



STATE OF IDAHO

DEPARTMENT OF ADMINISTRATION, DIVISION OF PURCHASING
on behalf of the

IDAHO WINE COMMISSION



IDAHO WINE
COMMISSION

REQUEST FOR QUOTE (RFQ) 16000089

PUBLIC RELATIONS CONSULTANT

1. Purpose

The Idaho Grape Growers & Wine Producers Commission (Idaho Wine Commission or IWC), through the Idaho Division of Purchasing (DOP), is seeking quotes from qualified firms or individuals to provide public relations consulting for Idaho wine awareness outreach in accordance with IWC's strategic business plan. The main objective is to increase awareness of Idaho wine within the state of Idaho and beyond.

The contact for this RFQ is:

Valerie Bollinger, Buyer
Idaho Division of Purchasing
Phone: 208.332.1631
Fax: 208.327.7320
E-mail: Valerie.Bollinger@adm.idaho.gov

2. Background

The IWC is the information and education resource for all Idaho wineries. The IWC is a state agency designed to market and promote Idaho State wines locally, nationally, and internationally. The IWC is governed by an elected board of 5 commissioners comprised of representatives from all sides of the industry. The IWC's goal is to raise awareness and quality perception of Idaho wines to ultimately drive sales for all Idaho wineries and vineyards. All wineries and wine grape growers have the option to be members of the IWC, providing funding to the IWC through annual assessments based on gallons produced (wineries) and tons sold (growers).

There are 51 wineries and over 60 grape growers in Idaho and the industry continues to experience growth, turning Idaho into a major wine-producing state. Currently, there is one American Viticulture Area (AVA) in Idaho, the Snake River Valley Appellation. A second AVA is close to approval, and the first sub-AVA is also up for approval. With the long, hot days available to growers, along with Idaho's rich volcanic soil, grapes are being grown and made into amazing wines. The cool nights mixed with the hot days produces a great climate for growing wine grapes; in fact, Idaho is able to produce rare and diverse wines, such as Tempranillo and Primitivo. While the Snake River Valley is home to most of Idaho's wineries and vineyards, there are wineries throughout the state.

3. Timeline

Quotes Due at Division of Purchasing - **September 1, 2015 by 5:00 p.m. Mountain Time**

Other dates (tentative):

September 2-15, 2015: IWC evaluation committee reviews all proposals (see Section 10)

September 16, 2015: Finalists invited for interviews at IWC's discretion

September 22-24, 2015: Interviews and presentations of finalists if deemed necessary by IWC

September 25, 2015: Final selection

October 1, 2015: Contract executed and work begins!

4. Scope of Work

See **Exhibit A**

5. Term of Contract

The initial term of the resulting contract will be one (1) year, with four (4) optional renewals of one (1) year each, upon mutual written agreement of the parties. The budget for each renewal term will be determined around July 1 of each year, and will depend largely on availability of grant funds. There is no guaranteed minimum volume of work beyond the specific projects described in Exhibit A of this RFQ.

6. Minimum Requirements

The primary public relations consultant must meet the following minimum requirements to be eligible for award:

- 6.1 Public Relations Experience: a minimum of five (5) years' experience as a senior level public relations manager.
- 6.2 Wine Industry/Tourism Experience: a minimum of five (5) years' combined experience working in the wine and/or tourism industry. At least two (2) years' experience must be in the wine industry.

Vendors may include other individuals in the Quote (see **Attachment 2, Cost Sheet**), but the primary public relations consultant managing the Contract must meet these minimum requirements and must oversee the work of any other employees working on the Contract.

7. Submitting Quotes

7.1 How to Submit a Quote:

Fax, e-mail, mail, hand-deliver/courier, or submit your Quote via IPRO at <http://purchasing.idaho.gov> so that it is received at Division of Purchasing prior to the deadline established above.

