

**Request for Proposals  
Public Relations/Marketing Services  
2014 ICF Canoe Slalom World Championships  
RFP #13-0730**



**Due Date: July 30, 2013  
2:00 P.M. (Local Time)**

**GARRETT COUNTY  
PURCHASING DEPARTMENT**

203 South Fourth Street, Room 208  
Oakland, Maryland 21550

(301) 334-5003  
Fax- (301) 334-1985  
E-Mail [purchasing@garrettcountry.org](mailto:purchasing@garrettcountry.org)



**Brian E. Bowers, CPPB**  
Purchasing Agent

**Charles W. Junkins, Jr.**  
Buyer

**Susan M. Wolf**  
Administrative Assistant II

**REQUEST FOR PROPOSALS  
PUBLIC RELATIONS/MARKETING SERVICES  
2014 ICF CANOE SLALOM WORLD CHAMPIONSHIPS**

The Board of County Commissioners of Garrett County, Maryland, on behalf of Deep Creek 2014, will accept sealed proposals from qualified consultants to provide public relations/marketing services for the upcoming 2014 ICF Canoe Slalom World Championships to be held at Adventure Sports Center International in McHenry Maryland.

Proposal documents may be obtained in person from the Garrett County Purchasing Department, 203 South Fourth Street, Room 208, Oakland, Maryland 21550. A copy of the request for proposals can also be downloaded from the Purchasing Department's website at [www.garrettcountry.org/purchasing/current-bids](http://www.garrettcountry.org/purchasing/current-bids) Inquiries may be made by calling (301) 334-5003.

Sealed proposals must be submitted to the Garrett County Purchasing Department, 203 South Fourth Street, Room 208, Oakland, Maryland 21550 on or before Tuesday, July 30, 2013 at 2:00 P.M. (local time). All consultants are required to submit an original and five (5) copies of the proposal enclosed in a sealed envelope and should be clearly marked "Request for Proposals-Public Relations/Marketing Services-Deep Creek 2014" on the outside of the envelope. Any proposal received after the time due will not be considered for award and shall be retained as documentation for the proposal file.

The Board of County Commissioners of Garrett County, Maryland reserves the right to accept or reject any or all proposals, to cancel this request and to waive technicalities in any part thereof deemed to be in the best interests of Garrett County.

By Order of the Board,

A handwritten signature in black ink that reads 'Brian E. Bowers'.

Brian E. Bowers, CPPB  
Purchasing Agent  
Garrett County Purchasing Department

**Request for Proposals  
Public Relations/Marketing Services  
2014 ICF Canoe Slalom World Championships  
RFP #13-0730**

**1. Introduction**

- 1.1** The Board of County Commissioners of Garrett County, Maryland, on behalf of Deep Creek 2014, LLC, will accept sealed proposals from qualified consultants to provide public relations/marketing services for the upcoming 2014 ICF Canoe Slalom World Championship to be held at Adventure Sports Center International in McHenry, Maryland.
- 1.2** All proposals must be sealed and clearly marked, "Request for Proposals-Public Relations/Marketing Services-Deep Creek 2014" and be submitted to the Garrett County Purchasing Department, 203 South Fourth Street, Room 208, Oakland, Maryland 21550 on or before Tuesday, July 30, 2013 at 2:00 P.M (local time). Consultants are required to submit an original and five (5) copies of its proposal at the time of submission.
- 1.3** Consultants are responsible for ensuring that its proposal is time and date stamped by the Purchasing Department personnel before the deadline indicated. Proposals and/or addenda pertaining thereto, received after the announced deadline will not be considered and shall be retained as documentation for the file.
- 1.4** Nothing herein is intended to exclude any responsible consultant or in any way restrain or restrict competition. On the contrary, all responsible consultants are encouraged to submit proposals. The Board of County Commissioners of Garrett County, Maryland reserves the right to accept or reject any or all proposals, to cancel this request and to waive technicalities in any part thereof deemed to be in the best interest of Garrett County.
- 1.5** Any proposal submitted must be signed by an individual authorized to bind the consultant. All proposals submitted without such signature will be deemed non-responsive and may not be considered.
- 1.6** If you desire not to respond to this proposal, please forward your acknowledgment of NO PROPOSAL SUBMITTED to the above address. If you are a registered bidder, failure to comply may be cause for the removal of your company's name from the bid list for this service.
- 1.7** As is more fully explained throughout this Request for Proposals ("RFP"), an award, if made, will be made to the responsible consultant whose proposal is most advantageous to the County, taking into consideration cost and the evaluation factors described herein.

