

**MINORITY MARKETING SERVICES CANDIDATES**

If you wish to be copied on questions posed by other RFS applicants (anonymously) and/or the answers to those questions, please fill in the information below and hand it to the receptionist. Or, send the information requested below to [brian@travelportland.com](mailto:brian@travelportland.com).

Name of company/individual: \_\_\_\_\_

E-mail address: \_\_\_\_\_



## **REQUEST FOR SERVICES**

Minority Marketing Services for Travel Portland

August 29, 2008

### **About Travel Portland**

Travel Portland (formerly Portland Oregon Visitors Association) is an independent non-profit destination marketing organization with a membership of more than 1,000 businesses. Its mission is to strengthen the region's economy by marketing the Portland region as a preferred destination for meetings, conventions and leisure travel. To accomplish this goal, Travel Portland courts a highly qualified list of national, state and regional meeting planners; tour packagers, wholesalers and operators; leisure travelers; and local, national and international media.

### **Scope of Work**

Travel Portland is soliciting written proposals from qualified individuals/firms that will assist Travel Portland in accomplishing its goals with the City of Portland and the Metropolitan Exposition Recreation Commission (MERC) by providing Minority Marketing Services.

### Background/purpose/role of selected firm:

Travel Portland is seeking an individual/firm who will perform activities that will generate positive national public relations and position Portland with a favorable image in the minority marketplace that will in turn develop confirmed convention and meeting bookings. Emphasis will be placed on working with minority organizations whose meeting specifications provide potential for use of the Oregon Convention Center (OCC) as a meeting facility in Portland with multiple hotel usage in the Metro Portland area, although there is recognition of the value of single-hotel business as well.

Minority groups are defined as those organizations whose membership is comprised primarily of ethnic minority members (African-American, Hispanic, Asian-American, Native-American, etc.) and/or whose meeting focus is on topics that have particular impact on those members.

### Scope of Services/Work

Marketing/public relations: The Oregon Convention Center and Portland continue to pursue local, regional and national recognition in the meeting, convention and tourism market. Exposure in national, regional and local publications is essential in maintaining national credibility in the growing ethnic communities. Various advertising and/or public relations efforts will need to be undertaken in various minority publications. Performance in this area includes working with local groups that have booked or anticipate booking the Oregon Convention Center for future events. The minority marketing services firm will also provide input and advice with respect to collateral and website development, minority direct mail campaigns, and minority advertising placement. Appropriate web site links and content will need to be identified and obtained. Particular emphasis will be placed on identifying key minority publications and obtaining editorial content in same. The minority marketing services provider will be an asset that will be relied upon as a public engagement speaker on minority marketing and other issues, as requested.

Sales Activities: Various sales activities will need to be undertaken to accomplish the goals. The Minority Marketing Services provider will need to assist with:

Bid trips: When invited to bid, work in conjunction with the Travel Portland sales staff and participate in bid trips and presentations soliciting identified minority organization convention business. Emphasis will be on organizations that will utilize the OCC as a meeting venue in Portland. Participation may include, but not be limited to, supporting the cost of the following elements:

- a) transportation, either air or ground
- b) hosted meals
- c) amenities

Site visits: In conjunction with the Travel Portland sales staff, participate in site visits to Portland of identified minority organizations that are reviewing Portland as a convention site. Emphasis will be on organizations that will utilize the OCC as a meeting venue in Portland, and participation may include, but not be limited to, supporting the cost of the following elements:

- a) transportation, either air or ground
- b) hosted meals
- c) amenities

Trade Shows: The minority marketing services provider will be expected to attend and work several industry trade shows during the year. Examples of those are:

- a) Religious Conference Managers Association
- b) Travel Professionals of Color
- c) American Association of Contract Compliance
- d) National Organization of Black County Officials
- e) National Organization of Black Law Enforcement Executives
- f) National Association of Black Elected State Officials
- g) International Association of Hispanic Meeting Professionals

Familiarization (fam) Trips: In conjunction with Travel Portland sales staff, assist by recruiting meeting planners and media that represent minority organizations or publications to fam trips organized by Travel Portland. As well, actively participate in fam events when in town.

