

CITY OF PORT ANGELES  
REQUEST FOR PROPOSALS  
TOURISM ADVERTISING AND MARKETING SERVICES

SUBMIT PROPOSAL TO:

[ced@cityofpa.us](mailto:ced@cityofpa.us)

Due Date: December 16, 2022

**CITY OF PORT ANGELES**  
**Request for Proposal**  
**Advertising and Marketing Services**

**I. BACKGROUND**

**Administrative Entity**

The City of Port Angeles is offering an exciting opportunity for a well-qualified individual or agency to submit a proposal for tourism and marketing services.

The objective of the City, working through the Department of Community and Economic Development (CED), is to award a one (1) year agreement, with two (2) one-year renewal options exercisable at the City's sole discretion.

**Overview**

The City of Port Angeles is a prime tourist destination on the North Olympic Coast and the largest population center of the Olympic Peninsula. Port Angeles is the county seat of Clallam County. The City is home to the Olympic National Park Headquarters and the Park's nearly 1 million acres of wilderness can be accessed from within the City by way of Hurricane Ridge. The Regional Olympic Discovery Trail, reaching from Port Townsend to La Push, runs along the entirety of Port Angeles Harbor and through the City's historic Downtown. Port Angeles has a population of more than 20,000 and is the regional economic center for a population of over 70,000.

The City has been engaged in a successful "Visit Port Angeles" rebranding and advertising/marketing campaign since 2016. The campaign has accomplished annual record breaking increases in lodging tax revenue through regional, national, and international awareness and interest in Port Angeles. This awareness is accomplished by engaging in targeted digital and print marketing, press releases, social media presence, inventive non-traditional advertising, and local collaboration. For more information about the "Visit Port Angeles" campaign please visit [www.visitportangeles.com](http://www.visitportangeles.com).

Port Angeles' Downtown is home to the Feiro Marine Life Center, a non-profit education and research facility, a public pier, future state-of-the-art performing arts and conference center, and three public access beaches along a waterfront park. The Coho Ferry, traveling between Port Angeles and Victoria, British Columbia establishes the community as an international gateway.

The City boasts numerous fine shops, restaurants, galleries, lodging establishments, and endless outdoor recreational opportunities due to the proximity of Olympic National Park and has recently successfully branded itself as one of the foremost destinations for biking of all kinds in the Northwest. Proximity to Victoria, BC and the Seattle-Tacoma Metropolitan Area provides a strong international and regional tourism base.

## **II. RFP SPECIFICATIONS**

The Proposal should address the following:

### **A. Goals and Objectives**

1. Create a year-long media schedule to advertise the City and its events, to potential visitors.
2. Position the City as the premiere tourist destination on the North Olympic Peninsula.
3. Work with a variety of media sources to increase the visitor count particularly during the shoulder and winter seasons.
4. Work with City staff and the City's Lodging Tax Committee to maximize exposure to visitors at a reasonable cost.
5. Work with the Olympic Peninsula Visitor's Bureau on joint Peninsula-wide marketing efforts
6. Work with local (Clallam County) qualified professionals and businesses in the development of materials and strategies.

### **B. Scope of Services**

The services required involve the management and execution of a comprehensive marketing strategy to be submitted to the City for approval. Following approval of the planned strategy, the services next required would be the management and execution of that strategy including, but not limited to developing an overall marketing plan, development of creative content, negotiating media buys, quarterly reporting and analysis, and other services as requested by the City.

#### **Marketing**

- Work with Port Angeles area tourism interests to execute a consistent and cohesive brand.
- Identify potential marketing needs of the City of Port Angeles by analyzing available advertising media, including radio, television, newspaper, magazine, billboard, online/digital, social media, etc., to determine suitable advertising media for the City.
- Plan, create and prepare advertising or arrange for the planning, creating and preparing of advertising.
- Negotiate and contract with the advertising media for space or time to obtain the most favorable terms and rates available.
- Maintain website and digital presence of Port Angeles Tourism building upon existing media efforts. The proposal should address specific domain names that are available or indicate a partnership with an existing Port Angeles domain for web presence.
- Follow up on all services provided by media to evaluate and determine their compliance with contractual obligations.
- Make timely payments to all persons or firms supplying goods or services in connection

with the advertising program.

- Identify a media relations plan to ensure Port Angeles is well represented in media publications
- Present a list of creative ideas and strategies for Port Angeles Tourism.
- Provide the rationale, merit and costs of a customer satisfaction survey from visitors regarding the quality of experience in Port Angeles. This should be considered an optional service provided as part of any proposal.
- Audit a recommended approach for crisis communications via social media.

