

REQUEST FOR PROPOSAL
Domestic Public Relations Firm – Utah Office of Tourism
Solicitation # GJ13056

PURPOSE OF REQUEST FOR PROPOSAL (RFP)

The purpose of this request for proposal is to enter into a contract with a qualified public relations firm to provide full-service media relations in order to maximize the state's presence as a top-tier travel destination in the domestic market. The winning proposal will be responsible for communicating Utah's unique travel stories to the media directly resulting in earned coverage. This includes traditional media outlets; print, radio, television and web. The annual budget allocated for these efforts, by the Utah Office of Tourism, is \$200,000.00. It is anticipated that this RFP may result in a contract award to a single contractor. However, the State reserves the right to accept or reject in part or in whole any or all proposals submitted, award to a sole offeror, multiple offerors, primary/secondary, or not award a contract, whichever is in the State's best interest.

This RFP is designed to provide interested offerors with sufficient basic information to submit proposals meeting minimum requirements, but is not intended to limit a proposal's content or exclude any relevant or essential data. Offerors are at liberty and are encouraged to expand upon the specifications to evidence service capability under any agreement.

BACKGROUND

The Utah Office of Tourism (UOT), an agency of the Governor's Office of Economic Development (GOED), is the state level destination marketing organization for Utah. The sole mission of the organization is to brand and promote Utah's great experiences and destinations for visitors and citizens in an inspiring way to support and enhance economic vitality and quality of life in our state. The official brand speaks to the experiences we hope to inspire, "Utah Life Elevated®." The brand, launched in 2006, captures the essence and diversity of Utah. The slogan, logo and corresponding brand elements are used to promote Utah's tourism assets; its unrivaled parks and outdoor spaces, world-class recreation, art, history, culture, shopping and dining, as well as "The Greatest Snow on Earth®," and the experiences and memories they foster.

The 2013 spring/summer campaign focuses the Utah brand on a powerful point of differentiation: its five national parks. The new campaign takes these five distinct national parks—Zion, Bryce Canyon, Capitol Reef, Canyonlands and Arches—and packages them into one epic, bucket-list experience called The Mighty 5™. Utah is the only place in the country with five national parks all within a couple hours' drive of each other. When making a road trip circuit of these five parks, the connecting drives take place almost exclusively on scenic byways and the maximum distance between parks is approximately 2.5 hours. The campaign will include TV commercials in Los Angeles, Denver, Phoenix, Portland, San Francisco, and Seattle; as well as digital outdoor, wallsapes, online, and social media.

In the winter, Utah boasts 14 world-class ski & snowboard resorts, 11 located within an hour of Salt Lake City International Airport. Collectively, Utah's resorts are home to over 26,000

REQUEST FOR PROPOSAL
Domestic Public Relations Firm – Utah Office of Tourism
Solicitation # GJ13056

skiable acres of the most accessible terrain in North America. With an average of 500 inches of the lightest, driest powder snow blanketing its pristine slopes each winter, Utah is known worldwide for the Greatest Snow on Earth®! The 2012/2013 winter campaign focused on the unparalleled access by showing a family on board a plane that seamlessly transforms into a ski lift. Commercial ads aired in the New York and Los Angeles markets, as well as banner advertising on several travel-related websites, digital billboards in Los Angeles and a social media component utilizing YouTube, Facebook and Twitter.

ISSUING OFFICE AND RFP REFERENCE NUMBER

The State of Utah Division of Purchasing is the issuing office for this document and all subsequent addenda relating to it, on behalf of the Utah Office of Tourism (UOT). The reference number for the transaction is Solicitation # GJ13056. This number must be referred to on all proposals, correspondence, and documentation relating to the RFP.

SUBMITTING YOUR PROPOSAL

NOTICE: By submitting a proposal in response to this RFP, offeror is acknowledging that the requirements, scope of work, and the evaluation process, outlined in the RFP are fair, equitable, not unduly restrictive, understood and agreed to. Any exceptions to the content of the RFP must be protested to the purchasing agent prior to the closing date and time for submission of the proposal.

