



REQUEST FOR PROPOSAL

25-03

TOURISM MARKETING AND BRANDING

Shasta County

1450 Court St.

Redding, CA 96001

RELEASE DATE: July 25, 2024

DEADLINE FOR QUESTIONS: August 12, 2024

RESPONSE DEADLINE: August 29, 2024, 2:00 pm

RESPONSES MUST BE SUBMITTED ELECTRONICALLY TO:

<https://secure.procurenow.com/portal/shastaca>

Shasta County
REQUEST FOR PROPOSAL
TOURISM MARKETING AND BRANDING

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Attachments:

A - Sample ACH form

B - Sample Personal-Services-Agreement

1. INTRODUCTION

1.1. Summary

The County of Shasta, through its Department of Support Services - Purchasing Unit, is issuing this solicitation for the provision of tourism destination marketing, branding, and promotion services for Shasta County.

1.2. Contact Information

Leticia Swanson

Purchasing Manager II

1450 Court St

Suite 348

Redding, CA 96001

Email: llswanson@shastacounty.gov

Phone: [\(530\) 229-8244](tel:5302298244)

Department:

Purchasing Department

Department Head:

Leticia Swanson

Purchasing Manager

1.3. Timeline

Release Date	July 25, 2024
Question Submission Deadline	August 12, 2024, 2:00pm
Proposal Submission Deadline	August 29, 2024, 2:00pm Electronic Submittal Location: https://procurement.opengov.com/portal/shastaca

2. DEFINITIONS

For the purposes of this RFP process, the following definitions apply:

Consultant means the person(s) or entity(ies) who enter into a Contract to provide tourism marketing and branding services for greater engagement in all activities throughout Shasta County.

Contract means the written agreement between the County and any Responder selected. The County intends to use its Standard Personal Services Agreement (PSA), attached hereto and incorporated herein, as the template for the Contract which can be found in [ATTACHMENTS](#).

County Business Days means Monday through Friday except County holidays as designated by the Shasta County Board of Supervisors.

County Business Hours means 8:00 a.m. to 5:00 p.m., Pacific Time, during County Business Days.

Proposal means the written submission to the County in response to this RFP.

Request for Proposal ("RFP") means this invitation to submit a Proposal.

Responder means any person or entity submitting a Proposal.

In the event any defined term is used in this RFP that is not defined in this document, the defined term shall have the meaning attributed to it in the Contract.

3. BACKGROUND AND PURPOSE

The purpose of this Request for Proposals (RFP) is to obtain the services of an innovative and experienced consultant to develop a sustainable and strategic marketing plan addressing the attraction, expansion, and retention of tourists. The mission will include promotion, marketing and branding of Shasta County as a quality destination for adventure.

The branding and marketing plan should include strategic visioning, style guide development, marketing design and production, and implementation. Our mission is to promote Shasta County as a unique year-round destination driving sustainable growth and quality of life.

4. OVERVIEW

Shasta County is located in Northern California with a population just shy of 200,000. The County is nestled near the base of Mount Shasta and Mount Lassen and sits between the Trinity Alps on the west and the Cascade Mountains on the East. The region presents an abundance of outdoor recreational activities at places such as Shasta Lake, Whiskeytown Lake, Lassen Volcanic National Park, Burney Falls, and Mount Shasta all within an hour's drive.

Shasta County is home to many popular outdoor activities such as boating, snow and water skiing, golfing, cycling, rafting, cave exploring, mountain climbing, hiking, and of course fishing on the famous Sacramento River.

Downtown Redding is one of fourteen Cultural Districts as designated by the State of California. The downtown area provides breweries, wine bars, boutiques, and local eateries. Shasta County is also home to the world-famous Sundial Bridge and is located next to the Turtle Bay Exploration Park along the Sacramento River.

While Redding, Anderson, and Shasta Lake City are at the county center, the focus of any marketing should include the more rural areas of Shasta County outside of the cities where there is an abundance of wildlife, waterfalls, swimming holes and forests to explore. Places like Burney, Fall River Mills, and Castella are abundant in unique terrain and history waiting to be explored.