Address for USPS:
Idaho Division of Purchasing
Attn: Valerie Bollinger
PO Box 83720
Boise, ID 83720-0075

Fax: 208-327-7320

Address for hand-delivery/courier:
Idaho Division of Purchasing
Attn: Valerie Bollinger
650 W. State St., Room B-15
Boise, ID 83720

Email: Valerie.Bollinger@adm.idaho.gov

7.2 Quote Requirements:

Your Quote must include the following submission items. Failure to provide all of the required items may result in your Quote being disqualified or receiving a lower evaluated score (see Section 10, below).

- **State of Idaho Signature Page** (attached in IPRO)
- **Cost Sheet**
Complete and submit **Attachment 1, Cost Sheet**. Making any changes to the format of the Cost Sheet may disqualify you from award of a Contract.
- **Technical Submittal**, including:
 - **Technical Response**

See Section 8, below, for the requirements of the Technical Response

○ **References**

Provide three (3) completed Reference Questionnaires (see **Attachment 3, Reference Questionnaire**).

8. Technical Response

The technical response to this RFQ must include the following:

8.1 Technical Questionnaire

Complete **Attachment 2, Technical Questionnaire**, and submit it with your Quote.

8.2 Public Relations Plan

Based on the information provided in this RFQ, design and submit a Public Relations Plan for the IWC. The PR Plan will be evaluated based on criteria including: demonstrated knowledge of the wine and PR industries; demonstrated understanding of IWC's goals and objectives; and creativity. The focus of the plan should target consumers and trade within the state of Idaho; however, it is not limited to the Idaho borders. The IWC vision is to have a plan that encourages people to support the Idaho wine industry and purchase more wine. The plan should be smart, witty and eye-catching.

The PR Plan should include proposals for implementing the two projects specifically identified in Exhibit A for the initial term of the Contract (Lewis Clark Valley AVA Launch and Southern Idaho Media Tour) as well as other proposed activities. The proposed plan should be built with long-term growth potential and for future expansion as industry growth dictates, as well as simple navigation for consumers and members. All materials created for the plan must look cohesive with the current IWC branding. The PR Plan will be the starting point for the winning Contractor; however, the Contractor and IWC will work together to develop final plans, priorities, tactics, etc.

The PR Plan should take into consideration the following IWC objectives and projects:

Projects (specific and general):

Lewis & Clark American Viticulture Area (see Exhibit A)

Southern Idaho Media Tour (see Exhibit A)

Increase Consumer Awareness & Create Idaho loyalty.

- Original content creation for media and consumers
- Community partner development
- Idea Generation
- Editing of content provided by IWC

Increase Trade Awareness

- Restaurant Awards Program
- Increase proportion of Idaho wine on wine lists
- No corkage for Idaho wine campaign

Media Outreach

- Pitch media/journalists on location for events IWC travels to
- Pitch stories to both local, regional and national media
- Recruit writers/journalists to visit Idaho
- Facilitate relationships between media/trade and IWC

Objectives:

IWC will not designate a minimum or maximum number of pitches/media recruitments. It is up to the Contractor to determine how many pitches or media trips can be allotted within and not to exceed the budget to meet IWC's objectives.

- Promote wineries and vineyards resulting in more visits
- Create excitement and buzz that improves and increases the reputation of Idaho wine
- Raise involvement with Idaho business partnering and supporting Idaho wine
- Strengthen relationships within both the public and private sector
- Pro-active pitching to media both locally and nationally
- Press Release writing
- Detailed Media reporting

Efforts involve but are not limited to

- Developing story pitches both locally and nationally
- Creating targeted media list
- Original content creation
- AVA launch and media tours
- Media blitz in targeted areas

9. Cost Sheet

Attachment 1, Cost Sheet, must be completed and submitted with your Quote. Changing the format of the cost sheet may result in your Quote being disqualified.

