

CITY OF ROSEBURG

REQUEST FOR PROPOSALS

FOR

PROFESSIONAL SERVICES

DESTINATION MARKETING ORGANIZATION SERVICES

RFP NO. CDD-25-01

SUBMITTAL DEADLINE: 2:00 P.M., March 5, 2025

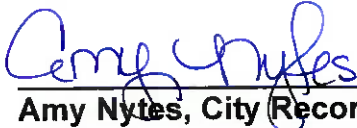
**CITY OF ROSEBURG
REQUEST FOR PROPOSALS PROFESSIONAL SERVICES
DESTINATION MARKETING ORGANIZATION SERVICES**

RFP NO.CDD-25-01

NOTICE IS HEREBY GIVEN, the City of Roseburg is requesting sealed proposals from qualified persons to provide Destination Marketing Organization Services for the City of Roseburg, including Tourism Promotion and Visitor Information services. Interested parties will be provided sufficient information to prepare and submit proposals for consideration by the City. It is the City's intent to select the most advantageous proposal based on the evaluation criteria set forth in the Request for Proposals (RFP) packet. A copy of the RFP packet may be downloaded from the City's website at www.cityofroseburg.org.

All proposals must be submitted by paper or electronically via email. Proposals received in paper format must be sealed, clearly marked **Destination Marketing Organization Services Proposal - RFP No. CDD-25-01, 2:00 p.m., March 5, 2025** and received in the City Manager's Office at Roseburg City Hall by the above specified date and time. Proposals received electronically via email must be sent to Amy Nytes, City Recorder at bids@roseburgor.gov and clearly marked in the subject line of the email **Destination Marketing Organization Services Proposal - RFP No. CDD-25-01, 2:00 p.m., March 5, 2025** and received by the above specified date and time. Any proposal received after that date and time, or not submitted in the proper manner, will be returned without further consideration.

The City reserves the right to reject any and all proposals received as a result of this RFP, to waive any irregularities and to accept the proposal deemed to be in the best interest of the City. Preparation and submission of a proposal is at the proposer's sole risk and expense.



Amy Nytes, City Recorder

Dated this 5th day of February 2025.

Posted on the City's website on this 5th day of February 2025.

**CITY OF ROSEBURG
REQUEST FOR PROPOSALS FOR PROFESSIONAL/PERSONAL SERVICES
RFP NO. CDD-25-01**

BACKGROUND

The City of Roseburg imposes an 8% Transient Lodging Tax (TLT) on occupants of hotels, motels, inns, vacation rentals, or other houses, cabins, condominiums, apartments or other dwelling units that are used for temporary human occupancy. After deducting costs associated with collection of the tax, the funds are disbursed as follows: 57.25% for tourist promotion, 32.89% for the sidewalk/streetlight/signal fund, and 9.86% to the economic development fund.

That portion dedicated to tourism promotion (57.25%) must follow statutory requirements regarding the use of the revenues. These requirements are outlined in ORS 320.350 and include funding tourism promotion and tourism-related facilities.

Destination marketing promotes a specific location and its benefits to potential travelers. The goal of destination marketing is to increase awareness of the target destination, create a positive image in the target audience(s), and ultimately, bring new visitors and dollars to the community.

Through this RFP, the City is seeking interested qualified parties to provide tourism promotion as the Destination Marketing Organization. Per ORS 320.300(8), in order to qualify, the interested party must be an incorporated nonprofit organization dedicated to tourism promotion in Roseburg on a year-round basis.

GENERAL REQUIREMENTS AND INSTRUCTIONS TO PROPOSERS

1. GENERAL INFORMATION. These general requirements and instructions have been written to describe the Destination Marketing Organization Services more particularly described in the Request for Proposals (RFP) Exhibit "C".

This RFP is intended to provide interested persons (herein referred to as proposers) with sufficient information to prepare and submit proposals for consideration by the City. It is the City's intent to select the most advantageous proposal based on the evaluation criteria set forth in this RFP.

The City reserves the right to reject any and all proposals received as a result of this RFP prior to the execution of a contract upon a finding that it is in the public interest to do so. Preparation and submission of a proposal is at the proposer's sole risk and expense.

Proposals and all accompanying documents will become the property of the City and will not be returned. See Section 16 of this RFP, entitled "Public Records".

This RFP contains and incorporates the following:

Exhibit "A"	Proposal Form
Exhibit "B"	Professional/Personal Services Contract, including City's Standard Contract Provisions
Exhibit "C"	Description of Services
Exhibit "D"	Minimum Qualifications
Exhibit "E"	Evaluation Criteria

2. FORM OF PROPOSAL. Proposals are to be based on and submitted in accordance with the instructions contained in this RFP. The City may change these instructions at any time prior to the Solicitation Closing by addendum as provided in Section 6 of this RFP. Proposers are responsible for responding to all addenda.

3. POINT OF CONTACT. The City Manager's Office is the point of contact in the City for this RFP. With the exception of technical questions regarding the services being requested (See Section 4 below) all correspondence pertaining to this RFP should be directed to Amy Nytes, City Recorder, 900 S.E. Douglas Avenue, Roseburg, OR 97470 or info@roseburgor.gov. The City Manager's Office may be contacted by calling 541-492-6700.

4. TECHNICAL CLARIFICATIONS, REQUESTS FOR CHANGES. Questions regarding specific technical aspects of the service requested by this RFP or seeking clarification concerning this RFP may be directed to Stuart Cowie by calling 541-492-6750. No oral clarification will be binding on the City. The City will be bound only by this RFP and any written addendum issued hereunder.

Requests for changes to this RFP, including requests for changes in any of the exhibits to this RFP must be submitted in writing to the City Recorder not later than ten calendar days prior to the date of the Solicitation Closing. The request must include a statement of the requested changes and the reason therefore. The request shall be marked as a "Request of Change in RFP" and specify the RFP Number set forth in the caption to this RFP. The City will respond to all written requests for changes, in writing, within five days of receipt of such request.

If inquiries, comments or requests for changes raise issues that require clarification or a modification to this RFP, the clarification or modification will be made by written addendum as provided in Section 6 of this RFP.

5. SCHEDULE OF EVENTS. The following schedule of events shall be followed for this RFP. Proposers are strongly encouraged to attend the RFP conference, if scheduled. If no date is shown below, then the event is not scheduled for this RFP. Failure to attend a Mandatory RFP Conference may result in proposal rejection.

