

**JEFFERSON COUNTY
BOARD OF COUNTY COMMISSIONERS**

CONSENT AGENDA REQUEST

TO: Board of County Commissioners

FROM: Mark McCauley, County Administrator

DATE: January 17, 2023

SUBJECT: Request for Board of County Commissioners (BoCC) Approval to Issue a Request for Proposals for a consultant for the Olympic Peninsula Gateway Visitor Center

STATEMENT OF ISSUE:

Jefferson County is seeking proposals from interested parties to provide helpful information to visitors arriving in Jefferson County and the Olympic Peninsula and to use a variety of outreach methods to promote tourism on the Peninsula. The current Olympic Peninsula Gateway Visitor Center Manager, William Rooney is retiring at the end of February 2023. The County is interested in selecting a party that will provide oversight of all aspects of the Gateway Visitor Center.

ANALYSIS:

The attached Request for Proposals (RFP) will solicit proposals from interested consultants. The County will evaluate and score proposals received, conduct interviews of a group of finalists and make a recommendation to the BoCC. Should the BoCC approve the recommendation a contract would then be brought before the BoCC for consideration.

FISCAL IMPACT:

The fiscal impact of this request is as of yet unknown. Once proposals are received staff will have a better idea of the fiscal impact.

RECOMMENDATION:

That the Board approve the issuance of the attached RFP.

REVIEWED BY:


Mark McCauley, County Administrator

1/10/23
Date

Submittal Instructions

Written proposals and an electronic PDF must be received by the County no later than **4:30 p.m. PST on February 1, 2023**. Proposals received after this deadline will not be accepted or considered.

REQUEST FOR PROPOSALS (RFP) **Olympic Peninsula Gateway Visitor Center** **Jefferson County, Washington**

INTRODUCTION

Jefferson County is seeking proposals, due no later than **4:30 p.m. PST on February 8, 2023**, from interested parties to provide helpful information to visitors arriving in Jefferson County and the Olympic Peninsula and to use a variety of outreach methods to promote tourism on the Peninsula. The anticipated Period of Performance will include a 9-month period to provide adequate time for observation of work performance through December 31, 2023. Satisfactory performance may result in additional Periods of Performance at the County's discretion.

This RFP requests that experience and education/training demonstrates the ability to perform the specific tasks outlined below.

Based on the proposals received, the County will select parties to be interviewed. As a result of those interviews, the top-rated party will be selected by the County for contract negotiations.

Proposals must be responsive to the County's request. The County shall determine the most responsive and responsible party, providing the best service at the most reasonable cost. Cost alone shall not be the determining factor. The County reserves the right in its absolute discretion to make no award or contract.

BACKGROUND

The Jefferson County Commissioners are interested in selecting a party that will provide oversight of all aspects of the Gateway Visitor Center including: recruiting, training and supervising staff and volunteers; maintaining accurate records; ensure the center is open, clean, and staffed to greet and provide information to Olympic Peninsula visitors. The selected party will also be a key county contact person for developing tourism promotions with other marketing partners.

The Olympic Peninsula offers an abundance of recreational activities, beautiful vistas and points of interest for the many tourists that visit.

The County wishes to meet the expectations of its various constituent groups in the most effective and cost-effective way. Aligning the County's tourism promotion efforts with these expectations will help ensure our long-term success.

GENERAL SCOPE OF SERVICES REQUIRED

As envisioned, the scope of services for this proposal will include the following components.

Olympic Peninsula Gateway Visitor Center:

- Maintains an opening schedule of 290-300 days a year, 10am to 4pm
- Displays over 150 Promotional Brochures related to Jefferson County and the Olympic Peninsula inside the center and a 24 hour a day, 7 day a week display outside featuring the most popular informational brochures for pickup by visitors.
- Maintain portals on the Internet at www.enjoyolympicpeninsula.com, www.olympicpeninsula.org and [Facebook](#) pages to promote lodging events, and activities year-round.
- Partners to develop and produce printed materials like Jefferson County Activity Maps, Olympic Peninsula Travel Planner, Jefferson County Getaway Guide, and other promotional pieces produced by the Jefferson County Tourism Coordinating Council and Olympic Peninsula Tourism Commission.
- Partners to develop and implement tourism promotions for both Jefferson and Clallam County including television, internet, and printed publications beyond those mentioned above.
- Funds a professional Media Manager to develop and implement tourism promotions.
- Provides a pleasant, safe, and sanitary environment for the traveler, the Gateway funds all maintenance onsite with very few exceptions, including portable toilet; park and ride lot, security system, and grounds work.

