

RED LODGE TOURISM BUSINESS IMPROVEMENT DISTRICT

RFP Number: TBID-20	RFP Title: Meeting & Groups Website for Tourism Business Improvement District		
RFP Response Due Date and Time: April 10, 2020 5:00 p.m., Mountain Time		Number of Pages: 17	Issue Date: March 9, 2020

ISSUING AGENCY INFORMATION

Amee Uher piney@aaaredlodgerentals.com	Red Lodge TBID Phone: (406) 446-1718
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INSTRUCTIONS TO OFFERORS

Return Sealed Proposal to:	MAILING ADDRESS: Red Lodge TBID PO Box 988 Red Lodge, MT 59068	Mark Face of Envelope/Package with: RFP Number: TBID-20 RFP Response Due Date: April 10, 2020
Special Instructions: No FAXED proposals will be considered. EMAIL DIGITAL COPY TO: piney@aaaredlodgerentals.com		

OFFERORS MUST COMPLETE THE FOLLOWING

Offeror Name/Address:	<hr/> (Name/Title) <hr/> (Signature) <small>Print name and title and sign in ink. By submitting a response to this RFP, offeror acknowledges it understands and will comply with the RFP specifications and requirements.</small>
Type of Entity (e.g., corporation, LLC, etc.)	Offeror Phone Number:
Offeror E-mail Address:	

OFFERORS MUST RETURN THIS COVER SHEET WITH RFP RESPONSE

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INSTRUCTIONS TO OFFERORS

It is the responsibility of each offeror to:

Follow the format required in the RFP when preparing your response. Provide responses in a clear and concise manner.

Provide complete answers/descriptions. Read and answer **all** questions and requirements. Proposals are evaluated based **solely** on the information and materials provided in your written response.

Use any forms provided, e.g., cover page, budget form, certification forms, etc.

Submit your response on time. Note all the dates and times listed in the Schedule of Events and within the document. Late proposals are **never** accepted.

**The following items MUST be included in the response.
Failure to include ANY of these items may result in a nonresponsive determination.**

- Signed Cover Sheet**
- In addition to a detailed response to all requirements within Sections 3, 4, and 5, if offeror cannot meet a particular requirement, provide a detailed explanation next to that requirement.**

- _____ Section 1. Introduction and Instructions
- _____ Section 2. RFP Standard Information
- _____ Section 3. Scope of Services
- _____ Section 4. Offeror Qualifications
- _____ Section 5. Cost Proposal
- _____ Section 6. Evaluation Process
- _____ Appendix A. Standard Terms and Conditions
- _____ Appendix B. Sample Contract

SCHEDULE OF EVENTS

<u>EVENT</u>	<u>DATE</u>
RFP Released.....	Monday, March 9, 2020
Deadline for Receipt of Written Inquiries	Monday, March 23, 2020
Written Responses Distributed.....	Monday, March 30, 2020
Proposal Due Date	Friday, April 10, 2020
Evaluation Committee Meeting.....	Thursday, April 16, 2020
Oral Interviews	Thursday, April 23, 2020
Intended Date for Contract Award	Thursday, April 30, 2020

NOTICE

From the issuance date of this RFP until a Contractor(s) is selected and the selection is announced, offerors are not allowed to communicate with any Red Lodge TBID or Red Lodge Chamber. staff or board member regarding this procurement, except at the direction of Ameer Uher , President Red Lodge TBID. Any unauthorized contact may disqualify the offeror from further consideration.

Contracts Officer: Ameer Uher
Telephone Number: 406-556-8680
E-mail Address: piney@aaaredlodgerentals.com

SECTION 1: INTRODUCTION AND INSTRUCTIONS

1.1 INTRODUCTION

Red Lodge TBID is pleased to invite you to submit a proposal for the groups and meetings website production. The successful offeror must demonstrate extensive knowledge and understanding of how to help this organization promote and support Red Lodge as a groups & meetings destination. Proposals submitted in response to the specifications contained herein shall comply with the following instructions and procedures.