Proposals must be received by the posted due date and time. Proposals received after the deadline will be late and ineligible for consideration.

Please verify that your company name, current email address, and any dba information are up to date and correctly registered in BidSync.com. Notifications are often issued through BidSync, via the email address you have registered there.

Submitting Creative Work instructions: Mov, wmp, mp3 files, and et cetera, must be submitted on an OSX and Windows-formatted disc or memory stick. The disc/memory stick must be submitted in a separate sealed envelope. Label the outside of the creative work envelope with "Creative Work," the solicitation number, and the company name. The creative work submission must be sealed and delivered to the Division of Purchasing, 3150 State Office Building, Capitol Hill, PO Box 141061, Salt Lake City, Utah 84114-1061, or if submitting hard copies, in the jacket pocket of the original and copies of the technical offer, by the Due Date and Time.

Electronic Submission instructions: Your proposal should be electronically submitted through BidSync. BidSync will accept a wide variety of document types, only Adobe PDF, MS Word, and MS Excel are retrievable by the State of Utah. Only these three types of documents are to be submitted on BidSync. Additionally, the submission of DOCUMENTS CONTAINING

REQUEST FOR PROPOSAL
Domestic Public Relations Firm – Utah Office of Tourism
Solicitation # GJ13056

EMBEDDED DOCUMENTS (e.g., spreadsheets, charts, zip files, mov, wmp, mp3 files, et cetera) ARE PROHIBITED; submissions indicating embedded files may be deemed non-responsive.

Documents to be uploaded (i.e., Adobe PDF, MS Word, and/or MS Excel) should be uploaded on BidSync.com on the BidSync Place Offer Page as separate document files; each document identifying the 1.) solicitation number, 2.) corresponding section number, and 3.) RFP Evaluation Scoresheet number.

When submitting an offer electronically through BidSync, please allow sufficient time to complete the online forms and upload documents. The solicitation will end at the closing time listed in the solicitation. If you are in the middle of uploading your proposal at the closing time, the system will stop the process and your proposal will not be received by BidSync and be deemed ineligible for consideration.

Faxed or emailed submissions are prohibited.

Hard copy submission instructions: The preferred method of submitting your proposal is a printed hard copy. To submit hard copies, **one (1) original and six (6) identical copies** of your Technical Proposal must be received at the State of Utah Division of Purchasing, 3150 State Office Building, Capitol Hill, PO Box 141061, Salt Lake City, Utah 84114-1061 prior to the Due Date and Time. **Additionally, one (1) original Cost Proposal form** (contained in this RFP) must be submitted in a separately sealed envelope delivered at the same time as the Technical Proposal. The outside cover of the package containing the Technical Proposal shall be clearly marked "Solicitation #GJ13056 – Technical Proposal and include the Due Date and Time." The outside cover of the Cost Proposal shall be clearly marked "Solicitation #GJ13056 – Cost Proposal and include the Due Date and Time." Refer to the Request for Proposal – Instructions and General Provisions for further information on proposal submissions.

NOTE: All hardcopy proposal submissions must include a complete pdf copy of the original technical proposal submitted with the hard copies on a disc or memory stick.

Cost will be evaluated independent from the technical proposal, and as such, is to be submitted separate from the technical proposal. Failure to submit price/cost separately may result in your proposal being determined non-responsive. Inclusion of any cost or pricing data within the technical proposal may also result in your proposal being determined non-responsive.

LENGTH OF CONTRACT

The anticipated contract term will be for one (1) year with an option to renew for four (4) additional periods of one (1) year each at the State's discretion and by mutual agreement.

REQUEST FOR PROPOSAL
Domestic Public Relations Firm – Utah Office of Tourism
Solicitation # GJ13056

The State of Utah reserves the right to review contract(s) on a regular basis regarding performance and cost analysis and may negotiate price and service elements during the term of the contract.