GENERAL PROJECT MANAGEMENT

Selected party will:

- Keep the Gateway Visitor Center operations up-to-date and in compliance with current Jefferson County practices.
- Ensure all outstanding invoices have been forwarded to bookkeeper. Maintain good working relationship with county staff, review monthly profit and loss verses actuals and have these available at all times, check bank balance monthly and maintain a balanced budget.
- Ensure to have cash on hand for sales. All normal rules of operations for small business practice should be observed.
- Make all necessary reports to the County, (use monthly form if you like it, held in computer files), and Washington State, when needed. Quarterly, mid-year, and year-end reports are required to the County.
- Keep all in-house, printed forms in stock, which may include: guest register, outdoor brochure, maps and other printed materials. Make sure all printed materials are current, and brochure stock is on hand and displayed. Order from local vendors such as: Port Townsend Leader, Peninsula Daily News, Olympic Peninsula Visitor Bureau, Sequim Gazette, Olympic National Park, Sequim Chamber of Commerce, Port Angeles Chamber of Commerce, Forks Chamber of Commerce, Olympic Discovery Trail, etc.

- Keep informed of tourism information for updating travelers. Hood Canal Bridge conditions, Washington State Ferries, lodging availability, campground information, food services, museum schedules, and activities of interest such as: festivals, live music, road trips, cycling, hiking, beaches, boating, and fishing.
- Routinely check the Post Office Box located at the Port Ludlow Post Office.

FACILITIES

The primary place of performance shall be at the Olympic Peninsula Gateway Visitor Center, located at 93 Beaver Valley Road, Port Ludlow, WA 98365.

PROPOSAL SUBMISSION REQUIREMENTS

Each applicant shall be responsible for preparing an effective, clear, and concise proposal. It is recommended that proposals contain the following information:

- A cover letter introducing the party, and their primary contact information.
- Proposed statement of work, project approach, and plan to accomplish the work.
- Description of how you will document and report to the County the economic impact from services at the Gateway Visitor Center.
- Describe your area of expertise. Do you provide a unique service?
- Specific qualifications regarding experience in tourism promotion.
- A list of references that can verify your experience and education regarding tourism promotion.
- A description of the party's organization and staff's qualifications.
- A proposed budget for managing the Gateway Visitor Center.

SELECTION PROCESS

Each of the proposals received will be evaluated and determined if it meets the stated requirements. Failure to meet these requirements will be a cause for eliminating the consultant from further consideration. In addition to evaluating written proposals, in-person interviews will be requested.

The County shall not be liable in any way for any costs arising incurred by any party in preparing its proposal in response to this RFP or any losses or damages arising from the County's rejection of any proposal for any reason whatsoever.

Proposals will be evaluated on the following criteria:

Technical Proposal – 35% Project Approach/Methodology Proposed Work Plan	<u>20</u> points (max) <u>15</u> points (max)	<u>35</u> Total Points
Management Proposal - 35% Firm Relevant Experience Qualifications/Experience of Proposed Key Staff	<u>20</u> points (max) <u>15</u> points (max)	<u>35</u> Total Points
Cost Proposal – 30%		<u>30</u> Total Points
TOTAL		<u>100</u> Points

PROPOSAL REVIEW AND AWARD SCHEDULE

All deadlines are by 4:30 p.m. EST of the stated date. Written proposals and an electronic PDF must be received by the County no later **than 4:30PM EST on February 8, 2023**. Proposals received after this deadline will not be accepted or considered. The selection committee shall make a recommendation to the Board of County Commissioners, who retain contracting authority. Work may begin immediately following contract execution with finalist.

RFP Issued	January 17, 2023
Final Date for Questions Related to RFP	January 27, 2023
Proposal Deadline	February 8, 2023
Proposals Reviewed/Evaluated by Selection Committee	February 15, 2023
In-person Applicant Interviews as Requested of Finalists	February 17, 2023
Selection Committee Recommendation and Board Approval of Contract	February 20-February 24, 2023
Contract Executed	March 6, 2023



REQUEST FOR PROPOSALS (RFP)

Jefferson County Olympic Peninsula Gateway Visitor Center Jefferson County, Washington

Jefferson County is requesting proposals from interested, qualified, and experienced, customer-oriented parties to provide helpful information to visitors arriving in Jefferson County and the Olympic Peninsula and to use a variety of outreach methods to promote tourism on the Peninsula. A Request for Proposals (RFP), which includes instructions for completion, is attached.

Proposers shall submit completed proposals in a sealed envelope, clearly marked with "Proposal for Jefferson County Olympic Peninsula Gateway Visitor Center" and the name of the applicant submitting the proposal. An original copy and digital PDF must be received by the County no later than **4:30 p.m. PST on Wednesday, February 8, 2023**, at the following address:

Mark McCauley
Jefferson County Administrator
1820 Jefferson Street
Port Townsend, WA 98368
mmccauley@co.jefferson.wa.us

Questions regarding this solicitation must be submitted in writing to Mark McCauley, County Administrator, at mmccauley@co.jefferson.wa.us. Answers will be provided in writing to the requestor, or provided in amendment(s) to the solicitation. The final date to submit questions is January 27, 2023 at 4:30 p.m. Pacific Standard Time (PST).

RFP Schedule*

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**Exact dates are subject to change at the County's discretion. All deadlines are by 4:30 p.m. PST of the stated date. Any interested individual may request to be on an email list to receive updates on the RFP process, including addenda to the RFP if any are issued.*