

AUTHORIZATION FOR AGREEMENTS, MOUs, OR OTHER DOCUMENTS OBLIGATING THE CITY

All contracts, agreements, grant agreements, memoranda of understanding, or any document obligating the city (with the exception of purchase orders), requires the completion of this form. The City Manager will sign these documents after all other required information and signatures are obtained.

Document: Tourism Promotion Creative Services Contract Date: 6-25-2024

Statement of Purpose: Tourism promotion / Creative Services Contract

Department Head Signature: [Signature]

Remarks, if any: _____

City Attorney Review and Signature: SEE ATTACHED Date: 6-25-2024

Other Signatures as Requested by the City Attorney: _____

Name/Position
Date: _____

Budget Confirmed: Yes No N/A

Certificate of Insurance Attached: Yes No N/A

City Council Approval Needed: Yes No Date: 6-3-2024

After all the above requested information is complete and signatures obtained, return this form, along with the original document to the City Manager for signature. No documents should be executed prior to the City Manager's approval as evidenced by signature of this document.

City Manager Signature: [Signature] Date: 6-25-2024
Acting City Manager

Once all signatures and certificates of insurance have been obtained, return this document, along with the original, fully-executed agreement, MOU, or other document to the City Recorder. A copy of grant agreement and all project funding documents, must be forwarded to the Finance Department for tracking and audit purposes.

City Recorder Signature: _____ Date: _____

Date posted on website: _____

Erik Glover

From: David Allen
Sent: Wednesday, June 19, 2024 2:37 PM
To: Erik Glover
Cc: Spencer Nebel
Subject: Re: Legal Review Chamber Tourism Promotion Creative Contract
Attachments: Personal Services Agreement - Chamber Tourism Promotion Creative Contract - edits.docx

Attached agreement with a couple of minor edits in track changes in sections 2 and 8. Also need a copy of COI. --David

From: Erik Glover
Sent: Tuesday, June 18, 2024 6:32 PM
To: David Allen
Cc: Spencer Nebel
Subject: Legal Review Chamber Tourism Promotion Creative Contract

Rfp
https://newportoregon.gov/business/rfpbids/rfp_tourism_promotion_services_2024_final.pdf

https://granicus_production_attachments.s3.amazonaws.com/thecityofnewport/9c396f93251a3cb69f133b4e7f0b142e0.pdf

Response to RFP

Thanks,

Erik

Erik Glover
Assistant City Manager/City Recorder
City of Newport, Oregon 97365
541-574-0613
e.glover@newportoregon.gov
Office Hours
Monday – Thursday 8:00am-6:00pm

**CITY OF NEWPORT, OREGON
PERSONAL SERVICES AGREEMENT**

Tourism Promotion Creative Services

THIS AGREEMENT is between the City of Newport, an Oregon municipal corporation (City), and Greater Newport Chamber of Commerce (Contractor). This Agreement shall be effective when signed and dated by an authorized representative of each party.

RECITALS

- A. Contractor has the training, ability, knowledge, and experience to provide services desired by the City.
- B. City has selected Contractor to provide services under its public contracting rules.

TERMS OF AGREEMENT

1. SERVICES TO BE PROVIDED

Contractor shall provide the services described in attached Exhibit A to this Agreement, which consists of a request for proposals (RFP), and Contractor's response to RFP. To the extent there are any inconsistencies or conflicts between this Agreement and the attached Exhibit A, this Agreement shall control and prevail.

2. TERM

This Agreement shall expire, unless otherwise terminated or extended, on June 30, 2027, with an option to extend for a two-year period ending June 30, 2029, at City's sole discretion.

3. COMPENSATION

Contractor shall be compensated as described in attached Exhibit A to this Agreement. Payments shall be made within 30 days of receipt of monthly billings based on the work completed. Payment by the City shall release the City from any further obligation for payment to the Contractor for service or services performed or expenses incurred as of the date of the statement of services. Payment shall be made only for work actually completed as of the date of invoice. Payment shall not be considered acceptance or approval of any work or waiver of any defects therein.

4. ASSIGNMENT / DELEGATION

Neither party shall assign or transfer any interest in or duty under this Agreement without the written consent of the other.

5. STATUS OF CONTRACTOR AS INDEPENDENT CONTRACTOR

Contractor certifies that:

- A. Contractor acknowledges that Contractor is an independent contractor as defined by ORS 670.600 and not an employee of City, shall not be entitled to benefits of any kind to which an employee of City is entitled and shall be solely responsible for all payments and taxes required by law. Furthermore, in the event that Contractor is found by a court of law or any administrative agency to be an employee of City for any purpose, City shall be entitled to offset compensation due, or to demand repayment of any amounts paid to Contractor under the terms of this Agreement, to the full extent of any benefits or other remuneration Contractor receives (from City or third party) as a result of the finding and to the full extent of any payments that City is required to make (to Contractor or third party) as a result of the finding.
- B. Contractor represents that no employee of the City, or any partnership or corporation in which a City employee has an interest, has or will receive any remuneration of any description from Contractor, either directly or indirectly, in connection with this Agreement, except as specifically declared in writing.
- C. Contractor certifies that Contractor currently has a City business license or will obtain one prior to delivering services under this Agreement.
- D. Contractor is not an officer, employee, or agent of the City as those terms are used in ORS 30.265.

6. INDEMNIFICATION

City has relied upon the professional ability and training of Contractor as a material inducement to enter into this Agreement. Contractor warrants that all its work will be performed in accordance with generally accepted professional practices and standards as well as the requirements of applicable federal, state and local laws. Acceptance of contractor's work by City shall not operate as a waiver or release. Contractor agrees to indemnify and defend the City, its officers, agents, employees and volunteers and hold them harmless from any and all liability, causes of action, claims, losses, damages, judgments or other costs or expenses including attorney fees and witness costs (at both trial and appeal level, whether or not a trial or appeal ever takes place) that may be asserted by any person or entity which in any way arise from, during or in connection with the performance of the work described in this Agreement, except to the extent that the liability arises out of the negligence of the City and its employees. Contractor's indemnification shall also cover claims brought against the City under state or federal workers' compensation laws. If any aspect of this indemnity shall be found to be illegal or invalid for any reason whatsoever, the illegality or invalidity shall not affect the validity of the remainder of this indemnification.

7. INSURANCE

Contractor and its subcontractors shall maintain insurance acceptable to City in full force and effect throughout the term of this Agreement. The insurance shall cover all activities

of the contractor arising directly or indirectly out of Contractor's work performed hereunder, including the operations of its subcontractors of any tier.

The policy or policies of insurance maintained by the Contractor and its subcontractor shall provide at least the following limits and coverages:

A. Commercial General Liability Insurance

Contractor shall obtain, at contractor's expense, and keep in effect during the term of this Agreement, Comprehensive General Liability Insurance covering Bodily Injury and Property Damage on an "occurrence" form (1996 ISO or equivalent). This coverage shall include Contractual Liability insurance for the indemnity provided under this Agreement. The following insurance will be carried:

Coverage	Limit
General Aggregate	2,000,000
Products-Completed Operations Aggregate	1,000,000
Personal & Advertising Injury	1,000,000
Each Occurrence	1,000,000
Fire Damage (Any one fire)	50,000
Medical Expense (Any one person)	5,000

B. Commercial Automobile Insurance

Contractor shall also obtain, at contractor's expense, and keep in effect during the term of this Agreement, Commercial Automobile Liability coverage including coverage for all owned, hired, and non-owned vehicles. The Combined Single Limit per occurrence shall not be less than \$1,000,000.

C. Workers' Compensation Insurance

The Contractor, its subcontractors, if any, and all employers providing work, labor or materials under this Agreement are either subject employers that will comply with ORS 656.017 or employers exempt under ORS 656.126. Out-of-state employers must provide Oregon workers' compensation coverage for their workers who work at a single location within Oregon for more than 30 days in a calendar year. Contractors who perform work without the assistance or labor of any employee need not obtain such coverage. This shall include Employer's Liability Insurance with coverage limits of not less than \$500,000 each accident.

D. Additional Insured Provision

The Commercial General Liability Insurance and Commercial Automobile Insurance policies and other policies the City deems necessary shall include the City as an additional insured with respect to this Agreement.

E. Notice of Cancellation

There shall be no cancellation, material change, exhaustion of aggregate limits or intent not to renew insurance coverage without 30 days written notice to the City. Any failure to comply with this provision will not affect the insurance coverage provided to the City. The certificates of insurance provided to the City shall state that the insurer shall endeavor to provide 30 days' notice of cancellation to City.

