



FRUITA

COLORADO

City of Fruita Request for Proposals Tourism Marketing and Promotion Services

I. INVITATION

The City of Fruita (hereinafter “the City”) invites all interested, qualified companies or firms to submit responses to this Request for Proposal (RFP) seeking professional advertising and marketing services. The City of Fruita is committed to implementing existing marketing plans and creating new marketing plans that will promote responsible tourism and travel to the area. The successful consultant must demonstrate extensive knowledge and understanding of how to create and implement a comprehensive marketing program strategy to fulfill the objectives of the City. The City is encouraging consultants to bid on the RFP as a whole or to bid on specific parts of the RFP where the consultant may have specialized expertise. The City will entertain all proposals for the entire RFP or for specific projects.

Responses to this Request for Proposals will be accepted until August 20, 2021, at 5:00 p.m. Mountain Daylight Time. Proposals must be submitted via email to svassen@fruita.org. It is the sole responsibility of the consultant to ensure that its proposal is received before the submittal deadline listed above. Late proposals will not be considered.

Any requests for clarification or additional information deemed necessary by any respondent to present a proposal may contact Shannon Vassen, Assistant to the City Manager at svassen@fruita.org. Please submit all questions by August 18, 2021, at 5:00 p.m. MDT. The City reserves the right to negotiate any and all elements of this proposal.

II. GENERAL BACKGROUND

The City of Fruita is a growing community with a population of approximately 14,000 in Western Colorado. It is well known for its outdoor recreation opportunities and is surrounded by over a million acres of public lands providing endless opportunities for mountain biking, hiking, trail running, road cycling, river rafting, and more. Fruita is also home to the Colorado

National Monument, two state parks, Imondi Wake Zone (the only full-service cable wakeboard park in the Rocky Mountain West), and many unique special events. Fruita has been voted as the “Top Adventure Town” in Elevation Outdoors Magazine “Best of the Rockies” several times, and more recently, was named the “Best Kid Friendly Outdoor Town.”

The selected consultant will work closely with City staff and the Fruita Tourism Advisory Council to responsibly market Fruita to target audiences and key demographics. The general marketing objective is to create or continue the implementation of a marketing program that identifies target market(s), informs and promotes responsible tourism for identified target markets, promotes outdoor recreation activities, the area’s numerous and diverse natural resources, Fruita’s unique festivals, retail opportunities, and historic downtown, and develops promotional materials, including but not limited to videos, photos, maps, blogs, social media (organic exposure, ads, content) brochures, and more. The City anticipates entering in a multi-year agreement with the selected consultant to carry out these services and more, as identified below.

III. SCOPE OF SERVICES

The successful consultant will be expected to complete the following scope of work, including but not limited to:

- a. Develop a strategic consumer marketing plan in coordination with other economic development efforts that includes identification of target markets; specific strategies with measurable objectives for each target market; and tactics to achieve those objectives.
- b. Analyze and recommend specific marketing mediums to include, but not limited to, print design, website content, billboards, videos, photos, etc. Monitor placement to ensure accuracy and completion of all media schedules.
- c. Develop strategies that maximize funds to establish an on-going marketing program. Program should identify potential marketing and advertising partners to develop tactics for generating new funding opportunities and leverage City of Fruita funds to extend a comprehensive marketing program.
- d. Develop a comprehensive reporting strategy that will inform the City of Fruita, in a timely manner, of the successes and failures of the marketing program and corrective action measures to address failures or intensify successes.

The consultant will provide all services necessary to successfully complete the project described above. Activities should include, but may not be limited to:

- e. Develop a marketing plan to promote recreation and sporting activities. Promotion includes strategic messaging to educate visitors on responsible tourism, Colorado Leave No Trace principles, how visitors can spread out and enjoy the many outdoor recreational opportunities to encourage travel during off-peak time periods and be in line with the City’s comprehensive plan Fruita in Motion to balance the City’s

community first approach while welcoming guests to our world-class community. The marketing plan will promote, but may not be limited to:

- i. Natural resources for mountain biking, hiking, rafting, backpacking, 4-wheeling, rodeo, hunting, fishing, horseback riding, and wildlife viewing.
 - ii. Fruita's festivals, specifically "Fruita Fat Tire Festival," "Mike the Headless Chicken Festival," and "Fruita Fall Festival." Festivals will be promoted collectively and individually.
 - iii. World-renowned paleontology sites within the Fruita area, specifically: Dinosaur Hill, Rabbit Valley, Riggs Hill and the Fruita Paleo Area. The plan will include the nationally designated Dinosaur Diamond Prehistoric Byway.
 - iv. Federal lands with abundant outdoor recreational activities including Colorado National Monument, a unit of the National Park Service with over 23,000 acres and over 40 miles of biking trails; and McInnis Canyons National Conservation Area with 123,400 high-desert acres including Rattlesnake Canyon, which includes the second largest concentration of natural arches in North America.
 - v. Family-friendly destinations including Dinosaur Journey, a unit of the Museum of Western Colorado, and the Riverfront Trail.
 - vi. The friendly destinations including Dinosaur Journey, a unit of the Museum of Western Colorado, and the Riverfront Trail.
- f. The marketing plan will specify the following issues and provide a cost estimate where appropriate:
- i. Where marketing efforts will occur
 - ii. What will be marketed
 - iii. Identified target market(s)
 - iv. Timing strategies
 - v. Available resources
- g. Develop a strategy to utilize free advertising, sponsorships, and media partnerships. May also leverage local talent.

