



CITY OF ALBANY, OREGON

City Manager's Office

Solicitation #RFP230615

Revised 8-23-23

REQUEST FOR PROPOSALS

FOR

Marketing and Tourism Promotion Services

Issue Date: Friday, June 23, 2023

Due Date: Tuesday, August 29, 2023, 2:00 p.m. (Pacific Time)

City Manager **Peter Troedsson**
Interim Economic Development Manager**Sophie Adams**
Contracts & Procurement Officer**Diane M. Murzynski, NIGP-CPP, CPPO, CPPB**

**For more information regarding this Request for Proposals,
email contracts@cityofalbany.net.**

CITY OF ALBANY, OREGON

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PROPOSER'S SUBMITTAL CHECKLIST

Proposals must be emailed by the time and date designated in the Request for Proposals (RFP). It is the responsibility of the Proposer to email the proposal response by the indicated deadline to the designated location. The City is not responsible for late or mishandled delivery. Proposals received after the designated closing time will be determined nonresponsive and will not be accepted. If the Proposer obtains these documents by means of a website, electronic bulletin board, or copied from a plan center, it is the responsibility of the Proposer to check for any addenda.

All proposals must be received electronically in non-editable PDF format and must use City-provided forms, if applicable, without unauthorized alterations. The total size limit for each email submittal response must be less than 20 MB. An automated response will be generated back to the sender stating, "Proposal has been received by the City." If you do not receive a notification, you may contact Diane Murzynski at contracts@cityofalbany.net or 541-917-7522. Proposers should submit responses within a reasonable amount of time before the proposal closing date and time to ensure email delivery is not late.

The following shall be received to be considered responsive:

- Introductory Letter
- Disclosure Statement
- Company Profile and Executive Summary
- Proposed Team's Work Experience and Qualifications, and Organization Chart
- Creative Planning and Execution
- Project Approach and Understanding
- Similar Work Experience, Performance, and References
- Cost Proposal (Exhibit A)
- Proposal Certifications (Exhibit B)
- Certification for Corporation or Independent Contractor (Exhibit C)
- Responsibility Certification (Exhibit D)
- Insurance Requirements (Exhibit E)
- References (Exhibit F)
- Evidence of Insurance; Bondability letter (if applicable)
- Acknowledgement of all addenda on Proposal Certifications

Other than what is listed above, it is not necessary to submit any additional pages with the proposal.



CITY OF ALBANY, OREGON REQUEST FOR PROPOSALS (RFP)

Marketing and Tourism Promotion Services

Proposals Due by 2:00 p.m. (Pacific Time), Tuesday, August 29, 2023

Notice is hereby given that the City of Albany (City), Oregon, is requesting proposals from qualified Contractor(s) to provide marketing services and other tourism-related activities in Albany for business and pleasure-related travel and promotion of tourist attractions and lodging in Albany to support the tourism industry as provided for in Albany's Transient Lodging Tax policy. A contract will be awarded to one or more Contractors for three, two-year terms, totaling six years, beginning November 2023.

The scope of work will include providing marketing and support services for the following areas of interest:

- General Tourism Marketing
- Visitor Hospitality Services
- Business, Conventions, and Sporting Events
- Historic Resources and Preservation
- Partnership Development
- Market Analysis and Data Reporting

Solicitation documents can be downloaded from the City of Albany website at <https://www.cityofalbany.net/bids>, or examined at the Albany City Hall, Finance Department, 333 Broadalbin Street SW, Albany, OR 97321, Monday through Friday, 8:00 a.m. to 5:00 p.m. There is a \$35 charge to receive a printed copy of the documents.

It is imperative that those who download the solicitation documents check the website regularly for addenda, clarifications, and other notifications that may be pertinent. Proposers are solely responsible for checking the website to determine if addenda or clarifications have been issued. For questions regarding the solicitation, contact Diane Murzynski, CPPO, Contracts and Procurement Officer, at contracts@cityofalbany.net.

Proposals must be submitted electronically to Diane Murzynski, in the Finance Department, at procurement@cityofalbany.net, and received not later than 2:00 p.m., (Pacific Time), Tuesday, August 29, 2023, or any extension of the time made by addendum. Submittals will be considered time-stamped and received by the City when received in the procurement email inbox. The email subject line should include the project name "Marketing and Tourism Promotion Services". Proposals received after the closing date and time will not be opened. Proposals shall be valid for 120 days after opening unless otherwise specified.

The City may reject any proposal not in compliance with all prescribed solicitation procedures and requirements and other applicable law and may reject any or all proposals in whole or in part when the cancellation or rejection is in the best interest of the City, and at no cost to the City.

DATED THIS 23RD DAY OF JUNE 2023.

A handwritten signature in cursive script that reads "Diane M. Murzynski".

Diane M. Murzynski, NIGP-CPP, CPPO, CPPB
Contracts and Procurement Officer

PUBLISH: Albany Democrat-Herald, on Friday, June 23, 2023
Daily Journal of Commerce, on Friday, June 23, 2023

SECTION 1 – INSTRUCTIONS TO PROPOSERS

1.1 ISSUING OFFICE AND SUBMITTAL LOCATION

The City Contracts & Procurement Officer will issue the Request for Proposals document and will be the sole point of contact for the City for questions, concerns, and protests.

Submittal Address & Questions

City of Albany
Finance Department
Diane M. Murzynski, NIGP-CPP, CPPO, CPPB
Contracts & Procurement Officer
333 Broadalbin Street SW, Albany, OR 97321
diane.murzynski@cityofalbany.net

Proposal responses must be submitted to procurement@cityofalbany.net.

1.2 PROCUREMENT METHOD

The City will use a procurement and selection method based on a formal, competitive request for proposals in accordance with ORS 279B.060. Responses to this RFP will be reviewed, scored, and ranked according to the criteria defined herein. This process ensures a competitive solicitation for the highest quality marketing and tourism promotion services and establishment of benchmarks and marketing strategies to gauge success. No grant funds are being used.

1.3 RFP SCHEDULE

The following general timeline will be used for receiving and evaluating proposals and selecting a Contractor. The timeline listed below may be changed if it is in the City's best interest to do so.

RFP Advertised	June 23, 2023
Date to Submit Changes or Solicitation Protests	July 11, 2023, 12:00 p.m.
Last Date to Submit Questions	August 22, 2023, 12:00 p.m.
Last Date for Addenda Issued	August 24, 2023, 12:00 p.m.
Proposal Due Date	August 29, 2023, 2:00 p.m.
Evaluate Proposals	September 5-8, 2023
Optional Interviews	September 12, 2023
Notice of Intent to Award	September 13, 2023
Protest Period ends (seven calendar days)	September 20, 2023, 12:00 p.m.
Council Contract Award	October 11, 2023
Contract Execution	October 16, 2023
Contract Begins	November 1, 2023

1.4 CHANGES TO THE SOLICITATION BY CITY ADDENDA

The City of Albany reserves the right to make changes to the RFP by written addenda posted on the City of Albany website. A prospective proposer may request a change to the RFP by submitting a request to contracts@cityofalbany.net in accordance with the RFP Schedule. The request must specify the provision of the RFP in question and contain an explanation for the requested change. All requests for changes or additional information must be submitted no later than the date set

forth in the RFP Schedule.

The City of Albany will evaluate any request submitted but reserves the right to determine whether to accept the requested change. If in the Contracts & Procurement Officer's opinion, additional information or interpretation is necessary; such information will be supplied in the form of an addendum. Any addenda will have the same binding effect as though contained in the main body of the RFP. Oral instructions or information concerning the scope of work of the project given out by City of Albany managers, employees, or agents to the prospective proposers will not bind the City of Albany.

- a. All addenda, clarifications, and interpretations will be posted on the City of Albany's website at <https://cityofalbany.net/bids>.
- b. No addenda will be issued later than the date set forth in the RFP Schedule, except an addendum, if necessary, postponing the date for receipt of Proposals, withdrawing the invitation, modifying elements of the proposal resulting from a delayed process, or requesting additional information, clarifications, or revisions of proposals leading to obtaining best offers or best and final offers.
- c. Each proposer must ascertain, prior to submitting a proposal response, that the proposer has received all addenda issued, and receipt of each addendum must be acknowledged on the Proposal Certifications form.

1.5 TRADE SECRETS AND PUBLIC RECORDS LAW

All information submitted by proposers will be public record and subject to disclosure pursuant to the Oregon Public Records Act, except such portions of the proposals for which proposer requests exception from disclosure consistent with Oregon law. All requests will be in writing, noting specifically which portion of the proposal the proposer requests exception from disclosure. Proposer must not copyright, or cause to be copyrighted, any portion of any said document submitted to the City of Albany as a result of this RFP. Proposer should not mark the whole proposal document "confidential". If a proposal contains any information that is considered a trade secret under ORS 192.501(2), proposers must mark each sheet of such information with the following legend: "This data constitutes a trade secret under ORS 192.501(2) and will not be disclosed except in accordance with the Oregon Public Records Law, ORS Chapter 192." Any proposal marked as a trade secret in its entirety will be considered nonresponsive.

1.6 CANCELLATION

ORS 279B.100 provides for cancellation, rejection, or delay of proposals when the cancellation or rejection is in the best interest of the City as determined by the City. The City of Albany reserves the right to cancel award of this contract at any time before execution of the contract by both parties if cancellation is deemed to be in the City of Albany's best interest. In no event will the City of Albany have any liability for the cancellation of award.

1.7 LATE PROPOSALS, WITHDRAWALS AND MODIFICATIONS

Proposals must be submitted by the time designated in the RFP Schedule or any extension of the time made by addendum. Any proposals submitted after the designated closing time will be considered late and determined nonresponsive. A proposer's request for modification of a proposal, or withdrawal of a proposal received after closing date and time, is late. The City will not consider late proposals, late requests for modifications, or late withdrawals.

1.8 CONDITIONS OF SUBMITTAL

By the act of submitting a response to this RFP, the proposer certifies:

- a. The proposer and each person signing on behalf of any proposer certifies, and in the case of a sole proprietorship, partnership or corporation, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of their knowledge and belief, no elected official, officer, employee, or person, whose salary is payable in whole or in part by the City of Albany, has a direct or indirect financial interest in the proposal, or in the services to which it relates, or in any of the profits thereof other than as fully described in the proposer's response to this solicitation.
- b. The proposer has examined all parts of the request for proposal, including all requirements and contract terms and conditions thereof, and, if its proposal is accepted, the proposer must accept the contract documents thereto unless substantive changes are made in same without the approval of the proposer.
- c. The proposer, if an individual, is of lawful age; is the only one interested in this proposal; and that no person, firm, or corporation, other than that named, has any interest in the proposal, or in the proposed contract.
- d. The proposer has demonstrated quality experience providing the required goods and/or services, or consulting services, whichever is applicable.
- e. The proposer has examined the scope of services and conditions thoroughly and can provide the appropriate insurance, deposits, and bonds, if applicable.
- f. The proposer will comply fully with the scope of services for the agreed contract.
- g. The proposer can meet any and all registration and certification requirements as set forth and required in the Oregon Revised Statutes and this RFP.

1.9 PROPOSER REQUESTS INTERPRETATION OF RFP DOCUMENTS

- a. Proposers must promptly notify the City of Albany of any ambiguity, inconsistency, or error, which they may discover upon examination of the solicitation documents.
- b. Proposers requiring clarification or interpretation of the Documents must make a written request for same to Diane Murzynski, CPPO, Contracts & Procurement Officer, at contracts@cityofalbany.net.
- c. The City of Albany will make interpretations, corrections, or changes of the solicitation documents in writing by published addenda. Interpretations, corrections, or changes of the proposal documents made in any other manner will not be binding, and proposers must not rely upon such interpretations, corrections, and changes.
- d. Should any doubt or difference of opinion arise between the City of Albany and a proposer as to the items to be furnished hereunder or the interpretation of the provisions of this solicitation, the decision of the City of Albany will be final and binding upon all parties.
- e. To the maximum extent allowed by law, the City may waive bid/proposal irregularities or strict compliance with any requirement herein if it concludes such action to be in its best interest.

1.10 PROPOSER REQUESTS FOR ADDITIONAL INFORMATION

Requests for information regarding City of Albany services, programs, or personnel, or any other information must be submitted to Diane Murzynski, Contracts & Procurement Officer, at contracts@cityofalbany.net. Answers will be provided to all proposers of record on the date that answers are available by posting to the City website.