Complete the Cost Sheet as follows:

- Section A: Lewis Clark Valley AVA Launch
Provide cost information for any and all positions and expenses you anticipate in completion of the Lewis & Clark AVA project, as detailed in Exhibit A. Your Quote must include all positions and expenses you intend/anticipate utilizing. You may include as many positions/expenses as you feel are necessary. The anticipated numbers of hours/quantities are estimates for the purpose of evaluating cost. The State understands that there may be some changes to the number of hours and quantities; however, vendors must submit estimates in good faith. Significant deviation from the estimated number of hours/quantities may not be approved by IWC and DOP. Hourly Rates and Unit Prices must be fully burdened to include, **but not be limited to**, all operating and personnel expenses, such as: overhead, salaries, administrative expenses, profit, travel, and supplies.
- Section B: Southern Idaho Media Tour
Provide cost information for any and all positions and expenses you anticipate in completion of the Southern Idaho Media Tour project, as detailed in Exhibit A. Your Quote must include all positions and expenses you intend/anticipate utilizing. You may include as many positions/expenses as you feel are necessary. The anticipated numbers of hours/quantities are

estimates for the purpose of evaluating cost. The State understands that there may be some changes to the number of hours and quantities; however, vendors must submit estimates in good faith. Significant deviation from the estimated number of hours/quantities may not be approved by IWC and DOP. Hourly Rates and Unit Prices must be fully burdened to include, **but not be limited to**, all operating and personnel expenses, such as: overhead, salaries, administrative expenses, profit, travel, and supplies.

- Section C: Other proposed projects (based on submitted PR Plan)
Provide your fully-burdened hourly rate of the primary public relations manager. For purposes of award only, IWC has estimated additional hours (beyond hours used in completion of the Lewis Clark Valley AVA Launch and Southern Idaho Media Tour) at fifty (50) hours. This is a good faith estimate, but the actual number of hours and the exact positions utilized for projects may vary depending on program needs and budgetary restrictions. There is no guaranteed minimum or maximum number of hours.

Evaluation of cost will be based on the total Year 1 cost (sum of Sections A, B, and C of the Cost Sheet).

10. Evaluation and Award

Quotes will be evaluated; this is a weighted RFQ. The objective of the State in soliciting and evaluating quotes is to ensure the selection of a firm or individual that will produce the best possible results for the taxpayer funds expended. A committee appointed by the IWC shall perform the evaluation of quotes.

10.1 **Contract Award:** The Contract will be awarded to the high point responsive responsible vendor, based on the evaluation criteria below.

10.2 **Evaluation:**

10.2.1 The scores for the Technical Submittal will be normalized as follows: The Quote with the highest overall total Technical Submittal score will receive all of the total available points for Technical Submittal (400 points). Other Quotes will be assigned a portion of the total available points for Technical Submittal, using the formula:

$$400 \times \frac{\text{Technical Submittal score of the Quote being evaluated}}{\text{highest Technical Submittal score}}$$

10.2.2 The evaluation committee, at its sole discretion, may elect to invite up to three top-scoring vendors for an interview and/or presentation. Interviews (if held) may be conducted in person or via phone at IWC's discretion, and will be at the vendor's expense. Interviews will be scored and will be normalized in the same manner as technical scores, with a maximum of 100 points.

10.2.3 The scores for Cost Sheet will be normalized as follows: The Quote with the lowest Total Cost will receive all of the total available points for the Price Sheet (700 points). Other Quotes will be assigned a portion of the maximum score using the formula:

$$700 \times \frac{\text{lowest Total Cost}}{\text{Total Cost of the Quote being evaluated.}}$$

10.2.4 Evaluation Criteria

All eligible Quotes will be scored according to the following criteria:

<u>Requirements</u>	<u>Max Points</u>
<u>Technical Submittal</u> including: Technical Response (Attachment 2 and PR Plan)	350
References	50
<u>Cost Sheet</u> (Attachment 1)	700
Total Points	1,100
Interview/Presentation to Evaluation Committee (held at IWC's option)	100
Total (with interviews)	1,200

Exhibit A- Scope of Work
RFQ16000089

Overview:

IWC is seeking a Public Relations Consultant to design and implement a public relations plan aimed at increasing awareness of Idaho wine. The Contractor will develop detailed plans for projects that have already been identified, as well as proposing and developing plans for other projects meeting IWC's strategic plans and objectives.

