

DRAFT

**TOWN OF SUNSET BEACH, NC
REQUEST FOR PROPOSALS**

TOURISM & MARKETING SERVICES



REQUEST FOR PROPOSALS TO:

Town of Sunset Beach
Attn: Tourism Marketing Services
700 Sunset Boulevard, North
Sunset Beach, NC 28468

Opening Location and Due Date:

Sunset Beach Town Hall
August 28, 2015
2:00 pm

The Town of Sunset Beach, NC (the “**TOWN**”) invites qualified agencies or individuals to submit proposals to provide:

TOURISM & MARKETING SERVICES

The TOWN intends to consider awarding a contract to an agency or individual (“**CONSULTANT**”) to provide tourism and marketing services necessary for (the “**Project**”) described herein.

The TOWN will receive sealed proposals until 2:00 p.m., August 28, 2015, at Town Hall, which is located at 700 Sunset Boulevard North, Sunset Beach, NC.

The TOWN’s contact information for this Request for Proposal (RFP) is:

Bonnie Schwerd, Finance Director / Budget Officer
700 Sunset Boulevard, North
Sunset Beach, NC 28468
Telephone: 910-579-6297
Fax: 910-579-1840
Email: bschwerd@atmc.net

RFP documents may be obtained via the Internet at the TOWN’s website at www.sunsetbeachnc.gov or by contacting Bonnie Schwerd at (910) 579-6297.

The TOWN reserves the right to reject proposals with or without cause and for any reason, to waive any irregularities or informalities, and to solicit and re-advertise for other proposals. Incomplete or non-responsive proposals may be rejected by the TOWN as non-responsive or irregular. The TOWN reserves the right to reject any proposal for any reason, including, but without limitation, if the CONSULTANT fails to submit any required documentation, if the CONSULTANT is in arrears or in default upon any debt or contract to the TOWN or has failed to perform faithfully any previous contract with the TOWN or with other governmental jurisdictions. All information required by this RFP must be supplied to constitute a complete proposal.

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PART I - STATEMENT OF WORK

A. OBJECTIVE

The Town of Sunset Beach's governing body, the Town Council, recognizes constraints on available funding resources and is seeking cost-effective methods of promoting the Town of Sunset Beach and its many tourist-attracting features. The goal of increased tourism-related economic development activity for the Town is sought through a coordinated public relations plan to include both online and print promotion. CONSULTANT will be expected to present an executive summary of plan proposal to the Town Council at a scheduled work session.

B. GENERAL INFORMATION ABOUT TOWN

The TOWN of Sunset Beach is approximately 6.4 square miles in area and is comprised of both a mainland portion and an oceanfront beach strand. The TOWN had a year-round population of 3572 as of the 2010 U.S. Census, but had more than 5000 housing units. Many houses in Sunset Beach are second homes or rental properties and there are only estimated to be about 100 permanent residences on the island. Like other beach communities in the Carolinas, the TOWN's population balloons during the tourist season to approximately 15,000. The primary summer season runs from mid-June through mid-August. As could be expected, the TOWN's tourism industry is extremely important to its economic base. The Town collects occupancy taxes on the rental of short-term occupancy units within the jurisdiction. The Town's governing body wishes to explore the potential for contracting with a CONSULTANT for tourism-related economic development and marketing efforts as outlined in this RFP.

The TOWN is seeking proposals from qualified agencies or individuals of the highest professional integrity ("**CONSULTANT**") to provide all personnel, materials and services necessary to increase the public's awareness of Sunset Beach as a travel destination and promote economic development through the attainment of the objectives set forth in this RFP.

C. SCOPE OF WORK

A well-designed tourism and marketing program will enable the TOWN to accomplish the following primary economic development objectives:

1. Increase occupancy levels in off-peak seasons (outside of the mid-June through mid-August peak summer travel season).
2. Create co-op opportunities for area businesses to extend the reach of the TOWN's tourism funding and allow for exposure of area businesses
3. Promote Sunset Beach by developing a marketing plan with components that focus on the different features of the Sunset Beach community including the beach, golf, birding and the various types of accommodations available.

