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REQUEST FOR PROPOSALS #2017-22
TOURISM MARKETING AGENCY OF RECORD
RESPONSE TO CLARIFYING QUESTIONS
May 15, 2017

Note that these are questions submitted by interested firms to the above referenced solicitation. The below answers are for clarification purposes only and in no way alter or amend the RFP as published.

1. Do we need an Oregon Business Registry number to submit a proposal?

Answer: An Oregon Business Registration Number is not required to submit a proposal. An Oregon Business Registration Number is required as part of a Contract.

2. Can you describe the process for moving through rounds? Will all who submit a written proposal be invited to do the Oral Presentation? If not, will the finalists be given a specific brief to work off of for the final presentation?

Answer: We will evaluate the proposals as outlined in the RFP; make a down selection to the top 3-4 finalists; hold a briefing session on May 31st for the finalists to provide them with the specifics for the creative brief exercise and oral presentation; and conduct oral presentations based on the criteria outlined in the RFP on June 28.

3. It says proposals are due May 17. Should that written proposal include creative? If not, when would we need to show creative?

Answer: By the May 18, 2017, Proposers must submit samples of work or case studies created for prior clients, demonstrating the agency's creativity working across multiple channels. Those firms invited to an Oral Presentation will be required to submit the creative portion.

4. When would we hear back on our written proposal and if we got into the presentation round?

Answer: We try to address the written proposals as soon as reasonably possible. We hope to determine the written proposal finalists on May 25th, but this is subject to change.

5. Are we supposed to submit our written proposal in a special template (i.e. Proposal Packet)? If not, what is the purpose of the Proposal Packet?

Answer: There is no specific template for answering questions and providing any documentation. The form titled Proposal Response is required to be submitted with the Proposal.

6. How many agencies do you anticipate being in the final presentation round?

Answer: We are looking at bringing 3-4 finalists in for oral presentations; however, this is dependent on the proposals received.

7. The RFP says our proposals will be made public. Where can we find the previous submitted RFPs, either for this or for other assignments?

Answer: The County is required to disclose non-exempt public documents pursuant to ORS 192.410-192.505. You can make a public records request through the County Records Department.

8. Is media buying a mandatory requirement of the agency of record?

Answer: Yes, it is a primary service of the agency of record.

9. Has this department ever hired an agency as the Tourism Marketing Agency of Record that was based outside of Oregon?

Answer: No, all prior marketing agency of records have been within Oregon.

10. For 3.3.1.Retainer services: Creative Conception Services. The RFP states that “It is expected that the selected agency of record will provide Retainer Services that include but are not limited to.” What do you anticipate will be added into the Retainer Services that is not included in the provided list?

Answer: This could potentially be an exhaustive list of services and do not anticipate adding anything at this time; however, it is written as open ended to allow flexibility in the services without the need to amend the contract for a single project. The items listed in this section are the most likely services that will be requested. Should any additional services not specifically outlined in the RFP be required, the agency will work directly with the awarded proposer on scope and pricing.

End of Clarifying Questions