1.2 CONTRACT PERIOD

The contract period is for **one year**. The parties may mutually agree to a renewal of this contract in **one-year** intervals.

1.3 SINGLE POINT OF CONTACT

From the date this Request for Proposal (RFP) is issued until an offeror is selected and announced by the contracts officer, **offerors shall not communicate with any Red Lodge TBID staff or board members regarding this procurement, except at the direction of Ameer Uher**, the RLTBID President in charge of the solicitation. Any unauthorized contact may disqualify the offeror from further consideration. Contact information for the single point of contact is:

Contracts Officer: **Ameer Uher**
Telephone Number: **406-446-1718**
E-mail Address: **piney@aaaredlodgerentals.com**

1.4 REQUIRED REVIEW

1.4.1 Review RFP. Offerors shall carefully review the entire RFP. Offerors shall promptly notify the contracts officer identified above via e-mail or in writing of any ambiguity, inconsistency, unduly restrictive specifications, or error which they discover. In this notice, the offeror shall include any terms or requirements within the RFP that preclude the offeror from responding or add unnecessary cost. Offerors shall provide an explanation with suggested modifications. The notice must be received by the deadline for receipt of inquiries set forth below. Red Lodge TBID will determine any changes to the RFP.

1.4.2 Form of Questions. Offerors having questions or requiring clarification or interpretation of any section within this RFP must address these issues **via e-mail or in writing** to the contracts officer listed above on or before **March 23, 2020**. Clear reference to the section, page, and item in question must be included with the question. Questions received after the deadline may not be considered.

1.4.3 Red Lodge TBID's Response. Red Lodge TBID will provide a written response via email by **March 30, 2020** to all questions received by **March 23, 2020**. Questions & Answers will be compiled into one document that will be posted on the Red Lodge TBID website with the RFP at www.redlodgechamber.org/tbid-rfp by the close of business on March 30, 2020. Any other form of interpretation, correction, or change to this RFP will not be binding upon Red Lodge TBID.

1.5 GENERAL REQUIREMENTS

1.5.1 Acceptance of Standard Terms and Conditions/Contract. *By submitting a response to this RFP, offeror accepts the standard terms and conditions and contract set out in Appendices A and B, respectively. Much of the language included in the standard terms and conditions and contract reflects requirements of Montana law.*

Offerors requesting additions or exceptions to the standard terms and conditions, contract terms, shall submit them to the contracts officer listed above by the date in Section 1.4.2. A request must be accompanied by an explanation why the exception is being sought and what specific effect it will have on the offeror's ability to respond to the RFP or perform the contract

Red Lodge TBID shall identify any revisions to the standard terms and conditions and contract language in a written addendum issued for this RFP. The addendum will apply to all offerors submitting a response to this RFP. Red Lodge TBID will determine any changes to the standard terms and conditions and/or contract.

1.5.2 Resulting Contract. This RFP and any addenda, the offeror's RFP response, including any amendments, a best and final offer (if any), and any clarification question responses shall be incorporated by reference in any resulting contract.

1.5.3 Understanding of Specifications and Requirements. By submitting a response to this RFP, offeror acknowledges it understands and will comply with the RFP specifications and requirements.

1.5.4 Offertory's Signature. Offeror's proposal must be signed in ink by an individual authorized to legally bind the offeror. The offeror's signature guarantees that the offer has been established without collusion. Offeror shall provide proof of authority of the person signing the RFP upon Red Lodge TBID's request.

1.5.5 Offer in Effect for 120 Calendar Days. Offeror agrees that it may not modify its proposal for a 120-day period following the RFP due date.

1.6 SUBMITTING A PROPOSAL

1.6.1 Organization of Proposal. Offerors must organize their proposal into sections that follow the format of this RFP. Proposals should be bound and must include tabbed dividers separating each section. Proposal pages must be consecutively numbered.

All subsections not listed in the "Instructions to Offerors" on page 3 require a response. Restate the section/subsection number and the text immediately prior to your written response.

