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The Outdoor Recreation Capital of Colorado

TO: Interested Firms or Applicants

FROM: City of Ouray, Colorado

RE: Request for Proposal (RFP);
Destination marketing management and development and/or Visitor Center Operation Services

The City of Ouray (City) is requesting proposals from qualified firms to provide both destination marketing management and development services and visitor center operation services or one of the above as outlined in this RFP. Proposals shall be submitted in a single PDF file under 20MB and should be e-mailed to Melissa Drake, Director of Finance at drakem@cityofouray.com. **Proposals must be received no later than 3:00 p.m. (MST), October 18, 2019.**

A meeting and walkthrough of the Ouray Visitor's Center is scheduled for September 24, 2019 at 10:00 a.m. at 1230 Main Street, Ouray, CO, 81427 for any interested applicants.

The City encourages all Disadvantaged Business Enterprises (DBEs) to submit proposals in response to all requests for proposals. No individual or business will be discriminated against on the grounds of race, color, sex, or national origin. It is the City's policy to create a level playing field on which DBEs can compete fairly and to ensure nondiscrimination in the award and administration of all contracts.

Questions concerning the scope of the bid should be directed to Justin Perry, City Administrator at (970) 325-7060 or administrator@cityofouray.com. Questions regarding bid submittal or process should be directed to Melissa Drake, Finance Director at (970) 325-7066 or drakem@cityofouray.com.

The City of Ouray is subject to public information laws, which permit access to most records and documents. Proprietary information in your response must be clearly identified and will be protected to the extent legally permissible. Proposals may not be marked 'Proprietary' in their entirety. All provisions of any contract resulting from this request for proposal will be public information.

Sincerely,

Justin Perry
City of Ouray Administrator Enclosures

REQUEST FOR PROPOSAL (RFP)

DESTINATION MARKETING MANAGEMENT AND DEVELOPMENT AND/OR VISITOR CENTER OPERATION SERVICES

I. INTRODUCTION

The City Ouray (City) is requesting proposals from qualified firms to provide destination marketing management and development and visitor center operation services as outlined in this RFP.

II. LOCATION AND TOURISM ACTIVITIES

Located near the four corners of Southwest Colorado, the City of Ouray is situated on U.S. Highway 550 along the San Juan Skyway Scenic and Historic Byway, one of America's most beautiful drives. The incredibly scenic Million Dollar Highway connects Ouray to Silverton and Durango to the south.

Colorado's San Juan Mountains and the City of Ouray offer some of the most panoramic views in the United States, which is why it has held the nickname "Switzerland of America" since the late 1800s. Natural wonders like waterfalls, sulfur-free hot springs, mountain peaks and wildlife abound in the area, as do historic ghost towns, museums, beautifully preserved Victorian-era architecture and year-round cultural events.

Sitting in a beautiful box canyon, Ouray is home to countless natural wonders including the spectacular Box Cañon Falls, Cascade Falls, Bear Creek Falls, the imposing Amphitheater, Red Mountains 1, 2 and 3, Mount Sneffels (our resident 14,000-foot peak) and more.

Ouray is home to both rigorous and relaxing adventures in the San Juan Mountains. There are many shops, restaurants, and breweries as well as a museum, tours of once flourishing mines, and a trip down Main Street for a look at the many historic buildings. Activities include soaking in the hot springs, ice climbing, rock climbing, canyoneering, hiking, biking, cross country skiing, jeep riding, any many other recreational activities.

III. TOURISM TAX DOLLARS

In 2018, the City voters approved a tax change policy concerning the collection of Lodging Occupancy Tax "LOT", changing from a flat LOT per unit to a 3.5% LOT per unit. Of that, 86.875% is designated to the Tourism Fund which exists solely for the purposes of destination marketing management and development to attract visitors to and enhance the visitor experience within the City of Ouray.

The Tourism budget for 2019 is \$311,361 for marketing and \$153,332 for Visitor's Center operations. This budget is based on projected LOT. The City intends to disburse 2020 payments on the successful contract(s) as they become available with monthly LOT revenue.

