

CITY OF NEWPORT, OREGON
REQUEST FOR PROPOSALS
TOURISM PROMOTION SERVICES



SUBMIT PROPOSAL TO:

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City of Newport
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Newport, Oregon 97365
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Due Date: May 15, 2024
2:00 P.M., PDT

CITY OF NEWPORT, OREGON

Request for Proposal Tourism Promotion Services

I. BACKGROUND

A. Proposer Entity

The City of Newport (“City”) is seeking a well-qualified profit or non-profit organization to submit a proposal to provide tourism promotion services for the City.

B. Overview

The City of Newport is a prime tourist destination and the population center of the Central Oregon Coast. Newport is the county seat of Lincoln County, and houses the offices of several federal and state agencies, including a major Coast Guard station, Oregon State University’s Hatfield Marine Science Center, NOAA’s Pacific Marine Operations Center, the Oregon State Police, Oregon DMV, and Oregon Employment Division offices. The City is home to the Samaritan Pacific Communities Hospital, and the main campus of the Oregon Coast Community College. OCCC is a premier educational institution and unique in its aquarist program. Its aquarist graduates are working in aquarium and research facilities throughout the country. Newport has a population of more than 11,000.

The Yaquina River flows into the Pacific Ocean through Newport’s Yaquina Bay. Newport is home to the Oregon Coast Aquarium, one of the country’s premier aquariums. A substantial commercial fishing fleet calls Newport home, as do several marine research vessels and a large number of private boats docked in marinas around the Bayfront. Newport is one of three deep-water ports on the Oregon Coast. Tonnage of shipping is second behind Coos Bay.

Newport has often been described as the most authentic City on the entire Oregon Coast. The City boasts numerous fine shops, restaurants, galleries, lodging establishments, and endless outdoor recreational opportunities.

Proximity to Portland and the Willamette Valley provides a strong tourism base, and the mid-latitude of Oregon provides moderate rainfall during the winter and spring months, and mild temperatures.

C. Source of Funds and Budget

The source of funds for this service is from the City's Transient Room Tax Fund. The budget figure for FY 2024/2025 has not been established, but is anticipated not to exceed \$125,000.

II. RFP SPECIFICATIONS

A. Goals and Objectives

Discover Newport Committee will use the services of Vendor from award to contract expiration, to support the creation, execution, and optimization of Discover Newport's search engine, digital and social media marketing and other tourism promotion services. These tourism promotion services for the City of Newport, including, but not limited to:

1. Brand Management
2. Integrated Marketing
3. Content/Creative
4. Creative Production
5. Content Marketing
6. Social Media Marketing
7. Support of Goals of the Discover Newport Committee
8. Statistical Reporting/Data and Research

Key Marketing Goals:

- Establish, reinforce and increase awareness of the Newport brand
- Inspire visitation and tell the Newport story
- Drive visitor demand and local spending
- Create data-driven strategies
- Encourage increased length of stay, shoulder/off-season visitation (September-May), and repeat visits
- Enhance the perceived value of Newport as a destination
- Grow Newport's share of voice and marketing reach
- Diversely engage with target audiences
- Position Discover Newport as the resource for Newport destination travelers
- Enhance the perceived value of visiting Newport, and give lodging properties, restaurants, and retail establishments the ability to maximize profits and promote their enterprises.

B. Scope of Services

All services shall be provided under the direction of the City Manager and City Council in coordination with the Discover Newport Committee to complement the City's tourism promotion program. The tourism promotion services provided shall include, but not be limited to, the following tasks:

Brand Management

1. Establish and maintain the Discover Newport Brand
 2. Primary ownership of all channels, including but not limited to website, all current and future social media accounts, analytics portals, and content libraries will be owned by the City of Newport, with proposer provided delegated access.
- Apply brand to all Discover Newport owned marketing channels and assets

Integrated Marketing

1. Increase awareness of Discover Newport as a trip planning resource
2. Improve engagement with audiences interested in Newport on a continuous basis
 - Manage DN social accounts and platforms as tourism resource for Newport
 - Leverage individual social media channel strengths and audiences
 - Implement best practices within individual social media channels to maximize effectiveness.
 - Post 50% original curated content to DN social media channels, using a content calendar as guidance.
 - Utilize compelling imagery in posts across all social media channels, including simple but effective calls to action.
 - Leverage social media trends, applying to DN channels as appropriate.
3. Drive demand for overnight stays in Newport year-round, with special attention to shoulder/off season.
4. Increase Discover Newport brand awareness, reinforce the Discover Newport brand, inspire visitation to Newport, and grow Newport's marketing reach and market share.
 - Deliver visitors to DN owned marketing channels
 - Support well established events and promotions to drive over-night stays
 - Prioritize communication to identified target markets, using analytics
 - Implement simple, but effective calls to action
 - Use the DN website, as the primary advertising conversion point.
 - Utilize engaging content to pique interest, and driver users to robust website landing pages for conversion.

