

REQUEST FOR PROPOSALS

Sustainable Tourism and Destination Management and Marketing Services Plan for the City of Durango

ISSUE DATE: October 16, 2021
CLOSING DATE: November 30, 2021



Budget & Strategic Planning Division

949 East 2nd Avenue
Durango, CO 81301
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www.durangogov.org



REQUEST FOR PROPOSALS

The City of Durango, Colorado, hereinafter “the city,” by and through the Grants/Contracts Division, is accepting proposals for **Sustainable Tourism and Destination Management and Marketing Services Plan for the City of Durango**, in accordance with the terms, conditions, and specifications contained in these documents.

Bidders wishing to participate should ensure they have all addenda prior to submission of a Bid. Failure to acknowledge receipt of any addenda applicable to this project could result in the rejection of your Bid.

This project and any subsequent addenda will be posted to the Rocky Mountain E-Purchasing website (www.bidnetdirect.com/colorado) then click on Vendor Login or Vendor Registration, as applicable).

Questions

Each offeror, before submitting his proposal, shall become fully informed as to the extent and character of work required. All questions must be submitted via Rocky Mountain E-Purchasing, www.bidnetdirect.com/colorado.

Question Deadline: October 28, 2021, 3:00 p.m. (Local Time)
(Questions received after the deadline may not be accepted.)

Final Addendum: November 15, 2021, 4:30 p.m. (Local Time)

Submittal Instructions:

Submittal requirements are outlined in the Submittals Section of the Bid Documents.

Project Title: Sustainable Tourism and Destination Management and Marketing Services Plan for the City of Durango

Due Date and Time: November 30, 2021, 3:00 p.m. (Local Time)

Deliver Bid Via: Rocky Mountain E-Purchasing www.bidnetdirect.com/colorado

It is the sole responsibility of the respondent to see that the proposal is received before the submission deadline. Late proposals will not be considered. All proposals submitted shall be binding upon the respondent if accepted by the City within sixty (60) calendar days of the submission date. Negligence upon the part of the respondent in preparing the proposal confers no right of withdrawal after the time fixed for the submission of proposal. This project is being solicited in accordance with the City of Durango Purchasing Policy.

Bob Grogan, Jr
Purchasing-Administrator

Date: October 15, 2021
Published: October 16 & 20, 2021
949 E. 2nd Ave Durango, CO 81301. 970-375-4994

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TABLE OF CONTENTS

INVITATION / INTENT..... 4

BACKGROUND..... 4

GOALS AND OBJECTIVES 6

SCOPE OF WORK 6

BID SUBMISSION 7

SELECTION PROCESS 9

CONTRACT TERMS 10

WORKERS WITHOUT AUTHORIZATION.....10

INSURANCE 11

REQUIREMENTS AND GENERAL INFORMATION 13

TIMELINE.....14

INVITATION / INTENT

The city of Durango seeks to award a contract for services to develop and implement a plan for sustainable tourism marketing to ensure that Durango is a livable and workable city for residents as well as a quality destination for visitors.

The successful bidder will take a leadership role and craft a dynamic, integrated strategy that includes destination management and marketing principles that focus on sustainable marketing and regenerative tourism. This strategy must work in tandem with the city from a public policy planning perspective.

The contract is renewed each year. The City may elect to renew this contract for up to five years total, contingent upon satisfactory performance and available funding.

The successful bidder will:

- Be an expert in destination marketing with a comprehensive understanding of the sustainable/regenerative tourism concepts.
- Have demonstrated work products of long-term management plans with a focus on sustainable/regenerative tourism challenges.
- Demonstrate the ability to engage with large, diverse stakeholder groups and ability to facilitate public outreach programs to garner input in a safe and inclusive environment.
- Be able to incorporate principles of Diversity, Equity and Inclusion to ensure that historically underrepresented groups are included.
- Have experience with benefitting and enhancing the quality of life in other communities.

BACKGROUND

Durango is located in Southwest Colorado and was founded in 1880 by the Durango and Rio Grande Railroad Company to serve the mining industry. The local economy has historically been tied to extractive natural resources, but now relies heavily on recreational opportunities that attract much of the region's growth.

