



## **Request for Quotes (RFQ)**

### **Tourism Promotion Services**

#### **Calendar of Events**

<b>Dates Advertised:</b>	<b>September 15, 2021</b>
<b>Pre-Proposal Conference:</b>	<b>September 23, 2021</b>
<b>Request for Clarification Deadline:</b>	<b>September 28, 2021</b>
<b>Last Day to Protest RFQ Content:</b>	<b>September 29, 2021</b>
<b><u>Submission Deadline:</u></b>	<b>October 8, 2021</b>
<b>Interview, if needed:</b>	<b>October 12, 2021</b>
<b>Anticipated Award:</b>	<b>October 13, 2021</b>
<b>Selection Protest Deadline:</b>	<b>October 20, 2021</b>

#### **Hand Deliver or Mail Request for Quotes to:**

**Morrow County  
110 N. Court St., Rm. 201  
P.O. Box 788  
Heppner, OR 97836  
541-676-2529**

**Submit three (3) hard copies of Proposal and one (1) digital copy on a USB.  
No facsimile and/or email submission of Request for Quotes will be accepted.**

Introduction:

**Morrow County is issuing this Request for Quotes for Tourism Promotion Services to enhance the current efforts and develop a strategic plan to increase the level of tourism in Morrow County.**

Morrow County is seeking a well-qualified profit or non-profit organization to submit a proposal to provide tourism promotion services for Morrow County. We are looking for an experienced, like-minded firm that will bring creativity, collaborative county-wide efforts, knowledge, extensive resources and entrepreneurial stewardship to this process.

**Background Information:**

Nestled in northern Oregon along the Columbia River, Morrow County is a combination of natural agricultural lands, abundant recreational activities, and vast forest, mountain, and river views. Morrow County covers 2,049 square miles of land which encompasses five incorporated cities and six unincorporated communities.

Due to its location adjacent to the Columbia River, Boardman and Irrigon visitors enjoy river views with public access to sandy beaches, large grass parks, walking trails, and water activities with boat access through the Boardman and Irrigon Marinas. Located in Boardman is the SAGE (Sustainable Agriculture and Energy) Center, an interactive visitor and museum center which highlights the sustainability of the agriculture and energy industries. The Center provides hands-on exhibits of technology used by local industries and farmers to demonstrate the process of farm-to-table.

To the south of Boardman in the foothills of the Blue Mountains, the County seat of Heppner offers small town living, affordable housing, a mild climate, and close access to outdoor activities. Locals enjoy recreation all year long, especially during the colder months when cross country skiing, snowshoeing, and snowmobiling are possible. The City's close proximity to the Umatilla National Forest and major Morrow County Parks, allows for activities to extend year-round, including hiking, golfing, fishing, camping, boating and more.

Just 33 miles south of Heppner is Morrow County's Off-Highway Vehicle (OHV) Park, which offers visitors 9,000 acres of recreational wonderland. The Park offers multiple campsite areas, children's playgrounds, vast trails for quads, motorcycles and other off-road vehicles, fishing ponds, hiking trails, a golf area, mud pit, public shower and restroom areas, and on-site Park staff. Other major Morrow County Parks, such as Cutsforth Park and Anson Wright Park, also offer an abundance of RV camping locations, trail systems for hiking and off-roading, and many BBQ and picnic areas.

**SECTION 1 - SCOPE OF WORK:**

1. Identify tourism opportunities and assets in Morrow County
2. Assist/Direct the destination development process
3. Create a strategic plan for Morrow County tourism
4. Represent Morrow County at local, regional, state and national events
5. Pursue grants and other funding
6. Support various tourism related projects
7. Work collaboratively with local chambers of commerce
8. Create social media and content marketing to promote Morrow County tourism

**SECTION 2 – SCOPE OF SERVICES** – To include, but not be limited to the following:

1. Establish, coordinate, organize and conduct regular meetings with a tourism committee
2. Develop a network of partners, such as the local chambers of commerce
3. Promote Morrow County tourism assets at community forums and economic summits
4. Fulfill requests for information and distribute tourism materials to local, state and federal agencies, and other partners
5. Build, maintain and present an annual budget
6. Present a bi-annual report of activities and accomplishments to the Board of Commissioners
  - a. Analyze and report on economic impact of travel and tourism in Morrow County

**SECTION 3 – SELECTION CRITERIA PROCESS AND EVALUATION CRITERIA:**

Qualifications will be evaluated based on each firm’s capabilities, approach, methodology and relevant experience with similar public sector tourism programs. The County will further evaluate proposing firms based on their performance history, proposed personnel and team members, knowledge of the County, technical capabilities, track record of managing and staying within pre-determined project budgets, and responsiveness to this RFQ.