PRICE GUARANTEE PERIOD

All pricing must be guaranteed for the life of the contract.

INTELLECTUAL PROPERTY RIGHTS/DOCUMENT OWNERSHIP

All right, title and interest in the work and anything resulting of the work, including but not limited to, copyright, patent, trademark, and trade secret, to such work, and deliverables reside with the State of Utah.

All original advertising material or specific rights to material created or negotiated for or on behalf of the State such as copy, photography, illustration, artists- layouts or design sketches are the property of the State once Contractor charges are fully paid per contract terms.

STANDARD CONTRACT TERMS AND CONDITIONS

Any contract resulting from this RFP will include but not be limited to the State's Standard Terms and Conditions (see Attachment A). Exceptions and or additions to the State Standard Terms and Conditions are strongly discouraged.

Exceptions and additions to the Standard Terms and Conditions must be submitted with the proposal response. Exceptions, additions, service level agreements, et cetera, submitted after the date and time for receipt of proposals will not be considered. Website URLs, or information on website URLs must not be requested in the RFP document and must not be submitted with a proposal. URLs provided with a proposal may result in that proposal being rejected as non-responsive. URLs are also prohibited from any language included in the final contract document.

The State retains the right to refuse to negotiate on exceptions should the exceptions be excessive, not in the best interest of the State, negotiations could result in excessive costs to the state, or could adversely impact existing time constraints.

In a multiple award, the State reserves the right to negotiate exceptions to terms and conditions based on the offeror with the least to the most exceptions taken. Contracts may become effective as negotiations are completed.

Vendor Terms and Conditions: Vendors must submit any proposed additional terms and conditions with their offer for the State's legal evaluation. The submission of additional terms and conditions does not guarantee acceptance. The State reserves the right to negotiate or

REQUEST FOR PROPOSAL
Domestic Public Relations Firm – Utah Office of Tourism
Solicitation # GJ13056

reject vendor terms and conditions (in whole or in part) if it is in the best interest of the State.

If negotiations are required, contractor must provide all documents in WORD format for redline editing. Contractor must provide the name, contact information, and access to the person(s) that will be directly involved in legal negotiations.

QUESTIONS

All questions and scope exceptions or clarifications must be submitted through BidSync.com's Question & Answer. No other agency employee, board member, or evaluation committee member should be contacted concerning this solicitation during the selection process. Failure to comply with this requirement may result in disqualification.

Offerors shall promptly post questions in BidSync notifying the State of any ambiguity, inconsistency, excessively restrictive requirements, or error in the solicitation documents. Exceptions and/or questions regarding solicitation specifications must be resolved prior to the stated Question & Answer end date and time indicated in BidSync. Offers that include exceptions to the scope that have not been addressed in the Q & A period may be disqualified.

Questions may be answered as they come in or may be compiled into one document and answered via an addendum. Addenda will be posted on BidSync. Offerors should periodically check BidSync.com for answered questions and addenda.

PROTECTED INFORMATION

The Government Records Access and Management Act (GRAMA), Utah Code Ann., Subsection 63G-2-305, provides in part that:

the following records are protected if properly classified by a government entity:

- (1) trade secrets as defined in Section 13-24-2 if the person submitting the trade secret has provided the governmental entity with the information specified in Section 63G-2-309 (Business Confidentiality Claims);*
- (2) commercial information or non-individual financial information obtained from a person if:*
 - (a) disclosure of the information could reasonably be expected to result in unfair competitive injury to the person submitting the information or would impair the ability of the governmental entity to obtain necessary information in the future;*
 - (b) the person submitting the information has a greater interest in prohibiting access than the public in obtaining access; and*
 - (c) the person submitting the information has provided the governmental entity with the information specified in Section 63G-2-309;*

* * * * *
- (6) records the disclosure of which would impair governmental procurement proceedings or give an unfair advantage to any person proposing to enter into a contract or*

REQUEST FOR PROPOSAL
Domestic Public Relations Firm – Utah Office of Tourism
Solicitation # GJ13056

agreement with a governmental entity, except that this Subsection (6) does not restrict the right of a person to see bids submitted to or by a governmental entity after bidding has closed;

GRAMA provides that trade secrets, commercial information or non-individual financial information may be protected by submitting a Claim of Business Confidentiality.