F. Certificates of Insurance

As evidence of the insurance coverage required by this Agreement, the Contractor shall furnish a Certificate of Insurance to the City. No contract shall be effective until the required certificates have been received and approved by the City. The certificate will specify and document all provisions within the Agreement. A renewal certificate will be sent to the City's address 10 days prior to coverage expiration.

G. Primary Coverage Clarification

The parties agree that Contractor's coverage shall be primary to the extent permitted by law. The parties further agree that other insurance maintained by the City is excess and not contributory insurance with the insurance required in this section.

H. Cross-Liability Clause

A cross-liability clause or separation of insureds clause will be included in all general liability, professional liability, pollution, and errors and omissions policies required by this Agreement.

The procuring of required insurance shall not be construed to limit contractor's liability under this Agreement. Notwithstanding said insurance, Contractor shall be obligated for the total amount of any damage, injury, or loss caused by negligence or neglect connected with this Agreement.

8. METHOD & PLACE OF SUBMITTING NOTICE, BILLS AND PAYMENTS

All notices, bills and payments shall be made in writing and may be given by personal delivery or mail. Payments may be made by personal delivery, mail, or electronic transfer. The following addresses shall be used to transmit notices and other information:

City: City Recorder
City of Newport
169 SW Coast Highway
Newport, OR 97365
Phone: 541.574.0613
Erik Glover e.glover@newportoregon.gov

Contractor: Greater Newport Chamber of Commerce
Wayne Patterson, Executive Director

[REDACTED]
[REDACTED]
[REDACTED]

Notices mailed to the address provided for notice in this section shall be deemed given upon deposit in United States mail, postage prepaid. In all other instances, notices, bills and payments shall be deemed given at the time of actual delivery.

9. MERGER

This writing is intended both as a final expression of the agreement between the parties with respect to the included terms and as a complete and exclusive statement of the terms of this Agreement. No modification of this Agreement shall be effective unless and until it is made in writing and signed by both parties.

10. TERMINATION WITHOUT CAUSE

At any time and without cause, City shall have the right in its sole discretion, to terminate this Agreement by giving notice to Contractor. If City terminates the Agreement pursuant to this paragraph, it shall pay Contractor for services rendered to the date of termination.

11. TERMINATION WITH CAUSE

A. City may terminate this Agreement effective upon delivery of written notice to Contractor, or at such later date as may be established by City, under any of the following conditions:

1. If City funding from federal, state, local, or other sources is not obtained and continued at levels sufficient to allow for the purchase of the indicated quantity of services. This Agreement may be modified, or terminated, to accommodate a reduction in funds.
2. If federal or state regulations or guidelines are modified, changed, or interpreted in such a way that the services are no longer allowable or appropriate for purchase under this Agreement.
3. If any license or certificate required by law or regulation to be held by Contractor, its subcontractors, agents, and employees to provide the services required by this Agreement is for any reason denied, revoked, or not renewed.
4. If Contractor becomes insolvent, if voluntary or involuntary petition in bankruptcy is filed by or against Contractor, if a receiver or trustee is appointed for Contractor, or if there is an assignment for the benefit of creditors of Contractor.
5. If City determines that termination of this Agreement is in the best interest of the City.

Any such termination of this Agreement under paragraph (A) shall be without prejudice to any obligations or liabilities of either party already accrued prior to such termination.

B. City, by written notice of default (including breach of contract) to Contractor, may terminate the whole or any part of this Agreement:

1. If Contractor fails to provide services called for by this Agreement within the time specified herein or any extension thereof.
2. If Contractor fails to perform any of the other provisions of this Agreement, or so fails to pursue the work as to endanger performance of this Agreement in accordance with its terms, and after receipt of written notice from City, fails to correct such failures within ten (10) days or such other period as City may authorize.
3. If Contractor fails to eliminate a conflict as described in Section 11 of this Agreement.

The rights and remedies of City provided in the above clause related to defaults (including breach of contract) by Contractor shall not be exclusive and are in addition to any other rights and remedies provided by law or under this Agreement.

If City terminates this Agreement under paragraph (B), Contractor shall be entitled to receive payment for all services satisfactorily rendered and expenses incurred, an amount which bears the same ratio to the total fees specified in this Agreement as the services satisfactorily rendered by Contractor bear to the total services otherwise required to be performed; provided, that there shall be deducted from such amount the amount of damages, if any, sustained by City due to breach of contract by Contractor. Damages for breach of contract shall be those allowed by Oregon law, reasonable attorney fees, and other costs of litigation at trial and upon appeal.

12. ACCESS TO RECORDS

City shall have access to books, documents, papers and records of Contractor as are directly pertinent to this Agreement for the purpose of making audit, examination, excerpts and transcripts.

13. FORCE MAJEURE

Neither City nor Contractor shall be considered in default because of any delays in completion and responsibilities hereunder due to causes beyond the control and without fault or negligence on the part of the parties so disenabled, including but not restricted to, an act of nature or of a public enemy, civil unrest, volcano, earthquake, fire, flood, epidemic, quarantine restriction, area-wide strike, freight embargo, unusually severe weather or delay of subcontractor or supplies due to such cause; provided that the parties so disenabled shall within 10 days from the beginning of the

delay, notify the other party in writing of the cause of delay and its probable extent. The notification shall not be the basis for a claim for additional compensation. Each party shall, however, make all reasonable efforts to remove or eliminate the cause of delay or default and shall, upon cessation of the cause, diligently pursue performance of its obligation under this Agreement.

14. NON-WAIVER

The failure of City to insist upon or enforce strict performance by Contractor of any of the terms of this Agreement or to exercise any rights hereunder should not be construed as a waiver or relinquishment to any extent of its rights to assert or rely upon such terms or rights on any future occasion.

15. NON-DISCRIMINATION

Contractor agrees to comply with all applicable requirements of federal and state civil rights and rehabilitation statutes, rules, and regulations. Contractor also shall comply with the Americans with Disabilities Act of 1990, ORS 659A.142, and all regulations and administrative rules established pursuant to those laws.

16. ERRORS

Contractor shall perform such additional work as may be necessary to correct errors in the work required under this Agreement without undue delay and without additional cost.

17. EXTRA WORK

Only the City Manager may authorize additional work not described in Exhibit A. Failure of Contractor to secure written authorization for work not described in Exhibit A shall constitute a waiver of all right to adjustment in the contract price or contract time due to such unauthorized extra work and Contractor thereafter shall be entitled to no compensation whatsoever for the performance of such work.

18. ATTORNEY FEES

In any action arising under this Agreement, the prevailing party shall be entitled to such sum as the court may award as reasonable attorney fees and court costs, including attorney fees and court costs on appeal.

19. GOVERNING LAW

This Agreement shall be governed by and construed in accordance with the laws of the State of Oregon, without regard to conflict of law principles. Any action or suits involving any question arising under this Agreement must be brought in the appropriate court of the State of Oregon, and the parties hereby consent to venue in Lincoln County Circuit Court, Oregon, unless exclusive jurisdiction is in federal court, in which case venue shall be in federal district court for the District of Oregon.

20. COMPLIANCE WITH STATE AND FEDERAL LAWS / RULES

Contractor shall comply with all applicable federal, state and local laws, rules and regulations, including, but not limited to, the requirements concerning working hours, overtime, medical care, workers' compensation insurance, health care payments, payments to employees and subcontractors and income tax withholding contained in ORS Chapter 279B, the provisions of which are hereby made a part of this Agreement. (See attached Exhibit B.)

21. SEVERABILITY / COUNTERPARTS

In the event any provision of this Agreement is unenforceable as a matter of law, the remaining provisions will stay in full force and effect. This Agreement may be executed in counterparts and a signed copy transmitted by facsimile or other electronic means, each of which will be deemed an original, but all of which taken together will constitute one and the same agreement.

CITY OF NEWPORT *Erik Gloven*

for *Spencer R. Nebel, City Manager*, Acting City Manager *6-25-2024*
Date

CONTRACTOR

Wayne Patterson, Executive Director Date
Greater Newport Chamber of Commerce

20. COMPLIANCE WITH STATE AND FEDERAL LAWS / RULES

Contractor shall comply with all applicable federal, state and local laws, rules and regulations, including, but not limited to, the requirements concerning working hours, overtime, medical care, workers' compensation insurance, health care payments, payments to employees and subcontractors and income tax withholding contained in ORS Chapter 279B, the provisions of which are hereby made a part of this Agreement. (See attached Exhibit B.)