## **2. Background Information**

### **Board of County Commissioners of Garrett County, Maryland**

The Board of County Commissioners of Garrett County, Maryland acquired ownership of Adventure Sports Center International (ASCI), Inc. in the spring of the 2012 and acts as the governing body for the enterprise fund. Deep Creek 2014, LLC is a subsidiary of ASCI, Inc. Because of this relationship, ASCI, Inc. and its subsidiaries are subject to compliance with existing Garrett County Government policies and procedures.

### **Deep Creek 2014, LLC**

Deep Creek 2014 is the host organization tasked with producing the 2014 International Canoe Federation (ICF) Canoe Slalom World Championships to be held in September 2014 at Adventure Sports Center International in McHenry, Maryland. The Board of County Commissioners of Garrett County, Maryland, on behalf of Deep Creek 2014, LLC, wishes to enter into a contract with a qualified consultant to provide public relations/marketing services that puts a national and international spotlight on Deep Creek Lake, Garrett County, the cross state region and Maryland from the time of contract award leading up to the actual event scheduled to take place September 16-21, 2014.

Deep Creek 2014, LLC has four (4) primary missions:

- 2.1** Serve as the host organization to USACK and ICF to produce and deliver the 2014 ICF Canoe Slalom World Championships at Adventure Sports Center International.
- 2.2** Craft a business plan and strategy for driving the continual development of adventure sports and outdoor recreation as a hallmark of Garrett County and the region.
- 2.3** Develop ongoing legacy events that will continue to foster economic development and drive tourism.
- 2.4** Fulfill the ambitious vision of establishing Garrett County and the region as the eastern United States epicenter & hub of adventure sports and outdoor recreation.

### **Current Assets**

Currently, Deep Creek 2014, LLC has the following assets established:

- 2.5** Deep Creek 2014 website: <http://www.deepcreek2014.com>
- 2.6** Official Logo:



- 2.7 Deep Creek 2014 on Twitter: <https://twitter.com/DEEPCREEK2014>
- 2.8 Deep Creek 2014 on Facebook: <https://www.facebook.com/DeepCreek2014>
- 2.9 Deep Creek 2014 Blog: (currently in production)
- 2.10 Sufficient catalog of video and photographic assets (currently in production)

## **Vision Statement**

Deep Creek 2014, LLC and the ICF Canoe Slalom Championships will be the launch pad for establishing Garrett County as the eastern United State epicenter & hub of adventure sports and outdoor recreation resulting in economic growth and prosperity for the community and region.

## **The Worlds**

The ICF World Championships represent much more than a single competition. It is a gathering of nations from around the globe joining together in sport and camaraderie, while establishing the legacy of this Olympic-style event.

Event Dates: September 16-21, 2014

Location: Adventure Sports Center International, McHenry, Maryland, United State of America

## **Quick Tidbits:**

- 2.10 Over 1,500 athletes & team support staff from over 35 countries
- 2.11 Worldwide television exposure via national and international broadcasts with over 21 million anticipated viewers.
- 2.12 40,000 spectators plus an additional 150,000 at related events. See Calendar of Events at the end of the RFP package.
- 2.13 An economic impact study has projected the gross impact at between \$20 and \$24 million dollars in value.
- 2.14 Presents tremendous public relations opportunities for the State of Maryland, the Town of McHenry, the region, sponsors and partner organizations.

## **Adventure Sports Center International (ASCI)**

ASCI is the world's only mountaintop whitewater course. It is a state-of-the-art facility with patent-pending technology that controls rapid class.