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Town of Sunset Beach, NC

4. Coordinate marketing messages with the promotional plan as appropriate on the Town's website through work with the Town Administrator.
5. Begin development of an e-mail list of interested travelers for targeted promotional work that will be owned by the Town of Sunset Beach.

D. INSURANCE AND LICENSES

The successful CONSULTANT shall maintain in full force and effect throughout the contract: (a) insurance coverage reflecting the minimum amounts and conditions required by the TOWN, and (b) any required licenses.

- a. Comprehensive General Liability Insurance - \$1,000,000 combined single limit of insurance per occurrence and \$1,000,000 in the general aggregate for Bodily Injury and Property Damage and \$1,000,000 general aggregate for Products/Completed Operations, Comprehensive General Liability insurance shall include endorsements for property damage; personal injury; contractual liability; completed operations; products liability and independent CONSULTANT's coverage.
- b. Workers' Compensation Insurance - Statutory.

END OF PART I

PART II: RFP GENERAL INFORMATION

A. DEFINITIONS

For the purposes of this Request for Proposals (RFP):

CONSULTANT shall mean the Consultant, respondent, organization, agency, firm, or other person submitting a response to this RFP.

TOWN shall mean the TOWN of Sunset Beach, TOWN Council or TOWN Administrator, TOWN Finance Director, as applicable, and any officials, employees, agents and elected officials.

Contact information for the purpose of this RFP shall mean:

Bonnie Schwerd, Finance Director / Budget Officer
700 Sunset Boulevard, North
Sunset Beach, NC 28468
Fax: 910-579-1840
Email: bschwerd@atmc.net

B. INVITATION TO PROPOSE; PURPOSE

The TOWN solicits proposals from responsible CONSULTANTS to perform work for or provide goods and/or services to the TOWN as specifically described in Part I, Statement of Work.

C. CONTRACT AWARDS

The TOWN Council anticipates entering into a contract with the CONSULTANT who submits the proposal judged by the TOWN to be most advantageous. If the TOWN selects a Proposal, the TOWN will provide notice of the award.

The CONSULTANT understands that neither this RFP nor the notice of award constitutes an agreement or a contract with the CONSULTANT. A contract or agreement is not binding until a written contract or agreement has been approved as to form by the TOWN Attorney and has been executed by both the TOWN (with Council approval, if applicable) and the successful CONSULTANT.

The TOWN reserves the right to reject all proposals or to forgo a decision to initiate a tourism - marketing program if the TOWN Council, in its sole discretion, decides that it is in the best interest of the TOWN to do so.

D. PROPOSAL COSTS

Neither the TOWN nor its representatives shall be liable for any expenses incurred in connection with preparation of a response to this RFP. CONSULTANTS should prepare

their proposals simply and economically, providing a straightforward and concise description of the CONSULTANT's ability to meet the requirements of the RFP.

E. INQUIRIES

The TOWN will not respond to oral inquiries. CONSULTANTs may mail, electronic mail or fax written inquiries for interpretation of this RFP to the attention of the FINANCE DIRECTOR. Please mark the correspondence "Sunset Beach Tourism - Marketing RFP".

The TOWN will respond to written inquiries received at least 7 working days prior to the date scheduled for receiving the proposals. The TOWN will record its responses to inquiries and any supplemental instructions in the form of a written addendum. If addenda are issued, the TOWN will email, mail or fax written addenda to any potential CONSULTANT who has provided their contact information to the Finance Director. Although the TOWN will make an attempt to notify each prospective CONSULTANT of the addendum, it is the sole responsibility of a CONSULTANT to remain informed as to any changes to the RFP.

F. DELAYS

The TOWN may postpone scheduled due dates in its sole discretion. The TOWN will attempt to notify all registered CONSULTANTs of all changes in scheduled due dates by written addenda.

G. PRE-PROPOSAL MEETING

No pre-proposal meetings are scheduled. Responses to any written questions received shall be provided via the TOWN's website.

H. PROPOSAL SUBMISSION

CONSULTANTs shall submit one (1) original and seven (7) copies of the proposal together with an electronic copy of the proposal in PDF format in a sealed package.

Please include an email address on the cover of your proposal.

