

## PROPOSAL NUMBER 2099-22

**FROM:** City of Branson  
Purchasing Office  
110 W. Maddux St., Suite 200  
Branson, MO 65616  
Telephone: (417) 334-3345

Date: July 21, 2014  
**Date and Time Returnable:**  
**3:00 p.m., August 22, 2014**  
Buyer: David D. Rockhill, C.P.M.  
Facsimile: (417) 335-6042

**TO:**

SEALED PROPOSALS MUST BE PHYSICALLY RECEIVED IN THE CITY CLERK'S OFFICE PRIOR TO **3:00 P.M. ON FRIDAY, AUGUST 22, 2014**. Proposals will be opened by the buyer in the Municipal Courtroom, which is located on the second floor of city hall, next to the city clerk's office.

- Proposals shall be submitted on the forms provided and must be manually signed by the individual authorized to legally bind the company.
- Proposals shall be submitted with the RFP number clearly indicated on the outside of the package(s).
- Proposals received after the opening date and time will be rejected.
- **FAXED/EMAILED PROPOSALS WILL NOT BE ACCEPTED.**

You are invited to submit your proposal to furnish the materials and/or services described herein. Please submit your prices/fees net of all discounts.

### DESCRIPTION

#### TOURISM MARKETING ORGANIZATION

*See attached Instructions, General Conditions, Specifications, and Bid Form for detailed information.*

It is the intent of the City that this Request for Proposal promotes competition. It shall be the Proposer's responsibility to advise the Purchasing Department if any language, requirements, etc. any combination thereof, inadvertently restricts or limits the requirements stated in this Request for Proposal to a single source. Such notification must be submitted in writing and must be received by the Purchasing Department not later than five (5) days prior to the opening date.

**STANDARD INSTRUCTIONS TO PROPOSERS  
AND CONDITIONS OF REQUEST FOR PROPOSAL**

**1. PREPARATION OF PROPOSALS**

- A. Proposers are expected to examine the scope of services, requirements and all instructions of the Request for Proposal. Failure to do so will be at Proposer's risk.
- B. Any manufacturer's name, trade names, brand names, information listed are for information and are not intended to limit competition.

**2. SUBMISSION OF PROPOSALS**

- A. A proposal submitted by a Proposer must (1) be manually signed by the Proposer on the Pricing Page of the Request For Proposal; (2) contain all information required by the Request For Proposal; (3) be priced as required; (4) be sealed in an envelope or container; (5) be attached to a security deposit if required; and (6) be delivered to the City Clerk's Office, 110 W. Maddux, Suite 205, Branson, MO 65616 and officially clocked in no later than the exact time and date specified on the Request For Proposal.
- B. The sealed envelope or container containing a proposal should be clearly marked on the outside with (1) the official Request for Proposal number and (2) the official closing date and time.
- C. Do not submit proposals in response to other solicitations in the same sealed envelope. If more than one proposal is submitted in the same container, your proposal may be rejected as non-responsive.
- D. The proposer is requested to submit one (1) original signature proposal and two (2) complete copies (marked copies) of the original signature proposal, for a total of three (3) complete proposals.

**3. MODIFICATION OR WITHDRAWAL OF PROPOSALS**

- A. Proposals may be modified or withdrawn by written or telegraphic notice received prior to the official closing date and time specified. A proposal may also be withdrawn or modified in person by the Proposer or his authorized representative provided proper identification is presented before the official closing date and time. Verbal phone requests to withdraw or modify a proposal will not be considered.
- B. After the official closing date and time, no proposal may be modified or withdrawn.

**4. PROPOSAL OPENING**

- A. Proposal openings shall be public on the date and at the time specified on the proposal form. It is the Proposer's responsibility to assure that his proposal is delivered at the proper time and place of the proposal opening. Proposals which for any reason are not so delivered will not be considered. Offers by telegram, telephone, or facsimile will not be accepted, unless specifically authorized by the Request for Proposal. Proposal files may be examined during normal working hours by appointment.