IV. PROPOSAL CONSIDERATIONS

- a. Prepare a marketing plan for the City of Fruita as outlined that can be implemented with a budget of up to \$65,000 annually
- b. The marketing plan will address short and long-term strategies
- c. Completion and submission of the marketing plan in a written report which identifies problems and issues and recommended strategies and implementation schedule.
- d. Presentation of a verbal report to the City of Fruita summarizing the plan.

V. REQUIRED SUBMITTALS AND PROPSAL

Interested companies or firms shall submit deliverables that clearly demonstrate their ability to provide services as outlined in this Request for Proposals. The following submittals shall be organized in the order listed below to facilitate fair and equitable evaluation of the responses.

- a. **Cover Letter** - A cover letter shall be provided with explains the firms interest in the project. The letter shall contain the name, address, and phone number of the person who will serve as the contact for the project and who will be authorized to make presentation on behalf of the firm.
- b. **Company Qualifications and References** – Please submit a brief list of references, experiences with similar projects, agency background, and familiarity with Fruita.
- c. **Marketing Campaigns** – Please submit a brief summary of previous marketing campaign, proposed preliminary campaign ideas presented for the City of Fruita, the effectiveness of message, and how the consultant proposes to measure the results of the campaign during the marketing period.
- d. **Cost of Services** – Please provide a summary of the following:
 - i. Billable rates, including travel
 - ii. Non-billable services
 - iii. Commission rate for media
 - iv. Ability to leverage and extend funding opportunities
 - v. Total anticipated cost of marketing campaign, including all firm fees and media cost.

All inquiries and requests for clarification shall be submitted via email to Shannon Vassen, Assistant to the City Manager at by no later than 5:00 p.m., on August 18,2021. The City shall post responses to all requests for clarification by August 19,2021 at 5:00 p.m.

Proposals are required to emailed to Shannon Vassen, Assistant to the City Manager at svassen@fruita.org. The City reserves the right to reject any and all proposals and further reserves the right to award the project to any bidder even though the successful contractor may not be the lowest bidder.

VI. PROPOSED TIMELINE FOR MARKETING AND ADVERTISING CONTRACT

- a. RFP Process – July 20,2021 – August 20, 2021
- b. Notice of Interviews – August 23, 2021
- c. Interviews with Fruita Tourism Advisory Council – August 26, 2021, to August 27, 2021
- d. Notice of Award - September 2021
- e. Presentation to City Council on 2022 Marketing Plan – October 5, 2021

CONFIDENTIAL AND PROPRIETARY INFORMATION

If a contractor believes that parts of an offer are confidential, then the contractor must so specify. The contractor must include in bold letters the term "CONFIDENTIAL" on that part of the offer which the contractor believes to be confidential. The contractor must submit in writing specific detailed reasons, including any relevant legal authority, stating why the contractor believes the material to be confidential. Vague and general claims as to confidentiality will not be accepted. The City will be the sole judge as to whether a claim is acceptable. Decisions regarding the confidentiality of information will be made when requests are made to make the information public. All offers and parts of offers, which are not marked as confidential, will automatically be considered public information after the contract is awarded. The successful offer may be considered public information even though parts are marked confidential.

WITHDRAWAL OR MODIFICATIONS OR OFFERS

Any contractor may modify or withdraw an offer in writing at any time prior to the deadline for a submission of an offer.

ACCEPTANCE

Any offer received and not withdrawn shall be considered an offer, which may be accepted by the City based on initial submission without discussions or negotiations. By submitting an offer in response to this solicitation, the contractor agrees that any offer it submits may be accepted by the City at any time within 90 calendar days from the date of submission deadline. The City reserves the right (a) to reject any or all offers, (b) to waive informalities and minor irregularities in offers received, and/or (c) to accept any portion of an offer if deemed in the best interest of the City. Failure of the contractor to provide in its offer any information requested in the RFP may result in rejection of the offer for non-responsiveness.

PROPOSAL PREPARATION COST

The cost of proposal preparation is not a reimbursable cost. Proposal preparation and presentation shall be at the contractor's sole expense and is the contractor's total and sole responsibility.

AWARD

The City intends to make an award using the evaluation criteria listed in this RFP to determine the best value, considering all factors and criteria in the proposals submitted. Best value means the expected outcome of an acquisition that, in the City's estimation, provides the greatest overall benefit in response to the requirements detailed in the RFP. The City reserves the right to reject any or all offers and to not make an award.

