

Request for Proposal



**Tourism Promotion
Marketing
and
Event Coordination Services
for the
City of Pullman**

Request for Proposals for Tourism Promotion, Marketing, and Event Coordination Services for the City of Pullman

Introduction and Summary

The City of Pullman, Washington, is soliciting requests for proposals (RFPs) from qualified firms to create, implement, and perform documentation of tourism promotion, marketing, and special event coordination services. The proposal should include elements of the recently adopted [Tourism Strategic Plan](#) (approved by City Council July 19, 2022) and [Revised Marketing Blueprint](#) (approved by City Council January 25, 2022).

This is a two-year contract for services beginning in 2023 with two 2-year options to renew. The estimated contract amount will include event management, website, and social media content, print advertising, promotional campaigns, market research, performance measures, administrative costs, and other expenses to assure successful fulfillment of the contract. Proposals are due Monday, October 3, 2022, by 4:00 PM PDT. Proposals should be prepared in accordance with this RFP and mailed or delivered to:

Dee Stiles-Elliott, City Clerk
City of Pullman
190 SE Crestview Street
Pullman, WA 99163
dee.stiles@pullman-wa.gov

Seven hard copies and one electronic copy of the submittals must be received by the deadline indicated above. Postmarks will not be accepted.

Background

Pullman is nestled in the beautiful rolling hills of the Palouse, located in Southeast Washington. It is the home to Washington State University with a branch of Spokane Falls Community College, award-winning public schools, and a broad selection of robust local businesses. The City of Pullman offers a distinct environment with a reputation as a livable, low-crime community and the amenities of a much larger city that contribute to its continued attractiveness and rapid growth. It is projected to grow by 2,629 or 7.2% over the next five years. (Source: Lightcast 2022.2)

The community consists of a diverse population of 34,850 within its 10.7 square miles of land and was first incorporated in 1888 as an agricultural town. Currently, more than half of Pullman's jobs, estimated at 15,175, fall within government and higher education sectors. The third largest sector is manufacturing, which includes Schweitzer Engineering Laboratories' nearly 2,500 local employees. Since its inception, the City and WSU have provided an abundance of recreational, cultural, and community events, which include PAC-12 sports, arts, and entertainment.

The City provides shopping, dining, and special events to attract tourists. The City has been working with local and regional partners to communicate a consistent and positive identity as a unique and high-quality community to draw visitors to the area and improve the economy.

The City's tourism, marketing and promotion efforts have survived a "reset" during the recent pandemic. The City Council is now interested in leveraging the existing budget for multiple activities by redeploying the City's tourism promotion efforts to better utilize the results of two recently adopted independent studies: a [Tourism Strategic Plan](#) (approved by the City Council on July 19, 2022) and a [Revised Marketing Blueprint](#) (approved by City Council January 25, 2022).

Statement of Need

The City of Pullman needs tourism promotion and event services. The City of Pullman wishes to contract with an experienced and qualified consultant to create and implement multi-media tourism marketing services that will increase tourism business and the number of tourists to the City of Pullman. Contractors will be required to manage special events and assist city staff and festival and event organizers with marketing and promotion efforts of those events. Proposed marketing campaigns should integrate with existing marketing campaigns unless otherwise noted in the proposal.

Scope of Work and Evaluation

Each scoring area will be evaluated on proposer qualifications, experience, and demonstrated ability, as well as the proposed approach to implementing the scope of work. Proposals will be evaluated by the Lodging Tax Advisory Commission, who will make a recommendation to the City Council for the final decision. Respondents may be asked to be interviewed. Scope of work includes:

1. Website (20 points) – Manage tourism website to promote Pullman businesses and events locally, regionally, etc.; create and promote advertising space on the website as a part of the sponsorship package; develop content for the website; update and enhance the website regularly with new event information; link the website to the City of Pullman, associated Chambers of Commerce and other regional travel promotion sites.
2. Social Media (15 points) – Maintain Facebook presence and add additional social media outlets to the tourism marketing effort (i.e., Twitter, Instagram, etc.). Update and enhance social media platforms no less than weekly with new information.
3. Publications (15 points) – Design, print, and distribute posters, rack cards, and print advertising to attract residents and visitors to special events; provide editorial content for the visitor guide, community update, and other publications.

4. Branding/Advertising (15 points) – Utilize print, online, radio, etc. to target travelers; place events on travel portals such as Washington State Tourism Alliance; submit regular news releases to local media regarding events; educate business owners on how to use the Pullman brand; create and implement innovative promotional campaigns to drive residents and visitors to visit local businesses; work with state, regional, local partners, and local photographers to collect photo images, video, B-roll, etc., of the area.
5. Travel Trade (15 points) – Host tour operators, travel writers, and others to familiarize themselves with Pullman.
6. Visitors Center (35 points) – Staff, manage and operate a visitor's center within an approved budget based on a mutually agreed program developed in accordance with City adopted tourism and marketing plans; perform all tasks associated with management of a visitor center and related visitor services.
7. Event Management (35 points) – Assist Pullman Chamber of Commerce, City Staff, and Volunteers with the coordination of securing sponsors, develop marketing materials, advertising, and promoting the existing events of the National Lentil Festival and the 4th of July Celebration, and develop other special events by working with private event managers to cross-promote the City's brand.
8. Securing Sponsors (40 points) – Create sponsorship packages to bring value to businesses supporting special events; network with local businesses to import the value of involvement in community events.
9. Market Research (50 points) – Measure strategic impact by calculating the number of visitors to each special event; track advertising success rates via click-throughs, website landing pages, hotel stays, etc.; submit monthly reports to the Mayor, City Council, City Administrator, and Economic Development Manager. Present a yearly report in person to the Pullman City Council in the first quarter of each contract year for the prior year.
10. Budget (60 points) – Create advertising and marketing budgets for city events and promotion activities; secure, manage and track sponsorships and paid advertising for city events; submit monthly expense reports. Segregate contract funds provided by the City of Pullman and provide an annual report on the use of those funds; provide quarterly report