For many years Durango was marketed to prospective visitors in an extractive fashion, where the costs of tourism were not fully considered. This has transitioned to marketing from a sustainable tourism perspective, which is effectively a "do no harm" approach analogous to the "Leave No Trace" ethos for hiking. The latest evolution for tourism thinking is under a "regenerative" marketing approach, where tourism creates an overall benefit to the community beyond the immediate economic gains.

It is within this concept of regenerative marketing that the city recognizes and values the critical role that visitors play in Durango's economy, but acknowledges the potential for tourism impacts that run contrary to the goals established in the [2021 Strategic and Comprehensive Plans](#), and which include:

- Create housing to enhance a multigenerational community workforce, as well as attainable and affordable housing overall.
- Reducing our community's carbon footprint in line with adopted goals.
- Increasing the availability of renewable energy.
- Improving quality of natural resources.
- Enhancing livability and quality of life.
- Reduce emissions through multimodal transportation.

These issues have risen to the forefront of community discussions following an April 2021 election where city voters narrowly approved an increase in the lodgers tax paid by commercial lodging guests, with 51.6% in favor (2,563 to 2,404).

The main concern from opponents, as listed on the ballot language, "Without marketing, people will still come. Durango has plenty of tourists now. We don't need to go overboard to attract more visitors than this lovely town can handle. Tourists impact Durango a great amount with parking, crowding, air pollution from many vehicles; let's not turn Durango into a tourist town any more than what it is already."

Proponents pointed to the importance of tourism for jobs, mentioning, "It is truly the bedrock of Durango's economy. It takes a marketing effort to be sure that visitors to Durango are staying in our hotels, campgrounds and vacation rentals."

Because of the narrow passage, the city is doing due diligence to ensure a successful use of the tax dollars that meets the demands of all constituents. Of specific interest is allocating lodgers tax revenue under the April ballot language that is dedicated to "sustainable tourism marketing, including advertising and attracting conferences, conventions and meetings."

Additional background on the city of Durango's goals, objectives and policies is available from [the city's 2017 comprehensive plan](#).

GOALS AND OBJECTIVES

- Increase the number of full-time, year-round better-paying jobs.
- Implement a year-round regenerative marketing approach that supports a year-round economy which disperses visitors both seasonally and geographically.
- Emphasize current and help develop new off-season events (typically Labor Day through Memorial Day) that are created and produced by local groups and reflect local values and council direction.
- Implement marketing and advertising strategies that support the tourism industry during COVID.
- Attract responsible travelers and steward La Plata County's natural resources.
- Increase the quality of life and educate residents on the value of tourism.
- Define the brand's positioning, mission and guiding principles.
- Create strategic goals and objectives tied to policies set by City Council.
- Identify target market and audiences for advertising.
- Define tactics and channels to deploy marketing campaigns.

SCOPE OF WORK

The selected bidder will help implement a methodology to minimize the negative environmental and social impacts of tourism while maximizing its economic impact for the greater good of all residents.

Implementing this goal includes:

- Conduct annual resident sentiment survey.
- Create campaigns that promote Durango to targeted psychographics.
- Provide statistical measure of performance. Include traditional Key Performance Indicators such as lodging occupancy rates, lodging tax receipts, length of stay, average daily rate and revenue per room.
- Provide monthly financial statements to the city's Finance Director.
- Conduct an annual assessment of the state of the tourism industry that defines the strengths, weaknesses, opportunities, and threats to the region as a destination as well as strategies to address the impacts.
- Create a plan that will include strategies on how to increase dispersal of visitation in nonpeak seasons, increase the length of visitor stay and spending per visiting.
- Develop and implement an innovative strategy for engaging the public, local leaders, and public and private partners to gain community input and buy-in in the development

of a shared vision and implementation roadmap, as well as education on sustainable tourism principles.

