



TOWN OF PALISADE
NOTICE OF REQUEST FOR PROPOSALS FOR TOURISM MARKETING SERVICES

The Town seeks a professional, full-service marketing and promotions firm to provide comprehensive, strategic, and innovative marketing services in 2024 that are targeted at attracting first-time and repeat visitors. The area is blessed with top-notch wineries, world-renowned produce, diverse arts, popular festivals, and abundant year-round outdoor recreational opportunities. The successful proposer will create and implement a 12-month marketing plan, with approval from the Tourism Advisory Board at the direction of the Town Board of Trustees. Proposals are due by 4:30 p.m. on December 29, 2023.

A complete RFP is available for download at palisade.colorado.gov

As the Town's best interests may appear, the Tourism Advisory Board reserves the right to waive informalities and to reject any or all proposals.

REQUEST FOR PROPOSAL TOURISM MARKETING SERVICES

RFP Summary

Total Project Budget for 2024: \$75,000

The Town of Palisade is requesting proposals for marketing and promotional services targeted at attracting visitors and capturing travelers to its tourist and recreational amenities. The area is blessed with top-notch wineries, world-renowned produce, diverse arts, popular festivals, and abundant year-round outdoor recreational opportunities. The selected proposer will create and implement a 12-month marketing plan, with approval from the Tourism Advisory Board at the direction of the Town of Palisade Board of Trustees.

This RFP selection process is competitive and will focus on the proposal's creativity, knowledge of the community, staff and team member qualifications, and the prior history of performance on similar projects. Thoughtful responses to this RFP will enable the Town to select the most qualified proposers.

Selection Schedule:

RFP Released	November 30, 2023
Deadline to Submit Questions (in writing)	December 14, 2023
Responses to Questions (in writing)	December 20, 2023
Proposals Due	December 29, 2023
<u>TAB meeting*</u>	January 18, 2024
Notification to Finalists	January 22, 2024
Finalists Presentations	February 22, 2024
<u>TAB Board Final Selection*</u>	February 22, 2024
Notice of Selection to finalist	February 23, 2024
Contract Negotiations	February 23, 2024 – March 1, 2024
<u>TAB Board Contract Approval*</u>	March 21, 2024
Recommendation to <u>Board of Trustees</u>	March 26, 2024
Contract Start Date	April 1, 2024

**Regularly scheduled TAB meeting dates*

Contact

Contact Keli Frasier, Town Clerk, at 970-464-5602 or email kfrasier@townofpalisade.org with any questions regarding this RFP.

Project Scope of Work

- a) The objective of this RFP is to procure marketing and support services, including public outreach activities, advertising placement, and other related marketing functions and work products. Preferred proposers will:
- b) Develop and implement a four-season tourism marketing plan beginning in 2024 that is recommended by the Tourism Advisory Board and approved by the Palisade Board of Trustees.
- c) Track, evaluate and report marketing plan progress to Town Staff and the Tourism Advisory Board in a timely fashion.
- d) Provide strategies and recommendations to Town Staff and the Tourism Advisory Board regarding marketing and promotional opportunities as they arise.
- e) Attend regularly scheduled monthly meetings of the Tourism Advisory Board, and attend Town Board meetings as requested.
- f) The total project budget of \$75,000 includes the entire marketing package, including all fees, media buys, and any other applicable promotional costs.

Selection Process and Criteria

The Tourism Advisory Board will review and evaluate all responsive submittals and other information received in accordance with the requirements of this RFP. In assessing the strengths and weaknesses of each respondent, the Selection Committee may, at its discretion, request clarification of any response to this RFP or other issue that may arise during the selection process. Once the review is completed, recommendations from the Committee will be submitted to the Town Board of Trustees for final selection of the successful proposer and dollar amount of the contract. The Town may request visual and oral presentations as part of the evaluation process.

At any stage, the Town reserves the right to terminate, suspend or modify this selection process; reject any or all submittals at any time; and waive any informalities, irregularities or omissions in submittals, all as the best interests of the Town may appear.

The Town will not accept any information, in any form whatsoever, from proposers after the proposal due date. Unsuccessful proposers will be notified in writing that they were not selected to compete in the next stage of the selection process and such notification shall result in no further consideration of these submissions. All determinations of the Town regarding rejection shall be final.