21. SEVERABILITY / COUNTERPARTS

In the event any provision of this Agreement is unenforceable as a matter of law, the remaining provisions will stay in full force and effect. This Agreement may be executed in counterparts and a signed copy transmitted by facsimile or other electronic means, each of which will be deemed an original, but all of which taken together will constitute one and the same agreement.

CITY OF NEWPORT Erik Glover

for Spencer R. Nebel, City Manager, Acting City Manager 6-25-2024
Date

CONTRACTOR



Wayne Patterson, Executive Director
Greater Newport Chamber of Commerce

6/26/2024

Date

EXHIBIT A
TO PERSONAL SERVICES AGREEMENT

1. Request for Proposals
2. Contractor's response to RFP

EXHIBIT B
TO PERSONAL SERVICES AGREEMENT

RELEVANT PROVISIONS OF ORS CHAPTER 279B

279B.220 Conditions concerning payment, contributions, liens, withholding. Every public contract shall contain a condition that the contractor shall:

1. Make payment promptly, as due, to all persons supplying to the contractor labor or material for the performance of the work provided for in the contract.
2. Pay all contributions or amounts due the Industrial Accident Fund from the contractor or subcontractor incurred in the performance of the contract.
3. Not permit any lien or claim to be filed or prosecuted against the state or a county, school district, municipality, municipal corporation or subdivision thereof, on account of any labor or material furnished.
4. Pay to the Department of Revenue all sums withheld from employees under ORS 316.167.

279B.230 Condition concerning payment for medical care and providing workers' compensation.

1. Every public contract shall contain a condition that the contractor shall promptly, as due, make payment to any person, co-partnership, association or corporation furnishing medical, surgical and hospital care services or other needed care and attention, incident to sickness or injury, to the employees of the contractor, of all sums that the contractor agrees to pay for the services and all moneys and sums that the contractor collected or deducted from the wages of employees under any law, contract or agreement for the purpose of providing or paying for the services.
2. Every public contract shall contain a clause or condition that all subject employers working under the contract are either employers that will comply with ORS 656.017 or employers that are exempt under ORS 656.126.

279B.235 Condition concerning hours of labor; compliance with pay equity provisions; employee discussions of rate of pay or benefits.

1. An employer must give notice in writing to employees who work on a public contract, either at the time of hire or before commencement of work on the contract, or by posting a notice in a location frequented by employees, of the number of hours per day and days per week that the employees may be required to work.
2. In the case of contracts for personal services as described in ORS 279A.055, the contract shall contain a provision that the employee shall be paid at least time and a half for all overtime worked in excess of 40 hours in any one week, except for individuals under personal services contracts who are excluded under ORS 653.010 to 653.261 or under 29 U.S.C. 201 to 209 from receiving overtime.

3. (a) Except as provided in subsection (4) of this section, contracts for services must contain a provision that requires that persons employed under the contracts shall receive at least time and a half pay for work performed on the legal holidays specified in a collective bargaining agreement or in ORS 279B.020 (1)(b)(B) to (G) and for all time worked in excess of 10 hours in any one day or in excess of 40 hours in any one week, whichever is greater.

(b) An employer shall give notice in writing to employees who work on a contract for services, either at the time of hire or before commencement of work on the contract, or by posting a notice in a location frequented by employees, of the number of hours per day and days per week that the employees may be required to work.

CITY OF NEWPORT, OREGON
REQUEST FOR PROPOSALS
TOURISM PROMOTION SERVICES



SUBMIT PROPOSAL TO:

Erik Glover, Assistant City Manager/City Recorder
City of Newport
169 SW Coast Highway
Newport, Oregon 97365
e.glover@newportoregon.gov (email only)

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

541.574.0613

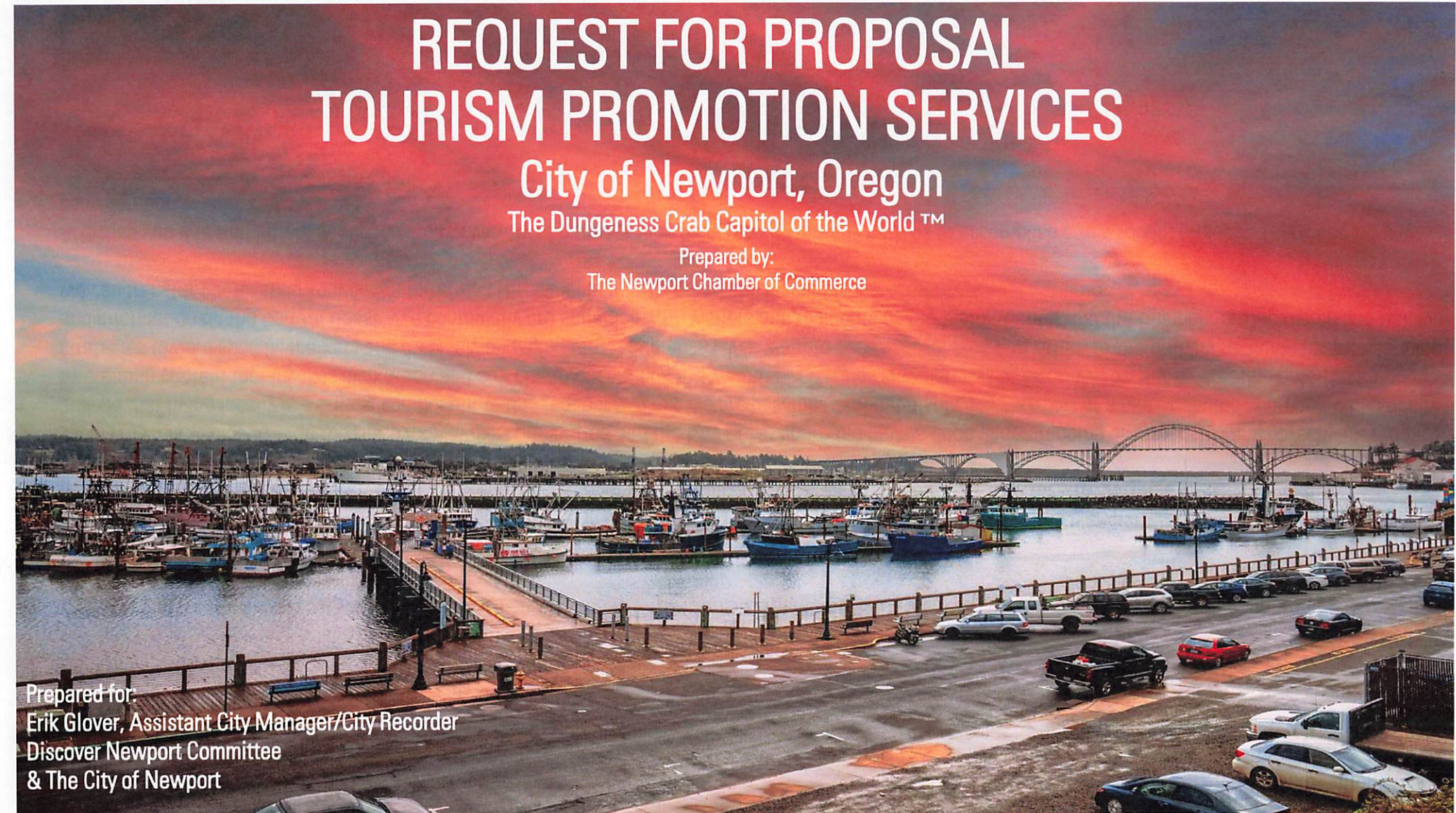
e.glover@newportoregon.gov

REQUEST FOR PROPOSAL TOURISM PROMOTION SERVICES

City of Newport, Oregon
The Dungeness Crab Capital of the World™

Prepared by:
The Newport Chamber of Commerce

Prepared for:
Erik Glover, Assistant City Manager/City Recorder
Discover Newport Committee
& The City of Newport



Newport Chamber of Commerce

██████████
Newport, OR, 97365

Dear City of Newport,

It is with much enthusiasm that we submit this response to the RFP for Tourism Promotions Services. We feel this contact is as a great opportunity to further boost the ongoing success of Discover Newport.