### Quick Facts:

- 2.15** Since opening in 2007, hosted nine (9) major whitewater championships and five (5) adventure style competitions
- 2.16** Hosted over 60,000 visitors
- 2.17** Generated more than \$9 million in advertising value and millions of media impressions
- 2.18** Christening as World Championship venue in 2014 will attract additional events and paddlers





## Periphery Events

The following list of events is scheduled leading up to and coinciding with ICF World Championships (See Event Calendar at the end of the RFP for actual dates):

- 2.19** 4-5 week Traveling AdventureFest showcasing regional communities and leading up to the Worlds.
- 2.20** 2-3 New Legacy Events created and their inaugural debuts
- 2.21** 2-4 day Planet Canoe Business to Business/Business to Consumer tradeshow at Wisp Resort & ASCI facility
- 2.22** Whitewater Festival on the mountain coinciding with the competition and offering world class food, beverage and merchandise.

2.23 18 day publicity flotilla paddling from Fort McHenry to Cumberland and traversing a multitude of Maryland communities and towns.

2.24 Tie-in with Star Spangled 200 celebrations

### **3. Scope of Work:**

#### **Primary Audiences**

Consultant shall target the following audiences:

3.1 Consumers

3.2 Maryland Residents

3.3 Visitors from key travel markets

3.4 Media

3.5 Local

3.6 Regional

3.7 National

3.8 International

3.9 Sponsors

3.10 Current

3.11 Prospective

#### **Goals & Objectives**

3.12 Consultant shall provide guidance and expertise to Deep Creek 2014, culminating with the events leading up to and including the World Championships in September 2014. Consultant shall determine the right message mix serving both the World Championships and the longer enduring vision for Deep Creek 2014.

3.13 Consultant shall drive attendance, awareness and interest in the World Championship event resulting in maximizing event revenue streams for ticket sales, merchandise, concession and advertising.

3.14 Consultant shall communicate the monetary & investment value of the World Championships allowing Deep Creek 2014 to maximize sponsorship dollars and monetize the event.



- 3.15** Consultant shall promote the benefits of the World Championships to the local and surrounding regions to increase excitement and participation. Focus on changing perceptions surrounding ASCI and create fans of the facility.
- 3.16** Consultant shall also include creative services and digital and social engagement support.
- 3.17** Consultant shall be contentious of the greater County public relations/marketing campaign and branding study when developing public relations/marketing campaigns and strategies for the World Championships.
- 3.18** Consultant shall also be contentious of the strategic partners of Deep Creek 2014, which include the following:
  - A. Garrett County Department of Economic Development
  - B. Garrett County Visitor's Bureau
  - C. Garrett County Chamber of Commerce
  - D. Garrett College & The Adventure Sports Institute
  - E. Adventure Sports Center International
  - F. The Center for Adventure and Experiential Learning

## **Deliverables**

- 3.19** Consultant shall provide a written strategic marketing plan encompassing the following elements:
  - A. Web
  - B. Social Media & Interactive
  - C. Print
  - D. Public Relations
  - E. Media
- 3.20** Consultant shall develop a public relations action plan and editorial calendar spanning from the date of contract award through the World Championship event. Consultant will also oversee the implementation of the action plan and editorial calendar.
- 3.21** Consultant shall assist in developing top tier sponsorship campaign to include the creation and production of sponsorship kits, sponsorship tiers, presentations, and sales collateral. Consultant will not be involved in the sponsorship sales effort but will assist in developing a strategic sponsorship target list of likely sponsors.

- 3.22 Consultant shall develop advertising schedules associated with various funding levels (i.e. High, Medium, Low) for print and on-line advertising spanning from the date of the contract through the World Championship Event. After County review and approval, consultant shall execute the selected advertising schedule at the approved funding level and within budget. RFP costs shall include costs associated with the development of such advertising schedules. Upon approval, additional funding will be provided for execution of approved advertising plan.
- 3.23 Consultant shall assist Deep Creek 2014 in securing 2-5 feature articles in a national publication. (i.e. Outside Magazine, National Geographic Traveler, etc.)
- 3.24 Consultant shall develop a public awareness plan for the region to include local schools and businesses spanning from the date of contract award through the World Championship event. Consultant will also oversee the implementation of the public aware plan.
- 3.25 Consultant shall develop strategic invitee list for the United States World Championship Prague delegation. Invitees will be representative of media, celebrities, political invitees, and/or state community leaders. Invitees to Prague will have the ability through their presence to generate deep awareness and interest in the event. Consultant will also be part of the delegation to Prague.