Measurement of the above will be by followers, referral traffic, social listening and channel specific analytics.

Content/Creative

1. Create awareness of the wide variety of experiences offered in the Newport area
2. Broadcast the Newport story and facilitate destination demand
 - Enhance the Newport destination experience through actionable content
 - Utilize all DN owned marketing channels, as information hubs, for content that is timely, engaging and important for trip planning.
 - Develop a content calendar to support planning and distribution, including time sensitive events and promotions.
 - Develop content to meet the immediate and longer term needs of the DN website
 - Create seasonal content to support shoulder/off-season visitation.
 - Produce recurring, and independent video assets
 - Regularly update the Blog section of the DN website, to support other marketing channels
 - Create 12 target public relations/press releases annually.

-Develop a monthly newsletter that highlights, timely content and works with local stakeholders and businesses.

Creative Production:

- a. Write, design, illustrate, or otherwise prepare Newport’s advertisements, including digital ads or commercials to be broadcast, or other appropriate forms of Newport’s message;
- b. Create display ads;
- c. Submit stories and photography when necessary for advertorials and value-added opportunities;
- d. Properly incorporate Newport’s message in mechanical or other form;
- e. Check and verify insertions, displays, broadcasts, or other means used, to such degree as is usually performed by advertising agencies;

Content Marketing:

- a. Create web pages to support campaign promotion. Pages will create in-depth information about a particular campaign objective and live as a sub-domain of the main Discover Newport website;
- b. Create a monthly newsletter/e-newsletter
- c. Create keyword rich content to support discovernewport.com and DN social media channels;
- d. Provide a library of Newport, Oregon, content for publication throughout the year;
- e. Create and provide new content quarterly with a publication schedule;
- f. Develop, update, maintain, and host the main Discover Newport website on July 1, 2024.
- g. Host and maintain the Discover Newport website and create a calendar of events happening in and around Newport, including regional events that could produce overnight stays in Newport.

Social Media Marketing:

- a. Create on-brand ads and posts to engage followers on the main Discover Newport social media platforms such as Facebook, or Instagram page;
- b. Copy write for ads;
- c. Boost posts through Facebook, Instagram or other channels;
- d. Update and maintain all Discover Newport social channels. Add additional social media outlets to the tourism marketing effort as requested by City (Examples include Twitter/X, Pinterest, Tiktok, Youtube. etc.)

Support of the Goals of the City’s Discover Newport Committee:

- a. Support all Discover Newport Committee programs;
- b. Participate at the Discover Newport Committee meetings, in person, unless excused;
- c. Fulfill Discover Newport Committee requests related to tourism or relocation marketing;
- d. Promotion of Newport and the surrounding economic area as appropriate.

Statistical Reporting/Data and Research:

1. Produce monthly reports on the website/social media traffic and engagement, and other reports on campaign effectiveness, and as requested.
2. Inform marketing decisions to maximize ROI
3. Measure performance to determine success
 - Gather first party resources via DN owned channels and research
4. Produce a yearly report summarizing highlights, and successes with website traffic/conversions as the primary key performance metric. Other success metrics include but are not limited to impressions, time spent on webpage or platforms, increase in page views, user engagement, and follower increases.
5. Provide 60 day content plan, 30 days in advance.

C. Eligible Proposers

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

1. Are qualified to conduct business in the State of Oregon and the City of Newport.
2. If a corporation or limited liability company, it is in good standing with the Secretary of State.

D. Contract Term

The term of the contract with the successful proposer shall be three years with an option to extend for up to one additional two-year term, at City's sole discretion. The proposer shall state whether it is willing to grant the City the option to extend any contract awarded hereunder for one additional period of two years, under the same prices, terms, and conditions. Contract extension will be contingent upon the availability of funds; contractor's continuing compliance with applicable federal, state, and local government legislation; and an evaluation indicating the contractor's successful performance of the contract.

E. Preliminary Schedule

Event	Date
Release of Request for Proposals	April 15, 2024
Written Questions DUE	April 29, 2024- 2 PM Pacific
Proposals Due	May 15, 2024 2 PM Pacific
Proposal Award Date	On, or after, June 03, 2024
Contractor Begins Work	July 1, 2024

The city reserves the right to amend the preliminary schedule.

F. Deadline for Submission of Proposals

The original proposal must be **received** by 2:00 P.M. (PDT), on May 15, 2024, via email. This is as verified by timestamp.

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 accepted. All proposals received after the deadline will be returned unopened.