To protect information under a Claim of Business Confidentiality, the offeror must:

1. Provide a written Claim of Business Confidentiality *at the time the information (proposal) is provided to the state*, and
2. Include a concise statement of reasons supporting the claim of business confidentiality (Subsection 63G-2-309(1)).
3. Submit an electronic “redacted” (excluding protected information) copy of your proposal response. Copy must clearly be marked “Redacted Version.”

A Claim of Business Confidentiality may be appropriate for information such as client lists and non-public financial statements. **Pricing and service elements may not be protected.** The claim of business confidentiality must be submitted with your proposal on the form which may be accessed at:

<http://www.purchasing.utah.gov/contract/documents/confidentialityclaimform.doc>

An entire proposal cannot be identified as “PROTECTED”, “CONFIDENTIAL” or “PROPRIETARY” and may be considered non-responsive if marked as such.

To ensure the information is protected, you must include all protected information in Section 4 of the proposal response. Any protected information incorporated in other sections of the proposal response may result in release of data at no fault of the State of Utah.

All materials submitted become the property of the state of Utah. Materials may be evaluated by anyone designated by the state as part of the proposal evaluation committee. Materials submitted may be returned only at the State's option.

DETAILED SCOPE OF WORK

The Utah Office of Tourism’s Domestic PR mission is to increase national media exposure for Utah’s year-round tourism product and to further enhance the state’s image as a top-tier travel destination. This will be a statewide effort to market Utah’s unique travel stories, pitch ‘Life Elevating’ experiences and enhance UOT’s brand identity in the national (domestic) media, and identified target markets, directly resulting in positive story placement. Media efforts are on a national level as well as targeted markets identified by the Utah Office of Tourism. Public relations efforts should take on a comprehensive approach to traditional earned media coverage, including: print, radio, television and web. The Utah Office of Tourism has allocated an annual budget of \$200,000.00 for domestic PR efforts.

High Level Goal:

- Leveraging Utah’s tourism opportunities to increase media coverage in the domestic market, directly relating to increasing visitation to the state. To be accomplished through:

REQUEST FOR PROPOSAL
Domestic Public Relations Firm – Utah Office of Tourism
Solicitation # GJ13056

- Media outreach via:
 - Well-planned and executed group and individual media familiarization tours (FAMs). This includes vigorously qualifying said participants.
 - Scheduled desk-side appointments in targeted markets.
 - Themed annual media events bringing the state, media and partners together to share the Utah message.
 - Identifying opportunities for special projects and promotions to help better position Utah in the mind of the traveler, the tourism industry and the media – thereby increasing visitation to Utah and tourism-related spending.
 - Develop and distribute timely press releases highlighting newsworthy Utah stories directly resulting in earned media coverage.
 - Regular meetings with key editors, journalists and reporters of relevant media entities to pitch story ideas and events.
 - Establish relationships with national media outlets to continue to share the Utah message. This includes enhancing UOT's relationships with key media outlets.
 - Utilize social media publications, influencers and opportunities to further enhance Utah's domestic media exposure.
 - Targeted pitching of special promotions, news and media trends, keeping Utah top-of-mind in the media.
 - In the unlikely event of a crises, work with UOT in best managing media inquiries and communications as needed.
- Effectively work and communicate with UOT staff and partners to better understand and share Utah's story:
 - Work in coordination with UOT to communicate this program's success to our partners, press, the state legislature, and the industry. This may include attendance at the annual Utah Tourism Conference.
 - Effectively collaborate and communicate with UOT staff to quickly pinpoint potential news for pitching and press releases.
 - Collaborate with UOT to develop annual strategies with the end goal of pitching unique stories and experiences resulting in positive media coverage for the state.

