

REQUEST FOR PROPOSAL TITLE	RELEASE DATE
Marketing Advertising Services for Omaha Convention and Visitors Bureau	Wednesday, May 12, 2021
OPENING DATE AND TIME	PROCUREMENT CONTACT
Wednesday, June 9, 2021, at 11:00 AM CT	Michelle Horton, Assistant Purchasing Director/Agent
<b>BID BOND AMOUNT:</b>	<b>\$100,000.00</b>

On behalf of the City of Omaha’s Omaha Convention and Visitors Bureau (OCVB), the Douglas County Purchasing Agent is issuing this Request for Proposal to solicit proposals from qualified vendors to provide marketing advertising services.

Written questions are due no later than **4:00 p.m. CT, Tuesday, June 1, 2021**, and must be sent via email to [bidquestions@douglascounty-ne.gov](mailto:bidquestions@douglascounty-ne.gov). Vendor must include the Request for Proposal title in the subject line.

Questions must be plainly labeled Questions for Marketing Advertising Services for OCVB. The response to questions or any other clarifications will be provided **solely** through addendum posted on the Douglas County Purchasing Department’s web site [www.douglascountypurchasing.org](http://www.douglascountypurchasing.org) no later than **Thursday, June 3, 2021**.

NOTE SCHEDULE OF EVENTS IN RFP FOR ACTIVITY DATES AND TIMES.

Vendor should submit one (1) original, two (2) copies and two (2) electronic copies (flash drive) of their entire proposal. Failure to submit the requested number of copies of the proposal will not automatically preclude the proposal from being considered, but may be cause for rejection at the discretion of the City.

Proposals must be submitted and received in the Omaha City Clerk’s Office by the proposal opening date and time. All attachments must be completed and returned with proposal.

**PROPOSALS MUST MEET THE FOLLOWING REQUIREMENTS TO BE CONSIDERED VALID. PROPOSALS WILL BE REJECTED IF NOT IN COMPLIANCE WITH THESE REQUIREMENTS.**

1. Proposals must be received by the date and time of the proposal opening indicated above. No late proposals will be accepted. No fax proposals will be accepted. Proposal must be delivered to:  
**Office of the Omaha City Clerk**  
**1819 Farnam St. LC 1**  
**Omaha, Nebraska 68183**
2. Proposals must meet all specifications, terms and conditions of this Request for Proposal (RFP).
3. The vendor’s proposal **MUST** be manually signed in ink or use a certificate-based digital signature (e.g. Adobe Pro, etc.).
4. The vendor’s proposal must be returned by the proposal opening date and time along with any other requirements as specified in the RFP in order to be considered for an award.
5. Proposals must be in a sealed envelope/container and marked Marketing Advertising Services for Omaha Convention and Visitors Bureau. Container(s) utilized for original documents must be clearly marked **ORIGINAL DOCUMENTS**.
6. A proposal may not be altered after opening. The proposal must stay in effect throughout the term of the contract.

## I. STANDARD CONDITIONS AND TERMS

**REQUIREMENTS FOR BID BOND:** A bid bond or certified check is required in the amount listed on page 1 of this Request for Proposal. The Bid Bond or Certified Check shall be made payable to the City of Omaha. The surety company issuing the bid bond shall be licensed by the State of Nebraska and listed on the current edition of Circular 570 of the United States Department of the Treasury. A certified check, an official bank check, or cashier's checks drawn on a national bank or a bank chartered under the laws of the state, payable to the City of Omaha, or lawful money of the United States, or a United States Government Bond (negotiable) are acceptable substitutes for bond requirements. **LETTERS OF CREDIT AND COMPANY CHECKS ARE NOT ACCEPTABLE SUBSTITUTES FOR A BID BOND AND WOULD BE CAUSE FOR REJECTION OF BID. Bid bond or acceptable substitute must be attached to the Signature Sheet at the end of this Request for Proposal.**

**SCOPE:** These standard conditions and terms of the Request for Proposal (RFP) and acceptance apply in like force to this inquiry and to any subsequent contract resulting there from.

**PAYMENT:** Payments to be made by the City of Omaha will be made by the responsible department.

**COLLUSIVE BIDDING:** The vendor's signature on submitted Proposal is a guarantee that the prices quoted have been arrived at without collusion with other eligible vendors and without effort to preclude the City of Omaha from obtaining the lowest possible competitive price.

**SPECIFICATIONS:** Vendors must submit a proposal in accordance with the terms and conditions in this Request for Proposal.

**ALTERNATE TERMS AND CONDITIONS:** The City of Omaha (CITY), at its sole discretion, may entertain alternative terms and conditions which deviate from the Request for Proposal Requirements. Alternative terms and conditions may be considered if overall contract performance would be improved but not compromised, and if they are in the best interest of the CITY. Alternative terms and conditions must be submitted with the proposal and must be clearly identified and detailed in such a way that allows such deviations to be fully evaluated. Alternative terms and conditions are discouraged and unless explicitly accepted by the CITY, are deemed to be rejected.