Unless specifically requested in the RFP, an offeror making the statement "Refer to our literature..." or "Please see www.....com" may be deemed nonresponsive or receive point deductions. If making reference to materials located in another section of the proposal, specific page numbers and sections must be noted. **The Evaluator/Evaluation Committee is not required to search through the proposal or literature to find a response.**

Red Lodge TBID encourages offerors to use materials (e.g., paper, dividers, binders, brochures, etc.) that contain post-consumer recycled content. Offerors are encouraged to print/copy on both sides of each page.

1.6.2 Failure to Comply with Instructions. Offerors failing to comply with these instructions may be subject to point deductions. Further, Red Lodge TBID may deem a proposal nonresponsive or disqualify it from further consideration if it does not follow the response format, is difficult to read or understand, or is missing requested information.

1.6.3 Multiple Proposals. Offerors may, at their option, submit multiple proposals. Each proposal shall be evaluated separately.

1.6.4 Copies Required and Deadline for Receipt of Proposals. Offerors must submit **one hard copy and one digital copy of the proposal** to Red Lodge TBID.

EACH PROPOSAL MUST BE SEALED AND LABELED ON THE OUTSIDE OF THE PACKAGE clearly indicating it is in response to RFP 2020-01. ***Proposals must be received prior to 5:00 p.m., Mountain Time, Friday, April 10, 2020. Offeror is solely responsible for assuring delivery by the designated time.***

1.6.6 Facsimile Responses. A facsimile response to an RFP will NOT be accepted. Responses to RFPs received after the deadline will not be considered.

1.6.7 Late Proposals. ***Regardless of cause, Red Lodge TBID shall not accept late proposals. Such proposals will automatically be disqualified from consideration.*** Offeror may request Red Lodge TBID return the proposal at offeror's expense or Red Lodge TBID will dispose of the proposal if requested by the offeror. (See Administrative Rules of Montana (ARM) 2.5.509.)

1.7 COSTS/OWNERSHIP OF MATERIALS

1.7.1 Red Lodge TBID Not Responsible for Preparation Costs. Offeror is solely responsible for all costs it incurs prior to contract execution.

1.7.2 Ownership of Timely Submitted Materials. Red Lodge TBID shall own all materials submitted in response to this RFP.

SECTION 2: RFP STANDARD INFORMATION

2.1 AUTHORITY

The RFP is issued under 18-4-304, Montana Code Annotated (MCA) and ARM 2.5.602. The RFP process is a procurement option allowing the award to be based on stated evaluation criteria. The RFP states the relative importance of all evaluation criteria. Red Lodge TBID shall use only the evaluation criteria outlined in this RFP.

2.2 OFFEROR COMPETITION

Red Lodge TBID encourages free and open competition to obtain quality, cost-effective services and supplies. Red Lodge TBID designs specifications, proposal requests, and conditions to accomplish this objective.

2.3 RECEIPT OF PROPOSALS AND PUBLIC INSPECTION

2.3.1 Public Information. Subject to exceptions provided by Montana law, all information received in response to this RFP, including copyrighted material, is public information. Proposals will be made available for public viewing and copying shortly after the proposal due date and time. The exceptions to this requirement are: (1) bona fide trade secrets meeting the requirements of the Uniform Trade Secrets Act, Title 30, chapter 14, part 4, MCA, that have been properly marked, separated, and documented; (2) matters involving individual safety as determined by Red Lodge TBID; and (3) other constitutional protections. See 18-4-304, MCA. The interested party is responsible for the cost of copies and to provide personnel to do the copying.

2.3.2 Contract Officer Review of Proposals. Upon opening the proposals in response to this RFP the contracts officer reviews the proposals for information that meets the exceptions in Section 2.3.1, providing the following conditions have been met:

- Confidential information (including any provided in electronic media) is clearly marked and separated from the rest of the proposal.
- The proposal does not contain confidential material in the cost or price section.
- An affidavit from the offeror's legal counsel attesting to and explaining the validity of the trade secret claim as set out in Title 30, chapter 14, part 4, MCA, is attached to each proposal containing trade secrets. Counsel must use the State of Montana "Affidavit for Trade Secret Confidentiality" form in requesting the trade secret claim. This affidavit form is available on the OneStop Vendor Information website at: <http://svc.mt.gov/gsd/OneStop/GSDDocuments.aspx> or by calling (406) 444-2575.