The IWC is initiating this RFQ to solicit quotes from consultants interested in fulfilling public relations initiatives as outlined by the IWC. The selected consultant will work closely with IWC staff to develop a fulfillment plan that meets the objectives described in the IWC's strategic plan. Consumer and trade marketing/awareness has had a large impact on the wineries and growers; therefore, the IWC would like to increase efforts in this area. Advertisements and Internet will play an increasingly important role in reaching consumers of all demographic profiles. The IWC puts an emphasis on driving consumers to its website to learn more about Idaho wine and focuses on leading all marketing materials to the website. All public relations efforts should be developed with this in mind, while also directing efforts largely toward media, writers and journalists.

As the Idaho wine industry continues its rapid growth, and the wines gain notoriety around the state of Idaho and beyond, the website has a significant role in getting information about Idaho's wineries and vineyards to the consumers and media. Increased media exposure has greatly helped the industry; however, improvements in state awareness are crucial.

Goals:

The Contractor will work in partnership with the IWC and its marketing agency. The project goals are to:

- 1) Maximize current funding and leverage grant dollars to benefit the Idaho wine and grape industry while promoting a positive image of the Idaho wine industry; and
- 2) Expand the current media/trade base while expanding the I Support Idaho Wines campaign.
- 3) Create unique content for media and messaging of the Idaho wine industry.

General Requirements:

Contractor will be responsible for contacting new media, writers, journalists, etc. Contractor must create pitches for all media including but not limited to: television, radio, Internet and print. Contractor must present creative ideas for proposed public relations plan. All concepts must be approved by the IWC prior to implementation. The cost of creative presentations materials and/or storyboards will be the responsibility of Contractor and must be included in the fully burdened rates quoted on the Cost Sheet.

Contractor and IWC will meet on a regular basis to review, plan and approve all materials. The materials developed or produced for the IWC are works made for hire; and will become the property of the IWC.

Year One Projects:

For each of the following projects, the Contractor must perform tasks including, but not limited to:

- Inviting/pitching media
- Logistics
- Creation of event materials
- Creation of press kit

- Writing of press release

1. *Lewis Clark Valley American Viticulture Area Launch*

Idaho is on the verge of having a second American Viticultural Area (AVA) in Lewiston that would encompass 219,838 acres in Idaho. With the launch of the new AVA and the anticipation of an increased number of media requests for information and visits to the area, the IWC would like to ensure all reports and images being broadcast to the public represent the industry in the best manner. The IWC would work closely with their contracted public relations firm to announce the approval of this new AVA to the media with the appropriate level of exposure and professionalism. The IWC is looking to host a tour of the Lewis-Clark AVA area for fifteen key media personnel. This tour is intended to educate media on the region and its uniqueness. Educational press kit materials would be produced to ensure attendees have the appropriate tools to further promote the importance of the second AVA in Idaho.

Budget: IWC has received a \$10,000.00 grant toward this project.

2. *Southern Idaho Media Tour*

The IWC would like to continue educating journalists in Southwestern Idaho where the largest population of Idaho's wineries and vineyards are located. Twelve journalists have been hosted in the past three years from: *Seattle Times*, *Wine Business Monthly*, *Salt Lake Magazine*, *Horizon Air*, *Wine Economist*, *SIP Northwest Magazine*, *San Francisco Chronicle* and various others. Next year the IWC would like to invite five new journalists to travel to Idaho to experience the wine industry alongside members of the media who have this region in their own backyards. The goal of this tour is to enhance media's knowledge of Idaho wine, paving the way for them to become Idaho wine ambassadors. The IWC believes it is extremely important to conduct educational tours on a regular basis due to the high turnover rates in both the media and restaurant industries. The IWC wants Idaho products to be top of mind and feel this is a good way to ensure that is done.

Budget: IWC has received a \$3,000.00 grant toward this project.

Other projects:

Based on the submitted PR Plan of the winning vendor, consultation with IWC, and available funding, the Contractor will perform other PR activities that further IWC's goals and objectives.

