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The Outdoor Recreation Capital of Colorado

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DATE: April 21, 2020  
TO: Interested Firms or Applicants  
FROM: City of Ouray, Colorado  
RE: Request for Bid (RFP) – Digital Messaging Professional

The City of Ouray (City) is requesting proposals from qualified firms/applicants to provide digital messaging services as outlined in this RFP. Proposals shall be submitted in a single PDF file under 15 pages and 20MB in size and should be e-mailed to Melissa Drake, Acting City Administrator at [drakem@cityofouray.com](mailto:drakem@cityofouray.com). **Proposals must be received no later than 3:00 p.m. (MDT), April 30, 2020.**

The City encourages all Disadvantaged Business Enterprises (DBEs) to submit proposals in response to all requests for proposals. No individual or business will be discriminated against on the grounds of race, color, sex, or national origin. It is the City's policy to create a level playing field on which DBEs can compete fairly and to ensure nondiscrimination in the award and administration of all contracts.

Questions concerning the scope of the bid, bid submittal or process should be directed to Melissa Drake, Acting Administrator at (970) 325-7066 or [drakem@cityofouray.com](mailto:drakem@cityofouray.com).

The City of Ouray is subject to public information laws, which permit access to most records and documents. Proprietary information in your response must be clearly identified and will be protected to the extent legally permissible. Proposals may not be marked 'Proprietary' in their entirety. All provisions of any contract resulting from this request for proposal will be public information.

Sincerely,

Melissa Drake  
City of Ouray – Acting City Administrator

Enclosures

# **REQUEST FOR PROPOSAL (RFP)**

## **DIGITAL MESSAGING SERVICES**

### **I. INTRODUCTION**

The City Ouray (City) is requesting proposals from qualified firms to provide digital messaging services as outlined in this RFP during this COVID-19 emergency.

### **II. LOCATION AND TOURISM ACTIVITIES**

Located near the four corners of Southwest Colorado, the City of Ouray is situated on U.S. Highway 550 along the San Juan Skyway Scenic and Historic Byway, one of America's most beautiful drives. The incredibly scenic Million Dollar Highway connects Ouray to Silverton and Durango to the south.

Colorado's San Juan Mountains and the City of Ouray offer some of the most panoramic views in the United States, which is why it has held the nickname "Switzerland of America" since the late 1800s. Natural wonders like waterfalls, sulfur-free hot springs, mountain peaks and wildlife abound in the area, as do historic ghost towns, museums, beautifully preserved Victorian-era architecture and year-round cultural events.

Sitting in a beautiful box canyon, Ouray is home to countless natural wonders including the spectacular Box Cañon Falls, Cascade Falls, Bear Creek Falls, the imposing Amphitheater, Red Mountains 1, 2 and 3, Mount Sneffels (our resident 14,000-foot peak) and more.

Ouray is home to both rigorous and relaxing adventures in the San Juan Mountains. There are many shops, restaurants, and breweries as well as a museum, tours of once flourishing mines, and a trip down Main Street for a look at the many historic buildings. Activities include soaking in the hot springs, ice climbing, rock climbing, canyoneering, hiking, biking, cross country skiing, jeep riding, any many other recreational activities.

### **III. TOURISM TAX DOLLARS**

In 2018, the City voters approved a tax change policy concerning the collection of Lodging Occupancy Tax "LOT", changing from a flat LOT per unit to a 3.5% LOT per unit. Of that, 86.875% is designated to the Tourism Fund which exists solely for the purposes of destination marketing management and development to attract visitors to and enhance the visitor experience within the City of Ouray.