Information separated out under this process will be available for review only by the contracts officer, the evaluator/evaluation committee members, and limited other designees. Offerors shall pay all of its legal costs and related fees and expenses associated with defending a claim for confidentiality should another party submit a "right to know" (open records) request.

2.4 CLASSIFICATION AND EVALUATION OF PROPOSALS

2.4.1 Initial Classification of Proposals as Responsive or Nonresponsive. Red Lodge TBID shall initially classify all proposals as either "responsive" or "nonresponsive" (ARM 2.5.602). Red Lodge TBID may deem a proposal nonresponsive if: (1) any of the required information is not provided; (2) the submitted price is found to be excessive or inadequate as measured by the RFP criteria; or (3) the proposal does not meet RFP requirements and specifications. Red Lodge TBID may find any proposal to be nonresponsive at any time during the procurement process. If Red Lodge TBID deems a proposal nonresponsive, it will not be considered further.

2.4.2 Determination of Responsibility. The contracts officer will determine whether an offeror has met the standards of responsibility consistent with ARM 2.5.407. An offeror may be determined nonresponsible at any time during the procurement process if information surfaces that supports a nonresponsible determination. If an offeror is found nonresponsible, the contracts officer will notify the offeror by mail. The determination will be made a part of the procurement file.

2.4.3 Evaluation of Proposals. An evaluator/evaluation committee will evaluate all responsive proposals based on stated criteria and recommend award to the highest scoring offeror. The evaluator/evaluation committee may initiate discussion, negotiation, or a best and final offer. In scoring against stated criteria, the evaluator/evaluation committee may consider such factors as accepted industry standards and a comparative evaluation of other proposals in terms of differing price and quality. These scores will be used to determine the most advantageous offering to Red Lodge TBID. If an evaluation committee meets to deliberate and evaluate the proposals, the public may attend and observe the evaluation committee deliberations.

2.4.4 Completeness of Proposals. Selection and award will be based on the offeror's proposal and other items outlined in this RFP. Proposals may not include references to information such as Internet websites, unless specifically requested. Information or materials presented by offerors outside the formal response or subsequent discussion, negotiation, or best and final offer, if requested, will not be considered, will have no bearing on any award, and may result in the offeror being disqualified from further consideration.

2.4.5 Opportunity for Discussion/Negotiation and/or Oral Presentation/Product Demonstration. After receipt of proposals and prior to the recommendation of award, the contracts officer may initiate discussions with one or more offerors should clarification or negotiation be necessary. Agencies selected as finalists will also be required to make an

oral presentation and/or product demonstration to clarify their RFP response or to further define their offer. In either case, offerors should be prepared to send qualified personnel to Red Lodge, Montana, to discuss technical and contractual aspects of their proposal. Oral presentations and product demonstrations, if requested, shall be at the offeror's expense.

2.4.6 Best and Final Offer. Under Montana law, the contracts officer may request a best and final offer if additional information is required to make a final decision. Red Lodge TBID reserves the right to request a best and final offer based on price/cost alone. Please note that Red Lodge TBID rarely requests a best and final offer on cost alone.

2.4.7 Evaluator/Evaluation Committee Recommendation for Contract Award. The evaluator/ evaluation committee will provide a written recommendation for contract award to the contracts officer that contains the scores, justification, and rationale for the decision. The contracts officer will review the recommendation to ensure its compliance with the RFP process and criteria before concurring with the evaluator's/evaluation committee's recommendation.

2.4.8 Request for Documents Notice. Upon concurrence with the evaluator's/evaluation committee's recommendation, the contracts officer will request from the highest scoring offeror the required documents and information, such as insurance documents, contract performance security, an electronic copy of any requested material (e.g., proposal, response to clarification questions, and/or best and final offer), and any other necessary documents. Receipt of this request does not constitute a contract and **no work may begin until a contract signed by all parties is in place.** The contracts officer will notify all other offerors of the State's selection.