REQUEST FOR PROPOSAL
Domestic Public Relations Firm – Utah Office of Tourism
Solicitation # GJ13056

- Assist UOT in vetting journalist requests as needed.
- Keep UOT abreast of travel related trends to best help the office strategize PR efforts. Trends to be addressed in the annual strategy, which will be reviewed and updated on a regular basis.
- Work with UOT to identify opportunities to expand on current partner relations, highlighting specific regional PR needs.
- Work with the UOT to organize media tool kits for pitching. Tool kits to include story ideas, facts, photos, video, contact information, etc.
- Maintain a database for all media contacts to effectively manage the program's ability to maintain public relations with key media. Said database to be shared with UOT on a regular basis.
- Effectively track and report firms efforts and coverage:
 - Track and report coverage and project goals, this includes regular reporting on media value due to agency efforts, as well as frequency, market penetration and tone.

PROPOSAL REQUIREMENTS AND COMPANY QUALIFICATIONS

- 1.1.A. Briefly describe the origin and philosophy of your company, including the number of years in business.
- 1.1.B. Discuss any features or unique media relations qualifications that your company possesses.
- 1.1.C. Explain how you manage the relationship between your client and your client's marketing firm and/or department, and what actions and strategies are created to complement each other. Also detail any activities, which you would argue should remain independent of this relationship.
- 1.2. Provide a brief biography, including relevant work experience of the person or persons specifically responsible for completing this work agreement.
- 1.3 Provide a list of the top five media outlets with whom you have a productive history. Include an example of 'earned media' from each.
- 2.1.A Outline in detail, your understanding of the key elements of Utah's tourism product. Explain what your company perceives as Utah's unique selling points and include any

REQUEST FOR PROPOSAL
Domestic Public Relations Firm – Utah Office of Tourism
Solicitation # GJ13056

challenges anticipated. Explain how your company would embrace both.

- 2.1.B. Draft a 12-month press release schedule keeping in mind Utah's tourism assets and current trends in the media.
- 2.1.C. Provide an example of the ideal Utah familiarization tour itinerary. This should include group size, schedule, theme, media participants and special activities/highlights you would include.
- 2.2.A. Detail how the Firm would promote Utah's presence in the media, particularly in major media markets and those targeted by the state's ad campaigns. This should include a comprehensive campaign, including: desk-sides, familiarization tours, events, media blitz's and special promotions.
- 2.2.B. Provide examples of ways in which you communicate your clients' messages to media, i.e. newsletters, e-mail blasts, social media, etc.
- 2.2.C. Describe how the firm would use social media outlets to further enhance Utah's messaging to the domestic media.
- 2.3 Detail the process by which your company solicits media participation for press visits, and the criteria for qualifying journalists/agents participating in client projects.
- 2.4 Explain how the Firm tracks and reports the results of your PR campaigns, including press trips. Include frequency of follow up and the duration each campaign or press trip's resulting press will be tracked for.
- 2.5 Provide a proposed budgetary breakdown, by percentage, for the annual contract amount. See attached Supplement B Budget Breakdown document.
- 3.1.A. Provide an example of how you have worked with social media outlets in the past to further your client's messages resulting in earned media coverage. What metrics did you use to measure success?
- 3.1.B. Provide an example of a media related special project or promotion you have successfully executed. What was the return on investment, and how did you measure it?

SECTION 4 PROTECTED INFORMATION - DETAILED RESPONSE

- 1.1.D. List your current active clients, the date of their acquisition and the name and telephone number of the managing contact responsible for evaluating performance
- 1.1.E. List your travel and tourism clients during the past three (3) years.

REQUEST FOR PROPOSAL
Domestic Public Relations Firm – Utah Office of Tourism
Solicitation # GJ13056

1.1.F. Provide letters of recommendations, honoraria or any other relevant information.