1.11 COMPETITION

Proposers are encouraged to comment, either with their proposals or at any other time, in writing, on any specification or requirement within this RFP, which the respondent believes, will inordinately limit competition.

1.12 SOLICITATION PROTESTS

A protest of any provision in this RFP must be made in writing and emailed to Diane Murzynski, CPPO, Contracts & Procurement Officer, at procurement@cityofalbany.net, no later than the date listed in the RFP Schedule. Submittals will be reviewed upon receipt and will be answered in writing. Any protest must address the requirement, provision or feature of this RFP or its attachments, that the potential proposer believes is ambiguous, unclear, unfair, contrary to law or likely to limit competition. Such submittals will be reviewed upon receipt and will be answered in writing.

In addition to the information required by ORS 279B.405(4), a prospective proposer's written protest must include a statement of the desired changes to the procurement process or the solicitation document that the prospective proposer believes will remedy the conditions upon which the prospective proposer based its protest. No such protests or requests will be considered if received after the deadline or requests are incomplete. No oral, telegraphic, telephone protests or requests will be accepted.

1.13 COST OF RFP AND ASSOCIATED RESPONSES

This RFP does not commit the City of Albany to paying any costs incurred by any proposer in the submission or presentation of a proposal, or in making the necessary studies for the preparation thereof. Responses to this solicitation are purely voluntary. Proposers must not include any such expenses as part of their proposals.

1.14 CITY TO REQUEST CLARIFICATION, ADDITIONAL RESEARCH, AND REVISIONS

- a. The City of Albany reserves the right to obtain clarification of any point in a proposal or to obtain additional information necessary to properly evaluate a proposal. Failure of a proposer to respond to such a request for additional information or clarification could result in a finding that the proposer is nonresponsive and consequent rejection of the proposal.
- b. The City of Albany may obtain information from any legal source for clarification of any proposal or for information on any proposer. The City of Albany need not inform the proposer of any intent to perform additional research in this respect or of any information thereby received.
- c. The City of Albany may perform, at its sole option, investigations of the responsible proposer. Information may include, but will not necessarily be limited to credit history, recent financial statements, current litigation, bonding capacity and related history, and contacting

references. All such documents, if requested by the City of Albany, become part of the public record, and may be disclosed accordingly.

- d. The City reserves the right to investigate references including customers other than those listed in the proposer's submission. Investigation may include past performance with respect to its successful performance of similar projects, conformance to Owner's budget, compliance with specifications and contractual obligations, its completion or delivery of a project on schedule, and its lawful payment to employees and workers or other criteria as determined by the City.
- e. The City of Albany reserves the right to request revisions of proposals after the submission of proposals and before award.
- f. The City of Albany reserves the right to negotiate revisions to the final contract, as well as price, with the successful proposer.
- g. The City of Albany reserves the right to request revisions of proposals after the submission of proposals and before award for the purpose of obtaining best offers or best and final offers.

1.15 REJECTION OF PROPOSALS

The City of Albany reserves the right to reject any or all proposals received as a result of this request. Proposals may be rejected for one or more of the following reasons, including but not limited to:

- a. Failure of the proposer to adhere to one or more of the provisions established in this RFP.
- b. Failure of the proposer to submit a proposal in the format specified herein.
- c. Failure of the proposer to submit a proposal within the time requirements established herein.
- d. Failure of the proposer to adhere to ethical and professional standards before, during, or following the proposal process.

The City of Albany may reject any proposal not in compliance with all prescribed public procurement procedures and requirements and may reject for good cause any or all proposals upon a finding of the City of Albany that it is in the public interest to do so.

1.16 MODIFICATION OR WITHDRAWAL OF PROPOSAL BY PROPOSER

- a. A proposal may not be modified, withdrawn, or canceled by the proposer for 120 calendar days following the time and date designated for the receipt of proposals.
- b. Proposals submitted early may be modified or withdrawn only by email to the City of Albany Contracts & Procurement Officer, at the submittal location, prior to the time designated for receipt of proposals. All such communications will be so worded as not to reveal the amount of the original proposal or any other material contents of the original proposal.
- c. Withdrawn proposals may be resubmitted up to the time designated for the receipt of proposals provided they are then fully in conformance with the proposal submittal instructions.

1.17 PROPOSAL OWNERSHIP

- a. All proposals submitted become and remain the property of the City of Albany and, as such, are considered public information and subject to public disclosure within the context of the federal Freedom of Information Act (FOIA) and Oregon Revised Statutes (ORS)

192.501 and ORS 192.502, public records exempt from disclosure.

- b. Unless certain pages or specific information are specifically marked “proprietary” and qualify as such within the context of the regulations stated in the preceding paragraph, the City of Albany will make available to any person requesting information through the City of Albany's processes for disclosure of public records, any and all information submitted as a result of this solicitation without obtaining permission from any proposer to do so after the Notice of Intent to Award has been released.

1.18 DURATION OF PROPOSAL

Proposal prices, terms and conditions will be firm for a period of at least 120 days from the deadline for receipt of submittal. The successful proposal will not be subject to future price escalation or changes of terms if accepted during the 120 calendar-day period. Price decreases or changes in terms by others after the acceptance of a proposal will not be considered.

1.19 AFFIRMATIVE ACTION

By submitting a proposal, the proposer must agree to comply with the Fair Labor Standard Act, Title VII of the Civil Rights Act of 1964, Executive Order 11246 (as amended), Fair Employment Practices, Equal Employment Opportunity Act, Section 503 of the Rehabilitation Act of 1973, as amended; Vietnam Era Veterans' Readjustment Assistance Act of 1974; Americans with Disabilities Act; Age Discrimination in Employment Act of 1967 (ADEA); and Oregon Revised Statutes (ORS); and all applicable requirements of federal, state and local civil rights and rehabilitation statutes, rules and regulations if awarded a contract by the City.

1.20 CERTIFICATION OFFICE FOR BUSINESS INCLUSION AND DIVERSITY (COBID)

The Oregon Business Development Department, through the Certification Office for Business Inclusion and Diversity, is the sole agency that may certify enterprises and businesses as disadvantaged business enterprises, minority-owned businesses, woman-owned businesses, businesses that service-disabled veterans own and emerging small businesses that are eligible to perform public contracts in this state. Proposer must agree not to discriminate against a disadvantaged business enterprise, a minority-owned business, a woman-owned business, a business that a service-disabled veteran owns, or an emerging small business enterprise certified under ORS 200.055 in awarding subcontracts as required by ORS 279A.110. The State of Oregon provides a certification directory for MWESB contractors and consultants at <https://www.oregon.gov/biz/programs/cobid/pages/default.aspx>. Proposers must consider MWESB contractors or consultants for subcontracting opportunities.

If the contract is awarded on the basis of Contractor's certification as a Disadvantaged Business Enterprise (DBE), Minority/Women-owned Business Enterprise (MWBE), Service-disabled Veteran, and Emerging Small Business (ESB) certifications (collectively known as MWESBs), Contractor must remain certified during the entire term of the contract. Contractors must include a similar provision in any subcontracts for the project.

1.21 PAY EQUITY COMPLIANCE

As required by ORS 279B.235, all proposers must comply with ORS 652.220 and will not unlawfully discriminate against any of proposer's employees in the payment of wages or other

compensation for work of comparable character on the basis of an employee's membership in a protected class. "Protected class" means a group of persons distinguished by race, color, religion, sex, sexual orientation, national origin, marital status, veteran status, disability, or age. Proposer's compliance with this section constitutes a material element of this contract and a failure to comply constitutes a breach that entitles the City to terminate this contract for cause.

Proposer may not prohibit any of their employees from discussing the employee's rate of wage, salary, benefits, or other compensation with another employee or another person. Proposer may not retaliate against an employee who discusses the employee's rate of wage, salary, benefits, or other compensation with another employee or another person.

If the contract is valued at \$500,000 or more and the proposer has 50 or more employees, then the proposer is required to complete Pay Equity Training through the State of Oregon's DAS, at <https://www.oregon.gov/das/Procurement/Pages/PayEquity.aspx>, and must certify they have taken the training and provide a certificate as evidence before awarded a contract by the City.

1.22 SUBCONTRACTORS/SUBCONSULTANTS

In all solicitations either by competitive bidding, proposals, or negotiation made by the successful proposer for work to be performed under a subconsultant/subcontractor, including procurements of materials or leases of equipment, each potential supplier will be notified by the successful proposer of the proposer's obligations under this contract, Title VI of the Civil Rights Act of 1964, and other federal nondiscrimination laws. A list of potential state certified DBE contractors is available at <https://www.oregon.gov/biz/programs/cobid/pages/default.aspx> and from the City's website at <https://cityofalbany.net/bids>.

1.23 IDENTICAL PROPOSALS

If the City receives proposals identical in price, fitness, availability, and quality and chooses to award a contract, the City will award the contract in accordance with ORS 279A.120 and OAR 137-046-0300. If the City determines that one or more proposals are identical, tiebreaker preference for identical offers are awarded on the following order of precedence: 1) Goods and services manufactured, produced or to be performed in Oregon, and 2) Drawing of lots among the identical offers. The City will provide the proposers who submitted the identical proposals notice of the date, time, and location of the drawing of lots and an opportunity for the proposers to be present when the lots are drawn.

1.24 COMPLIANCE WITH STATE OF OREGON LAWS

By submitting a response to this solicitation, proposer agrees that any terms and conditions stated within any agreement awarded as a result of this solicitation will include the following laws of the State of Oregon and are hereby incorporated by reference into the agreement: ORS 279B.220 (Payment, contributions, liens, and withholding), ORS 279B.225 (Salvaging, recycling, composting or mulching yard waste material, if applicable), ORS 279B.230 (Payment for medical care and workers' compensation), and ORS 279B.235 (Hours of labor).

1.25 NOTIFICATION OF INTENT TO AWARD AND DEBRIEFING OPPORTUNITY

Responsive proposers to this RFP will be notified of the Selection Review Committee’s recommendation and the City’s intent to award a contract not less than seven (7) days prior to contract award. The notice of intent to award will be directed to the person who has signed the proposal on behalf of the proposer, or their designee, if an email has not been provided. The City will notify all proposers of their opportunity to have a debriefing with Procurement to discuss scoring, evaluations, and proposal recommendations for improvement.

1.26 PROTEST OF AWARD

A proposer whose submittal was scored as the second apparent, most advantageous proposal response, and submitted a responsive and responsible proposal, may protest the award of contract or the intent to award such a contract, whichever occurs first. In addition, the following conditions must exist: (1) the proposer must be adversely affected because the proposer would be eligible to be awarded the contract in the event the protest is successful; (2) the reason for the protest is that all the lower bids/proposals, or higher-ranked bids/proposals are nonresponsive; (3) the City has failed to conduct the evaluation of bids/proposals in accordance with the criteria or processes described in the solicitation document and the specific criteria and process being protested must be included; (4) the City has abused its discretion in rejecting the protestor’s bid/proposal as nonresponsive; (5) the City’s evaluation of the proposals or the subsequent determination of award is otherwise in violation of ORS 279A or 279B.

Written protests must be delivered to the Contracts & Procurement Officer at procurement@cityofalbany.net, within seven (7) days after issuance of the notice of intent to award the contract, or if no notice of intent to award is issued, within forty-eight hours after award. The written protest must specify the grounds for protest, must be received by the deadline provided in the notice of intent to award, and must be complete meeting all conditions addressed above, to be considered by the City, pursuant to ORS 279B.410(2). City will not consider a protest of contract award that is incomplete and submitted after the above timeline.

1.27 NONAPPROPRIATION

The City’s obligation to award this RFP is contingent upon appropriation or approval of funds.

1.28 AGREEMENT

The successful proposer will be required to sign an agreement to deliver to the City at the cost proposed, providing the scope of services and conditions set forth herein, or an agreed upon statement of work, if applicable. It is the City’s intent to award an agreement in substantially the form of the sample agreement attached to this RFP document.

1.29 NOTICE TO PROCEED

Work under the Agreement may not begin until the Notice to Proceed has been issued. The City will issue the Notice to Proceed after execution of the contract. The Notice to Proceed will state the date work under the Agreement will begin.