2.4.9 Contract Execution. Upon receipt of all required materials, a contract (Appendix B) incorporating the Standard Terms and Conditions (Appendix A), as well as the highest scoring offeror's proposal, will be provided to the highest scoring offeror for signature. The highest scoring offeror will be expected to accept and agree to all material requirements contained in Appendices A and B of this RFP. If the highest scoring offeror does not accept all material requirements, Red Lodge TBID may move to the next highest scoring offeror or cancel the RFP. Work under the contract may begin when the contract is signed by all parties.

2.5 RED LODGE TBID RIGHTS RESERVED

While Red Lodge TBID has every intention to award a contract resulting from this RFP, issuance of the RFP in no way constitutes a commitment by Red Lodge TBID to award and execute a contract. Upon a determination such actions would be in its best interest, Red Lodge TBID, in its sole discretion, reserves the right to:

- Cancel or terminate this RFP (18-4-307, MCA);
- Reject any or all proposals received in response to this RFP (ARM 2.5.602);
- Waive any undesirable, inconsequential, or inconsistent provisions of this RFP that would not have significant impact on any proposal (ARM 2.5.505);
- Not award a contract, if it is in Red Lodge TBID's best interest not to proceed with contract execution (ARM 2.5.602); or
- If awarded, terminate any contract if Red Lodge TBID determines adequate state funds are not available (18-4-313, MCA).

SECTION 3: SCOPE OF SERVICES

To enable Red Lodge TBID to determine the capabilities of an offeror to provide the supplies and/or perform the services specified in the RFP, the offeror shall respond to the following regarding its ability to meet Red Lodge TBID requirements.

All subsections of Section 3 not listed in the "Instructions to Offerors" on page 3 require a response. Restate the subsection number and the text immediately prior to your written response.

NOTE: Each item must be thoroughly addressed. Offerors taking exception to any requirements listed in this section may be found nonresponsive or be subject to point deductions.

3.1 Introduction

Red Lodge TBID is seeking the professional services of a qualified agency to work as a collaborative partner for advertising & promotion of the Red Lodge TBID region as a groups and meetings destination to state, regional, national and international markets. The Red Lodge TBID region consists of Red Lodge and the surrounding area

3.2 Background

The Red Lodge TBID was formed in 2010 and began collection \$1 per occupied unit from participating members. In July of 2019 this was raised to \$2 per occupied unit. Red Lodge TBID funds its travel and tourism marketing programs solely from this source, with no dollars from the State or City general fund. The existence of this funding, and the valuable promotional efforts it has allowed, are essential to maintaining and increasing tourism growth into the future. Tourism is currently Montana's fastest-growing and second-largest industry. In 2010, Montana hosted 10.5 million nonresident visitors who spent \$2+ billion dollars in the state. It is imperative that Red Lodge TBID continue to successfully market the region as a premier destination.

3.3 Specifications and Requirements

3.3.1 Expectations

There are many challenges currently facing the tourism industry. The success of RLTBID's marketing efforts will be dependent on our ability to adapt to the changes & challenges by continually disseminating and assessing the evolving industry factors.

- The successful offeror will be expected to work collaboratively and cooperatively with any other agencies currently under contract with Red Lodge TBID Montana, Inc.
- The successful offeror will be expected to provide in-house and/or subcontracted services for the development, design & implementation of the Red Lodge TBID website and content management system.
- Awareness and integration of components from the statewide Montana Tourism & Recreation Strategic Plan and branding platform is expected, as well as alignment with the Red Lodge Brand.

3.3.2 Scope of Work

The successful offeror shall be expected to complete the **WEBSITE Scope of Work** below:

- Red Lodge TBID reserved a domain name, www.meetmeinredlodge.com and has off-site hosting in place. Successful offeror will be provided all necessary access to this information. The website is hosted by GoDaddy – Red Lodge Chamber.
- The successful offeror agrees to develop the website in such a way to ensure future scalability and portability. The site must be compatible with major browsers, and must be designed for backward compatibility with older browsers & computers, slower Internet connections, etc.
- The website will be built in Wordpress or other CMS platform that allows for easy updates by the contractor.
- Build, update and maintain Red Lodge TBID’s primary and subsidiary web pages, mobile web page & advertising landing pages. The full source code, source graphic files, and any related media will be provided to Red Lodge TBID upon final payment, and shall remain the copyrighted property of Red Lodge TBID.