Solicitation Starting Date
(RFP available)

Solicitation Closing

Initial Proposal Review Period

February 5, 2025
2:00 p.m., on March 5, 2025
March 6-14, 2025

Notice of Competitive Range
Mandatory Interviews
Negotiation Period
Notice of Intent to Award
Award and Execution of Contract

March 17, 2025
March 31 – April 4, 2025
April 7 – 11, 2025
Within 60 days after Solicitation Closing
Within 90 days after Solicitation Closing

If the City receives a request for change or protest from a proposer in accordance with the instructions in this RFP, the City may extend the Solicitation Closing date as necessary to consider whether to issue an addendum. The City also reserves the right to delay any of the dates set forth above, if it is determined to be in the best public interest to do so. The addendum shall become effective upon execution by the City.

If the City decides to negotiate with proposers in the competitive range, notice of intent to award will only be given to proposers in the competitive range and shall be made after completion of negotiations.

6. ADDENDUM TO THE REQUEST FOR PROPOSALS. In the event it becomes necessary to revise any part of this RFP prior to the Solicitation Closing, an addendum will be provided to all proposers who have requested and received a copy of this RFP. RECEIPT OF AN ADDENDUM MUST BE ACKNOWLEDGED BY SIGNING AND RETURNING THE DOCUMENT WITH THE PROPOSAL. Proposers may protest requirements of this RFP by submitting a request for change, in accordance with Section 4 of this RFP. No addendum will be issued less than four days prior to the date of the Solicitation Closing.

7. FORMAT OF PROPOSALS. Proposals must contain the information specified in Section 8 of this RFP. Proposals must be prepared on the proposal form attached hereto as RFP Exhibit “A.” A proposal should provide a concise description of the proposer’s ability to satisfy the requirement of this RFP and the contract attached hereto as Exhibit “B”, along with the City’s Standard Contract Provisions attached as an exhibit to such contract.

8. CONTENT OF PROPOSALS. Proposals should demonstrate that the proposer can furnish the services in a manner that will be cost effective for the City. Those proposals which do not contain all information required by this RFP or are otherwise non-responsive may be rejected immediately; however the City has discretion to accept a proposal that does not conform with all RFP requirements if the City determines that the non-conformance is not substantial or material. If a proposal is unclear, or appears inadequate, at the City’s discretion, the proposer may be given an opportunity to explain how the proposal complies with the RFP. The City also has discretion to permit a proposer to correct a typographical error or other minor mistake or oversight in its proposal.

8.1. Proposals must contain at least the following:

8.1.1 Proposal Form. The proposal form, attached hereto as RFP Exhibit “A” must be fully completed, submitted and duly executed by the authorized representative of the proposer, and include the following:

- a. The proposer’s business name, address, telephone number, email address and federal taxpayer identification number;
- b. The proposer’s legal form of entity (sole proprietor, corporation, LLC, etc.) and, if applicable, state of incorporation or organization and main office address;
- c. Name(s) and title(s) of person(s) authorized to submit the proposal and to execute the professional services contract; and
- d. The fees and charges that proposer will charge for the services rendered based on the format outlined in RFP Exhibit “A”.

8.1.2 Qualifications. The proposers statement of qualifications must contain the following:

- a. A description of how the proposer meets ORS 320.300(8).
- b. A description of the key personnel that will perform the services and their particular qualifications;
- c. A description of how proposer complies with all minimum qualifications set forth in RFP Exhibit “D”;
- d. Special services the proposer can provide in connection with the services required by this RFP and as described in RFP Exhibit “C”; and
- e. Any experience proposer has had in providing the services required by this RFP to the City or other public entities, including examples of past work that demonstrate the ability of the proposer to successfully complete similar types of work related to public sector or private sector services

8.1.3 References. Proposals must contain a list of all private and public entities for which the proposer has provided similar services within the past two years and the name and phone number of a person within each entity who is knowledgeable of the proposer’s performance record.

8.2 Alternatives. A proposer shall only submit alternative terms and conditions to the terms and conditions the City expressly authorized for negotiation under Section 14 of this RFP.

9. EXECUTION OF CONTRACT. The proposer selected by the City to provide the requested services will be expected to deliver proof of all required insurance, and to enter into a written professional/personal services contract in the form attached hereto as RFP Exhibit “B”.

BY SUBMITTING ITS PROPOSAL, THE PROPOSER CERTIFIES THAT IT HAS READ AND ACCEPTS ALL TERMS, CONDITIONS AND REQUIREMENTS OF THIS RFP, INCLUDING THE TERMS AND CONDITIONS OF THE FORM OF CONTRACT IN RFP EXHIBIT “B”, AND THAT IF PROPOSER REFUSES TO EXECUTE THE CONTRACT AFTER AWARD, THE CITY WILL BE ENTITLED TO SEEK COMPENSATION FOR ITS DAMAGES, WHICH MAY INCLUDE THE COST OF CONDUCTING A NEW SOLICITATION.

10. DELIVERY OF PROPOSALS. In order to be considered, 3 copies of the sealed paper proposals or electronic submittal must arrive at the City Manager’s Office before the time and date of the Solicitation Closing as described in this RFP.

- Paper proposals must be submitted in sealed envelopes clearly marked with the RFP number shown in the caption of this RFP and the time and date of the Solicitation Closing. Proposers who mail proposals should allow extra mail delivery time to insure timely receipt of their proposals.
- Electronic submittals must be sent to the attention of Amy Nytes, City Recorder by emailing bids@roseburgor.gov by the time and date of the Solicitation Closing.

Proposals received after the Solicitation Closing will not be considered and will be returned unopened to the proposer.

11. SUBMISSION AND WITHDRAWAL OF PROPOSALS. Proposers may modify or withdraw their proposals at any time prior to the Solicitation Closing by providing a written request for modification or withdrawal to the City Manager’s office. Requests for withdrawal of proposals will not be accepted after the Solicitation Closing. A proposer may also withdraw its proposal in person prior to the Solicitation Closing, upon presentation of appropriate identification and satisfactory evidence of authority to the City Recorder. The City Recorder shall obtain the signature of the person making the withdrawal.

ALL PROPOSALS SHALL BE IRREVOCABLE FOR A PERIOD OF 90 DAYS FROM THE SOLICITATION CLOSING.

12. OPENING OF PROPOSALS. Proposals received in response to this RFP will be opened publicly, either in person or virtually, by the City Recorder or designee, immediately after the Solicitation Closing in the City’s administrative offices located at 900 S.E. Douglas Street, Roseburg Oregon or virtually. If opened virtually, a link will be published on the City’s website at <https://www.cityofroseburg.org/bidding> no less than 24 hours prior to the opening date and time. The names and addresses of all proposers will be announced and recorded by the City Recorder. No other information will be made available at that time.

13. MINIMUM QUALIFICATIONS REQUIRED. Proposals must indicate how the proposer satisfies the minimum qualifications set forth in RFP Exhibit “D”.