## 5. AWARDS

- A. As the best interest of the City may require, the right is reserved to make awards; to reject any and all proposals or waive any minor irregularity of technicality in proposals received.
- B. Awards will be made to the Proposer whose proposal (1) meets the specifications and all other requirements of the Request for Proposal and (2) is the best proposal, considering price, responsibility of the Proposer and all other relevant factors in the criteria for award.
- C. Each proposal is received with the understanding that the acceptance in writing by the City of the offer to furnish any or all services described therein shall constitute a contract between the Proposer and the City; and shall bind the Proposer to furnish and deliver at the price, and in accordance with the conditions of said accepted proposal and detailed specifications.

## 6. OPEN COMPETITION

It is the intent and purpose of the Purchasing Department that the Request for Proposal permits free and open competition. However, it shall be the Proposer's responsibility to advise the Purchasing Department if any language, requirements, etc., or any combination thereof, inadvertently restricts or limits the requirement to a single source or otherwise prohibits the submission of a proposal. The notification should be received by the Purchasing Department at least five days prior to the Request for Proposal closing date and time. The Proposer may submit a notification after the proposal closing provided sufficient time is permitted for a thorough review by the Purchasing Department and/or Evaluation Committee and its decision will be final.

## PROPOSAL REQUIREMENTS

1. **PROPOSAL TERMS AND CONDITIONS:** The following terms and conditions apply to submitting proposals in response to this Request for Proposal:

- 1.1 **Incurred Expenses:** This City is not responsible for any expenses which proposers may incur in preparing and submitting proposals called for in this Request for Proposals.
- 1.2 **Interviews:** The City reserves the right to conduct personal interviews or require presentations of any or all proposers prior to selection. The City will not be liable for any costs incurred by the proposer in connection with such interviews/presentations (i.e. travel, accommodations, etc.)
- 1.3 **Request for Additional Information:** The proposer shall furnish such additional information as the City of Branson may reasonably require. This includes information which indicates financial resources as well as ability to provide and maintain the system and/or services. The City reserves the right to make investigations of the qualifications of the proposer as it deems appropriate.
- 1.4 **Acceptance/Rejection/Modification to Proposals:** The City reserves the right to negotiate modifications to proposals that it deems acceptable, reject any and all proposals, and to waive minor irregularities in the procedures.
- 1.5 **Proposals Binding:** All proposals submitted shall be binding for ninety (90) calendar days following the opening.
- 1.6 **Proprietary Information:** In accordance with Public Records Law, and except as may be provided by other applicable State and Federal law, all proposers should be aware that Requests for Proposals and the responses thereto are in the public domain. However, the proposers are requested to identify specifically any information contained in their proposals which they consider confidential and/or proprietary and which they believe to be exempt from disclosure, citing specifically the applicable exempting law.

All proposals received from proposers in response to this Request for Proposal will become the property of the City of Branson and will not be returned to the proposers. In the event of contract award, all documentation produced as part of the contract will become the exclusive property of the City.

- 1.7 **Proposer's Certification:** By submitting a proposal, the proposer certifies that he has fully read and understands the proposal method and has full knowledge of the scope and nature and quality of work to be performed. The proposer further certifies that no employee of the City has any direct or indirect financial interest in any resultant contract, and that no gratuities will be offered or provided to City of Branson employees or their family members.

- 1.8 **Information required to be submitted by Proposer:** Each Proposer shall submit the information outlined in the Scope of Work in order for its proposal to be adequately evaluated and considered.
- 1.9 **Exceptions:** If the Proposer desires to take exception to any terms, conditions and requirements of the RFP, the Proposer must clearly state those exceptions on the Affidavit of Compliance. Exceptions taken by the Proposer may be considered in the evaluation of proposals.
- 1.10 **Late proposals:** Proposals received by the City after the time specified for receipt will not be considered. Proposers shall assume full responsibility for timely delivery of the proposals to the location designated for receipt of proposals. The City of Branson is not responsible for the U.S. Mail or private couriers in regards to mail being delivered by the specified time so that a proposal can be considered. All proposals will be received at the time and place specified and made available for public inspection when an award decision is made.
- 1.11 **Completeness:** All information required by the Request for Proposal must be supplied to constitute a legitimate proposal. The City of Branson reserves the right to use any and all information presented in any response to the Request for Proposal. Acceptance or rejection of the RFP does not affect this right.