This project will create a website as a comprehensive online group resource representing the Red Lodge Area as a group/conference destination.

Specific details of the site include:

- Allow the group planner and attendees to navigate the local area from anywhere in the world.
- Provide general area information complete with maps and links to use at their discretion.
- Address “Getting Here” including highway information, weather advisory links, airports and transit services in different areas such as Red Lodge, Billings, Cody and Bozeman.
- Group resources listed by individual categories, so group planners will have all pertinent materials specific to their group. Some of the groups identified will include but are not limited to Arts/Culture, Music, Business/Associations, Military, Reunion/Getaways, Specialty Groups, Sporting Events/Tournaments, Travel Professionals, Weddings.
- Include suggested activities to assist group planners, streamline the planning process, encouraging additional overnight and extended stays for attendees. This may be used as an additional sales tool and resource by planners.
- Customer testimonials, reviews and comments from web resources such as Google.
- Online Request for Proposal (RFP) form submission. The requests will be distributed to all applicable facilities for quotes.
- Searchable information on individual businesses.
- Multiple downloadable, printable guides, in PDF format, with current information that is tailored to specific groups. The individual guides will contain information specific to Professional Meeting Planners, Professional Group Travel Planners, Wedding Planners, and Sporting Event Planners.
- PDF Guides will be designed to be easily updated. This will ensure accurate, current information that will never expire.
- Content management system, easily updatable by multiple parties as needed.
- Long standing committee to ensure the website stays up to date with current information.
- Employ Google Analytics to track site visitor demographics.
- Employ Google and Facebook “pixels” for targeted marketing

Create Website Content including but not limited to

Categories With Landing Pages

Retreats & Reunions – Family etc

Weddings

DJs

Hair Dressers

Catering

Meetings & Conferences

Sporting Events

Venues

Have a separate page for each venue

With Floor Plans

More

Plan Your Trip

How to Get Here

Google Maps

Airports

Billings

Bozeman

Cod

Red Lodge Private

Lodging

Services

Lodging – Listing with Description and links -

Hotels

Motels

Vacation Rentals

Bed & Breakfast

Things to Do – Full page Categorized with links and link to RL.com

Restaurants List – Link to RL.com

Night Life List – Link to RL.com

Arts & Culture

Retail

Planner Information Request

RFP File Submission

Planner Information Form

Photo Gallery - Categories

- SEO Plan-The site will be coded to comply with search engine optimization standards, including the use of style sheet, meta tags, image alt tags, etc. This will serve a dual purpose of making the site accessible for the vision-impaired and making it search engine friendly.
- Provide Red Lodge TBID and CVB with a training session on the Content Management System deployed.
- Provide Red Lodge TBID with a 1-year Support & Maintenance Agreement included as an element of the proposal.
- Provide relevant and necessary information and support when requested.

3.4 Working Relationship

Red Lodge TBID intends to have a close working relationship with the successful offeror. Red Lodge TBID will require the successful offeror to provide: (1) budget estimates for final approval prior to commencement of work on all unforeseen projects that may arise during completion of the scope of work outlined in the contract; and (2) an opportunity for Red Lodge TBID to review all draft materials. Red Lodge TBID Montana, Inc.'s final approval will be required on all projects undertaken on its behalf. It is also expected that Red Lodge TBID be kept informed as to the status and progress of all approved project phases through completion.

The Red Lodge TBID corporate office is located in Red Lodge. It is not a prerequisite that the offeror also be located in Red Lodge. However, it is expected that offeror will be available at reasonable business hours via telephone and e-mail. Red Lodge TBID does hold 10-12 board meetings per calendar year in Red Lodge and requests that key personnel attend these meetings, at no cost to Red Lodge TBID, as deemed necessary.

