



# CITY OF YACHATS

PO Box 345 (501 N. Highway 101), Yachats OR 97498

Phone (541) 547-3565

Fax (541) 547-3063

Relay Oregon 800-735-2900 (TDD)

## **REQUEST FOR PROPOSALS TOURISM PROMOTION SERVICES**

### **I. GENERAL INFORMATION**

#### **A. INTRODUCTION**

The City of Yachats (City) is seeking proposals from well-qualified profit or non-profit organization to provide tourism promotion services and marketing for the City in a one-year agreement, which thereafter may be extended upon consent of both parties for up to two additional two-year terms. Successful applicant will demonstrate an ability to provide the following: plan events to be held at The Commons that support tourism, create marketing plan for those events, arrange robust media coverage of events, deliver creative production, marketing content, manage Discover Yachats website, social media marketing, search engine marketing with google, support Yachats Chamber of Commerce and the City of Yachats tourism goals and complete requested statistical reporting.

#### **B. BACKGROUND**

The City of Yachats, population 1000, is located in Lincoln County. Yachats is an authentic coastal village destination with many assets - a dramatic coastline, ocean beaches, coastal mountains, old growth rainforest, extensive parks and trails; appealing lodging, dining, shopping, spa and meeting facilities; a river valley with nearby small farms, pastures, and covered bridge; an educated population with strong volunteer spirit; a history of a busy events calendar, involving the community and supporting businesses and easy US 101 access to neighboring communities .

#### **C. SOURCE OF FUNDS OF FUNDS AND BUDGET**

The source of funds for this service is from the city's Transient Room Tax Fund; Proposals should include a fiscal-year budget of no more than \$35,000.



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## **D. ANTICIPATED SELECTION SCHEDULE**

The City anticipates the following general timeline for its selection process. The City reserves the right to change this schedule.

- Release and Request for Proposals August 8<sup>th</sup> 2022
- Proposal Due Date August 26<sup>th</sup> 2022, at 4 p.m.
- Evaluation Process August 29<sup>th</sup>, 2022
- Proposal Award Date September 1, 2022
- Commencement of Contract September 5, 2022
- The Contract will be retroactive from July 1, 2022

## **E. QUALIFICATIONS AND EXPERIENCE**

Proposers shall be familiar with Yachats' s local history and values and have substantial experience with the following:

- Providing professional, effective communication services and visitor information
- Devising, implementing, and coordinating marketing campaigns and promotions
- Developing and implementing local events tailored towards tourists and showcasing what the Yachats community has to offer
- Coordinating with multiple parties to meet deadlines

## **F. SCOPE OF SERVICES**

All services shall be provided under the direction of the city manager and city council in coordination with the Yachats Chamber of Commerce to complement the city's tourism campaign. The tourism fulfillment services provided shall include but not be limited to the following tasks:

- Plan off-season events (Mushroom Festival, Celtic Festival, Craft Festival, Agate Festival and Honey Festival) to be hosted at The Commons in collaboration with Yachats Chamber of Commerce and community partners.
- Create a marketing plan for these off-season events
- Maintain Discover Yachats Website and content, including community calendar
- Direct Creative Production
- Social Media Marketing
- Search Engine Marketing with Google
- Create Marketing Content
- Support Marketing Goals of the City of Yachats and Yachats Chamber of Commerce
- Assist promotion of community non-profit organization events



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- Cooperate with local, regional, and state tourism opportunities to the advantage of the City of Yachats
- Provide Monthly Statistical Reporting on the amounts of negotiations, advertisements, campaigns, website and social media traffic and other requested reports

## II. PROPOSAL INSTRUCTIONS

### A. PROPOSAL SUBMITTAL AND DUE DATE

Proposers shall provide two hard copies of proposer's proposal in a sealed envelope clearly marked: "Confidential: City of Yachats Tourism Promotion Services Proposal". Proposals shall be submitted by 4:00 p.m. on August 26, 2022 to:

Heide Lambert, City Manager  
City of Yachats  
501 Hwy 101 N.  
PO Box 345  
Yachats, OR 97498

Proposals shall be organized as specified in Article II.E, Proposal Contents. The City assumes no responsibility for delayed or undelivered mail or express packages. Proposals which are not received by the City by the above specified time and date will not be considered. Faxed or electronically transmitted proposals will be rejected as non-responsive.

### B. INQUIRIES

Questions concerning this RFP should be submitted to:

Heide Lambert, City Manager  
City of Yachats  
541-547-3565  
[citymanager@yachatsmail.org](mailto:citymanager@yachatsmail.org)

The City will not respond to questions received after 3:00 p.m. on August 22, 2022. Proposers are responsible for contacting the City prior to submitting their proposal to inquire whether any amendments have been issued. There is no pre-proposal meeting scheduled for this RFP.

### C. RESERVATION OF RIGHTS



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The City reserves the right to: 1) seek clarifications of each proposal; 2) negotiate a final contract that is in the best interest of the City and the public; 3) reject any or all proposals; 4) cancel this RFP at any time if doing so would be in the public interest, as determined by City in its sole discretion; 5) award the contract to any proposer based on the evaluation criteria set forth in this RFP; 6) the city can allow minor deviations from the proposal guidelines, when in the City's sole judgment, it is in the City's best interest to do so; and 7) request any additional information City deems reasonably necessary to allow City to evaluate, rank and select the most qualified Proposer to perform the services described in this RFP.