## SCOPE OF SERVICES

### I. Introduction:

The City of Branson is seeking a tourism marketing organization to direct and carry out a destination marketing program for the City. The selected organization will manage and direct the expenditure of a part of the tax revenues generated through the City's tourism tax. By law, 94.815.4 RSMo, the City must allocate twenty-five percent (25%) of its tourism tax funds ("Funds") toward the marketing and promotion of tourism. It is expected that about \$2.5 million will flow through the Tourism Promotion Account annually. Of these monies, the City anticipates awarding about \$1.9 million each year pursuant to this RFP.

The marketing contract with the City has a term of one year; however, the City has the option to renew the contract, in one-term increments, for an additional four years.

The payment of Funds is conditioned on sufficient monies being collected through the City's tourism tax and, separately, payment is subject to annual appropriation by the Board of Aldermen.

The organization will give the City an account, quarterly, of its handling of the Funds.

### II. Objectives:

The objectives of monies channeled through the Tourism Promotion Account are fourfold:

- A. To attract overnight visitors to Branson;
- B. To increase tourism and city tax revenue;
- C. To increase demand for hotel/motel, resort and campground inventory for the purpose of increasing occupancy; and
- D. To increase the demand for local attractions and entertainment by visitors of all ages.

### III. Criteria:

Organizations applying for Funds must demonstrate the ability to execute an integrated destination marketing plan using various media that promotes Branson locally, regionally and nationally.

RFP respondents must document and show a broad understanding of and significant experience in the tourism industry. Proposals should include strategies and tactics that reach all target market segments necessary to attract visitors to Branson including: leisure and business travelers, travel agents, convention delegates, and motor coach operators and travelers.

Proposals should address all destination marketing disciplines including: advertising, public

relations, group/travel trade sales, corporate partnerships and promotions, direct marketing and fulfillment, and tourism development. Respondents should include a mechanism to include community involvement in the planning and decision making process throughout the term of the contract.

Proposals submitted will include both strategies and tactics. Both qualitative and quantitative research must be presented to support strategies and tactics of proposed plans and document success marketing. Submissions will also include a list of measurement criteria that respondent will use to judge the success of the campaign. Submissions will also address strategies and tactics to develop and promote new programs, new marketing segments, and the extension and expansion of the tourist season. All data and information derived from studies, research, investigations, surveys, test marketing, analysis, experiences, and observations will be documented and shared with the city.

Organizations responding to the RFP will address how they will handle a destination marketing program, including fulfillment of visitor inquiries, considering this constraint. Marketing organizations responding to this RFP must show the ability and present a marketing plan that will assure the maximization of the city's investment of tourism tax dollars. All marketing efforts should be aimed at community-wide exposure.

Organizations responding to the RFP must meet requirements set forth by the city. This will include the demonstrated ability to prepay expenses in anticipation of repayment from tourism tax revenues and to provide complete support documentation for all expenditures.

#### **IV. Special Conditions Imposed on the Handling of Funds:**

Neither the person(s) or legal entity(ies) that receive Funds, nor any of their subsidiaries, owners or related parties, may use the Funds to pay administrative or overhead expenses, including without limitation, rent, the costs to acquire real estate, salaries, payroll taxes, employee benefits, or the costs of furniture and office equipment.

Neither the person(s) or legal entity(ies) that receive Funds, nor any of their subsidiaries, owners or related parties, may profit from receipt or expenditure of the Funds, nor are kickbacks from any downstream vendor permitted.

