be posted to IPRO to be valid. Alternate Proposals are not allowed.

2.4.2 Questions or other correspondence must be submitted in writing to the RFP Lead listed below.
QUESTIONS MUST BE RECEIVED BY 11:59:59 P.M. MOUNTAIN TIME ON THE DATE LISTED IN THE RFP ADMINISTRATIVE INFORMATION.

Arianne Quignon, Purchasing Officer

Idaho Division of Purchasing
PO Box 83720
Boise ID 83720-0075
Fax: 208-327-7320
Email: arianne.quignon@adm.idaho.gov

2.4.3 **Written questions must be submitted using Attachment 1, Offeror Questions.** Official answers to all written questions will be posted on IPRO as an amendment to this RFP.

2.4.4 Any questions regarding the State of Idaho Standard Contract Terms and Conditions, found at http://purchasing.idaho.gov/terms_and_conditions.html, must also be submitted in writing, using **Attachment 1, Offeror Questions**, by the deadline identified in the RFP Administrative Information. The State will not consider proposed modifications to these requirements after the date and time set for receiving questions. Questions regarding these requirements must contain the following:

1. The rationale for the specific requirement being unacceptable to the party submitting the question (define the deficiency).
2. Recommended verbiage for the State's consideration that is consistent in content, context, and form with the State's requirement that is being questioned.
3. Explanation of how the State's acceptance of the recommended verbiage is fair and equitable to both the State and to the party submitting the question.

2.4.5 **Proposals which condition the Proposal based upon the State accepting other terms and conditions not found in the RFP, or which take exception to the State's terms and conditions, will be found non-responsive, and no further consideration of the Proposal will be given.**

3 INSTRUCTIONS FOR SUBMISSION OF PROPOSAL

3.1 Submission of Proposals

Proposals may be submitted manually or electronically.

If your Proposal contains trade secret information which you have identified, you must also submit a redacted copy of the Technical Proposal (in electronic format, with the word "redacted" in the file name) with all trade secret information removed or blacked out; as well as a separate document containing a complete list (per the instructions in Section 5.3, below) of all trade secret information which was removed or blacked out in the redacted copy.

3.1.1 Electronically Submitted Proposals

Electronically submitted Proposals must be submitted through IPRO, at <https://purchasing.idaho.gov/iprologin.html>. When submitting through IPRO, enter your "Total Cost" in IPRO as "\$0," and UPLOAD YOUR TECHNICAL PROPOSAL, COST PROPOSAL, AND ALL OTHER REQUIRED SUBMITTAL ITEMS. The Technical Proposal consists of Section 5 Mandatory Submission Requirements; Section 6 Business Information; Section 7 Organization and Staffing; and Section 8 Scope of Work.

If submitting via IPRO, be advised that the Offeror, for Proposal evaluation and award purposes, is the entity profile under which the Proposal is submitted in IPRO, and must be the same legal entity presented in the

uploaded response materials. If the entity identified on the state supplied Signature Page differs from the entity under which you submit your Proposal in IPRO, the information provided on the Signature Page prevails.

While it is not mandatory to submit your Proposal electronically via IPRO, all Offerors participating in a Solicitation issued through IPRO must establish an account in the IPRO system (even if submitting a Proposal manually outside of IPRO) as it is necessary in order to process and/or award the resulting Contract(s). Establishing an account is free and only takes a few minutes.

Offerors are further advised to upload response materials with descriptive file names, organized and consolidated in a manner which allows evaluators to efficiently navigate the Offeror's response; as the State will print uploaded documents for evaluation in the manner received via IPRO.

3.1.2 Manually Submitted Proposals

The Proposal must be addressed to the RFP Lead, sealed, and identified as "**RFP16000588 - International Tourism Marketing.**" Include your company name on the outside of the package.

The Technical Proposal and separately sealed Cost Proposal must be submitted at the same time (place all Proposal response materials within a larger package).

Each Proposal must be submitted in one (1) original with five (5) copies of the Technical Proposal and one (1) original and one (1) copy of the Cost Proposal.

Offerors submitting manually must also submit one (1) electronic copy of the entire Proposal on CD or USB device. Word or Excel or PDF format is required (the only exception is for financials, brochures or other information only available in an alternate format). The format and content must be the same as the manually submitted Proposal. The electronic version must NOT be password protected or locked in any way.