## **D. PROTESTS**

Proposers are directed to the protest procedures contained in City Public Contracting Rule 137-047-0730 and 137-047-0740.

## **E. PROPOSAL CONTENTS**

Proposals shall include, at a minimum, the following items:

- Cover Letter. A one or two page cover letter containing:
  - the name of the person(s) authorized to represent the Proposer in negotiating and signing any agreement which may result from the proposal;
  - Entity name and address;
  - Phone, website and email address; and
  - State certification number, if any, as a minority-owned, women-owned, disadvantaged, or emerging small business.
- Staffing. Name and qualifications of the individuals who will provide the requested services and a current résumé for each, including a description of qualifications, skills, and responsibilities. The City is interested in professionals with experience serving small governmental entities and especially serving cities comparable in size to Yachats.
- Approach/Work Plan. Describe how the Proposer approaches marketing and communications projects. How do you assist clients in using existing resources and leveraging the work you provide for them?
- Capacity. Explain proposer's workload capacity and level of experience commensurate with the level of service required by the City.
- Facilities. Explain proposer's facilities and availability of support staff.
- Insurance. Proof of Insurance of \$2 million comprehensive and automobile liability insurance, as well as proof of coverage by Workers' Compensation Insurance or exemption.



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- Nondiscrimination. Written affirmation that the firm has a policy of nondiscrimination in employment because of race, age, color, sex, religion, national origin, mental or physical handicap, political affiliation, marital status or other protected class, and has a drug-free workplace policy.

## F. PUBLIC RECORDS

All proposals submitted are the property of the City, and are thus subject to disclosure pursuant to the public records law, as qualified by ORS 279B.060. Accordingly, proposals received and opened shall not be available for public inspection until after City's notice of intent to award this contract is issued. Thereafter, except for information marked "Trade Secret", all documents received by City shall be available for public disclosure. The City will attempt to maintain the confidentiality of materials marked "Trade Secret" to the extent permitted under the Oregon Public Records law.

## G. COSTS

Proposers responding to this RFP do so solely at their own expense.

### III. PROPOSAL EVALUATION

#### A. MINIMUM QUALIFICATIONS

The City will review proposals received to determine whether or not each proposer meets the following minimum qualifications:

- Ability to provide tourism promotion and marketing services needed by the City to the standards required by the City.
- Has the financial resources for the performance of the desired marketing and communication services, or the ability to obtain such resources.
- Exhibits extensive knowledge of the history of Yachats
- Is an Equal Opportunity Employer and otherwise qualified by law to enter into the attached Tourism Promotion Services Contract.

#### B. EVALUATION CRITERIA



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Proposals meeting the above minimum qualifications will be evaluated by the City Manager using the following criteria:

	<b>Maximum Points</b>
1) Specialized experience in the type of work to be performed, specifically including work in a city of similar size.	<b>(50)</b>
2) Qualifications and experience of the staff assigned by Proposer to perform these services.	<b>(50)</b>
3) Quality of proposed approach/work plan.	<b>(25)</b>
4) Familiarity with the City and City locale.	<b>(25)</b>
<b>Maximum Total Points</b>	<b>150</b>

Award will be made to the highest ranked Proposer according to the evaluation criteria. If contract negotiations are unsuccessful with the highest ranked Proposer, the City reserves the right to enter into negotiations with the next highest ranked proposer.

## **C. SELECTION**

The City Manager will evaluate the Proposals. Completed evaluations shall be combined and tallied. Upon completion of its evaluation process, the City Manager shall provide the results of the scoring and ranking to the City Council, along with a recommendation to award the contract to the highest ranked Proposer.

If the City and the highest ranked Proposer are unable for any reason to negotiate a contract the City shall, either orally or in writing, formally terminate negotiations with the selected candidate. The City may then negotiate with the next highest ranked candidate. The negotiation process may continue in this manner through successive candidates until an agreement is reached or the City terminates this RFP.

It is the desire of the City to have a contract in place no later than September 7, 2022.

## **D. CONTRACT**



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The City desires to enter into a professional services agreement, whether or not the services are specifically outlined in this RFP.

The selected Proposer will be expected to sign a written agreement, which will incorporate this RFP and the awardee's proposal. Submittal of a proposal indicates the Proposer's agreement with the terms of the attached contract and intent to be bound by those terms. Any open terms in the attached contract will be completed, based upon awardee's proposal. Negotiations shall be limited to terms the City chooses to negotiate, in City's sole discretion.

It is anticipated that the City will enter into a one-year agreement, which thereafter may be extended upon consent of both parties for up to two additional two-year terms.

The agreement requires that awardee comply with all applicable federal and state laws, rules and regulations.

**The City of Yachats is an Equal Opportunity/Affirmative Action Employer.  
Women, Minorities and Disabled Persons are encouraged to apply.**

THIS SOLICITATION IS NOT AN IMPLIED CONTRACT AND MAY BE MODIFIED OR REVOKED  
WITHOUT NOTICE.