

## NOTICE OF REQUEST FOR PROPOSALS

**Issue Date:** September 18, 2014

**Proposal Due Date:** October 2 , 2014

**Project:** Lake County ORV Recreation Tourism  
Promotion Marketing Project

**Contact Name:** Dan Sloan  
Lake County Commissioner  
800 10<sup>th</sup> Street  
Baldwin, Michigan 49304

Phone: 231-287-2309

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## PROPOSAL AND AWARD

The undersigned, having become thoroughly familiar with and understanding all of the proposal documents attached hereto, agree to provide the services as specified herein, for the total fees as stipulated herein.

I hereby state that all of the information I have provided is true, accurate, and complete. I hereby state that I have authority to submit this proposal which will become a binding contract if accepted by the Lake County Board of Commissioners.

I hereby state that I have read, understand, and agree to be bound by all of the terms of this proposal document.

\_\_\_\_\_  
Signed: \_\_\_\_\_ Type or Print Name

\_\_\_\_\_  
Title: \_\_\_\_\_ Date: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone:

Office: \_\_\_\_\_

Cell: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

# **INSTRUCTIONS TO RESPONDENTS, TERMS AND CONDITIONS**

## **USE OF RFP FORMS**

These documents represent an RFP format which is for the convenience of respondents.

## **RFPs**

All proposals must be submitted following the RFP format as stated in this document using figures attached (when provided) and shall be subject to all requirements of this document. All proposals must be “regular” in every respect and no interlineations, excisions, or special conditions shall be made or included in the RFP format by the respondent.

Lake County (the County) may consider as “irregular” any proposal on which there is an alteration of, or departure from, this RFP format as provided in the RFP documents and, at its option, may reject the same.

If a contract is awarded, it will be awarded by the Lake County Board of Commissioners to the most responsive proposal. This contract will require completion of the work pursuant to these documents.

Each respondent shall include in its proposal the cost of performing the work. The prices set forth in the proposal by the respondent shall remain effective 120 days from the date of the proposal opening.

## **ECONOMY OF PREPARATION**

Each proposal should be prepared simply and economically providing a straightforward concise description of the respondent’s ability to meet the requirements of the RFP. Decorative bindings, colored displays, promotional material, etc. will receive no evaluation credit. Emphasis should be on completeness and clarity of the content.

## **TIME FOR RECEIVING PROPOSALS**

Proposals received prior to the advertising date of opening will be securely kept unopened. Proposals received thereafter will not be considered or accepted.

**OPENING PROPOSALS**

At the date and time fixed for the opening of proposals, the Lake County designee will open every eligible responsive proposal received within the time set for receiving proposals.

**AWARD OF CONTRACTS/REJECTION OF PROPOSALS**

The contract will be awarded to the most responsive consultant as determined based on the county’s review of the respondent’s ability to provide the required services.

The county reserves the right to reject any and/or all proposals and to waive any irregularity in the proposals received whenever such rejection or waiver is in the county’s best interest. The respondent to whom the award is made will be notified at the earliest possible date.

The contract shall not be considered executed unless signed by the Chairperson of the Lake County Board of Commissioners and certification as to the availability of funds by the U.S. Department of Agriculture is received. Signatures on behalf of Lake County other than those cited above shall not constitute contract execution by Lake County, and the contract shall be null and void.

**EQUAL EMPLOYMENT OPPORTUNITY**

The attention of respondents is called to the requirements for ensuring that employees and applicants for employment of the selected respondent are not discriminated against on any basis including race, color, religion, sex, or national origin.

**DEFAULT TO COUNTY**

It is understood that the proposal of any respondent who is in default to Lake County or any other local governmental unit in Lake County for any reason at the time of opening the proposal shall be rejected.

**SIGNATURES**

The proposal and award page and any proposal notifications, claims, or statements must be signed in ink by an official of the proposing organization authorized to bind the respondent to the provision of the RFP

**NOT TO EXCEED OR NON-APPROPRIATION**

The respondent hereby recognizes that funding for the completion of the Lake County ORV Recreation Tourism Promotion Marketing Project is being provided solely by a

grant received from the U.S. Department of Agriculture. If, for any reason, funding is not available, or discontinued for any reason, from the USDA to Lake County, the County may terminate this agreement without incurring any liability. The County will only be responsible for reimbursing the respondent for the expenditures that were authorized by the County and which are eligible for reimbursement from the USDA.

#### **TYPE OF CONTRACT**

It is proposed that a contract entered into as a result of this RFP will have a fee structure with a specified maximum, not to be exceeded, cost. Negotiations may be undertaken with those respondents whose proposal as to price and other factors show them to be qualified, responsible, and capable of performing the work. The contract that may be entered into will be the one that is most advantageous to the County, price and other factors considered. The County reserves the right to consider proposal modifications received at any time before the award is made, if such action is deemed to be in the best interest of the County.

#### **CONTRACT EXTENSIONS**

This contract will be for the period from approximately one (1) year through the completion of the Lake County ORV Recreation Tourism Promotion Marketing Project period, which is estimated to be June 30, 2015. However, if the County receives additional funding for project continuation or an extension of the grant project period, the contract may be extended mutually by the County and the respondent but is limited to the terms and conditions of this request and any resulting contract.

#### **NO THIRD PARTY RIGHTS**

It is agreed and understood that the contract is made solely for the benefit of the County and the provider of services, not made for the benefit of any third party, and that no action or defense may be founded upon this contract except by the parties signatory hereto.

#### **DISCLOSURE OF PROPOSAL CONTENTS**

Proposals will be public information after contract award as they are subject to the Freedom of Information Act (FOIA).