1.30 RECIPROCAL PREFERENCE LAW

Oregon's reciprocal preference law, ORS 279A.125, requires public contracting agencies, in determining the lowest responsible proposer, to add a percent increase to each out-of-state proposer's bid price which is equal to the percent of preference given to local proposers in the proposer's home state. The list prepared and maintained by the Oregon Department of Administrative Services pursuant to ORS 279A.120(4) will be used to determine whether the nonresident proposer's state gives preference to in-state proposers/bidders and the amount of such preference. For details, check Oregon's Reciprocal Preference Law at <https://www.naspo.org/reciprocity1>. Proposers in need of assistance in the application of this law should contact the State Procurement Office: State of Oregon, Department of Administrative Services, State Procurement Office, 1225 Ferry Street SE, U-140, Salem, OR 97301-4285. Phone: 503-378-4642.

1.31 INVOICES

Payments will be made quarterly. Invoices should be submitted 30 days prior to quarterly payment.

All invoices must be submitted in writing and given by mail or email to:

City of Albany

Attn: Accounts Payable

P.O. Box 490, Albany, Oregon 97321

accountspayable@cityofalbany.net

Send a courtesy copy to sophie.adams@cityofalbany.net.

And when so addressed, will be deemed given upon deposit in the United States mail, postage prepaid. In all other instances, bills will be deemed given at the time of actual delivery.

SECTION 2 - SCOPE OF WORK

2.1 GOALS AND OBJECTIVES

The objective of requesting proposals is to contract with one or more qualified firm(s) to provide Marketing and Tourism Promotion Services. The purpose is to promote, market, and support Albany's attractions and events to maximize economic activity resulting from tourists. These efforts should attract tourists and encourage these out of area visitors to spend time in Albany and discover the historical and other unique offerings Albany provides. A goal is to develop a marketing strategy with a creative campaign that will expand visitation and encourage in and out of state visitors to explore Albany events and offerings during business or travel opportunities, use local lodging, and frequent local restaurants and businesses.

Destination promotion and management will provide coordinated and thoughtful planning of all elements that make up a tourism destination, from attracting visitors, to providing amenities for them to enjoy during their stay in town. The objective is to create economic prosperity through promotion, strategic planning, and marketing efforts to attract tourists while ensuring that these visitors have a memorable experience.

ORS 320.300 provides the oversight of local transient lodging taxes and addresses tourism as the economic activity resulting from tourists and includes promotional activities, such as:

- a. Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists;
- b. Conducting strategic planning and research necessary to stimulate future tourism development;
- c. Operating tourism promotion agencies; and
- d. Marketing special events and festivals designed to attract tourists.

As defined in Travel Oregon and ORS 320.300, a "tourist" is someone who travels more than 50 miles from their community of residence or includes a stay overnight at the destination, and means a person who, for business, pleasure, recreation or participation in events related to the arts, heritage or culture, travels from the community in which that person is a resident, to a different community that is separate, distinct from and unrelated to the person's community of residence.

2.2 BACKGROUND

The City of Albany has a long history of supporting and contracting for Destination Marketing Services to market, manage, and promote Albany. The current contract that has served as a Destination Management Organization (DMO) for Albany is set to expire. The Transient Room Tax policy approved in December 2022 requires a formal competitive solicitation process to select marketing and tourism promotion service provider(s). The City intends to enter into a contract for services for three, two-year terms, totaling approximately six years to align with the City's biennial budget cycles.

The City's mission and vision statement includes deliberate planning efforts to move the organization and the community toward a desired future. The Strategic Plan has four primary themes that reflect our Mission and Vision Statements: Great Neighborhoods, a Safe City, a Healthy Economy, and an Effective Government. Specific goals and objectives move the organization toward our vision of the future.

The City notes that high performing organizations are those that learn to anticipate and adapt to change by creating value for those they serve.

More information about the City is available at <https://www.cityofalbany.net/> and <https://www.cityofalbany.net/strategic-plan>.

2.3 DESTINATION ASSETS, EVENTS AND OFFERINGS

Albany offers a wide array of restaurants, lodging options, and tourist attractions. Year-round area attractions include historic districts, shops, museums, and restaurants that appeal to a variety of interests and tastes. Offerings also include sports tournaments, arts fairs, theater, and music. The Willamette and Calapooia rivers are in walking distance from the historic downtown, inviting residents and visitors to enjoy the outdoors year-round.

The following is a list of significant features and offerings in and around the City of Albany, available to the community and tourists to explore and enjoy:

- Four national historic districts are home to the most varied collection of architectural styles in the state of Oregon, including more than 800 historic buildings within 100 square blocks.
- Perfectly situated at the confluence of the Willamette and Calapooia Rivers.
- Annually, downtown Albany is host to Movies at Monteith, Christmas Parlor Tour, Antiques in the Streets and Classic Car Show, Downtown Trick or Treat, Downtown Twice Around Christmas Parade, and more.
- The Albany Regional Museum, Historic Monteith House, Historic Carousel and Museum, Albany Civic Theater, Pix Theater, and Monteith Riverpark are all also located in downtown Albany.
- Renowned restaurants and Springhill Cellars Winery.
- Events such as the Albany Veterans Day Parade, Albany Scottish Festival and Highland Games, Christmas Storybook Land, Northwest Art and Air Festival, and River Rhythms and Summer Sounds Concert Series.
- Springhill Golf Club, Golf Club of Oregon, COOL Pool Aquatic Center, and newly constructed YMCA with sports fields.
- Linn County Fair and Expo Center featuring upcoming events with over 209,000 square feet of building space, a conference center and exhibit halls.
- Linn-Benton Community College (LBCC), including its Culinary School and Cafeteria.
- Close proximity to sports and educational events held at Oregon State University, just twelve miles away.

- Over 900 acres of parkland including Waverly Lake, the installation of sensory playground equipment, and the newly designed Waterfront Project encapsulating Monteith Riverpark, the Dave Clark Trail, and new plaza street on Water Avenue.
- Outdoor and nature activities, i.e., hiking, cycling, kayaking, boating, disc golf, pickleball, etc.

2.4 GEOGRAPHIC INFORMATION

Albany has a population of 57,322 and is the eleventh largest City in Oregon. Located at the confluence of the Willamette and Calapooia Rivers, the city of Albany lies within both Benton and Linn counties. Albany is the largest city in Linn County and serves as the county seat. Albany is also the second largest city in Benton County. From its river town beginnings, Albany has grown south and east with the railroads, state highways and Interstate 5 and across the Willamette into the farms and wooded hillsides of North Albany.

Albany rests in the center of the lush Willamette Valley, surrounded by green pastures, fields of flowers, gardens, vegetables, orchards, and vineyards. Summer farmer’s markets overflow with locally raised produce and hand-crafted products. Centrally located, Albany is 70 miles south of Portland, two hours from the Cascade Mountains, and one hour from the ocean beaches.

Albany is in the midst of sustained, steady growth. Ongoing preservation of historic downtown buildings, along with a downtown revitalization plan for residential and commercial development, ensures managed growth. Albany is a diverse community with well-established neighborhoods, a family-friendly ambiance, and a small town feel.

Currently overnight accommodation inventory includes approximately 685 rooms between 10 hotels.

In Albany our commutes are short, our air is pure, our parks are beautiful. There are a few land parcels for development, a ready and willing workforce, great training programs, and a City that works hard to make doing business easy.

2.5 TRANSIENT LODGING TAX (TLT) POLICY

This Transient Lodging Tax policy addresses the allocation of transient lodging tax dollars in compliance with ORS Sections 320.300 to 320.350 and Albany Municipal Code Chapter 3.14, which was adopted on December 14, 2022, by the Albany City Council, provided as Appendix A.

The expenditure of TLT dollars is included in the proposed biennial budget and considered by the budget committee and Albany City Council through the City’s existing budget development and approval processes. The City’s contract for Marketing and Tourism Promotion services will be funded with Transient Lodging Tax funds.

The policy also established a Tourism Advisory Committee (TAC). The committee may meet as needed to discuss tourism-related activities, opportunities, and challenges; review and oversee tourism programs; advise on the expenditure of funds on tourism-related activities; and advise the City Council on tourism matters. The Committee awards Collaborative Tourism Promotion (CTP) grants should those funds exist in the budget. The goal of the TLT policy is to optimize the impact of ORS required expenditures of TLT revenue on tourism promotion or tourism-related facilities.

2.6 SCOPE OF WORK

The successful proposer(s) will play an essential role in managing tourism at the local level to help attract tourists and support businesses within its boundaries. The goal is to promote tourism within the City of Albany while ensuring value is obtained for money spent on projects that meet the overall objectives.

Albany is looking for ways to stand out from the competition and envisions both short and long-term strategies to be developed. Using input from Contractor, City staff will determine metrics and provide KPIs to Contractor for data reporting purposes.

The scope of services shall include the following but is not limited to it.

- **General Tourism Marketing:**
 - Operate as Albany's Destination Marketing and Management Organization.
 - Provide services and personnel to research and implement a wide variety of industry proven practices to market Albany.
 - Host and maintain a visitor website and calendar of events happening in and around Albany, including regional events that could produce overnight stays in Albany.
 - Plan, execute, and maintain social media presence.
- **Visitor Hospitality Services:**
 - Provide services, activities, and personnel to create and sustain hospitality programs.
 - Respond to emerging opportunities and issues related to visitor services.
 - Utilize a broad array of tools that allow visitors to receive information and assistance while recreating in and visiting Albany. (Included but not limited to visitor center, visitor guide, telephone inquiries, on-side information booths, online services, etc.).
- **Business, Conventions, and Sporting Events:**
 - Provide services, activities, and personnel to promote, solicit, procure and service conventions, and large events, business, and sports competitions that bring visitors to Albany.
 - Promote and support events and tourism related to the Linn County Expo Center.
 - Promote and support significant industry-related opportunities.
- **Historic Resources and Preservation:**
 - Provide services, activities, and personnel to promote Albany's historic resources as they serve as tourist attractions.
 - Promote preservation related activities and education opportunities.
- **Partnership Development:**
 - Plan and implement short-and long-term strategies to build support and partnerships with community members and businesses within the City of Albany, neighboring communities, and within the region to enhance Albany's attractiveness as a tourist and recreation destination.
 - Develop and execute advertising programs in coordination with the City Strategic Plan and its partner program members that meet the overall marketing objectives.

- **Market Analysis and Data Reporting:**
 - Provide data collection services and analysis of tourism-related market data to gauge success including return on investment (ROI), key performance indicator (KPI) measurement, analytics, and tracking of relevant data on a semi-annual basis to the City.
 - Data reporting shall include KPIs and reflect a direct correlation between funding and increase in overnight stays as well as other metrics as determined by the City over time.
- **Collaboration and Communication:**
 - Work collaboratively with the City and other organizations and communicate regularly with City staff (weekly/monthly).
 - Work with the City to establish benchmarks for marketing and promotion strategies.
 - Present and report to the TAC or City staff or Council, if needed, the measurement of marketing solutions and their effort on increasing tourism and lodging in Albany.

2.7 CURRENT AGENCY

The City is currently contracted with the Albany Visitors Association for Marketing and Tourism Promotion Services. This contract will expire in October 2023.

2.8 CONTRACT TERM

The Initial Term shall commence **November 1, 2023, and run through June 30, 2025**. The total contract term will be for approximately three, two-year terms for a total of approximately six years to align with the City's biennial budget cycles.

2.9 PERFORMANCE EVALUATION

A performance evaluation will be conducted periodically to ensure compliance with the contract(s) and alignment with benchmarks developed, strategic plans and agreed upon goals. It will include the evaluation of key performance indicators to ensure growth of visitor overnight stays and ensure the marketing efforts are producing successful, positive results that are aligned with the key goals.

2.10 REPORTING

Contractor shall provide regular status reports to City staff to demonstrate marketing efforts and successful strategies used to meet staff defined metrics. Reporting shall be provided semi-annually in an electronic format (email). Metrics used for reporting are currently being developed by City staff and will address short term and long-term success indicators. The kickoff meeting held with the successful Proposer(s) will identify the recommended metrics.

2.11 CONTRACTOR'S EMPLOYEES

Contractor's employees shall not represent to anyone they are an employee of the City of Albany. Contractor's personnel shall present a neat appearance and be courteous to the public. The City and the Contractor will promptly notify the other of any complaints received within 24 hours. Contractor must agree to follow all City required Oregon Health Authority (OHA) and OSHA restrictions while providing any onsite services.