14. EVALUATION OF PROPOSALS. The City will evaluate the proposals according to the evaluation criteria and rating scheme set forth in RFP Exhibit “E” and in accordance with the following:

14.1 Interviews/Samples. The City may require interviews with all responsive proposers regardless of the interview schedule in Section 5 of this RFP. In addition, the City may request an interview with one or more proposers, if the City determines that an interview would help the City better evaluate the proposal, provided that no scoring for interviews will be made unless all responsible proposers are interviewed. During the evaluation process, the City may also request work samples, demonstrations, inspections or other testing examinations from all responsive proposers if the City determines that such further evaluation should be added as rated criteria to enable the City to properly evaluate the proposals.

14.2 Use of Competitive Range/Negotiation. At the conclusion of the rated criteria evaluation process and prior to selection, the City may, but shall not be required to, interview, request demonstrations or samples from, or negotiate with the 3 proposers who have the highest criteria ratings (the “Competitive Range”). The City may increase or decrease the Competitive Range if, in the City’s opinion, the number or proposals or the quality of the proposals warrants an increase or decrease in the number of proposers in the Competitive Range.

If the City determines to make its selection based on interviews, demonstrations, samples or negotiations with proposers in the Competitive Range, the City shall provide written notice to all proposers, identifying proposers in the Competitive Range. A proposer that is not within the Competitive Range may protest the City's evaluation and determination of the Competitive Range in accordance with the provisions set forth below under Section 18.3 of this RFP.

After the protest period, or after the City has provided a final response to any protest, whichever date is later, the City will begin further selection activity with proposers in the Competitive Range. The City's interviewing or negotiation team shall not favor any particular proposer. The City may only negotiate an alternative term or condition submitted by a proposer if the alternative term or condition is reasonably related to a term or condition that this RFP describes as negotiable.

14.2.1 The matters subject to negotiation shall be limited to the following:

- a. Price and/or payment structure, however, the City may not negotiate a contract price less favorable to the City than the minimum acceptable proposal as stated in this RFP or an addendum issued prior to the solicitation closing date;

- b. The manner in which the services are to be performed or the quality or type of materials to be supplied;
- c. The personnel to be committed to the City's contract; and
- d. Timeline for certain deliverables; and
- e. Other terms and provisions that the City would like to change.

14.2.2 Nothing in this RFP shall restrict or prohibit the City from canceling the solicitation at any time in accordance with OAR 137-047-0660. If the City begins selection activities under this Section 14.2 of this RFP, the City shall begin such activities with all of the proposers in the competitive range. At any time during the negotiations, the City may:

- a. Terminate negotiations with particular proposers and continue negotiating with the remaining competitive range proposer(s); or
- b. Conclude negotiations with all competitive range proposers and make its award based on its evaluation of the comparative values achieved during the interview, demonstration, sampling or negotiating process; or
- c. Reject all proposals and cancel the solicitation.

If the City does not cancel the solicitation at the conclusion of the City's negotiations with all remaining Proposers in the Competitive Range, the City shall re-score the proposals in the Competitive Range based upon the evaluation criteria in this RFP.

If the contract is to be awarded based on the negotiations, the City shall provide written notice of intent to award the Contract only to all proposers in the Competitive Range. An unsuccessful proposer may protest the City's evaluation and determination of the award as provided in Section 18.5 of this RFP.

14.3 Evaluation Record. A record will be made of all criteria evaluation ratings and all other grounds upon which a proposer is selected.

15. SELECTION PROCESS AND NOTICE OF AWARD. The City will select the proposal deemed most beneficial to the City based on its evaluation of the proposals by a selection committee of no fewer than two individuals. The apparent successful proposer and all other persons who submitted proposals will be notified of the City's selection, but if the City decides to use the competitive range process, notice of the identity of those in the competitive range will be given to all proposers, but notice of the intent to award will

only be given to proposers in the competitive range. Unless award of a contract is delayed by the City, written notice of award, specifying the date of selection, will be made not later than the first business day following the date of selection. Final award will depend upon the execution of an acceptable contract and delivery of evidence of insurance, if required, and may be withdrawn by the City at any time prior to execution of the contract by the City.

16. PUBLIC RECORDS. This RFP and each original proposal received in response to it, together with copies of documents pertaining to the award of a contract shall be kept on file as a public record by the City; provided, however, such records shall not be disclosed until after the Notice of Intent to Award the resulting contract has been issued.

17. RECORDS REVIEW; CONFIDENTIALITY. After Notice of Intent to Award the resulting contract has been issued, all proposals shall be available for public inspection except for those portions of a proposal that the proposer designates in its proposal as trade secrets or as confidential proprietary data in accordance with applicable state law. If the City determines such designation is not in accordance with applicable law, the City shall make those portions available for public inspection. The proposer shall separate information designated as confidential from other non-confidential information at the time of submitting its proposal. Prices, makes, model or catalog numbers of items offered, scheduled delivery dates, and terms of payment are not confidential, and shall be publicly available regardless of a proposer's designation to the contrary.

18. PROTEST OF PROPOSER SELECTION, CONTRACT AWARD.

18.1 Purpose. An adversely affected or aggrieved proposer may seek administrative review of the City's selection of a proposer or contract award decision in accordance with this Section.

18.2 Notice of Competitive Range. If the City decides to negotiate with proposers in the competitive range, the City will provide written notice to all proposers of the identity of the proposers included in the competitive range. The City's notice of the proposers included in the competitive range shall not be final until the later of the following: (1) seven business days after the date of the notice; or (2) until the City provides a written response to all timely-filed protests. The City may increase or decrease the competitive range to respond to the number and quality of proposals. A business day is any day on which the City's offices are open.

18.3 Right to Protest Competitive Range.

18.3.1 An adversely affected or aggrieved proposer may submit to the City a written protest of the City's decision to exclude the proposer from the competitive range within seven business days after issuance of the notice of the competitive range.

18.3.2 The proposer's protest shall be in writing and must specify the grounds upon which the protest is based.

18.3.3 A proposer is adversely affected only if the proposer is responsible and submitted a responsive proposal and is eligible for inclusion in the competitive range i.e., the protesting proposer must claim it is eligible for inclusion in the competitive range if all ineligible higher-scoring proposers are removed from consideration, and that those ineligible proposers are ineligible for inclusion in the competitive range because:

- a. Their proposals were not responsive; or
- b. The City committed a substantial violation of a provision in the RFP or of an applicable procurement statute or administrative rule, and the protesting proposer was unfairly evaluated and would have, but for such substantial violation, been included in Competitive Range.

18.3.4 The City shall not consider a protest submitted after the time period provided in this RFP. A proposer may not protest the City's decision to not increase the competitive range above the competitive range set forth in this RFP.

18.4 Notice of Intent to Award Contract. The City will provide written notice to all proposers of the City's intent to award the contract, unless the contract is awarded following the declaration and notice of a competitive range, in which case notice of award will be provided to all proposers in the competitive range. The City's award shall not be final until the later of the following:

- a. Seven days after the date on which the notice is mailed or otherwise transmitted; or
- b. The City provides a written response to all timely-filed protests that denies the protest and affirms the award.