#### **ORAL PRESENTATION**

Respondents who submit a proposal may be required to make an oral presentation of their proposal to the County or its designee(s). These presentations will provide an opportunity for the respondent to clarify its proposal to ensure mutual understanding of its contents.

## **ACCEPTANCE OF PROPOSAL CONTENT**

The contents of the proposal of the successful respondent will become contractual obligations, if a contract is issued. Failure of the successful bidder to accept these obligations will result in cancellation of the award.

## **CONTRACT PAYMENT SCHEDULE**

Payment for a contract entered into as a result of this request will be made, on a reimbursement basis, within 60 days or receipt of an acceptable billing statement; requisite documentation, progress report, and following receipt of USDA funds to the County. Billing statements should include detailed information regarding person-hours expended by classification and by task, as well as information regarding such items as mileage, materials, and other non-overhead costs and must be approved by the project coordinator prior to payment.

## **NEWS RELEASES**

News releases pertaining to this RFP, or the work to which it relates, will not be made without prior expressed approval of the County.

# **LAKE COUNTY ORV RECREATION TOURISM PROMOTION MARKETING PROJECT RFP**

## **BACKGROUND**

Lake County has been awarded a grant from the United States Department of Agriculture (USDA) under their Rural Business Enterprise Grant (RBEG) in the amount of \$45,000. The purpose of the grant is to provide access to the technical assistance needed to properly brand and promote the County as a premier destination for ORV enthusiasts in Michigan and the Great Lakes region. This project will focus on digital online platforms.

## **GENERAL PROJECT DESCRIPTION**

Respondents should review all information included in this RFQP package to formulate their proposal, but the project will generally involve the development of a strategic digital brand and marketing plan, the development and incremental deployment of the plan. This will include:

- development of digital display ads,
- procurement of photographs,
- development of a promotion video,
- development of a website and blog with search engine optimization,
- creation of a mapped focused mobile app,
- traditional advertising,
- pay per click digital advertising, and
- social media advertising.

## **SUMMARY OF ACTIVITIES**

### **Strategic Marketing Plan**

Prepare a marketing plan that will identify the most important demographics groups and geographic markets for advertising. The plan will also detail the best strategy for reaching the identified demographic groups and the best timeline for introducing them to the County's ORV recreation opportunities.

### **Establish branding across all online platforms**

This will involve the development of a website dedicated to the promoting ORV recreation and providing resources for ORV enthusiasts. Graphic design, photography, videography, hosting plans, and Content Management System (CMS) are elements that will be developed under this activity.

### **Create and engage an online community**

Social media engagement will be developed over platforms including, but not limited to, Facebook, Twitter, YouTube, and Google+. This will increase the reach of information already developed for the website and leverage information and media contributions from the local and visiting ORV community.

### **Search Engine Optimization (SEO)**

New websites may not appear in search engine search results for a long time after launch. The most informative website is of little use if people can't find it. Optimization of the website and digital advertising will ensure that the targeted demographic groups can easily locate the website and complementary social media streams.

### **Design and create mobile app focused on interactive trail map access**

The app will be focused on an interactive map of the County's trail system. It will use phone location features to integrate the map with signage already in place along the trail system as well as multimedia (pictures, sound, and video) of the trail system and available local amenities. The native apps will be developed for the iPhone and Android platforms and include social network integration.

### **Integrated traditional advertising**

Advertising spots in trade and tourism publications and video will be included as deemed relevant and effective by the strategic marketing plan.

### **Design and implement Pay Per Click (PPC) and social media advertising campaigns**

PPC services such as Google AdWords and social media advertising through Facebook are some of the best ways to target advertising to a specific group for a low financial output. Both forms of advertising will be used as recommended by the strategic marketing plan to reach ORV users likely to visit the county and make use of its trail system.

## **QUALIFICATION REQUIREMENTS**

The County considers qualified consultants to be those which demonstrate the appropriate experience, capability, knowledge and financial wherewithal to implement the program.

As part of the County's determination regarding a consultant's qualifications, the County will review and analyze the experience and qualifications of the consulting firm as a whole, and also of the individual team members who will be assigned to the project.

Each proposal response should include, at a minimum, the following:

1. Full name and address of the company. Include a phone number and e-mail address for the company's contact person and all key associates proposed for assignment to this project.
2. Brief narrative describing the history, mission and organizational structure of the company.
3. A work plan outline on how the consultant will achieve the goals and objectives of the grant.
4. Discussion of previous experience with similar projects completed or in progress with governmental entities.
5. Project experience of the company during the last three years with an emphasis on projects similar in design and scope to this project.
6. A statement or disclosure of all material litigation, administrative proceedings and bankruptcy proceedings currently pending or having occurred within the past ten years directly or indirectly involving the company, regardless of cause or merit including the nature and status of each instance.
7. Narrative description of exactly how each of the identified tasks, goals, objectives and requirements stipulated in this RFP will be achieved within the time frame and financial constraints of the program.

## **FEES**

All responses must include a detailed cost breakdown, enclosed in a separate envelope, for completion of all work outlined. Also include the names, a fee and rate schedule for all personnel anticipated to be assigned to this project, the company's proposed profit and overhead rates and any additional charges.

All costs for information gathering, report presentation, travel, postage, other vendor costs, and other expenses shall be included in the proposed fee.

Describe (in writing and numerically) the total fees for performance of the services described above, including the amounts and schedule of payments based upon completed deliverables under the grant and any additional out of pocket expenses.

**SUBMISSION**

Clearly label all proposals with the company name and the project on the outside of the envelope. Proposals must be sealed.

Submit 2 copies of the proposal to:

***Proposals must be received in the Lake County offices no later than 4:00 on October 2, 2014 to be considered.***