What you will see in this proposal is how far we have come in a short period of time with our new team here at the Newport Chamber of Commerce. We have a track record of great management on projects and have a team full of creative minds, all while sharing a love for Newport and the Oregon Coast.

We have worked closely with the Discover Newport Committee and the City of Newport and have a deep understanding of their goals and objectives. We believe that living locally is a critical component to this request and are we are passionate about displaying Newport in a more genuine approach. Specifically, by creating content that invokes inspiration and a desire to experience the wealth of offerings Newport has to offer. We do this by creating data-driven strategies toward specific markets and diversely engaging target audiences. We want to see Discover Newport return to the primary resource for trip planning and information on the Central Coast. We continually are engaging with visitors and residents as the Visitor Center and the Chamber of Commerce and believe we can transfer our existing knowledge to refresh Discover Newport's brand and visibility.

Attached you will find letters of support from a variety of partners who have worked directly with us to accomplish a few recent projects. Thank you for your consideration.



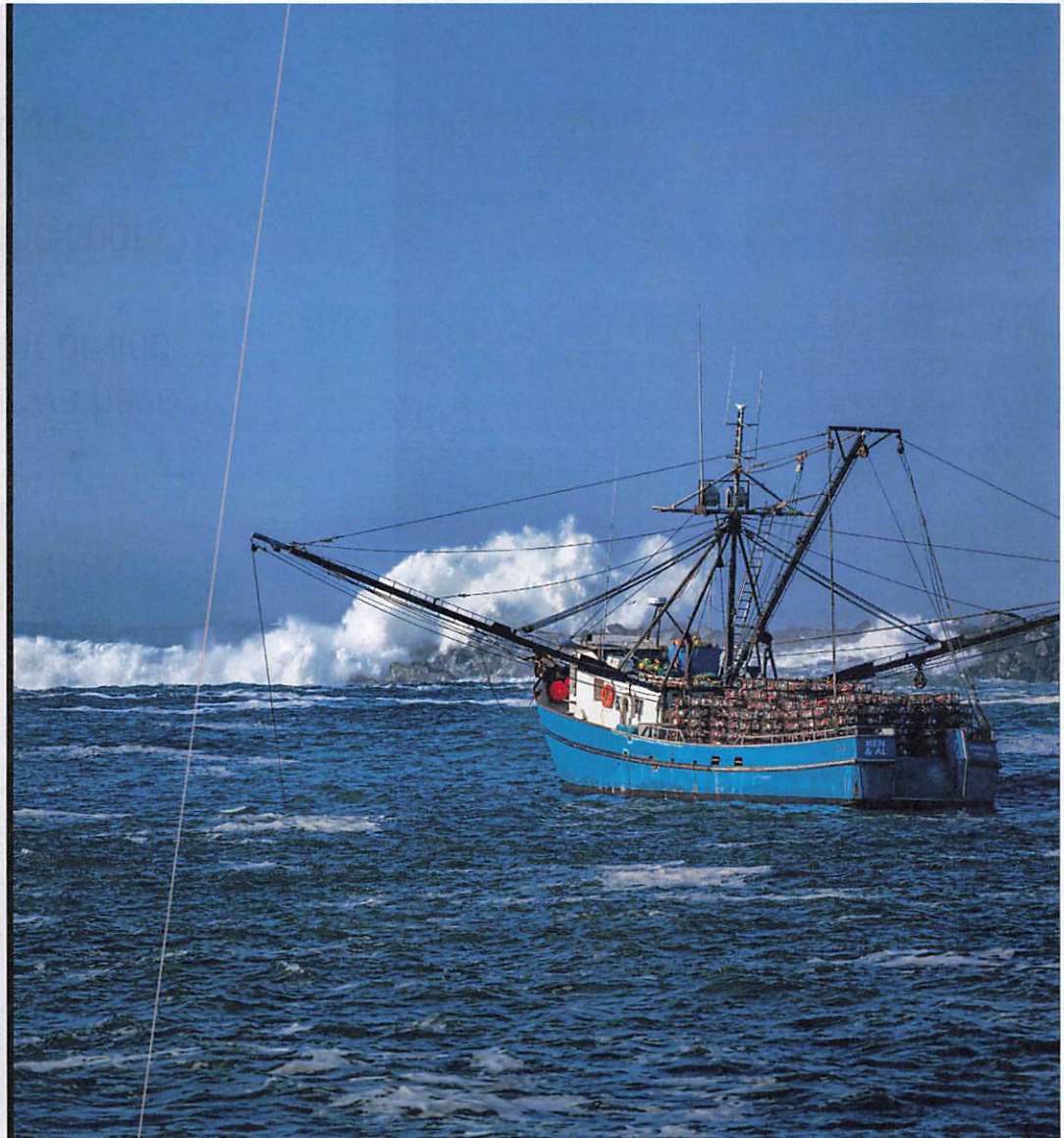
Wayne Patterson
████████████████████

WHO WE ARE

WE WEAR A LOT OF HATS.

WE ARE THE CHAMBER OF COMMERCE.
WE ARE THE OFFICIAL VISITOR CENTER.
WE ARE THE SEAFOOD AND WINE
FESTIVAL.
WE ARE PASSIONATE RESIDENTS.

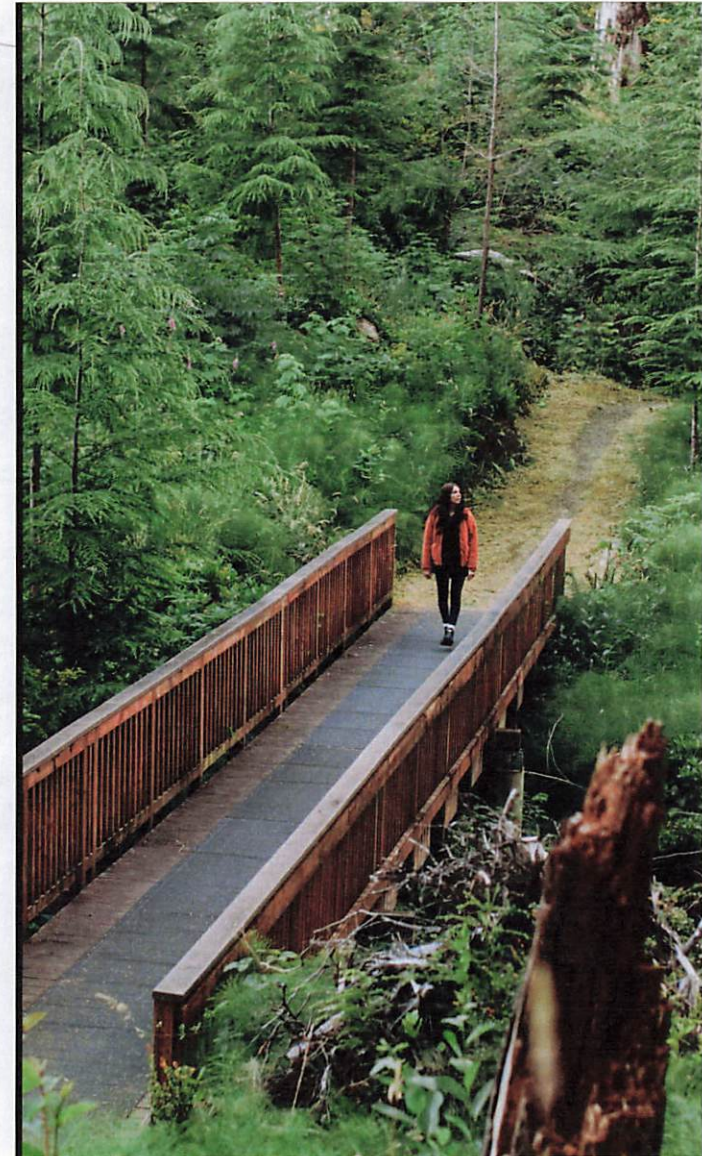
WE ARE DISCOVER NEWPORT.
AND SO MUCH MORE



The Newport Chamber of Commerce has provided tourism promotion, fulfillment and development services for the city of Newport for over 30 years and in many ways.

We provide up to date information to visitors in person, over telephone, and e-mails as the official Visitor Center of Newport. We collaborate with local, regional and state tourism campaigns and opportunities and are always up to date with tourism trends.