Group and Convention Services: In conjunction with the Travel Portland sales and convention services staff, assist by meeting with and providing services to minority groups/conventions already confirmed for Portland who are in need of various assistance before, during and after their convention (connecting them with local suppliers, local chapter planning support, etc.) in order to ensure the success of their convention. As well, ensure the development of appropriate promotional collateral that helps connect/assist minority visitors, meeting planners and/or media with local Portland services important to them and their visitors.

Educational and training activities: Support educational and training activities that help promote ethnic minorities within the hospitality industry by conducting at least two service/ethnic diversity training seminars per year within the Portland Metro area.

Travel Portland has set aside a budget of up to \$175,000 for this services agreement.

## Schedule

August 29, 2008:	Travel Portland issues formal RFS
September 15, 2008:	RFS proposals due in the Travel Portland offices by 4 p.m. Pacific Time
Week of September 15:	RFS proposals reviewed by Travel Portland
Week of September 22:	Follow up and/or interview(s) with top-tier candidate(s)
Week of September 29:	Proposer selected
Week of October 6:	Service begins

## Requirements

The selected individual/firm will be invited to enter into a service agreement with Travel Portland. This agreement will stipulate the terms and conditions of the services to be provided. Travel Portland reserves the right to change any terms and conditions of the service agreement prior to execution of the agreement. Travel Portland also reserves the right to terminate the agreement at any time and for any reason within 30 days of notifying in writing the selected individual/firm.

## Business License, Registration, Certification, Insurance

The selected individual/firm shall be licensed to do business in Oregon as required by state codes and maintain current any certification, accreditation or license(s) required to perform work under this agreement.

The selected organization will be an independent contractor and shall be responsible for any federal, state and local taxes applicable to payments hereunder. The selected organization, its employees and subcontractors, if any, will not be employees of Travel Portland and are not eligible for any benefits through Travel Portland, including without limitation, federal social security, health benefits, workers' compensation, unemployment compensation and retirement benefits.

The selected organization will hold harmless, defend and indemnify Travel Portland and Travel Portland's officers, agents and employees against all claims, demands, actions and suits brought against any of them arising from the selected organizations work or any subcontractor's work under this agreement. A certificate of insurance or copy thereof will need to be provided by the selected contractor that provides evidence of general liability insurance up to \$1,000,000 and shall be incorporated into and made a part of any agreement.

The selected contractor, its subcontractors, if any, and all employers working under agreement with Travel Portland will be subject employers under the Oregon workers' compensation law and shall comply with ORS656.017 which requires them to provide workers compensation coverage for all their subject workers. A certificate of insurance or copy thereof will need to be provided by the selected contractor that provides evidence of current workers compensation insurance and shall be incorporated into and made a part of the agreement. The selected contractor further agrees to maintain workers' compensation insurance coverage for the duration of any agreement.

## RFS Submittal Requirements – Deadline: No later than 4 p.m. Pacific Time, September 15, 2008

In order to be considered for selection and possible service agreement, each proposal must be complete and include the following:

- 1) **Cover letter:** A dated cover letter describing the proposer's background; clients; experience; and specific areas of expertise in relation to the scope of work outlined above. Include number of years in business and scope of general services provided to clients. The letter must be signed by an individual/official of the firm who has authority to enter into a service agreement on behalf of the firm.

