



REQUEST FOR PROPOSALS (RFP)

WEBSITE REDESIGN AND PROFESSIONAL MARKETING SERVICES

RFP# DMO-2023-001

PROCUREMENT TIMELINE:

Event	Key Dates
RFP Released	November 16, 2023
Deadline for Questions	5:00 p.m. PST on November 27, 2023
Proposals Due Date	5:00 p.m. PST December 15, 2023

The DMO has developed the above list of key events. All key dates are subject to change at the DMO's discretion.

PROCUREMENT CONTACT:

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LIST OF ATTACHMENTS

The table below provides a list of additional attachments that together form the entire Request for Proposals (RFP) package.

Attachment	Title
A	Scope of Services
B	Procurement and Contract Process Integrity and Conflict of Interest Guidelines
C	Exemplar Agreement with Insurance Requirements
The following must be completed and returned with the proposal:	
D	Cost Proposal
E	Proposer Certification Form
F	Customer Reference Form

SECTION 1. INTRODUCTION

Silicon Valley/Santa Clara DMO, Inc. dba Discover Santa Clara® (the “DMO”) is soliciting proposals from qualified firms (hereinafter “Proposer”) to provide full website redesign services and to construct a bank of marketing assets. It is the desire of the DMO to engage one firm to manage all related projects to provide for a smooth and cohesive execution.

SECTION 2. BACKGROUND

The DMO is a non-profit 501(c)(6) organization funded by the Santa Clara Tourism Improvement District (SCTID) and serves as the owner’s association for the SCTID and as the official destination marketing organization for Santa Clara, California.

The DMO is charged with the marketing, promoting, and selling of Santa Clara and the Santa Clara Convention Center as the destination of choice to national, regional, and local organizations and as a premium destination for conventions, meetings, trade shows, athletics, and group leisure events. More information on the DMO can be found at www.discoversantaclara.org.

The DMO is in the process of developing a foundational marketing ecosystem comprised of multiple assets that will be utilized by the DMO sales team for years to come. It is the DMO’s desire to present customers and the public with a seamless and unified brand experience from the website, photography, and promotional mediums.

SECTION 3. MINIMUM QUALIFICATIONS

At a minimum, the DMO desires a firm with the following experience:

- At least five (5) years of experience providing branding and marketing services to destination marketing organizations, convention and visitors’ bureaus and/or related tourism and hospitality collaboration. One of the references listed on the Customer Reference Form (Attachment F) should include work provided at least five (5) years previous;
- Experience and understanding related to tourism, convention marketing, convention center and venue marketing and food and beverage strategies for both groups and retail users;
- Expertise in website content development, graphic design, photography, publications and collateral;
- Tracking performance and ROI of marketing efforts provided through data, optimization, and measurable results.

SECTION 4. SCOPE OF SERVICES

Refer to Attachment A – Scope of Work.

SECTION 5. TERM OF THE AGREEMENT

The initial term of the agreement, once awarded, shall be three (3) years. The DMO reserves the right to exercise up to two (2) additional one-year options of the initial term, for a total of five (5) years.

SECTION 6. PRE-PROPOSAL CONFERENCE

- 6.1 There is no pre-proposal conference for this RFP.
- 6.2 There is a non-mandatory pre-proposal conference for this RFP.
- 6.3 There is a mandatory pre-proposal conference for this RFP.

SECTION 7. HOW TO OBTAIN THIS RFP

- 7.1 Respondents can obtain this RFP by contacting the Procurement Contact or by downloading it at www.discoversantaclara.org.
- 7.2 All addenda and notices related to this procurement will be posted by the DMO at www.discoversantaclara.org.

SECTION 8. PROCEDURE FOR SUBMITTING QUESTIONS AND INQUIRIES

All questions/inquiries pertaining to this RFP must be made to the Procurement Contact on or before the deadline date specified on the cover sheet of this document. The DMO will provide a written response to all questions received in the form of an Addendum that will be posted at www.discoversantaclara.org.

SECTION 9. DELIVERY OF PROPOSALS

- 9.1 Submit your proposal via email to the Procurement Contact by the due date and time stated on the cover page. The subject line of the email shall include the RFP # and title. Please consolidate your proposal into a single PDF document, if possible.
- 9.2 The Procurement Contact will send a non-automatic acknowledgement email within one (1) business day from receipt of your proposal. If you do not receive a confirming email, please promptly contact the Procurement Contact via telephone or email. It is the Proposer's responsibility to ensure the delivery of its proposal to the Procurement

Contact by the due date and to seek confirmation of the Procurement Contact's receipt of the proposal.

- 9.3** The DMO will accept e-signatures on documents that require a signature.
- 9.4** The proposal must be in Times New Roman, Arial or similar, easily readable font. The size of the font cannot be any smaller than 11 and margins should be one (1) inch or wider.