18.5 Right to Protest Award.

18.5.1 An adversely affected or aggrieved proposer may submit to the City a written protest of the City's intent to award within seven days after issuance of the notice of intent to award the Contract.

18.5.2 The proposer's protest shall be in writing and must specify the grounds upon which the protest is based.

18.5.3 A proposer is adversely affected or aggrieved only if the proposer is eligible for award of the Contract as the responsible proposer submitting the best responsive proposal and is next in line for award, i.e., the protesting

proposer must claim that all higher-scored proposers are ineligible for award:

- a. Because their proposals were non-responsive; or
- b. The City committed a substantial violation of a provision in the RFP or of an applicable procurement statute or administrative rule, and the protestor was unfairly evaluated and would have, but for such substantial violation, been the responsible proposer offering the highest-ranked proposal.

18.5.4 The City shall not consider a protest submitted after the time period provided in this RFP.

18.6 Authority to Resolve Protests. The City Manager has the authority to settle or resolve a written protest submitted in accordance with the requirements of this rule.

18.7 Decision. If a protest is not settled, the City Manager, or the City Manager's designee, shall promptly issue a written decision on the protest.

City of Roseburg

By: _____
Amy Nytes, City Recorder

EXHIBIT "A"
RFP NO. CDD-25-01

CITY OF ROSEBURG
PROPOSAL FORM

Legal Business Name: _____

Form and State of Organization: _____

Registered dba, if any: _____

Main Office Address: _____

Telephone Number: _____ **E-Mail:** _____

Tax Identification Number: _____

Representation, Covenant and Warranty of Undersigned and Proposer

By signing this proposal, the undersigned makes the following representations and warranties:

1. That it is the duly authorized representative of the proposer for all purposes relative to the submission of this proposal.
2. That this proposal constitutes the proposer's offer to enter into a contract with the City and, if accepted by the City, will be binding and enforceable against the proposer.

By causing this proposal to be executed by the undersigned and delivered to the City, the proposer makes the following representations and warranties:

1. Proposer has read and understands the terms and conditions contained in the RFP, it has had the opportunity to protest any term or condition that it finds unacceptable and to seek clarification of any term or condition that it does not understand, and it accepts and agrees to be bound by the terms and conditions of the RFP, including, but not limited to the contract conditions.
2. Proposer has not discriminated against minority, women, disabled veterans or emerging small business enterprises in obtaining any required subcontracts.
3. Proposer has not been listed by the Oregon Contractor's Board or the Oregon Department of Administrative Services as a person disqualified or ineligible to bid on or perform work under public contracts.
4. Proposer agrees to meet all requirements contained in the RFP if it is selected to provide the services requested by this RFP.

PROPOSAL FORM (continued)

In addition to all requirements outlined in Section 8, proposer should review the Description of Services attached as Exhibit “C” and provide information on how proposer would approach the work, including a detailed description of staffing and their related experience, an implementation plan, and a description of how the work would be measured for success.

Proposer’s project approach should include timelines for implementation. Describe any subcontractors that proposer would use as consultants and how the subcontractors would be used. Describe any special resources or services that proposer may offer.

Fee Proposal: Proposer shall develop a fee structure for providing the services outlined in this RFP. The fee structure should reflect the payment schedule outlined in the Personal Services Contract Section 2.2 (attached as Exhibit “B”) and include an annual not to exceed amount. Fee proposal should include an estimate of hours of work dedicated to specific tasks and associated hourly rates.

Proposer hereby offers to perform the services described in the RFP according to the fee structure described below. The fee structure should include all charges that the proposer will require, including the manner in which the proposer will seek payment for all reports, and costs for administration of proposer’s subcontractors, if any.

\$ _____

Authorized Signature: _____

Print Name and Title: _____

Date of Signature: _____

EXHIBIT "B"
RFP NO. CDD-25-01

CITY OF ROSEBURG
CONTRACT FOR PROFESSIONAL/PERSONAL SERVICES
[CONTRACT OR PROJECT #]

Dated: _____

Parties: City of Roseburg ("CITY")
 A municipal corporation in the State of Oregon
 900 SE Douglas Avenue
 Roseburg, OR 97470

and

[Name of Company] ("CONTRACTOR")

Additional Independent Contractor Information:

- A. Type of Entity: Sole Proprietorship Partnership Limited Liability Company Corporation
- B. Address:
- C. Telephone:
- D. Fax No:
- E. Email:
- F. Professional License Number
- G. Oregon Agency Issuing License
- H. Nonresident Contractor: Yes No
(Nonresident means not domiciled in or registered to do business in Oregon)

SECTION 1. CONTRACTOR AGREES:

1.1 Initial Term. Beginning July 1, 2025, and continuing thereafter until June 30, 2030, CONTRACTOR shall perform the services required by the Contract unless earlier terminated in accordance with the provisions of this contract or by mutual consent of the parties.

1.1.1 Renewals Options. If not in default of this Contract, CONTRACTOR and CITY may agree to extend the contract for up to two (2) additional three (3) year terms.

1.2 Activities. CONTRACTOR shall perform Destination Marketing Organization services (tourism promotion services) as outlined in the Scope of Work attached as Exhibit B.

1.3 Fees. TBD.

1.4 Expenditures. Extraordinary unbudgeted expenditures, from contracted funds, outside the scope of the work program may be made by CONTRACTOR only with the prior written approval of CITY's City Manager. CONTRACTOR shall promptly pay all expenses it incurs as a result of this Contract and shall comply with all provisions of state law applicable to this Contract.

1.5 Insurance Requirements. At all times during the term of this Contract, at the sole expense of the CONTRACTOR, CONTRACTOR shall maintain continuously in effect the insurance policies described herein. Each policy shall be written as a primary policy, not contributing with or in excess of any coverage the City may carry. A copy of each policy or a certificate, and copies of additional insured endorsements, satisfactory to the City shall be delivered to the City prior to commencement of any work or services provided under this Contract. The certificates shall specify and document all insurance-related provisions within this Contract. A renewal certificate will be sent to the City 10 days prior to coverage expiration. Unless specified, each policy shall be written on an "occurrence" form. Policies must be underwritten by an insurance company deemed acceptable to the City and admitted to do business in Oregon, or, in the alternative, rated A- or better by AM Best. The City reserves the right to reject any insurance carrier with an unacceptable financial rating. 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. The 30-day notice of cancellation provision must be physically endorsed on the policy. In the event the statutory limit of liability of a public body for claims arising out of a single accident or occurrence is increased above the combined single limits specified in this Contract, City shall have the right to require CONTRACTOR to increase the CONTRACTOR's coverage by an amount equal to the increase in the statutory limit for such claims and to increase the aggregate coverage by twice the amount of the increase in the statutory limit. Failure to maintain any insurance coverage required by this Contract shall be cause for immediate termination of the Contract by the City, but termination shall not relieve CONTRACTOR of its obligation to provide and maintain such coverage, and City shall be entitled to enforce all liability and indemnity provisions of this Contract following such termination. In addition, all requirements concerning insurance and indemnity shall survive the termination of this Contract. The policy must show the City as an additional insured with respect to activities emanating out of the contract with the following language included: *"The City of Roseburg, its officers, directors and employees shall be added as additional insureds with respects to this contract. Insured coverage is primary and non-contributory"*.