2.12 INCREASE OR DECREASE IN SERVICES

The City shall have the option to increase or decrease services and may request Contractor to provide additional work and perform special projects for the City. All change orders to the contract will be negotiated, in the form of an amendment to the contract, and mutually agreed upon. The amendment will represent a proportional adjustment to the contract price resulting from the increase or decrease in the scope of work. The amendment shall be executed by both parties.

2.13 FIXED PRICE CONTRACT WITH ECONOMIC PRICE ADJUSTMENTS

The resulting contract will be a fixed price contract with an economic price adjustment once biennially after the Initial Term at the request of the Contractor(s) 90 days before contract term expiration. Any change in pricing will be subject to a maximum increase in any two years for the period ending three (3) months prior to the first day of the contract term, or three (3) percent, whichever is lower, as posted in the U.S. Labor Statistics CPI-W, All Items, <https://www.bls.gov/cpi/latest-numbers.htm>.

Contractor shall be required to provide the driving cost component in the price increase request and will be required to provide supporting evidence on the basis of the increase, such as rates reflected on the PPI or CPI, and the Contractor's cost data.

In times of extreme and unforeseen market volatility, City may negotiate "temporary" price adjustments with Contractor.

2.14 INDEPENDENT CONTRACTOR (ORS 670.600)

The Contractor shall provide all labor, equipment, material, and supervision necessary to perform the scope of services described in this RFP. The parties intend that Contractor, in performing the services specified in this contract, shall act as an independent contractor, and shall have control of the work and the manner in which it is performed. Contractor is not considered an agent or employee of the City of Albany and is not entitled to participate in any pension plan, insurance, bonus, or similar benefits the City of Albany provides its employees.

2.15 CITY REPRESENTATIVE OR CONTRACT ADMINISTRATOR

The City Representative or designee shall have full authority to act on behalf of the City with respect to administration of the provisions of this contract, to observe, monitor and inspect the work to the extent required to determine the provisions of the contract documents are being properly fulfilled in accordance with their department needs, including the authority to stop the work whenever such stoppage may be necessary to ensure the proper execution of the contract. The inspection of the work completed shall not relieve the Contractor of his/her obligation to perform acceptable work in conformance with these contract documents.

The representative or designee shall also have authority to reject all work that does not conform to the contract documents. The City Representative for the purpose of administering this contract will be Sophie Adams, Interim Economic Development Manager, 541-917-7654, sophie.adams@cityofalbany.net.

2.16 PROJECT MANAGEMENT

The City anticipates regular communication and coordination between Contractor and City staff to discuss and evaluate strategies, benchmarks and processes, working results and adjustments that may be necessary to meet the scope of work requirements.

SECTION 3 – PROPOSAL SUBMITTAL REQUIREMENTS

3.1 SUBMITTAL PROCESS

Each proposal must include, at a minimum, the items listed in the Scope of Work and the proposer's submittal checklist. The proposal must contain the mandatory submittal requirements listed below. Incomplete proposals may be considered nonresponsive. A completeness check will be conducted for each proposal.

Failure to complete any question or request for information, in whole or in part, or any deliberate attempt by the proposer to mislead the City may disqualify the proposer. Each proposer must provide: A clear understanding of the work to be performed, demonstrated by the comprehensiveness and appropriateness of the proposal; and provide specific qualifications of prior work experience within a governmental environment.

3.2 PROPOSAL FORMAT

Proposals should be prepared and submitted in non-editable pdf format and labeled to match those sections in the RFP and with all pages numbered. The Cost Proposal should be included and submitted as a separate PDF. The proposal should be prepared succinctly, providing a straightforward, concise description of the proposer's ability to meet all requirements of the RFP. There should be no unnecessary attachments or exhibits. City reserves the right to reject proposals that are deemed illegible or too difficult to read.

3.3 PROPOSER REPRESENTATIONS

Before submitting a proposal, the proposer must examine the scope of services and conditions thoroughly; provide for appropriate insurance, deposits, and bonds, if required; comply fully with the scope of services for the agreed contract; and ensure any and all registration and certification requirements are met as set forth and required in the Oregon Revised Statutes and this RFP.

3.4 JOINT PROPOSALS

If proposer is a partnership or joint venture, information must be provided for each partner or joint ventures, and each partner or joint ventures must sign the proposal and any contracts on behalf of both it and the proposer, and each will be jointly and severally liable. In the case of a legal partnership or joint venture, a written Memorandum of Understanding between the parties must be submitted with the proposal setting forth the business and service delivery agreements between the parties.

3.5 PROPOSED TEAM

The proposer must acknowledge and agree that the proposer is entering into this contract because of the qualifications of the proposer's key personnel. In this contract the City is engaging the expertise, experience, judgment, and personal attention of key personnel. The proposer should not reassign or transfer the key personnel to other duties or positions without notifying the City. In the event a replacement of key personnel is necessary, the replacement must be acceptable to the City.

Proposer will provide City with key personnel who have experience with the proposer's company and experienced in the services outlined in this RFP. The City will have the right to interview, review

the qualifications of, and approve or disapprove any proposed change in key personnel. If an agreement cannot be reached, the City reserves the right to terminate the contract with the Contractor.

3.6 PROPOSAL CONTENT – MANDATORY SUBMITTAL REQUIREMENTS

Proposers must describe their qualifications and commitment to provide the scope of services defined in the RFP and must include the following.

a. Introductory Letter

- Summarize the key points of the proposal and provide an expression of interest in the project.
- Proposer should indicate a willingness to enter into a contract with the City based on the terms and conditions contained in the City's Standard Terms and Conditions Agreement, Attachment A.
- Include a statement that the proposer agrees to perform all work outlined in the City's RFP and within the time periods established by the City.
- Name of person(s) authorized to represent the proposer in any negotiations and the name and title of the person(s) legally authorized to sign any contract that may result. The letter must be signed by an authorized representative of the Proposer and include an email, and telephone and fax numbers.
- List any exceptions to the City's Standard Terms and Conditions Agreement. If proposer is exempt from providing workers' compensation insurance, proposer shall note such exemption.
- Provide evidence of insurance by submitting a certificate of insurance meeting the City insurance requirements, or certifying to meet the requirements if selected, and a Bondability letter, if applicable, should self-insured retention be applicable to coverage(s).

b. Disclosure Statement

- Provide a statement disclosing whether the Proposer or any of its staff assigned to this contract has been sued or have been subject to professional discipline in connection with providing products and/or services for any client, or any related services. If such lawsuits or disciplinary actions have occurred, summarize the allegations, when they occurred, and indicate the outcome of the proceedings.
- A statement regarding any litigation proposer's company has been involved in where an adverse decision may have resulted in a material change to Proposer's financial position of future viability.

c. Company Profile and Executive Summary

- Include the full legal name, including any and all company names previously used.
- Provide the history of the firm, year business started, and length of time in business, including the company size, approximate number of projects worked on per year, number of employees, corporate structure and ownership, and professional

affiliations.

- Describe the types of services offered and indicate if services are provided in-house or through subcontractors. Include the number of years the company has provided each service listed and which services are considered your company's specialties.
- Provide a detailed description of the firm's overall composition of client accounts, if applicable, including industry type and media budgets.
- Describe your firm's mission, philosophy, and what makes your firm different from other providers of marketing and tourism services.
- Include the state and location of the company headquarters and include offices in Albany and surrounding areas.

d. Proposed Team's Work Experience and Qualifications, and Organization Chart

- Provide a detailed statement of your Firm's familiarity with Linn and Benton County areas and Contractor's experience within the counties and surrounding areas, including regionally.
- Include the names, titles and credentials, years' experience, and length of time for staff employed with the Firm.
- Include an organization chart. Indicate who would be assigned to applicable projects related to the City's scope of work (Section 2.6), number of anticipated hours, and the approach the proposed Team will use on the City account.
- Indicate the use of subcontractors, if any, and when subcontractors would be used. Describe subcontractors' experience and qualifications and are of expertise.

e. Creative Planning and Execution

- Share an example(s) of how your Firm used innovation, new technology or creative solutions to market events and projects.
- Provide example(s) of a potential marketing plan.
- Clearly explain your approach to the rapidly changing marketing mix and how you integrate various types of marketing media within the context of an overall marketing plan.
- Describe how you evaluate project success using established metrics tied to industry standards. Describe what metrics have been most effective for your firm to provide beneficial information to show return on investment including direct correlation between funding and increase in overnight stays.

f. Project Approach and Understanding

- Describe Proposer's understanding of the work to be performed and present a viable approach to achieve it.
- Describe how your Firm and team will work with and partner with other entities, such as working with or contracted with the City (Albany Downtown Association, Monteith House, Linn County Fair and Expo Center, as well as other Agencies' contracted events).

- List and describe the significant issues and concerns that need to be addressed and how your Firm will remedy the situation.
- Describe how your Firm will effectively communicate and collaborate with City department staff, government agencies, such as ODOT or Linn County, or community partners, to provide the highest customer service, retain good community relationships, and provide timely, responsive service efforts to benefit Albany tourism and marketing efforts in the short term and long term. Demonstrate how you propose to make this effort sustainable.

g. Cost Proposal

- Submit a complete Cost Proposal using Exhibit A to outline the costs associated with the type of services provided as outlined on Exhibit A for the initial two-year term. Submit as a separate PDF to the Response.

- **Cost will be scored with points allocated in accordance with a quantitative approach.**

Scoring shall be based upon the percentage of the proposed cost as compared to the lowest Proposer's cost using the following formula: *lowest cost of all Proposers X cost points possible = cost score*

h. Similar Work Experience, Performance, and References

Similar Work Experience

- Provide a list of tourism-related activities and destination accounts you service, with preference to the Pacific NW, and your role in their marketing efforts to achieve similar services as defined in the RFP Section 2 scope of services.
- Describe similar work provided in the following service areas: historic resources and preservation; business and convention support; sporting event recruitment and support; market analysis and KPI reporting; and general marketing using cutting edge techniques and technology.
- Describe how you have used partnering efforts to achieve successful results. Describe the agencies you have partnered with to market community events, collaborative efforts used, and what types of marketing media you used to promote and market tourism effectively.
- Demonstrate your Firm's Destination Marketing Organization and/or tourism experience. Include proven practices you have used to promote tourism in a community and to a larger regional audience.

Performance

- Explain the results your clients have achieved as a direct result of your work.
- Describe how your Firm measures effectiveness and results of similar type projects.
- Describe what strategy you have implemented to achieve positive performance indicators and successful outcomes with previous clients. Include your proposed recommendations for Albany.

References

- Provide a minimum of four (4) references from Travel Oregon, partner organizations or other agencies and industries, for whom the Proposer is currently or has previously worked with in the past five years. Include the contact names, phone number, email, and mailing address on Exhibit F and describe the work provided.
- References may be contacted to assist with the evaluation of experience, quality of service and customer satisfaction. Additional references not listed may be contacted by the City at its discretion.

3.7 EXHIBITS REQUIRED

- a. Cost Proposal (Exhibit A, submitted as a separate PDF)
- b. Proposal Certification (Exhibit B)
- c. Certification for Corporation or Independent Contractor (Exhibit C)
- d. Responsibility Certification (Exhibit D)
- e. Insurance Requirements (Exhibit E)
- f. References (Exhibit F)

SECTION 4 – EVALUATION CRITERIA AND CONTRACT AWARD

4.1 SELECTION PROCESS

The process to select a Contractor will consist of a solicitation of proposals from all proposers interested in providing the required services described in this RFP. Proposers shall meet the requirements and demonstrate the necessary experience and qualifications to complete the project with the essential staff on time and within budget in an efficient and cost-effective manner. The City intends to contract for the “best value” product and service that offers the desired level of quality at a reasonable price.

The City reserves the right to reject any or all proposals and is not liable for any costs the proposer incurs while preparing the proposal. All proposals will become part of the public file, without obligation to the City. Upon completion of the evaluations, the City intends to negotiate a contract with the proposer whose proposal best meets the City’s expectations for providing the highest quality of services at a cost representing the best value to the City.

4.2 SELECTION REVIEW COMMITTEE

The Selection Review Committee will be comprised of a minimum of three members. The role of the Selection Review Committee is to evaluate the proposals submitted and make a recommendation for an award. The City may seek expert advice to help review proposals. Such advisors to the Selection Review Committee may attend evaluation meetings and proposer interviews, if applicable, and lend any such expertise to the process as requested. However, any such person contacted by the City for their expert advice shall not, from first being contacted until the RFP process is completed, have communications with any proposers regarding their proposals or the process.