SECTION 4: OFFEROR QUALIFICATIONS

All subsections of Section 4 not listed in the "Instructions to Offerors" on page 3 require a response. Restate the subsection number and the text immediately prior to your written response.

4.1 RED LODGE TBID'S RIGHT TO INVESTIGATE AND REJECT

Red Lodge TBID may make such investigations as deemed necessary to determine the offeror's ability to provide the supplies and/or perform the services specified. Red Lodge TBID reserves the right to reject a proposal if the information submitted by, or investigation of, the offeror fails to satisfy Red Lodge TBID that the offeror is properly qualified to perform the obligations of the contract. *This includes Red Lodge TBID's ability to reject the proposal based on negative references.*

4.2 OFFEROR QUALIFICATIONS

To enable Red Lodge TBID to determine the capabilities of an offeror to provide the supplies and/or perform the services specified in the RFP, the offeror shall respond to the following regarding its ability to meet Red Lodge TBID's requirements.

4.2.1 References. Offeror shall provide a minimum of two references that are using services of the type proposed in this RFP. The references should include any experience in developing and implementing an integrated tourism promotion/marketing website. At a minimum, the offeror shall provide the company or agency name, the location where the services were provided, contact person(s), customer telephone number, a complete description of the service type, and dates the services were provided.

4.2.2 Company Profile and Experience. Offeror shall provide documentation establishing the individual or company submitting the proposal has the qualifications and experience to provide the supplies and/or services specified in this RFP, including, at a minimum:

- a detailed description of any similar past projects, including the supply/service type and dates the supplies and/or services were provided;
- the client for whom the services were provided; and
- a general description of the firm including its primary source of business, organizational structure and size, number of employees, years of experience performing services similar to those described within this RFP.

4.2.3 Resumes. Offeror shall include resumes of key personnel to be assigned to this account and provide answers to the following information requests concerning the qualifications and experience of personnel to be assigned to this contract. Offeror shall specify how long the individual/company submitting the proposal has been in the professional advertising and consulting business services similar to those identified in this RFP.

4.2.4 Business/Marketing Philosophy. Detail your agency's business and marketing philosophies. Describe your agency's work environment and internal culture.

4.2.5 Samples of website content management systems designed by the company. The offeror should provide a minimum of two samples which are pertinent to this proposal. The components of the sample project must be detailed and specific. Provide an explanation of what the website was designed to accomplish, budget information, and measurable outcomes.

4.2.6 Your Turn. Use this component to share any additional information about your company that has not been directly covered in the RFP, but is relevant to your ability to service this account.

4.2.7 Oral Presentation/Product Demonstration/Interview. Offerors must be prepared to have the key personnel assigned to this project complete a(n) **oral presentation/product demonstration/interview in Red Lodge, Montana.** Red Lodge TBID reserves the right to have **presentations/demonstrations/interviews** from the highest scoring offerors.

SECTION 5: COST PROPOSAL

All subsections of Section 5 not listed in the "Instructions to Offerors" on page 3 require a response. Restate the subsection number and the text immediately prior to your written response.
The Red Lodge TBID has budgeted between \$5,000 and \$10,000 for the website and 1 year support contract.

5.1 Proposed Scope of Work

In order for the Red Lodge TBID(RLTBID) to evaluate each proposal, please estimate the **cost and the proposed timeline** for the tasks outlined in Section 3.3. While these tasks as outlined may/will not constitute all that your firm intends to deliver, it does provide RLTBID with a comparative. If a major step is not identified, please note. Feel free to augment with your process within this framework.

5.2 Billable Hours/Service

List all services for which you charge and the amount per billable hour you would charge for the initial contract term. Include all items on the worksheet provided and any others that are relevant to the proposal that RLTBID would be expected to pay.

5.3 List all services for which you do not charge with an explanation of how non-billable services are determined.

SECTION 6: EVALUATION PROCESS

6.1 BASIS OF EVALUATION

The evaluator/evaluation committee will review and evaluate the offers according to the following criteria based on a **total number of 500 points**.