**INSURANCE:** No certificate of insurance required.

**AWARD:** All purchases, leases, or contracts which are based on competitive proposals will be awarded according to the provisions in the Request for Proposal. The CITY reserves the right to reject any or all proposals, wholly or in part, or to award to multiple vendors in whole or in part. The CITY reserves the right to waive any deviations or errors that are not material, do not invalidate the legitimacy of the proposal, and do not improve the vendor's competitive position. All awards will be made in a manner deemed in the best interest of the CITY.

**PERFORMANCE BOND:** No performance bond is required.

**UNAVAILABILITY OF FUNDING:** Due to possible future reductions including but not limited City of Omaha (CITY), State and/or Federal appropriations, the CITY cannot guarantee the continued availability of funding for this Agreement, notwithstanding the consideration stated in this Agreement. In the event funds to finance this Agreement become unavailable either in full or in part due to such reduction in appropriations, the CITY may terminate the Agreement or reduce the consideration upon notice in writing to vendor. The notice shall be delivered by certified mail, return receipt requested, or in person with proof of delivery. The CITY shall be the final authority as to the availability of funds. The effective date of such Agreement termination or reduction in consideration shall be specified in the notice as the date of service of

the notice or the actual effective date of the CITY, State and/or Federal funding reduction, whichever is later. Provided, that reduction shall not apply to payments made for services satisfactorily completed prior to the effective date. In the event of a reduction of consideration, vendor may cancel this Agreement as of the effective date of the proposed reduction upon the provision of advance written notice to CITY.

**NON-DISCRIMINATION:** The vendor shall not, in the performance of this Agreement, discriminate or permit discrimination in violation of federal or state laws or local ordinances because of race, color, sex, age, or disability as recognized under 42 USCS 12101 et. seq. and Omaha Municipal Code 13-89, political or religious opinions, affiliations or national origin.

**DRUG POLICY:** The vendor certifies that the vendor maintains a drug-free work place environment to ensure worker safety and workplace integrity. The vendor agrees to provide a copy of its drug-free workplace policy at any time upon request by the CITY.

**NEW EMPLOYEE WORK ELIGIBILITY STATUS (Neb. Rev. Stat. §4-108-114)**

The vendor is required and hereby agrees to use a federal immigration verification system to determine the work eligibility status of new employees physically performing services within the state of Nebraska. A federal immigration verification system means the electronic verification of the work authorization program authorized by the Illegal Immigration Reform and Immigrant Responsibility Act of 1996, 8 U.S.C. 1324a, known as the E-Verify Program, or an equivalent federal program designated by the United States Department of Homeland Security or other federal agency authorized to verify the work eligibility status of a newly hired employee.

If the vendor is an individual or sole proprietorship, the following applies:

1. The vendor must complete the United States Citizenship Attestation Form, available on the Department of Administrative Services website at [www.das.state.ne.us](http://www.das.state.ne.us).
2. If the vendor indicates on such attestation form that he or she is a qualified alien, the vendor agrees to provide the US Citizenship and Immigration Services documentation required to verify the vendor's lawful presence in the United States using the Systematic Alien Verification for Entitlements (SAVE) Program.

The vendor understands and agrees that lawful presence in the United States is required and the vendor may be disqualified or the contract terminated if such lawful presence cannot be verified as required by Neb. Rev. Stat. § 4-108.

**FEDERAL DEBARMENT OR SUSPENSION:** Vendor must state in their submitted proposal whether vendor or its principals have been debarred or suspended from Federal contracts. Vendor certifies by submission of proposal that neither it nor its principals are presently debarred or suspended from participation in Federal contracts. If during the term of the agreement the awarded vendor or any person engaged in performing this agreement becomes debarred or suspended such Party shall notify the City of Omaha immediately.

**ASSIGNMENT AND DELEGATION:** This Agreement is exclusive to the Parties and rights may not be assigned nor duties delegated by either Party except on prior written consent of the other. Any attempted assignment or delegation without such approval shall be void and shall constitute a material breach of contract. Any and all additional fees, charges, costs or expenses, which result from an approved assignment or delegation, shall be paid by the assigning/delegating Party.

**RESTRICTION AGAINST NON-COMPETE and NO-HIRE PROVISIONS**

The Vendor may not utilize non-compete agreements, hiring restrictions, or any other methods whatsoever designed to prevent continued employment/service delivery at the sites for Vendor staff. In addition,

Vendor may not utilize non-compete agreements, hiring restrictions, or any other methods designed to prevent or restrict in any manner the ability of personnel to enter into any contractual or employment relationship with any person or organization, including the City, which may provide services of the nature described in the contract to the City at any time during the course of, or following the termination of, the contract or any part thereof.

**AWARD AND NEGOTIATIONS:**

The resulting contract from this RFP will be awarded to the Vendor who has been deemed responsible, responsive to the requirements outlined herein, received the highest-ranking scores, and whose services and/or products have been determined by the Selection Committee to be the most advantageous to the City.