**4. Project Funding:**

- 4.1 Funding for this project will come from the County approved Deep Creek 2014 budget. A budget range of \$50,000 to \$125,000 has been established for this project.
- 4.2 Monthly itemized invoices from the successful Consultant shall be approved by the County. Any rejected invoices must be corrected and resubmitted prior to being paid.

**5. Time for Completion:**

- 5.1 Notice to Proceed: The successful consultant shall proceed with furnishing the services as described promptly upon receiving the Notice to Proceed. All services shall be performed simultaneously. All tasks described under this contract shall be completed prior to the World Championship event in September 2014.

**6. Projected Timetable:**

The following projected timetable should be used as a working guide for planning purposes. The County reserves the right to adjust this timetable as required during the course of the RFP process:

<u>Event</u>	<u>Date</u>
RFP Issued	June 27, 2013
Question Deadline	July 23, 2013; 2:00 p.m.
Proposals Due	July 30, 2013; 2:00 p.m
Complete Evaluation of Proposals	August 14, 2013
Award By	August 20, 2013

## 7. RFP Process:

- 7.1 Consultants are to submit written proposals, which present its qualifications and understanding of the work to be performed. Consultants are required to address each evaluation criteria in the order listed and to be specific in presenting its qualifications. The consultant's proposal should provide all the information, which it considers pertinent to its qualifications for the project and which responds to the Scope of Services, Submittal Instructions and Evaluation Criteria described herein. **To assist in the evaluation process, consultants should limit its response to fifteen (15) typed pages. Please be advised that the Signature Sheet and Cost Proposal Page should not be counted as part of the fifteen (15) page limit. Scoring by the Selection Committee may be adversely affected if this limit is exceeded.**

## 8. Submittal Instructions:

- 8.1 The information to be submitted shall be prepared in accordance with, and in the order of, the format guidelines below:
- 8.2 **The maximum number of pages for your response is fifteen (15) typed pages. Supplemental information may be submitted but must be submitted separately from the specific responses required below and elsewhere in the RFP.**
- 8.2.1 Include a list of various tasks in narrative format addressing the requirements described in the Scope of Services Section along with a full explanation of the consultant's methodology and approach. This section should be used by the consultant to demonstrate to the County that it has a complete understanding of the services required under this contract and has the ability to successfully meet the contract requirements.
- 8.2.2 A detailed project schedule incorporating the tasks requested in 8.2.1. The schedule should show the number of days needed to complete each requirement. The consultant shall also include a statement concerning the current total workload of the consultant.
- 8.2.3 Provide information, which documents the consultant's qualifications and experience, including its ability, capacity, skill and financial strength, and number of years experience in providing the required service. Consultant shall emphasize work performed for other projects of a similar nature. As a minimum, consultant should demonstrate its past experience with providing similar services for similar events.
- 8.2.4 Cost Proposal on the form provided herein.
- 8.2.5 Expand on previous projects where expertise for this service or on projects of similar scope meeting the requirements of this solicitation have been demonstrated.

Each reference shall include the following information:

1. Entity name
2. Contract time period
3. Scope of Services performed
4. Contact person with phone number and email address

**8.2.6** Submit the names, titles and resumes of the staff member(s) who will be responsible for this project. Clearly identify their project responsibilities. The consultant assures that employees who initiate and sign correspondence and attend meetings with County officials are technically qualified to carry out these duties. It is expected that all work submitted to the County for review, decision or other action, be reviewed by a responsible employee and in a position to speak and make decisions on behalf of the consultant. The consultant shall assign a primary project manager for this project, who will be the primary point of contact. Any changes to this proposed project manager throughout the duration of the project are subject to approval by the County.

**8.2.7** Submit a statement concerning whether lawsuits have been filed against the consultant, its principals or any joint venture partner for misfeasance or malfeasance of professional services and, if so, a detailed listing of the adverse action, cause, number, jurisdiction in which filed and current status.