- Develop sustainable tourism opportunities that are resilient to [projected climate change impacts](#) for our region.
- Promote visitor education on renewable and sustainable programs, including Leave No Trace principles, recycling and energy use.
- Engage the community on a regular basis to ensure that approach to sustainable tourism marketing is aligned with community priorities.
- Make presentations City Council, County Commission, and local stakeholder groups as requested.
- Develop a comprehensive reporting strategy that will inform the city quarterly of the successes and failures of the marketing program and corrective action measures to address failures or intensify successes.
- Develop and propose a 10-20 year vision and mission for the future of tourism in the region under a destination management plan.
- Manage and operate a staffed visitor center including but not limited to normal business hours.
- Other work as needed.

BID SUBMISSION

RFP responses must be completed and prepared in a form that provides an insightful, straightforward, and concise overview of the capabilities of your company. Elaborate proposals beyond that sufficient to present a complete and effective proposal are not necessary or desired. Additional facts and information other than those listed below may be included if it will help to highlight your company's qualifications and experience.

All materials submitted in response to this RFP shall become the property of the City of Durango and shall be considered a part of the public record of the city except for any proprietary financial information that should be clearly marked as confidential.

Proposals shall not exceed 20 pages in length.

Each proposal shall be organized using the following format:

Cover Transmittal Letter

- Provide a narrative that introduces the company and team highlighting the special strengths of the company to perform the work requested in this RFP. The Cover Letter shall include the legal name of the Proposer, office and email address, telephone and fax numbers, and the name, title, and signature of the person authorized to submit the

proposal on behalf of the company. The Cover Letter should also acknowledge that the Proposer will comply with all the terms and conditions set forth in the Request for Proposals, unless otherwise agreed by the city.

Executive Summary

- Provide an outline of your general approach to the provision of services, in addition to a brief summary of your qualifications to engage in a professional service relationship with the city.

Company Qualifications, Experience, and References

- The successful company must have at least five (5) years of proven experience in the field of developing and implementing professional marketing strategies and providing marketing consultation, preferably for small municipalities in rural mountain locations.
- The successful consultant must demonstrate extensive knowledge and understanding of how to create and implement a comprehensive marketing program strategy to fulfill the objectives of the city.
- Provide at least two (2) professional references that are or were clients of your company and received comparable services to those requested in this RFP.

Company Narrative & Experience

- Provide a narrative of the types of services offered by your company. The narrative shall describe the company's qualifications to perform the scope of services, including past relevant experience.
- Describe your company's experience working with other clients involving the size and level of the complexity of the proposed scope of services. Must include how your destination management approach would:
 - Integrate responsible, sustainable and/or regenerative tourism messaging.
 - Develop tourism as an economic driver in our community while enhancing quality of life for Durango residents and protecting the natural environment for the benefit of present and future generations.
 - Develop specific strategies to enhance DEI in Durango to ensure that our community is welcoming for all and that the impacts of tourism are equitably distributed.
 - Align with existing city of Durango plans, for example: Strategic Plan, Comprehensive Plan, draft Sustainability Plan, Multimodal Transportation Plan.
 - Integrate environmental and social sustainability metrics into annual reporting.
- Describe the qualifications and experience of the Account Executive and key personnel of your company. Must include the following:
 - Provide a brief description of all key personnel (including vendors, partners or subcontractors, if applicable) to be involved, and their relationship to the services to be provided.

- Include names, titles, licenses, certificates, and fields of expertise defining the role of each person and outlining his/her experience.
 - Attach resumes as part of an appendix to the Proposal.
- Demonstrate the capacity and capability of the company with respect to such factors as cost control, quality of work, and ability to meet schedules.

Fee for Services

- Provide a unique fee for the Scope of Work outlined above.
 - Submit a fully detailed budget including staff costs, hourly rates for all proposed team members, and any expenses to be charged in producing the deliverables requested under this RFP.

Firm's Insurance

- The selected firm (Contractor) must maintain Insurance for the duration of the contract.

Proposals Requirement

- The Proposal (Contractors Bid Documents) shall not exceed 20 pages in length.