Such determination that identified the highest ranked proposer offering shall be based on the Selection Committee's resulting scores from the evaluation criteria set forth in the Project Description and Scope of Work along with Vendor's performance in any oral interviews conducted.

The City reserves the right to make an award based on the "written evaluation" without holding oral interviews. Whereby, the scores from the "written evaluation" shall be the final ranking of the best qualified proposer.

The City also reserves the right to seek additional information from Vendor such as, but not limited to, additional oral interviews, demonstrations, written clarification, information, and research at various stages of the process for the Selection Committee to make a final decision. All awards will be made in a manner deemed in the best interest of the City

The successful Vendor shall receive information from the City and/or meet with the City's Representative(s) to negotiate an initial detailed work plan, and finalize the scope of services and cost proposal.

If the City is unable to arrive at an agreement with the top ranked proposer, the City retains the sole right to move on to negotiations with the second (and then third, etc.) ranked proposer. Contract to be executed will be based on a Cost Proposal/Fee Schedule with a "not to exceed total" for total expenditures agreed upon in negotiations.

## **II. SCOPE OF THE REQUEST FOR PROPOSAL**

### **A. SCOPE**

On behalf of the City of Omaha's Omaha Convention and Visitors Bureau (OCVB), the Douglas County Purchasing Agent is issuing this Request for Proposal to solicit proposals from qualified vendors to provide marketing advertising services.

The vendor will be responsible for all requirements and successful performance of this contract.

### **B. TERM**

The agreement which results from this RFP will be a contract for a period of four (4) years beginning on approximately January 1, 2022. This Agreement may be extended, on the same terms and conditions for an additional two (2) separate one-year terms, if the CITY exercises the option to do so.

### **C. NON-EXCLUSIVE**

Any agreements awarded shall be non-exclusive. The CITY reserves the right to enter into multiple agreements from this RFP.

### **D. INQUIRIES**

Any explanation desired by a vendor regarding the meaning or interpretation of any RFP provision or questions must be submitted in writing via email to [bidquestions@douglascounty-ne.gov](mailto:bidquestions@douglascounty-ne.gov), no later than **4:00 p.m. CT on Tuesday, June 1, 2021** and clearly marked "Questions for Marketing Advertising Services for Omaha Convention and Visitors Bureau. Vendor must include the Request for Proposal title in the subject line.

The response to questions or clarifications will be provided **solely** through addendum posted on the Douglas County Purchasing Department's web site [www.douglascountypurchasing.org](http://www.douglascountypurchasing.org)

### **E. PRIME VENDOR RESPONSIBILITIES**

The vendor will be required to assume responsibility for all contractual services offered in this proposal whether or not the vendor performs them. Further, the CITY will consider the vendor to be the sole point of contact with regard to contractual matters, including payment of any and all charges resulting from the anticipated contract.

### **F. TERMINATION**

The CITY may terminate the contract at any time if the vendor fails to carry out the terms or fails to make substantial progress toward the fulfillment of the contract obligations.

In such event, the CITY shall provide the vendor with thirty (30) days written notice of conditions which endanger contract performance. If after such notice the vendor fails to remedy these conditions, the CITY may send a certified letter to the vendor for immediate cancellation of the contract. In such event, the CITY would receive a pro-rated portion of the value of the performance bond depending on the value of the remaining portion of the contract.

The contract may be terminated prior to the end of the contract period by mutual agreement of both parties by at least ninety (90) days written notice.

### **G. UNAVAILABILITY OF FUNDS**

Due to possible future reductions in County, State and/or Federal appropriations, the CITY cannot guarantee the continued availability of funding for this Agreement, notwithstanding the consideration stated in this Agreement. In the event funds to finance this Agreement become unavailable either in full or in part due to

such reduction in appropriations, the CITY may terminate the Agreement or reduce the consideration upon notice in writing to Vendor. The notice shall be delivered by certified mail, return receipt requested, or in person with proof of delivery. The CITY shall be the final authority as to the availability of funds. The effective date of such Agreement termination or reduction in consideration shall be specified in the notice as the date of service of the notice or the actual effective date of the County, State and/or Federal funding reduction, whichever is later. Provided, that reduction shall not apply to payments made for services satisfactorily completed prior to the effective date. In the event of a reduction of consideration, Vendor may cancel this Agreement as of the effective date of the proposed reduction upon the provision of advance written notice to the CITY.

**H. SCHEDULE OF EVENTS**

The CITY expects to adhere to the tentative procurement schedule shown below. It should be noted, however, that some dates are approximate and subject to change.

<b>ACTIVITY</b>		<b>DATE/TIME</b>
1.	Release Request for Proposal	Wednesday, May 12, 2021
2.	Deadline to submit written questions	Tuesday, June 1, 2021, 4:00 p.m. CT
3.	Response to written questions posted on website no later than	Thursday, June 3, 2021
4.	Deadline for submitting proposal to City Clerk Proposal Opening: Legislative Chambers LC-4 1819 Farnam Street Omaha, Nebraska 68183	Wednesday, June 9, 2021, 11:00 a.m. CT

### III. PROCUREMENT PROCEDURES

#### A. GENERAL INFORMATION

The Request for Proposal (RFP) is designed to solicit proposals from qualified vendors who will be responsible for Marketing Advertising Services for Omaha Convention and Visitors Bureau.