- 2) General experience: Describe, in detail, the proposer's background, industry experience; knowledge and thorough understanding of the Portland convention and visitors industry product; industry contacts; and specific areas of expertise in relation to the scope of work outlined herein.
- 3) Experience of key personnel: Provide a professional bio/resume for the person/personnel who will be assigned to each phase of the agreement, including any subcontractors. Include any accreditations, licenses or special training related to the services requested. Principal(s), project manager(s) and/or technical staff must be identified. Discuss their roles in relation to the work required.
- 4) Proposed program of work: Describe, in detail, the approach/efforts you will undertake in the following areas:
  - a) Marketing/Public Relations (collateral/website/editorial coverage/speaking engagements, advertising, etc.)
  - b) Sales support and activities (Bid Trips, Site Visits, Trade Shows, Familiarization Trips, lead generation, etc.)
  - c) Group and Convention Services support/activities /efforts (before, during and post convention)
  - d) Educational and Training activities
- 5) References: Provide a list of at least three business references for which the individual/firm has provided similar services. Include a contact name and phone number for each reference.
- 6) Fees/value: Provide an amount for the costs associated with the program of work. Include hourly rates for staff members, anticipated hours for each staff member and any incidental reimbursable fees or expenses. List any cost-saving and/or added-value advantages your agency/firm offers.
- 7) Diversity: Please indicate if proposer is an Oregon State certified Emerging Small Business (ESB), Minority Business Enterprise (MBE) or Woman Business Enterprise (WBE). If not, provide a description of the proposer's present and proposed efforts in promoting diversity in contracting and employment. Include information describing methods used to recruit and employ a diverse staff and efforts to utilize Oregon State certified Emerging Small Business (ESB), Minority Business Enterprise (MBE) and Women Business Enterprise (WBE) subcontractors and suppliers.

All proposals must be in original print form (no e-mail or faxed versions can be accepted). Please submit an original and THREE (3) copies of the proposal for review by the members of the selection committee.

### **Selection Criteria**

Initial review of the proposals will be based on overall evaluation and assessment of the materials contained in each proposal. At this phase of the selection process, qualifications, industry experience, industry contacts, approach, past results and other factors outlined above will be of utmost importance.

Selection criteria for and/or review of the written proposals include the following:

- General experience (40%): Evaluation of demonstrated industry experience and ability to provide services as identified in the scope of work. Includes experience, strong knowledge and thorough understanding of the Portland convention and visitors industry product, industry contacts, qualifications and certifications of key staff identified in the proposal.

- Program of work (35%): Evaluation points will be awarded based on submitted program of work.
- Cost and fee structure (15%): The submitted fee structure will be compared to fee schedules proposed by other firms. Each proposer's cost-saving and added-value advantages will also be considered.
- Present and proposed efforts in promoting diversity (10%).

### **Other Considerations**

Confidentiality: It is understood that proposals may contain confidential information relating to previous client strategies, goals and results.

Acceptance/Rejection of Proposals: Travel Portland reserves the right, at its discretion, to reject any proposal that does not meet the stated criteria.

RFS Questions/Clarification: Questions regarding the RFS or requests for clarification of the RFS must be sent in writing or by e-mail to Brian McCartin, Executive Vice President of Convention & Tourism Sales, Travel Portland, 1000 S.W. Broadway, Suite 2300, Portland, Oregon 97205; brian@travelportland.com. Written and/or e-mailed questions must be received no later than September 9, 2008. Requests must contain an e-mail address to which the appropriate response can be sent; the committee will respond on September 12, 2008 to all such requests. Responses to questions that the committee feels could be of value to all applicants will be sent to the applicant who asked the question and copied to all other applicants who supplied an e-mail address when obtaining an RFS packet.

Disclosure: Other than the name of the selected individual/firm, no other information regarding the candidates or their proposals shall be made public.

Cost for Preparation of Proposals: Travel Portland is not responsible under any circumstances for any costs incurred as the result of the preparation or submission of the candidates' proposals.

Equal Opportunity: Travel Portland particularly encourages minority and women-owned businesses to submit proposals in response to this RFS.

### **Service Agreement Award**

Travel Portland reserves the right to award one or multiple services agreements for the outlined scope of work; Travel Portland also reserves the right to not award a services agreement to any candidate, if none are deemed suitable. Travel Portland further reserves the right to cancel the service agreement at any time and for any reason within 30 days of notifying in writing the selected firm.

### **Submit Proposals to**

Brian McCartin  
Executive Vice President of Convention & Tourism Sales  
Travel Portland  
1000 S.W. Broadway, Suite 2300  
Portland, OR 97205  
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