Proposals must provide a concise description of the proposer’s ability to satisfy the requirements of the RFP with emphasis on completeness and clarity of content. The City is seeking value from the service requested. If additional information is deemed necessary as part of the evaluations, such information will be solicited to allow the Committee to complete the evaluation process.

4.3 EVALUATION CRITERIA

The criteria listed below will be used to evaluate the proposal response to determine the apparent successful proposer(s). Scoring will be completed covering all areas listed below in the evaluation criteria and must comply with the Scope of Work required in Section 2 and all requirements listed in Section 3.6.

All scores for each Proposer shall be added together to arrive at a final score for each Proposer. Proposals will then be ranked in descending order by the total proposal score. Total possible points will be 150, with 50 additional points for optional interviews, if applicable.

4.4 EVALUATION CRITERIA SCORING GRID

Evaluation Criteria	
Introductory Letter	P/F
Disclosure Statement	P/F
Company Profile and Executive Summary	10
Proposed Team’s Work Experience and Qualifications, and Organization Chart	20
Creative Planning and Execution	25
Project Approach and Understanding	30
Cost Proposal	30
Similar Work Experience, Performance, and References	35
Total Points Available 150	150

4.5 OPTIONAL INTERVIEWS

At the City’s option, interviews may be conducted with a select few of the proposers after the proposals are evaluated. The Selection Review Committee may interview the proposers and ask additional questions related to the proposal and the scope of work. The City will schedule the time and locations of the interviews, if required, on the dates indicated in the RFP Schedule but may be revised if needed. Interviews will take place at a location to be determined in Albany or may be conducted remotely.

Proposers invited to the interview will be responsible for making and paying for their own travel arrangements. If held, a possible 50 points may be attributed to interviews and weighted no more than 20%. A set of questions may be provided to the selected Proposers prior to the interview date at the City’s discretion.

4.6 RANKING OF PROPOSALS

Proposals may be ranked by the Selection Review Committee based on evaluation of responses and interviews (if any), with the first-ranked proposer being that proposer who is deemed to be the most appropriate and fully capable to perform the services, and the second-ranked proposer being the next most appropriate, all in the sole judgment of the Selection Review Committee.

Contractor’s scores will be totaled and ranked. Any proposer’s response to this RFP will be considered de facto permission to the City of Albany to disclose the results, when completed, to selected viewers at the sole discretion of the City of Albany.

4.7 NEGOTIATIONS

The City may commence serial negotiations with the highest ranked, eligible Proposers or commence simultaneous negotiations with all eligible proposers. The City may negotiate: (a) the statement of work; (b) the contract price as it is affected by negotiating the statement of work; and, (c) any other terms and conditions that are reasonable and related to and expressly authorized for negotiation in the RFP or addenda thereto, or alternative terms and conditions that are reasonable and declared by proposer within their Proposal Response to be considered for negotiation.

4.8 BEST AND FINAL OFFERS

If in the best interest of the City it has chosen to employ a method of proposer selection leading to best and final offers, the City may conduct private discussions with qualified proposers as allowed by ORS 279B.060(6).

4.9 CONTRACT AWARDS

The City of Albany may award one or more contracts for marketing and tourism promotion services. Should the City consider an award to more than one Contractor, the scope of work defined in Section 2 would be divided and distributed to the Contractor(s) who provide(s) the best services at the best value. Scope may be divided by task or category.

The award of a contract will be accomplished by executing a contract with a written agreement that incorporates the entire RFP, attachments, exhibits, proposer's response, clarifications, addenda, and statement of work. All such materials constitute the Contract Documents. The Issuing Office is the sole point of contact for the issuance and compliance of the contract and insurance. The contract shall be substantially in the form of the sample Standard Terms and Conditions Agreement, Attachment A.

Proposers must indicate a willingness to negotiate a contract in a timely, reasonable manner with the City. The City reserves the right to negotiate with the second-ranked proposer if the contract negotiation attempts are unsuccessful with the apparent successful proposer.

4.10 INSURANCE REQUIREMENTS

The successful proposer must be covered by commercial general liability, automobile liability, and workers' compensation insurance which will extend to and include work in Oregon unless Proposer is exempt from workers' compensation. Contractor should indicate exemptions, if any, to workers' compensation within the Introductory Letter. Excess liability or an umbrella insurance policy may be provided.

Proposer must provide evidence of insurance at the time of the proposal response and MUST certify they can meet City insurance requirements as defined in the RFP if awarded a contract. Proposer must provide a current Certificate of Insurance reflecting the insurance requirements have been met within seven (7) days of the Notice of Award. If proposer does not provide the required insurances, the City may elect to negotiate a contract with the second-ranked Proposer.

EXHIBIT A - COST PROPOSAL REVISED 8-23-23

The undersigned hereby proposes and agrees to furnish all services in accordance with the Scope of Work in this RFP. Proposer is required to submit a cost proposal for the Initial Term (Year 1 and Year 2), separated by year as outlined below. Add additional pages to provide a detailed breakdown of the costs per category of service. Expenses other than staffing costs (hours*hourly rate) should be itemized in the "other" section by year and by category of services.

Marketing Costs per "Category of Service"	Proposed Hours Per Category of Service	Hourly Rate(s)	Total Staff Cost Year 1	Total Staff Cost Year 2	Other – Supplies, Rent, Tech. Etc. Cost Year 1	Other – Supplies, Rent, Tech. Etc. Cost Year 2	US \$ Cost Year 1 11/23-6/24 Total	US \$ Cost Year 2 7/24-6/25 Total
General Tourism Marketing								
Visitor Hospitality Services								
Business, Conventions, & Sporting Events								
Historic Resources & Preservation								
Partnership Development								
Marketing Analysis & Data Reporting								
Other – Explain								
Totals		n/a						
Total Initial Term Cost For all Categories & Expenses Listed								

I, hereby certify, that the undersigned is authorized to represent the firm stated below, and empowered to submit this proposal and if selected, agrees to furnish all services in accordance with the RFP and addenda. In addition, all City of Albany project requirements, including insurance, have been reviewed and are incorporated in this Cost Proposal.

Company Name: _____ Phone: _____ Fax: _____

Address: _____ City: _____ State: _____ Zip: _____

Contractor's Name (please print) _____ Tax ID No.: _____

Signature: _____ Title: _____

Date: _____ Email: _____

EXHIBIT B – PROPOSAL CERTIFICATIONS

The undersigned hereby proposes and if selected agrees to furnish the services described in accordance with the RFP, exhibits, attachments, and addenda, if applicable, for the term of the Agreement and certifies that the proposer is not in any way involved in collusion and has no known actual or apparent conflict of interest in submitting a proposal.

Certifications

Non-Collusion The undersigned Proposer hereby certifies that it, its officers, partners, owners, providers, representatives, employees and parties in interest, including the affiant, has not in any way colluded, conspired, connived or agreed, directly or indirectly, with any other Proposer, potential Proposer, firm or person, in connection with this solicitation, to submit a collusive or sham bid, to refrain from bidding, to manipulate or ascertain the price(s) of other Proposers or potential Proposers, or to secure through any unlawful act an advantage over other Proposers or the City. The fees, prices, and Response submitted herein have been arrived at in an entirely independent and lawful manner by the Proposer without consultation with other Proposers or potential Proposers or foreknowledge of the prices or Responses to be submitted in response to this solicitation by other Proposers or potential Proposers on the part of the Proposer, its officers, partners, owners, providers, representatives, employees or parties in interest, including the affiant.

Discrimination The undersigned Proposer has not discriminated and will not discriminate against any minority, women, or emerging small business enterprise or against a business enterprise that is owned or controlled by or that employs a disabled veteran in obtaining a required subcontract.

Conflict of Interest The undersigned Proposer and each person signing on behalf of the Proposer certifies they do not have a personal or organizational conflict of interest. Proposer certifies they have not participated in drafting the scope of work or writing specifications required for the project.

In the case of a sole proprietorship, partnership, or corporation, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of their knowledge and belief, no member of the City Council, officer, employee, or person, whose salary is payable in whole or in part by the City, has a direct or indirect financial interest in the award of this Response, or in the services to which this Response relates, or in any of the profits, real or potential, thereof, except as noted otherwise herein.

Work Furnished The undersigned hereby submits this Response to furnish all work, services, systems, materials, and labor as indicated herein and agrees to be bound by all related contract documents.

Public Record Proposer agrees that proposal may be released in total as public information in accordance with the requirements of the laws covering the same. Any proprietary information has been clearly marked.

Disadvantaged Business Enterprises (DBE) (*check applicable box*): Yes No **Type of DBE** _____

Reciprocal Preference Law – Residency (*check one box*) Resident Bidder (Oregon) Non-Resident Bidder

Addenda Acknowledgement – No(s). ____ Dated ____ No(s). ____ Dated ____ No(s). ____ Dated ____

Signature Block

The undersigned hereby certifies that the information contained in these certifications and representations is accurate, complete, and current.

Contractor Name/Title

Telephone Number

Mailing Address, City, State, Zip

Tax Identification No.

Fax Number

Email Address

Contractor Signature

Date

EXHIBIT C – CERTIFICATION FOR CORPORATION OR INDEPENDENT CONTRACTOR

A. Contractor is a Corporation, Limited Liability Company, or a Partnership

I certify under penalty of perjury that Contractor is a (check one):

- Corporation Limited Liability Company Partnership Nonprofit Corporation
authorized to do business
in the State of Oregon

Signature: _____

Title: _____ Date _____

B. Contractor is a Sole Proprietor Working as an Independent Contractor

Contractor certifies under penalty of perjury, that the following statements are true:

1. If Contractor is providing services under this Contract for which registration is required under ORS Chapter 71 (Architects and Landscape Contractors) or 701 (Construction Contractors), Contractor has registered as required by law.
2. Contractor is free to determine and exercise control over the means and manner of providing the service subject to the right of the City to specify the desired results.
3. Contractor is responsible for obtaining all licenses or certifications necessary to provide the services.
4. Contractor is customarily engaged in providing services as an independent business.
5. Contractor is customarily engaged as an Independent Contractor if at least three of the following statements are true.

C. Independent Contractor

You must check at least three to establish that you are an Independent Contractor.

- A. Contractor's services are primarily carried out at a location that is separate from Contractor's residence or primarily carried out in a specific portion of the residence which is set aside as the location of the business.
- B. Contractor bears the risk of loss related to the services provided under this Contract.
- C. Contractor provides services to two or more persons within a 12-month period or Contractor routinely engages in business advertising solicitation or other marketing efforts reasonably calculated to obtain new contracts for similar services.
- D. Contractor makes a significant financial investment in the business.
- E. Contractor has the authority to hire additional persons to provide the services and has authority to fire such persons.

Contractor Signature: _____

Name/Title: _____ Date: _____

EXHIBIT D – RESPONSIBILITY CERTIFICATION

Failure of the proposer to complete and sign this form may result in the rejection of the submitted offer. The proposer will notify Purchasing in the Finance Department within 30 days of any change in the information provided on this form. Proposer must check all applicable boxes to reflect compliance.

The proposer certifies to the best of its knowledge and belief that neither it nor any of its principals:

- Are presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from submitting bids or proposals by and federal, state, or local entity, department or agency;
- Have within a five-year period preceding the date of this certification been convicted of fraud or any other criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state, of local) contract embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
- Are presently indicted for or otherwise criminally charged with commission of any of the offenses enumerated in Paragraph 2 of this certification;
- Have, within a five-year period preceding the date of this certification had a judgment entered against Contractor or its principals arising out of the performance of a public or private contract;
- Have pending in any state or federal court any litigation in which there is a claim against Contractor or any of its principals arising out of the performance of a public or private contract; and
- Have within a five-year period preceding the date of this certification had one or more public contracts (federal, state, or local) terminated for any reason related to contract performance.

The Proposer certifies to the best of its knowledge that:

- Contractor can perform the work as indicated in the RFP for the Contract Term.
- Contractor has experience with similar projects and had a satisfactory record of performance.
- Contractor has available the appropriate financial, material, equipment, facility and personnel resources and expertise, or can obtain the resources and expertise, necessary to meet all contractual responsibilities.
- Contractor has not been debarred or suspended by any federal, state, or local agency; Contractor is not listed on the State's Ineligible Contractors list.