Proposals that do not conform to the mandatory items as provided in the proposal instructions will not be considered.

The CITY reserves the right to reject all proposals, and, at its discretion, may withdraw or amend this RFP at any time. If, in the opinion of the CITY, revisions or amendments will require substantive changes in proposals, the due date may be extended.

#### B. COMMUNICATION WITH STAFF

From the date the RFP is issued until a contract is executed, communication regarding this project between potential vendors and individuals employed by the City of Omaha is prohibited. Only written communication **via email to [bidquestions@douglascounty-ne.gov](mailto:bidquestions@douglascounty-ne.gov) is permitted.**

Once a determination is announced regarding the selection of a vendor, the vendor will be permitted to speak with the person(s) participating in contract negotiations.

Violation of these conditions may be considered sufficient cause to reject a vendor's proposal and/or selection irrespective of any other condition.

The following exceptions to these restrictions are permitted:

1. Contacts made pursuant to any pre-existing contracts or obligations;
2. City staff and/or vendor staff present at a Pre-Proposal Conference, if scheduled, when recognized by City as staff facilitating the meeting for the purpose of addressing questions; and,
3. Presentations, key personnel interviews, clarification sessions or discussions to finalize a contract, as requested by the City of Omaha.

#### C. PROPRIETARY INFORMATION

All information and data contained in the proposal becomes the property of the CITY and becomes public information upon opening the proposal.

Any proprietary and/or copyrighted material must be submitted in a separate envelope/package and submitted with the proposal. A separate sheet must be provided that clearly states which sections have been submitted as proprietary or have copyrighted materials.

If the vendor wishes to have any information withheld from the public, such information must fall within the definition of proprietary information contained within Nebraska's Public Record statutes. (Neb. Rev. Stat. §§ 84-712 through 84-712.09)

All proprietary information the vendor wishes the City of Omaha to withhold from the public must be submitted in a sealed package, which is separate from the remainder of the bid. The separate package must be clearly marked PROPRIETARY on the outside of the package. In addition, electronic copies (flash drive) of the vendor's proposal should include a file marked "PROPRIETARY" which contains the electronic version of the vendor's PROPRIETARY information. The City of Omaha will not be held responsible for releasing electronic files that are not specifically marked and placed in a "PROPRIETARY" file within the electronic copy.

**Vendors may not mark their entire RFP as proprietary. Vendors must submit a cost proposal and it may not be marked as proprietary information.** Failure of the vendor to follow the instructions for submitting proprietary and copyrighted information may result in the information being viewed by other vendors and the public.

**D. PROPOSAL OPENING**

The sealed proposals will be publicly opened in the Douglas County Legislative Chambers (LC 4) and the bidding entities announced on the date and time specified in the Schedule of Events.

**E. REJECTIONS OF PROPOSALS**

The CITY reserves the right to reject any or all proposals, wholly or in part. The CITY reserves the right to waive any deviations or errors that are not material, do not invalidate the legitimacy of the proposal and do not improve the vendor's competitive position. All awards will be made in a manner deemed in the best interest of the CITY.

**F. PROPOSAL EVALUATION**

The CITY will conduct a fair, impartial and comprehensive evaluation of all proposals in accordance with the criteria set forth below. The criteria for determining a responsible vendor shall include but not be limited to:

1. The ability, capacity and skill of the vendor to deliver and implement the system or services that meets the requirements of this RFP;
2. The character, integrity, reputation, judgment, experience and efficiency of the vendor;
3. Whether the vendor can provide options that meet the specifications requested;
4. The quality of vendor's performance on prior contracts;
5. Such other information that may be secured and that has a bearing on the decision to award the contract; and
6. Cost.

**G. EVALUATION COMMITTEE**

Proposals will be independently evaluated by members of the Evaluation Committee. This Committee will consist of staff with the appropriate expertise to conduct such proposal evaluations.

**H. MANDATORY REQUIREMENTS**

The proposals will first be examined to determine if all mandatory requirements listed below have been addressed to warrant further evaluation. Proposals not meeting mandatory requirements will be excluded from further evaluation. The mandatory requirement items are as follows:

1. Executive Summary;
2. Corporate Overview;
3. Technical Approach; and
4. Cost Proposal.

**I. EVALUATION**

All responses to this RFP that fulfill all mandatory requirements will be evaluated. Areas that will be addressed during the technical evaluation include:

1. The Executive Summary;
2. Corporate Overview shall include but not be limited to;
  - a. The ability, capacity and skill of the vendor to deliver and implement the system or services that meets the requirements of this RFP with full fidelity;



- b. The character, integrity, reputation, judgment, experience and efficiency of the vendor and/or vendor's service components; and
  - c. Whether the vendor can provide services within the specified timeframe.
3. Technical Approach; and
4. Cost Proposal.