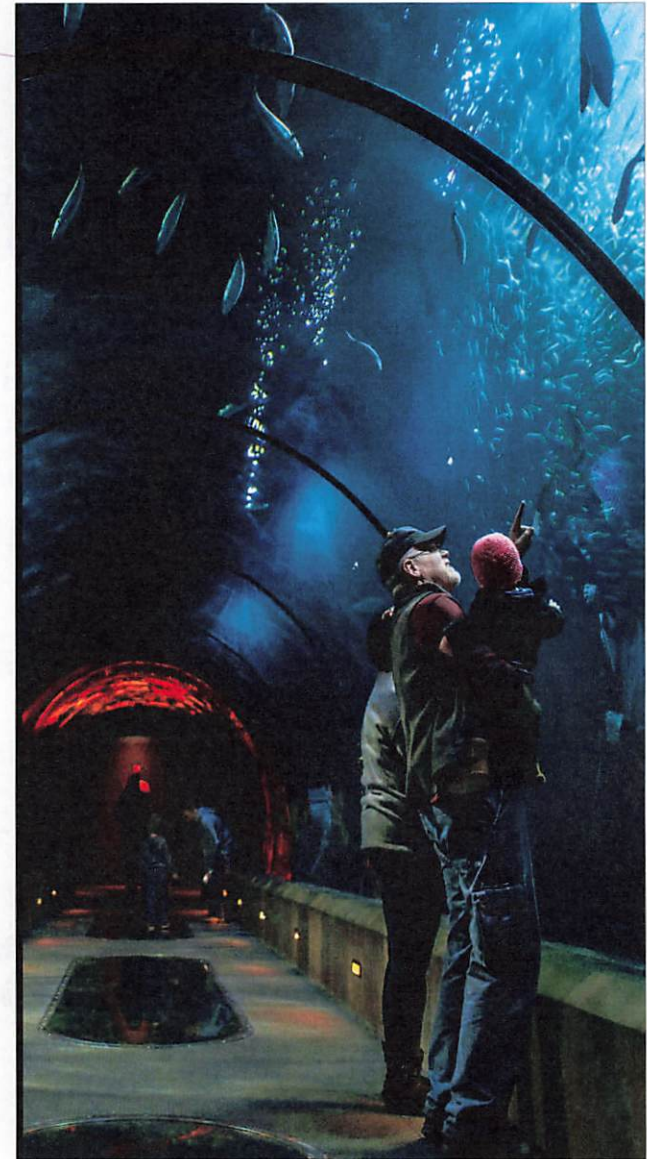
But what we feel is most important, is we have direct information on what visitors want or and their trip planning. We are experiencing inquiries and doing local research on the spot, every day, giving us an incredible running knowledge of what is happening in Newport and on the Central Coast.



We maintain reports on visitor statistics in several areas including room occupancy reports, travel impact studies, Travel Oregon lodging reports, and recently a high level and in-depth geofencing database. This is the first time we have had the data to show where our visitors are coming from and how long they stay. It also provides us with additional visitor behavior analytics that will help us shape our creative campaigns and advertising markets.

We at the chamber all live locally and work together closely on all things Newport.

We are both passionate about our local businesses thriving and driving tourism to accomplish that. Our goal is to see Newport thrive. We are doing that through business to business at the chamber and business to consumer with Discover Newport.





OUR STAFF

- Wayne Patterson, Executive Director
Currently reports to Discover Newport Committee
- Maggie Conrad, Event Director
- Lauren Pahl, Marketing Manager
Currently reports to Discover Newport Committee
- Brian Keever, Guest Services & Office Manager
- Kathy Redwine, Member Engagement Manager

A LITTLE ABOUT US



Wayne Patterson, Executive Director

Wayne has a lifetime of knowledge, experience and leadership in all things marketing, branding, economic growth, destination marketing organizations, and much more. He's the foodie of the group.



Brian Keever, Guest Services & Office Manager

Brian has an extensive background in customer service and office management. He is crucial for our team as he is the first point of contact for all visitors and business inquiries. He keeps us up to date on local happenings and more. He's the jokester of the group.



Lauren Pahl, Marketing Manager

Lauren has worked in the tourism industry for many years. She is very well versed and connected with industry partners and tourism trends. She brings content marketing experience and a love for creative campaigns that draws tourism to the Central Coast. She's the whale obsessed of the group.



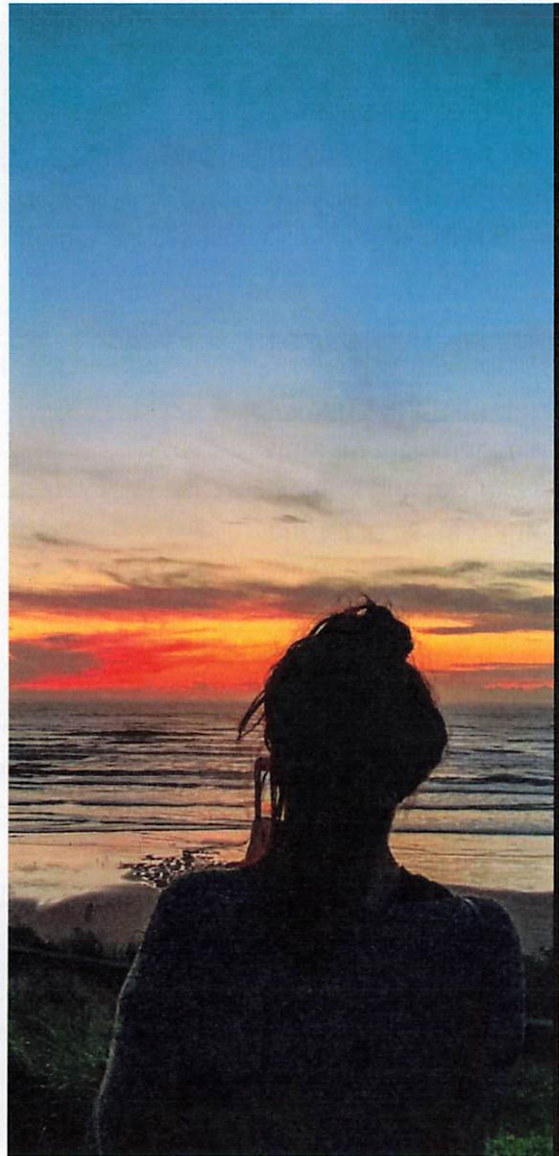
Maggie Conrad, Event Director

Maggie has worked in Newport for most of her life and has that lifetime knowledge you can't get anywhere else. She organizes many events for the community and is the reason Seafood and Wine Festival continues to be a huge success for Newport. Her long history in hospitality and business makes her a huge asset for Discover Newport's initiatives. She is the glue of the group.



Kathy Redwine, Membership Engagement Manager

Kathy is the point of contact we have for businesses in town. She manages our memberships and puts together luncheons, ribbon cuttings, and many other community driven events to further boost businesses in Newport. She's the local celebrity of the group.



WHAT WE KNOW

Traveler Data

We now know the demographic and specific market of visitors through geofencing data. We can pinpoint who our consumers are, how long they stay, where they are from, and where they are spending their money in Newport.

Travel Trends

We work closely with Travel Oregon, Oregon Coast Visitors Association, and a multitude of DMO's. We are all invested in the progress and status of our industry.

Where to Find Local Resources

We prioritize local talent and resources to accomplish the goals of the Chamber and Discover Newport. And we've already created a bucket of talented support.

The Pulse of our Community

As the Chamber we are aware of our community's needs and wants. We believe it to be important that when driving tourism to our area we consider our neighbors and are in touch with our community.

WHAT WE'D LOVE TO DO

1. Sustain tourism through shoulder seasons
2. Implement 'feet on the ground' process to capture assets and display Newport in real time
3. Prove Newport to be the go-to location to stay overnight on the central coast through creative and innovative marketing and advertising efforts to tell Newport's story.
4. Engage and work closely with locals, businesses and industry partners
5. Promote accessible, eco friendly and regenerative travel
6. Refresh brand look and feel
7. Curate original content and make Discover Newport the trusted resource for information and trip planning
8. Use our Dungeness Crab Capitol of the World trademark as a springboard to make us the #1 spot to experience Dungeness Crab
9. Build destinations that can be marketed to specific tourist groups. For example: The scientific community, sustainable seafood, mushroom foraging, mountain biking, surfing, performing arts, etc. We believe there are so many untouched activities and interests we could be promoting.



WHAT WE CAN OFFER

Statistical Reporting

- Social media analytics, website traffic, geofencing data and research on visitor behavior.