The Technical Proposal must be separately sealed, identified "**Technical Proposal – RFP16000588 - International Tourism Marketing.**"

The Cost Proposal must be separately sealed, identified as "**Cost Proposal – RFP16000588 - International Tourism Marketing.**"

3.2 (M) Signature Page

All Proposals must be submitted with a state supplied Signature Page, located on the IPRO header page as an attachment. For electronically submitted Proposals, submit a completed, scanned signature page. For manually submitted Proposals, the signature page must contain an **ORIGINAL HANDWRITTEN** signature executed in **INK OR AN ELECTRONIC SIGNATURE**, and be returned with the relevant Solicitation documents. **PHOTOCOPIED SIGNATURES** or **FACSIMILE SIGNATURES** are **NOT ACCEPTABLE for manually submitted Proposals (and will result in a finding that your Proposal is non-responsive)**. Your ORIGINAL Signature Page should be included at the FRONT of your ORIGINAL Technical Proposal.

4 PROPOSAL FORMAT

These instructions describe the format to be used when submitting a Proposal. The format is designed to ensure a complete submission of information necessary for an equitable analysis and evaluation of submitted Proposals. There is no intent to limit the content of Proposals.

4.1 Evaluation Codes

(M) Mandatory Specification or Requirement - failure to comply with any mandatory specification or requirement will render Offeror's Proposal non-responsive and no further evaluation will occur.

(ME) Mandatory and Evaluated Specification - failure to comply will render Offeror's Proposal non-responsive and no further evaluation will occur. Offeror is required to respond to this specification with a detailed response identifying its understanding and how it will comply. Points will be awarded based on predetermined criteria.

(E) Evaluated Specification - a response is desired and will be evaluated and scored. If not available, respond with "Not Available" or other response that identifies Offeror's ability or inability to supply the item or service or meet the specification. Failure to respond will result in zero (0) points awarded for the specification. If available, Offeror is to respond to this specification with a detailed response identifying its understanding and how it will comply, and points will be awarded based on predetermined criteria.

Note: Offerors are directed to IDAPA 38.05.01.074.03.a, as well as IDAPA 38.05.01.091.05, which allow the designated State official to waive minor informalities as well as minor deviations. The State also reserves the right to seek clarification on any M, ME or E requirement.

4.2 Table of Contents

Include a table of contents in the Technical Proposal identifying the contents of each section, including page numbers of major Sections.

4.3 Format

Proposals shall follow the numerical order of this RFP starting at the beginning and continuing through the end of the RFP. Proposal sections and Sections must be identified with the corresponding numbers and headings used in this RFP. In your response, restate the RFP section and/or Section, followed with your response.

Offerors are encouraged to use a different color font, bold text, italics, or other indicator to clearly distinguish the RFP section or Section from the Offeror's response.

5 Mandatory Submission Requirements

5.1 (M) Cover Letter

The Technical Proposal must include a cover letter on official letterhead of the Offeror; with the Offeror's name, mailing address, telephone number, facsimile number, e-mail address, and name of Offeror's authorized signer. The cover letter must identify the RFP Title and number, and must be signed by an individual authorized to commit the Offeror to the work proposed. In addition, the cover letter must include:

5.1.1 Identification of the Offeror's corporate or other legal entity status. Offerors must include their tax identification number. The Offeror must be a legal entity with the legal right to contract.

5.1.2 A statement indicating the Offeror's acceptance of and willingness to comply with the requirements of the RFP and attachments, including but not limited to the State of Idaho Standard Contract Terms and Conditions (http://purchasing.idaho.gov/terms_and_conditions.html).

5.1.3. A statement of the Offeror's compliance with affirmative action and equal employment regulations.

5.1.4 A statement that Offeror has not employed any company or person other than a bona fide employee working solely for the Offeror or a company regularly employed as its marketing agent, to solicit or secure the Contract, and that it has not paid or agreed to pay any company or person, other than a bona fide employee working solely for the Contractor or a company regularly employed by the Contractor as its marketing agent, any fee, commission, percentage, brokerage fee, gifts or any other consideration contingent upon or resulting from the award of the Contract. The Offeror must affirm its understanding and agreement that for breach or violation of this term, the State has the right to annul the Contract without liability or, in its discretion, to deduct from the Contract price the amount of any such fee, commission, percentage, brokerage fee, gifts or contingencies.