PROPOSAL RESPONSE FORMAT

Proposals should be straightforward, easy-to-read, and concise, but the UOT has made the RFP format constraints flexible enough to enable respondents to demonstrate their creative problem solving abilities. Your presentation in hardcopy, and in person if we decide to hold oral presentations, will be a demonstration of those skills.

Supplemental information should be referenced and included as attachments.

URLs provided as a response in the proposal or portions of the proposal are prohibited and may result in the offer being rejected as non-responsive.

All answers to all questions of the RFP, including any narrative descriptions, explanations, or background information must be placed in the relevant section of the RFP and are not allowed in an appendix or addendum.

Supplemental/appendix information should be labeled referencing the section it supports. Offerors must NOT include any narrative referencing campaigns, case histories, staff bios, or other sections of the RFP in addendums or appendices. Offerors must not expand on page limitations or put supplemental narrative information in an appendix.

All proposals must be organized in below prescribed format. Submitted proposals which do not follow the below required format may be deemed non-responsive. All proposals must include:

1. **RFP Form.** The State's Request for Proposal form completed and signed.
2. **Executive Summary.** The one or two page executive summary is to briefly describe the offeror's proposal. This summary should highlight the major features of the proposal. It must indicate any requirements that cannot be met by the offeror. The reader should be able to determine the essence of the proposal by reading the executive summary. The planned use of any and all subcontractors must be clearly explained in the Executive Summary.
3. **Detailed Response.** This section should constitute the major portion of the proposal and must contain at least the following information:
 - A. A complete narrative of the offeror's assessment of the work to be performed, the offerors ability and approach, and the resources necessary to fulfill the requirements. This should demonstrate the offeror's understanding of the desired

REQUEST FOR PROPOSAL
Domestic Public Relations Firm – Utah Office of Tourism
Solicitation # GJ13056

overall performance expectations. Clearly indicate any options or alternatives proposed.

- B. A specific point-by-point response, in the order listed, to each requirement in the RFP EVALUATION SCORESHEET document, to each requirement in the RFP.
4. **Protected Information.** All protected information must be included in this section of proposal response. Do not incorporate protected information throughout the proposal. Rather, provide a reference in the proposal response directing reader to the specific area of this Protected Information section. Pricing/cost data is not protected information. References, when applicable, may be placed in this section.
5. **Price/Cost Proposal.** Cost will be evaluated independently from the technical proposal. Please enumerate all pricing/costs on the attached Price/Cost Proposal Form.

Cost is to be submitted as a separate document. Inclusion of any cost or pricing data within the technical proposal may result in your proposal being judged as non-responsive.

TRAVEL TIME AND EXPENSES

Travel time/expenses/mileage, meals, car rental, and/or stipends expenses will not be reimbursed unless otherwise specifically noted.

Travel expenses for authorized trips will be reimbursed at then-current State of Utah per diem rates. The State will not pay for travel time.

Invoices for permissible non-per diem travel related expenses must include applicable receipts. Only original receipts will be accepted for reimbursement. Only exact costs, not-to-exceed as specified, will be accepted for reimbursement.

SUBCONTRACTORS

The planned use of any and all subcontractors must be clearly explained in the Executive Summary. The Offeror, if awarded the contract, shall be responsible for all costs and contract performances if subcontractors are used. The State reserves the right to review and approve all subcontractors, review services conducted by subcontractors, and refuse payment on projects where subcontractors are used without foreknowledge or approval by the State. Subcontractors must include information, in the same detail as the prime contractor or offeror, of any and all personnel and companies who are not in the direct employ of the Contractor. Freelance/contracted labor may not be billed above the prevailing labor rate in the contract and is not considered a reimbursable expense. The prime Offeror shall be responsible for all costs and contract performances by subcontractors if used.

REQUEST FOR PROPOSAL
Domestic Public Relations Firm – Utah Office of Tourism
Solicitation # GJ13056

PROPOSAL EVALUATION CRITERIA

The strategic creative ability and execution of an offer's proposal will directly influence the scores provided on the RFP Evaluation Scoresheet. UOT encourages respondents to appropriately demonstrate this ability in their proposals.

