



# REQUEST FOR PROPOSALS

## PROFESSIONAL SERVICES

### *'Explore Wilsonville'* *Tourism Promotion and* *Destination Marketing Services*

ADVERTISEMENT DATE: February 3, 2025

**Proposals due: March 3, 2025, at 2:00 PM local time**

Proposals must be sealed in an opaque envelope, plainly marked as follows: "RFP – Tourism Services," and sent to the address below. Include the name and address of the Proposer.

Proposers must submit eight (8) hard copy sets of the Proposal and a digital, electronic-file version on a flash "thumb" drive.

Electronically mailed or faxed Proposals will not be accepted.

The City of Wilsonville reserves the right to reject any or all Proposals.

This Request for Proposals (RFP) and related documents are posted online at [www.ci.wilsonville.or.us/tourism](http://www.ci.wilsonville.or.us/tourism)

**Address Proposals to:**

City of Wilsonville  
Attn: Zoe Mombert, Assistant to the City Manager  
29799 SW Town Center Loop East  
Wilsonville, OR 97070



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## REQUEST FOR PROPOSALS PROFESSIONAL SERVICES

### *'Explore Wilsonville' Tourism Promotion and Destination Marketing Services*

## 1. PROJECT DESCRIPTION

### A. Summary of the Project

The City of Wilsonville, Oregon, invites proposals from qualified individuals or organizations ("Proposer") for tourism promotion and destination marketing services ("Project") for the City's 'Explore Wilsonville' tourism-development strategy. The strategy is updated annually by a *Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy* ("Plan") that acts as an over-arching business plan approved by the Tourism Promotion Committee ("Committee") and adopted by the City Council.

The Plan is implemented primarily through a *Tourism Promotion and Destination Marketing Services Plan Program* ("Program") developed by the Proposer with input and direction of the Committee and approved by City Council concurrent with the Plan. The Program consists of a specific set of marketing-communications deliverables, as well as general on-going professional services, that are the subject of this Request for Proposals (RFP).

Located mid-way between Oregon's largest metropolitan area and the state capitol, the 'Explore Wilsonville' tourism-promotion program seeks to position Wilsonville as an attractive destination along I-5 for overnight lodging from which to explore nearby attractions with themed itineraries throughout the Portland metro region and the North Willamette Valley. Working with a tourism promotion and destination marketing services consultant firm, the City of Wilsonville's Tourism Promotion Committee acts as the local-area Destination Marketing Organization (DMO), collaborating with Clackamas County Tourism & Cultural Affairs/ Oregon's Mt. Hood Territory, Explore Tualatin Valley and the Willamette Valley Visitors Association.

As a city with a range of two- to four-star lodging-property options that provide approximately 600 hotel rooms located on the dual edge of the Portland metro area and "Oregon Ag/Bike/Wine Country," Wilsonville provides easy access to both urban and rural attractions. As a city that hosts major corporations with thousands of employees and contractors, business and convention visitors seek additional leisure-trip opportunities. **Thus, Wilsonville has a regional tourism-promotion agenda that reaches out beyond the city limits to promote area attractions and events while positioning Wilsonville as the destination for visitors to choose for overnight lodging.**

### B. Scope of Work

This RFP focuses on obtaining high-quality, professional tourism promotion and destination marketing services for the relatively new 'Explore Wilsonville' DMO that has a footprint in both the Portland metro market and the Willamette Valley, facilitating Wilsonville's ability to be a "dual gateway" between urban culture and agricultural heritage. The key objective of the Project is to increase overnight lodging occupancy during the non-summer shoulder-season months of

the year by developing marketing campaigns that promote Wilsonville as an ideal lodging 'base-camp' for day-trips to explore regional attractions and events.

Specific tourism promotion and destination marketing services that are required by this RFP's scope of work include but are not limited to the following:

### **Marketing Services**

- Advancing and implementing marketing promotion plans that include ad-buys, creating digital and print advertising, online/website promotional features and social-media engagement.
- Creating digital and print marketing collateral as needed that could include a visitor guide and map, brochures, and other products.

### **Website Services**

- Hosting *ExploreWilsonville.com* tourism website on a platform that provides high-quality presentation for all devices, including desktop, tablet and mobile phone.
- Utilizing SEO and keywords strategies to generate online referrals
- Developing and maintaining original written, graphic-arts and photographic content for the tourism website, *ExploreWilsonville.com*, and related social media channels that include easily-accessible, current/updated listings of area events and tourism attractions (approximate 20-mile radius), and feature local lodging/dining opportunities.

### **Social Media Services**

- Designing and implementing a social-media marketing strategy, including promotional e-marketing campaigns and contests and posting regular updates to Facebook, etc.

### **Public Relations Services**

- Managing media contacts and issuing regular news releases to feature unique content and market attractions/events.
- Developing and cultivating earned media coverage through issuing press releases, pitching stories and arranging hosted tours.

### **Photographic & Video Services**

- Arranging and implementing photographic and video shoots, including obtaining models and releases, for use in print and digital media.

### **Management Services**

- Overseeing all aspects of 'Explore Wilsonville' tourism promotion program in conjunction with staff and Committee, including financial accounting.
- Providing necessary management supervision of activities and maintaining registrations and insurance provisions.
- Developing and operating procedures/systems in conjunction with City staff for public communications to respond timely to inquiries and fulfill requests for information via email, online, phone, US mail or in-person.