The package shall be clearly marked on the outside as follows:

To: TOWN OF SUNSET BEACH, NC
Attn: Bonnie Schwerd, Finance Director / Budget Officer
Project: Tourism – Marketing RFP
Submitted by: _____
Address: _____

Proposals shall be submitted in person or by mail. Electronic submittals shall be accompanied by required number of printed copies.

Late submittals, additions, or changes will not be accepted and will be returned to the CONSULTANT unopened.

Due to the irregularity of mail service, the TOWN cautions CONSULTANTS to assure actual delivery of proposals to the TOWN prior to the deadline set for receiving proposals. Telephone confirmation of timely receipt of the proposal may be made by calling the Town Hall at 910-579-6297 before proposal opening time. CONSULTANTS may withdraw their proposals by notifying the TOWN in writing at any time prior to the opening. Proposals, once opened, become property of the TOWN and will not be returned.

I. PROPOSAL FORMAT

In order to insure a uniform review process and to obtain the maximum degree of comparability, it is required that the proposals be organized in the manner specified herein. All information submitted by the CONSULTANT shall be typewritten or legibly printed. Proposals shall be signed in blue ink. When an RFP requires multiple copies they may be included in a single envelope or package properly sealed and identified.

All proposals shall be submitted as specified in this RFP. Any attachments shall be clearly identified. To be considered, the proposal must respond to all parts of the RFP. Any other information thought to be relevant, but not applicable to the enumerated categories, should be provided as an appendix to the proposal. If publications are supplied by a CONSULTANT to respond to a requirement, the response should include reference to the document number and page number. Proposals lacking this reference may be considered to have no reference material included in the additional documents.

CONSULTANTS' proposals are to be prepared in the following format:

1. Letter of Transmittal

This letter will summarize in a brief and concise manner, the CONSULTANT's understanding of the scope of work and make a positive commitment to provide its services on behalf of the TOWN. The letter must name all of the persons authorized to make representations for or on behalf of the CONSULTANT, and must include their titles, addresses, and telephone numbers and email addresses. An official authorized to negotiate and execute a contract on behalf of the CONSULTANT must sign the letter of transmittal.

2. Title Page

The title page shall show the name of CONSULTANT's agency/firm, address, telephone number, and name of contact person, email address, date, and the RFP Project name.

3. Table of Contents

Include a clear identification of the material by section and by page number. NOTE: Please be sure to number all pages in the proposal.

4. Section 1 - Organization Profile and Documentation
This section of the proposal must describe the CONSULTANT, including the size, range of activities, and experience providing similar services.

Each CONSULTANT shall include in Section 1:
 - Completed RFP Forms A, B, and D.
 - Documentation indicating that it is authorized to do business in the State of North Carolina and, if a corporation, is incorporated under the laws of one of the States of the United States.

5. Section 2 – Compensation / Budget
The proposal shall document the proposed fees and budget on RFP Form C.

6. Section 3 – Experience
Include a description of the primary individuals responsible for supervising the work including the percentage of time each primary individual is expected to contribute to this work.

Include resumes and professional qualifications of all primary individuals and identify the person(s) who will be the TOWN's primary contact and provide the person(s)' background, training, experience, qualifications and authority.

The CONSULTANT shall describe its expertise in and experience with providing services similar to those required by this RFP. Describe previous experience relating to the Scope of Work requested in this RFP. Has the firm worked for other governmental entities, particularly municipalities? If so, please describe the work performed; include contact information, the time the firm was engaged and a list of accomplishment.

7. Section 4 - Approach to Providing Services
This section of the proposal should explain the Scope of Work as understood by the CONSULTANT and detail the approach, activities and work products to be provided. Specifically, the TOWN requests the following be detailed in the response:
 - a. Provide samples of financial and performance reports the CONSULTANT currently uses or proposes to use.
 - c. Provide specifics on CONSULTANT's intended deliverables/work products.

8. Section 5 - Additional Information
Any additional information that the CONSULTANT considers pertinent for consideration should be included in this section.

PROPOSAL – Procedural Information

1. Interviews:
The TOWN reserves the right to conduct interviews and/or require presentations prior to selection. The TOWN is not responsible for any expenses which CONSULTANTS may incur in connection with a presentation to the TOWN or related in any way to this RFP.