The County may, at its discretion, interview one or more firms for further consideration. The key individuals will be expected to attend the interview and lead the discussion. In the event the County conducts interviews, it will include a short introductory period for the firm, followed by a question and answer session. Interviews will be approximately 30 minutes for the presentation and 15 minutes for Q&A, at the discretion of the County’s interview team.

Based upon the final rankings, the County will attempt to negotiate an acceptable contract with the highest-ranking firm. If an acceptable contract cannot be negotiated, written notice will be provided, and negotiations with the next highest-ranking firm will commence.

The County may request additional information regarding the demonstrated competence and qualifications, and expects to check references. The County expects, but is not bound, to award contract in October 2021.

**3.1 Limitations:**

This RFQ does not commit the County to award a contract and the County will not reimburse a proposing firm for any costs incurred in responding. The County reserves the right to reject any or all Proposals or proposing firm. The County reserves the right to withdraw this RFQ at any time without prior notice, at the sole discretion of the County.

**SECTION 4 – RFQ REQUIREMENTS:**

1. Cover Letter of the Proposal  
A cover letter must be submitted with the proposal and include the company name, company address, and the name, telephone number and email address of the person authorized to represent the firm on all matters related to the RFQ and any contract awarded pursuant to this RFQ.
2. Scope of Work and Services

**Each proposer shall furnish a narrative of how the organization will provide the Scope of Work and Scope of Services stated in Sections 1 and 2.**

3. Proposer Background and Resources

**Each proposer shall furnish a narrative supported by relevant data regarding past experience with** similar projects, including names and contact information of organizations and persons with whom the proposer has entered into agreements and employment for similar services, within the past five years. The results of those contacts will be considered by the County in its evaluation of proposer's RFQ.

4. Projected Costs and Proposed Services

**Itemize the annual projected costs of providing the Scope of Work and Services above in** Sections 1 and 2. Provide a narrative on how you stay within your projected budgets.

**4.1 RFQ Size and Format**

Proposals shall be bound in a booklet or binder and shall not exceed 10 pages (8.5" by 11"), not including a cover letter, section dividers, and resumes of key staff. It is not necessary to provide a company brochure or other marketing material. Three (3) hard copies and one (1) digital copy on a flash drive of the submittal shall be provided for use by the County. Proposals must be submitted by the date and time indicated below. Proposals not submitted by that time will be returned unopened. Proposals shall not be valid unless sealed in a single envelope or box marked:

"Tourism Promotion Services"

and addressed to:

Morrow County  
Attn: Darrell Green  
110 N. Court St., Rm. 201  
P.O. Box 788  
Heppner, OR 97836

**4.2 Submission Due Date:**

Proposals are due no later than October 8, 2021 at 4:00 p.m. Facsimile and electronic submissions will not be considered.

**4.3 Clarifications:**

Refer all inquiries concerning this RFQ to:

Darrell Green, County Administrator  
P.O. Box 788  
Heppner, OR 97836  
(541) 676-2529  
[dgreen@co.morrow.or.us](mailto:dgreen@co.morrow.or.us)

A review team comprised of County Commissioner, County Administrator, Staff Member and possible community members will evaluate each firm's submission based upon the criteria stated in this Request for Quotes and the ability to execute the services. Following the evaluation process, the team will then select the firm that the County considers most qualified.

The successful Proposer will be requested to enter into a contract substantially similar to the Services Contract, Attachment A. The County reserves the right to negotiate modifications of Proposals and subsequent Morrow County Services Contract that it deems acceptable. The County reserves the right to terminate negotiations in the event it deems the progress toward a contract to be insufficient. Firms will be evaluated in accordance with the criteria listed below. All criteria will be graded on a point scale as listed below, with eight being the lowest score possible score.