SECTION 10. PROPOSAL CONTENT

In order to expedite the evaluation process, each proposal shall be organized and indexed according to the chapters specified below. Proposals that do not follow the specified format outlined below, or fail to provide the required documentation, may receive lower scores, or if found to be non-responsive, be disqualified. In the event of any conflict between any of the proposal documents, resolution thereof shall be in the DMO's sole discretion.

10.1 Table of Contents

Include a table of contents that identifies the page numbers for each of the various Chapters in the proposal. All pages must be consecutively numbered and correspond to the table of contents.

10.2 Chapter 1 – Letter of Transmittal

- 10.2.1** Include a transmittal letter identifying the Proposer's firm and the proposal package being submitted. The letter shall provide the name, title, address, telephone number, and fax number of the individual authorized to contractually bind the firm and be signed by the authorized individual. Also include the name of the contact person for this RFP.

10.3 Chapter 2 – Company Profile

- 10.3.1** Provide a brief company profile that identifies the following:
 - 10.3.1.1** years in business, names previously used, and other company affiliations;
 - 10.3.1.2** description of any anticipated changes of ownership or control of the company;
 - 10.3.1.3** mailing address of the Proposer's principal place of business; mailing address and phone number of the office from which the services will be provided;
 - 10.3.1.4** the Proposer's California Secretary of State entity identification number (or if inapplicable to Proposer, explain why);
 - 10.3.1.5** other general information that is deemed significant enough to be highlighted.

- 10.3.2** Address any pending, current, or threatened litigation related to services provided by your firm, and any contracts terminated early for cause within the past five years with an explanation of the reasons for termination.

10.4 Chapter 3 – California Public Records Act

If you are requesting that section(s) of your submittal be kept confidential, refer to Public Nature of Response Materials Section 13 for additional instructions on the information that must be included in your proposal.

10.5 Chapter 4 – Executive Summary

- 10.5.1** Include an executive summary that demonstrates your understanding of the DMO's requirements and that provides a general overview of how your firm will accomplish the requirements of this RFP.

10.6 Chapter 5 – Qualifications, Experience and References

- 10.6.1** Provide a detailed narrative demonstrating your expertise and experience to meet the requirements of this RFP.
- 10.6.2** Identify the person who will serve as the primary point of contact assigned to the DMO. Identify key individuals including their relevant experience, background, any certifications and licenses they hold, and any other pertinent information. Additionally, discuss the role that each individual will play in providing the required services. Key personnel will be an important factor considered by the DMO evaluation committee. Therefore, describe any anticipated changes in key personnel. Changes in key personnel may be cause for rejection of the proposal.
- 10.6.3** If Proposer anticipates utilizing any subcontractor to perform work under the contract, provide the name of the subcontractor, a description of the work that the subcontractor will perform, and a description of the subcontractor's experience in performing the work.
- 10.6.4** Provide three (3) references for which your company has provided services similar in size and scope as described in this RFP. Each reference must be for a different client. Use Attachment F (Customer Reference Form) to submit the required customer references.

10.7 Chapter 6 – Project Approach/Availability

- 10.7.1** Present a well-articulated work plan that describes the approach and methodology the Proposer intends to use to accomplish the required scope of services. This work plan shall establish that the Proposer understands the objectives and work requirements of this RFP and that the Proposer has the ability to satisfy those objectives and requirements.
- 10.7.2** Include a projected timeline that identifies key milestones.

- 10.7.3 Discuss how you will allocate staffing resources to fulfill the requirements of this RFP.
- 10.7.4 Discuss any factors that could increase or decrease the Scope of Services and identify any areas or aspects within the Scope of Services that are of concern to you.

10.8 Chapter 7 – Cost/Fee Proposal

- 10.8.1 Proposers shall submit a well-prepared cost/fee proposal so that the DMO has the information necessary to evaluate the reasonableness of the proposed costs/fees. Please use Attachment D to submit your proposal.
- 10.8.2 Cost/fee proposals must include all anticipated costs, including travel, per diem, and out of pocket expenses. Please note the DMO does not pay for services before it receives them. Therefore, do not propose contract terms that call for upfront payments or deposits.

10.9 Chapter 8 – Proposer Certification Form

- 10.9.1 Submit Attachment E-Proposer Certification Form signed by an authorized representative.

10.10 Chapter 9 - Exemplar Agreement

- 10.10.1 The successful Proposer will be required to enter into an agreement with terms and conditions in substantial conformity with Attachment C.
- 10.10.2 Proposer shall note any proposed exceptions to the terms and conditions of the Exemplar Agreement. If there are no exceptions, please return the first page of the Exemplar Agreement marked “No Exceptions”. Please note that excessive changes may result in lower proposal scores, or disqualification of proposal.