SUBSTANTIVE PROPOSALS

By responding to this RFP, the contractor certifies (a) that contractor's proposal is genuine and is not made in the interest of, or on behalf of, an undisclosed person, firm, or corporation; (b) that contractor has not directly or indirectly induced or solicited any other contractors to put in a false or sham proposal; (c) that contractor has not solicited or induced any other person, firm, or corporation to refrain or abstain from proposing an offer or proposal; (d) that contractor has not sought by collusion to obtain for themselves any advantage over any other contractors or over the City; and (e) that contractor has not violated or caused any person to violate, and shall not violate or cause any person to violate, the City's Code of Ethics contained in Chapter 2.70 of the City's Municipal Code.

NON-COLORADO ENTITIES

If contractor is a foreign entity, the contractor shall comply with C.R.S. section 7-90-801, "Authority to transact business or conduct activities required," and section 7-90- 802, "Consequences of transacting business or conducting activities without authority." Before or at the time that the contract is awarded to an entity organized or operating outside the State of Colorado, such entity shall obtain authorization to do business in the State of Colorado, designate a place of business herein, and appoint an agent for service of process. Such entity must furnish the City with a certificate from the Secretary of the State of Colorado to the effect that a certificate of authority to do business in the State of Colorado has been issued by that office and is still valid. The entity shall also provide a certified copy of the designation of place of business and appointment of agent for service of process from the Colorado Secretary of State, or a letter from the Colorado Secretary of State that such designation of place of business and agent for service of process has been made.



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Addendum #1

The items contained in this Addendum are hereby issued to answer questions about the City of Fruita Tourism Marketing and Promotion Services Request for Proposals asked before the question cutoff date. The Firm shall acknowledge receipt of this, and any future Addenda, in the firm's proposal to be considered a responsive bid. This Addendum #1 does not change the deadline to submit a bid. The deadline to submit a proposal is **August 20, 2021, at 5:00 p.m. MDT.**

- **Question #1** - I wanted to clarify that this proposal is for the development of a written, comprehensive marketing plan only and not the creative development, execution and implementation of the marketing plan? Or is it for both marketing plan development and the execution of that plan? If you could clarify that would be very helpful.
 - **Answer** – This proposal is for the implementation and execution of a marketing plan and strategies, as identified by the selected consultant and the City of Fruita. Over the past several years, the City of Fruita and its marketing firm has been implementing the “Play Like a Local” campaign and is still interested in continuing this campaign or creating a new marketing plan to execute. As far as implementation, the responsibilities of the selected firm will include, but are not limited to, managing and updating the City’s Tourism social media (GoFruita Instagram and Facebook), Fruita’s tourism website (GoFruita.com), administer digital marketing campaigns and advertisements, print advertisements, and creating photo and video assets that can be used for current and future marketing campaigns. In addition, the selected firm will provide reporting to the City of Fruita on marketing efforts on a periodic basis.

In addition to the “Play Like a Local Campaign”, the City of Fruita is currently partnering with the Town of Palisade to create a “book ends of the Grand Valley” marketing strategic plan. The City of Fruita was recently awarded a grant through the Colorado Tourism Office to create this strategic plan, and the



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Addendum #2

The items contained in this Addendum are hereby issued to answer questions about the City of Fruita Tourism Marketing and Promotion Services Request for Proposals asked before the question cutoff date. The Firm shall acknowledge receipt of this, and any future Addenda, in the firm's proposal to be considered a responsive bid. This Addendum #2 does not change the deadline to submit a bid. The deadline to submit a proposal is **August 20, 2021, at 5:00 p.m. MDT.**

- **Question #1** - Per page 3, does the \$65k budget you've outlined encompass the marketing plan as well as campaign execution? Or is the \$65k budget solely for the marketing plan and there's a separate budget for the campaign? Please let us know when you have some time.
 - **Answer** – The City of Fruita anticipates that the budget will be used to administer/implement existing marketing campaigns, or to create a new marketing plan and to implement it. For the past several years, the City of Fruita and its current marketing firm has been implementing the “Play Like a Local” campaign and is still interested in continuing this campaign or creating a new one. In addition to this, the City of Fruita is currently partnering with the Town of Palisade to create a “book ends of the Grand Valley” marketing strategic plan. The City of Fruita was recently awarded a grant through the Colorado Tourism Office to create this strategic plan, and the Colorado Tourism Office will be providing a consultant to create the plan. The selected consultant for the contract will be responsible for carrying out some of the goals identified in that plan.

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- **Question #2** - Regarding the budget outlined on Page 3, item IV.a. I was hoping you could clarify this a bit more. Is the \$65,000 budget for the development of the marketing plan only? Not creative development, production, execution, etc. Or is that the budget the marketing plan should be based on?
 - **Answer** – The \$65,000 budget identified in the Requests for Proposals refers to the implementation of either existing or new marketing plans and could also include the development of a new marketing plan (in addition to the implementing the plan). The budget may deviate slightly each year due to the goals/strategies identified by the selected consultant and the City of Fruita. The City of Fruita is encouraging consultants to bid on the RFP as a whole or to bid on specific parts of the RFP where the consultant may have specialized expertise.