- Managing subscriptions to online services, software and database services and other destination marketing associations.
- Participating in-person (preferable) or virtually in Committee meetings that average five to six (6) two-hour-long meetings per fiscal year.
- Producing quarterly reports on a key set of metrics that include lodging property occupancy, website/social-media traffic, inquiries/information-requests, etc.

#### **Collateral, Printing & Shipping/Distribution Services**

- Creating and arranging production/printing of brochures and other marketing collateral.
- Developing and supporting distribution channels and paying shipping costs for print collateral products to targeted rest stops, visitor centers, and other locations.

#### **Reserve/Contingency**

- Setting aside a portion of the budget to cover unanticipated opportunities or expenses.

**For more information on the components desired in a Scope of Work to be submitted as a Proposal, see Appendix A – Tourism Promotion and Destination Marketing Services Desired Scope of Work.**

#### **C. Term and Budget of Project**

The Contract awarded under this RFP is for an amount not to exceed \$200,000/year for a three-year period, covering July 1, 2025, through June 30, 2028.

The Contract will also contain an option for the City to extend at its sole discretion the Contract with a modified scope of work proposed by Proposer and acceptable to the City for two (2) additional one (1) year contract extensions of the Project, with each extension currently estimated at \$200,000/year but subject to City Council annual budget approval.

Thus, the potential budget over three years for tourism promotion and destination marketing services that includes the three-year timeframe of this RFP and two optional extensions totals an amount not to exceed \$1,000,000.

#### **D. Tourism Budget Information**

The City's tourism promotion and destination marketing program, a component of the City Manager's Office, is funded through transient lodging taxes collected by the City. The budgeted amount for 'Explore Wilsonville' tourism promotion and destination marketing services professional services agreement is \$200,000 annually for the duration of the contract.

The City also budgets \$50,000 - \$100,000 annually for special projects to advance Wilsonville's Tourism Destination Strategy (currently being updated) which is reviewed and approved annually during the City's budget process.

Thus, the total amount of tourism funding resources for the Plan for a one-year period of the current fiscal year, FY 2025-26 for July 1, 2025, through June 30, 2026, is expected to be \$275,000:

- \$200,000 for tourism promotion and destination marketing services (this RFP)

- \$75,000 for tourism special projects (separately approved by Tourism Promotion Committee and City Council)

## **E. 'Explore Wilsonville' and Community Description**

Originally adopted by City Council in May 2014, the *Wilsonville Tourism Development Strategy* ("Strategy") provided fieldwork research and a general blueprint for local-area tourism promotion and destination marketing services, together with a set of recommendations for both short- and long-term actions.

The Committee prioritizes key components of the Strategy and works through those elements via annual approval of the Plan that provides a larger five-year action plan and a more specific one-year plan targeted for implementation the following fiscal year. Thus, the strategy is updated annually by a *Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy* ("Plan") that acts a business plan approved by the Tourism Promotion Committee ("Committee") and adopted by the City Council.

The Plan is implemented primarily through a *Tourism Promotion and Destination Marketing Services Program* ("Program") developed by the Proposer with input and direction of the Committee and also approved by City Council concurrent with the Plan. The Program consists of a specific set of marketing-communications deliverables, as well as general on-going professional services, that are the subject of this RFP.

As one of Oregon's fastest-growing cities for the past two decades, Wilsonville now has a population of 27,000 and hosts 23,000 jobs that generate a \$1.7 billion annual payroll, mostly in high-tech engineering and manufacturing jobs. Significant employers include Siemens (aka Mentor Graphics), Sysco Food Services, Collins Aerospace, TE Medical, DW Fritz Automation and FLIR. TWIST Bioscience has also made significant investments in the community as the San Francisco-based business recently expanded to Wilsonville. Notable residential developments include the international-award winning Villebois urban-village and 2019 NW Natural Street of Dreams location in the Frog Pond West neighborhood.

Education is a top community priority, with the West Linn-Wilsonville School District rated as one of Oregon's top public school system, and higher-education facilities of Clackamas Community College and Oregon Institute of Technology's "Oregon Tech" Portland-metro campus located in Wilsonville.

The City operates South Metro Area Regional Transit (SMART) that offers fixed-route, fare-free rides in town and fare connections to TriMet's Westside Express Service (WES) commuter rail to Tualatin, Tigard and Beaverton and the entire Portland metro system, and bus service to Canby and Salem/Keizer.

In a series of National Citizen Surveys conducted over the past ten years, Wilsonville residents consistently score the quality of life and City services as some of the best in the U.S. based on scientifically valid surveys. Both residents and visitor rate Wilsonville's parks, which include two regional parks that feature playing fields/recreation opportunities and natural areas, as attractive amenities. The Willamette River represents an incredible natural resource that is only recently being utilized with plans for new park development and improved river access. New bike/ped bridges over I-5 and the Willamette River that connect with the Portland metro area Ice Age Tonquin are currently being planned by the City.

The City recently implemented an arts and culture program guided by an Arts, Culture and Heritage Strategy with a new City Council-appointed Arts and Culture Commission. The program is focused on increasing the availability of art in the community which is expected to benefit the tourism program.