1.5.1 Commercial General Liability. Throughout the term of this Contract, CONTRACTOR shall maintain continuously in a broad commercial general liability insurance policy with coverage of not less than \$2,000,000 combined single limit per occurrence, with an aggregate of \$4,000,000, for bodily injury, personal injury or property damage. The policy shall also contain an endorsement naming the City as an additional insured, on a form satisfactory to City, and expressly provide that the interest of the City shall not be affected by CONTRACTOR's breach of policy provisions. Such policy must be maintained in full force and effect for the duration of this Contract, failure to do so shall be cause for immediate termination

of this Contract by City. Any additional insured requirements included in this Contract shall both provide completed operations coverage after job completion and coverage that is primary and non-contributory. Claims Made policies will not be accepted.

1.5.2 Automobile Liability Insurance. At all times during the term of this Contract, and at the sole expense of CONTRACTOR, CONTRACTOR shall maintain "Symbol 1" automobile liability coverage including coverage for all owned, hired and non-owned vehicles, equivalent to a combined single limit per occurrence on not less than \$2,000,000 for bodily injury or property damage.

1.5.3 Professional Liability Insurance. At all times during the term of this Contract, CONTRACTOR shall maintain and keep in full force, an insurance policy for professional liability in the amount of \$2,000,000. In no instance shall CITY be responsible for any retention amount or deductible that CONTRACTOR may owe as a result of this coverage. Nor shall such retention or deductible exceed \$25,000. CONTRACTOR shall continue professional liability coverage for the duration of the project and three years thereafter; and further, submit certificate of Insurance renewals of such coverage to the CITY.

1.6 Books and Records. CONTRACTOR shall keep complete and proper books, records and accounts of all transactions performed as part of this Contract and the approved invoices and work program. The books, records and accounts shall be open to inspection by CITY or its designee during normal business hours, and shall remain open to CITY for such inspection for three months following termination of this Contract.

1.7 Availability. CONTRACTOR shall be available for meetings, discussions and program reviews with sufficient notice. CONTRACTOR shall attend quarterly Economic Development Commission meetings and coordinate presentation materials with staff.

1.8 Assignment. The responsibility for performing CONTRACTOR's services under the terms of this Contract shall not be assigned, transferred, delegated or otherwise referred by CONTRACTOR to a third person without the prior written consent of CITY.

1.9 Compliance with Law and Standard Contract Provisions. CONTRACTOR shall comply with all federal, state and local laws, including Roseburg Municipal Code Regulations relating to business registration, and with all Standard City Contract Provisions as outlined in the attached Exhibit "A".

1.10 Health Hazard Notification. Contractors who are hired to perform work for the City involving the need to control hazardous energy or enter confined spaces will be informed of our programs and the associated hazards that City staff is aware of. The notification is not designed to take over the contractor's safety responsibilities to his or her employees but to provide appropriate notification under the Oregon OSHA rules.

SECTION 2. CITY AGREES:

2.1 Fee. TBD.

2.2 Terms of Payment. During the term of the Contract, CITY agrees to pay CONTRACTOR quarterly within 10 days following the end of October, January, April and July. An initial start up payment may be negotiated (TBD).

SECTION 3. BOTH PARTIES AGREE:

3.1 Budget and Work Plan Approval. All approved invoices and work programs shall be in writing.

3.2 Independent Contractor. CONTRACTOR is an independent contractor. CONTRACTOR shall control the manner in which it performs the services herein, however, the nature of the services and the results to be achieved shall be specified by CITY. CONTRACTOR is not to be deemed an employee or agent of CITY and has no authority to make any binding commitments on behalf of CITY except as expressly approved by CITY's City Manager.

3.3 Indemnification. Each party shall indemnify, hold harmless and defend the other, its officials, agents and employees, from and against any and all claims, damages, losses and expenses, including attorney fees, arising in or from its performance of, or failure to perform, this Contract. The extent of the CITY's obligation under this subsection is limited to the CITY's obligation under the Oregon Constitution and ORS 30.260 through 30.300. With respect to professional liability claims, CONTRACTOR to indemnify CITY to the extent caused by the CONTRACTOR's negligent acts, errors, and omissions.

3.4 Arbitration. Any controversy regarding the language or performance of this Contract shall be submitted to arbitration. Either party may request arbitration by written notice to the other. If the parties cannot agree on a single arbitrator within 15 days from the giving of notice, each party shall within five days select a person to represent the party and the two representatives shall immediately select an impartial third person to complete a three-member arbitration panel. If either party fails to select its representative, the other party may petition the Chief Judge of the Circuit Court of Douglas County for designation of the representative. The arbitration shall be conducted in accordance with ORS 36.400 through 36.425 or the provisions of any such future law. The arbitrator(s) shall assess all or part of the costs of arbitration, including attorney fees, to either or both parties.

3.5 Attorney Fees. If any arbitration, administrative proceeding, action, or appeal thereon, is instituted in connection with any controversy arising out of this Contract, performance of this Contract or failure to perform this Contract, the prevailing party shall be entitled to recover, in addition to costs and disbursements, such sum as the court may adjudge reasonable as attorney fees.

3.6 Ownership and Use of Documents. In whatever form they may be produced or stored, any documents prepared in performance of this Contract and any supporting and investigative information that is gathered in the performance of this Contract, upon completion of the work, or upon termination of this Contract, shall be and remain the

property of CITY and shall be subject to copyright by CITY at its sole discretion. CONTRACTOR shall be permitted to retain copies, including reproducible copies, of such documents. CONTRACTOR shall treat such documents as if CITY had secured a copyright thereon, and thus will not use the documents in a manner that would constitute copyright infringement. CITY may use the documents prepared hereunder for any purpose, however CONTRACTOR shall have no liability with regard to such documents to the extent they are used or applied outside of the scope of the work unless CONTRACTOR is consulted and offers a professional opinion that the use contemplated is appropriate.