SELECTION PROCESS

A Selection Committee will review all qualified proposals. The Selection Committee reserves the right to contact any or all of the Proposers during the review process for clarification and/or understanding. Additionally, Proposer(s) may be asked to sit for a committee interview. Questions and interviews are at the sole discretion and option of the committee and may not be afforded to any or all Proposer(s).

Any Interviews will be at the sole expense of the respondents. The quantity and quality of responses will dictate this process.

After the proposals are reviewed, the Selection Committee will make their selection recommendation to city council. After the recommendation is made, City Council will determine which proposal, if any, will be accepted. City councilors reserve the right to accept or reject any committee recommendation.

Following the acceptance of a proposal, the selected Proposer and the city must reach a contractual agreement prior to the start of any work for which the City of Durango would be obligated.

Each proposal shall be evaluated and scored based upon the following criteria:

	Points
1. Company’s experience, past performance & resource capability for required services	35
2. Qualifications and experience of staff to be assigned to the account	30
3. Proposed approach to provision of services	25
4. Proposed fees and expenses	<u>10</u>
Grand Total for Written Proposal	100

Direct contact with City of Durango elected officials or City staff, other than the Grants/Contracts Division, during the proposal process may render the proposal as non-compliant. At the Grants/Contracts Division’s discretion, no further consideration may be given to the proposal.

CONTRACT TERMS

The contract shall be effective on the date indicated on the contract execution date and shall run for one (1) year from that date, with an option by mutual agreement of the City and contractor, to renew for an additional one (1) year period.

The City may elect to renew this contract for four additional one-year periods (Years 2-5) contingent upon satisfactory performance and available funding.

All media produced by the Contractor while delivering services for the contract shall remain the property of the City of Durango and can be reused/reproduced for other City purposes at the city’s discretion.

WORKERS WITHOUT AUTHORIZATION

Per State Statute, all City of Durango contracts for services are now required to include certification that the contractor does not knowingly contract with illegal aliens.

HB 1343 requires certification from the contractor that the contractor has registered with, or certified that they are in compliance with, the E-Verify Program, formerly known as the Basic Pilot Program. The E-Verify Program is a free program run by the Federal Government within the Department of Homeland Security. The program requires an employer to apply for entry into the program and make certain agreements with the Department of Homeland Security and Social Security programs.

The Successful Contractor must apply to participate in the “E-Verify Program” over the internet. Following is the website: <https://e-verify.uscis.gov/enroll/StartPage.aspx?JS=YES>. A set of instructions will appear and the applicant should follow those instructions to apply.

Therefore, effective immediately, prior to start of any work, every **Successful** Contractor shall be required to:

- 1) Fill out the Certification Statement Regarding Illegal Aliens form and return it to the City of Durango Grants/Contracts Division, and
- 2) Participate or attempt to participate in the “E-Verify Program” with the Division of Homeland Security.

The City will not make payments on any contract until the form is on file in the office of the Grants/Contracts Division.

INSURANCE

- A. The Successful Contractor shall not commence work under this Agreement until it has obtained all insurance required by the contract documents and such insurance has been approved by the City. The Contractor shall not allow any subcontractor to commence work on this project until all similar insurance required of the subcontractor has been obtained and approved. For the duration of this Agreement, the Contractor must maintain the insurance coverage required in this section.
- B. The Successful Contractor shall procure and maintain, at its own cost, the following policy or policies of insurance. The Contractor shall not be relieved of any liability, claims, demands, or other obligations assumed pursuant to the contract documents by reason of its failure to procure or maintain insurance or by reason of its failure to procure or maintain insurance in sufficient amounts, durations, or types.
- C. Successful Contractor shall procure and maintain, and shall cause each Subcontractor of the Contractor to procure and maintain (or shall insure the activity of Contractor’s Subcontractors in Contractor’s own policy with respect to), the minimum insurance coverage listed below. Such coverage shall be procured and maintained with forms and insurers acceptable to the City. All coverage shall be continuously maintained from the date of commencement of the Work. In the case of any claims-made policy, the necessary retroactive dates and extended reporting periods shall be procured to maintain such continuous coverage.