Local Knowledge

- We love Newport, that's why we live here. This creates meaningful content and connections through first hand storytelling with both locals and visitors.

Original, Relevant and Current Content

- Work closely with our team and trusted resources to curate original content for all platforms, driving awareness and visibility of Newport as the premier destination.

Creativity

- That's one thing our team thrives in. We will always find creative new ways to bring life to Newport. We like to keep things fresh, like the seafood we eat.

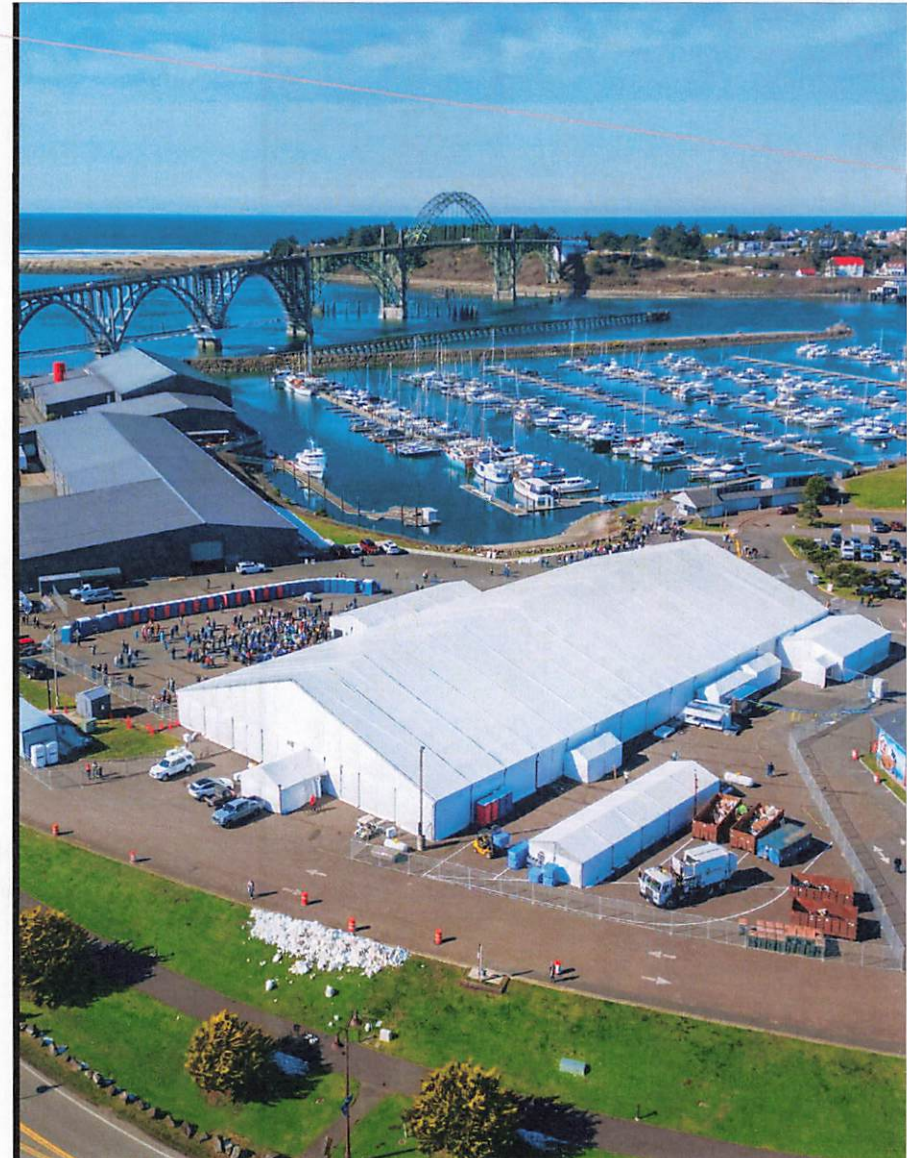


OUR WORK

Our Motto? Get the job done.

In the short amount of time onboarding a brand-new staff to the Newport Chamber, we have managed to accomplish a lot. Our combined knowledge and resources has given us the rare opportunity to refresh and rebrand the Newport Chamber and redefine our visions and goals. When we see the need we find a way to help. And it is only just the beginning. Some examples:

- Creation of the Dungeness Crab Trail Website
- Rebranding Seafood and Wine Festival and refreshing its reputation
- Original logos: Crab Trail, Red Claw Ale, 75th Anniversary, and the Chamber
- Posters for Seafood and Wine Festival and Night at the Aquarium
- New Discover Newport advertisements and placements
- New video content for Seafood and Wine Festival and the Crab Trail
- Verified as an accessible destination by Wheel the World
- Made connections with community leaders to help promote and sponsor local happenings
- A new commercial for Discover Newport and the Dungeness Crab Trail
To view this commercial: <https://www.youtube.com/watch?v=s83NthiLvBw>



OUR WORK

TV

- We have worked with a variety of different TV stations throughout Oregon to negotiate airtime, create campaigns highlighting different parts of Newport, and contributed to live interviews. Some examples include working with KATU, KOIN and KEZI to promote the Oregon Coast Aquarium, Seafood and Wine Festival, the Dungeness Crab Trail and other evergreen content for Newport.

Radio

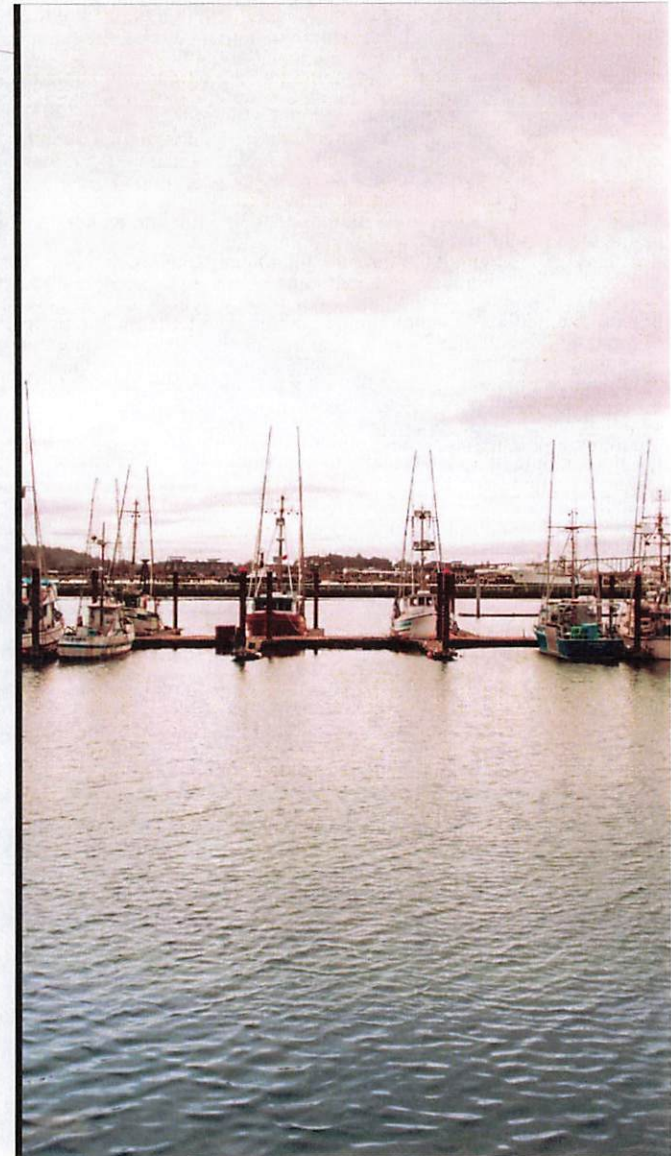
- We have sponsored radio content locally and have also negotiated multiple in-kind radio opportunities surrounding events in Newport. We work closely with iHeart Radio to create and produce compelling and relevant advertisements that have reached millions of people.

