

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, May 2, 2013, 4:00pm

City Hall Council Chambers, 898 Elk Drive, Brookings, OR

1. Roll Call

2. Action Items

- a. TV Advertising Proposals
 - 1) Interview with Connie Eaton, KOB
 - 2) Interview with Kyle Pace, KDRV
- b. Review RFP for Internet Advertising Services

3. Schedule Next Meeting

4. Adjournment

All public meetings are held in accessible locations. Auxiliary aids will be provided upon request with advance notification. Please contact 469-1102 if you have any questions regarding this notice.



DRAFT REQUEST FOR PROPOSALS

CITY OF BROOKINGS INTERNET ADVERTISING SERVICES

Background

The City of Brookings (City) levies a Transient Room Tax on guests of City lodging establishments for the purpose of providing funding for tourism marketing and promotion. The City, through its Tourism Promotion Advisory Committee, desires to solicit professional internet advertising services to better serve the City's tourism community.

Submission Deadline

To be considered, the respondent must submit three (3) copies of the proposal containing the requested information in an envelope clearly marked: **"Internet Advertising"**:

In person or by regular mail to: Gary Milliman, City Manager
City of Brookings Tourism
898 Elk Drive
Brookings, OR 97415

Email: gmilliman@brookings.or.us

Submittals must be received at City Hall, 898 Elk Drive, Brookings, OR 97415, no later than **4:30 PM, [2 weeks from first ad] 2013**. Incomplete submittals, or submittals received after the specified deadline, will not be considered.

Project Description

The City seeks through this Request for Proposals (RFP) to enter into a contract with an individual, company, or organization to provide Internet Advertising. The project will be to develop 20 minute videos in four or more segments depicting Brookings area tourism and then place the videos on YouTube, Viemo and other content-appropriate internet sites.

Scope of Work /Deliverables

1. Develop 20 minutes of video in four or more segments depicting Brookings area tourism.
2. Place videos on YouTube, Viemo and other content-appropriate internet sites. Recommend additional sites.
3. Format videos for City website integration and stand-alone marketing.
4. Propose a methodology for evaluating the effectiveness of the above referenced program.

Note: The individual, company, or organization may not necessarily have to prepare the graphics, design, photography, etc. needed for the deliverables themselves. They may, as part of their proposal, include the cost of coordinating with outside vendors to prepare the final products.

Budget

The budget for this service is \$10,500.

Process

The City will consider proposals from all interested parties presenting the requested information and otherwise demonstrating the qualifications necessary to manage and execute the desired services. All proposals will be reviewed by the City's Tourism Promotion Advisory Committee.

Proposals will be evaluated based upon qualifications. The respondent deemed to be the best qualified will be invited to submit a fee proposal.¹

Proposal Requirements

The proposal will be concise, well organized and demonstrate the qualifications and experience necessary to complete this project. The proposal must include the following:

1. Examples of the desired professional marketing and/or promotional services as outlined under the Scope of Work. Each example should provide some insight into how the campaign/collateral/message was developed and implemented.
2. A minimum of three professional references for similar work provided by the respondent within the past five years is desired. Please include current contact name, company or organization, and contact info (current phone, email and address).
3. A complete resume of each person named in the proposal.
4. A cost proposal.

Right to Reject All Proposals

The City reserves the right to accept, reject, withdraw, or amend any and/or all proposals, or any component part thereof, deemed to be in the best interest of the City or in the best interest of the desired outcome. All costs incurred in the preparation and presentation of a response to this RFP, in the submission of additional information, and/or in any other aspect of a proposal prior to the award of a written contract shall be the sole responsibility of the respondent/proposer. The City also reserves the right to request additional information or clarification from all respondents/proposers until a contract for the desired services is offered to one or more respondents.

Once submitted, the proposal and supporting materials become public documents and become the property of the City of Brookings.

Insurance Requirements

Respondent will be required to enter into a professional services agreement with the City and provide insurance as specified therein.

Questions

Questions related to this request for proposals should be directed to Gary Milliman, City Manager; 541-469-1101; gmilliman@brookings.or.us

¹ Public Procurement and Contracting Policy (Resolution 12-R-991).