G. Proposal Requirements

The following outlines the proposal requirements. Submission of a proposal pursuant to this RFP constitutes acknowledgement and

acceptance of the terms and conditions set forth herein, and those required under City's Public Contracting Rules (located on City's webpage, under Administration, City Recorder).The RFP will be incorporated into any resulting contract with the successful proposer, along with any terms of the accepted proposal which are not in conflict therewith, as well as provisions which are permissible matters for negotiation, as set forth herein. The contents of the proposal submitted by the successful proposer may become contractual obligations if a contract 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 must contain the following:

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 the company name, company address, and the name, telephone number, and e-mail address of the person(s) authorized to represent the firm 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. Providing Services to Meet Goals & Objectives

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

3. Proposer Experience

Each proposer shall furnish a narrative supported by relevant data regarding past experience with similar projects, including names of organizations and persons with whom proposer has entered into contracts and employment for similar services, within the last three years. Proposer shall also identify the individuals who will be assigned to work on this project.

The results of those contacts will be considered by City in its evaluation of proposer's proposal, and provided herein.

4. Projected Costs and Proposed Services

Itemize the annual projected costs of each component in the "Scope of Services" described above. If applicable, identify other sources of revenue that can be matched or leveraged to provide a greater promotion of Newport.

H. Proposal Evaluation and Selection Process

The City will conduct a preliminary evaluation of all proposals 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. All submittals in response to this RFP are public records and available for inspection and copying upon request. The Discover Newport Committee will evaluate the proposals in a public meeting, and provide a recommendation to the City Council.

Proposals will be evaluated based upon the following categories, including references and information from entities or persons with whom Proposer has entered into contract(s) within the last five years. Proposals will be scored and ranked. No single category is determinative, or entitled to greater weight in the evaluation process than any other. The successful proposal will be determined by the highest point total, based on the categories below. The successful proposal may be subject to negotiation.

Proposer qualifications, experience, and demonstrated ability, including references and contacts with previous contracting parties	40 points
Quality and responsiveness of proposal to the Goals and Objectives and Scope of Service detailed in this RFP	35 points
Cost reasonableness, appropriateness, and necessity as compared to all other proposals to provide the services proposed within the City's annual budget and other leveraged monies	20 points
Geographic preference, in this order: Lincoln County in Oregon, State of Oregon, the NW Coastal area (including Oregon, Washington and Northern California). The vendor resides or has businesses in these areas.	5 points

I. CONTRACT AWARD PROCESS

The City Council may accept or reject the recommendation of the staff as to the successful proposer, cancellation of the procurement, or related matters.

The successful proposer that is selected to perform the services outlined in this RFP shall enter into a contract, approved by the City Attorney, directly with the City of Newport, within thirty (30) days of the Notice of Intent to Award Contract, or such later date as determined by the City.

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 a contract was awarded or entered into because of false statements, or other incorrect data submitted in response to this RFP, the City reserves the right to terminate the contract, without penalty therefor, and with all rights reserved.

III. GENERAL RFP AND CITY CONTRACT INFORMATION

The following terms and conditions apply to the agreement entered into between the successful proposer and the City of Newport:

A. Term

The term of this contract shall three years, with the option to extend for one additional two-year term, at the sole discretion of the City. The proposer shall state whether it is willing to grant the City the option to extend any contract awarded under the same prices, terms, and conditions. Any contract awarded pursuant to this RFP may be terminated by the City, with or without cause upon thirty days written notification to the successful proposer.

B. Budget

Total expenditures under the first year of this contract shall not exceed the amount budgeted by City for that year. In any event, the City provides no assurance that the total amount budgeted by City will be agreed to by City in its award of contract. However, in the event City requires additional services beyond those agreed to by the parties in the contract, such services will be reduced to writing as an amendment to the contract, and will be required, at City's discretion, to the extent City's advertising budget has been increased.

C. Laws and Policies

In the performance of the advertising services agreement, the selected successful proposer shall abide by and conform to all applicable laws and rules of the United States, State of Oregon, and the City of Newport.

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

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, and will notify proposers that the solicitation has been canceled. 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 in City's judgment, 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 the next highest ranked proposer, or to cancel this solicitation, all subject to compliance with City's public contracting rules.

City reserves the right, subject to the City's public contracting rules and applicable statutes, to reject any and all proposals and to waive any minor informality when to do so would be advantageous to the City.

F. Termination

Any contract awarded pursuant to this RFP may be terminated by the City, with or without cause, upon notification by the City to the successful proposer.

G. Proposer's Contact for Information

Proposers may contact Erik Glover, Assistant City Manager/City Recorder with any questions regarding the scope of work of this RFP at:

Erik Glover, Assistant City Manager/City Recorder

City of Newport

169 SW Coast Highway

Newport, Oregon 97365

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