In 2017 visitors spent:

- \$27.2 million spent by visitors in Ouray in 2016
- \$11.6 million in lodging (+9% over 2016)
- \$8.5 million in retail/gifts (+9% over 2016)
- \$6.9 million in restaurants & bars (+6% over 2016)
- 104,687 overnight stays (+2% over 2016)
- 70% who didn't stay overnight still shopped in town
- 63,257 visitors to Box Canon Falls Park (+8% over 2016)

Along with Box Canon Falls Park, the Ouray Hot Spring Pool is a top attraction for visitors. The pool has been in operation since 1927 and is open year-round. In 2016/17, the City invested more than \$10 million dollars in capital improvements to the pool. The pool is surrounded by 13,000-foot snow-capped peaks, has five separate geothermally heated pools, including an adult only soaking section, two fast water slides, an obstacle course and climbing wall in the activity pool, 8 lap lanes for a workout pool, and two soaking geothermal family pools.

#### **IV. SCOPE OF SERVICES – Digital Messaging Services**

The Selected Service Provider will deliver Digital Messaging services as follows:

**The Term of this agreement is from Acceptance and Contract Agreement until December 31, 2020.**

A. Act as the digital messaging expert for the City by:

1. Working with business owners and appropriate representatives (non-profits, local organizations, etc.), develop and maintain a balanced digital messaging program, including public relations and advertising, to create awareness of the City of Ouray as a visitor destination, that is reflective of all of the assets the City has to offer, including, but not limited to: shops, restaurants, bars, Outdoor Recreation, historical assets, waterfalls, hotels, venues, activities, museums, galleries, theaters, etc.
2. Working with business owners and appropriate representatives (non-profits, local organizations, etc.), develop and implement an annual digital messaging plan that will include, at a minimum: interactive website, Facebook, Instagram, blogs/vlogs, emails, etc. Each media will be reflective of the full range of businesses and assets listed above. Website, at a minimum, will be kept current and will list all businesses, non-profits, organizations, and similar entities, along with a brief description, phone number, hours of operation, and link to entities website, Facebook and Instagram site, if applicable.
3. Effective social media management will consist of long-form storytelling using a combination of text, photography, and video to attract and sustain new users:
4. All messaging will conform to the following: No reposts, all content is created. A blend of photography and video. Made to measure cover photos with branding that rotates by season. Highlighting all of Ouray's assets with seasonal focus. Educating the public about land use, city resources and businesses that support tourism. Five crafted posts per week for Instagram and Facebook. Incorporating the web site into the overall messaging strategy by keeping it current and cohesive with social media
5. Setting measureable benchmarks in all messaging related activities and producing Monthly and Quarterly reports addressing the progress related to these benchmarks.
6. Presenting the City of Ouray as an outdoor recreation and cultural tourism destination.
7. Working with the Colorado Tourism Office and other regional/local entities and organizations to coordinate messaging, as appropriate and in conformity with City, County, State and Federal Covid19 orders (2020).
8. Working with media outlets to promote the City of Ouray.

- B. Contractor will be required to provide Monthly and Quarterly reports detailing services provided, project completed and detailed financials, as well as respond to questions and requests for additional details. In addition, an independent auditor will conduct an annual audit and the results will be provided to the City.
- Contractor will report monthly on the following metrics: Engagement, Reach, Impressions, Referral Traffic, Page Links and Follows, Video Retention, Video Engagement, and CTR as defined in Facebook Native Analytics.
  - Contractor will report monthly on the following metrics: Growth Rate, Follower Engagement,

Website Traffic, Post Comment Count, Instagram Story Engagement, and Reach-utilizing Social Network Monitoring Software.

- Contractor will report monthly on the following website metrics: Website Traffic, Traffic sources, Bounce Rate, Page performance, Conversion Rate, and Conversion by Traffic Source.
- C. Contractor will communicate with the assigned City contact on a regular basis throughout the Term to coordinate activities, but on at least a monthly basis and communicate immediately when necessary.

## **V. SUBMITTAL REQUIREMENTS**

The following information must be included in the proposal and will be evaluated according to the criteria in this RFP. Required proposal documents must be arranged in the order listed below. Proposals shall be limited to fifteen (15) pages. The City reserves the right to reject any proposal exceeding these limits or omitting any submittal requirement. The City also reserves the right to rescind this RFP at any time and for any reason prior to entering into a contract with a vendor.