SECTION 11. SELECTION PROCESS AND EVALUATION CRITERIA

11.1 Evaluation Criteria

Proposals will be evaluated to determine the proposal that offers the best value to the DMO. The evaluation will be based upon the following criteria, listed in the order of descending priority. Although some factors are weighted more than others, all are considered necessary, and a proposal must be acceptable in each area to be eligible for award.

Evaluation Criteria	Weight
Proposal Responsiveness	Pass/Fail
Company Information, Experience & Qualifications	30%
Project Approach/Availability	40%
Cost/Fee Proposal	30%
Total	100%

11.2 Proposal Responsiveness

- 11.2.1** Proposals will be reviewed to determine if all required documentation was included with the proposal submittal.
- 11.2.2** Proposals that fail to contain the required documents will be disqualified from further consideration.

11.3 Proposal Review and Evaluation

- 11.3.1** Technical and cost/fee proposals will be evaluated based on the general criteria and their corresponding weights as outlined in Section 11.1.
- 11.3.2** The DMO may seek clarification from any or all Proposers to better understand and evaluate the proposals. This process may not be used as an opportunity to submit missing documentation or to make substantive revisions to the original proposal.
- 11.3.3** The DMO reserves the right to rely on information from sources other than the information provided by the Proposers.

11.4 Presentations / Oral Interviews

- 11.4.1** Finalist(s) (proposal(s) determined to have scored in the competitive range) may be invited to present oral presentations for the purpose of introducing key members of the project team and allowing the DMO to fully understand the Proposer's ability to meet the evaluation criteria. Finalist(s) will be notified in writing of the date, place, time and format of the interview or presentation.
- 11.4.2** Oral presentations will not be scored separately. Instead, the DMO may modify proposal scores and resulting rankings based on the oral presentation.
- 11.4.3** Proposers are cautioned that oral presentations are optional and at the sole discretion of the DMO, unless otherwise specified in Section 11.1. Therefore, Proposers should not assume that there would be an additional opportunity to revise their technical proposals after their original submission. Proposers may not request an opportunity for oral presentations.

11.5 Best And Final Offer (BAFO)

- 11.5.1** A Best and Final Offer (BAFO) may be held with finalist(s) that have scored in the competitive range if additional information or clarification is necessary to make a final decision. The BAFO may allow Proposers to revise their original technical and/or cost/fee proposals based on information received from the DMO. The DMO will send out the request for a BAFO with instructions addressing the areas to be covered and the date and time in which the BAFO is to be submitted. After receipt of the BAFO, scores may be adjusted based on the new information received in the BAFO.
- 11.5.2** The DMO will request only one BAFO unless the Procurement Contact determines in writing in the procurement file that another BAFO is warranted.
- 11.5.3** Proposers are cautioned that the BAFO is optional and at the sole discretion of the DMO. Therefore, Proposers should not assume that there would be an additional opportunity to revise their technical or cost/fee proposals after their original submission. Proposers may not request an opportunity to submit a BAFO.

SECTION 12. AWARD OF CONTRACT

12.1 Notice of Intended Award

The Procurement Contact will issue a Notice of Intended Award to all Proposers. The recommendation for award will be based on the overall highest ranked proposer in accordance with Section 11.1 above. Should the DMO, in its sole discretion, determine that a secondary award is required, award will be to the second highest ranked proposer, and so forth.

12.2 Post-Notice of Intended Award Attachment Submittals

Intended awardee(s) are required to submit the following information and documents by the specified time below, unless the DMO grants an extension in its sole discretion. Failure to provide the documents within the time frame may result in withdrawal of the recommendation of award, and award will be made to the next highest ranked Proposer.

- 12.2.1** Certificate of Insurance (insurance requirements outlined under Attachment C within ten (10) calendar days after the Notice of Intended Award.

12.3 Execution of Contract

The recommendation of award and agreement shall not be binding or valid with the DMO unless and until it is approved by the DMO Board of Directors, if so required, and executed by authorized representatives of the DMO and of the successful Proposer.

SECTION 13. PUBLIC NATURE OF RESPONSE MATERIALS

- 13.1** All materials submitted in response to this solicitation become the exclusive property of the DMO. At such time as the DMO awards a contract, all materials received in response

to this solicitation become a matter of public record and shall be regarded as public records. If you must include confidential or proprietary information that you believe is exempt from disclosure, you must (a) clearly mark the specific information as “Confidential,” “Trade Secret,” or “Proprietary”; (b) state the specific provision in the Public Records Act that provides the exemption; and (c) provide the factual basis for claiming the exemption in each specific instance. In addition, you must separately provide a redacted version of your response materials.