Future projects:

Prior to each renewal of the Contract, IWC will work with the Contractor to develop projects for the renewal term, depending on available funds and programmatic needs and priorities. Project plans will be made part of the Contract through the renewal process.

**ATTACHMENT 1- COST SHEET
RFQ16000089**

Section A: Lewis Clark Valley AVA Launch

Provide your fully-burdened hourly rates and unit prices. You may add as many rows as necessary.

Position Title	Anticipated Number of Hours	Fully-burdened Hourly Rate	Extended Cost
		\$	\$
		\$	\$
Other Expenses	Anticipated Quantity	Unit Price	Extended Cost
		\$	\$
		\$	\$
Total Cost (Section A)			\$

Section B: Southern Idaho Media Tour

Provide your fully-burdened hourly rates and unit prices. You may add as many rows as necessary.

Position Title	Anticipated Number of Hours	Fully-burdened Hourly Rate	Extended Cost
		\$	\$
		\$	\$
Other Expenses	Anticipated Quantity	Unit Price	Extended Cost
		\$	\$
		\$	\$
Total Cost (Section B)			\$

Section C: Other Projects (from PR Plan)

Provide your fully-burdened hourly rate.

Position Title	Anticipated Number of Hours	Fully-burdened Hourly Rate	Total Cost
Primary PR Manager	50 hours	\$	\$

TOTAL COST (YEAR 1) (SECTION A+B+C)	\$
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COMPANY/FIRM/INDIVIDUAL NAME _____

Name of Individual submitting Quote _____

Title _____

Signature _____

Date _____

Address _____ City _____ State _____

Zip Code _____

Phone # _____ Fax # _____

E-mail _____

Website _____

This page must be completed and returned with your bid response!

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**ATTACHMENT 2- TECHNICAL QUESTIONNAIRE
RFQ16000089**

Name of Company/Firm/Individual: _____

Please respond to the following questions (use additional sheets/provide attachments as needed).

1. Provide your company/firm/individual name and address.
2. The Scope of Work requires significant coordination with the IWC. Describe how you will make yourself available to work with IWC. If you are not located in Boise, specifically address your ability to service the account from your location.
3. List current qualifications, including details demonstrating your experience in the food and wine industry. Specifically address how you meet the minimum requirements detailed in Section 6 of the RFQ.
4. Describe any knowledge and/or experience specific to the State of Idaho.
5. Provide a list of resources at your disposal to assist in completing objectives.

This page must be completed and returned with your bid response!

ATTACHMENT 3 - REFERENCES

INSTRUCTIONS TO THE OFFEROR:

Vendors will be scored on a minimum of three (3) completed reference questionnaires. All questionnaires will be averaged. The completed reference questionnaires must be from individuals, companies, or agencies with knowledge of the Vendor's experience that is similar in nature and scope to the products or services being requested by this RFQ, and are within the last five (5) years from the date this RFQ was posted to IPRO. The IWC may not be utilized as a reference. Only one 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. If fewer than three (3) references are received, a score of zero "0" will be given to each missing questionnaire, up to the three (3) requested.

References not received prior to the RFQ Due Date and time will not be accepted or scored. References outside the requisite number of years (*see paragraph above*), and references determined by the State to be not of a similar nature and scope to the products or services requested in this RFQ will also not be accepted or scored. **Determination of "similar nature and scope" 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.**

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

1. Offerors must complete the following information on 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 RFQ 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.

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

REFERENCE QUESTIONNAIRE
REFERENCE'S RESPONSE TO:
RFQ16000089
Public Relations Consultant

REFERENCE NAME (Company/Organization): _____

OFFEROR (Vendor) NAME (Company/Organization): _____ has submitted a proposal to the State of Idaho, Idaho Wine Commission, to provide the following services: public relations consulting. 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:

RFQ Contact: Valerie Bollinger

E-mail: Valerie.Bollinger@adm.idaho.gov

Fax: 208-327-7320

5. This completed document **MUST** be received no later than **September 1, 2015** 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 quality of the written work delivered by the vendor:

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