This is a multiple stage solicitation. In first stage of the process, the evaluation committee will review all proposals timely received to determine their responsiveness to the RFP. Non-responsive proposals, that is, proposals that fail to conform to all material respects of this RFP, will be disqualified from further consideration and will not move on to stage two. Stage two will consist of a detailed evaluation of the proposals that have not been disqualified in stage one. A committee will evaluate proposals against the weighted criteria identified on the "RFP EVALUATION SCORESHEET." Each area of the evaluation criteria must be addressed in detail in the proposal. To be considered technically qualified and in the competitive range in stage two a proposal must meet a minimum score of 70% of the total technical points available to move forward either to discussions, oral presentations or interviews, if held, or directly to the stage three cost evaluation. If only one proposal receives a minimum score of 70%, the State reserves the right to reduce the minimum score requirement at its discretion OR if the procurement officer determines in writing that a reduction of the minimum score is not in the best interest of the State the minimum score shall remain. If the State chooses to reduce the minimum score requirement it shall be done in 5% increments until such time as the procurement officer determines in writing that no further reductions in the minimum score will be conducted. The determination shall include a justification for the reduction and the reason for the cessation of further reductions. All determinations made under this section must be made part of the procurement file.

Final scores will be presented in rounded numbers.

Each Offeror bears sole responsibility for the items included or not included in the response submitted by the Offeror.

The State reserves the right to disqualify any proposal that includes significant deviations or exceptions to the specifications in this RFP.

- (a) a violation of the Utah Procurement Code;
- (b) a violation of a requirement of this RFP, including significant deviations or exceptions;
- (c) unlawful or unethical conduct; or
- (d) a change in circumstances that, had the change been known at the time the proposal was submitted, would have caused the proposal to be disqualified or not have the highest score.

All proposals in response to this RFP will be evaluated in a manner consistent with the Utah Procurement Code, rules, policies and the evaluation criteria established in the RFP.

REQUEST FOR PROPOSAL
Domestic Public Relations Firm – Utah Office of Tourism
Solicitation # GJ13056

ORAL PRESENTATIONS

If, after completing the stage two detailed technical evaluation, it is determined by the procurement officer that oral presentations are necessary to assist the Evaluation Committee in finalizing the scoring of proposals, they will be scheduled by the procurement officer. If oral presentations are held, they will only be scheduled with the in the competitive range, that is, receiving greater than 70% (or as may have been adjusted) of the technical points available.

The offeror's original proposal cannot be changed in any aspect at the oral presentation. The oral presentation is to allow offerors to bring to the attention of the Evaluation Committee any aspects of their offer that may contribute to the selection of their response. It is an opportunity for offerors to sell the merits of their submission. Discussions of pricing and giveaways such as trinkets, foods, et cetera, are prohibited.

Offerors are advised that the Evaluation Committee will be afforded the opportunity to revise their detailed technical evaluation scores based upon the oral presentation. In the event revised scores result in a reduction of points below the competitive range of 70% (or as may have been adjusted) the offeror will no longer be considered eligible for award and the proposal shall be deemed unacceptable.

The procurement officer shall establish a date and time for the oral presentations and shall notify eligible offerors of the protocols, procedures, and structure of the oral presentations. Oral presentations will be made at the offeror's expense.

COST-BENEFIT ANALYSIS

The Utah Procurement Code, specifically §63G-6a-708, requires a cost-benefit analysis to be completed by the State if the highest score awarded by the Evaluation Committee, including the score for cost, is awarded to a proposal other than the lowest cost proposal, and the difference between the cost of the highest scored proposal and the lowest cost proposal exceeds the greater of \$10,000 or 5% of the lowest cost proposal. The statute outlines the procedures and processes to be used by the State prior to making a final award.

All proposals in response to this RFP will be evaluated in a manner consistent with the Utah Procurement Code, rules, policies and the evaluation criteria established in the RFP.