## 2. PROPOSER AND PROPOSAL REQUIREMENTS

### A. Developing Proposals

Interested consultants shall prepare and submit Proposals in accordance with the requirements stated within this RFP. Adherence to these requirements will ensure a fair and objective analysis of submitted Proposals. Proposals should provide a clear, concise description of the Proposer's capabilities to satisfy the requirements of this RFP. Emphasis should be placed on completeness, brevity, and clarity of content. Failure to comply with or complete any part of the RFP may result in rejection of the Proposal. The ability to follow these instructions demonstrates attention to detail.

### B. Eligible Proposers

The City of Wilsonville, Oregon, is requesting Proposals in order to select a qualified consultant to provide tourism promotion and destination marketing services for the City's 'Explore Wilsonville' tourism development strategy ("Project"). Proposers, which may be individuals or organizations, are invited to demonstrate their experience and qualifications in performing work directly related to the services required by responding to this Request for Proposals (RFP).

Technically, qualified proposers are required:

- To be able to demonstrate prior successful professional experience in tourism promotion and destination marketing services and otherwise meet the requirements of this RFP.
- If successful as Proposer, acquire a City of Wilsonville business license.

### C. Minimum Qualifications

Qualities sought in the successful Proposer for Tourism Promotion and Destination Marketing Professional Services Agreement include demonstrating the following skills and experience:

- **Marketing Communications Proficiency:** Comprehensive background in multiple aspects of public relations and marketing communications, including producing branding strategy and messaging, creating incentive programs, graphic-arts creation and development of advertising sales collateral. Seek professional knowledge of publication and web layout and design, social-media use and email-marketing techniques, as well as related writing/editing and media-relations skills.
- **Professional Tourism Background:** Extensive professional experience in the tourism industry with a track record of successful accomplishments that have increased overnight lodging occupancy or other quantifiable metrics.
- **Oregon Tourism Expertise:** Considerable first-hand knowledge of the Oregon tourism industry, including managers of DMOs, tour operations, meeting/convention planners, and specialized travel segments such as Business Travelers, VFR (Visitor Friends and Relatives), and FIT (Free/Foreign Independent Traveler) markets.

- **Prior Governmental Experience:** Previous work with local, state or federal unit of government on tourism development, economic development or other programs. Experience working with cities, committees, boards, and chambers of commerce of particular interest.
- **Other Qualifications:** Possess a valid driver's license and ability to operate a motor vehicle; ability to pass a criminal background check; ability to acquire all required insurance coverage and provide documentation; ability to work weekends, holidays, and evening hours as business demands. Some overnight travel is required.

#### **D. Proposal Format**

Proposals shall be typewritten, with a standard body text font (e.g., Calibri, Times New Roman, Garamond) of at least 12-point. Proposals shall be preferably double-sided and stapled once or bound in the upper left-hand corner. The City requests that submittal materials contain post-consumer recycled content and are readily recyclable. The City discourages the use of materials that cannot be readily recycled, such as PVC binders, spiral bindings, and plastic or glossy covers or dividers. One page is considered to be one side of a single 8 ½" x 11" sheet.

#### **E. Proposal Content Specifications**

The Proposal should be organized to include the following information in the following order:

1. A signed cover letter stating the consultant/firm Proposer's desire to make an offer responsive to the RFP.
2. Consultant/firm name, address and specialty of the consultant/firm. Include the same for any sub-consultants included in the Proposal and provide a contact person for each one.
3. Names and descriptions of relative experience of each individual who will be assigned to this Proposal; resumes showing relevant experience are preferred.
4. Three (3) references for each individual or firm listed in the Proposal, including name, email address, and telephone number for one direct contact person for each reference.
5. A work plan explaining how the Proposer intends to address all of the tasks listed in the Scope of Work. Proposers are encouraged to suggest modifications or additions to the Scope of Work, but the Proposal should at least address all of the tasks defined in the Scope of Work. Specific items to consider addressing include:
  - a. The Proposer's understanding of the goals and objectives of the RFP and requested tasks and activities based on existing information.
  - b. Discuss the approach the Proposer will use to perform the tasks and activities identified in the Scope of Work.
6. Cost estimate for completing the Scope of Work. Include billable rates, also known as "Consultant's Rate Schedule," for any consultant proposed to work on the Project, along with any additional charges that might be incurred. Suggested additions or modifications to the Scope of Work should be budgeted separately as adds or deducts.
7. Listing of any exceptions to the Professional Services Agreement, Appendix B. *Please review the draft Professional Services Agreement, paying special attention to the City's insurance requirements.* Any proposed changes to the Professional Services Agreement



must be noted in the Proposal. The City may or may not agree to make such changes. Proposed changes not noted in the Proposal cannot be requested at the time the contract is awarded. Proposers should include proof of the required insurance with the Proposal.

8. Additionally, the Proposal should include at least four (4) samples of DMO tourism-promotion related work products that were prepared by the Proposer or members of the consultant team, along with a note of explanation about each sample product.

