City of Port Orchard
Request for Proposals
Public Event Tool Kit – Developing Print and Electronic Marketing Kits

Purpose

City of Port Orchard is requesting proposals from qualified professionals to promote the City of Port Orchard as a location for public events. The finished product will introduce all the assets of Port Orchard to potential users. The completed kit would be distributed by the City and made available to groups organizing events within the City.

Budget (2015): $3,500 - Total professional services budget allocated from the Council

Background

The City of Port Orchard is located on the Sinclair Inlet of the Puget Sound. As a waterfront community we are proud of our amenities. Our numerous marinas provide visitors and boat dwellers alike with convenient accommodations. Our downtown corridor offers shopping, museums, entertainment, galleries and dining. With ferry access from Bremerton and Seattle, an excursion to Port Orchard is an easy day trip or a weekend getaway. City of Port Orchard is fortunate to have a wealth of natural resources and tourism assets that include the beautiful and serene majestic view of the Olympic Mountains and the pride of military heritage just across the water at the Puget Sound Naval Shipyards.

The City of Port Orchard, originally the Town of Sidney was incorporated in 1890. Port Orchard is lovely waterfront community, with a population of 13,100 residents. Our City is the County seat for Kitsap County, with a countywide population of approximately 254,000. The City is served by a Mayor and seven Council members and is classified as a second class City.

The City has a Lodging Tax Advisory Committee that provides advisory opinion on tourism related activities thru an annual application process.

Project Deliverables/Scope of Work

1) Develop a press kit that includes, but is not limited to the following:
   • Map of Port Orchard to include properties available for events and contact information;
   • Public Event Application for the City;
   • Port of Bremerton Guidelines;
   • List of Facilities and Assets (parks, Mariana, boat launches, restaurants, caterers, motels, golf courses, bike routes, etc....);
   • Demographics of the City;
   • Develop checklist(s);
- Multiple Day activities; and
- Any other information deemed important to attract events to make Port Orchard attractive.

2) Contractor may use the Clerk’s office and event organizers to gathering information on local tourism assets, events, etc. that will be included in print and electronic marketing material.

3) Work closely with the Clerk’s office and the City’s Economic Development/Tourism Committee in the editing process of all print and electronic marketing material created under the agreed upon scope of work.

4) Presentation of the final work product to the Economic Development Tourism Committee.

Proposal Documents Should Include

1) A description of the project team, including, but not limited to staff, subcontractors, and available resources.

2) Resumes and/or statements of qualifications of key individuals that will work on the project. This should include related work experience and a description of expertise in the relevant creative services field.

3) A summary of your understanding of this proposal and scope of work.

4) A proposed Work Plan.

5) The submittal should include a description of hourly compensation for the work described within this RFP. This description may include other forms of compensation, such as “value added” opportunities such as media kick-backs, bonus media, fund leveraging, etc. that may be obtained through industry associates and partnerships.

6) References from a minimum of three entities for which you have performed the duties described in this RFP. Reference information must include the name of the company, a contact person, address, phone number, and email.

7) Provide any additional materials and information you consider essential to your qualifications package.

8) Submit six (6) hard copies of your entire qualifications package.

Submittal Process
Sealed proposals, including six (6) copies of all submission documents, shall be received in the City Clerk’s office located at 216 Prospect Street, Port Orchard, WA 98366, no later than 4:00 PM on June 5, 2015. Proposals shall be clearly marked “Marketing Kit Proposal”. Proposals submitted after the deadline will not be considered. Emailed or faxed proposals will not be accepted. Sealed bids may be sent by mail or in person. However, if the bid is sent by mail, it is the responsibility of the bidder to ensure timely delivery.

City of Port Orchard reserves the right to reject or accept any portion of, or all of a proposal. City of Port Orchard encourages proposals from all qualified firms and individuals possessing the necessary skills to provide these services. City of Port Orchard is an Equal Opportunity Employer.

Questions regarding this RFP shall be directed to Brandy Rinearson, City Clerk, at (360) 876-7030, or by email at brinearson@cityofportorchard.us.

DATED this 11th day of May 2015 by the City of Port Orchard

\[Signature\]

Brandy Rinearson, CMC, City Clerk

Date(s) of publication will be May 15, 2015 and May 29, 2015