ATTESTATION:

SIGNATURE OF AUTHORIZED PERSON:

(notarization is not required)

Contractor Signature: _____ Date: _____

Name/Title _____

Company Name: _____

Phone: _____ Email: _____

EXHIBIT E – INSURANCE REQUIREMENTS

Contractor must at all times maintain in force at Contractor's expense the insurance noted below. Evidence of Insurance shall be provided with Proposal Response. Coverages underlined AND marked with an "X" as "Required" are mandatory.

Workers' Compensation insurance in compliance with ORS 656.017, which requires subject employers to provide workers' compensation coverage in accordance with ORS Chapter 656 or CCB (Construction Contractors Board) for all subject workers. Contractor and all subcontractors of Contractor with one or more employees must have this insurance unless exempt under ORS 656.027. **Employer's Liability Insurance with coverage limits of not less than \$1,000,000 must be included. If Contractor does not have coverage, and claims to be exempt, Contractor must indicate exemption below with qualified reasons for exemption, ORS 656.027.** Out-of-state Contractors with one or more employees working in Oregon in relation to this Contract must have Workers' Compensation coverage from a state with extraterritorial reciprocity, or they must obtain Oregon specific Workers' Compensation coverage ORS 656.126. Check this box if Contractor is exempt and provide qualified reason: _____

Professional Liability insurance covering any damages caused by error, omission or any negligent acts of the Contractor, its subcontractors, agents, officers, or employees' performance under this Contract. **Combined single limit per occurrence shall not be less than \$2,000,000. Annual aggregate limit shall not be less than \$2,000,000.** If coverage is on a claims-made basis, then either an extended reporting period of not less than 24 months shall be included in the Professional Liability insurance coverage, or Contractor shall provide **Tail Coverage**.

- If this box is checked, the limits shall be \$1,000,000 per occurrence and \$1,000,000 in annual aggregate.
 If this box is checked, the limits shall be \$2,000,000 per occurrence and \$2,000,000 in annual aggregate.
Required by City Not Required by City (Needs Finance Insurance Review and Approval.)

Commercial General Liability insurance with coverage satisfactory to the City on an occurrence basis. **Combined single limit shall not be less than \$2,000,000 per occurrence for Bodily Injury and Property Damage and annual aggregate limit for each shall not be less than \$3,000,000.** Coverage may be written in combination with Automobile Liability Insurance (with separate limits). **Annual aggregate must be on a "per project basis"**. A combination of primary and **Excess/Umbrella insurance** may be used to meet the required limits of insurance.

- If this box is checked, the limits shall be \$1,000,000 per occurrence and \$2,000,000 in annual aggregate.
 If this box is checked, the limits shall be \$2,000,000 per occurrence and \$3,000,000 in annual aggregate.
 If this box is checked, the limits shall be \$5,000,000 per occurrence and \$5,000,000 in annual aggregate.
 If this box is checked, the limits shall be \$10,000,000 per occurrence and \$10,000,000 in annual aggregate.
 Required by City Not Required by City (Needs Finance Insurance Review and Approval.)

Automobile Liability covering all owned, non-owned, or hired vehicles. This coverage may be written in combination with the Commercial General Liability insurance (with separate limits). **Combined single limit per occurrence shall not be less than \$2,000,000.** Use of Personal Automobile Liability insurance coverage may be acceptable if evidence that the policy includes a business use endorsement is provided.

- If this box is checked, the limits shall be \$1,000,000 per occurrence.
 If this box is checked, the limits shall be \$2,000,000 per occurrence.
 If this box is checked, the limits shall be \$5,000,000 per occurrence.
 Required by City Not Required by City (Needs Finance Insurance Review and Approval.)

Pollution Liability covering Contractor's or appropriate subcontractor's liability for bodily injury, property damage and environmental damage resulting from sudden accidental and gradual pollution and related cleanup costs incurred by Contractor, all arising out of the Goods delivered or Services (including transportation risk) performed under this Contract is required. If this coverage is on a claims-made basis, the policy must provide a 24-month extended reporting period. **Coverage must have a limit of not less than \$2,000,000 per incident/claim and \$2,000,000 policy annual aggregate.**

- If this box is checked, the limits shall be \$2,000,000 per incident/claim and \$2,000,000 in annual aggregate.
 Required by City Not Required by City (Needs Finance Insurance Review and Approval.)

Cyber Liability – Technology Errors & Omissions & Network Information Security & Privacy Liability for the duration of the contract and for the period of time in which Contractor (Business Associates or subcontractors) maintains, possesses, stores, or has access to City data. **Coverage must include limits of not less than \$5,000,000.**

If this box is checked, the limits shall be \$2,000,000 per occurrence/claim and \$2,000,000 annual aggregate.
 If this box is checked, the limits shall be \$5,000,000 per occurrence/claim and \$5,000,000 annual aggregate.
 Required by City Not Required by City (Needs Finance Insurance Review and Approval.)

Garage Keepers’ Legal Liability – Coverage for vehicles, including equipment and contents left in vehicles during unhooking, storage, repairs, maintenance, or safekeeping. **Coverage must include \$500,000 combined single limit per location.**

Required by City Not Required by City (Needs Finance Insurance Review and Approval.)

Garage Liability – Coverage for vehicles driven during storage or safekeeping. **Combined single limit per occurrence shall not be less than \$2,000,000.**

Required by City Not Required by City (Needs Finance Insurance Review and Approval.)

Excess Liability or Umbrella Insurance – A combination of liability and excess liability or an umbrella insurance policy may be used to meet the required limits of insurance required by City. Contractor must indicate such on the certificate of insurance or within the endorsements.

Sexual Abuse and Molestation – If coverage is excluded under the Commercial General Liability policy, evidence of separate Sexual Abuse and Molestation coverage is required. **Coverage must be not less than \$1,000,000 per claim, incident or occurrence and \$2,000,000 in the aggregate.**

Required by City Not Required by City (Needs Finance Insurance Review and Approval.)

Coverage must be provided by an insurance company authorized to do business in Oregon or rated by A.M. Best’s Insurance Rating of no less than A-VII or City approval. Contractor’s coverage will be primary in the event of loss and state the deductible or retention level. Contractor shall provide a current Certificate of Insurance and renewal upon expiration of any of the required coverages. Contractor shall immediately notify the City of any change in insurance coverages.

Additional Insured – City must be included by name as an Additional Insured by endorsement for any General Liability policy on a primary and non-contributory basis. Such coverage will specifically include products and completed operations coverage.

Deductible or Self-Insured Retention (SIR) – Contractor must provide Bondability letter with Proposal Response should SIR apply to insurance coverage(s), and any deductible or SIR must be declared to and approved by the City before contract award. Contractor is required to procure a Letter of Credit or bond guaranteeing payment of losses and related investigations, claim administration, and defense expenses, or reduce or eliminate such deductible or SIR as respects to City, its officers, employees and agents.

Description of Operations – Shall state: “Project Name: The City of Albany, its officers, employees, and agents are additional insureds with respect to Contractor’s activities to be performed under this Contract. Coverage shall be primary and non-contributory with any other insurance and self-insurance, (include the number). This form is subject to policy terms, conditions, and exclusions.” A copy of the endorsement shall be attached to the Certificate of Liability Insurance. Contractor shall provide complete copies of insurance policies if requested by the City.

Certificate Holder – Shall be listed as: City of Albany, P.O. Box 490, Albany, OR 97321.

Insurance Renewals – Certificate(s) of Insurance renewals shall be emailed to City of Albany, Finance Dept., Diane Murzynski, at insurance@cityofalbany.net.

Contractor certifies that he/she/they will comply with the City’s insurance requirements.

Signature Block:

Contractor’s Acceptance: _____ Date: _____
 Company Name: _____

EXHIBIT F – REFERENCES

Provide complete references with telephone numbers and email below. References must be able to verify the quality of your previous work in the proposed area of work. Add additional pages if needed.

REFERENCE 1

Organization Name

Phone

Contact Person

Email (needed for reference checks)

Mailing Address

Contract Term

City, State, Zip

Project Description:

REFERENCE 2

Organization Name

Phone

Contact Person

Email (needed for reference checks)

Mailing Address

Contract Term

City, State, Zip

Project Description:

REFERENCE 3

Organization Name

Phone

Contact Person

Email (needed for reference checks)

Mailing Address

Contract Term

City, State, Zip

Project Description:

REFERENCE 4

Organization Name

Phone

Contact Person

Email (needed for reference checks)

Mailing Address

Contract Term

City, State, Zip

Project Description:

ATTACHMENT A – *SAMPLE CONTRACT*
STANDARD TERMS AND CONDITIONS
FOR AGREEMENT TO FURNISH MARKETING AND TOURISM PROMOTION SERVICES
CITY OF ALBANY, OREGON

ARTICLE I: SCOPE

For consideration set forth in Article V of this Agreement, the firm of _____, hereinafter referred to as (“CONTRACTOR”), agrees to provide Marketing and Tourism Promotion Services to the City of Albany, Oregon, a municipal corporation, hereinafter referred to as (“CITY”).

The contract will be for three, two-year terms, for approximately six years, beginning November 1, 2023, and continuing through June 30, 2029, in alignment with the biennial budget cycles.

This Agreement incorporates all these Standard Terms and Conditions, the promises, representations, and obligations set forth in the following Order of Precedence: Contract Amendments, City Standard Terms and Conditions, Statement of Work, Addenda and Clarifications, Request for Proposals, including Exhibits, Attachments, and Appendices, and Proposal Response.

CITY will assist CONTRACTOR by providing any and all information within its possession or control that may be reasonably helpful in the performance of the services provided herein. In the event of a conflict between the attachment(s) and this document, the terms of this document will control. Unless modified in writing as set forth in Article IV by the parties hereto, the duties of CONTRACTOR and CITY will not be construed to exceed those services and duties specifically set forth in this Agreement.

In consideration of the mutual promises contained herein, it is agreed to as follows, and is effective upon its execution by and between both parties hereto.

ARTICLE II: RESPONSIBILITIES OF CONTRACTOR

- A. Notice to Proceed. CONTRACTOR will not begin work on any of the duties and services listed in Article I until execution of the contract and receipt of a Notice to Proceed from City. Authorization to proceed on additional services not defined in Article I will be in the form of an amendment as defined in Article IV.
- B. Scope of Service. CONTRACTOR agrees to provide services as defined in this RFP to the satisfaction of CITY.
- C. Level of Competence. CONTRACTOR will provide services with the degree of skill and diligence normally employed by professionals performing the same or similar services at the time the services are performed and for the professional and technical adequacy and accuracy of designs, drawings, specifications, documents, if applicable, and other work products furnished under this agreement. CONTRACTOR must, at all times during the term of this Agreement, be duly licensed to perform the Work, and if there is no licensing requirement for

the profession or Work, be duly qualified and competent. CONTRACTOR will demonstrate the ability to meet or exceed all federal, state, and local laws, codes, and regulations.

- D. Lead Contractor. _____ will serve as the lead contractor to the City of Albany for the services described under the terms of this Agreement. Any change in the designation of this role must be approved by CITY.
- E. Documents/Work Products Produced. CONTRACTOR agrees that all documents and work products produced by CONTRACTOR in the fulfillment of its obligations under this Agreement, and all information, documents and material, gathered or compiled in meeting those obligations, will be considered property of CITY, with an unlimited, royalty free license for CITY use, and will be provided to CITY upon completion of this Agreement or termination of the Agreement pursuant to Article XI.
- F. Compliance with Law. CONTRACTOR covenants and agrees to comply with all of the obligations and conditions applicable to public contracts of this type pursuant to ORS Chapter 279 A and B as though each obligation or condition were fully set forth herein. In addition, CONTRACTOR covenants and agrees that in the performance of its duties hereunder, it will comply with all other state and federal requirements applicable to contracts of this type. If any provision of this Agreement will be deemed to be not in compliance with any statute or rule of law, such provision will be deemed modified to ensure compliance with said statute or rule of law.
- G. Oregon Workers' Compensation Law. CONTRACTOR, its subcontractors, if any, and all employers working under this Agreement are subject employers under the Oregon Workers' Compensation Law and must comply with ORS 656.017, which requires them to provide workers' compensation coverage for all their subject workers unless such employers are exempt under ORS 656.126. CONTRACTOR must ensure that each of its subcontractors complies with these requirements.
- H. Record Retention and Review. CONTRACTOR must maintain books, records, documents and other evidence of accounting procedures and practices which sufficiently and properly reflect all direct costs of any nature expended in the performance of this Agreement. These records will be subject during regular business hours of CONTRACTOR to inspection, review, or audit by personnel duly authorized by CITY upon reasonable advance written notice from CITY to CONTRACTOR. CONTRACTOR will retain all records related to this Agreement for six (6) years following the date of final payment or completion of any required audit, whichever is earlier, and make them available for inspection by persons authorized under this provision. CONTRACTOR will be responsible for any audit exceptions or disallowed costs incurred by CONTRACTOR or any of its subcontractors.
- I. Oregon Consumer Information Protection Act. CONTRACTOR, and any of its subcontractors, agree to comply with the Oregon Consumer Information Protection Act, ORS Sections 646A.600 through 646A.628.
- J. Taxpayer Identification Number. CONTRACTOR agrees to complete a Request for Taxpayer Identification Number and Certification (W-9) as a condition of CITY's obligation to make payment. If CONTRACTOR fails to complete and return the W-9 to CITY, payment to CONTRACTOR may be delayed, or CITY may, in its discretion, terminate the Contract.
- K. ACH Direct Payment Authorization. CITY prefers to pay CONTRACTOR invoices via electronic

funds transfers through the Automated Clearing House (ACH) network. To initiate this more timely, efficient, and secure payment method, CONTRACTORS must complete CITY's ACH Vendor Direct Payment Authorization available on City website at <https://www.cityofalbany.net/purchasing>. Information provided on the form is exempt from public records disclosure under ORS 192.501(27).