### **3. PROPOSAL SUBMISSION**

#### **A. Proposal Due Date and Submission Requirements**

Interested consultants shall submit eight (8) hard copies of their written Proposals and one digital, electronic-file version on CD or flash “thumb drive,” sealed in an opaque envelope, plainly marked “RFP – Tourism Services,” and include the name and address of the Proposer. Proposals shall be addressed and submitted to the following location by **2:00 p.m. local time on Monday, March 3, 2025**:

City of Wilsonville  
Attn: Zoe Mombert, Assistant to the City Manager  
29799 SW Town Center Loop East  
Wilsonville, OR 97070

Proposals must arrive at the issuing office on or before the listed time and date due. Late Proposals will be returned unopened and without review. Electronically mailed or faxed Proposals will not be accepted.

#### **B. RFP Questions or Change Requests**

A prospective Proposer may ask questions and/or request a change to any provision, specification, or contract term contained in the RFP documents by submitting a written request to:

City of Wilsonville  
Attn: Zoe Mombert, Assistant to the City Manager  
29799 SW Town Center Loop East  
Wilsonville, OR 97070

OR via e-mail to

[mombert@ci.wilsonville.or.us](mailto:mombert@ci.wilsonville.or.us)

All questions or change requests shall include “RFP Request – Tourism Services” in the email subject line or written on the front of the envelope and be submitted, in writing, by **2:00 p.m. local time on February 18, 2025**. Each question or request for change must specify the provisions, specifications, or contract terms of the RFP in question and contain reasons for the requested change and any proposed modifications in writing.

The City will evaluate questions and resolve all change requests submitted before the listed time and date due by February 18, 2025. Changes that are accepted by the City shall be issued in the form of an addendum to the RFP on February 25, 2025, which shall be published on the City

website RFP section at [www.ci.wilsonville.or.us/rfps](http://www.ci.wilsonville.or.us/rfps) and at the City's website Tourism Promotion Committee section at [www.ci.wilsonville.or.us/tourism](http://www.ci.wilsonville.or.us/tourism).

## 4. PROPOSAL EVALUATION AND SELECTION

### A. Selection Review Committee

All written Proposals received at City Hall by the deadline will be reviewed by a Selection Review Committee. The Selection Review Committee will be comprised of City staff and the Committee. One or more finalists may be invited to an interview after the written Proposals have been reviewed. Each committee member will independently evaluate each Proposal in accordance with the criteria stated in the Proposal Requirements section of this RFP.

At any point during the evaluation process, the City is permitted to seek clarification of any Proposal. The City retains the right to accept any or no proposal that is deemed to best fit the needs of the City's tourism program.

### B. Written Evaluation

Based on his or her evaluation, each member of the Selection Review Committee will score each Proposal according to the following scoring criteria. Each member will rank, in descending order, each Proposal by total score.

#### Written Proposal Evaluation Criteria and Scoring

Criteria	Maximum Score
Proposal Quality	25 Points
Proposer's Experience/Demonstrated Results	25
Qualifications of Personnel	25
Value of Services Provided for Cost	25
<b>Total Maximum Score</b>	<b>100 Points</b>

In addition to the above weighted scoring criteria, feedback from provided references will also be considered and may be determinative in the selection process.

### C. Explanation of Evaluation Criteria

Following are additional details on the proposal evaluation criteria:

- **Proposal Quality:** Quality and creativity of the Proposal and points addressed in the Scope of Work, and the likelihood of achieving program objectives.
- **Proposer's Experience/Demonstrated Results:** Proposal team's experience and success with developing creative tourism-promotion and destination-marketing plans for other communities.
- **Qualifications of Personnel:** Prior professional experiences and work-products of consultant team members and how relevant to this Project.
- **Value of Services Provide for Cost:** The maximum services provided in relation to the fee charged and the value of the overall Project; the budget is reasonable and appropriate.

## **D. Interview Evaluation**

If determined to be necessary or desirable by the City, finalists from the written evaluation may be invited to participate in an additional interview evaluation process. The number of finalists will be determined by the Selection Review Committee. The interview evaluation process will provide an opportunity for Proposers to make a presentation to clarify their Proposal and for the Selection Review Committee to ask additional questions related to the Proposal and the Scope of Work. The City will notify finalists of the interview evaluation time and location and allow for a reasonable period of time for finalists to prepare presentations. See the Schedule for potential tentative dates and times for interviews.

After the interviews, each member of the Selection Review Committee will re-evaluate and re-score each finalist interviewed according to the Evaluation Criteria. Each member will rank, in descending order, each interview by total score. The City reserves the right to perform additional investigations of any Proposer, including communication with licensing authorities, former clients, and references, and other means as the City deems appropriate, and may reject any Proposal upon finding a record of Proposer's substandard workmanship.

## **E. Successful Proposer Determination**

The Proposer with the highest overall ranking, as determined by the Selection Review Committee, shall be identified as the Successful Proposer.

The Selection Review Committee shall determine the final ranking of Proposers, and the Committee's decision is final. Upon determination of the Successful Proposer and performance of additional investigations, the City will issue a Notice of Intent to Award letter notifying all Proposers of the City's selection of a Successful Proposer and protest procedures.

The City reserves the right to negotiate a final contract that is in the best interest of the City. The City will only negotiate those provisions of the Tourism Services Contract that were noted as Exceptions in the Proposal. The City will attempt to reach a final agreement with the Successful Proposer. The City may, in its sole discretion, terminate negotiations and reject the Proposal in the event agreement cannot be reached. The City may then attempt to reach final agreement with the next highest ranked Proposer, and so on with the remaining Proposers, until an agreement is reached. In the alternative, the City may at any time elect to reject all Proposals and begin the RFP process over.