3.7 Termination. Notwithstanding any other provision of this Contract to the contrary, CITY may terminate this Contract at any time by giving written notice to CONTRACTOR at least thirty days in advance of such termination. Written notice shall be effective upon the date the written notice is actually given to CONTRACTOR. In the event of such termination, compensation shall be based on the services actually performed by CONTRACTOR to the date of termination. If compensation is a total sum, the amount shall be prorated based on the tasks actually performed as of the date of termination.

3.8 Notices. Any notice required to be given under this Contract, or required by law, shall be in writing and delivered to the parties at the following addresses:

CITY OF ROSEBURG
City Manager
900 SE Douglas
Roseburg, OR 97470

***Enter Contractor's Name and
Mailing Address***

3.9 Applicable Laws. The laws of the State of Oregon shall be used in construing this Contract and enforcing the rights and remedies of the parties.

3.10 Merger. There are no other undertakings, promises or agreements, either oral or in writing, other than that which is contained in this Contract. Any amendments to this Contract shall be in writing and executed by both parties.

3.11 Electronic Signatures. This Contract and any amendments may be signed by facsimile, PDF, or other electronic means, each of which will be deemed an original and all of which when taken together will constitute one contract. Facsimile and electronic signatures will be binding for all purposes.

CITY OF ROSEBURG

(Insert Contractor's Name)

Nicole Messenger, City Manager
Date: _____

(Name of Person Signing Contract)
Date: _____

ATTEST:

Tax Identification Number

Email: _____

Amy Nytes, City Recorder

EXHIBIT "A"
STANDARD CITY CONTRACT PROVISIONS FOR
PROFESSIONAL/PERSONAL SERVICES

The following provisions, if applicable, are hereby included in and made a part of the attached Contract for professional/personal services between the City of Roseburg and the Contractor named therein as provided for in the Roseburg Municipal Code, the Oregon Revised Statutes and Federal laws, rules, regulations and guidelines:

1. DISCRIMINATION IN SUBCONTRACTING PROHIBITED; REMEDIES - ORS 279A.110:

1.1 The Contractor may not discriminate against a Subcontractor in the awarding of a subcontract because the Subcontractor is a minority, women, disabled veterans or emerging small business enterprise certified under ORS 200.055.

1.2 By entering into the Contract, the Contractor certifies it has not discriminated and will not discriminate, in violation of Subsection 1.1 against any minority, women, disabled veterans or emerging small business enterprise in obtaining any required subcontract.

1.3 If the Contractor violates the nondiscrimination certification made under Subsection 1.2, the City may regard the violation as a breach of contract that permits the City to terminate the Contract or exercise any remedies for breach permitted under the Contract.

2. PREFERENCE FOR OREGON GOODS AND SERVICES; NONRESIDENT CONTRACTOR REPORT TO DEPARTMENT OF REVENUE - ORS 279A.120:

2.1 As used in this Section:

(a) "Nonresident contractor" means a contractor that is not a resident contractor.

(b) "Resident contractor" means a contractor that has paid unemployment taxes or income taxes in the State of Oregon during the 12 calendar months immediately preceding submission of the bid or proposal for the Contract; has a business address in this state; and stated in the bid or proposal for the Contract that it was a "resident bidder" under ORS 279A.120.

2.2 For the purposes of awarding the contract, the City will:

(a) Give preference to goods or services that have been manufactured or produced in Oregon if the price, fitness, availability and quality are otherwise equal; and

- (b) Add a percent increase to the bid of a nonresident bidder equal to the percent, if any, of the preference given to the contractor in the same state in which the contract resides.

2.3 If the Contractor is a nonresident contractor and the public contract price exceeds \$10,000, the Contractor shall promptly report to the Department of Revenue, on forms to be provided by the Department, the total contract price, terms of payment, length of contract and such other information as the Department may require before the Contractor may receive final payment on the Contract. The City shall satisfy itself that the requirement of this Section has been complied with before it issues a final payment on the public contract.

3. PREFERENCE FOR RECYCLED MATERIALS - ORS 279A.125:

3.1 Notwithstanding provisions of law requiring the City to award a contract to the lowest responsible bidder or best proposer or provider of a quotation and subject to Section 3.2, when procuring goods for any public use, the City shall give preference to the procurement of goods manufactured from recycled materials.

3.2 The City shall give preference to goods that are considered to be made from recycled materials if:

- (a) The recycled product is available;
- (b) The recycled product meets applicable standards;
- (c) The recycled product can be substituted for a comparable nonrecycled product; and
- (d) The recycled product's cost does not exceed the cost of a comparable nonrecycled product by more than five percent, or a higher percentage if a written determination is made by the City.

4. PAYMENT OF LABORERS AND MATERIALMEN, CONTRIBUTIONS TO INDUSTRIAL ACCIDENT FUND, LIENS AND WITHHOLDING TAXES - ORS 279B.220: The Contractor shall:

4.1 Make payment promptly, as due, to all persons supplying to such Contractor, labor or material for the performance of the work provided for in the Contract.

4.2 Pay all contributions or amounts due the Industrial Accident Fund from such Contractor or Subcontractor incurred in the performance of the Contract.

4.3 Not permit any lien or claim to be filed or prosecuted against the City or any subdivision thereof on account of any labor or material furnished.

4.4 Pay to the Department of Revenue, all sums withheld from employees pursuant to ORS 316.167.

5. **PROHIBITION OF DISCRIMINATORY WAGE RATES BASED ON SEX – ORS 652.220:** The Contractor shall not:

5.1 Discriminate between employees on the basis of a protected class in the payment of wages or other compensation for work of comparable character, the performance of which requires comparable skills;

5.2 Pay wages or other compensation to any employee at a rate greater than that at which the employer pays wages or compensation to employees of a protected class for work of comparable character, the performance of which requires comparable skills. This section does not apply where:

- (a) Payment is made pursuant to a seniority or merit system which does not discriminate on the basis of a protected class; or
- (b) A system measures earnings by quantity or quality of production, including piece-rate work; or
- (c) Travel is necessary and regular for the employee; or
- (d) Education, training, experience, or any combination of factors account for the entire compensation differential.

5.3 Discriminate in the payment of wages or other compensation against any employee because the employee has filed a complaint in a proceeding, has testified or is about to testify, or because the employer believes that the employee may testify in any investigation, proceedings or criminal action pursuant to ORS 652.210 to 652.235.

6. **SALVAGING, RECYCLING, COMPOSTING OR MULCHING YARD WASTE MATERIAL - ORS 279B.225:** If the Contract will include lawn and landscape maintenance the Contractor shall salvage, recycle, compost or mulch yard waste material at an approved site, if feasible and cost-effective.

7. **PAYMENT FOR MEDICAL CARE AND ATTENTION TO EMPLOYEES - ORS 279B.230:**

7.1 Contractor shall promptly as due, make payment to any person, co-partnership association or corporation furnishing medical, surgical and hospital care or other needed care and attention, incident to sickness or injury, to the employees of such Contractor of all sums which the Contractor agrees to pay for such services and all monies and sums which the Contractor collected or deducted from the wages of employees pursuant to any law, contract or agreement for the purpose of providing or paying for such services.

