

METROPOLITAN EXPOSITION-RECREATION COMMISSION

RESOLUTION NO. 93-10

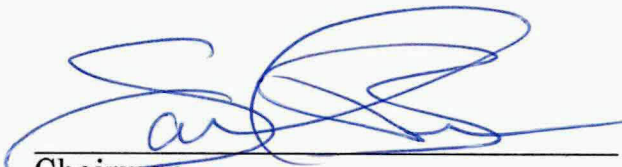
Authorizing a request to solicit proposals for a minority /ethnic advertising and promotion contract for the Oregon Convention Center.


The Metropolitan Exposition-Recreation Commission finds:

1. That the current advertising and promotion efforts are not adequate to effectively market to minority/ethnic groups;
2. That it is necessary to engage the services of a competent and qualified individual or firm to develop and review all national promotional campaigns and programs to service and promote Portland to minority.ethnic meeting planners;
3. That the Commission has the authority to solicit such request for proposals for needed special service;


BE IT THEREFORE RESOLVED that the Commission approves a request for proposals for a minority/ethnic advertising and promotion contract for the Oregon Convention Center. Recommendation of the successful firm will be by committee selection.

Passed by the Commission on September 13, 1993.


Chairman


Secretary / Treasurer

APPROVED AS TO FORM:
Daniel B. Cooper, General Counsel

By: 
Mark B. Williams
Senior Assistant Counsel

REQUEST FOR PROPOSAL

OREGON CONVENTION CENTER MINORITY AND ETHNIC MARKETING SERVICES

The Metropolitan Exposition-Recreation Commission (MERC) is seeking proposals for a promotion, sales and marketing agent for minority and ethnic marketing services. Qualifications will be due on Thursday, September 30, 1993 at 5:00 p.m., PST, at the Oregon Convention Center King Office, 777 N.E. Martin Luther King Jr. Boulevard, Portland, Oregon 97232.

BACKGROUND

MERC is charged with the promotion, marketing and operation of the Oregon Convention Center. Construction of the Oregon Convention Center resulted from a recommendation of the Regional Convention, Trade & Spectator Facilities Master Plan. This Plan was adopted by the Metro Council in May of 1986. The MERC Commission recognizes the significance of marketing the convention center to minority and ethnic groups of potential users, and recommended that a minority/ethnic marketing effort be implemented and funded at an amount not to exceed \$200,000 annually.

In 1987, Metro's Convention Center Project commissioned a marketing program study, implemented by Laventhol & Horwath. The study assessed convention center marketing approaches in 11 comparable cities, and outlined a recommended plan for the Oregon Convention Center marketing program. Based on the recommendations of that study, Metro established the first national marketing contract in the summer of 1987. Upon its formation and organization in December of 1987, MERC has followed up by renegotiating and extending the original national marketing contract annually. MERC also wishes to compliment the current effort with a specialized approach through attracting and securing minority and ethnic conventions, conferences, trade shows and meetings to Portland.

This specialized convention sales and marketing effort will be carried out in cooperation with the current national and regional sales and marketing efforts. The center's staff focuses on filling the calendar on a short-term basis with regional trade shows, state association business, consumer shows and local events and will work with the selected contractor on minority and ethnic marketing efforts. Continual cooperation is necessary between the national sales and marketing agent, the minority and ethnic marketing agent and the center's own marketing staff.

The annual marketing budget for the minority and ethnic sales and marketing program is approximately \$200,000 annually. The marketing budget is funded from hotel/motel taxes assessed by Multnomah County.

This RFP will result in a determination of the most responsive proposer who will lead this effort. Contract for these services will be for a three-year period beginning October 15, 1993 will result from this process.

CONTRACTOR QUALIFICATIONS

Successful proposer must meet all of the following criteria to be considered as a candidate for the Minority/Ethnic Marketing Contractor.

1. Minimum three (3) years experience in the convention and visitors industry, preferably at least one within the Portland Metro area.
2. Demonstrated experience in advertising, marketing, special promotions with contacts in various media and organizations, preferably in the convention and hospitality industry.
3. Ability and demonstrated experience in leading efforts to marshal community resources in support of a minority/ethnic sales and marketing approach particularly geared toward involvement from and with the diverse minority/ethnic population in Portland and surrounding region that will encourage confidence and participation from the communities.
4. Ability and experience in the coordination of sales leads, providing necessary services and referrals to visitors and conventions.
5. Demonstrated experience in successfully referring, developing and coordinating business leads and opportunities to the minority/ethnic groups and services.
6. Experience and ability in consulting and developing new service materials, information and collateral pieces of specific interest and need to the minority/ethnic groups targeted as prospective clients and then servicing those groups which have selected Portland as their destination.
7. Ability to consult, coordinate and compliment current convention sales programs with local, regional and state marketing efforts including but not limited to material, promotions of the Convention Center and the Portland Metropolitan region as it relates to the minority/ethnic target groups.
8. Demonstrated membership, contact or direct association with regional/national convention/trade show minority ethnic group. (A submittal of such affiliation will need to be sent with RFP.)