- L. Pay Equity Compliance. As required by ORS 279B.235, CONTRACTOR must comply with ORS 652.220 and will not unlawfully discriminate against any of Contractor's employees in the payment of wages or other compensation for work of comparable character on the basis of an employee's membership in a protected class. Contractor's compliance with this section constitutes a material element of this Agreement and a failure to comply constitutes a breach that entitles CITY to terminate this Agreement for cause.

Contracts valued at \$500,000 with Contractors that have 50 or more employees are required to complete Pay Equity Training through the State of Oregon's Department of Administrative Services, at <https://www.oregon.gov/das/Procurement/Pages/PayEquity.aspx>, and submit a certificate as proof before awarded a contract. CONTRACTOR certifies that they have taken the required Pay Equity Training and have provided a certificate to CITY.

- M. Preference for Recycled Materials. As required by ORS 279A.125, CONTRACTOR will use where applicable, recycled materials if (a) The recycled product is available; (b) The recycled product meets applicable standards; (c) The recycled product can be substituted for a comparable non-recycled product; and (d) The recycled product's costs do not exceed the costs of non-recycled products by more than five percent.

- N. Compliance with Tax Laws. CONTRACTOR certifies that they have authority and knowledge regarding the payment of taxes, and that to the best of their knowledge, are not in violation of any Oregon Tax Laws. For purposes of this certification, "Oregon Tax Laws" are those tax laws imposed by ORS 320.005 to 320.150 and ORS 403.200 to 403.250 and ORS Chapters 118, 314, 316, 317, 318, 321 and 323; the elderly rental assistance program under ORS 310.630 to 310.706; and any local tax laws administered by the Oregon Department of Revenue under ORS 305.620.

- O. Communicable Diseases. CONTRACTOR understands the risk to have contact with individuals, who have been exposed to and/or have been diagnosed with one or more communicable diseases, including but not limited to COVID-19 or other medical conditions, diseases, or maladies that exist, and it is impossible to eliminate the risk that CONTRACTOR could be exposed to and/or become infected through contact with or close proximity with an individual with a communicable disease. CONTRACTOR KNOWINGLY AND FREELY ASSUMES ALL SUCH RISKS, both known and unknown, EVEN IF ARISING FROM THE NEGLIGENCE OF THE RELEASEES OR OTHERS and assumes all full responsibility for CONTRACTOR'S participation.

- P. Debarment and Suspension. CONTRACTOR, its subcontractors, if any, will certify that during the term of an award of contract by City resulting from this procurement process, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation by any federal department or agency, or the State of Oregon. CONTRACTOR will not utilize subcontractors that have been debarred by any local or federal department or agency, or the State of Oregon.

- Q. Conflict of Interest. CONTRACTOR will prohibit any employee, governing body, subcontractor, or organization from participating in this contract if the employee or entity has an actual or

potential conflict of interest with regards to the funding provided under this agreement. CONTRACTOR must disclose in a timely manner and in writing to CITY all violations of Federal criminal law involving fraud, bribery, or gratuity potentially affecting funds provided under the agreement.

ARTICLE III: RESPONSIBILITIES OF CITY

- A. Authorization to Proceed. CITY will authorize CONTRACTOR upon execution of the contract to start work on any of the services defined in Article I.
- B. Access to Records, Facilities, and Property. CITY will comply with reasonable requests from CONTRACTOR for inspection or access to City's records, facilities, and properties by providing any and all information within its possession or control that may be reasonably helpful in the performance of the services provided herein.
- C. Timely Review. CITY will examine all studies, reports, specifications, proposals, and other documents presented by CONTRACTOR, obtain advice of an attorney, accountant, auditor, risk consultant and any other Contractors as CITY deems appropriate for such examination and render in writing decisions pertaining thereto in a timely manner so as not to unreasonably delay the services of CONTRACTOR.

ARTICLE IV: MODIFICATIONS

CITY or CONTRACTOR will not make modifications in the attached Agreement or these Standard Terms and Conditions except in writing as an amendment to the agreement. Said modifications will be agreed to by both parties, with scope of work, schedule, and compensation to be negotiated at the time the modification is proposed by either party. Modifications that do not meet these requirements will not be binding, and no further compensation will be allowed for any work performed.

ARTICLE V: COMPENSATION

CITY agrees to pay for the services procured in Article I in accordance with the compensation provisions described in this Agreement and set forth in the Cost Proposal, Exhibit A.

Invoices shall be directed to the City of Albany, Attention: Accounts Payable, P.O. Box 490, Albany, OR 97321. Invoices may be emailed to accountspayable@cityofalbany.net.

If payment is not made within 30 days, interest on the unpaid balance will accrue beginning on the 31st day at the rate of one percent (1%) per month or the maximum interest rate permitted by law, whichever is less. Such interest is due and payable when the overdue payment is made, unless delay in payment is due to a contested billing. CITY has the right to appeal or ask for clarification on any CONTRACTOR billing within 30 days of receipt of billing. Until said appeal is resolved or clarification is accepted, no interest will accrue on that portion of the billing. In the event of a contested billing, only that portion so contested will be withheld, and the undisputed portion will be paid in accordance with this Article V.

Notwithstanding anything in this Agreement to the contrary, CITY's obligation to pay money beyond the current fiscal year will be subject to and dependent upon appropriations being made from time to time by the City Council for such purpose; provided, however, that the City Manager or other Officer charged with the responsibility for preparing CITY's biennial budget must include in the budget for each fiscal year the amount of CITY financial obligation payable in such year and the

City Manager or such other Officer will use his/her best efforts to obtain the annual appropriations required to authorize said payments.

ARTICLE VI: INDEMNIFICATION

CONTRACTOR agrees to indemnify, defend, and hold harmless CITY, its agents, officers and employees, from and against any and all liability, claims, suits, loss, damages, costs, and expenses arising out of or resulting from the negligent or intentional acts, errors, or omissions of CONTRACTOR, its officers, employees, or agents.

ARTICLE VII: INSURANCE

Before the Agreement is executed and work begins, CONTRACTOR must furnish CITY a Certificate of Insurance for the coverage and limits set out below which is to be in force and applicable to the project for the duration of the contract. The issuing insurance companies must have a minimum current A.M. Best rating of A- VII or approved by CITY. The Certificate must state that any insurance coverage shown cannot be suspended, voided, canceled by either party, or reduced in coverage or limits without 30 days prior written notice has been given to CITY. Required insurance coverage(s) must continue in effect throughout the term of the contract, or until final acceptance of the entire project, or through the products-completed operations required period.

A. Minimum Scope of Insurance

Coverage must be at least as broad as:

1. Commercial General Liability: Insurance Services Office (ISO) form CG 0001 with an edition date of 10-2001 or later, providing Commercial General Liability – Occurrence Form. With CG 25 03 (Amendment Aggregate Limits of Insurance per Project) or equivalent attached.
2. Automobile Liability: Insurance Services Office (ISO) form CA 0001, providing Business Automobile Coverage on owned, non-owned and hired vehicles.
3. Workers' Compensation: Insurance as required by Oregon Revised Statutes and including Employers Liability Insurance.

B. Minimum Limits of Insurance

CONTRACTOR must maintain limits no less than:

1. Commercial General Liability \$2,000,000 Each Occurrence
 \$2,000,000 Personal Injury
 \$3,000,000 General Aggregate
 \$3,000,000 Products/Completed Operations Aggregate

The General Aggregate and Products/Completed Operations Aggregate should apply separately on a "per project basis". A combination of primary and Excess Liability or an Umbrella insurance policy may be used to meet the required limits of insurance.

2. Automobile Liability \$2,000,000 Per Occurrence
3. Employers' Liability \$1,000,000 Each Accident
 \$1,000,000 Disease Aggregate
 \$1,000,000 Disease Each Employee

C. Insurance Requirements for Subcontractors

Should CONTRACTOR subcontract any part of the Contract, CONTRACTOR will require those subcontractors or affiliates, if not covered under CONTRACTOR's insurance, to obtain and keep in force for the duration of the Contract, insurance equal to the minimum values indicated above.

D. Deductibles and Self-Insured Retentions (SIR)

Any deductible or self-insured retention must be declared to and approved by CITY before contract award. CITY will require CONTRACTOR to reduce or eliminate such deductible or self-insured retention (SIR) as respects City, its officers, employees and agents; or procure a Letter of Credit or surety bond guaranteeing payment of losses and related investigations, claim administration, and defense expenses.

E. Other Insurance Provisions

The policies are to contain, or be endorsed to contain, the following provisions:

1. Additional Insured Clause - The Commercial General Liability insurance coverage required for performance of this contract must be endorsed to name City of Albany and its officers, agents and employees as Additional Insured on any insurance policies required herein with respect to CONTRACTOR's or any subcontractor's activities being performed under the Agreement. The Certificate of Insurance must include the additional insured endorsement. Coverage must be primary and non-contributory with any other insurance and self-insurance.
2. Any failure to comply with reporting provisions of the policies must not affect coverage provided to CITY, its officers, employees, or agents.
3. Workers' Compensation and Employers Liability Coverage – The insurer must agree to waive by endorsement, all rights of subrogation against the City of Albany, its officers, employees, and agents for losses arising from work performed by CONTRACTOR for CITY.

F. Excess Liability or Umbrella Insurance Policy

A combination of primary and Excess Liability or an Umbrella insurance policy may be used to meet the required limits of insurance. Indication of use must be provided either on the certificate of insurance or within the endorsements.

ARTICLE VIII: ASSIGNMENT

This Agreement is to be binding upon the heirs, successors, and assigns of the parties hereto and is not to be assigned by either party without first obtaining the written consent of the other. No assignment of this Agreement will be effective until the assignee assumes in writing the obligations of the assigning party and delivers such written assumption to the other original party to this Agreement.

Use of subcontractors by CONTRACTOR or subsidiary or affiliate firms of CONTRACTOR for technical or professional services will not be considered an assignment of a portion of this Agreement, and CONTRACTOR will remain fully responsible for the work performed, whether such performance is by CONTRACTOR or subcontractors. No subcontractors will be used without the written approval of CITY. Nothing herein will be construed to give any rights or benefits hereunder to anyone other than CITY and CONTRACTOR.

ARTICLE IX: INTEGRATION

These terms and conditions and the attachments represent the entire understanding of CITY and CONTRACTOR as to those matters contained herein. No prior oral or written understanding will be of any force or effect with respect to those matters covered herein. The agreement may not be modified or altered except in writing as specified in Article IV.

ARTICLE X: SUSPENSION OF WORK

CITY may suspend, in writing, and without cause, all or a portion of the work under this Agreement. CONTRACTOR may request that the work be suspended by notifying CITY, in writing, of circumstances that are interfering with the progress of work. CONTRACTOR may suspend work on the project in the event CITY does not pay invoices when due. The time for completion of the work will be extended by the number of days work is suspended. In the event that the period of suspension exceeds 90 days, the terms of the Agreement are subject to renegotiation and both parties are granted the option to terminate work on the suspended portion of the project, in accordance with Article XI.