AWARD OF CONTRACT

After the evaluation and final scoring of proposals is completed the procurement officer shall award the contract as soon as practicable to the eligible responsive and responsible offeror with the highest score.

REQUEST FOR PROPOSAL
Domestic Public Relations Firm – Utah Office of Tourism
Solicitation # GJ13056

The State reserves the right to award the contract to the next highest scoring offeror(s) in the event the original awardee of the solicitation cannot fulfill their original contract term. The next highest scoring offeror's prices must remain the same as originally offered and must remain firm for the duration of the original contract term.

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REQUEST FOR PROPOSAL
Domestic Public Relations Firm – Utah Office of Tourism
Solicitation # GJ13056

RFP EVALUATION SCORESHEET

Firm Name: _____

Evaluator: _____

Date: _____

Score will be assigned as follows:

0 = Failure, no response

1 = Poor, inadequate, fails to meet requirement

2 = Fair, only partially responsive

3 = Average, meets minimum requirement

4 = Above average, exceeds minimum requirement

5 = Superior

		Score (0-5)	Weight	Points
1. Qualifications and Expertise of Staff (200 points possible)		----	----	----
1.1 Firm experience and philosophy: a. description of company and years in business – b. unique media relations qualifications Firm possesses – c. explain how you manage the relationship between your client and your client's marketing firm – d. list of current clients – e. travel and tourism clients during the past three years – f. provided letters of recommendation or other relevant information	50 points possible		X 10	
1.2 Expertise of staff involved in project: provided work biography, including relevant experience of staff responsible for account	75 points possible		X 15	
1.3 Demonstrated a strong relationship with the media: list of top five media outlets from which Firm has a productive history and provided examples of earned media	75 points possible		X 15	
Strengths				
Weaknesses				
Deficiencies				
2. Demonstrated ability to meet the scope of work (350 points possible)		----	----	----
2.1 Demonstrated an understanding of agency mission, brand and product: a. outline of Utah's tourism product, including the states unique selling points and challenges anticipated – b. draft a 12-month press release schedule – c. provided example of ideal familiarization tour itinerary	100 points possible		X 20	
2.2 Demonstrated abilities to utilize traditional and new methods of media relations: a. detail how the firm would promote Utah's presence in the media, particularly in major media markets and those targeted by the states advertising campaign – b. provided examples of how Firm communicates with the media – c. detail how the firm would use social media to further Utah's messaging	100 points possible		X 20	
2.3 Demonstrated ability to qualify and vet journalists – detail the process by which your company solicits media participation for press trips and client projects	50 points possible		X 10	
2.4 Demonstrated ability to track and report results – explain how the firm tracks and reports results from PR efforts, including press trips	50 points possible		X 10	
2.5 Sufficient percentage breakdown of budget	50 points possible		X 10	
Strengths				
Weaknesses				
Deficiencies				

REQUEST FOR PROPOSAL
Domestic Public Relations Firm – Utah Office of Tourism
Solicitation # GJ13056

3. Performance References for Similar Projects (150 points possible)		----	----	----
3.1 Examples of past work: a. examples of how Firm has worked with social media in the past and what metrics were used to measure success – b. examples of past media related special projects or promotions that Firm has successfully executed and how was success measured	150 points possible		X 30	
Strengths				
Weaknesses				
Deficiencies				
5. Cost (300 points possible)	300 points possible	* Inserted by Purchasing		
TOTAL EVALUATION POINTS	(1,000 points possible)		Total	

* Purchasing will use the following cost formula: The points assigned to each offerors cost proposal will be based on the lowest proposal price. The offeror with the lowest Proposed Price will receive 100% of the price points. All other offerors will receive a portion of the total cost points based on what percentage higher their Proposed Price is than the Lowest Proposed Price. An offeror whose Proposed Price is more than double (200%) the Lowest Proposed Price will receive no points. The formula to compute the points is: Cost Points x (2- Proposed Price/Lowest Proposed Price).