### **Scope of Proposal**

1. Firm's/Applicant's name and address, as well as the name and contact information of the primary contact for this project, including contact's email.
2. Submit qualifications to provide the Scope of Services outlined in this RFP.
3. Submit approach to provide the Scope of Services outlined in this RFP.
4. Acknowledge consent to adhere to, without revision, the sample Professional Services Agreement, including exhibits for Insurance, Confidentiality, Lease Terms, and to the services outlined in this RFP.
5. Acknowledge that all materials, including, but not limited to intellectual property, digital and hard copy, data bases, mailing and emailing lists, developed and/or used as a part of this contract are the sole property of the City.

### **Assigned Personnel & Availability**

6. Provide a list of key personnel, their roles and availability to administer these services.
7. List additional qualified personnel available to assist on projects if required.

### **Cost and Work Hours**

8. Provide annual total cost to provide services defined in this RFP. Pricing must include all items annotated in the Scope of Services.

### **Firm Capability**

9. Brief company profile to include years in business and performance indicators used to verify the Scope of Services is being met.
10. Provide three (3) examples of similar work conducted within the last five (5) years that can serve as references. Each example must include a brief description of the services provided. Include the name and address of each referenced company, as well as the name, title, and phone number of the referenced contact person.

## **VI. PROPOSAL GUIDELINES**

The City assumes no responsibility for liability for any costs that firms may incur in responding to this RFP; including attending meetings, interview sessions and/or contract negotiations. This RFP may be amended and/or revoked at any time prior to final execution of an Agreement with the City. In evaluating the proposals, the City may seek information

from a Proposer to clarify their proposal. In that event, Proposer must submit written and signed clarifications and such clarifications shall become part of the proposal. All proposals shall remain subject to initial acceptance ninety (90) days after the day of submittal.

## VII. REVIEW AND ASSESSMENT

Firms will be evaluated using on the following criteria. These criteria will be the basis for review and assessment of the written proposals and optional interview session. The rating scale shall be from 1 to 5, with 1 being a poor rating, 3 being an average rating, and 5 being an outstanding rating.

### Weighting Factor Qualification Standard Table

Weighting Factor	Qualification	Standard
2.0	Scope of Proposal/Deliverables	Does the proposal address all elements of the RFP? Does the proposal show an understanding of the project objectives, methodology to be used and deliverables required by the project? Are there any exceptions to the Scope of Services or Agreement?
2.0	Assigned Personnel	Do the persons who will be working on the project have the necessary skills and qualifications? Are sufficient people with the requisite skills and qualifications assigned to the project?
1.0	Availability	Can the work be completed in the necessary time? Can the target start and completion dates be met? Are other qualified personnel available to assist in meeting the project schedule if required?
2.0	Cost and Work Hours	Does the proposal include detailed cost break-down for each cost element as applicable and are the costs competitive? Do the proposed cost and work hours compare favorably with the Project Manager's estimate? Are the work hours presented reasonable for the effort required by each project task or phase? Does the proposal provide the maximum benefit for the cost?
2.0	Firm Capability	Does the firm have the resources, capacity and support capabilities required to successfully meet service schedules? Has the firm successfully completed previous projects of this type and scope?

## VIII. REFERENCE EVALUATION

The City Administrator will check references using the following criteria. The evaluation rankings will be labeled Satisfactory/Unsatisfactory.

QUALIFICATION	STANDARD
Overall Performance	Would you hire this Professional again? Did they show the skills required by this project?
Timetable	Was the original Scope of Services completed within the specified time? Were interim deadlines met in a timely manner?
Completeness	Was the Professional responsive to client needs; did the Professional anticipate problems? Were problems solved quickly and effectively?
Budget	Was the original Scope of Services completed within the project budget?
Job Knowledge	Were problems corrected quickly and effectively?