### Reporting

- Document how marketing will result in increases in the number of people traveling to Port Angeles for business or pleasure on a trip:
  - (i) Away from their place of residence or business and staying overnight in paid accommodations;
  - (ii) To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or
  - (iii) From another country or state outside of their place of residence or their business.
- Measure and report occupancy rates from City of Port Angeles hotels and lodging establishments
- Provide online analytics based on web related marketing efforts
- Identify regional area percentage of visitation
- Provide social media analytics based on marketing efforts

### **C. Desired Qualifiers**

1. Engage in joint marketing efforts with local businesses\*
2. Maximize the use of qualified local professionals
3. Administrative costs vs. media buys should be clearly differentiated in the proposal budget.
4. Demonstrate the ability to work together with local tourism entities and businesses
5. Provide marketing support that furthers Port Angeles area events

*\*Local is defined as businesses or professionals located in Clallam County, WA*

### **D. Eligible Proposers**

Proposals will be accepted from individuals, organizations (profit or non-profit), or other collaborative arrangements that:

1. Are qualified to conduct business in the State of Washington and the City of Port Angeles.
2. If a corporation or limited liability company, it must be in good standing with the Washington Secretary of State.

### **E. Source of Funds and Budget**

The source of funds for this RFP is from the City's Lodging Tax Fund. The overall budget figure for 2023 has not been established, but is anticipated that approximately \$120,000 to \$140,000 will be earmarked to services required of this RFP and media buys. Final allocation will be subject to Lodging Tax Committee recommendations and City Council approval.

## F. Preliminary Schedule

Event	Date
Release of Request for Proposals	November 15, 2022
Questions about Proposals Due	December 2, 2022
Written Responses Posted	December 9, 2022
Proposals Due	December 16, 2022
Finalist Selections and Release of Proposals	December 21, 2022
Finalist Interviews	January 6, 2023
City Council Selection	January 17, 2023

## G. Deadline for Submission of Proposals

The original proposal must be provided in electronic PDF format no more than twenty (20) megabytes in size and twenty-five (25) pages in length via email and must be received by 5:00 P.M., on Friday, December 16, 2022. Proposals must be sent to [ced@cityofpa.us](mailto:ced@cityofpa.us)

Timely submission of proposals is the sole responsibility of the proposer. The City reserves the right to determine the timeliness of all submissions. Late proposals will not be reviewed. All proposals received after the deadline will be returned unopened.

## H. Proposal Requirements, Evaluation Factors, and Selection Process

Any questions regarding the RFP must be submitted to the City of Port Angeles Community and Economic Development Department in writing. Questions will be posted with responses and shared with all parties expressing interest in the proposal.

The following outlines the proposal requirements, evaluation criteria, and the selection process. Submission of a proposal pursuant to this RFP shall constitute acknowledgement and acceptance of the terms and conditions set forth herein. Portions of the RFP and the contents of the proposal submitted by the successful proposer may become contractual obligations if an agreement is awarded. Failure of the successful proposer to accept these obligations may result in cancellation of the award. The City reserves the right to withdraw this RFP at any time without prior notice. All proposals submitted in response to the RFP become the property of the City and will be a public record after the selection process is completed.

Each proposal shall be submitted electronically to the city, be no more than twenty (20) megabytes in size and twenty-five (25) pages in length, and must contain the following in this order:

### 1. Cover Letter for the Proposal

A cover letter must be submitted with the proposal. The cover letter should be limited to one page and must include name, address, and the name, telephone number, number, and e-mail address of the person(s) authorized to represent the entity on all matters relating to the RFP and any contract awarded pursuant to this RFP. A person authorized to bind the proposer to all commitments made in the proposal must sign the letter.

2. Proposer Experience

Each proposer shall furnish a narrative supported by relevant data regarding past experience with similar projects for the firm, and for the individuals who will be assigned to work on this account.

Each proposer shall also furnish a list of up to five references/clients including names, addresses, phone numbers, and principal contacts in which the proposer has provided similar advertising and marketing services.

3. Knowledge of Olympic Peninsula and Port Angeles

Each proposer shall furnish a narrative of how the Individual/firm is familiar with the City of Port Angeles and the Olympic Peninsula tourism economy. The narrative should identify past marketing and tourism related experience in the City and region.

4. Providing Services to Meet Goals & Objectives

Each proposer shall furnish a narrative of how the Individual/firm will provide services to meet the City's goals and objectives.