Form of Proposal

Respondent proposals should include examples of previous work and identify the respondent's approach to meeting the criteria outlined in Sections 1 – 10 above, and provide the following specific information:

1. The cover letter is limited to one page, including the name, address and telephone number, and e-mail address of the person(s) representing the firm. Proof of current status as a 501(c)(3) or 501(c) entity is required. If a respondent is unable to provide such proof of tax status, the proposal will not be scored or considered.
2. Outline the respondent's knowledge of the City of Pullman and local assets that should be utilized to drive tourism. The narrative should identify past marketing and tourism-related experiences in the city and region.
3. Provide a list of key personnel, their roles, and availability to provide these services. Include a resume for each person referenced.
4. Outline experience managing special events, including the name of the event, event sponsor, location, number of attendees, the Consultant's role, and event budget.
5. Identify a proposed strategy for managing the visitor's center as well as providing outreach and marketing support for area festivals and events designed to attract out- of- area visitors.
6. Names, addresses, telephone numbers, and e-mail addresses of at least three clients for whom the respondent has recently performed tourism promotion services, including a sample of product(s) delivered.
7. Provide annual total costs to provide the services in this RFP for each year of the proposed contract. Pricing must be all inclusive for the costs of providing all services requested in this RFP.
8. Identify measures proposed to assess the impact of contract performance, including a strategy to measure economic impacts on area businesses.

Estimated Timeline

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| Question Submission Deadline: | September 5 th , 2022 11:59 PM PDT |
| Response to Questions: | On or before September 12, 2022 5:00 PM PDT |
| Deadline for Proposals: | October 3 rd , 2022 4:00 PM PDT |
| Recommendation to City Council: | On or before October 18, 2022 |
| City Council Selection: | On or before November 15, 2022 |
| Contract Start Date: | January 1, 2023 |

Questions may be submitted to **Dee Stiles-Elliott, City Clerk, dee.stiles@pullman-wa.gov** no later than 11:59 PM Pacific Time, September 5, 2022. Answers to any submitted questions will be sent to all known respondents. **Respondent shall not communicate with any other City staff or officials about this RFP during the submittal period. Violation of this requirement may be cause for the disqualification of a respondent.**

Terms

The City shall not be responsible for any costs incurred by the firm in preparing, submitting, or presenting its response to the RFP. This RFP does not commit the City to enter into an agreement, to pay any costs incurred in the preparation of the proposal or subsequent negotiations, or to contract for the project. All information furnished in this request for proposals was gathered from sources deemed to be reliable. No representation or warranty is intended regarding the accuracy or completeness of the information contained herein. The City reserves the right to alter or cancel this proposal request.

The City reserves the right to request additional information from respondents.

The City reserves the right to reject any or all submittals.

The acceptance of a proposal and invitation to negotiate an agreement does not commit the City to accept any or all of the terms of the proposal. The final terms of any agreement will be agreed upon during negotiations. Negotiations may be terminated for failure to reach mutually acceptable terms.

Contract Terms: A contract will be awarded for two years with two 2-year options for renewal. A performance review will be conducted annually.

The contract resulting from the acceptance of a submittal by the City shall be in a form supplied or approved by the City, and shall reflect the specifications in this RFP.

Minimum insurance requirements are:

- A. Automobile Liability insurance with a minimum combined single limit for bodily injury and property damage of \$1,000,000 per accident.
- B. Commercial General Liability insurance shall be written with limits no less than \$1,000,000 each occurrence, \$2,000,000 general aggregate.

- C. Professional Liability insurance shall be written with limits no less than \$1,000,000 per claim and a \$1,000,000 policy aggregate limit.

All materials created under contract with the City of Pullman will be owned by the City.

Non-discrimination Statement. Respondent, by submission of a response, agrees to not discriminate against any worker, employee, subcontractor, or any member of the public because of age, sex (including sexual orientation and gender identity), race, color, religion, creed, marital status, familial status, national origin, honorably discharged veteran or military status, the presence of any sensory, mental or physical disability, or use of a service animal by a person with disabilities, or otherwise commit an unfair employment practice and further agrees to comply with all Federal, State, and City equal employment opportunity requirements.

The issuance of this request for proposals does not constitute an agreement by the City that any engineering services agreement will actually be entered into by the City. The City expressly reserves the right to:

- Waive any immaterial defect or informality in any proposal or procedure.
- Reject any or all proposals.
- Reissue the request for proposals.
- Invite additional respondents to the request for proposal
- Complete the services contemplated by this request for proposals by any other means.
- Request additional information and data from any or all respondents.
- Extend the date for submission of proposals.
- Supplement, amend, or otherwise modify the request for proposals and cancel this request with or without the substitution of another request for proposals.

It is the intention and understanding of the City that the Consultant shall be an independent contractor and that the City shall be neither liable for nor obligated to pay sick leave, vacation pay, or any other benefit of employment, nor to pay any social security or other tax that may arise as an incident of employment. Consultant shall pay all income and other taxes as due. It is recognized that the Consultant may or will be performing services during the term of the contract for other parties and that the City is not the exclusive user of the Consultant's services.

All proposals submitted in response to this RFP are public records and become the property of the City of Pullman.