**Category Rating**

1. Proposer Qualifications, experience and demonstrated ability, including references and contact information with current or previous contracting parties	1 - 10
2. Quality and responsiveness of proposal to the Scope of Work and Services detailed in RFQ	1 - 10
3. Costs	1 - 10
4. Geographic preference, in this order: Morrow/Gilliam/ Umatilla County, State of Oregon, Tri-State Area (Oregon, Washington or Idaho)	1 - 10
5. Met ALL Proposal Requirements in RFQ	1 - 10
<b>TOTAL SCALE SCORE</b>	<b>8 - 50</b>

**Reservations:**

The County reserves the right to reject any and all submittals, or any part of any submittal, to waive any irregularities or informalities in any submittal, and to accept that submittal which is deemed to be in the best interest of the County. The County reserves the right to establish additional contracts that may be similar in nature to any contract resulting for this RFQ as best serves the needs of the County. The County may cancel the procurement or reject any or all proposals in accordance with ORS 279B.120.

**Designated Contact:**

The awarded firm shall appoint a person to act as a primary contact with the County. This person or back-up shall be readily available during normal working hours by phone or in person, and shall be knowledgeable of the terms of the Contract.

**Insurance Requirements:**

Include Proof of Insurance furnished by the applicant's carrier to guarantee the applicant is insured. The awarded applicant must file with the County, certificates of insurance prior to commencement of work evidencing the County as a certificate holder as additionally insured with the following minimum coverage:

Liability Insurance: The party submitting an RFQ, if selected, shall furnish, pay for, and maintain during the life of any contract entered into with Morrow County, Heppner, OR, insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the Proposer, his agents, representatives, employees or subcontractors.

Comprehensive General Liability: \$1,000,000 per occurrence for bodily injury, personal injury and property damage. If Commercial General Liability Insurance or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to this project/location or the general aggregate limit shall be twice the required occurrence limit, \$2,000,000 Comprehensive General Liability will be on an occurrence basis including products and completed operations.

Professional Liability: A combined single limit of not less than \$1,000,000 each claim, incident, or occurrence, with an annual aggregate limit of \$2,000,000. This is to cover damages caused by error, omission, or negligent acts related to professional services provided under this Contract. The policy must provide extended reporting period coverage for claims made within two years after the Contract is completed.

Automobile Liability: \$1,000,000 per accident for bodily injury and property damage.

Workers' Compensation: If applicant has multiple employees working in association with the Morrow County project, a Certificate of Insurance in the amount of no less than \$500,000 will be maintained for the life of this contract.

All policies and endorsements must be approved by Morrow County and its agent of record.

**Indemnification:**

The Proposer shall defend, indemnify, save and hold the County harmless from any and all claims, suits, judgments and liability for death, personal injury, bodily injury, or property damage arising directly or indirectly from any performance under this RFQ, or a subsequent purchase order or contract entered into by County and Proposer, its employees, subcontractors, or assigns, including legal fees, court costs, or other legal expenses. Proposer acknowledges that it is solely responsible for complying with the terms of this RFQ or a purchase order or contract arising out of this RFQ. In addition, the Proposer shall, at its expense, secure and provide to the County, prior to beginning performance under a contract, all insurance coverage as required in this RFQ.

Subcontractors: Proposer shall require and verify all subcontractors maintain insurance, including workers' compensation insurance, subject to all of the requirements stated herein prior to beginning work.

**Assurances:**

The Proposer shall provide a statement of assurance (Attachment E) that the firm is not presently in violation of any statutes or regulatory rules that might have an impact on the firm's operations. All applicable laws and regulations of the State of Oregon and ordinances and regulations of the County will apply.

**Deviations from Specifications:**

Proposers shall clearly indicate, as applicable, all areas in which the items/services he/she proposes do not fully comply with the requirements of this submittal. The decision as to whether an item fully complies with the stated requirements rests solely with the County.

**No Collusion:**

By offering a submission to this RFQ, the Proposer certifies that no attempt has been made or will be made by the Proposer to induce any other person or firm to submit or not to submit a submission for the purpose of restricting competition. The only person(s) or principal(s) interested in this submission are named therein and that no person other than those therein mentioned has/have any interest in this submission or in agreement to be entered. Any prospective firm should make an affirmative statement in its proposals to the effect that, to its knowledge, its retention would not result in a conflict of interest with any party.