2. Request for Additional Information:
The CONSULTANT shall furnish such additional information as the TOWN may reasonably require. This includes information, which indicates financial resources as well as ability to provide the services. The TOWN reserves the right to make investigations of the qualifications of the CONSULTANT as it deems appropriate, including but not limited to, a background investigation. Failure to provide additional information requested may result in disqualification of the proposal.

3. Proposals Binding:
All proposals submitted shall be binding for at least ninety (90) calendar days following opening. TOWN may desire to accept a proposal after this time. In such case, CONSULTANT may choose whether or not to continue to honor the proposal terms.

4. Alternate Proposals:
An alternate proposal is viewed by the TOWN as a proposal describing an approach to accomplishing the requirements of this RFP that differs from the approach set forth in the solicitation. An alternate proposal may be a second proposal submitted by the same CONSULTANT, which differs in some degree from the prior proposal or from this RFP.

Alternate proposals may be in the area of technical approach, proposed equipment to be utilized, or other provisions or requirements of this RFP. The TOWN will, during the initial evaluation process, consider all alternate proposals submitted and reserves the right to award a contract based on an alternative proposal if the same is deemed to be in the TOWN's best interest.

5. CONSULTANT's Certification Form:
Each CONSULTANT shall complete the "CONSULTANT's Certification" form included as RFP Form D and submit the form with the proposal in Section 1.

J. PUBLIC RECORDS

Proposals are public documents and subject to public disclosure in accordance with North Carolina Law. The contract will include a provision wherein the CONSULTANT releases and agrees to defend, indemnify, and hold harmless the TOWN and the TOWN's officers, employees, and agents, against any loss or damages incurred by any person or entity as a result of the TOWN's treatment of records as public records.

K. IRREGULARITIES; REJECTION OF PROPOSALS

The TOWN reserves the right to reject proposals with or without cause and for any reason, to waive any irregularities or informalities, and to solicit and re-advertise for other proposals. Incomplete or non-responsive proposals may be rejected by the TOWN as non-responsive or irregular. The TOWN reserves the right to reject any proposal for any reason, including, but without limitation, if the CONSULTANT fails to submit any required documentation, if the CONSULTANT is in arrears or in default upon any debt or contract to the TOWN or has failed to perform faithfully any previous contract with the TOWN or with other governmental jurisdictions. All information required by this RFP must be supplied to constitute a proposal.

L. EVALUATION METHOD AND CRITERIA

1. **General**

The TOWN shall be the sole judge of its own best interests, the proposals, and the resulting negotiated contract or agreement, if any. The TOWN reserves the right to investigate the financial capability, reputation, integrity, skill, business experience and quality of performance under similar operations of each CONSULTANT, including shareholders, principals and senior management, before making an award. Awards, if any, will be based on both an objective and subjective comparison of proposals and CONSULTANTS. The TOWN's decisions will be final. The TOWN's evaluation criteria may include, but shall not be limited to, consideration of the following:

- (a) ability to meet operational and management requirements of this RFP
- (b) availability of qualified personnel
- (c) compensation proposed for services
- (d) expertise of personnel to be assigned to TOWN and of CONSULTANT's regional and state management personnel;
- (e) financial resources and capabilities;
- (f) past contracts with other governmental jurisdictions;
- (g) past performance records;
- (h) qualifications of CONSULTANT;
- (i) references;
- (j) related experience in North Carolina;
- (k) technical soundness of proposal;
- (l) time frames.

2. **Selection**

The Town Administrator will conduct the selection process. The Town Administrator, or designee, will review all proposals received and establish a list of selected CONSULTANTS deemed to be the most qualified to provide the service requested based in part on the criteria set forth above. The Town Administrator may submit a recommended firm or a "short list" or a combination of a recommended firm and the "short list" to the TOWN Council and the TOWN Council shall make a final award. The Town Administrator may request oral presentation from the CONSULTANTS. CONSULTANTS are advised that the TOWN reserves the right to conduct negotiations with the most qualified CONSULTANT, but may not do so. Therefore, each CONSULTANT should endeavor to submit its best proposal initially.