SCOPE OF WORK

Year One -- \$200,000

- 1) Develop a strong relationship with ethnic /minority businesses and broader community by creating a resource base to influence encouragement of ethnic/minority conventions, conferences and meetings.
- 2) Develop and implement a resource directory of attractions and contacts which would be of particular interest to all ethnic /minority visitors.
- 3) Create a database with identifiable diverse conventions, meeting planners and organizations throughout the country to promote Portland and the region as a destination site. This would include groups of 200-600 room nights in addition to reviewing and recommending changes to POVA current database.
- 4) Create and develop advertising and promotional materials which would attract and influence ethnic /minority convention planners to select the Oregon

Convention Center and other local areas as a destination site. Research proper publications and place ads.

- 5) To work in conjunction and cooperation with prime contractor's sales and marketing efforts and provide needed input, suggestions and recommendations to improve visibility and credibility for the region with respect to culturally diverse decision makers.
- 6) Develop and produce basic collateral materials including bid packages that would be specifically influencing to ethnic/minority groups that may select the Oregon Convention Center and Portland as a destination site.
- 7) Be involved and participate in the planning, with prime contractor and other agencies, regarding FAM trips, trade shows, exhibits and public relations as it relates to attracting ethnic/minority prospects.
- 8) Develop and implement specific marketing and advertising approaches to attract and generate leads of targeted groups.
- 9) Follow-up and refer all leads generated that appear to be qualified prospects for conventions and meetings. Method to be developed by contractor/MERC/POVA as to what type of process will be handled.
- 10) Develop and implement referral and booking process with Oregon Convention Center, POVA and area hotels to book leads.

Year Two -- Funding to be determined.

- 1) Make direct sales calls on prospective customers via FAM Trips or sales blitz activities as well as working specific trade shows.
- 2) Develop and create a visitors and convention services referral guide which will effectively help ethnic/minority visitors with specific service needs.
- 3) Develop periodical promotions to elevate the visibility of the Oregon Convention Center with minority meeting planners both nationally and regionally.
- 4) Develop, create and implement a public relations campaign effort promoting the Oregon Convention Center, Portland and the region in a manner that would attract inquiries from ethnically diverse meeting planners and convention coordinators.
- 5) Establish contacts and create working relationship with minority associations and organizations by participating in committees, planning groups, boards and the like to encourage groups in coming to Portland.
- 6) Continue efforts from year one as it relates to updating of materials and database as well as new advertising and collateral material changes.

Year Three -- Funding to be determined.

- 1) Develop and implement a community-wide program to create a better awareness of the impact of ethnic/minority conventions to the Portland area residents, business and government agencies.
- 2) Establish and implement a local program to meet the special needs and requirements of minority and ethnic convention attendees booked throughout the region.
- 3) Develop and create a diversity training and awareness workshop for the Portland area hospitality and other business that focuses on cultural understanding of Black and other ethnic/minority visitors. This training program would help project a positive image of the region, its people and services to all visitors.
- 4) Provide comprehensive training for upward mobility within the hospitality industry through career enhancement. To include scholarships, internships, cooperative education and job-bank activities. Funding for these activities to come from city/county/federal agencies as well as local corporation sponsorships.
- 5) Continue all sales and marketing activities as developed in years one and two with appropriate changes and upgrades.

WORK PROGRAM

- a) Develop work plan that encompasses each years' activities in a comprehensive package that outlines goals, time lines, staffing levels and funding needed on an annual basis.
- b) Work plan to be submitted and approved by MERC no later than February of each year.
- c) Funding levels will be approved annually by MERC during the budget process. Payment for services rendered will be in accordance with currently approved process adopted by the MERC Commission.
- d) Contractor will closely coordinate all activities with POVA sales staff and the MERC Commission, particularly with the OCC Director. Coordination to be achieved by the following:
 - ▶ regular attendance at sales meetings
 - ▶ coordinate the follow-up leads with sales staff
 - ▶ marketing meetings at key points in development of advertising and collateral materials
 - ▶ coordinate and participate in sales efforts at national conventions and trade shows
 - ▶ any other necessary communications
- e) MERC Commission will be kept informed as to the status of projects and meetings/goals through quarterly reports and any other requested information for the term of this Agreement.

