

**City of Westport
Request for Proposals
For 2019
Tourism Website Updates &
Social Media for area Tourism**

The City of Westport is requesting proposals from qualified firms to monitor and update the City's tourism website: experiencewestport.com and post tourism information/events on social media for 2019.

The City of Westport is located in an area referred to as the South Beach. The South Beach is a small area in Southwestern Washington located at the southern tip of Grays Harbor, on the southernmost peninsula known as Point Chehalis. It is bordered by the Pacific Ocean, which meets the Chehalis River from the north and east to form Grays Harbor. The geographic location is approximately sixty-five miles west of Olympia, and is more closely neighbored by Aberdeen/Hoquiam twenty-five miles to the east, and Grayland and Tokeland three to twelve miles to the south.

Deadline for receipt of proposals is **April 12, 2019.** Proposals should be mailed or delivered to:

Margo Tackett
Clerk/Treasurer
604 N. Montesano Street
PO Box 505
Westport, WA
98595
(360) 268-0131
Fax: (360) 268-0921
Email: clerk_treasurer@ci.westport.wa.us

One hardcopy or electronic copy of the submittals must be received by the deadline indicated above.

The proposals will be reviewed by the LTAC with their recommendation to the City Council.

Interviews may be scheduled after a review of proposals. Selection criteria shall include the following factors: (1) consultant qualifications (10%); (2) understanding of project (10%); (3) approach to project (30%); (4) quality of past work (based on references and a review of the proposal) (30%); and (5) cost (20%).

Should you be selected, all materials created under contract with the City of Westport will be owned by and must be returned to the City of Westport prior to payment by the City of Westport and shall be accessible during the term of the contract by City designee.

Consultant Insurance Requirements for contract:

The minimum insurance requirements shall be as follows:

(1) Workersø Compensation. Workersø compensation limits as required by the Workersø Compensation Act of Washington;

(2) Consultantø Errors and Omissions Liability. \$1,000,000 per occurrence and as an annual aggregate.

SCOPE OF WORK

The Website/Social Media Managing for 2019 should include at a minimum the following elements:

- É website maintenance/updates
- É social media: facebook, twitter, blogging, etc.
- É media invoice auditing and reconciliation.
- É The City contracts with Gibson Media for a specific advertising campaign for the year. It is expected that you may need to cross reference advertising events, etc. on social media with them from time to time

FORM OF PROPOSAL

The consultant proposal should include the following:

- A proposed work program to respond to the scope of work in this RFP,
- É Names and titles of individual who will be working on the project, including support staff or outside contracted vendors. The proposal shall identify the consultantø project lead/manager.
- É Brief resumes of key consulting staff persons that describe their academic credentials, professional licenses, registrations, or certifications, relevant publications and experience on similar projects.
- É The names, addresses, telephone numbers and email addresses of clients for whom the consultant has recently performed services including a sample of the product delivered.
- É A not-to-exceed amount for the budget of the project, inclusive of travel, and any out of pocket expenses.