All of these amazing activities and destinations can be accessed by the Redding Airport which offers direct flights to/from key airport hubs and parallels the local dragstrip.

5. SCOPE OF WORK

5.1. Scope of Work

Consultant shall collaborate with Shasta County to conceptualize an identity brand and educational strategy to market destination tourism. The consultant shall perform the Scope of Work to build brand awareness, create connections with the adventuresome traveler, and inspire increased visitation to Shasta County.

While there are many approaches to achieve these goals, this RFP allows for creativity in proposing a solution to fulfil the needs of Shasta County, while addressing the areas below.

The County is considering allocations of \$250,000, \$500,000 or \$1,000,000 annually to produce and manage a proven, effective, and measurable approach to bring visitors to Shasta County. Responses should address deliverables to the County at each funding level for an equitable evaluation. The actual amount to be allocated may vary from those amounts described and will be discussed with the successful responder upon award. These services will be funded through the Shasta County Transient Occupancy Tax, which fluctuates annually and can be found here: <https://www.shastacounty.gov/treasurer/page/transient-occupancy-tax>.

The Scope of Work shall include at a minimum, the following:

- A. Develop a sustainable tourism marketing and branding plan that targets various audiences and a broad spectrum of demographic groups, while maintaining a consistent theme and brand identity relative to Shasta County.
- B. Promote Shasta County as a premier destination to the benefit of job creation, increased tax revenue, and improved economic development and growth.
- C. A marketing strategy should include traditional methods such as top tier digital and print media as well as successful current social media trends.
- D. Design a website, mobile application or other resource center for comprehensive trip planning tools and mapping that is compatible on all platforms while being simple to navigate.
- E. Include individual destination marketing to share accommodations, restaurants, attractions, and transportation, including civic associations and outdoor recreational groups.
- F. Provide written guidance to the County on managing the brand, marketing, and an overall plan that the County can maintain after implementation so as to continue to foster a sense of place for residents and visitors alike.
- G. Define a measurable plan for success that provides post-advertising measurements and analysis.

6. CONTRACT INFORMATION

If the County chooses to fund and proceed with the agreement, it will enter into a Contract with the selected Responder or Responders. The County intends to use its Standard Personal Services Agreement (PSA), attached to this RFP (in [ATTACHMENTS](#)) as a template for the Contract. Certain terms of the County's Standard Personal Services Agreement (PSA) template are subject to negotiation and completion once the successful Responder(s) is/are selected. The County may, in its sole discretion, agree to modify a term that is otherwise not subject to negotiation.

Upon negotiation of the contract, the chosen responder must agree to receive electronic payments, and will be required to complete the ACH/Direct Deposit Authorization form, attached (in [ATTACHMENTS](#)) to this RFP.

The Contract will be for an initial term of one year and may contain a provision for an extension of the initial term for two additional one-year terms. Exercise of the option to extend the term of the Contract will be based on continued funding, the results of an evaluation of the services provided, and the County's subjective satisfaction with the Contractor's performance.

The County will treat all information submitted in a proposal as available for public inspection once the County has completed negotiations with a contractor. If you believe that you have a legally justifiable basis under the California Public Records Act (Government Section 6250 et. seq.) for protecting the confidentiality of any information contained within your proposal, you must identify any such information, together with the legal basis of your claim in your proposal.

7. RFP PROCESS, PROPOSAL FORMAT & GENERAL INFORMATION

7.1. INQUIRIES

To make inquiries regarding this RFP, Responders may contact only the RFP Contact and are specifically directed not to contact other County officers, employees, or agents on any matter related to this RFP. Failure to comply with the preceding sentence may result in a Responder being barred from consideration under this RFP. For purposes of this section of this RFP, the word “officer” does not include members of the Shasta County Board of Supervisors.

Any Responder who attempts to influence the RFP process by interfering or colluding with other Responders and/or with any County officer, employee, or agent; or who deviates from the RFP process as set forth in the requirements, or terms and conditions of the RFP, may be disqualified at any time from further participation in the RFP process.