M. REPRESENTATIONS AND WARRANTIES

In submitting a proposal, CONSULTANT warrants and represents that:

1. CONSULTANT has examined and carefully studied all data provided, and any applicable Addenda; receipt of which is hereby acknowledged.
2. CONSULTANT has visited the relevant site, if any, and is familiar with and satisfied as to the general, local and "site" conditions that may affect cost, progress, and performance of goods and/or services in their proposal.
3. CONSULTANT is familiar with and is satisfied as to all federal, state and local laws and regulations that may affect cost, progress and performance of the goods and/or services in their proposal.
4. If applicable, CONSULTANT has obtained and carefully studied (or assumes responsibility for having done so) all documents available related to the subject of the RFP and performed any examinations, investigations, explorations, tests, studies and data concerning conditions that may affect cost, progress, or performance of the goods and/or services that relate to any aspect of the means, methods, techniques, sequences, and procedures to be employed by CONSULTANT, including safety precautions and programs incident thereto.
5. CONSULTANT has given TOWN written notice of all conflicts, errors, ambiguities, or discrepancies that CONSULTANT has discovered in this RFP and any addenda thereto, and the written resolution thereof by the TOWN is acceptable to CONSULTANT.
6. The RFP is generally sufficient in detail and clarity to indicate and convey understanding of all terms and conditions for the performance of the proposal that is submitted.
7. No person has been employed or retained to solicit or secure award of the contract upon an agreement or understanding for a commission, percentage, brokerage or contingent fee, and no employee or officer of the TOWN has any interest, financially or otherwise, in the RFP or contract.

N. TOWN Contract

The selected CONSULTANT is expected to execute the TOWN's standard professional services contract or one provided by the CONSULTANT, in the form approved by the TOWN Attorney.

The following provisions shall be included in the contract for services:

1. CONSULTANT shall give some consideration for employment to current TOWN residents if they meet the requirements and employment standards of the CONSULTANT.
2. Selected CONSULTANT will follow Town purchasing guidelines for reimbursable purchases.
3. If TOWN reimburses CONSULTANT for the purchase of any equipment, that equipment shall be the property of the TOWN at the end of the contract.

End of Part II

**RFP FORM A - QUALIFICATIONS STATEMENT AND
OTHER BID SPECIFICS**

Note: This form is available in PDF format on the TOWN's web site or in Word format from the Finance Director upon request.

CONSULTANT: _____

THIS FORM MUST BE SIGNED AND SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE.

The CONSULTANT guarantees the truth and accuracy of all statements and the answers contained herein.

1. State the full and correct name of the partnership, corporation or trade name under which you do business and the address of the place of business. (If a corporation, state the name of the president and secretary. If a partnership, state the names of all partners. If a trade name, state the names of the individuals who do business under the trade name.)
 - The correct and full legal name of the CONSULTANT is:
 - The business is a (Sole Proprietorship) (Partnership) (Corporation).
 - The names of the corporate officers, or partners, or individuals doing business under a trade name, are as follows:
2. Please describe your Company in detail.
3. The address of the principal place of business is:
4. Company telephone number, fax number and e-mail addresses:
5. Number of employees:
6. Name of employees to be assigned to this Project:
7. Company identification numbers for the Internal Revenue Service:
8. How many years has your organization been in business? Does your organization have a specialty?
9. List the last three project of this nature that the firm has completed? Please provide project description, reference and cost of work completed.
10. Have you ever failed to complete any work awarded to you? Where and why?
11. Provide detailed operation experience with providing tourism and/or marketing services within the past 5 years.
12. Provide a brief description of the activities that the CONSULTANT will plan to undertake if awarded a contract for tourism and marketing services.

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- 13. Provide a timeline for CONSULTANT’s delivery of services that meet the identified core objectives within this RFP.
- 14. Provide the following information concerning all contracts/proposals **in progress** as of the date of submission of this Proposal for your company, division or unit as appropriate.

Name of Project	Contract with:	Contract Amount	Estimated Completion Date	% of Completion to Date

(Continue list as necessary)

- 15. Provide the following information for any subconsultants you will engage if awarded the contract.

Sub-CONSULTANT Name	Address	Work to be Performed

The foregoing list of subconsultants may not be amended after award of the contract without the prior written approval of the Town Administrator, whose approval shall not be unreasonably withheld.