Contract Requirements

Insurance

The selected proposer for this project will be required to secure and maintain an insurance policy, including Workers' Compensation and liability, at its own expense. Prior to the commencement of work under any resulting contract, the successful proposer must provide proof of all required insurance. If the proposer is exempt from the legal requirement to have Workers' Compensation Insurance and has in fact, properly rejected Workers' Compensation Insurance with the Colorado Department of Labor and Employment (CDLE) as of the date of submission of its proposal to this RFP, then proposer will provide with its proposal proof of approval or rejection by CDLE. Under any resulting contract, the consultant will be an independent contractor retained to perform professional or technical services for limited periods of time. Neither the consultant nor any of its employees will be deemed to be employees or officers of the Town.

Colorado Open Records Act

Documents submitted in response to this RFP are subject to the Colorado Open Records Act, CRS §24- 72-201, *et seq.* ("CORA"). If the proposer believes that any information, data, process or other material in its proposal constitutes trade secrets, privileged information, or confidential commercial, financial, geological, or geophysical data, then the proposer should mark those items as confidential or proprietary and provide a list of those items with specificity as to the page and paragraph and on what basis it believes the material is confidential or proprietary. The Town is not bound by the proposer's determination as to whether materials are subject to disclosure under CORA and reserves the right to independently determine whether the materials are required to be made available for inspection or otherwise produced under CORA.

If the Town receives a request for such information marked as confidential, it will notify the proposer. If a suit is filed to compel disclosure of such information, the Town will notify the proposer, and the proposer shall be responsible for taking appropriate action to defend against disclosure of its confidential information.

In the event of the filing of a lawsuit to prevent or compel disclosure, the Town will tender all responsive materials to the court for judicial determination of the issue of disclosure. The proposer agrees 1) to intervene in any lawsuit arising out of a request for its materials to protect and assert its claims of privilege against disclosure of such material; 2) that its failure to object or intervene and assert claims of privilege against disclosure in relation to its proprietary or confidential information results in waiver the same; 3) to release and defend, indemnify and save and hold harmless the Town, its officers, agents, and employees, from any claim, damages, expense, loss or costs, including reasonable attorneys' fees, arising out of or in any way relating to requests for disclosure of material provided or produced in response to this RFP.

Proposal Preparation, Consultants Costs and Expenses

The Town is not liable for any costs or expenses arising out of the preparation of the consultant's proposal. If selected, the consultant may not include any of these costs or expenses as part of its fee, rates, or charges for performing work under the contract.

Proposal Submittal Instructions

Proposers shall submit one electronic and one hard paper copy of their completed RFP response. All printed copies must be limited to an 8 ½" x 11" format bound on the long side. Pages are to be numbered in sequence, and font size must be at least 12-point font. No more than ten 11" x 17" fold-out sheets may be included.

The proposal must include:

- Letter of Transmittal
Clearly indicate the primary contact (principal-in-charge), mailing address, telephone, and facsimile numbers. Indicate unique features of the organization and the project team that make the team uniquely suited to undertake this specific project.
- Pricing
A cost schedule of all hourly rates for each job classification and job title must be submitted for all items set forth in the proposal. All rates and fees will be fixed for the duration of the contract. Materials or services not listed but that may be required or are expected to be used by the consultant in performing the tasks related to the Agreement must be listed with the proposal. Overhead costs, including, without limitation, faxing, cellular phone air time, and computer processing time, must be borne exclusively by the consultant as a cost of doing business.
- Key Personnel
Identify the individuals from each firm who will be involved in the project and their responsibilities. Provide brief biographical data of the primary participant(s), including the Project Manager. Further, provide a separate list of key personnel, setting forth the names of such persons and their corresponding titles.
- Approach
Describe approach to the Scope of Work, philosophy, cost containment strategies, issues and opportunities.
- Summary of Experience
Describe the firm's past projects and experiences relevant to evaluating the firm's capabilities to perform the work, and include appropriate references with contact information for those projects.

Delivery Instructions

Email electronic copies to kfrasier@townofpalisade.org and mail or deliver all hard copies of proposals on or by 4:30 p.m. on Friday, December 29, 2023, to:

Keli Frasier, Town Clerk
Town of Palisade 175 East 3rd Street PO Box 128
Palisade, CO 81526