Responder(s) shall submit all inquiries regarding this bid via the County e-Procurement Portal, located at <https://procurement.opengov.com/portal/shastaca>. Please note the deadline for submitting inquiries. All answers to inquiries will be posted on the County e-Procurement Portal. Responder(s) may also click “Follow” on this bid to receive an email notification when answers are posted. It is the responsibility of the Responder(s) to check the website for answers to inquiries.

7.2. PROPOSAL FORMAT & CONTENT

Responses to this Request for Proposals must include a complete electronic [PROPOSAL RESPONSE](#).

7.3. EVALUATION CRITERIA AND PROCEDURE

- A. The Contract, if awarded, will be awarded to the Responder or Responders submitting the Proposal(s) deemed, by the County, in its sole discretion, to be in the best interest of the County. The County is not required to enter into a Contract with the particular Responder who submits the least costly Proposal. If only one Responder submits a Proposal, the County may, at its sole discretion, enter into negotiations with that Responder or terminate the RFP process.
- B. Failure to fully comply with all of the requirements of this RFP and to provide all requested information may result in the Proposal being rejected and given no consideration. The determination of compliance with the terms and conditions of this RFP will be in the County’s sole judgment and its judgment will be final and conclusive.
- C. Should more than one Responder submit a Proposal, the following evaluation process will be used to select the Contractor. The factors such as, but not limited to, the following will be considered in the evaluation process: See [EVALUATION PHASES](#).
- D. After receiving the Proposals, the County may schedule interviews at its sole discretion with some or all of the Responders and may establish a ranked list of the Proposals. The Responder receiving the highest ranking may be asked to enter into the Contract negotiation stage.

- E. If an agreement to enter into a Contract cannot be reached with the Responder receiving the highest ranking, then the negotiations with that Responder will be terminated. Negotiations may then be opened with the next ranked Responder and the process repeated, or the County may elect at any time to reject all submitted Proposals and terminate this RFP process. Once negotiations with a particular Responder are terminated, the County will not reopen negotiations with that Responder.
- F. Notwithstanding anything to the contrary in this RFP, the County reserves the right to award the Contract to the Responder(s) whose Proposal is determined by the County, in its sole discretion, to be in the best interest of the County. The County is not required to award the Contract to the Responder that submits the least costly Proposal. Furthermore, the County reserves the right to award one or more Contracts to one or more Responders as a result of this RFP.
- G. If a Responder is selected and a Contract is negotiated with that Responder, the County shall issue a written Notice of Intent to Award a Contract to each Responder that submitted a Proposal. The County shall consider any protest or objection, from qualified responders, to the Contract award pursuant to this RFP provided that it is submitted in writing and received by the County's contact person at the address listed in this RFP within 10 calendar days of the date stated on the County's written Notice of Intent to Award a Contract. The protest shall identify all basies on which the protest is based. Any protest or objection will be considered and resolved by the Director of Support Services, or their designee, in their sole discretion and whose decision shall be final and conclusive. The Contract may be executed by the County after the expiration of the time period to protest or object, or after a final decision on any protest or objection, whichever is later.

7.4. SUBMISSION OF RESPONSES

Responses shall be submitted electronically via <https://procurement.opengov.com/portal/shastaca>.

All responses must be submitted no later than the exact Closing Date and time indicated on this Request for Proposals.

Proposals may be modified or withdrawn at any time prior to the RFP closing Date and time by an authorized representative of the Responder. Each Responder warrants and represents that the information provided in the Responder's Proposal shall remain unchanged for the time period as indicated on the Attachment Proposal Summary and Certifications. Responder acknowledges that County will be relying on the information contained in the Proposal.