RFP Form B - REFERENCES

CONSULTANT: _____

THIS FORM MUST BE SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE.

The CONSULTANT guarantees the truth and accuracy of all statements and the answers contained herein.

Give names, addresses and telephone numbers of four individuals, corporations, agencies, or institutions for which you have performed work similar to what is proposed in this RFP:

1. Name of Contact _____
Title of Contact: _____
Telephone Number: _____ Fax Number: _____
Email: _____

2. Name of Contact _____
Title of Contact: _____
Telephone Number: _____ Fax Number: _____
Email: _____

3. Name of Contact _____
Title of Contact: _____
Telephone Number: _____ Fax Number: _____
Email: _____

4. Name of Contact _____
Title of Contact: _____
Telephone Number: _____ Fax Number: _____
Email: _____

RFP Form C - PRICE PROPOSAL

FORM C

THIS FORM MUST BE SIGNED AND SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE.

The undersigned guarantees the truth and accuracy of all statements and the answers contained herein.

Name of CONSULTANT: _____

Name of authorized representative of CONSULTANT: _____

Project Cost:

CONSULTANTS have the following options of documenting their compensation proposals:

- a. CONSULTANT Services Fee: Under this proposal, the CONSULTANT would propose an all-inclusive flat fee for all services provided. Please provide a detailed budget on another page.
- b. CONSULTANT Services Fee plus Reimbursements: Under this proposal, the CONSULTANT would propose a base fee for services and document the CONSULTANT's direct operating expenditures that would be reimbursed at 100% of expenditures. Please provide a detailed budget on another page.
- c. The Town reserves the right to decide which cost of service structure is most beneficial to the Town.

RFP FORM D - CONSULTANT'S
CERTIFICATION

THIS FORM MUST BE SIGNED AND SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE.

Note: This form is available in WORD format from the TOWN upon request.

The undersigned guarantees the truth and accuracy of all statements and the answers contained herein.

Name of CONSULTANT: _____

I have carefully examined the Request for Proposal referenced above ("RFP") and any other documents accompanying or made a part of this RFP.

I hereby propose to furnish the goods or services specified in the RFP. I agree that my proposal will remain firm for a period of 90 days in order to allow the TOWN adequate time to evaluate the proposals.

I certify that all information contained in this proposal is truthful to the best of my knowledge and belief. I further certify that I am duly authorized to submit this proposal on behalf of the agency as its act and deed and that the firm is ready, willing and able to perform if awarded the contract.

The agency and/or CONSULTANT firm hereby authorizes the TOWN of Sunset Beach, its staff or consultants, to contact any of the references provided in the proposal and specifically authorizes such references to release, either orally or in writing, any appropriate data with respect to the firm offering this proposal.

I further certify, under oath, that this proposal is made without prior understanding, agreement, connection, discussion, or collusion with any other person, firm or corporation submitting a proposal for the same product or service; no officer, employee or agent of the TOWN or any other CONSULTANT holds an interest in said proposal; and that the undersigned executed this CONSULTANT'S Certification with full knowledge and understanding of the matters therein contained and was duly authorized to do so.

If this proposal is selected, I understand that I will be expected to execute the TOWN's standard professional services contract or one provide by the CONSULTANT, in the form approved by the TOWN Attorney.

TOURISM & MARKETING SERVICES RFP

Town of Sunset Beach, NC

Name of Entity _____

By:

Signature _____

Printed Name and Title _____

Mailing Address:

Phone Number _____

State of _____; County of _____

Sworn and subscribed before me this ____ day of _____, 2015.

Notary Public:

Signature _____

Printed Name _____

My Commission Expires: _____



Town of Sunset Beach, NC

**REQUEST FOR PROPOSALS
TOURISM & MARKETING SERVICES**

The Town of Sunset Beach is requesting proposals from agencies/individuals to provide the following service:

Tourism & Marketing

Interested CONSULTANTS must submit proposals by 2:00 P.M. on August 28, 2015. A complete bid package can be reviewed online at www.sunsetbeachnc.gov or can be received by calling the Sunset Beach Finance Director at (910) 579-6297.