1. Worker's Compensation insurance to cover obligations imposed by applicable laws for any employee engaged in the performance of work under this Contract, and Employers' Liability insurance with minimum limits of FIVE HUNDRED THOUSAND DOLLARS (\$500,000) each accident, FIVE HUNDRED THOUSAND DOLLARS (\$500,000) disease – policy limit, and FIVE HUNDRED THOUSAND DOLLARS (\$500,000) disease – each employee.
 2. Comprehensive General Liability insurance with minimum combined single limits of ONE MILLION DOLLARS (\$1,000,000) each occurrence and ONE MILLION DOLLARS (\$1,000,000) aggregate. The policy shall be applicable to all premises and operations. The policy shall include coverage for bodily injury, broad form property damage (including completed operations), personal injury (including coverage for contractual and employee acts), blanket contractual, independent contracts, products, and completed operations. The policy shall include coverage for explosion, collapse, and underground hazards. The policy shall contain a severability of interests provision.
 3. Comprehensive Automobile Liability insurance with minimum combined single limits for bodily injury and property damage of not less than FIVE HUNDRED THOUSAND DOLLARS (\$500,000) each occurrence and FIVE HUNDRED THOUSAND DOLLARS (\$500,000) aggregate with respect to each of Contractor's owned, hired, or non-owned vehicles assigned to or used in performance of the services. The policy shall contain a severability of interests provision.
- D. The policies required above, except for the Workers' Compensation insurance and Employer's Liability insurance, shall be endorsed to include the City, and its officers and employees, as additional insured. Every policy required above shall be primary insurance, and any insurance carried by the City, its officers or its employees, shall be excess and not contributory insurance to that provided by Contractor. The additional insured endorsement for the Comprehensive General Liability insurance required above shall not contain any exclusion for bodily injury or property damage arising from completed operations. The Contractor shall be solely responsible for any deductible losses under each of the policies required above.
- E. Certificates of insurance shall be completed by the Contractor's insurance agent as evidence that policies providing the required coverage, conditions, and minimum limits are in full force and effect, and copies of such certificates shall be forwarded to the City prior to start of Work. Each certificate shall identify the Project and shall provide that the coverage afforded under the policies shall not be cancelled, terminated or materially changed until at least 30 days prior

written notice has been given to the City. If the words “endeavor to” appear in the portion of the certificate addressing cancellation, those words shall be stricken from the certificate by the agent(s) completing the certificate. The City reserves the right to request and receive a certified copy of any policy and any endorsement thereto.

- F. Failure on the part of the Contractor to procure or maintain policies providing the required coverage, conditions, and minimum limits shall constitute a material breach of contract upon which the City may immediately terminate the contract, or at its discretion may procure or renew any such policy or any extended reporting period thereto and may pay any and all premiums in connection therewith, and all monies so paid by the City shall be repaid by the Contractor to the City upon demand, or the City may offset the cost of the premiums against any monies due to Contractor from the Owner.

REQUIREMENTS AND GENERAL INFORMATION

- Selected Vendor must have or obtain a current City Business License as applicable
- Selected Vendor must complete a W-9 form (Taxpayer Identification No.).
- The City of Durango is exempt from all local, state, and federal taxes.
- The City of Durango reserves the right to reject any and all bids and to waive informalities and minor irregularities in bids received and to accept any portion of the bid or all items proposed if deemed in the best interest of the City of Durango.

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PROJECT TIMELINE

Project's Publication	October 16 & 20, 2021
Contractor Questions Due	October 28, 2021, 3:00 p.m. (Local Time)
Final Addendum Issued by Purchasing	November 15, 2021, 4:30 p.m. (Local Time)
Bid Opening	3:00pm, November 30, 2021, 3:00 p.m. (Local Time)
Evaluation of Proposals	Week of December 1, 2021
Interviews if necessary	Week of December 6, 2021
Notice of Award	Estimated December 10, 2021
Notice to Proceed	TBD

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