**J. REFERENCE CHECKS**

Vendor must provide at least three (3) professional references (see Bid Submission Sheet II). The CITY reserves the right to check any reference(s), regardless of the source of the reference information, including but not limited to, those that are identified by the company in the proposal, those indicated through the explicitly specified contacts, those that are identified during the review of the proposal, or those that result from communication with other entities involved with similar projects.

**K. VIOLATION OF TERMS AND CONDITIONS**

Violation of the terms and conditions contained in this RFP or any resultant contract at any time before or after the award shall be grounds for action by The CITY, which may include, but is not limited to, the following:

1. Rejection of a vendor's proposal.
2. Suspension of the vendor from further bidding with the City of Omaha for the period of time relative to the seriousness of the violation, such period to be within the sole discretion of the City of Omaha.

## **IV. PROJECT DESCRIPTION AND SCOPE OF WORK**

### **A. GENERAL**

The City of Omaha, Nebraska is issuing Requests for Proposals (RFP) on behalf of the Omaha Convention & Visitors Bureau (OCVB) to engage a full-service advertising agency for its complete services. The selected agency will develop an integrated advertising and marketing campaign targeted at promoting the City of Omaha as a unique regional leisure destination and national convention/meeting location.

### **B. ORGANIZATION OVERVIEW**

The OCVB is a division of city government and serves as the official tourism authority for Omaha. The OCVB's mission is to stimulate economic growth by increasing the number of out-of-town visitors and strengthening the positive awareness of Omaha/Douglas County as a convention and leisure destination.

The OCVB serves as the city's destination marketing organization (DMO) with the following primary responsibilities:

1. To promote the destination as a desirable location for a leisure trip
2. To promote and sell the destination as a desirable location to hold conventions and meetings.
3. To assist convention and meeting groups in the city with preparations and information.
4. To provide visitors with information that will help make their visit more enjoyable.

The OCVB currently brands, markets and sells the destination regionally as a great weekend getaway for leisure travelers, and nationally as a premier destination for convention/meeting and motor coach groups. Currently, the primary target audience for the OCVB's advertising efforts is the leisure traveler, the OCVB also uses advertising and promotion to increase awareness about Omaha among meeting planners, association executives and motor coach planners. For more information about the OCVB go to [www.VisitOmaha.com](http://www.VisitOmaha.com)

### **C. PROJECT SUMMARY**

The OCVB is searching for a full-service advertising agency to support the OCVB's advertising and promotional strategy and execution. This agency must be able to demonstrate experience and talent in creating an integrated advertising campaign across a variety of different media platforms, while providing a measurable means of evaluating the success of the campaign.

The location of the agency should be conducive to providing quality and personalized customer service to the OCVB. An agency with a working understanding and knowledge of Omaha/Douglas County and its tourism community is preferred. It should be noted that the OCVB is recruiting an agency, which has specific experience with destination marketing. Special consideration will be made based on relevant experience.

### **D. BUDGET**

The OCVB has allocated a total estimated budget for marketing and advertising of up to \$3 million annually for each of the four (4) years for a total of approximately \$12 million. The contract will include an option to extend for up to two (2) one-year terms at the sole option of OCVB. This budget includes, strategic planning, creative direction, graphic design, production of necessary collateral, media purchase, placement and research.

### **E. AGENCY TASKS AND RESPONSIBILITIES**

The role of the agency will be to design and implement a yearly media campaign. Within the scope of work the OCVB will require the agency to develop a campaign strategy with clear messaging, identify media placement opportunities, negotiate rates, design creative, place advertising and provide campaign analytics. The agency will provide the OCVB with insight and suggestions on what advertising platforms and partners to utilize during the campaign.

The agency will support the OCVB with campaign creation for the leisure and convention markets, creating a cohesive message that will be included in all advertising and promotional campaigns, but will be able to amend creative and identify advertising opportunities relevant for each segment.

The agency will not be responsible for content creation, site management or website hosting for the VisitOmaha.com website. But the agency may be required to create campaign specific websites.

#### **F. MEDIA PLANNING & PLACEMENT**

The OCVB will evaluate the proposed agencies based on their ability to identify relevant and effective advertising platforms for the OCVB. This will include their knowledge and experience with digital channels, ad networks, social channels, as well as traditional platforms including TV, radio, print and outdoor. The OCVB will support the agency with background on platforms and partners that have been effective in the past. The OCVB will request that all advertising sales goes through the agency, and will appoint the agency as the direct line of communication for all publications. The OCVB expects the agency to provide a detailed media plan each year that indicates what platforms should be utilized, how the budget should be allocated, calls to action, and what objectives/goals will be tracked and reported.

#### **G. SEARCH ENGINE MARKETING**

The agency selected will be required to manage all Search Engine Marketing campaigns and will be asked to define the allocated budget, develop the campaigns, creative ads, identify keywords, and amend the campaign as needed. The agency will provide reporting for the SEM campaign goals and objectives.