5.1.5 A statement naming the firms and/or staff responsible for writing the Proposal.

5.1.6 A statement that Offeror is not currently suspended, debarred or otherwise excluded from federal or state procurement and non-procurement programs. Vendor information is available on the Internet at: <https://sam.gov>.

5.1.7 A statement affirming the Proposal will be firm and binding for ninety (90) calendar days from the Proposal opening date.

5.1.8 A statement that the Offeror warrants that it does not knowingly and willfully employ persons who cannot legally work in this country; it takes steps to verify that it does not hire persons who have entered our nation illegally or cannot legally work in the United States; and that any misrepresentation in this regard or any employment of persons who have entered our nation illegally or cannot legally work in the United States constitutes a material breach and will be cause for the imposition of monetary penalties up to five percent (5%) of the Contract price, per violation, and/or termination of its Contract.

5.2 (M) Acknowledgement of Amendments

If the RFP is amended, the Offeror must acknowledge each amendment with a signature on the acknowledgement form provided with each amendment. Failure to return a signed copy of each

amendment acknowledgement form with the Proposal may result in the Proposal being found non-responsive. IDAPA 38.05.01.52

5.3 Trade Secrets

Paragraph 28 of the Solicitation Instructions to Vendors describes trade secrets to *“include a formula, pattern, compilation, program, computer program, device, method, technique or process that derives economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by other persons and is subject to the efforts that are reasonable under the circumstances to maintain its secrecy.”* In addition to marking each page of the document with a trade secret notation (as applicable; and as provided in Paragraph 28 of the Solicitation Instructions to Vendors), Offerors must also:

Identify with particularity the precise text, illustration, or other information contained within each page marked “trade secret” (it is not sufficient to simply mark the entire page). The specific information you deem “trade secret” within each noted page must be highlighted, italicized, identified by asterisks, contained within a text border, or otherwise clearly delineated from other text/information and specifically identified as a “trade secret.”

Provide a separate document entitled “List of Redacted Trade Secret Information” which provides a succinct list of all trade secret information noted in your Proposal; listed in the order it appears in your submittal documents, identified by Page #, Section #/Paragraph #, Title of Section/Paragraph, specific portions of text/illustrations; or in a manner otherwise sufficient to allow the State’s procurement personnel to determine the precise text/material subject to the notation. Additionally, this list must identify with each notation the specific basis for your position that the material be treated as exempt from disclosure and how the exempting the material complies with the Public Records Law.

5.4 Executive Summary

Include an executive summary in the Technical Proposal providing a condensed overview of the contents of the Technical Proposal demonstrating an understanding of the services to be performed.

6 Business Information

6.1 (ME) Experience

Describe in detail your knowledge and experience in providing services similar to those required in this RFP. Include Offeror's business history, description of current service area, and customer base. Offeror's are preferred to have a minimum of ten (10) years' experience in marketing, project management, and trade show and booth coordination.

6.2 (ME) Sample Work

Provide one (1) sample of your work where you provided a like service for a client similar in demographic and size to Idaho. Describe your roll in the contract and any value added services you provided. If you do not have work samples, provide an executive summary of the work (maximum five (5) pages).

6.3 (E) References

Provide three (3) completed Reference Questionnaires. **See Attachment 2.**

7 Organization and Staffing

Describe your qualifications to successfully complete the requirements of the RFP by providing a detailed response to the following:

7.1 (ME) Key Personnel and Qualifications

Provide a list of key management, customer service and other personnel to be used in the fulfillment of this Contract, to include all pertinent contact information. Provide resumes for employees who will be managing and/or directly providing services under the Contract. For positions that are not filled, a position description (including requisite qualifications/experience) must be provided. Include information on staff turnover and retention rates and detail how you will handle staff turnover, if any.

7.2 (M) Subcontractors

If you intend to utilize subcontractors, describe the extent to which they will be used to comply with Contract requirements. Include each position providing service, and provide a detailed description of how the subcontractors are anticipated to be involved under the Contract. Include a description of how the Offeror will ensure that all subcontractors and their employees will meet all Scope of Work requirements.