After the City has reached final agreement with the Proposer, the Selection Review Committee will make a recommendation to the Wilsonville City Council. The Wilsonville City Council will then make the final contract award decision.

## **F. Award Protest**

A Proposer believing to have been adversely affected or aggrieved by the selection of the Successful Proposer may submit a protest to the City in accordance with OAR 137-047-0740. The protest must be in writing and submitted to:

City of Wilsonville  
Attn: Zoe Mombert, Assistant to the City Manager  
29799 SW Town Center Loop East  
Wilsonville, OR 97070  
OR via e-mail to [mombert@ci.wilsonville.or.us](mailto:mombert@ci.wilsonville.or.us)

Award protests shall include "RFP Award Protest – Tourism Services" in the subject line or written on the front of the envelope. The written protest must be received by the City no later than **2:00 p.m. local time on Friday, April 25, 2025**. The protest should demonstrate that all higher ranked Proposers failed to meet the requirements of the RFP or are not qualified to perform the services described in the RFP. Protests received after the submittal deadline will not be considered.

No contract associated with the RFP will be awarded until any protests have been resolved. The City will evaluate and resolve all award protests submitted before the deadline within a reasonable time following receipt of the protest. The City will promptly issue a written decision on the protest to the Proposer who submitted the protest. If the City's written decision on the protest results in a change to the RFP, the City shall cancel the Notice of Intent to Award, revise the RFP documents accordingly, and solicit for new Proposals. The City's decision regarding the protest is final and concludes the administrative appeals process.

## 5. RFP SCHEDULE

The following is the anticipated timeline of this RFP for receiving and evaluating Proposals and awarding a professional services agreement contract to the most qualified firm or individual. This schedule is subject to change as additional time is needed.

Advertise Request for Proposals (RFP)	Feb. 3, 2025
RFP Question or Change-Request Deadline	Feb. 18, 2025 - 2:00 p.m.
RFP Addenda Issuance Deadline (if needed)	Feb.25, 2025
Proposals Due	Mar. 3, 2025 - 2:00 p.m.
Potential Interview Dates of Proposers by Selection Review Committee	<i>April 9,2025 - if needed</i>
Evaluation of Proposals Complete	April 18, 2025
Notice of Intent to Award	April 18, 2025
Award Protest Deadline	April 25, 2025 - 2:00 p.m.
City Council Award Public Hearing	May 5, 2025 - 7:00 p.m.
Notice of Award	May 6, 2025

## 6. GENERAL RFP AND PROPOSAL INFORMATION

### A. RFP Documents

Request for Proposal (RFP) documents may be obtained at Wilsonville City Hall, located at 29799 SW Town Center Loop East, Wilsonville, Oregon 97070, or may be obtained electronically on the City website RFP section at [www.ci.wilsonville.or.us/rfps](http://www.ci.wilsonville.or.us/rfps). The City of Wilsonville shall not be held responsible for the delivery of the documents.

Other 'Explore Wilsonville'-related documents, including the Strategy, Plan, Program, Committee meeting minutes and more information are online at the City's website Tourism Promotion Committee section at [www.ci.wilsonville.or.us/tourism](http://www.ci.wilsonville.or.us/tourism).

## **B. Project Manager; City Contact**

The City's Project Manager is the sole RFP point of contact for all questions, concerns, and protests. The Project Manager for this Project is:

Zoe Mombert, Assistant to the City Manager  
503-570-1503  
[mombert@ci.wilsonville.or.us](mailto:mombert@ci.wilsonville.or.us)

Access to the City's Project Manager for telephone calls, emails, or other communication will be unrestricted during the RFP preparation period up until **2:00 p.m. local time on February 18, 2025**. During this time, Proposers are encouraged to ask as many questions as needed to prepare a viable Proposal. Questions submitted after 2:00 p.m. local time on February 18, will not be addressed.

For the sake of fairness and to avoid the appearance of undue influence, Proposers are *not* to contact any City staff, City official or Committee member other than the Project Manager concerning this RFP. Contact with any other City staff, City official or Committee member concerning this RFP will be grounds for disqualification.

Proposers are hereby notified that verbal communication may not be relied upon as official communication concerning this RFP. Only answers to those questions responded to by the Project Manager in writing via email or by addendum may be relied upon.

## **C. Changes to the RFP Solicitation by Addenda**

The City reserves the right to make changes to the RFP by written addendum by February 25, 2025, which shall be published on the City website RFP section at [www.ci.wilsonville.or.us/rfps](http://www.ci.wilsonville.or.us/rfps) and at the City's website Tourism Promotion Committee section at [www.ci.wilsonville.or.us/tourism](http://www.ci.wilsonville.or.us/tourism).

Prospective Proposers who have contacted the Project Manager and received confirmation of their interest in the RFP by email will be notified of changes to the RFP solicitation by addenda or the provision of answers to questions.

All addenda shall have the same binding effect as though contained in the main body of the RFP and Scope of Work.

No addenda will be issued later than **February 25, 2025**, except by an addendum, if necessary, postponing the date for receipt of Proposals or withdrawing the RFP altogether.