#### **H. SEARCH ENGINE OPTIMIZATION (SEO)**

The OCVB has contracted Simpleview, Inc. to manage SEO and the agency will not be responsible for SEO. The OCVB will provide monthly reports from Simpleview to support the advertising & promotion strategy.

#### **I. SOCIAL MEDIA**

The OCVB currently manages all social media communication and will continue to do so. The OCVB social media team will define the communication schedule, push messaging, and interact with the social community. The OCVB is looking for an agency partner that can develop social channel focused campaigns. The agency will be in charge of campaign strategy development, creative design, application development, and ad placement. The agency will be required to coordinate with the OCVB social media team to ensure messaging supports the campaign strategy.

#### **J. PUBLIC RELATIONS**

The OCVB currently manages all Public Relations efforts. The selected agency will be asked to provide support in the areas of media outreach. This will include writing and sending media releases; providing Omaha-related content to bloggers and travel writers; seeking opportunities to secure media coverage of Omaha; and assisting with media or blogger familiarization visits.

#### **K. DIVERSITY REPRESENTATION AND SENSITIVITY**

The OCVB's primary goal is to showcase Omaha as a tourism destination. These targeted audiences reside in diverse communities with citizens of all backgrounds and viewpoints. The OCVB is cognizant of recent ad campaigns, marketing plans, and social media activity from other brands, companies, and destinations which have inadvertently offended culturally diverse subsets of target markets and have adversely impacted the entity which was seeking promotion. The successful proposal should articulate and specify how the bidding agency will implement safeguards designed to ensure ad messaging will be sensitive and inclusive to an array of audiences. The proposal should also identify key personnel within the bidding agency who will be responsible for overseeing these safeguards, and should describe the experience each individual has with cultural sensitivity issues.

## **L. ANALYTICS AND REPORTING**

The OCVB focuses on trackable results for all campaigns and requires accurate, executive level reporting and dashboards. All campaigns will require clear objectives and trackable metrics that can be reported both weekly and monthly.

## **M. PROPOSAL REQUIREMENTS**

- A letter of interest, not to exceed two pages in length, and should include the following:
  - Agency name
  - Annual Billings
  - Key Accounts
  - Related Experience
  - Staffing
  - Special Areas of Expertise
  - Fee Structure including media buying fees, creative and development fees, project management fees, copywriting fees, implementation, and any other fees or costs your company deems relevant.
  - Agency Philosophy
  
- An example/case study of another campaign developed and executed that had a comparable budget (please include copies of creative - print, TV, etc.).
- An example/case study of a campaign that involved the tourism industry (please include copies of creative - print, TV, etc.)
- Indicate your agency's capability of providing media planning, buying and tracking.
- Indicate how your agency measures the success of its campaigns.
- Any other information that you would like to be considered in the selection process.

## **N. PROPOSAL EVALUATION**

The City of Omaha will conduct a fair, impartial and comprehensive evaluation of all proposals. The OCVB has identified a working committee to review all submitted proposals. After review, the OCVB will determine and notify all qualifying finalists. Prior to final selection, the OCVB will provide finalists with an opportunity to formally present to the OCVB selection committee. This committee will consist of OCVB staff and members of Omaha's hospitality community with the appropriate expertise to conduct such proposal evaluations.

The OCVB would like each finalist to prepare a presentation that shows how the agency would grow upon the OCVB's existing marketing efforts. A special webpage has been created to provide an overview of the current marketing campaigns: [www.visitomaha.com/2021AdvertisingRFP](http://www.visitomaha.com/2021AdvertisingRFP)

The OCVB is very interested in hearing how each agency would allocate the budget, including suggestions on media platform utilization, destination marketing concepts, and what clear goals and objectives should be identified.

Prior to award, contractors are advised that only the point of contact can clarify issues or render any opinion regarding this RFP. No individual member of the City of Omaha, employee of the City of Omaha or member of the Evaluation Committee is empowered to make binding statements regarding this RFP.

## **O. CONDITIONS**

Data and documentation included in the RFP becomes the property of the City of Omaha and may become public information upon opening proposals.

A transmittal letter must accompany this proposal "certifying that all information presented herein is accurate and complete", and signed by an authorized official of the proposing firm.

The City reserves the right to reject any and all proposals; all proposals must meet the specifications as shown. The City reserves the right to make award based on the RFP received without any further negotiations.

The vendor awarded the contract must comply with the Contract Compliance Ordinance and have on file with the City of Omaha Human Relations Department, the Contract Compliance Report (Form CC-1). Any questions regarding the Contract Compliance Ordinance should be directed to the Contract Compliance Officer at (402) 444-5055. A Contract Compliance Report (CC-1) is attached for completion and is to be submitted with your RFP.

## V. PROPOSAL INSTRUCTIONS

This section documents the mandatory requirements that must be met by vendors in preparing the Technical and Cost Proposal. Vendors should identify the subdivisions of this section clearly in their proposals.