7.3 (ME) Idaho Tourism Product Knowledge

Staff and subcontractor knowledge of Idaho's tourism is preferred. Describe your firsthand knowledge of Idaho's tourism product and how that knowledge has been obtained. If you do not have firsthand knowledge of Idaho's tourism product describe how you will obtain and maintain that knowledge.

8 SCOPE OF WORK

8.1 (ME) Requirements

Use this Proposal outline as part of your response to the RFP. Keep in mind, the evaluators will be scoring your Proposal based on the methodologies proposed and the completeness of the response to each item listed below. The term "market" used in this RFP is referencing the four (4) markets outlined in **Section 2.2**, Background Information above.

Describe how you will meet each requirement listed below (e.g. personnel, proposed time lines, methodologies to be used, etc.):

8.1.1 Local Fulfillment.

- 8.1.1.1 Offeror must act as a local fulfillment center to provide Idaho tourism materials to individuals, travel agents, tour operations, media and any other interested parties requesting those pieces in the selected markets.
- 8.1.1.2 IDC will ship collateral to one (1) location in each market at IDC's expense.
- 8.1.1.3 Offeror must distribute materials to and/or within each market at Offeror's expense.

8.1.2 FAM Trips.

- 8.1.2.1 In coordination with IDC, the Offeror must conduct one (1) familiarization trip (FAM) to Idaho each calendar year.
- 8.1.2.2 FAM must be attended by a minimum of three (3) qualified attendees from each market and one (1) Offeror staff support person.
- 8.1.2.3 Qualified attendees include tour operators, product managers and limited media (upon request). Offeror must obtain written pre-approval of attendees from IDC.
- 8.1.2.4 Offeror must provide all travel costs from and to country of origin to first stop in Idaho.
- 8.1.2.5 IDC will bear the cost and directly pay or otherwise provide for in-state meals, activities, lodging and transportation occurring fully within Idaho.

8.1.3 Trade Shows.

- 8.1.3.1 The Offeror must participate in the following trade shows:
 - 8.1.3.1.1 International Travel Trade Show – Berlin (ITB),
 - 8.1.3.1.2 World Travel Market – London (WTM),
 - 8.1.3.1.3 VisitUSA Australia and
 - 8.1.3.1.4 VisitUSA Benelux.
- 8.1.3.2 A similar sized trade show or trade mission, with a similar budget, may be substituted for the above as approved in writing, and in advance by IDC. Offeror must show the benefit to IDC of the substituted trade show or trade mission.
- 8.1.3.3 IDC will provide a small row stand with graphic and logo and an IDC representative to assist Offeror.
- 8.1.3.4 Offeror must greet trade show attendees, arrange appointments and recruit new potential business.
- 8.1.3.5 Costs for IDC representative to be borne by IDC directly; the Offeror must bear all other costs.

8.1.4 Events and Education.

- 8.1.4.1 The Offeror must organize and implement sales activities and training seminars that educate in-country travel professionals about Idaho destinations and attractions; at least one (1) event per calendar year, per market, with a minimum of 8 (eight) attendees per event.
- 8.1.4.2 All costs associated with these events must be borne by the Offeror.

8.1.5 Public Relations.

- 8.1.5.1 The Offeror must provide a monthly report of all articles published in country related to travel and tourism in Idaho, to include calculated circulation and ad value of efforts.

- 8.1.5.2 The Offeror must send press releases and proactive targeted pitches on an as requested basis to travel writers of key publications from national and regional press, as well as digital influences and bloggers with appropriate audiences and reach. Content will be provided by IDC for an average of 10 (ten) press releases or pitches per year. The timing and quantity of press releases and pitches may vary by season.
- 8.1.5.3 The Offeror must verify the qualifications of travel writers, digital influencers and other partners who may want to visit Idaho on individual press trips to ensure the participants are reputable and productive.

8.1.6 Communication.

- 8.1.6.1 The Offeror must conduct an average of two (2) sales calls per week.
- 8.1.6.2 The Offeror must distribute at least one (1) newsletter or press release per month to the travel industry.
- 8.1.6.3 The Offeror must field inquires for press and trade as necessary.
- 8.1.6.4 Social media activities must include a minimum of two (2) posts per week in the forum deemed appropriate by the Offeror.

9 COST PROPOSAL AND BILLING PROCEDURE

9.1 (ME) Cost Proposal

Use the format established in **Appendix A** to respond to the Cost Proposal of this RFP, and identify it as “**Appendix A** - Cost Proposal – RFP16XXX - International Tourism Marketing.” Altering the format may result in a finding that your Proposal is non-responsive.

The Offeror must provide a fully-burdened rate which must include, **but not be limited to**, all operating and personnel expenses, such as: overhead, salaries, administrative expenses, travel, per diem, profit, and supplies.

9.2 Billing Procedure

The Contractor must provide a signed invoice each quarter as well as a summary of the activities accomplished for that quarter. The invoice and summary must be submitted no later thirty (30) calendar days after the end of the quarter. No invoice will be accepted or paid without receipt of required documentation. Invoices submitted without the required documentation will be returned to the Contractor for resubmission.

The Contractor must provide the following information with each invoice:

- 1 IPRO contract number (and name of project/product, if appropriate); and agency purchase order number, if applicable.
- 2 Identification of the billing period.
- 3 Total amount billed for the billing period.
- 4 Detailed description of services/products provided and associated # of hours/\$ amounts, as appropriate.
- 5 Name of authorized individual/contact information for Contractor.

Invoices and reports must be submitted to:

Grants & Contracts Officer
Idaho Department of Commerce
PO Box 83720
Boise, ID 83720-0093

10 PROPOSAL REVIEW, EVALUATION AND AWARD

The objective of the State in soliciting and evaluating Proposals is to ensure the selection of a firm or individual that will produce the best possible results for the funds expended.

- 10.1 All Proposals will be reviewed first to ensure that they meet the Mandatory Submission Requirements of the RFP as addressed in **Sections noted with an (M) or (ME)**. Any Proposal(s) not meeting the Mandatory Submission Requirements may be found non-responsive.
- 10.2 The Technical Proposal will be reviewed first on a “pass” or “fail” basis to determine compliance with those requirements listed in the RFP with an **(M) or (ME)**. All Proposals which are determined by the State, in its sole discretion, to be responsive in this regard will continue in the evaluation process outlined in this Section.
- 10.3 The Technical Proposal will be evaluated and scored utilizing one (1) or more Technical Proposal Evaluation Committee(s).
- 10.4 The scores for the Technical Proposal will be normalized as follows: The Technical Proposal with the highest raw technical score will receive all available Technical Points 600. Other Proposals will be assigned a portion of the maximum available Technical Points, using the formula: $600 \times \text{raw score of technical Proposal being evaluated} / \text{highest raw technical score}$.
- 10.5 The scores for the Cost Proposal will be normalized as follows: The cost evaluation will be based on the Total Cost as outlined in **Appendix A – Cost Proposal**. The Proposal with the lowest overall Total Cost proposed will receive a score of 400. Other Proposals will be assigned a portion of the maximum score using the formula: $400 \times \text{lowest cost Proposal} / \text{cost Proposal being evaluated}$.
- 10.6 The number of total points for each Proposal will be determined by adding the normalized score for the Technical Proposal to the normalized score for the Cost Proposal.

10.7 Evaluation Criteria

Technical Proposal:

Mandatory Submission Requirements	Pass/Fail
Business Information (Section 6)	100 points
Organization and Staffing (Section 7)	100 points
Scope of Work (Section 8)	400 points

Cost Proposal (Appendix A) 400 points

Total Points 1,000 points

10.10 Award

Award of Contract will be made to the responsive, responsible Offeror whose Proposal receives the highest number of total normalized points.

APPENDIX A – COST PROPOSAL

RFP16000588 – International Tourism Marketing

The cost structure of the contract will be eight (8), quarterly, installment payments. Offerors must use the following template. Contractor will be paid a flat monthly rate equal to the total of all monthly service amounts.

To complete the Cost Matrix, enter your proposed cost for each line in the column, “Cost Per Quarter”. Multiply the “Cost Per Quarter” by the “Quantity” and enter the result in the column, “Total Cost”. This is the amount proposed for two (2) full years of services.

Description	Cost per Quarter	Quantity	Total Cost
Provision of International Tourism Marketing Services	\$	8	\$

This Appendix A “Cost Proposal” must be completed and returned with your response.

Company Name: _____

Name of Individual submitting Proposal: _____

Phone: _____ Fax: _____

E-mail: _____

APPENDIX B - PERFORMANCE METRICS

Metric Description: SOW Section 8.1.2 – FAM Trips

Method of Monitoring: IDC will use any reasonable means applicable to monitor.

Strategy for Correcting Non-Compliance: IDC will document deficiencies and notify the Contractor either verbally or in writing if they do not meet the Required Level of Expectation. IDC may meet with the Contractor to discuss the issues and potential resolutions. The Contractor shall have ten (10) business days after receipt of the written notification to submit a written response to IDC identifying how they will correct the findings. IDC may also require the Contractor to submit a Corrective Action Plan which meets IDC approval. The Corrective Action Plan shall be submitted within ten (10) business days after the Contractor has been notified in writing of the findings. Continued non-compliance may result in additional remedies outlined in the Special Terms and Conditions, up to and including termination of the contract.

Metric Description: SOW Section 8.1.3 – Trade Shows

Method of Monitoring: IDC will use any reasonable means applicable to monitor.

Strategy for Correcting Non-Compliance: IDC will document deficiencies and notify the Contractor either verbally or in writing if they do not meet the Required Level of Expectation. IDC may meet with the Contractor to discuss the issues and potential resolutions. The Contractor shall have ten (10) business days after receipt of the written notification to submit a written response to IDC identifying how they will correct the findings. IDC may also require the Contractor to submit a Corrective Action Plan which meets IDC approval. The Corrective Action Plan shall be submitted within ten (10) business days after the Contractor has been notified in writing of the findings. Continued non-compliance may result in additional remedies outlined in the Special Terms and Conditions, up to and including termination of the contract.

Metric Description: SOW Section 8.1.4 – Events and Education

Method of Monitoring: IDC will use any reasonable means applicable to monitor.

Strategy for Correcting Non-Compliance: IDC will document deficiencies and notify the Contractor either verbally or in writing if they do not meet the Required Level of Expectation. IDC may meet with the Contractor to discuss the issues and potential resolutions. The Contractor shall have ten (10) business days after receipt of the written notification to submit a written response to IDC identifying how they will correct the findings. IDC may also require the Contractor to submit a Corrective Action Plan which meets IDC approval. The Corrective Action Plan shall be submitted within ten (10) business days after the Contractor has been notified in writing of the findings. Continued non-compliance may result in additional remedies outlined in the Special Terms and Conditions, up to and including termination of the contract.

Metric Description: SOW Section 8.1.5 – Public Relations

Method of Monitoring: IDC will use any reasonable means applicable to monitor.

Strategy for Correcting Non-Compliance: IDC will document deficiencies and notify the Contractor either verbally or in writing if they do not meet the Required Level of Expectation. IDC may meet with the Contractor to discuss the issues and potential resolutions. The Contractor shall have ten (10) business days after receipt of the written notification to submit a written response to ITD identifying how they will correct the findings. IDC may also require the Contractor to submit a Corrective Action Plan which meets IDC approval. The Corrective Action Plan shall be submitted within ten (10) business days after the Contractor has been notified in writing of the findings. Continued non-compliance may result in additional remedies outlined in the Special Terms and Conditions, up to and including termination of the contract.

Metric Description: SOW Section 8.1.6 – Communication

Method of Monitoring: IDC will use any reasonable means applicable to monitor.

Strategy for Correcting Non-Compliance: IDC will document deficiencies and notify the Contractor either verbally or in writing if they do not meet the Required Level of Expectation. IDC may meet with the Contractor to discuss the issues and potential resolutions. The Contractor shall have ten (10) business days after receipt of the written notification to submit a written response to ITD identifying how they will correct the findings. IDC may also require the Contractor to submit a Corrective Action Plan which meets IDC approval. The Corrective Action Plan shall be submitted within ten (10) business days after the Contractor has been notified in writing of the findings. Continued non-compliance may result in additional remedies outlined in the Special Terms and Conditions, up to and including termination of the contract.

APPENDIX C - REPORTS

Report or Form	Required by Contract Section #	Description	Submitted to	Frequency	Date Due
Summary	8.1, 9.2	Summary report of all required scope of work activities	IDC	Quarterly	Due with each invoice
Report	8.1.1.1	Report the number of collateral requests fulfilled.	IDC	Quarterly	October 15 January 15 April 15 July 15
Report	8.1	Report the number of new clients interested in offering Idaho products.	IDC	Quarterly	October 15 January 15 April 15 July 15
Report	8.1	Report the number of new clients interested in increasing or decreasing Idaho products.	IDC	Quarterly	October 15 January 15 April 15 July 15
Report		Report the number of passengers on inbound flights to Idaho from each market over the previous calendar year.	IDC	Annual	July 30
Report		Report the number of product offered in each market over the previous calendar year.	IDC	Annual	July 30

ATTACHMENT 1 - OFFEROR QUESTIONS

PLEASE DO NOT IDENTIFY YOUR NAME OR YOUR COMPANY'S NAME OR PRODUCT NAMES OF INTELLECTUAL PROPERTY IN YOUR QUESTIONS.

ADD ROWS BY HITTING THE TAB KEY WHILE WITHIN THE TABLE AND WITHIN THE FINAL ROW.

The following instructions must be followed when submitting questions using the question format on the following page.

1. DO NOT CHANGE THE FORMAT OR FONT. Do not bold your questions or change the color of the font.
2. Enter the RFP section number that the question is for in the "RFP Section" field (column 2). If the question is a general question not related to a specific RFP section, enter "General" in column 2. If the question is in regard to a State Term and Condition or a Special Term and Condition, state the clause number in column 2. If the question is in regard to an attachment, enter the attachment identifier (example "Attachment A") in the "RFP Section" (column 2), and the attachment page number in the "RFP page" field (column 3).
3. Do not enter text into the "Response" field (column 5). This is for the State's use only.
4. Once completed, this form is to be e-mailed per the instructions in the RFP. The e-mail subject line is to state the RFP number followed by "Questions."

RFP16000588 - International Tourism Marketing

Question	RFP Section	RFP Page	Question	Response
1				
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ATTACHMENT 2 - (E) REFERENCES

INSTRUCTIONS TO THE OFFEROR:

Offerors will be scored on three (3) completed reference questionnaires (if fewer than three (3) are received prior to the RFP closing date and time, the Offeror will receive a zero (0) for all questions not scored and questionnaires not received). Scores from reference questionnaires will be averaged. The reference questionnaires must be from individuals, companies, or agencies for whom the Offeror provided products or services that are similar in nature and scope to those requested by this RFP, and within the last three (3) years from the date this RFP was posted to IPRO. The IDC may not be utilized as a reference. Only one (1) reference will be received/qualify per reference company/agency. If multiple references are received from the same company/agency, only the first received will be accepted.

References outside the requisite number of years (See paragraph above), and references determined by the State, in its sole discretion, to be not of a similar nature and scope to the products or services requested in this RFP will receive a score of zero (0). **Determination of similar will be made by using the information provided by the reference in Section II of the Reference Questionnaire, General Information, and any additional information provided by the reference, or otherwise obtained by the State.** It is in the State's sole discretion as to whether or not any references will be contacted for clarification or for additional information.

REFERENCES MUST BE RECEIVED BY THE RFP LEAD, DIRECTLY FROM THE REFERENCE, IN ORDER TO BE CONSIDERED.

1. Offerors must complete the following information on page 2 of the "Reference's Response To" document before sending it to the Reference for response.
 - a. Print the name of your reference (company/organization) on the "REFERENCE NAME" line.
 - b. Print the name of your company/organization on the "OFFEROR NAME" line.
 - c. Be certain that the RFP closing date and time in Instruction 5, on the following page, is correct.
2. Send the "Reference's Response To" document to your references to complete.

NOTES: It is the Offeror's responsibility to follow up with its references to ensure timely receipt of all questionnaires. Offerors may e-mail the RFP Lead prior to the RFP closing date to verify receipt of references.

References are not scored by a Technical Proposal evaluation committee. References will provide scores via the reference questionnaires and the RFP Lead will enter the scores for qualifying references into a spreadsheet that will calculate averaged scores.

**REFERENCE QUESTIONNAIRE
REFERENCE'S RESPONSE TO:
RFP16000588
International Tourism Marketing**

REFERENCE NAME (Company/Organization): _____

OFFEROR (Vendor) NAME (Company/Organization): _____ has submitted a Proposal to the State of Idaho, Idaho Department of Commerce, to provide the following International Tourism Marketing. We've chosen you as one of our references.