6.1.1 The evaluation committee will separate proposals into “responsive” and “non-responsive” proposals. Non-responsive proposals will be eliminated from further consideration.

6.1.2 Any proposal that fails to achieve a passing score for any part/section for which a passing score is indicated will be disqualified from further consideration.

6.1.3 The evaluation committee will evaluate the responsive proposals in a scored process based on the submitted proposals as described in Section 5.1. The top finalists will be asked to participate in an oral interview. One of the individuals participating in the oral interview must be the person designated in the proposal as the account manager.

6.1.4 For each finalist, total points for written responses, as scored by the evaluation committee, and total points for the oral interview will be combined into one total. The contract will be awarded to the finalist with the highest combined total.

6.1.5 Award will be based on the offeror’s proposal and other items outlined in this RFP. Responses must be complete and address all the criteria listed. Information or materials presented by offerors outside the formal response or subsequent discussion/negotiation or “best and final offer,” if requested, will not be considered and will have no bearing on any award. Offerors who attempt to provide information or materials outside the formal response will be found non-responsive.

6.1.6 A “best and final offer” may be requested on price/cost alone.

SCORING GUIDE

In awarding points to the evaluation criteria, the evaluator/evaluation committee will consider the following guidelines:

Superior Response (95-100%): A superior response is an exceptional reply that completely and comprehensively meets all of the requirements of the RFP. In addition, the response may cover areas not originally addressed within the RFP and/or include additional information and recommendations that would prove both valuable and beneficial to the agency.

Good Response (75-94%): A good response clearly meets all the requirements of the RFP and demonstrates in an unambiguous and concise manner a thorough knowledge and understanding of the project, with no deficiencies noted.

Fair Response (60-74%): A fair response minimally meets most requirements set forth in the RFP. The offeror demonstrates some ability to comply with guidelines and requirements of the project, but knowledge of the subject matter is limited.

Failed Response (59% or less): A failed response does not meet the requirements set forth in the RFP. The offeror has not demonstrated sufficient knowledge of the subject matter.

6.2 EVALUATION CRITERIA

Based on a maximum possible value of 500 points, the evaluation committee will review and evaluate the offers according to the following criteria:

Scope of Services	<u>20%</u> of points for a possible 100
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Category	Section of RFP	Point Value
A. Expectations	3.3.1	Pass/Fail
B. Scope of Work Assessment	3.3.2	100

Offeror Qualifications	<u>30%</u> of points for a possible 150
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Category	Section of RFP	Point Value
A. References	4.2.1	20
B. Company Profile & Experience	4.2.2	30
C. Staff/Resumes	4.2.3	20
D. Business/Marketing Philosophy	4.2.4	30
E. Samples of Successful Website Projects	4.2.5	50

Your Turn	<u>20%</u> of points for a possible 100
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Category	Section of RFP	Point Value
A. Demonstrates a strong understanding of what is required and needed to provide the utmost service to this contract	4.2.6	100

Cost for Services	<u>20%</u> of points for a possible 100
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Category	Section of RFP	Point Value
A. Proposed Scope of Work	5.1	50
B. Non-billable services	5.3	50

Written Proposal	<u>10%</u> of points for a possible 50
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Category	Section of RFP	Point Value
A. Offeror's written response to this RFP will be evaluated in its entirety in terms of completeness, responsiveness, clarity, quality of writing and overall layout		50

6.3 Oral Interview Evaluation Criteria

Based on a maximum possible value of 200 points, the evaluation committee will review and evaluate the Oral Interviews according to the following criteria:

Oral Interview	<u>maximum possible 200 points</u>
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Category	Point Value
A. Clarity of presentation	50
B. Ability to address evaluation committee questions	30
C. Ability to articulate the company's capabilities	30
D. Overall presentation/style/tone/professionalism	30
E. Overall knowledge of travel and tourism industry	40
F. Please describe your ability to actively participate in committee/board meetings with Red Lodge TBID Montana, Inc.	20