

MASON COUNTY FACILITIES AND PARKS
411 North 5th Street
Shelton, WA 98584

REQUEST FOR PROPOSAL
Mason County Parks Marketing and Adopt a Park Outreach Project

I Purpose of Request

Mason County Facilities and Parks are requesting proposals for the furnishing of professional services to assist the County with the development of a marketing outreach program, which will include public outreach, development of an Adopt a Park Program, and additional parks and trails information being available to the public through electronic media. The project is slated to be funded through a “Crowdfunding” campaign. The successful respondent shall only be awarded a contract if the “Crowdfunding” Campaign is successful. The County’s needs are outlined in the following Request for Proposal (RFP). This project is a high priority and will be completed in 2015.

II Time Schedule

The County will adhere to the following timetable, which should result in selection of a contractor being chosen in April of 2015.

<i>Issue RFP</i>	<i>March 3rd, 2015</i>
<i>Deadline for Submittal of Proposal</i>	<i>April 2, 2015 (by 3:00 p.m.)</i>

Proposers are invited to gain additional information by contacting Mason County Facilities and Parks at (360) 427-9670, ext. 669 and scheduling an appointment with John Keates.

III All proposals should be sent to:

John Keates, Facilities, Parks and Trails Director
Mason County Facilities, Parks and Trails Department
411 North 5th Street
Shelton, WA 98584
(360) 427-9670, ext. 669

- All proposals must be in a sealed envelope and clearly marked in the lower left-hand corner: **RFP-Mason County Marketing Outreach Project**. All proposals must be received by Thursday, April 2nd, 3:00 p.m. Two (2) copies of the RFP must be presented. No faxed or telephone proposals will be accepted.
- Proposals should be prepared simply and economically, providing a straightforward, concise description of provider capabilities to satisfy the requirements of the request. Special bindings, colored displays, promotional materials, etc. are not desired. Emphasis should be on completeness and clarity of content.

All proposals must include the following information.

- The names of individuals from the firm who will be working on the project and their areas of responsibility.
- A list of previous work that is similar to this proposed project.
- Proposed cost for the project services.
- A sample project timeline with a list of significant tasks.
- A short narrative of how the proposer intends to implement marketing project for the County.
- An explanation of needs or requirements the contractor would need from the County.
- Proposer to submit Attachment “A” Acknowledgment with proposal.

IV Selection Criteria

The ultimate objective of this RFP is to provide quality and dependable services for the Mason County Facilities, Parks and Trails Department. Accordingly, the County will select the successful contractor after evaluation of the following RFP elements:

- | | |
|--|--------------------|
| • <u>Cost to the County</u> | 50% |
| Competitiveness of the proposed cost for services of the same or superior quality as those offered by competing proposers. | |
| • <u>Outline of similar work the proposer has completed in the past - references</u> | 25% |
| • <u>Experience of contractor in working with public outreach / marketing</u> | 25% |
| <i>Total Criteria Weight</i> | <i>100%</i> |

Each proposal will be independently evaluated on factors 1-3

V. Terms and Conditions

- The County reserves the right to reject any and all proposals and to waive minor irregularities in any proposal.
- The County reserves the right to request clarification of information submitted and to request additional information from any proposer.
- The County reserves the right to award any contract to the next most qualified contractor if

the successful contractor does not execute a contract within thirty (30) days after the award of the proposal.

- Any proposal may be withdrawn, up until the date and time set for opening of the RFP's. Any RFP not so timely withdrawn, shall constitute an irrevocable offer for a period of ninety (90) days, to sell to the County the services described in the attached specification, or until one or more of the proposals have been approved by the County Commissioners, whichever occurs first.
- The contract resulting from acceptance of a RFP by the County, shall be in a form supplied or approved by the County and shall reflect the specifications in this RFP. The County reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFP and which is not approved by Mason County.
- The County shall not be responsible for any costs incurred by the firm in preparing, submitting or presenting its response to the RFP.
- Failure to submit all required items in response to this RFP shall result in rejection of any proposal not so complying.

VI Scope of Services

The proposer shall provide services of the highest quality and dependability, during the days and hours listed below:

Mason County Parks Marketing and Public Outreach Project: Work to be completed at discretion of the contractor

Specific deliverables. Working with Mason County staff and the Parks Advisory Board, the contractor would be expected to complete the following work.

- Help initiative a Crowdfunding Program to fund the project with expectation to raise a minimum level of funding to be determined by project cost of services.
- Produce a video to help promote the Crowdfunding Campaign and Adopt a Park Program
- Work with Mason County Staff to input GIS Data to create Mobile App.
- Utilize the new mapping standard for National and County Parks developed by Trailhead Labs.
- Develop written marketing and public outreach program to increase awareness of Mason County Parks, Programs, and needs.
- Create Placemat inclusive of the 21 County Parks for restaurants to help market and build awareness of Mason County Parks system.
- Create an Adopt a Park logo to be used with program marketing and promotion

- Create a Park Department Web Site and provide parks staff with sufficient training to manage the web site.
- Create a mobile App to help the County inform residents and visitors about the County Parks
- Inclusive in the mobile App should be an Adopt a Park Program to inform the public of needs for park maintenance and operations needs.

Beginning in April of 2015

VII Compensation

- A. Please present detailed information on the firm’s proposed fee schedule for the specifications proposed and for any variation for non-routine services, inclusive of any other applicable governmental charges.
- B. In the event of a contract award, proposers shall be required to submit an itemized statement in the form specified by the County and approved by the appropriate County representative, which shall specifically set forth the services performed and the applicable fee charged by the contractor.

VIII Publication

Name of Publication	Dates
_____	_____
_____	_____

Attachments: *Acknowledgment*

Attachment A

**ACKNOWLEDGMENT OF CERTAIN CONDITIONS OF
MASON COUNTY MARKETING AND PUBLIC OUTREACH
PROJECT**

In the event of a successful award of contract, proposer acknowledges that:

- He/She will be able to comply with the insurance provisions of the project and to provide in a timely manner, a certificate of insurance.
- He/She will have in their possession, or will obtain prior to contract commencement, a valid business registration, as well as all other required permits or licenses required by the State of Washington, Mason County or any other lawful authority.

Proposer:

Signature

Date

Name (please print)

Company Name

**REQUEST FOR PROPOSAL
MASON COUNTY PARKS MARKETING AND PUBLIC
OUTREACH PROJECT**

**Mason County Facilities, Parks and Trails Department
411 North 5th Street
Shelton, WA 98584
(360) 427-9670, ext. 669**

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The County’s needs are outlined in a Request for Proposal (RFP), available upon request, beginning immediately. Deadline for submittal of RFP’s, 3:00 p.m., Thursday, April 2nd. Requests for a copy of the RFP should be made to:

John Keates, Director
Mason County Facilities, Parks and Trails Department
411 North 5th Street
Shelton, WA 98584
(360) 427-9670
johnk@co.mason.wa.us