

Request for Proposals

Director of Tourism Development for Mason County

I. Introduction and Summary

Mason County, Washington is requesting proposals from qualified firms or individuals for tourism development, marketing services and maintenance of the established tourism marketing campaign in Mason County and to provide support for local festivals and events. This is for services commencing January 1, 2022.

The project will be completed under the direction of the Mason County Board of Commissioners under the advice of the Mason County Lodging Tax Advisory Committee. All County contracts require approval of the Mason County Board of Commissioners.

The anticipated award is up to \$327,600 of County lodging tax revenues and an additional 15% of total amount awarded will be budgeted for unanticipated services that may be available if recommended by the Lodging Tax Advisory Board and approved by the Board of Mason County Commissioners. The contract amount will include cost of production and distribution of marketing materials, media purchases, and administrative costs; a minimum of 15% of the budget must be dedicated directly for local festival and event marketing and support.

Deadline for receipt of proposals is **4 p.m., Wednesday, September 29, 2021**. Proposals should be prepared in accordance with this RFP and mailed or delivered to:

Diane Zoren
Central Services Manager
Department of Support Services
411 N. 5th Street
Shelton, WA 98584
(360) 427-9670 ext. 747
Email: dlz@co.mason.wa.us

Ten hard copies of the submittals must be received by the deadline indicated above. Postmarks will not be accepted.

Proposals will be evaluated by the Lodging Tax Advisory Committee and respondents may be interviewed by members of the committee. The committee will make recommendation for contract award to the Mason County Board of Commissioners who will make final selection. Respondents should not lobby committee members or the Board of Commissioners. Respondents should contact Diane Zoren by phone or email for additional information. All proposals are public records. The committee reserves the right to request additional information from respondents. The County reserves the right to reject all submittals.

Should you be selected, all materials created under contract with Mason County will be owned by Mason County.

Contract Terms. Contract will be awarded for two years (2022-2023) with an option for renewal. A performance review will be conducted annually.

Insurance Requirements. All insurance provided shall be primary and non-contributory.

- 1) Comprehensive General Liability. \$1,000,000 combined single limit per occurrence for bodily injury, personal injury and property damage, \$2,000,000 general aggregate;
- 2) Automobile Liability. \$1,000,000 combined single limit per accident for bodily injury and property damage;
- 3) Workers' Compensation. Workers' compensation limits as required by the Workers' Compensation Act of Washington;
- 4) Consultant's Errors and Omissions Liability. \$1,000,000 per occurrence and as an annual aggregate.

II. Statement of Need

Mason County, Washington is in need of tourism development and marketing services. The County wishes to contract an experienced and qualified company or individual to continue the established multi-media tourism marketing services that will result in increased tourism business and number of tourists to Mason County. This includes maintenance of the existing Wild Side Guide. Contractor should develop collaborative relationships with tourism related businesses and organizations resulting in additional amenities and/or packages that enhance the visitor experience. Contractor will be required to assist area festival and event organizers with marketing and promotion efforts of those events. It is expected that the Contractor will devote a substantial amount of time (preferably fulltime) in Mason County to facilitate coordination between tourism related services and businesses. Proposed marketing campaigns should integrate with the current marketing campaigns developed and implemented with County lodging tax funds.

<https://www.explorehoodcanal.com/>

III. Form of Proposal

Respondent proposals should not exceed 15 pages, including attachments, and should include/address:

- 1) Contact name, address, telephone number, and e-mail address.
- 2) Development, support, coordination and marketing of Mason County tourism amenities and the visitor experience that integrates the current marketing campaign collateral, brand, and materials into proposed plan. Proposal should include plan for leveraging other tourism association marketing opportunities resulting in additional amenities and/or packages which enhance the visitor experience.
- 3) Proposed strategy for providing outreach and marketing support for area festivals and events designed to attract out-of-area visitors.
- 4) A detailed budget for the contracted services inclusive of travel, administration, sub-contracted services, media development, and delivery with specific line items for festival and event marketing totaling a minimum of 15% of the budget. The budget should also include print costs for any print materials necessary to best serve visitors including, but not limited to, brochures, navigational maps, and maps providing recreation/tourism information.
- 5) Plan and budget should also include proposed media outlets and corresponding geographic/demographic targets with media delivery schedule. Media launches should be prepared by

March 2022 and delivered as per proposal.

- 6) Names, addresses, telephone numbers, and email addresses of clients for whom the respondent has recently performed tourism promotion services including a sample of product(s) delivered.
- 7) Measures proposed to assess impact of contract performance including strategy to measure economic impacts to area businesses and to fulfill reporting requirements as defined in Revised Code of Washington 67.28.1816 ii (c). All proposals shall include estimates of how this contracted service will result in increases to people staying overnight, travelling 50 miles or more to Mason County, or coming from another state or country to Mason County.

IV. Evaluation Criteria:

Proposals will be evaluated based on the following criteria. The evaluation criteria are subject to change without notice.

- 1) Development and marketing of Mason County tourism amenities utilizing existing marketing campaign.
- 2) How the proposal enhances the visitor experience.
- 3) Degree to which the budget reflects the requested activities and the cost of proposal. Considerations: integration of current marketing campaign; leveraging other tourism association marketing opportunities; dedicated festival and event marketing budget.
- 4) Media outlets and corresponding geographic/demographic targets and media delivery schedule.
- 5) Support for area festivals and events.
- 6) Amount of dedicated time in Mason County.
- 7) Clients for whom the respondent has recently performed tourism promotion services including a sample of product(s) delivered.
- 8) Strategy to measure economic impacts to area businesses and methodology to fulfill reporting requirements as defined in Revised Code of Washington 67.28.1816 ii (c).

V. Independent Contractor

It is the intention and understanding of the County that the Contractor shall be an independent contractor and that the County shall be neither liable for nor obligated to pay sick leave, vacation pay or any other benefit of employment, nor to pay any social security or other tax that may arise as an incident of employment. Contractor shall pay all income and other taxes as due. Industrial or other insurance that is purchased for the benefit of contractor shall not be deemed to convert this Contract to any employment contract. It is recognized that Contractor may or will be performing services during the term of the Contract for other parties and that the County is not the exclusive user of the Contractor's services.

VI. Prevailing Wage

If required by RCW 39.12, prevailing wages shall be paid. Contractor specifically agrees to comply with RCW 39.12 and to file all required forms, certifications, and affidavits necessary to comply with Federal and State laws before final payment shall be made to the Contractor. The latest prevailing wage rate information is available per the State of Washington, Department of Labor and Industries, Industrial Relations Division.

VII. Equal Opportunity Employer

Mason County is an equal opportunity employer. We strive to create a working environment that includes and respects cultural, racial, ethnic, sexual orientation and gender identity diversity. Women, racial and ethnic minorities, persons of disability, persons over 40 years of age, veterans or people with military status, and people of all sexual orientations and gender identities are encouraged to apply.