In 2017 visitors spent:

- \$27.2 million spent by visitors in Ouray in 2016
- \$11.6 million in lodging (+9% over 2016)
- \$8.5 million in retail/gifts (+9% over 2016)

- \$6.9 million in restaurants & bars (+6% over 2016)
- 104,687 overnight stays (+2% over 2016)
- 70% who didn't stay overnight still shopped in town
- 63,257 visitors to Box Canon Falls Park (+8% over 2016)

Along with Box Canon Falls Park, the Ouray Hot Spring Pool is a top attraction for visitors. The pool has been in operation since 1927 and is open year-round. In 2016/17, the City invested more than \$10 million dollars in capital improvements to the pool. The pool is surrounded by 13,000-foot snow-capped peaks, has five separate geothermally heated pools, including an adult only soaking section, two fast water slides, an obstacle course and climbing wall in the activity pool, 8 lap lanes for a workout pool, and two soaking geothermal family pools.

IV. SCOPE OF SERVICES – Destination Marketing Management and Development Services

The selected Service Provider will deliver Destination Marketing Management and Development services as follows:

A. Act as the tourism expert for the City by:

1. Developing and maintaining a balanced marketing program.
2. Producing an annual marketing plan and budget as well as a three to five year master plan for marketing and other activities.
3. Setting measurable benchmarks in all marketing related activities and producing quarterly and annual reports addressing the progress relative to these benchmarks.
4. Developing and executing marketing campaigns, including public relations and advertising, to create awareness of the City of Ouray as a visitor's destination for both domestic and international tourism.
5. Marketing the City of Ouray as an outdoor adventure and cultural tourism destination to other Colorado, regional and national communities.
6. Undertake market research biennially, or more frequently, to improve marketing programs.

B. Promote the City of Ouray and its events/attractions and amenities in partnership with the City.

C. Provide customer service for all segments of the tourism market for the City of Ouray

D. Provide marketing and assistance, including promoting the City venues and activities for attendees such as museums, galleries, gardens, theaters, sporting activities, outdoor recreation or amusements.

E. Act as a liaison and assist in the coordination of local and regional events, which are held in the City of Ouray. This may include:

1. Workshops.
2. Open houses.
3. Community outreach.
4. Availability to provide assistance upon a reasonable request.

F. Provide a variety of effective marketing services such as:

1. Develop and publish at least one promotional brochure or publication that effectively markets the City of Ouray as a destination to general visitors.
2. Maintain an interactive web site targeted to visitors.

3. Implement social media campaigns or utilize other current “best practice” technologies.
 4. Provide toll-free telephone numbers for visitors.
 5. Develop cooperative and proactive marketing programs with industry partners, such as hotels, motels, bed and breakfasts, cultural and outdoor recreation providers and other communities as deemed appropriate.
- G. Coordinate with other organizations and the City to maintain an all-inclusive calendar of community and cultural events and tourism information on the web site and make efforts to proactively solicit content and ensure the calendar is current and accurate.
- H. Initiate and support programs that increase visitor spending with City of Ouray’s area businesses.
- I. Maintain properly segregated accounting files for the Destination Marketing Management and Development services reflecting City funds.
- J. Submit in a timely fashion all regular reports required by the City.

V. SCOPE OF SERVICES – Visitor Center Operations Services

The Selected Service Provider will deliver Visitor Center Operations Services as follows:

- A. Oversee the operation of the Ouray Visitor’s Center and agree to:
1. Recruit, select and employ a manager and any staff necessary to operate the Visitor’s Center.
 2. Recruit, select, and supervise the efforts of volunteers necessary to operate the Visitor’s Center.
 3. Provide all utilities and insurance.
 4. Submit in a timely fashion all regular reports required by the City.
 5. Recognizing the City’s intent with the Visitor’s Center program is to promote the entire City fairly, without bias to any portion of the community, organization, association or business, interact with travelers in such a way as to provide information on events, attractions, activities and accommodations throughout the City. This is not intended to prohibit the Service Provider from providing information on local and regional events, attractions, activities and accommodations.
 6. Facilitating interaction between visitors and the residents and businesses of the City of Ouray.
 7. Provide timely visitor inquiry responses.
 8. Maintain adequate amounts of brochures and pamphlets to be displayed and accessible to visitors.
- B. Operate the Visitor’s Center from:
- January 1 - May 24, 2020: Mon-Sun: 10 am - 4 pm
 May 25 - September 7, 2020: Mon-Sat: 9 am - 6 pm, Sun: 9 am - 4 pm
 September 8 - October 12, 2020: Mon-Sat: 9 am - 5 pm; Sun: 10 am - 4 pm
 October 13 - December 31, 2020: Mon-Sun: 10 am - 4 pm
- C. Maintain properly segregated accounting files for the Visitor’s Center reflecting City funds and other funds associated with the Visitor’s Center.

