

**CITY OF NEWPORT, OREGON**

**REQUEST FOR PROPOSALS  
TOURISM PROMOTION SERVICES**



**SUBMIT PROPOSAL TO:**

**Peggy Hawker, City Recorder/Special  
Projects Director  
City of Newport  
169 SW Coast Highway  
Newport, Oregon 97365**

**Due Date: June 4, 2021  
3:00 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 over the next year, with two potential renewal periods of three years each.

##### **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 10,000.

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 2021/2022 has not been established, but is anticipated not to exceed \$125,000.

**II. RFP SPECIFICATIONS**

**A. Goals and Objectives**

The objective of this RFP is to award a one year agreement, with two three-year renewal options exercisable at the City’s sole discretion, to an entity that will provide tourism promotion services for the City of Newport, including, but not limited to:

- 1. Media Negotiations;
- 2. Creative Production;
- 3. Content Marketing;
- 4. Social Media Marketing;
- 5. Search Engine Marketing with Google;
- 6. Support of Goals of the Destination Newport Committee;
- 7. Statistical Reporting.

**B. Scope of Services**

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

- 1. Media Negotiations:  
  
Actively negotiate advertising rates with media agencies.
- 2. Creative Production:

- a. Write, design, illustrate, or otherwise prepare Newport's advertisements, including 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 and forward it with proper instructions for the fulfillment of the order;
- e. Contact media directly to obtain proper mechanical information;
- f. Submit advertising directly to media in proper mechanical format;
- g. Check and verify insertions, displays, broadcasts, or other means used, to such degree as is usually performed by advertising agencies;
- h. Proof all forms of Newport's message;

### 3. 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 weekly newsletter or e-newsletter
- c. Create keyword rich content to support discovernewport.com and social media posts;
- 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 by July 1, 2021.

### 4. Social Media Marketing:

- a. Create ads to engage followers on the main Discover Newport Facebook page;
- b. Copy write for ads;
- c. Boost posts through Facebook;
- d. Deliver four target ads each quarter;
- e. Update and maintain the main Discover Newport Facebook page.

### 5. Search Engine Marketing with Google:

- a. Optimize Ad Words;
  - b. Deliver 5-7 keywords. 15-25 long-tail search terms/keywords;
  - c. Create Display Network Ads;
  - d. Deliver three targeted ads every quarter.
6. Support of the Goals of the City's Destination Newport Committee:
- a. Support all Destination Newport Committee programs;
  - b. Participate at the Destination Newport Committee meetings;
  - c. Fulfill Destination Newport Committee requests related to tourism or relocation marketing;
  - d. Promotion of Newport and the surrounding economic area as appropriate.
7. Statistical Reporting:

Produce monthly reports on the amount of negotiations, advertisement campaigns, website/social media traffic, and other reports as requested.

### **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 one year with an option to extend for up to two additional three-year terms, 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 two additional periods of three years each, 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**

<b>Event</b>	<b>Date</b>
Release of Request for Proposals	April 22, 2021
Pre-Proposal Conference	May 19, 2021
Written Questions about Proposals	May 21, 2021
Proposals Due	June 4, 2021
Proposal Award Date	June 21, 2021
Contractor Begins Work	July 1, 2021

The city reserves the right to amend the preliminary schedule.

**F. Pre-Proposal Conference**

A Pre-Proposal Conference will be held on May 19, 2021, at 3:00 P.M. (PDT), to answer questions regarding this RFP. The Pre-Proposal Conference will be held in the City Council Chambers of the Newport City Hall

City of Newport City Hall  
169 SW Coast Highway  
Newport, Oregon 97365

Please RSVP to Peggy Hawker at 541.574.0613, or e-mail: [p.hawker@newportoregon.gov](mailto:p.hawker@newportoregon.gov) to confirm your attendance.

At this conference, City staff will review the RFP document and respond to questions regarding requirements of the RFP. The City of Newport does not discriminate based on disability and, upon request, will provide reasonable accommodations to ensure equal access to its programs, services, and activities. Please contact the City at least 72 hours in advance to request an accommodation.

**G. Deadline for Submission of Proposals**

The original proposal must be **received** by 3:00 P.M. (PDT), on June 4, 2021. Proposals must be e-mailed to:

Peggy Hawker, City Recorder/Special Projects Director  
City of Newport

p.hawker@newportoregon.gov

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.

## **H. 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 2012 (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.

A sample contract is attached hereto as Exhibit A, and by this reference, incorporated herein. In the event of a conflict between the provisions of applicable law, applicable City Public Contracting Rules 2012, and this Request for Proposals, the order of precedence shall be as set forth in this sentence.

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 five 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.

### **I. 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.

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

**J. 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 Council.

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 be one year. The proposer shall state whether it is willing to grant the City the option to extend any contract awarded for two additional periods of three years each, 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 30 days prior written notification by the City to the successful proposer.

## **G. Proposer's Contact for Information**

Proposers may contact Peggy Hawker, City Recorder/Special Projects Director, with any questions regarding the scope of work of this RFP at:

**Peggy Hawker, City Recorder/Special Projects Director**  
**City of Newport**  
**169 SW Coast Highway**  
**Newport, Oregon 97365**  
**541.574.0613**  
**p.hawker@newportoregon.gov**

All questions received after the pre-proposal conference must be addressed to Gloria Tucker by e-mail at [g.tucker@newportoregon.gov](mailto:g.tucker@newportoregon.gov). Deadline for written questions is May 21, 2021.