- f) Scope of Work to be included in the OCC Marketing Plan and all work will be managed by the contractor who is responsible for the completion of approved work program items.
- g) Funding levels approved by MERC for the Minority/Ethnic Marketing program will be allocated in total as approved and documented accordingly. These funds will not be spent on any other marketing efforts which do not relate to minority, ethnic or specialty groups directly related to the Oregon Convention Center.
- h) Goals will be established and evaluated annually by Contractor and MERC Commission prior to budget approval and work plan development.

CONTRACT SCHEDULE

This contract is expected to begin October 15, 1993 and will run for a period of three years, to June 30, 1996.

CONTENTS OF PROPOSAL STATEMENT

The statement of proposals should contain not more than fifteen (15) pages of written material (excluding a one-page transmittal letter, biographies and brochures, which may be included in an appendix), describing the qualifications to perform the minority and ethnic marketing work requested, as outlined above.

- ▶ **Transmittal Letter**
- ▶ **Contractor Qualifications:** Describe abilities and experience in conducting minority marketing efforts similar in scope, addressing specifically the qualification information. Evaluation will be based upon the most responsive proposal of those submitting as relates to qualifications.
- ▶ **Scope of Work:** Identify specific ideas, processes and actions that will accomplish the scope of work duties for year one and how years two and three will transition into the work program.
- ▶ **Staffing:** Identify specific personnel assigned who will carry out the tasks, their roles and experience in relation to the work required, and special qualifications they may bring to the marketing program. Distinguish personnel currently employed from those yet to be hired.
- ▶ **Costs:** Please identify potential costs associated with the specific scope of work items proposed, and staffing on an annual basis and any other efforts to be proposed.

RFP AS BASIS FOR SELECTION

This RFP represents the most definitive statement which will be made concerning the desired qualifications of a minority and ethnic marketing contractor. Any verbal information received from any source not presented in this RFP or subsequent informational mailings will not be considered in evaluating the proposals.

All questions related to the RFP or to this project must be submitted in writing. Any questions which, in the opinion of the General Manager, warrant a reply will be furnished to all parties receiving a copy of the RFP. Upon discretion of the General Manager, questions received after September 15, 1993 may not be responded to.

ROLE OF THE MARKETING AGENT

Marketing contracts will be awarded to a firm or association. The contractor ultimately selected from this process must assure responsibility for any subconsultant work and shall be responsible for the day-to-day direction and internal management of the total marketing effort for which they are selected.

GENERAL CONDITIONS

1. **Limitation and Award:** This RFP does not commit to the award of a contract, nor to pay any costs incurred in the preparation and submission of proposals or any subsequent proposals in anticipation of a contract. The right to accept or reject any or all proposal statements received as the result of this request, to negotiate with all qualified sources, or to cancel all or part of this RFP, is reserved by the Metropolitan Exposition-Recreation Commission through its General Manager.
2. **Contract Type:** A personal services contract will be executed with the selected firm or association for this project.
3. **Validity Period and Authority:** The qualifications statement shall contain the name, title, address and telephone number of an individual or individuals with authority to bind any company contacted during the period in which the qualifications statement will be evaluated.
4. **Equal Employment Opportunity:** The firm or association ultimately selected for this contract will not discriminate against any employee or applicant for employment because of race, color, religion, gender, or national origin. The firm or association will take affirmative action to assure that applicants are hired, and that employees are treated, without any regard to race, color, religion, gender, or national origin. Such action shall include, but not be limited to, the following: employment upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship.
5. **Compliance with MBE / WBE Program Requirements:** MERC has made a strong commitment to provide maximum opportunities to State of Oregon certified Minority Business Enterprises (MBE) and Women Business Enterprises (WBE) in contracting activities. In the procurement of any subconsultants required in the national marketing effort, the selected minority marketing contractor will be required to meet the requirements of the Metropolitan Exposition-Recreation Commission's Disadvantaged Business Program in contracting activities. This requires maximizing opportunities for minority and women-owned business enterprises (MBE and WBE) in accordance with applicable provisions of the Metro Code.

6. **Involvement in Commission Outreach Programs:** MERC has developed a community outreach program focused on economic opportunity for employment, contracting and subcontracting in the targeted area adjacent to the convention center. Participation in this outreach effort by the selected contractor is expected.
7. **Selection:** MERC has the right to select more than one firm or association to perform all or portions of this contract.

SUBMITTAL INSTRUCTIONS

Submit 8 copies of your statement of qualifications by Thursday, September 30, 1993, by 5:00 p.m., PST, to:

Metropolitan Exposition-Recreation Commission
Attn: Jeffrey A. Blosser
Oregon Convention Center
777 N.E. Martin Luther King Jr. Boulevard
Portland, Oregon 97232
(503) 235-7575

Questions related to the RFP should be directed to Jeffrey A. Blosser at the address noted above.