**Submittal Withdrawal:**

After submittals are opened, corrections or modifications to submittals are not permitted, but a Proposer may be permitted to withdraw an erroneous submittal prior to the award by the County, if all of the following are established:

1. That the Proposer acted in good faith in submitting the submittal
2. That in preparing the submittal there was an error of such magnitude that enforcement of the submittal would create severe hardship upon the Proposer
3. That the error was not the result of gross negligence or willful inattention on the part of the Proposer
4. That the error was discovered and communicated to the County within 24 hours of submittal opening, along with a request for permission to withdraw the submittal
5. The Proposer submits documentation and an explanation of how the error was made

**Protest Procedure:**

1. All proposals will become part of the public record for this Project, without obligation to the County. The County reserves the right to reject any or all proposals received as a result of this RFQ and, if doing so would be in the public interest, cancel this solicitation. The County reserves the right to consider a response or proposals in whole or in part, and to determine the responsiveness of a submittal by reference to the response taken as a whole. Proposers will be held to the terms submitted in their proposals.
2. Requests for changes or clarifications of the Request for Quotes shall be delivered in writing by 2:00 p.m. on September 28, 2021. Protests of the requirements, evaluation criteria, or contractual provisions in this Request for Quotes, shall be delivered in writing by 2:00 p.m. on September 29, 2021, as stated in the Calendar of Events and to the Contact Person. Protests of, and requests for, changes to technical or contractual requirements, specifications or provisions shall include the reason for the protest and any proposed changes to the requirements. No such protests or requests shall be considered if received after the deadline. No oral, telegraphic, telephone, facsimile, or email protests or requests will be accepted. The County will consider all protests and requested changes and, if appropriate, amend the RFQ. Only amendments issued in writing by the County will change the requirements, specifications, or provisions of this RFQ.
3. Any Proposer responding to the RFQ claiming to have been adversely affected or aggrieved by the selection of a competing proposal, shall submit a written selection protest to the Contact Person. Written notification must be received by 4:00 p.m. on October 20, 2021 as stated in the Schedule set forth in the Calendar of Events. No oral

telegraphic, telephone, facsimile, or email protests will be accepted. No protest shall be considered if received after the established protest deadline.

4. In order to be considered, a protest shall be in writing and shall include:
  - a. The name and address of the aggrieved person
  - b. The contract title under which the protest is submitted
  - c. A detailed description of the specific grounds for protest and any supporting documentation
  - d. The specific ruling or relief requested. In addition, in the event the protesting party asserts its responsibility as a ground for protest, it must address in detail each of the matters in its written protest
  - e. The written protest shall be mailed or delivered to Darrell Green, County Administrator, 110 N. Court St., Heppner, OR 97836; and
  - f. The label "Protest"
5. Upon receipt of a written protest, the County shall promptly consider the protest. The County may give notice of the protest and its basis to other persons, including consultants involved in or affected by the protest; such other persons may be given an opportunity to submit their views and relevant information. If the protest is not resolved by mutual agreement of the aggrieved person and the County, the County will promptly issue a decision in writing stating the reasons for the action taken. A copy of the decision shall be mailed by certified mail, return receipt requested, or otherwise promptly furnished to the aggrieved person and any other interested parties.
6. The County's decision may be appealed to the Board of Commissioners by written notice together with all supportive evidence, received at the address – Morrow County, P.O. Box 788, Heppner, OR 97836, not more than two (2) working days after receipt of the decision. The decision of the Board of Commissioners shall be final and conclusive.
7. Strict compliance with the protest procedures set forth herein is essential in furtherance of the public interest. Any aggrieved party that fails to comply strictly with these protest procedures is deemed, by such failure, to have waived and relinquished forever any right or claim with respect to alleged irregularities in connection with the solicitation or award. No person or party may pursue any action in court challenging the solicitation or award of this contract without first exhausting the administrative procedures specified herein and receiving the County's final decision.
8. The County shall retain this RFQ and one copy of each original response received from all responding Proposers, together with copies of all documents pertaining to the selection of qualified Consultants, and award of a contract. These documents will be made a part of a file or record, which shall be open to public inspection, after proposer selection and award, is announced. If a response 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 information constitutes a trade secret under ORS 192.501(2), and shall not be disclosed except in accordance with the Oregon Public Records Law, ORS Chapter 192."



- a. The Oregon Public Records Law exempts from disclosure only bona fide trade secrets and the exemptions from disclosure apply only “unless the public interest requires disclosure in the particular instance.” Therefore, non-disclosure of documents or any portion of a document submitted as part of a response may depend upon official or judicial determination made pursuant to the Public Records Law.
- b. In order to facilitate public inspection of the non-confidential portion of the response, material designated as confidential shall accompany the response, but shall be readily separable from it. Prices, makes, model or catalog numbers of items offered, scheduled delivery dates, and terms of payment shall be publicly available regardless of any designation to the contrary. Any response marked as a trade secret in its entirety may be considered non-responsive.