Each Proposer is responsible for obtaining all addenda prior to submitting a Proposal and shall acknowledge in the Proposal receipt of each addendum as part of the Proposal. Failure to acknowledge receipt of all addenda as part of the Proposal may result in rejection of the Proposal.

## **D. Confidentiality**

All information submitted by Proposers shall become and remain the property of the City and, as such, is considered public information and subject to disclosure pursuant to the Oregon Public Records Act, except such portions of the Proposals for which Proposer requests exception from disclosure as being proprietary information exempt from disclosure, consistent with Oregon law.

If a Proposal contains any information that is considered a trade secret under ORS 192.501(2), each sheet of such information must be marked with the following legend:

*“This data constitutes a trade secret and shall not be disclosed except in accordance with the Oregon Public Records Law, ORS Chapter 192.”*

Identifying the Proposal in whole as a trade secret is *not* acceptable. Failure to identify a portion of the Proposal as a trade secret shall be deemed a waiver of any future claim of that information as a trade secret. Nondisclosure of documents or any portion of a document submitted as part of a Proposal may depend upon official or judicial determinations made pursuant to the Oregon Public Records Law.

The City will make available to any person requesting information through the City processes for disclosure of public records, any and all information submitted as a result of this RFP not exempted from disclosure without obtaining permission from any Proposer to do so after the Notice of Intent to Award has been released.

The City accepts no liability for the inadvertent or unavoidable release of any confidential information submitted. If a public record request is made for material marked as proprietary, the City will attempt to notify the impacted Proposer prior to the deadline for release of the material but will not defend against any legal challenge for release. Therefore, claims arising out of any public record request for such information shall be at the Proposer's sole expense, if the Proposer wishes to deny or withhold the information.

## **E. Cancellation**

The City reserves the right to cancel this RFP or the contract award at any time before execution of the contract by both parties, if cancellation is deemed to be in the best interest of the City. In no event shall the City have any liability for the cancellation of a contract award.

## **F. Late Proposals**

All Proposals that are not received by the Proposal Due Date and Time will not be considered and will be returned unopened to the Proposer. Electronically mailed or faxed Proposals *will not* be accepted. Delays due to mail and/or delivery handling, including but not limited to delays within the City's internal distribution systems, do not excuse the Proposer's responsibility for submitting the Proposal to the correct location by the Proposal Due Date.

## **G. Disputes**

In case of any doubt or differences of opinion as to the items or services to be furnished hereunder, or the interpretation of the provisions of the RFP, the decision of the City shall be final and binding upon all parties.

## **H. Proposer Certifications**

By the act of submitting a Proposal in response to this RFP, the Proposer certifies that:

Proposer has carefully examined all RFP documents, including Appendix A – Tourism Promotion and Destination Marketing Professional Services Agreement, all addenda, and all other attachments, fully understands the RFP intent, is able to perform all tasks as described in the Scope of Work of this RFP, and the Proposal is made in accordance therewith. Except as

otherwise noted as part of the Proposal, Proposer certifies that Proposer is ready, willing, and able to comply with all terms of the attached Tourism Consultant Contract.

1 Proposer is familiar with the local conditions under which the work will be performed.

The Proposal is based upon the requirements described in the RFP, without exception, unless clearly stated in the response.

Proposer accepts all of the terms of the City's Tourism Consultant Contract and warrants that Proposer will fully meet all of the insurance requirements contained therein. If Proposer wishes to amend or modify any terms of the Tourism Consultant Contract, such amendment or modification must be stated in particularity in the Proposal. Proposed changes to the draft Tourism Consultant Contract not stated at the time of Proposal submission will not be considered. Changes stated will be considered but may not be agreed upon by the City for contract award. If the City does not agree with such noted changes, Proposer may withdraw the proposed change or the entire Proposal and the City may elect to award the contract to the next highest ranked Proposer.

Proposer certifies, and in the case of sole proprietorship, partnership, or corporation, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of Proposer's knowledge and belief, no elected official, employee, or person whose salary is payable in whole or part by the City has a direct or indirect financial interest in the Proposal, or in the services to which it relates, or in any of the profits thereof, other than as fully described in the Proposer's response to this solicitation.

Proposer has examined all parts of the RFP, including all requirements and contract terms and conditions thereof, and if its Proposal is accepted, the Proposer shall accept the contract documents thereto, unless substantive changes are made in the same without the approval of the Proposer.

Proposer, if an individual, is of lawful age; is the only one interested in this Proposal; and no person, firm, or corporation, other than that named, has any interest in the Proposal, or in the proposed contract.

Proposer has quality experience providing the types of services and duties as described within the Scope of Work of this RFP.

Proposer shall also certify Proposer's state of residence.

## **I. Nondiscrimination**

By the act of submitting a Proposal in response to this RFP, the Proposer certifies, under penalty of perjury, that the Proposer has not discriminated against minorities, women, or emerging small business enterprises in obtaining any required subcontracts.

## **J. Competition**

Prospective Proposers are encouraged to comment, either with their Proposals or at any other time, in writing, on any specification or requirement within this RFP which the Proposer believes will inordinately limit competition.