#### **V. Deadlines and submission requirements:**

All proposals must be submitted to the City Clerk at the following address by\_\_\_\_\_.

Office of the City Clerk  
110 W. Maddux Street, Suite 205  
Branson, MO 65616

Responding organizations must include twelve proposal copies.

#### **VI. Selection process:**

Proposals will be reviewed and ranked. The organization selected for final consideration will be required to make a formal presentation of their proposal to the city. The City of Branson

maintains and reserves the right to reject any or all proposals.

3. Missouri Immigration Law Affidavit. The proposer is informed pursuant to Section 285.530, of the Missouri Revised Statutes as a condition of the award of any contract in excess of five thousand dollars (\$5,000.00) the successful bidder shall by sworn affidavit and provision of documentation, affirm the business entity is enrolled and participating in a federal work authorization program with respect to its employees who work in connection with the contracted services. To that end, the proposer will furnish a signed affidavit (attached) affirming that it does not knowingly employ any person who is an unauthorized alien in connection with the contracted services. If you are an Individual/Proprietorship, then you must return the attached Certification of Individual Proposer.

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acquainted with the facts stated herein.

- 3. Contractor is enrolled in and participates in a federal work authorization program with respect to the employees working in connection with the following services contracted between Contractor and \_\_\_\_\_:  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

4. Contractor does not knowingly employ any person who is an unauthorized alien in connection with the contracted services set forth above.

5. Attached hereto is documentation affirming Contractor's enrollment and participation in a federal work authorization program with respect to the employees working in connection with the contracted services.

Further, Affiant saith not.

\_\_\_\_\_  
[printed name], Affiant

Subscribed and sworn to before me this \_\_\_\_\_ day of \_\_\_\_\_, 2014.

\_\_\_\_\_  
Notary Public  
State of Missouri

My Commission Expires:  
Commissioned in \_\_\_\_\_ County  
Commission #

**PLEASE NOTE:**

Acceptable enrollment and participation documentation consists of the following 2 pages of the E-Verify Memorandum of Understanding:

- 1. A valid, completed copy of the first page identifying the Contractor; and
- 2. A valid copy of the signature page completed and signed by the Contractor, and the Department of Homeland Security - Verification Division

**CONTRACT AWARD**

1. This Request for Proposal does not commit the City of Branson to award a contract, pay any costs incurred in preparation for travel to Branson to present a proposal to this request, or to procure or contract for services.
2. The City reserves the right to reject any or all proposals and to waive any minor informality or irregularity in a proposer's response if deemed in the best interests of the City.
3. All proposals submitted in response to this Request for Proposal become the property of the City of Branson. The City of Branson reserves the right to accept or reject any or all proposals received or to cancel this Request for Proposal in part or in its entirety. After proposals are reviewed, the City will select the proposal in the best interest of the City.

Award of a contract resulting from this RFP will be made only by written authorization from the City's Purchasing Office.

**The above pricing information is hereby provided in accordance with the terms and conditions of this Request for Proposal.**

**SIGNATURE AND IDENTITY OF PROPOSER:** The undersigned states that the correct **LEGAL NAME** and **ADDRESS** of (1) the individual proposer, (2) each partner or joint venture (whether individuals or corporations, and whether doing business under a fictitious name), or (3) the corporation (with the state in which it is incorporated) are shown below; that (if not signing the intention of binding himself to become the responsible and sole contractor) he is the agent of, and duly authorized in writing to sign for the proposer or proposers; and that he is signing and executing this (as indicated in the proper spaces below) as the proposal of a (check one):

sole individual       partnership       joint venture

corporation, incorporated under laws of State of Missouri if other than Missouri please indicate State of incorporation \_\_\_\_\_

Respectfully submitted,

Signed \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

**CONTACT PERSON FOR BID:**

PrintedName \_\_\_\_\_

Email \_\_\_\_\_ Phone (\_\_\_\_\_) \_\_\_\_\_

Address \_\_\_\_\_