7.2 The Contractor, its subcontractors, if any, and all employers providing work, labor or materials under the Contract who are subject employers under the Oregon Workers' Compensation Law shall comply with ORS 656.017, which requires them to provide workers' compensation coverage that satisfies Oregon law for all their subject workers. Out-of-state employers must provide workers' compensation coverage that complies with ORS 656.126 for their workers. Employers' Liability Insurance with coverage limits of not less than \$500,000 each accident shall be included.

8. HOURS OF LABOR - ORS 279B.235: This Section does not apply to public contracts for goods or personal property.

8.1 No person shall be employed for more than ten hours in any one day or forty hours in any one week, except in cases of necessity, emergency or when the public policy absolutely requires it, and in such cases, except for contracts for personal services, the employee shall be paid at least time and a half pay for:

(a) All overtime in excess of eight hours a day or forty hours in any one week, when the work week consists of five consecutive days, Monday through Friday; or

(b) All overtime in excess of ten hours a day or forty hours in any one week, when the work week is four consecutive days, Monday through Friday; and

(c) For all work performed on Saturday and on any legal holiday specified in ORS 279B.020, or all holidays specified in a collective bargaining agreement.

8.2 For personal services contracts, employees shall be paid at least time and a half pay for all overtime worked in excess of 40 hours in any one week, except for individuals under personal service contracts who are excluded under ORS 653.010 to 653.261 or under 29 U.S.C. 201 to 209 from receiving overtime.

8.3 The Contractor must give notice to employees who perform work on this Contract, in writing, either at the time of hire or before commencement of work on this Contract, or by posting a notice in a location frequented by employees, the number of hours per day and days per week that the employees may be required to work.

9. EXCLUSION OF RECYCLED OILS PROHIBITED - ORS 279B.240: Lubricating oil and industrial oil may include recycled oils or oils that are not manufactured from virgin materials.

10. STANDARDS: By entering into the contract, Contractor agrees to perform the services hereunder in accordance with generally accepted standards applied by professionals of Contractor's caliber.

11. **CONSEQUENCES FOR FAILURE**: Contractor understands that failure to meet established performance standards may result in consequences including, but not limited to:
- (a) reducing or withholding payment;
 - (b) requiring the Contractor to provide, at Contractor's own expense, additional services identified in the scope of work to meet the established performance standards; or
 - (c) declaring a default, terminating the contract and seeking damages and other relief available under the terms of the contract or other applicable law.
12. **COMPLIANCE WITH LAWS**: Contractor shall comply with all federal, state and local laws, rules, ordinances and regulations at all times and in performance of this Contract.

**AUTHORIZATION STATEMENT FOR
AUTOMATIC VENDOR PAYMENT**

We hereby authorize the City of Roseburg to make credit entries to our bank account for payments owed to us by the City.

Remittance Name _____

Address _____

City, State, Zip _____

Phone Number _____

Contact _____

Email Address _____

Payment Notification Request:

- Notify via email once payment is made.
- Notify via postal service.
- No notification necessary.

Tax ID # _____

(Federal Tax ID if Business, SSN if Individual)

Bank Name _____

Bank Address _____

City, State, Zip _____

Bank Phone Number _____

Bank Account Number _____

Bank Routing Number _____

Authorized Signature _____



Committed to Continuous Improvement and Quality Customer Service

Vendor Automatic Payment Authorization

As a City of Roseburg vendor you now have the option to receive payments directly to your bank account. No more waiting for the check to arrive through the mail or need to run to the bank to make the deposit.

Q. How do I sign up?

A. Simply complete and return the attached authorization form. You must include a voided check.

Q. How soon will the Automatic Payment Plan Start?

A. Once we have your authorization and have verified the banking information, we will begin making future payments to you through the Electronic Funds Transfer (EFT) method.

Q. How can I be sure that I have received payment from you?

A. You can request notification of the payment to be sent to you via e-mail or through the postal service at the time the electronic payment is made by selecting the appropriate box on the authorization form. Also, your monthly bank statement will clearly reflect the automatic payment.

Q. What if I have a question about my payment?

A. Simply call the City of Roseburg at (541) 492-6710 and ask to speak to the Accounts Payable Department.

Q. What if I try the Automatic Payment Plan and don't like it?

A. You can cancel your authorization for automatic payments at any time by notifying us in writing.



City of Roseburg, 900 SE Douglas Avenue, Roseburg, OR 97470, Finance@cityofroseburg.org

EXHIBIT “C”
RFP NO. CDD-25-01

DESCRIPTION OF SERVICES

Contractor shall provide Destination Marketing services (tourism promotion services), brand management and visitor information to impact tourism and draw visitors to the City of Roseburg and immediate surrounding areas.

Contractor’s services under this contract shall at all times conform with ORS 320.350 (or as amended) and the goals and mission of City of Roseburg related to tourism. Contractor shall be a nonprofit organization or entity that manages tourism-related development plans, program and projects.

The tourism promotion services provided shall include, but not be limited to, the following tasks:

1. Brand Management
 - a. Maintain and grow the Experience Roseburg Brand.
 - b. The City of Roseburg will maintain primary ownership of all channels, including but not limited to website, all current and future social media accounts, analytics portals, and content libraries. Proposer will be provided delegated access and will be responsible for maintaining and updating all of the above.
 - c. Apply brand to all Experience Roseburg owned marketing channels and assets.

2. Integrated Marketing
 - a. Increase awareness of Experience Roseburg as a trip planning resource.
 - b. Improve engagement with audiences interested in Roseburg on a continuous basis.
 - i. Manage Experience Roseburg social accounts and platforms as tourism resource for Roseburg.
 - ii. Leverage individual social media channel strengths and audiences.
 - iii. Implement best practices within individual social media channels to maximize effectiveness.
 - iv. Utilize compelling imagery in posts across all social media channels, including simple but effective calls to action.
 - v. Leverage social media trends, applying to Experience Roseburg channels as appropriate.
 - c. Drive demand for overnight stays in Roseburg year-round, with special attention to shoulder/off season.
 - d. Increase Experience Roseburg brand awareness, reinforce the Experience Roseburg brand, inspire visitation to Roseburg, and grow Roseburg’s marketing

reach and market share.

- i. Deliver visitors to Experience Roseburg owned marketing channels.
- ii. Support well established events and promotions to drive over-night stays.
- iii. Prioritize communication to identified target markets, using analytics.
- iv. Implement simple, but effective calls to action.
- v. Use the Experience Roseburg website, as the primary advertising conversion point.
- vi. Utilize engaging content to pique interest, and drive users to website for conversion.