## **K. Proposal Liability**

Proposers responding to this RFP do so solely at their expense, and the City is not responsible for any Proposer expenses associated with the RFP. By proposing, Proposers agree that doing so is at their own risk and the City shall have no liability related thereto. Finalists invited to participate in interview evaluations are responsible for scheduling and paying for their own travel arrangements. The City is not liable for any cost incurred by a Proposer in protesting any portion of the RFP documents or the City's selection decision.

## **L. City Requests for Clarification, Additional Research, and Revisions**

The City reserves the right to obtain clarification of any portion of a Proposal or to obtain additional information necessary to properly evaluate a particular Proposal. Failure of a Proposer to timely respond to such a request for additional information or clarification may result in a finding that the Proposer is non-responsive and consequent rejection of the Proposal.

The City may obtain information from any legal source for clarification of any Proposal. The City need not inform the Proposer of any intent to perform additional research in this respect or of any information thereby received.

The City may perform, at its sole option, investigations of any Proposer. Information may include, but shall not necessarily be limited to, current litigation and contracting references. All such documents, if requested by the City, become part of the public record and may be disclosed accordingly.

The City reserves the right to request revisions of any Proposal after the date and time due and before award for the purpose of obtaining best and final offers.

## **M. Rejection of Proposals**

The City reserves the right to reject any or all irregularities or omissions in Proposals submitted in response to this RFP to the extent it is determined to be in the best interest of the City to do so. Furthermore, the City reserves the right to reject any or all Proposals or portions thereof submitted in response to this RFP. Proposals may be rejected for one or more of the following reasons, including but not limited to:

1. Failure of the Proposer to adhere to one or more of the provisions established in the RFP.
2. Failure of the Proposer to submit a Proposal in the format specified herein.
3. Failure of the Proposer to submit a Proposal within the time requirements established herein.
4. Failure of the Proposer to adhere to ethical and professional standards before, during, or following the Proposal process.

The City may reject any Proposal not in compliance with all prescribed public procurement procedures and requirements, and may reject for good cause any or all Proposals upon a finding by the City that it is in the public interest to do so.

## **N. Modification or Withdrawal of Proposal by Proposer**

A Proposal may not be modified, withdrawn, or canceled by the Proposer following the time and date the Proposals are due. Proposals submitted early may be modified or withdrawn only by



notice to the City, at the Proposal submittal location, prior to the time and date the Proposals are due. Such notice shall be submitted to the Project Manager, in writing, executed and signed by a duly authorized representative of the firm/individual submitting the Proposal. All such communication shall be so worded as not to reveal the contents of the original Proposal.

Withdrawn Proposals may be resubmitted prior to the time and date the Proposals are due, provided that they are then fully in conformance with the RFP.

### **O. Duration of Proposal**

Proposal prices, terms, and conditions shall be firm for a period of at least ninety (90) days from the time and date Proposals are due. Proposals shall not be subject to future price escalation or changes of terms during the ninety (90) day period.

### **P. Local and Federal Requirements**

The City of Wilsonville intends to select a consultant in accordance with Oregon law and the City's municipal code. Selection of a consultant under this process is not a guarantee of a contract award, nor is the award of a contract for any portion of the Work a guarantee of award of a contract for any subsequent work. All work is subject to budgetary and funding constraints of the City of Wilsonville.

The selected consultant shall comply with all federal, state, and local laws, regulations, executive orders, and ordinances applicable to the work under this contract, including, without limitation, the provisions of: (i) Title VI of the Civil Rights Act of 1964; (ii) Section V of the Rehabilitation Act of 1973; (iii) the Americans with Disabilities Act of 1990 and ORS 659.425; (iv) all regulations and administrative rules established pursuant to the foregoing laws; and (v) all other applicable requirements of federal and state civil rights and rehabilitation statutes, rules, and regulations.

Proposer is subject to the Oregon Workers Compensation Law and shall comply with ORS 656.017, which requires the provision of Workers Compensation coverage for all employees working under this contract. The City of Wilsonville's programs, services, employment opportunities, and volunteer positions are open to all persons without regard to race, religion, color, national origin, sex, sexual orientation, gender identity, age, marital status, disability, or political affiliation.

## **APPENDIX A – TOURISM PROMOTION AND DESTINATION MARKETING DESIRED SCOPE OF SERVICES**

The City of Wilsonville seeks Proposals that address specifically and include the following services and deliverables and assigns an estimated/bid cost to complete each primary job task.

### **A. Marketing Services**

**Media Buying:** Identify advertising opportunities with various publications, negotiate favorable ad rates, identify insertion dates based on editorial calendar, define ad specs, oversee ad design and production, and upload ads to publications.

Work with partner agencies (OMHT, WCVA, WVVA, TP, TO) on co-op ad-buys and other joint promotion efforts.

Identify and propose potential publications such as brochures and visitor guide/map and tourism promotional advertising opportunities could include, as recommended by Proposer, Travel Oregon Visitor Guide, Travel Portland Visitor Guide, Sunset magazine, AAA Journey magazine, and other paid digital media. Note that City staff are currently researching print/online map-tool options.

Research and oversee digital paid advertising (via Google Adwords); preference for certified Google Adwords Professional experience.