ARTICLE XI: EARLY TERMINATION OF WORK

- A. CITY may terminate this Agreement for convenience at any time for any reason deemed appropriate in its sole discretion. Termination is effective immediately upon notice of termination given by CITY.
- B. Either party may terminate this Agreement in the event of a material breach by the other party that is not cured. Before termination is permitted, the party seeking termination must give the other party written notice of the breach, its intent to terminate, and fifteen (15) calendar days to cure the breach. If the breach is not cured within 15 calendar days, the party seeking termination may terminate immediately by giving written notice that the Agreement is terminated.
- C. If no notice of termination is given, relationships and obligations created by this Agreement will be terminated upon completion of all applicable requirements of this Agreement.

ARTICLE XII: REMEDIES AND PAYMENT ON EARLY TERMINATION

- A. If CITY terminates pursuant to Article XI(A), CITY will pay CONTRACTOR for work performed in accordance with the Agreement prior to the termination date. No other costs or loss of anticipated profits will be paid.
- B. If CITY terminates pursuant to Article XI(B), CITY is entitled all remedies available at law or equity. In addition, CONTRACTOR must pay CITY all damages, costs, and sums incurred by CITY as a result of the breach.
- C. If CONTRACTOR justifiably terminates the Agreement pursuant to Article XI(B), CONTRACTOR's only remedy is payment for work prior to the termination. No other costs or loss of anticipated profits will be paid.
- D. If CITY's termination under Article XI(B) above was wrongful, the termination will be automatically converted to one for convenience and CONTRACTOR will be paid as if the Agreement was terminated under Article XI(A).
- E. In the event of early termination, CONTRACTOR's work product before the date of

termination becomes property of CITY.

- F. In the event of termination, CONTRACTOR must perform such additional work as is necessary for the orderly filing of documents and closing of the project. The time spent on such additional work must not exceed 10 percent (10%) of the time expended on the terminated portion of the project prior to the effective date of termination. CONTRACTOR will be compensated for work actually performed prior to the date of termination plus work required for filing and closing as described in this Article.
- G. Upon termination, CONTRACTOR must provide to CITY all work products, material, documents, etc., gathered or compiled, related to the project, whether in CONTRACTOR'S possession at the time of termination or received later.

ARTICLE XIII: NOTICES

All notices and demands of a legal nature that either party may be required or may desire to serve upon the other party must be in writing and will be served upon the other party by personal service, by facsimile transmission, email followed by mail delivery of the notice, by overnight courier with proof of receipt, or by certified mail, return receipt requested, or by postage prepaid. Notices must be addressed as follows:

City:

M. Sean Kidd
City Attorney
260 Ferry Street SW, Suite 202
Albany, Oregon 97321
sean@longdel.com

With copy to:

City of Albany
Attn: Peter Troedsson, City Manager
P.O. Box 490
Albany, Oregon 97321
peter.troedsson@cityofalbany.net

ARTICLE XIV: FORCE MAJEURE

Neither CITY nor CONTRACTOR will hold the other responsible for damages or delay in performance caused by acts of God, strikes, lockouts, accidents, or other events beyond the control of the other or the other's employees and agents.

ARTICLE XV: DISPUTE COSTS

In the event either party brings action to enforce the terms of this Agreement or to seek damages for its breach or arising out of any dispute concerning the terms and conditions hereby created, the prevailing party will be entitled to an award of its reasonable attorney fees, costs, and expenses, including expert witness fees, incurred therein, including such costs and fees as may be required on appeal.

ARTICLE XVI: CONFLICT AND SEVERABILITY

In the event of any inconsistency between the terms of this Agreement and the terms listed in any additional attachments to this Agreement, the terms of this Agreement will control. Any provision of this document found to be prohibited by law will be ineffective to the extent of such prohibition without invalidating the remainder of the document.

ARTICLE XVII: CONSTRUCTION

The Parties acknowledge that the parties and their counsel have reviewed this Agreement and that the normal rule of construction to the effect that any ambiguities are to be resolved against the drafting Party will not be employed in the interpretation of this Agreement or any exhibits or amendments hereto.

ARTICLE XVIII: NON-DISCRIMINATION/EQUAL EMPLOYMENT OPPORTUNITY

During the term of this Agreement, CONTRACTOR agrees as follows: CONTRACTOR will not discriminate against any employee or applicant for employment because of creed, religion, race, color, sex, marital status, sexual orientation, political ideology, ancestry, national origin, or the presence of any sensory, mental or physical handicap, unless based upon a bona fide occupational qualification. CONTRACTOR will take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to their creed, religion, race, color, sex, national origin, or the presence of any sensory, mental or physical handicap. Such action will include, but not be limited to the following: employment, upgrading, demotion, or transfer, recruitment or recruitment advertising layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship.

ARTICLE XIX: COURT OF JURISDICTION

The laws of the State of Oregon will govern the validity of this Agreement, its interpretation and performance, and other claims related to it. Venue for litigation will be in the Circuit Courts in and for Linn County, Oregon.

ARTICLE XX: EFFECTIVE DATE

The date this Agreement is signed by the last party to sign it (as indicated by the date associated with that party's signature) will be deemed the date of this Agreement. If a party signs but fails to date a signature the date that the other party receives the signing party's signature will be deemed to be the date that the signing party signed this Agreement and the other party may inscribe that date as the date associated with the signing party's signature; provided, however, if only one party dated this Agreement, then such date is the date of this Agreement.

ARTICLE XXI: ELECTRONIC SIGNATURES

Any signature (including any electronic symbol or process attached to, or associated with, a contract or other record and adopted by a Person with the intent to sign, authenticate or accept such contract or record) hereto or to any other certificate, agreement or document related to this transaction, and any contract formation or recordkeeping through electronic means will have the same legal validity and enforceability as a manually executed signature or use of a paper-based recordkeeping system to the fullest extent permitted by applicable law.

MARKETING AND TOURISM PROMOTION SERVICES AGREEMENT:

CONTRACTOR:

Date: _____

By: _____
Company

By: _____

Title: _____

By: _____

Title: _____

Mailing
Address _____

Telephone: _____

Fax: _____

Email

Social Security No. (if individual)

Tax Identification No. (if incorporated)

Note: Signatures of two officers are required
for a corporation.

CITY OF ALBANY, OREGON:

Date: _____

By: _____
Peter Troedsson, City Manager

APPROVED AS TO FORM:

By: _____
M. Sean Kidd, City Attorney

ATTACHMENT B – DEFINITIONS

The following definitions are as used in these contract documents, except where the context otherwise clearly requires.

ADA means Albany Downtown Association.

CITY, OWNER means the City of Albany, Oregon.

CITY'S REPRESENTATIVE or DESIGNEE, or CONTRACT ADMINISTRATOR means the person or persons designated by the City to administer this contract and monitor compliance hereunder.

CJIS means Criminal Justice Information Services.

COBID means Certification Office for Business Inclusion and Diversity.

COMPLETED WORK means all meetings conducted, minutes prepared and approved, exercise completed, after-action reports and improvement reports prepared and approved, and final bill submitted to and received by the City of Albany.

CONTRACT DOCUMENTS mean all written documents existing at the time of contract execution and setting forth the obligations of the parties, including the Request for Proposals, Personal Service Agreement, Scope of Services, Proposal Certifications, Statement for Corporation or Independent Contractor, Proposer Representations and Certification Regarding Debarment, Suspension and Other Responsibility Matters, Certification of Insurance Requirements, References, Cost Proposal, Proposal Response, and other attachments, exhibits, or addenda applicable to the final Contract Documents. In addition, written amendments to the Contract Documents executed by the parties from time to time, and any documents expressly incorporated by reference elsewhere in Contract Documents enumerated above.

CONTRACTOR, CONSULTANT, PROPOSER, RESPONDENT, VENDOR, SUPPLIER, FIRM, COMPANY means the person or business that has undertaken to perform the work subject of this contract and by whom or on whose behalf the contract was signed.

CTP means Collaborative Tourism Promotion.

DBE means Disadvantaged Business Enterprise. Disadvantaged Business Enterprises include small businesses that are at least 51% owned by Minorities: Blacks, Hispanics, Native Americans, Asian-Pacific Americans and Subcontinent Asian Americans; Women; and Other individuals on a case-by-case basis.

DEI means Diversity, Equity, and Inclusion. Diversity is the presence of differences that may include race, gender, religion, sexual orientation, ethnicity, nationality, socioeconomic status, language, (dis)ability, age, religious commitment, or political perspective.

DELIVERABLE means the acceptable product or service as identified in the statement of work; received as requested at the right: time, place, quality, quantity, and price. A deliverable must be measurable to determine that all conditions and acceptable performance are met.

DISADVANTAGED BUSINESS ENTERPRISE PROGRAM includes firms that are certified as a DBE from the Certification Office for Business Inclusion and Diversity, or COBID.

DESTINATION MANAGEMENT ORGANIZATION (DMO) means a group of travel industry stakeholders interested in optimizing tourism within a particular destination and are often considered the backbone of tourism destinations. Its responsibilities may include defining the destination and its boundaries, promoting it to travelers, and ensuring it offers unique value.

FOIA means Freedom of Information Act.

KPI means Key Performance Indicators.

LOCAL TRANSIENT LODGING TAX means a tax imposed by a unit of local government on the sale, service or furnishing of transient lodging.

MWESB means Minority-owned, Women-owned, or Emerging Small Business.

OAR means Oregon Administrative Rules.

OHA means Oregon Health Authority.

ORS means Oregon Revised Statutes.

OSHA means Occupational Safety and Health Administration.

PROTECTED CLASS means a group of persons distinguished by race, color, religion, sex, sexual orientation, national origin, marital status, veteran status, disability, or age.

RESPONSIBLE PROPOSER means a person who has submitted an Offer and meets the standards set forth in OAR 137-047-0640 and that has not been debarred or disqualified by the Contracting Agency under OAR 137-047-0575. When used alone, Responsible means meeting the aforementioned standards and is also defined in ORS 279B.110.

RESPONSIVE PROPOSAL means an Offer or Proposal that substantially complies in all material respects with all prescribed procurement procedures and applicable solicitation requirements. When used alone, Responsive means having the characteristic of substantially complying in all material respects with applicable solicitation requirements.

SAFETY DATA SHEET (SDS), formerly called Material Safety Data Sheets, is a detailed informational document prepared by the manufacturer or importer of a hazardous chemical and are one of many tools used to evaluate chemical hazards, potential health effects, chemical make-up, storage, use,

handling, safe work practices and emergency procedures related to chemicals. SDS are required by OSHA to be stored with chemicals for employees' access.

SIR means Self-Insured Retention and may apply to insurance coverages at insurer's request. City must approve the application of the SIR to City required insurance coverages.

SPECIFICATIONS mean the directions, requirements, explanations, terms and provisions pertaining to the various features of the work, the manner and method of proposing for the work, the manner and method of performance of the work, and the manner and method of payment all as they appear in the contract documents.

STATEMENT OF TIME means a period of time, unless stated as a number of City business days, will include Saturdays, Sundays, and holidays. The word "day" as used in this RFP document, and any resulting contract awarded as a result of this process, will constitute a calendar day of 24 hours measured from midnight to the next midnight.

STATEMENT OF WORK or SOW mean the formal document that defines the entire scope of the work involved for a vendor or contractor and clarifies deliverables, costs, and timeline, and provides direction on the specific services that the Contractor is expected to perform by detailing the work activities and deliverables.

SUBSTANTIAL COMPLETION means a stage in the progress of the Work when the Work or designated portion thereof is sufficiently complete in accordance with the Contract Documents so that the Owner can occupy or use the Work or a portion thereof for its intended use.

TAC means Tourism Advisory Committee.

TLT means Transient Lodging Tax.

TOURISM means economic activity resulting from tourists.

TOURIST means a person who, for business, pleasure, recreation or participation in events related to the arts, heritage or culture, travels from the community in which that person is a resident to a different community that is separate, distinct from and unrelated to the person's community of residence, and that trip requires the person to travel more than 50 miles from the community of residence or includes an overnight stay.

WORK means all tasks specified or necessarily implied in these Contract Documents to perform and complete their intended result. The term encompasses all labor, materials, supplies, tools, equipment, fuel, administrative and support services, overhead, and other direct and indirect expenses necessary to achieve the result intended by the Contract Documents.

APPENDICES

Appendix A – Transient Lodging Tax Policy