Proposals are due by the date and time shown in the Schedule of Events. Content requirements for the Technical and Cost Proposal are presented separately in the following subdivisions:

### A. TECHNICAL PROPOSAL

The Technical Proposal shall consist of three (3) sections

1. Executive Summary
2. Corporate Overview
3. Technical Approach

### B. EXECUTIVE SUMMARY

The Executive Summary shall condense and highlight the contents of the solution being proposed by the vendor in such a way as to provide the Evaluation Committee with a broad understanding of the vendor's Technical Proposal.

Vendors must present their understanding of the issues being addressed by implementing a new system, the objectives and intended results of the project, and the scope of work. Vendors shall summarize how their Technical Proposal meets the requirements of the Request for Proposal and why they are best qualified to perform the work required herein.

### C. CORPORATE OVERVIEW

The Corporate Overview section of the Technical Proposal must consist of the following subdivisions:

#### 1. VENDOR IDENTIFICATION AND INFORMATION

The vendor must provide the full company or corporate name, address of the company's headquarters, entity organization (corporation, partnership, proprietorship), state in which the vendor is incorporated or otherwise organized to do business, year in which the vendor first organized to do business, whether the name and form of organization has changed since first organized, and Federal Employer Identification Number or Social Security number.

#### 2. CHANGE OF OWNERSHIP

If any change in ownership or control of the company is anticipated during the twelve (12) months following the proposal due date, the vendor must describe the circumstances of such change and indicate when the change will likely occur. Any change of ownership to an awarded vendor will require notification to the City of Omaha.

#### 3. RELATIONSHIPS WITH THE CITY OF OMAHA

The vendor shall describe any dealings with the City of Omaha over the previous three (3) years. If the organization, its predecessor, or any party named in the vendor's proposal response has contracted with the CITY, the vendor shall identify the contract number(s) and/or any other information available to identify such contract(s). If no such contracts exist, so declare.

#### 4. VENDOR'S EMPLOYEE RELATIONS TO THE CITY OF OMAHA

If any party named in the vendor's proposal response is or was an employee of the City of Omaha within the past twelve (12) months, identify the individual(s) by name, City department with whom employed, job title or position held with the City, and separation date. If no such relationship exists or has existed, so declare.

If any employee of any department of the City of Omaha is employed by the vendor or is subcontractor to the vendor, as of the due date for proposal submission, identify all such persons by name, position held with the vendor, and position held with the City (including job title and agency). Describe the responsibilities of such persons within the proposing organization. If, after review of this information by the City, it is determined that a conflict of interest exists or may exist, the vendor may be disqualified from further consideration in this proposal. If no such relationship exists, so declare.

#### **5. CONTRACT PERFORMANCE**

It is mandatory that the vendor submit full details of all termination for default experienced during the past three (3) years, including the other party's name, address and telephone number. The response to this section must present the vendor's position on the matter. The City of Omaha will evaluate the facts and will score the vendor's proposal accordingly. If no such termination for default has been experienced by the vendor in the past three (3) years, so declare.

#### **6. SUMMARY OF VENDOR'S CORPORATE EXPERIENCE**

The vendor shall provide a summary matrix listing the vendor's previous projects similar to this Request for Proposal in size, scope and complexity, as this experience is likely to be considered in selecting a vendor. The City of Omaha will use no more than three (3) narrative project descriptions submitted by the vendor during its evaluation of the proposal.

The vendor must address the following:

- a. The vendor must provide narrative descriptions to highlight the similarities between their experience and this Request for Proposal. These descriptions must include:
  - 1) The time period of the project;
  - 2) The scheduled and actual completion dates;
  - 3) The vendor's responsibilities;
  - 4) For reference purposes, a customer name (including the name of a contact person, a current telephone number, a facsimile number and e-mail address) See Bid Submission Sheet II; and
  - 5) Each project description shall identify whether the work was performed as the prime contractor or as a subcontractor. If a vendor performed as the prime contractor, the description must provide the originally scheduled completion date and budget, as well as the actual (or currently planned) completion date and actual (or currently planned) budget.
- b. Vendors and subcontractors experience must be listed separately. Narrative descriptions submitted for subcontractors must be specifically identified as subcontractor projects.
- c. If the work was performed as a subcontractor, the narrative description shall identify the same information as requested for vendors above. In addition, subcontractors shall identify what share of contract costs, project responsibilities, and time period were performed as a subcontractor.

#### **7. SUMMARY OF VENDOR'S PROPOSED APPROACH**

The vendor must present a detailed description of its proposed approach to the management of the project. The vendor must identify the specific professionals who will work on the CITY project if their company is awarded the contract resulting from this RFP. The names and titles of the team proposed for assignment to the CITY project shall be identified in full, with a description of the team leadership, interface and support functions, and reporting relationships. The primary work assigned to each person should also be identified.

**8. SUBCONTRACTORS**

If the vendor intends to subcontract any part of its performance hereunder, the vendor must provide:

- a. Name, address and telephone number of the subcontractor(s);
- b. Specific tasks for each subcontractor;
- c. Percentage of performance hours intended for each subcontract; and,
- d. Total percentage of subcontractor(s) performance hours.