Measurement of the above will be by followers, referral traffic, social listening, channel specific analytics, geolocation data, and spending demographics.

3. Content/Creative

- a. Create awareness of the wide variety of experiences offered in the Roseburg area.
- b. Enhance the Roseburg destination experience through actionable content.
 - i. Utilize all Experience Roseburg marketing channels, as information hubs, for content that is timely, engaging and important for trip planning.
 - ii. Develop a content calendar to support planning and distribution, including time sensitive events and promotions.
 - iii. Develop content to meet the immediate and long-term needs of the Experience Roseburg website.
 - iv. Create seasonal content to support shoulder/off-season visitation.
 - v. Produce recurring, and independent video assets.

4. Creative Production

- a. Write, design, illustrate, or otherwise prepare Experience Roseburg's promotional material, including digital media, or other appropriate forms of Experience Roseburg's messaging.
- b. Create display ads.
- c. Submit stories and photography when necessary for advertorials and value-added opportunities.
- d. Properly incorporate Experience Roseburg'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.

5. Content Marketing

- a. Create/maintain web pages to support specific tourism campaign promotion. Pages will create in-depth information about a particular campaign objective and live as a sub-domain of the main Experience Roseburg website.
- b. Produce newsletter/e-newsletter that highlights, timely content and works with local stakeholders and businesses.
- c. Produce annual visitor guide that highlights tourism activities, timely content and works with local stakeholders.
- c. Create keyword content and utilize Search Engine Optimization to support

- Experience Roseburg website and social media channels.
- d. Provide a library of Roseburg, Oregon, content for publication throughout the year.
 - e. Create and provide new content with a publication schedule.
 - f. Develop, update, maintain, and host the main Experience Roseburg website.
 - g. Host and maintain the Experience Roseburg website and create a calendar of events happening in and around Roseburg, including regional events that could produce overnight stays in Roseburg.
6. Social Media Marketing
- a. Create on-brand ads, posts, videos to engage followers on the main Experience Roseburg social media platforms such as Facebook, Youtube or Instagram page.
 - b. Copy write for ads.
 - c. Boost posts through Facebook, Instagram, Youtube or other channels.
 - d. Update and maintain all Experience Roseburg social channels. Add additional social media outlets to the tourism marketing effort as appropriate.
7. Partnerships/Training/Coordination
- a. Pay for membership in and participate in affiliations as deemed appropriate for the program, but at a minimum, will include Travel Oregon and Travel Southern Oregon. All professional memberships and affiliations shall be reported to the City.
 - b. Attend industry events as deemed appropriate for the program and provide City with information related to industry events.
 - c. Technical assistance, training and support for local institutions and organizations (e.g. hoteliers, vacation rentals, etc.), including outreach marketing for special events and attractions for visitors in and around Roseburg that attract daytime and overnight visitors to Roseburg.
 - d. Cooperative advertising and printing expenses, which may be matched by the group promoting the event, assistance with issuing promotional materials which would attract more people.
 - e. Work with local tourism entities to help host travel/tourism writers, influencers, industry spokespersons, and content creators, who will then reflect the tourism efforts of the contract.
8. Operate Visitor Center
- a. Provide visitor services at a physical location designated as the City of Roseburg Visitor Center. If an alternative location for the Visitor Center is provided, it should be centrally located within the core of the City of Roseburg, within the incorporated City limits and approved by the City.
 - b. Maintain staffing and other needs at Visitor Center.
 - c. Update print collateral to be displayed at Visitor Center and other various entities as deemed appropriate.
 - d. Coordinate Visitor Center events.
9. Statistical Reporting/Data and Research
- a. Produce quarterly reports on the website/social media traffic and engagement,

overall campaign effectiveness, and as requested.

- b. Inform marketing decisions to maximize return on investment.
- c. Measure performance to determine success.
- d. Produce a yearly report summarizing highlights, and successes with website traffic/conversions, geolocation data, and spending demographics 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.
- e. Provide quarterly content plan, 30 days in advance.
- f. Conference attendance.
- g. Types of promotion/advertising/marketing and amount of funds spent on said advertising.
- h. Enumeration of marketing campaigns, identified target markets and any measurable responses.
- i. Visitors by market and location categories.
- j. Upcoming year's goals and plans.

10. Financial Reporting

- a. Provide a quarterly financial report on sources and uses of funds.
- b. Provide a semi-annual balance sheet related to funding from this contract for periods ending June 30 and December 31.
- c. Provide an audit of DMO's accounting and business records related to this contract, conducted annually by an independent certified public accounting firm. Provide a copy of the audit to the City within 120 days of the calendar year end.

MINIMUM QUALIFICATIONS

1. Proposer must be licensed pursuant to state law and if awarded a contract pursuant to this RFP, proposer must register to do business in the City of Roseburg prior to work being performed under the contract.
2. Proposer must not be disqualified by the City, the Department of Administrative Services or the State Contractor’s Board from working on public contracts.
3. Proposer must have a minimum of five (5) years of experience promoting tourism or tourism related facilities in Oregon.
4. Per ORS 320.300(8), Proposer must be:
 - (a) An incorporated nonprofit organization or governmental unit that is responsible for the tourism promotion of a destination on a year-round basis.
 - (b) A nonprofit entity that manages tourism-related economic development plans, programs and projects.
 - (c) A regional or statewide association that represents entities that rely on tourism-related business for more than 50 percent of their total income.

Note:

FAILURE TO MEET THE FOREGOING MINIMUM QUALIFICATIONS OR OTHER REQUIREMENT SET FORTH IN THIS RFP MAY CONSTITUTE A SUBSTANTIAL NON-CONFORMANCE AND EXCLUDE FURTHER CONSIDERATION OF THE PROPOSAL.

**EXHIBIT “E”
RFP NO. CDD-25-01**

EVALUATION CRITERIA

Responsive proposals will be evaluated under the criteria set forth below. For each criterion, the proposal will receive a number of points within the available range for that criterion. Unless negotiations are conducted as provided in Section 14 of the RFP, the contract will be awarded to the proposer with the highest overall score.

1. Proposal Substantially Complies with all RFP requirements.
Yes___ No___ If No, indicate the manner in which the proposal is non-conforming.
Non-conforming proposals will not be considered for award:
-
-

2.	Availability/capability to perform the work	0 – 20 Points
3.	Key personnel and their experience on similar projects	0 - 20 Points
4.	Understanding of the City’s requirements, as shown by its proposed approach, implementation plan, data collection and analysis plan	0 - 25 Points
5.	Cost	0 - 20 Points
6.	Sample work	0 - 15 Points
7.	Special services	0 - 10 Points
8.	References/experience of proposer (including prior work with City)	<u>0 - 10 Points</u>
	Total Points =	0-120 Points