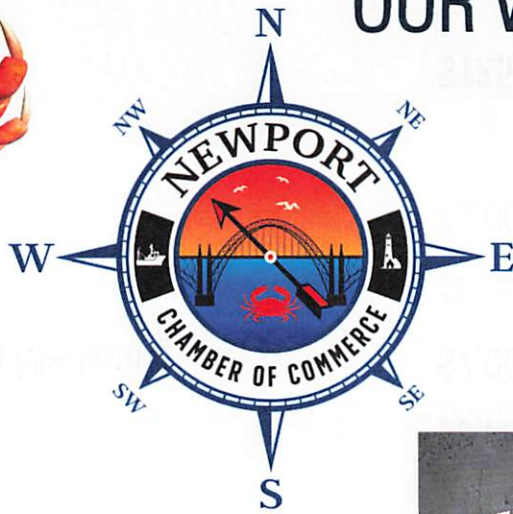
Print

- From yearly visitor guides and travel publications to quarterly and event driven advertisements, Discover Newport advertising and advertorial is in multiple places both in state and nationally. Our recent focus has been to seize opportunities where we can add editorial to print publications to further tell the story of Newport.

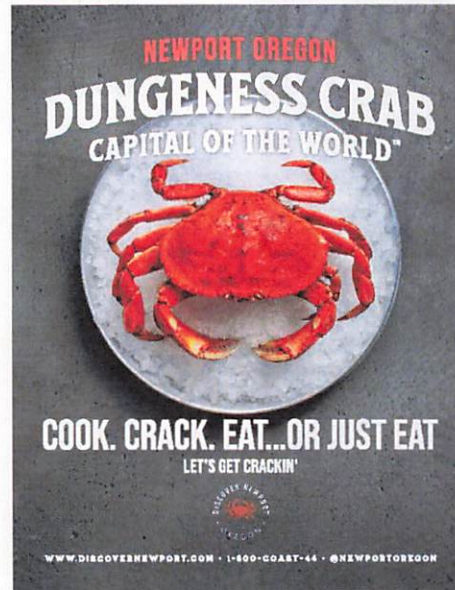
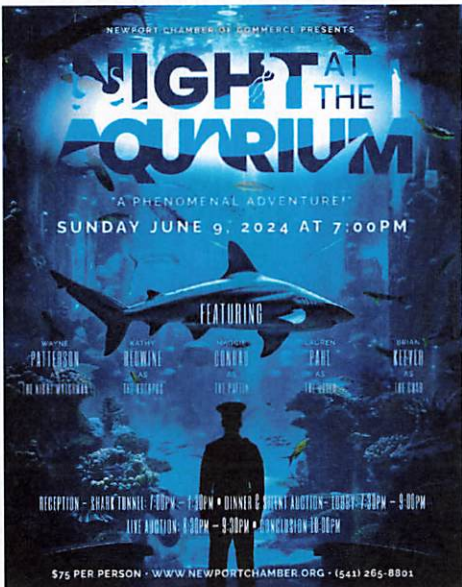
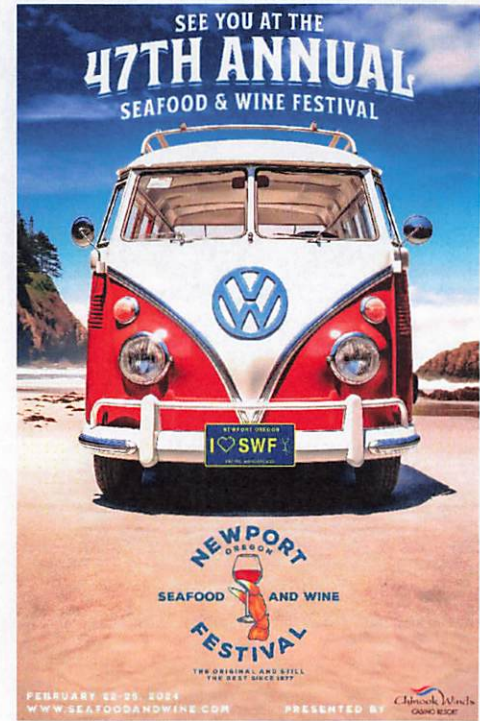
Branding & Creative

- We have worked with multiple graphic designers to create new logos, posters and advertisement designs from scratch.





OUR WORK



BUDGET

Update, Renew and Refresh Website & Brand	\$35,000
New Photography & Video Assets	\$25,000
Creative Production	\$20,000
Content Marketing	\$18,000
Social Media Marketing	\$8,000
Search Engine Optimization and Marketing	\$7,000
Newsletter	\$6,000
Research, Travel & Expenses	\$6,000
Total Cost	\$125,000



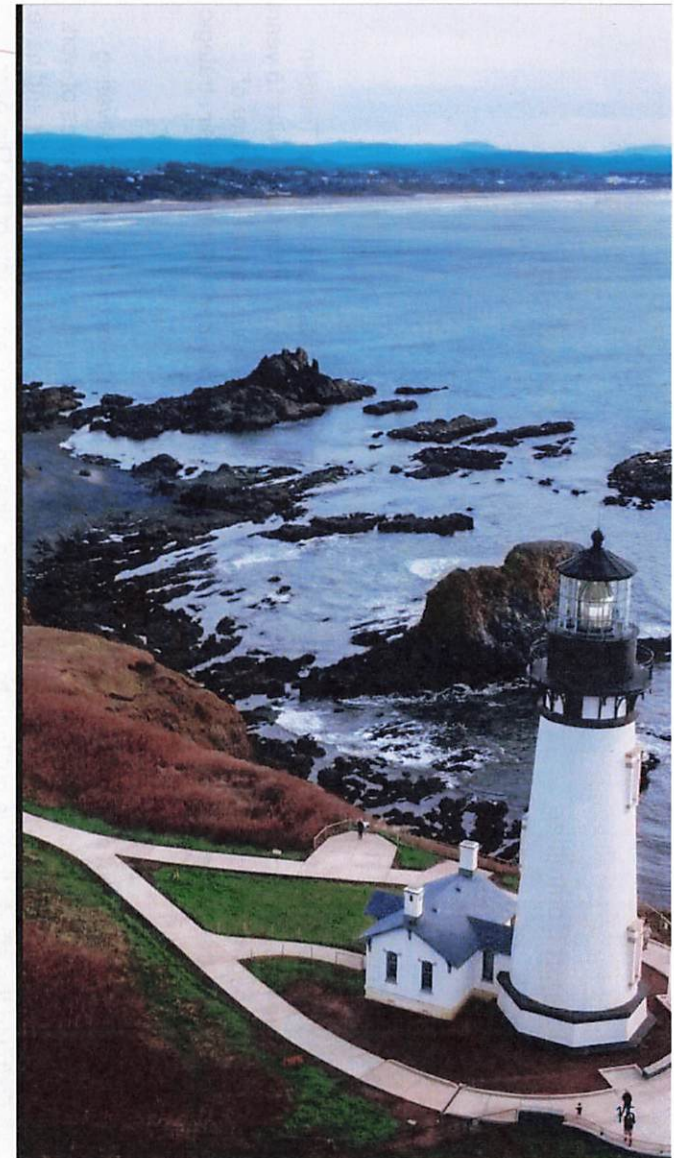
THANK YOU!

Thank you to all who have taken the time to review this proposal. We truly believe we can take Discover Newport to a new level, through strategy, creativity, collaborations and local knowledge.

Thank you so much for your consideration. Please feel free to contact us with any questions you might have at [REDACTED]



Wayne Patterson, Executive Director
The Newport Chamber of Commerce



Discover Newport Committee
City of Newport
Newport, Oregon 97365
May 13, 2024

Dear Discover Newport Committee,

I am writing to express my enthusiastic support for the Chamber of Commerce's bid for the Tourism Promotion Services contract. As a seasoned marketing and communications professional with 15 years of experience managing and executing comprehensive marketing plans, I have had the pleasure of collaborating with the Chamber on various projects that have significantly benefited from their strategic and creative capabilities.

Throughout my career, I have worked closely with teams and organizations that focus on delivering measurable results through innovative marketing strategies. I have seen many different styles of work culture, collaboration, and team dynamics. I have much respect for the team at the Chamber and have seen firsthand the efforts they've put forth to ensure the mission, vision, and goals of the Discover Newport Committee are implemented with excellence.

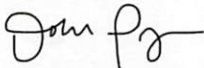
While previously working on the Discover Newport campaign as the Lead Designer at Fox and Crown, alongside the Chamber, it became evident that the Chamber of Commerce harbors a distinct and compelling vision for our town. Their approach is clear, direct, and inspiring, aiming to positively influence our culture and shape the economic landscape of Newport. The Discover Newport campaign is central to their vision. The leadership and team's broad and deep expertise focus on one primary goal: building a stronger Newport. They consider all aspects of our bustling community—from restaurants and hotels to the fishing industry, the Coast Guard, the arts, higher education, and other key groups that form the fabric of our close-knit community. Their unparalleled understanding and respect for each of these elements set them apart.