VI. SUBMITTAL REQUIREMENTS

The following information must be included in the proposal for Destination Marketing Management and Development Services and/or Visitor Center Operations Services and will be evaluated according to the criteria in this RFP. Required proposal documents must be arranged in the order listed below. Proposals shall be limited to twenty (20) pages. The City reserves the right to reject any proposal exceeding these limits or omitting any submittal requirement.

Scope of Proposal

1. Firm’s name and address, as well as the name and contact information of the primary contact for this project, including contact’s email.
2. Submit qualifications and approach to provide the Scope of Services outlined in this RFP.
3. Acknowledge consent to adhere to, without revision, the sample Professional Services Agreement, including exhibits for Insurance, Confidentiality, Lease Terms, and to the services outlined in this RFP.

Assigned Personnel & Availability

4. Provide a list of key personnel, their roles and availability to administer these services.
5. List additional qualified personnel available to assist on projects if required.

Cost and Work Hours

6. Provide annual total cost to provide services defined in this RFP. Pricing must include all items annotated in the Scope of Services.

Firm Capability

7. Brief company profile to include years in business and performance indicators used to verify the Scope of Services is being met.
8. Provide three (3) examples of similar work conducted within the last five (5) years that can serve as references. Each example must include a brief description of the services provided. Include the name and address of each referenced company, as well as the name, title, and phone number of the referenced contact person.

VII. PROPOSAL GUIDELINES

The City assumes no responsibility for liability for any cost firms may incur in responding to this RFP; including attending meetings, interview sessions and/or contract negotiations. This RFP may be amended and/or revoked at any time prior to final execution of an Agreement with the City. In evaluating the proposals, the City may seek information from a Proposer to clarify their proposal. In that event, Proposer must submit written and signed clarifications and such clarifications shall become part of the proposal. All proposals shall remain subject to initial acceptance ninety (90) days after the day of submittal.

VIII. REVIEW AND ASSESSMENT

Firms will be evaluated using on the following criteria. These criteria will be the basis for review and assessment of the written proposals and optional interview session. The rating scale shall be from 1 to 5, with 1 being a poor rating, 3 being an average rating, and 5 being an outstanding rating.

Weighting Factor Qualification Standard Table

Weighting Factor	Qualification	Standard
2.0	Scope of Proposal/Deliverables	Does the proposal address all elements of the RFP? Does the proposal show an understanding of the project objectives, methodology to be used and deliverables required by the project? Are there any exceptions to the Scope of Services or Agreement?
2.0	Assigned Personnel	Do the persons who will be working on the project have the necessary skills and qualifications? Are sufficient people of the requisite skills and qualifications assigned to the project?
1.0	Availability	Can the work be completed in the necessary time? Can the target start and completion dates be met? Are other qualified personnel available to assist in meeting the project schedule if required?

2.0	Cost and Work Hours	Does the proposal include detailed cost break-down for each cost element as applicable and are the costs competitive? Do the proposed cost and work hours compare favorably with the Project Manager's estimate? Are the work hours presented reasonable for the effort required by each project task or phase?
2.0	Firm Capability	Does the firm have the resources, capacity and support capabilities required to successfully meet service schedules? Has the firm successfully completed previous projects of this type and scope?

IX. REFERENCE EVALUATION

The City Administrator will check references using the following criteria. The evaluation rankings will be labeled Satisfactory/Unsatisfactory.

QUALIFICATION	STANDARD
Overall Performance	Would you hire this Professional again? Did they show the skills required by this project?
Timetable	Was the original Scope of Services completed within the specified time? Were interim deadlines met in a timely manner?
Completeness	Was the Professional responsive to client needs; did the Professional anticipate problems? Were problems solved quickly and effectively?
Budget	Was the original Scope of Services completed within the project budget?
Job Knowledge	Were problems corrected quickly and effectively?