5. Projected Costs and Proposed Services

Each proposer shall provide a detailed matrix of estimated costs to provide the services, with the media buys being a part of the services provided. Such costs should be presented in a budget format that itemizes actual expenses for marketing, administration, and creative services. Proposed costs should differentiate media buys from administrative.

**I. Proposal Evaluation and Selection Process**

All proposals will be judged by demonstrated success, quality of work, past experience with communities similar in characteristic, inclusion of local qualified professional in the scope of work, and budget. Any incomplete proposals will be disqualified. Proposers from any previous RFP process are encouraged to partner with one another to demonstrate a more competitive proposal.

Proposer qualifications, experience, and demonstrated ability.	20 points
Marketing strategy including quality and responsiveness of proposal to the Goals and Objectives and Scope of Service detailed in Section II of this RFP	40 points
Cost reasonableness, appropriateness, and necessity as compared to all other proposals to provide the services proposed within the City's annual advertising budget.	15 points
Reporting of measurable outcomes that result from marketing and tourism promotion	15 points
Work with local (Clallam County) entities and professionals and use of local service providers for marketing effort.	10 points

The City will conduct a preliminary evaluation of all proposals by the deadline to determine compliance with proposal requirements and mandatory document submissions. The City

reserves the right to request additional information to clarify the content of a proposal.

All proposals shall be reviewed to determine that the minimum eligibility requirements have been met. Ineligible proposers will be informed in writing.

Proposals shall be evaluated per the aforementioned categories, scored, and ranked, and may include consideration of any or all of the listed factors at the City's discretion.

#### **J. Contract Award Process**

On the basis of the evaluation criteria listed above, City Staff will review the applications and select one proposer to recommend to the City Council. City Council shall approve the recommendation unless it determines staff has not properly applied the above evaluation criteria. In that case, the City Council shall return the recommendation to staff with instructions to re-evaluate the proposals.

The proposer selected to perform the services outlined in this RFP will enter into an agreement, approved as to form by the City Attorney, directly with the City of Port Angeles.

The City reserves the right to verify the information received in the proposal. If the proposer knowingly and willfully submits false information or data, the City reserves the right to reject that proposal. If it is determined that an agreement was awarded as a result of false statements, or other data submitted in response to this RFP, the City reserves the right to terminate the agreement.

### III. GENERAL RFP AND CITY INFORMATION

A services contract will be negotiated between the successful proposer and the City of Port Angeles:

#### **A. Term**

The term of this contract shall be one year. The proposer shall state if willing to grant the City the option to extend any contract awarded hereunder for two additional periods of one year each, under the same prices, terms, and conditions. Any contract awarded pursuant to this RFP may be terminated by the City for its convenience effective as of any date, upon thirty days prior written notification by the City to the successful proposer.

#### **B. Budget**

Total expenditures under the first year of this contract cannot exceed the budgeted amount. No guarantee can be given that this total will be reached. However, additional services over and above the budgeted amount per year may be required should the City's advertising budget be increased. Budgets must clearly differentiate administrative costs vs. media buys.

#### **C. Laws and Policies**

In the performance of the advertising/marketing services agreement, the selected entity must abide by and conform to any and all applicable laws of the United States, State of Washington, and the City of Port Angeles.

#### **D. Costs Incurred by Proposers**

All costs of proposal preparation shall be the responsibility of the proposer. The City shall not, in any event, be liable for any pre-contractual expenses incurred by proposers in the preparation and/or submission of the proposals. Proposals shall not include any such expenses as part of the proposed budget.

#### **E. General City Reservations**

The City reserves the right to extend the submission deadline should this be in the best interest of the City. Proposers have the right to revise their proposals in the event that the deadline is extended.

The City reserves the right to withdraw this RFP at any time without prior notice. The City makes no representation that any contract will be awarded to any proposer responding to the RFP. The City reserves the right to reject any or all submissions.

If an inadequate number of proposals are received or the proposals received are deemed non-responsive, not qualified, or not cost effective, the City may, at its sole discretion, reissue the RFP, or execute a contract with a vendor of their choice.



The City reserves the right to reject any and all proposals and the right to waive any informality when to do so would be advantageous to the City.

#### IV. PROPOSER'S CONTACT FOR INFORMATION

- Proposers may send written questions regarding the scope of work of this RFP to: [ced@cityofpa.us](mailto:ced@cityofpa.us)
- All questions must be submitted in writing and addressed to the Community and Economic Development Department.
- Deadline for written questions is December 2, 2022.