- 13.2** The DMO shall not in any way be liable or responsible for the disclosure of any such proposal or portions thereof, if they are not plainly marked as “Confidential,” “Trade Secret,” or “Proprietary,” or if disclosure, in the DMO’s sole discretion, is required under the California Public Records Act as addressed below. Any proposal which contains language purporting to render all or significant portions of the proposal “Confidential,” “Trade Secret,” or “Proprietary” may be regarded as non-responsive.
- 13.3** Although the California Public Records Act recognizes that certain confidential trade secret information may be protected from disclosure, the DMO may determine, in its sole discretion, that the information that a Proposer submits is not a trade secret. If a request is made for information marked “Confidential,” “Trade Secret,” or “Proprietary,” the DMO shall provide the Proposer who submitted the information notice of the request. Proposer shall immediately notify DMO whether Proposer will seek protection from disclosure by a court of competent jurisdiction. Any such action will be at the Proposer's sole expense. If, after receiving the foregoing notice from the DMO, Proposer takes no action or is not responsive as determined by the DMO, the DMO will disclose Proposer’s information without any liability or further duty of protecting the information.

SECTION 14. COLLUSION

By submitting a proposal, each Proposer represents and warrants that its proposal is genuine and made in the interest of or on behalf of any company or person named therein; that the Proposer has not directly induced or solicited any other company or person to submit a sham proposal or any other company or person to refrain from submitting a proposal; and that the Proposer has not in any manner sought collusion to secure any improper advantage over any other company person submitting a proposal.

SECTION 15. GROUNDS FOR DISQUALIFICATION

All Proposers are expected to have read and understand Attachment B, Procurement and Contract Process Integrity and Conflict of Interest. Factors, such as, but not limited to, any of the following, may disqualify a proposal without further consideration:

- 15.1** Evidence of collusion, directly or indirectly, among Proposers in regard to the amount, terms or conditions of this proposal.
- 15.2** Any attempt to improperly influence any member of the DMO’s evaluation team.
- 15.3** Existence of any lawsuit, unresolved contractual claim or dispute between Proposer and the DMO.

- 15.4 Evidence of incorrect information submitted as part of the proposal.
- 15.5 Evidence of Proposer's inability to successfully complete the responsibilities and obligations of the proposal.
- 15.6 Proposer's default under any previous agreement with the DMO.

SECTION 16. NON-CONFORMING PROPOSAL

A proposal shall be prepared and submitted in accordance with the provisions of these RFP instructions and specifications. Any alteration, omission, addition, variance, or limitation of, from or to a proposal may be sufficient grounds for non-acceptance of the proposal, at the sole discretion of the DMO.

SECTION 17. GRATUITIES

No person shall offer, give, or agree to give any DMO Board member, officer, or employee any gratuity, discount, offer of employment or any other compensation of any kind in connection with the award of contract by the DMO. No DMO Board member, officer employee shall solicit, demand, accept or agree to accept from any other person a gratuity, discount, offer of employment or any other compensation of any kind in connection with a DMO contract.

SECTION 18. PROPOSAL PREPARATION COSTS

All costs associated with responding to this request are to be borne by the Proposer.

SECTION 19. NON-DISCRIMINATION

It is the DMO's policy that the selected firm shall not discriminate, in any way, against any person on the basis of race, sex, color, religion, religious creed, national origin, ancestry, age, gender, marital status, physical disability, mental disability, medical condition, genetic information, sexual orientation, gender expression, gender identity, military and veteran status, or ethnic background, in violation of federal, state or local law, in connection with or related to the performance of DMO contracts.

SECTION 20. RIGHTS OF THE DMO

This RFP does not commit the DMO to enter into a contract, nor does it obligate the DMO to pay for any costs incurred in preparation and submission of proposals or in anticipation of a contract. The DMO reserves the right to:

- 20.1 Accept an offer in full, or in part, or to reject all offers.
- 20.2 Issue subsequent Requests for Proposals.

- 20.3** Postpone opening proposals for any reason.
- 20.4** Remedy errors in the Request for Proposals process.
- 20.5** Approve or disapprove the use of particular subconsultants.
- 20.6** Negotiate with any, all or none of the Proposers.
- 20.7** Accept other than the lowest offer.
- 20.8** Waive informalities and irregularities in the proposals.
- 20.9** Enter into an agreement with another Proposer in the event the originally selected Proposer defaults or fails to execute an agreement with the DMO.

SECTION 21. INSURANCE REQUIREMENTS

The selected Proposer(s), at Proposer's sole cost and expense and for the full term of the Agreement or any extension thereof, shall obtain and maintain, at a minimum, all of the insurance requirements outlined in Attachment C.