## **9. Evaluation Criteria:**

The Selection Committee will read, review and evaluate each proposal and selection will be made on the basis of the criteria listed below. Varying weights to illustrate their importance have been assigned to the criteria listed below in the form of points. Each member of the committee during their review of each proposal will assign a final score based on the criteria. The evaluation criteria are as follows:

- 9.1** Scope and quality of services proposed and the demonstrated ability of the consultant to provide all services identified in this RFP. (20 points)
- 9.2** Demonstration of the consultant's ability and past experience and in projects of a similar nature that meet the requirements of this RFP. International marketing experience is a preference. This includes professional staff credentials and division of project responsibilities. (25 points)
- 9.3** Consultant's current total workload and capacity to complete the work in a timely manner (10 points)
- 9.4** Cost proposal (40 points)
- 9.5** The responsiveness of the consultant to the submittal format instructions provided in Section 8. Additionally, this includes submission of the following: correct number of copies of the proposal; Signature Sheet; acknowledgements of addendums as applicable. (5 points)

Once each member of the Selection Committee has rated each proposal, a composite rating is developed which indicates the committee's collective ranking of the highest rated proposals in a descending order. At this point, the Selection Committee may request interviews of the top ranked consultants. Project managers are requested to attend these meetings. The Selection Committee will conduct all subsequent interviews as necessary and will make a recommendation for contract award to the Purchasing Agent. The Purchasing Agent will review the recommendation of the committee and present it to the Board of County Commissioners for their final approval during their weekly public session.

**10. Contract Information:**

10.1 The contract for this service will be between the successful consultant and the Board of County Commissioners of Garrett County, Maryland.

**11. Compensation to the Consultant:**

11.1 The Consultant will in no way be compensated for the preparation of this RFP.

**12. Indemnification:**

12.1 The consultant shall indemnify and hold harmless the Board of County Commissioners of Garrett County, Maryland, hereinwith the County, and its elected and appointed officials, agents and employees from and against any and all liabilities, judgments, settlements, losses, costs or charges, including attorney fees, as a result of any claim, demand, action or suit relating to any bodily injury, sickness or disease, including death, loss or property damage or destruction caused by, arising out of, related to or associated with this work by the Consultant and its members, officers, agents, employees, subconsultants or invitees. The County may require that the consultant produce evidence of settlement of any such action prior to issuance of final payment.

**13. Insurance:**

13.1 The successful consultant will be required to provide a Certificate of Insurance for general liability, professional liability, workers compensation and automobile insurance in the amounts outlined in the Insurance Table. The Insurance Table and insurance information are included at the end of the RFP. This certificate should be mailed to:

Ms. DaVina Griffith, Risk Manager  
Garrett County Office of Human Resources  
Risk Management Division  
203 South Fourth Street, Room 206  
Oakland, MD 21550

**14. Form W-9 Required for Taxpayer Identification Number and Certification:**

14.1 After authorization to proceed or contract award, the successful Consultant shall be required to provide a completed copy of Form W-9 Request for Taxpayer Identification and Certification. This form shall be mailed to:

Ms. Jenny Harsh, Accountant  
Garrett County Finance Office  
203 South Fourth Street  
Courthouse, Room 206  
Oakland, MD 21550

**14.2** This form shall be received by the County prior to the County executing contract documents.

**14.3** A W-9 Form shall be required for the following:

Rentals or lease of office space  
Machine rentals  
Medical or health care services  
Professional Services

- Attorneys
- Accountants
- Engineers
- Auditors
- Etc

**15. Proposals Binding 90 Days:**

**15.1** Unless otherwise specified all proposals submitted shall be binding for ninety (90) calendar days following due date, unless the consultant, upon written request from the County, agrees to an extension.

**16. Local Preference:**

**16.1** Please be advised that the Local Preference Program established by Resolution 2006-11 does not apply to any Request for Proposals.

**17. Further Information:**

**17.1** Questions regarding this RFP should be faxed to Brian Bowers, Purchasing Agent of the Purchasing Department, at (301) 334-1985. The Purchasing Department will formally respond to questions via addendums to the RFP. Please be advised that questions will be entertained until 2:00 P.M. on Tuesday, July 23, 2013. Questions asked after this time will not be answered.



**Request for Proposals  
Public Relations/Marketing Services  
2014 ICF Canoe Slalom World Championships  
RFP #13-0730**

**Signature Sheet**

My signature certifies that the proposal as submitted complies with all Terms and Conditions set forth in this RFP.