7.5. USE AND DISCLOSURE OF PROPOSALS

- A. The County reserves the right to retain all Proposals that are submitted and to use any ideas in a Proposal regardless of whether a Proposal results in a Contract. All Proposals become the exclusive and sole property of the County. The County will not reimburse Proposal preparation or submission expenses or costs, all of which are the Proposer's sole responsibility.
- B. Unless otherwise compelled by a court order or other legal authority, the County will not disclose any Proposal while the County reviews and evaluates Proposals and engages in negotiations with one or more Responders. However, after the County either issues a Notice of Intent to Award or the County issues a written notice of termination of the RFP process, the County shall consider each Proposal and related documents a matter of public record and subject to the public disclosure requirements of the California Public Records Act (California Government Code sections 6250, et seq.), unless there is a legal exception to public disclosure.
- C. If a Responder believes that any portion of its Proposal is subject to a legal exception to public disclosure, the Responder shall: (1) clearly mark the relevant portions of its proposal "Confidential"; and (2) identify the legal basis for exception from disclosure. By submitting a Proposal, a Responder agrees that County shall not in any way be liable or responsible for the disclosure of any Proposal or any part thereof if disclosure is pursuant to the Public Records Act or otherwise pursuant to law or legal process. By submitting a Proposal, the Responder agrees to save, defend, keep, hold harmless, and fully indemnify County, its elected officials, officers, employees, agents and volunteers from all damages, claims, costs, or expenses, whether in law or in equity, that may at any time arise for not disclosing any portion of a Proposal marked "Confidential" to a third party.
- D. The County will treat all information submitted in a proposal as available for public inspection once the County has completed negotiations with a Responder. If a Responder believes that they have a legally justifiable basis under the California Public Records Act (Government Section 6250 et. seq.) for protecting the confidentiality of any information contained within their proposal, they must identify any such information, together with the legal basis of their claim in their proposal.
- E. Initiation of this RFP does not commit the County to finalize a Contract with any Responder or to be bound by any Proposal. The County shall not be liable for any costs related to the preparation and submission of a Proposal, costs related to the negotiation process, and/or costs otherwise incurred by any Responder related to this RFP process. All such costs shall be borne by the Responder(s).
- F. Notwithstanding any other provisions, the County reserves the right, in its sole discretion to:
 - 1. Accept or reject any or all Proposals, or any part(s) thereof;
 - 2. Reject any Proposal for failure to submit the Proposal in conformity with the requirements, or the terms and conditions, of this RFP;

3. Waive any informalities or irregularities in a Proposal, or to waive any deviations from the requirements, or terms and conditions of this RFP, if deemed to be in the best interest of the County;
 4. Negotiate with a Responder or Responders;
 5. Solicit new proposals on the same Project or on a modified project which may include portions of the original proposed Project as in the best interest of the County;
 6. Terminate, in part or its entirety, the RFP process.
- G. Any Responder submitting a Proposal understands and agrees that submission of their Proposal shall constitute acknowledgment and acceptance of, and intent to comply with, all the requirements, and terms and conditions of this RFP.
- H. The County shall not be liable for, and by submitting a Proposal the Responder agrees not to make any claims for, or have any right to, damages because of any misunderstanding or misrepresentation of the requirements, or terms and conditions, of this RFP, or because of any misinformation or lack of information.
- I. In the event it becomes necessary to revise any part of this RFP, an addendum will be published. Responders will be notified of Addendum(s) automatically by following this procurement.

7.6. SANCTIONS

All qualified Shasta County bidders and responders are hereby notified that under the Executive Order (EO) that as a vendor, consultant, contractor, or grantee, compliance with the economic sanctions imposed in response to Russia's actions in Ukraine is required, including with respect to, but not limited to, the federal executive orders identified in the EO and the sanctions identified on the U.S. Department of the [Treasury website \(https://home.treasury.gov/policy-issues/financial-sanctions/sanctions-programs-and-country-information/ukraine-russia-related-sanctions\)](https://home.treasury.gov/policy-issues/financial-sanctions/sanctions-programs-and-country-information/ukraine-russia-related-sanctions).

Failure to comply may result in the termination of contracts or grants, as applicable.