**9. TECHNICAL APPROACH**

The technical approach section of the Technical Proposal must consist of the following subsections:

- a. Understanding of the scope of the project and the project requirements;
- b. Specifications of units/services bid;
- c. Technical considerations;
- d. A timetable and a list of any methods, tools, or devices to assist the CITY in implementation.
- e. Vendors will provide a detailed project work plan; and
- f. Deliverables and due dates.

**10. COST PROPOSAL REQUIREMENTS**

This section describes the requirements to be addressed by vendors in preparing the Cost Proposal. The vendor must submit its Cost Proposal in a section of the proposal that is separate from the Technical Proposal section.

The vendor shall complete the Bid Submission Sheet I listing the cost summary for the project. The cost for planning, installation, labor, equipment, parts, etc. shall be included in the cost summary. Any maintenance or service agreement costs will be listed separately.

Any exception shall be clearly listed with an explanation.

The vendor must include details in the Cost Proposal supporting any and all costs. These details must include, at a minimum, detailed descriptions and/or specifications of the services to be provided, quantities, and timing and unit costs, if applicable.



**BID SUBMISSION SHEET I: COST SUMMARY**

**VENDOR NAME:** \_\_\_\_\_

Vendors are expected to complete the Cost Summary Bid Submission Sheet. Every proposal must include this sheet (or an exact replica) to facilitate proposal evaluation. This is a requirement that will not be waived.

<b>DESCRIPTION</b>		

**BID SUBMISSION SHEET II: REFERENCES**

**VENDOR NAME:** \_\_\_\_\_

Vendors must provide three (3) references which should include the below listed contact information. References will be used to determine if a vendor is qualified based on prior work performance for the City of Omaha or existing business clients of vendor.

Every submitted bid must include the completed reference sheet to facilitate bid evaluation. **This is a requirement that will not be waived.**

- 1. Name of business \_\_\_\_\_  
Address \_\_\_\_\_  
Contact person \_\_\_\_\_  
Telephone number \_\_\_\_\_  
Email address \_\_\_\_\_
  
- 2. Name of business \_\_\_\_\_  
Address \_\_\_\_\_  
Contact person \_\_\_\_\_  
Telephone number: \_\_\_\_\_  
Email address \_\_\_\_\_
  
- 3. Name of business \_\_\_\_\_  
Address \_\_\_\_\_  
Contact person \_\_\_\_\_  
Telephone number \_\_\_\_\_  
Email address \_\_\_\_\_

**RFP: MARKETING ADVERTISING SERVICES FOR  
OMAHA CONVENTION AND VISITORS BUREAU**

**Signature Sheet**

Vendor must attach bid bond or acceptable substitute to this form  
and insert both at the front of their submitted proposal

Company Name: \_\_\_\_\_

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

Company Phone: \_\_\_\_\_

Company contact name  
(printed): \_\_\_\_\_

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

Email address: \_\_\_\_\_

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

Bid security is required on this Request for Proposal. Has bid security been attached to this form?

<input type="checkbox"/>	YES	<input type="checkbox"/>	NO
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# Responsible Contractor Compliance Form



1. Regulation:

A. Article IV, Division I of Chapter 10 of the Omaha Municipal Code thereon require:

1. That all contractors who submit a bid to City of Omaha shall designate a representative who on behalf of the Contractor, shall fill out completely a Responsible Contractor Compliance Form (RC-1). **An incomplete or unsigned RC-1 form will make your bid null and void.**

2. Filing this Report (please initial in the boxes below):

- Contractor agrees that Contractor will not knowingly employ or hire an employee not lawfully authorized to perform employment in the United States and that the Contractor and all sub-contractors shall use E-Verify to determine work eligibility.
- Contractor agrees that Contractor will not knowingly violate Nebraska's Misclassification of Employee law (Neb. Rev. Stat. Section 48-2901 et seq.).
- Contractor agrees that Contractor will not knowingly violate Nebraska's Fair Labor Standards Law (Neb. Rev. Stat. Section 73-104 et seq.).
- Contractor has not been convicted of any tax violations (local, State and Federal) within the last three years from the date this bid is submitted.
- Contractor has not, upon final determination by the Occupational Safety and Health Administration, been convicted of a criminal, repeat, or willful violation of the Occupational Safety and Health Act (OSHA) or been convicted of 3 (three) separate "serious" OSHA violations within the past three (3) years.
- Contractor agrees to make a good faith effort to ensure all subcontractors employed on this project comply with the provisions of the Responsible Contractor Compliance Form RC-1.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

By signing, I verify on behalf of the Contractor that the information above is true and correct. Filing false information carries a penalty of up to a \$500 fine or six months in jail. In addition, the contractor and sub-contractors can be subject to immediate disqualification and prohibited from any future City of Omaha contract for a period of 10 years.

The RC-1 form must be completed and submitted with proposal