My signature also certifies that the accompanying proposal is not the result of, or affected by, any unlawful act of collusion with another person or company engaged in the same line of business or commerce.

My signature also certifies that this Consultant has no business or personal relationships with any other companies or persons that could be considered as a conflict of interest to the County, and that there are no principals, officers, agents, employees, or representatives of this Consultant that have any business or personal relationships with any other companies or persons that could be considered as a conflict of interest or a potential conflict of interest to the County, pertaining to any and all work or services to be performed as a result of this request and any resulting contract with the County.

I hereby certify that I am authorized to sign as a Representative for the Consultant:

Name of Consultant or Individual: \_\_\_\_\_

Address: \_\_\_\_\_

Fed ID No. \_\_\_\_\_

Signature: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Date: \_\_\_\_\_

To receive consideration for award, this signature sheet must be returned to the Garrett County Purchasing Department as it shall be a part of your response. Consultant acknowledges receipt of Addendum(s), if any, by initialing the following:

Addendum #1 \_\_\_\_\_  
Addendum #2 \_\_\_\_\_

Addendum #3 \_\_\_\_\_  
Addendum #4 \_\_\_\_\_

**Cost Proposal - Request for Proposals  
Public Relations/Marketing Services  
2014 ICF Canoe Slalom World Championships  
RFP #13-0730**

Strategic Marketing Plan:

\_\_\_\_\_ Dollars \$ \_\_\_\_\_  
(Written) (Figures)

Public Relations Plan:

\_\_\_\_\_ Dollars \$ \_\_\_\_\_  
(Written) (Figures)

Advertising Schedule:

\_\_\_\_\_ Dollars \$ \_\_\_\_\_  
(Written) (Figures)

Feature Article Assistance:

\_\_\_\_\_ Dollars \$ \_\_\_\_\_  
(Written) (Figures)

Public Awareness Plan:

\_\_\_\_\_ Dollars \$ \_\_\_\_\_  
(Written) (Figures)

Grand Total:

\_\_\_\_\_ Dollars \$ \_\_\_\_\_  
(Written) (Figures)

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Insurance Requirements for  
Board of County Commissioners of Garrett County, Maryland

**General Liability Insurance:** Coverage shall be as broad as: Comprehensive General Liability endorsed to include Broad Form, Commercial General Liability form including Products/Completed Operations and, if necessary, **Commercial Umbrella Insurance** .

Minimum Limits

\$1,000,000	Each Occurrence
\$1,000,000	Products & Completed Operations
\$1,000,000	Personal Injury and Advertising Injury
\$2,000,000	Annual Aggregate
\$1,000,000	Fire Damage
\$5,000	Medical Expense Each Person
\$100,000	Medical Expense Each Occurrence

**Automobile Liability Insurance:** Coverage sufficient to cover owned, hired and non-owned coverage, including bodily injury, per person and occurrence and property damage per occurrence.\*

Minimum Limits

\$1,000,000	Combined Single Limit
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*\*Required for all contracts EXCEPT architectural design, review and/or engineering services and planning, research and/or policy projects.*

**Statutory Workers Compensation and Employer's Liability Insurance:** Workers Compensation Coverage shall meet statutory limits as required by the State of Maryland or other applicable laws and Employers' Liability Insurance as follows.\*

Minimum Limits

\$500,000	Each accident for bodily injury by accident
\$500,000	Policy limit for bodily injury by disease and
\$500,000	Each employee for bodily injury by disease

*\*Workers' Compensation and Employer's Liability Insurance is required for all contracts who has employees or subConsultants.*

**Professional Liability Insurance:** Coverage for errors, omissions, and negligent acts per claim and aggregate, with one year discovery period.\*

Minimum Limits

\$1,000,000	Each Occurrence
\$5,000	Deductible

*\*Required for all Professional Service Contracts ONLY including but not limited to architectural design, review and/or engineering services.*

**Pollution Liability Insurance:** Coverage for bodily injury, property damage, defense, and cleanup as a result of pollution conditions.\*

Minimum Limits

\$1,000,000	Each Occurrence
\$1,000,000	Aggregate

*\*Required for contracts with remedial hazardous material operations.*

**Builders Risk Insurance:** Coverage equal to the full value of project\*

*\*Required for all property construction projects*