Due to this unique position, they are adept at coordinating across multiple channels with many stakeholders, a key component to the success of the Discover Newport campaign, and demonstrative of their ability to manage complex challenges effectively. Their expertise is further highlighted by their capability to transform complex project requirements into actionable and successful marketing strategies, showcasing a level of execution that is truly commendable.

Given their proven track record and my direct experiences with their team, I am confident in the Chamber's ability to take on the Tourism Promotion Services contract. Their strategic approach, combined with a deep understanding of local stakeholders, the Committee's vision, and the dynamic marketing landscape, makes them exceptionally well-suited for this opportunity.

Thank you for considering this endorsement. I am assured that the Chamber of Commerce will bring not only their expertise but also their innovative spirit to this role, contributing significantly to the success of the Committee's tourism initiatives.

Sincerely,



John Perez
Owner, JP Marketing



KEZI 9 TV
Randy Joss
[REDACTED]
Eugene, OR 97408



Re: Letter of Recommendation

Dear City of Newport:

5-10-24

I have been working with Wayne Patterson at the Chamber of Commerce of Newport, for several months now. We have had an excellent working relationship.

During our acquaintance, it has been my observation that Wayne is extremely thoughtful and knowledgeable about marketing, with a vision and understanding that runs deep. He knows what he wants out of a message and can complement this message with awesome video and creative materials.

Recently we have been working on a campaign to promote Newport as the Dungeness Crab Capital of the World. The videos that have come out of this campaign are amazing and leave no doubt that Newport is the Dungeness Crab Capital. This would not have happened without the in-depth conversations, brain storming and execution spearheaded by Wayne and Lauren. It is one of the best campaigns we have had on our station in the 23 years I have been working there.

We also worked with Wayne and Lauren on the 2024 Newport Seafood and Wine Festival. Following the lead of Wayne and Lauren we created a commercial with their direction that was very effective while still maintaining the image and branding as the crab capital.

I would give my support and high recommendation, to have Wayne and Lauren be Executors of funding as well as leading the direction of the Tourism Promotion Services contract. They are terrific to work with and I am highly confident that they will continue to strengthen the messaging and effectiveness in this highly competitive tourism industry.

Sincerely,

Randy Joss
Account Executive
KEZI 9 TV
[REDACTED]
[REDACTED]



DATE: 5/11/2024

RE: Recommendation for Newport Chamber of Commerce

FROM: Nathan Holstedt (NH Films Inc.)

To Discover Newport Committee and City of Newport,

I am writing to provide a glowing recommendation for the Newport Chamber of Commerce. As an active entity within the coastal business community, I've had the privilege of witnessing firsthand the exemplary services and professionalism demonstrated by Wayne Patterson and his team at the Newport Chamber of Commerce.

The Newport Chamber of Commerce has consistently proven themselves to be a fully qualified marketing and advertising engine with a remarkable track record of creative vision and execution. Their innovative strategies, combined with their dedication to understanding the unique needs of both the city of Newport and its communities, have resulted in outstanding outcomes and successful campaigns focused on promoting Newport and its blossoming economy.

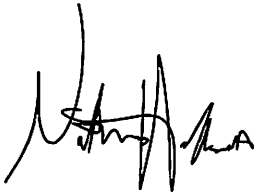
Throughout my interactions with Wayne Patterson and the Newport Chamber of Commerce team, I have been impressed by their creativity, attention to detail, and commitment to achieving results that exceed expectations. Their team comprises talented individuals who possess a deep passion and understanding of the ever-evolving landscape of marketing and advertising. Wayne and his team are truly passionate coastal loyalists who eat, sleep, and breath the unique qualities that make this region of the coast special. To promote what truly makes this region of the coast special, you need to be on the coast, boots on the ground, and from the people who exemplify the energy our coastline exudes. Wayne and his team care differently, deeply, and are more in tune with the heartbeat of Newport, and that's where the most authentic creative is born.

Furthermore, the Newport Chamber of Commerce has actively contributed to the growth and prosperity of businesses within our community. Their involvement in various initiatives and events has been invaluable, demonstrating their commitment to giving back and fostering economic development.

In summary, Wayne Patterson and the Newport Chamber of Commerce team has earned my highest recommendation as a fully qualified marketing and advertising engine. We are confident that their expertise, professionalism, and dedication will continue to benefit local businesses and continue to grow a sustainable travel/tourism industry for the City of Newport.

Should you require any further information or assistance, please do not hesitate to reach out.

Sincerely,



Nathan Holstedt
NH Films Inc.
Owner/Cinematographer/Editor



Oregon Coast Visitors Association

██████████
Tillamook, OR 97141

Discover Newport Committee
City of Newport
169 SW Coast Highway
Newport, Oregon 97365

May 14, 2024

To Whom It May Concern:

I am writing in support of the Newport Chamber of Commerce and their bid for the Tourism Promotion Services contract for the City of Newport, Oregon.

The Oregon Coast Visitors Association (OCVA) has successfully partnered with the Newport Chamber of Commerce on a number of tourism promotion initiatives, including the Dungeness Crab Trail, print advertisements, website development, accessibility initiatives and resources, and television commercials.

The Newport Chamber of Commerce has been an effective partner in Oregon Coast global sales and public relations outreaches, helping OCVA and Travel Oregon to host a number of travel trade and media familiarization tours in Newport.

The Newport Chamber of Commerce has also been a key player in Central Coast destination stakeholder meetings convened by OCVA. These meetings allow for alignment between destination management organizations in the region, as well as collaboration, idea sharing, and problem solving among partners to the benefit of the entire region.

Combining destination development and destination marketing under the leadership of one organization creates valuable efficiencies and allows OCVA to easily align our efforts with the City of Newport to promote the Central Oregon Coast as a tourism destination to visitors.

We hope to continue working with the Newport Chamber of Commerce to leverage cooperative marketing opportunities and Travel Oregon funding to effectively promote tourism in Newport to domestic and international travelers.

Thank you for your consideration.

/ 
Sincerely,
Marcus Hinz
Executive Director, Oregon Coast Visitors Association.



GREANW-02

CREZNICSEK

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
6/26/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Newport Office Marsh McLennan Agency LLC 811 North Coast Hwy Newport, OR 97365	CONTACT NAME: Cassie Reznicek	
	PHONE (A/C, No, Ext): (541) 497-4302	FAX (A/C, No):
E-MAIL ADDRESS: cassie.reznicek@marshmma.com		
INSURER(S) AFFORDING COVERAGE		NAIC #
INSURER A: Great American Assurance Company		26344
INSURER B: Great American Alliance Insurance Co		26832
INSURER C:		
INSURER D:		
INSURER E:		
INSURER F:		

INSURED
Greater Newport Chamber of Commerce
555 S W Coast Hwy
Newport, OR 97365

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY	X		PAC154121907	10/11/2023	10/11/2024	EACH OCCURRENCE \$ 1,000,000
	<input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR						DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER:						MED EXP (Any one person) \$ 20,000
	<input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO <input type="checkbox"/> LOC						PERSONAL & ADV INJURY \$ 1,000,000
	OTHER:						GENERAL AGGREGATE \$ 3,000,000
	AUTOMOBILE LIABILITY						PRODUCTS - COM/POP AGG \$ 3,000,000
	<input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY						
	<input type="checkbox"/> HIRED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$
	<input type="checkbox"/> SCHEDULED AUTOS ONLY						BODILY INJURY (Per person) \$
	<input type="checkbox"/> NON-OWNED AUTOS ONLY						BODILY INJURY (Per accident) \$
							PROPERTY DAMAGE (Per accident) \$
B	<input checked="" type="checkbox"/> UMBRELLA LIAB			UMB154122009	10/11/2023	10/11/2024	EACH OCCURRENCE \$ 4,000,000
	<input checked="" type="checkbox"/> EXCESS LIAB						AGGREGATE \$
	DED <input checked="" type="checkbox"/> RETENTION \$ 10,000						General Agg. \$ 4,000,000
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY						PER STATUTE OTH-ER
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)						E.L. EACH ACCIDENT \$
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - FA/EMPLOYEE \$
							E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule may be attached if more space is required)

CERTIFICATE HOLDER City of Newport 169 SW Coast Hwy. Newport, OR 97365	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE 