

REQUEST FOR QUALIFICATIONS (RFQ) FOR
PROFESSIONAL PUBLIC RELATIONS/MARKETING AND
CONSULTING SERVICES FOR
WHITE MOUNTAINS PARTNERSHIP

MISSION STATEMENT

The White Mountains Partnership collaboratively promotes tourism across the White Mountain region of Arizona.

VISION STATEMENT

The White Mountains Partnership is a consortium of communities throughout the northeastern region of Arizona. Community members include Show Low, Snowflake, Taylor, Navajo County and the White Mountain Apache Tribe. The White Mountains Partnership is a federally registered 501-(c)(6) nonprofit and serves as the regional tourism authority to the Arizona Office of Tourism. The organization promotes four seasons of tourism throughout the region and across the borders of all communities. We invite visitors to experience recreation, wildlife, culture, history, heritage and sports throughout the White Mountains of Arizona.

1.0 DESCRIPTION OF PROJECT:

The White Mountain Partnership is seeking Request for Qualifications from individuals or firms interested in providing marketing, public relations and other related professional services to the Partnership.

1.1 The White Mountain Partnership, consisting of the City of Show Low, Towns of Snowflake and Taylor, Navajo County and the White Mountain Apache Tribe (the "Partnership"), shall receive submittal of request for qualifications until 2:00 p.m. MST, Friday, June 13, 2014, from qualified firms or individuals wishing to provide Professional Public Relations/Marketing and Consulting Services.

1.2 Any submittal not received by the above date and time will not be considered and will only be returned to the sender unopened at the sender's request and expense. It shall be the sole responsibility of the firm or individual to have its submittal delivered to the Partnership by mail, hand delivery, or any other method available to them. Delay in delivery shall not be the responsibility of the Partnership. No facsimile or telegraphic submittal will be accepted.

1.3 Each firm or individual shall examine all parts of the qualification documents and shall determine all matters relating to the interpretation of such documents. Potential proposers shall not contact Partnership staff or other City consultants, other than Tamra Reidhead at treidhead@showlowaz.gov, for information during this phase of the selection process.

1.4 An electronic copy, either CD-R, DVD or flash drive, using the most recent version of either Microsoft Word, Excel, Power Point or Adobe Acrobat, one (1) original and eight (8) signed hard copies of qualifications must be submitted to Show Low City Hall in one package, clearly marked on the outside "WMP-RFQ-2014" with the firm or individual's name and address.

All packages must be sent to:

City of Show Low
Attn: Tamra Reidhead
180 North 9th Street
Show Low, AZ 85901

1.5 The Partnership reserves the right to accept or reject any or all submittals, to waive irregularities and technicalities, and to request re-submission or to re-advertise for all or any part of the RFQ. The Partnership shall be the sole judge of the proposal and the resulting negotiated agreement and the Partnership's decision shall be final.

2.0 PROPOSED SCOPE OF SERVICES

The Partnership seeks a professional public relations/marketing/consulting firm or individual experienced with creating a unique brand/identity, memorable message development and effective communication through multiple media formats to a broad and diverse audience.

Qualified firms must demonstrate competence and experience in all areas of expertise required by the scope of services, including but not limited to: brand/identity creation, message development and delivery, event communication, design, costing, placement, and prioritizing multi-phased communication campaigns, and public relations assistance with crisis management. Qualified firms must also demonstrate competence in graphic and oral communication to large and diverse groups and expertise in facilitating consensus from multiple public and private interests. In addition, the firm must demonstrate the ability to develop issue-based media management and general community branding strategies and present samples developed in Arizona, which have been successful in creating a positive image. Of particular importance is the ability to develop a branding/PR Campaign to increase positive perceptions of the White Mountain area using digital and social media as a primary outlet source and maintaining creative content for the same.

Tasks may include the following:

- Creating a unique, memorable identity for the White Mountains
- Developing a comprehensive public relations plan

- Reviewing and updating the Partnerships web sites and social media strategies
- Creating a comprehensive marketing plan
- Directing Partnership communications when the White Mountain area faces a crisis situation, such as forest fires, forest closures, etc.
- Improve public and private sector's perception of the White Mountain area
- Introduction and cooperative initiatives with media, hospitality and other tourism related partners focused in the Phoenix and Tucson markets, including the Arizona Office of Tourism
- Provide strategies/methods for tracking results on an ongoing basis

3.0 REQUIRED DOCUMENTATION

All applicable laws and regulations of the United States, the State of Arizona, and the White Mountain Partnership will apply to any resulting agreement.

3.1 The submittal shall clearly indicate the legal name, federal taxpayer identification number, address, and telephone number of the firm, corporation, partnership, or individual. The person signing the submittal on behalf of the firm, corporation, partnership, or individual shall have the authority to represent the firm, corporation, partnership, or individual to the submittal.

3.2 All submitting firms or individuals shall list the names, addresses, and qualifications of any and all sub consultants. All submittal requirements, ultimate selection criteria, and negotiated agreements extend to sub consultants.

4.0 SELECTION CRITERIA

All submittals shall be designed to portray to the Partnership how the firm or individual's range of services can best achieve the scope of services required by the Partnership. At a minimum, this information shall include:

1. Performance of similar projects for governmental or similar clients including at least three references;
2. Names, qualifications and experience of professional personnel assigned to this project;

3. Location of firm and individual(s) and degree of accessibility to the White Mountains, including availability to attend Partnership meetings as needed.
4. Project approach including familiarity with the White Mountain Partnership, White Mountain issues and the Partnership's previous planning/development and marketing efforts.
5. Similar successful marketing and public relations strategies previously completed for a local government or similar client.
6. Connections to media and other tourism related outlets specifically in the Phoenix and Tucson markets, including the Arizona Office of Tourism.

4.1 The Partnership desires to award the contract to the firm(s) or individual(s) that demonstrates the ability to provide the highest quality of service at the best cost. The submittals will be evaluated based on the criteria described below and any other criteria deemed relevant to serve the best interests of the Partnership.

Evaluation Criteria Potential Points

EVALUATION CRITERIA	
CATEGORY	POINTS
Performance of similar projects for governmental or similar clients including at least three references.	20
Names, qualifications and experience of professional personnel assigned to this project.	10
Location of firm or individual and degree of accessibility to the White Mountains, including availability to attend Partnership meetings as needed.	10
Project approach including familiarity with the White Mountain Partnership, White Mountain issues and the Partnership's previous planning/development and marketing efforts	20
Similar successful public relations strategies previously completed for a local government or similar client.	20
Connections to media or other tourism related outlets in the Phoenix and Tucson markets, including the Arizona Office of Tourism.	20
TOTAL	100

5.0 CONTRACT FOR SERVICES

The final fees for professional services and the scope of services will be negotiated with the firm or individual selected based upon its submittal and Partnership requirements. The firm or individual selected will be required to enter into a formal agreement with the Partnership.

6.0 SELECTIONS AND RANKING

A Selection Committee may be appointed by the Partnership to review all qualifications submitted. Based upon an evaluation of the submittal, the Selection Committee may, if possible, select a minimum of three (3) firms or individuals. The Partnership reserves the option to select the most qualified firm without using the selection committee. These firms or individuals may be required to prepare a technical proposal and make a formal presentation to the Committee relative to their qualifications, approach to the project, and ability to provide services to best serve the needs of the Partnership. After evaluations, discussions, and formal presentations are completed, the Selection Committee will choose firms or individuals that it deems to be the top three. The Selection Committee decision shall be final.

7.0 NEGOTIATIONS AND CONTRACT AWARD

After the ranking is completed, the Partnership will attempt to negotiate agreements with the top-ranked firm or individuals to perform various marketing services that will be in the best interests of the Partnership.

8.0 QUESTIONS

Any questions pertaining to this RFQ must be submitted via e-mail to Tamra Reidhead at treidhead@showlowaz.gov by 6:00 p.m., Friday, May 30, 2014. All responses to questions or any changes will be addressed by Addenda via the Partnership's web site www.azwhitemountains.net to all firms or individuals who have received the qualification documents.