**Art & Creative Direction:** Develop creative that aligns and enhances current marketing efforts.

**Print Ad Design:** Creative design services for print advertising campaigns.

**Digital Ad Design:** Creative services for digital advertising campaigns.

**Copywriting:** Develop copy for marketing collateral, print and digital advertising.

**Production:** Non-creative production services.

**Email Marketing Campaign:** Monthly Email Blast (12 times per year) includes email campaign development, list management, graphic design and copywriting.

### **B. Website Services**

**Hosting, Maintenance and Content Development** for ExploreWilsonville.com.

**Domain Name Renewals:** www ExploreWilsonville com.

**SSL Certificate Renewals:** www ExploreWilsonville com.

**Security/Hack alert Scanning.**

**Paid Plug-in Applications Renewals** as needed.

**Ongoing Content Maintenance Updates** for Attractions, Lodging and Calendar-of-Event Listings.

**Content/Website Development** that includes words, images and maps.

**Monitoring** of website to maintain up-time and appropriate look-and-feel.

**Reporting** of website traffic and related statistics.

**Calendar of Events Listings** for all primary community and tourism events occurring 25 miles south, east and west of Wilsonville and 5 to 15 miles north. Calendar should have ability to distinguish or segregate regular on-going (weekly) events from special one-time or annual events.

**SEO** (Search Engine Optimization) Strategies and Tactics – Create detailed SEO strategy to include keyword research, focus and documentation of performance. SEO should include additional and new content for the website. Also include SEO technical audit for proper indexation, and include quarterly monitoring results into Quarterly Reports.

### **C. Social Media Services**

**Promote off-season tourism** by promoting attractions and events available during shoulder season. Develop master editorial calendar for FY 2025-2026, identify trending hashtags, review and analyze past posts to improve the campaign communication with event producers for events and happenings. Social media proposal should be inclusive of organic posts, boosted organic posts and paid social media advertising.

**Management & Implementation:** Strategy, design & management of all paid social media. Manage all channels and post updates 3-5 times per week. Create events (or add existing events) to Facebook page, Manage and direct the “day-to-day” social media subcontractor, copywriting, graphic design, art direction of photography, schedule posts, seek out missing photography, ongoing coordination; preference for Facebook Blueprint Certified Professional experience.

### **D. Public Relations Services**

**Monthly News Release Writing** to promote 'Explore Wilsonville' content or other feature: 12 times per year, or an average of one per month.

**Pitching Story Ideas** to magazine writers, tourism promotion operators.

**Responding** to Writers and Reporters with Content & Photos.

**Press Release Online Distribution** to AP Wire.

**Software Subscription** for most efficient and effective distribution tool.

**Manage Media Contacts** Data & Reporting in Meltwater Software

### **E. Photographic & Video Services**

**Arrange for New Photography** and Videography of attractions and events as needed

**Arrange for models** and releases as needed.

**Obtain full Usage & Rights Renewals**, if applicable

## **F. Management Services**

**Management** of the overall tourism-promotion and destination-marketing program in conjunction with staff and Committee

**Accounting for itemized expenses** that are invoiced under the PSA for reimbursement.

**Developing and operating procedures/systems** in conjunction with City staff for public communications to respond timely to inquiries and fulfill requests for information via email, online, phone, US mail or in-person.

**Memberships:** Arrange for City of Wilsonville/ExploreWilsonville Memberships to Travel Portland and Oregon Destination Association (formerly known as Oregon Destination Marketing Organization)

**Software and Database Subscriptions** that include STR (Smith Travel Research) and ISSUU (Digital Visitor Guide) or similar service

**Reporting:** Quarterly key performance indicators (KPI) report, including website unique visitor counts, referral sources, page-views, occupancy and average daily room rate, etc. The City's STR comparable is Troutdale.

**Meetings:** Attendance at Tourism Promotion Committee meetings, six (6) times per year, in Wilsonville. In-person attendance preferred; virtual attendance permissible occasionally with advance request and approval by Project Manager. Additional meetings, if needed, may be invoiced separately under Reserve/Contingency.

## **G. Collateral, Printing & Shipping/Distribution Services**

**"Wilsonville Visitor Guide and Map" bi-fold brochure design and printing for use in-town distributed primarily to partner agencies** like OMHT, WCVA, Chamber of Commerce and WVVA: 11" x 17" folded in half or quarters (flat) brochure printed on high-quality gloss book, four-process colors plus flood gloss AQ on both sides of sheet (4+fAQ/4+fAQ), full bleed, trimmed, roll folded to finish size of 8.5" x 11" or 4.24" x 11". Boxed Quantity of 5,000.

**Certified Folder brochure distribution** and poster-sized display at I-5 French Prairie North Bound.

**Postage:** \$1,000 of stamps for Parks and Recreation staff Visitor Center fulfillment

**Freight and shipping** to Certified folder and other distribution outlets as contracted with.

## **H. Reserve/Contingency**

Funds to cover an item that might go over budget or to allow the tourism promotion program to take advantage of an unforeseen or unplanned opportunity.

## **APPENDIX B – CITY OF WILSONVILLE STANDARD PROFESSIONAL SERVICES AGREEMENT (PSA)**

Following is the City of Wilsonville's standard Professional Services Agreement (PSA) for contracting with a successful Proposer. A final negotiated Scope of Work (SOW) between the City and Proposer will be attached to the PSA as Exhibit A.