8. EVALUATION PHASES

No.	Evaluation Criteria	Scoring Method	Weight (Points)
1.	Details and Strategies	0-10 Points	30 (30% of Total)
2.	Outcomes and Deliverables	0-10 Points	25 (25% of Total)
3.	Experience and Qualifications	0-10 Points	20 (20% of Total)
4.	Budget	0-10 Points	15 (15% of Total)
5.	Timeline	0-10 Points	10 (10% of Total)

9. PROPOSAL RESPONSE

9.1. Evaluation Criteria

9.1.1. *Provide the details and strategies of how you intend to accomplish the tasks involved in order to meet the objectives of the County and maximize the County's budget at each potential level of annual funding; \$250,000, \$500,000, and \$1,000,000.**

*Response required

9.1.2. *Discuss the intended outcomes and deliverables you will provide and the end results to be achieved for each level of funding: \$250,000, \$500,000, and \$1,000,000.**

*Response required

9.1.3. *Describe experience, qualifications, and other relevant evidence to support your skills and qualifications demonstrating the ability to execute and meet the County's objectives. Greater weight will be given to demonstrated experience working with public agencies and/or communities of a similar size and makeup of Shasta County. Resumes are not desirable.**

*Response required

9.1.4. *Provide Budgets which clearly outline the services to be provided and estimated expenses to be incurred at the \$250,000, \$500,000, and \$1,000,000 annual funding levels. Please provide a narrative to accompany the Budget, detailing what is included in the Budget and how the estimates were made. The Budgets and accompanying narrative should be clear and not contain any ambiguous language.*

9.1.5. *Provide a clear timeline and describe deliverables to be achieved at each phase. **

*Response required

9.2. Request for Confidentiality of Proprietary Information

If a Responder believes that any portion of its Proposal is subject to a legal exception to public disclosure, the Responder shall: (1) clearly mark the relevant portions of its proposal "Confidential"; and (2) identify the legal basis for exception from disclosure. By submitting a Proposal, a Responder agrees that County shall not in any way be liable or responsible for the disclosure of any Proposal or any part thereof if disclosure is pursuant to the Public Records Act or otherwise pursuant to law or legal process. By submitting a Proposal, the Responder agrees to save, defend, keep, hold harmless, and fully indemnify County, its elected officials, officers, employees, agents and volunteers from all damages, claims, costs, or expenses, whether in law or in equity, that may at any time arise for not disclosing any portion of a Proposal marked "Confidential" to a third party.

9.2.1. *Request for Confidentiality of Proprietary Information **

The Responder, by the undersigned representative, requests that the specific information, described below and identified on the page or pages of the response in which it appears, be treated as confidential information and protected from disclosure to the public.

1. Description of specific information that is the subject of the request.
2. The legal basis for exception from disclosure.

Enter N/A if this does not apply.

*Response required

9.3. Insurance

9.3.1. *Do you agree to provide all required insurance policies including but not limited to Commercial General Liability with limits of \$2 million per claim and \$4 million aggregate, Professional Errors and Omissions with \$2 million per occurrence and \$2 million aggregate?**

- ☐ Yes
☐ No

*Response required

When equals "No"

9.3.2. *If no, please state why. **

*Response required

9.4. Statement of Experience

9.4.1. *Business Status**

- ☐ Non-Profit Corporation

- ☐ General Partnership
- ☐ Limited Partnership
- ☐ Corporation
- ☐ Sole Proprietorship
- ☐ Other:

*Response required

9.4.2. *If other/Corporation:**

If you chose Corporation, which State your business is incorporated in?

If you chose Other Entity, please clarify.

*Response required

9.4.3. *Please upload Statement of Information as evidence or registration with the California Secretary of State, if applicable.*

9.4.4. *Please upload evidence of signing authority evidencing the person(s) who have authority to legally bind and sign any potential agreement.**

This may be evidenced on the Statement of Information from the California Secretary of State OR a resolution from the Board delegating signing authority.