INSTRUCTIONS

1. Complete **Section I. RATING** using the Rating Scale provided.
2. Complete **Section II. GENERAL INFORMATION** (*This section is for information only and will not be scored.*)
3. Complete **Section III. ACKNOWLEDGEMENT** by manually signing and dating the document. (*Reference documents must include an actual signature.*)
4. E-mail or fax **THIS PAGE** and your completed reference document, **SECTIONS I through III** to:

RFP Lead: Arianne Quignon
 Purchasing Officer

E-mail: Arianne.quignon@adm.idaho.gov

Fax: 208-327-7320
5. This completed document **MUST** be received no later than Monday, April 18, 2016 at 5:00 p.m. Mountain Time. Reference documents received after this time will not be considered. **References received without an actual signature will not be accepted.**
6. DO **NOT** return this document to the Offeror (Vendor).
7. In addition to this document, the State may contact references by phone or e-mail for further clarification, if necessary.

Section I. RATING

Using the Rating Scale provided below, rate the following numbered items by circling the appropriate number for each item:

Rating Scale	
Category	Score
Poor or Inadequate Performance	0
Below Average	1 – 3
Average	4 – 6
Above Average	7 - 9
Excellent	10

Circle **ONE** number for each of the following numbered items:

1. Rate the overall quality of the vendor’s services:

10 9 8 7 6 5 4 3 2 1 0

2. Rate the response time of this vendor:

10 9 8 7 6 5 4 3 2 1 0

3. Rate how well the agreed upon, planned schedule was consistently met and deliverables provided on time. *(This pertains to delays under the control of the vendor):*

10 9 8 7 6 5 4 3 2 1 0

4. Rate the overall customer service and timeliness in responding to customer service inquiries, issues and resolutions:

10 9 8 7 6 5 4 3 2 1 0

5. Rate the knowledge of the vendor’s assigned staff and their ability to accomplish duties as contracted:

10 9 8 7 6 5 4 3 2 1 0

6. Rate the accuracy and timeliness of the vendor’s billing and/or invoices:

10 9 8 7 6 5 4 3 2 1 0

7. Rate the vendor’s ability to quickly and thoroughly resolve a problem related to the services provided:

10 9 8 7 6 5 4 3 2 1 0

8. Rate the vendor's flexibility in meeting business requirements:

10 9 8 7 6 5 4 3 2 1 0

9. Rate the likelihood of your company/organization recommending this vendor to others in the future:

10 9 8 7 6 5 4 3 2 1 0

Section II. GENERAL INFORMATION

1. Please include a brief description of the services provided by this vendor:

2. During what time period did the vendor provide these services for your business?

Month: _____ Year: _____ to Month: _____ Year: _____

Section III. ACKNOWLEDGEMENT

I affirm to the best of my knowledge that the information I have provided is true, correct, and factual:

Signature of Reference

Date

Print Name

Title

Phone Number

E-mail address

ATTACHMENT 3 - PRE-PROPOSAL CONFERENCE REGISTRATION FORM

PRE-PROPOSAL CONFERENCE	Date: Thursday, March 17, 2016, 8:30 am Mountain Time
Agency: Idaho Department of Commerce	RFP #: RFP16000588 Title: International Tourism Marketing

Verbal Information: Questions concerning an RFP must be directed in writing to the RFP Lead in the period of time prescribed in the RFP document. Bids, Proposals, or Quotations deviating from the specifications by any means other than an authorized written addendum will be subject to rejection. The State will not be responsible for any verbal or oral information given to Vendors by anyone other than an authorized purchasing official. Reliance on any verbal representation is at the Vendor's sole risk.

Potential Offerors choosing to participate in the Pre-Proposal Conference **must pre-register** by submitting this completed form, via e-mail, to the RFP Lead at arianne.quignon@adm.idaho.gov. After the RFP Lead receives your form, you will be provided with phone conferencing and meeting details. Please indicate in the appropriate column if your attendance will be by phone. Attendees are asked to register for the Pre-Proposal Conference no later than **2 pm, Mountain Time, Wednesday, March 16, 2016**.

PLEASE PRINT:

Name	Company	Email Address	Phone Number	By Phone/ In person