

Request for Proposals

Services that Support Tourism in Mason County

I. Introduction and Summary

Mason County, Washington is requesting proposals from qualified firms for additional services that support tourism in Mason County to include Visitor Information Centers [as defined RCW 67.28.1816 (d) "...tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) of the internal revenue code of 1986, as amended"], Tourism promotion [as defined RCW 67.28.080 (6) "...activities, operations, and expenditures designed to increase tourism..."] and support of tourism related facilities [as defined RCW 67.28.080 (7)].

Services shall be provided at locations throughout the County that provide convenient ingress and egress, high visibility, on major tourist transportation corridors and offer a clean, welcoming environment.

The total budget is up to \$204,000 for all tourism support services and multiple contracts may be awarded. Proposals are due no later than 4:00 p.m. on Friday, June 30, 2023. This is for services commencing January 1, 2024.

Tourism support services will be provided at the direction of the Mason County Board of Commissioners under the advice of the Mason County Lodging Tax Advisory Committee. All County contracts require approval of the Mason County Board of Commissioners.

Deadline for receipt of proposals is **4 p.m., Friday, June 30, 2023**. Proposals should be prepared in accordance with this RFP and mailed or delivered to:

Diane Zoren
Central Services Manager
Department of Support Services
411 N. 5th Street
Shelton, WA 98584
(360) 427-9670 ext. 747
Email: dlz@masoncountywa.gov

Ten hard copies of the submittals must be received by the deadline indicated above. Postmarks will not be accepted.

Proposals will be evaluated by the Lodging Tax Advisory Committee and respondents may be interviewed by members of the committee. The committee will make recommendation for contract award to the Mason County Board of Commissioners who will make final selection. Respondents should not lobby committee members or the Board of Commissioners. Respondents should contact Diane Zoren by phone or email for additional information. All proposals are public records. The committee reserves the right to request additional information from respondents. The County reserves the right to reject all submittals.

Contract Terms: Contracts will be awarded for a minimum of one year with an option for renewal. Contract performance review will occur annually.

Insurance Requirements. All insurance provided shall be primary and non-contributory.

1) Comprehensive General Liability. \$1,000,000 combined single limit per occurrence for bodily injury, personal injury and property damage, \$2,000,000 general aggregate;

2) Automobile Liability. \$1,000,000 combined single limit per accident for bodily injury and property damage;

3) Workers' Compensation. Workers' compensation limits as required by the Workers' Compensation Act of Washington;

4) Consultant's Errors and Omissions Liability. \$1,000,000 per occurrence and as an annual aggregate.

II. Statement of Need

Mason County, Washington is in need of contractors to provide services that support tourism in Mason County that may include Visitor Information Centers, tourism promotion, and support of tourism related facilities. Services shall be provided at locations throughout the County that provide convenient ingress and egress, high visibility, on major tourist transportation corridors and offer a clean, welcoming environment.

Visitor Information Center services shall include dissemination of printed recreational materials and direct assistance to visitors from persons familiar with all parks, lodging, dining, retail and recreational establishments and services available in Mason County. Contractors will be required to provide ongoing training for visitor service providers to ensure thorough knowledge of and familiarization with services and amenities available in the County. Respondents will be strongly encouraged to gain authorization to sell State Parks and/or National Parks/Forests passes, guides and maps. Contractors will be required to provide updated information about area events, lodging, dining and recreational experience opportunities to the County Tourism Marketing Contractor.

Tourism promotion means activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists.

Tourism-related facility means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is: (a)(i) Owned by a public entity; (ii) owned by a nonprofit organization described under section 501(c)(3) of the federal internal revenue code of 1986, as amended; or (iii) owned by a nonprofit organization described under section 501(c)(6) of the federal internal revenue code of 1986, as amended, a business organization, destination marketing organization, main street organization, lodging association, or chamber of commerce and (b) used to support tourism, performing arts, or to accommodate tourist activities.

Contractors will be required to provide estimates and final numbers of visitors for annual reports pursuant to Revised Code of Washington 67.28.1816 (2).

III. Form of Proposal – Tourism Support Services

Respondent proposals should not exceed 10 pages, including attachments and should include:

- 1) Contact name, address, telephone number, and e-mail address.
- 2) Detailed description of tourism support services being proposed. If the proposal includes a facility, include the location, square footage of space dedicated to tourism support services and hours of operation.
- 3) Statement of qualifications including experience in providing tourism support services.
- 4) Strategy for maintaining familiarization with area parks, lodging, dining, retail and recreational amenities.
- 5) A detailed budget of cost for providing tourism support services. No capital costs are allowed.
- 6) Proposed measures to assess impact of contract performance including your strategy to measure economic impacts to area businesses and to fulfill reporting requirements as defined in Revised Code of Washington 67.28.1816 ii (c).
- 7) All proposals shall include estimates of how this contracted service will result in increases to people staying overnight, travelling 50 miles or more to Mason County, or coming from another state or country to Mason County.

IV. Evaluation Criteria:

Proposals will be evaluated based on the following criteria. The evaluation criteria are subject to change without notice.

- 1) Strategy for dissemination of tourism support services (i.e. location, type of amenities, how will services be provided, training of staff/volunteers).
- 2) What types of services are offered.
- 3) Experience providing services that support tourism.
- 4) Strategy for maintaining familiarization of visitor amenities.
- 5) Hours of operation and level of staffing.
- 6) Cost of the proposal and the degree to which the budget reflects the requested activities.

- 7) Strategy to measure economic impacts to area businesses and methodology for tracking number of clients served in accordance with Revised Code of Washington 67.28.1816(2).

V. Independent Contractor

It is the intention and understanding of the County that Vendor shall be an independent contractor and that the County shall be neither liable for nor obligated to pay sick leave, vacation pay or any other benefit of employment, nor to pay any social security or other tax that may arise as an incident of employment. Contractor shall pay all income and other taxes as due. Industrial or other insurance that is purchased for the benefit of Contractor shall not be deemed to convert this Contract to any employment contract. It is recognized that Contractor may or will be performing services during the term of the Contract for other parties and that the County is not the exclusive user of the Contractor's services.

VI. Prevailing Wage

If required by RCW 39.12, prevailing wages shall be paid. Contractor specifically agrees to comply with RCW 39.12 and to file all required forms, certifications, and affidavits necessary to comply with Federal and State laws before final payment shall be made to the Contractor. The latest prevailing wage rate information is available per the State of Washington, Department of Labor and Industries, Industrial Relations Division.

VII. Equal Opportunity Employer

Mason County is an equal opportunity employer. We strive to create a working environment that includes and respects cultural, racial, ethnic, sexual orientation and gender identity diversity. Women, racial and ethnic minorities, persons of disability, persons over 40 years of age, veterans or people with military status, and people of all sexual orientations and gender identities are encouraged to apply.