*Response required

9.4.5. *Number of years in business under present business name? **

*Response required

9.4.6. *Have you ever used another Business Name?**

- ☐ Yes
- ☐ No

*Response required

When equals "Yes"

9.4.7. *Please state any other business name(s) used and provide the number of years in business under prior business name(s).**

*Response required

9.4.8. *Number of years' experience providing equivalent or related services?**

*Response required

9.4.9. *Contracts completed during the last 5 years:**

Example Format:

Year, Services Provided, Contract Amount, Location, Contracting Agency

*Response required

9.4.10. Have you, or your agency, failed or refused to complete a contract?*

If yes, please explain in the next question.

☐ Yes

☐ No

*Response required

When equals "Yes"

9.4.11. Please explain.*

*Response required

9.4.12. Do you or your agency hold a controlling interest in any other organization, or is this agency or business owned or controlled by another organization or agency? *

If yes, please explain in the next question

☐ Yes

☐ No

*Response required

When equals "Yes"

9.4.13. Please explain.*

*Response required

9.4.14. Do you, or your agency, hold or have a financial interest in any other business?*

☐ Yes

☐ No

*Response required

When equals "Yes"

9.4.15. Please explain.*

Unless you are the individual personally performing contracted services or a governmental agency.

*Response required

9.4.16. Names of persons with whom you, or your agency, have been associated in business as partners or business associates in the last five years. (Government agencies are exempt) *

If none/exempt please indicate with a N/A

*Response required

9.4.17. *Explain any litigation involving you, your agency, or any principle officer(s) thereof (if applicable):**

If not applicable, please indicate with a N/A

*Response required

9.4.18. *Most recent audited financial statement**

Please attach a copy of your most recent audited financial statement, for a fiscal period not more than 18 months old at time of submission, by an independent certified public accountant. If one is not available, a profit and loss or similar type income statement in order to demonstrate fiscal stability.

See California Department of Social Services, Manual of Policies and Procedures, Section 23-610 (c) (15)(L) for full details of this requirement.

*Response required

9.4.19. *Do you or your agency agree, at the request of the County, to provide letters of credit, and guarantor letters from related entities?**

☐ Yes

☐ No

*Response required

9.4.20. *Please provide a list of commitments, and potential commitments which may impact assets, lines of credit, guarantors letters, or otherwise affect you or your agency's ability to perform:**

If none, please indicate with a N/A

*Response required

9.4.21. *If the nature of the services requires business or professional licenses, are such licenses held by you and/or your agency?**

☐ Yes

☐ No

*Response required

9.4.22. *Do you and/or your agency agree to provide additional information as required by the County to make an informed determination of qualifications?**

☐ Yes

☐ No

*Response required

9.4.23. *Do you and/or your agency agree to permit the County, State, and Federal governments to audit financial and other records pertinent to the services provided? **

☐ Yes

☐ No

*Response required

9.5. Certifications:

9.5.1. *Comply with specifications**

Do you agree to comply with specifications, RFP instructions, draft Contract requirements and other pertinent references contained in this RFP?

☐ Yes

☐ No

*Response required

9.5.2. *Price Hold**

Do you agree that the information and costs provided in the proposal will remain unchanged and will not be withdrawn for a period of 90 days after the submission deadline?

☐ Yes

☐ No

*Response required

9.5.3. *Certify Accuracy of Response**

Do you certify that all statements contained within the submitted Proposal are true, and acknowledge that if the Proposal is found to contain any false statements, the County may declare any Agreement or Contract made as a result of the Proposal to be void?

☐ Yes

☐ No

*Response required

9.5.4. *Additional Information**

Do you agree to provide the County with any other information the County determines is necessary for accurate determination of your qualifications to provide the requested services?

☐ Yes

☐ No

*Response required

9.5.5. *All Costs Included**

Do you certify that the proposal includes all costs incident to the proposed Contract?

- ☐ Yes
☐ No

*Response required

9.5.6. ACH/Direct Deposit Authorization*

Upon execution of the Contract, the chosen responder must agree to receive electronic payments, and will be required to complete the ACH/Direct Deposit Authorization form, attached herein. Do you agree to be an ACH/Direct Deposit vendor?

- ☐ Yes
☐ No

*Response required

9.5.7. References*

You give permission for the County to contact any and all references provided.

- ☐ Yes
☐ No

*Response required