



City of Gig Harbor Lodging Tax Advisory Committee

Request for Proposal

Activities To Increase Tourism In Gig Harbor

General:

The Gig Harbor Lodging Tax Advisory Committee (LTAC) was established by the Gig Harbor City Council in accordance with state law to advise and recommend to the County and Mayor how excise taxes on lodging collected in Gig Harbor should be allocated in order to best increase tourism in the city.

Purpose:

The purpose of this Request For Proposal (RFP) by the LTAC is to solicit proposals from those agencies and groups actively engaged in the promotion and enhancement of tourism in the City of Gig Harbor to enhance and increase tourism in the city during calendar year 2000.

Project Description:

Activities which will be considered eligible for assistance include, but are not limited to, those that: increase tourism by advertising, publicizing and distributing information for the purpose of attracting and welcoming tourists; develop strategies to expand tourism; operate tourism promotion agencies; construct tourism-related facilities, and fund and market events and festivals designed to attract tourists.

The expected outcome of such activity is to increase economic activity in the City of Gig Harbor during the year 2000 through overnight lodging of tourists ("heads in beds"), providing meals, the sale of gifts, souvenirs and other items, and construction of tourism-related facilities.

Each application is to develop and outline one project, which meets these requirements and provides an economic benefit to the City of Gig Harbor. The specific amount of the applicant's proposal is open, to be defined by the applicant. As a recommendation, the applicant may wish to define alternate levels of funding, indicating as their first priority the maximum amount desired and, as a second priority, the minimum acceptable amount. Some definition of the differences in the level of services to be provided under the two priorities should be included. The establishment of alternate funding levels will allow the LTAC some latitude in approving projects without the necessity of rejecting one or more projects due to a potential lack of funds.

Specific questions are included in the attached response form to assist the applicant in delineating those matters which are of concern to the LTAC and which will be part of the selection criteria.

Each project should be submitted as a separate document, thereby allowing for clear understanding of each project.

Schedule of RFP Events:

Following is the proposed schedule for the RFP (Note: specific dates may be adjusted to meet unexpected circumstances):

Publicize RFP	September 22 & 29, 1999
RFP package available for pickup	September 22, 1999
RFP response to be submitted	October 11, 1999
Committee review applications	October 20, 1999
Notification issued to Administrator/Council	October 25, 1999
Council budget hearings	November, 1999
Budget approved	November, 1999
Contract issued	January, 2000
Work to be completed by	December 31, 2000

Project Management:

The City of Gig Harbor Finance Office will issue contract for approved projects, pay bills and reimburse expenses, monitor contract compliance, and inform the LTAC of progress in implementing projects. The Finance Director will also act as coordinator of the RFP process, issuing and receiving the RFP, responding to applicant questions, and notifying applicants as appropriate. The City of Gig Harbor will request a summation of return on investments for allocated funds.

Selection Process:

Each application will be reviewed by the LTAC for eligible activities, the effectiveness of its proposed project in meeting the expected outcomes, need, and funding requirements. Upon completion of its review of the written application the LTAC may request some, all or none of the applicants to make an oral presentation to them in order for them to more fully understand the proposed project. The attached scoring form (page 8) will be used as a guide in assisting LTAC members in their evaluation of the individual proposals. However, regardless of the methods employed by LTAC, their recommendation will not be subject to review or challenge by the applicant. All applicants will be notified of the LTAC's recommendation to the Mayor and Council. Those recommendations may be adopted or amended by the Mayor/Council without further notice.

Other Information:

Insurance: As part of its contract for performance, the city requires contractors to maintain liability insurance in the amount of \$1,000,000 and name the city as an additional insured on its liability insurance policy.

Contract: The city will utilize its standard contract for city-funded activities.

Payment: Normally, payment is provided once per month as a reimbursement of expenses.

Equal Opportunity: The city requires each contractor to provide equal opportunities for women and minorities as employees, applicants for employment, and as clients/customers. No unlawful discrimination is allowed.

Legibility and Additional Materials: The LTAC will accept no more than two (2) additional pages of materials in addition to the RFP Proposal Response pages attached. Any additional materials will be disregarded. All information provided should be legible and typed in a 10 or 12 point type.

Performance: Future allocations of Lodging Tax funds to agencies that have received funds previously will be subject to an evaluation of past performance.

Proposal Submittal:

Please deliver one (1) copy of the proposal response (Pages 4 through 7 of this RFP) any additional attachments (not to exceed two single pages) to:

David Rodenbach, Finance Director
City of Gig Harbor
3105 Judson Street
Gig Harbor, WA 98335

NO LATER THAN 5 PM, Monday, October 11, 1999.

NOTE: Proposals received after that time, even if mailed earlier, will NOT be accepted.

For Your Information: City Hall is located at 3015 Judson Street, across the street from the Post Office.

**LODGING TAX ADVISORY COMMITTEE
PROPOSAL RESPONSE**

(No more than two (2) additional pages of materials will be accepted)

1. Name and Address of Applicant (Organization):

Agency Tax ID Number: _____ Form of Organization (Non-profit, etc): _____

2. Contact Person:

Name: _____ Phone: _____

Fax: _____ E-mail: _____

3. Description of Activity:

Will there be an admission charge for this activity?: Yes ____ No ____ If so, how much? _____

4. Proposed Funding:

Can you operate this project with reduced funding? Yes ____ No ____ If yes, list priorities below.

Priority 1 - full funding:\$ _____ **Priority 2** - partial funding (no less than) \$ _____

See attached budget page.

5. Continuing/New Activity:

Is this a new _____ or continuing _____ activity? If continuing, last year City funding was received _____. Do you expect it to be an annual activity, requiring regular and continued funding? Yes _____ No _____

6. Benefit to City Tourism:

Describe how this activity attracts, serves and facilitates overnight tourism in the City of Gig Harbor? For example: Does it lodge or feed tourists; promote tourism; provide for the sale of gifts, souvenirs or other items, or provide programs/entertainment for tourism? If so, how? Does it provide some other short or long range economic benefit? Will a tourist facility be constructed? Thoroughly define and quantify the expected results of the activity described in paragraph 3, above:

7. Time Frame:

What is your anticipated time frame for accomplishing this project? Is it a seasonal activity appropriate to its location? If an outdoor activity, are there any weather related constraints?

8. Additional Information:

Provide any additional information which will assist the LTAC in evaluating your project and its benefit to the City of Gig Harbor.

**LODGING TAX ADVISORY COMMITTEE
RFP PROPOSAL BUDGET**
(For this proposal only. Not for entire agency)

INCOME:

If you are anticipating receiving partial funding for this activity from another source, please list the source, approximate amount, and status of funding. Are you seeking hotel/motel taxes from other sources?

Amount:	Source:	Projected or Confirmed (If projected, date funds are anticipated)
\$	\$	
\$	\$	
\$	\$	
\$	\$	
\$	\$	

Total Income: \$ _____

What percentage of your project budget does your request for city funds represent? _____ %

EXPENSE:

ACTIVITY	City of Gig Harbor Funds	Other Funds	Total
Personnel: (salaries & benefits)	\$	\$	\$
Administration: (office expenses including copies, rent, janitor, utilities, phone, taxes office supplies, etc)	\$	\$	\$
Marketing/Promotion:	\$	\$	\$
Travel:	\$	\$	\$
Consultants: (specify below)	\$	\$	\$
Construction:	\$	\$	\$
Other Activities: (specify below)	\$	\$	\$
TOTAL COSTS:	\$	\$	\$

Priority 1 (full) funding: \$ _____ Priority 2 (partial) funding \$ _____

**LODGING TAX ADVISORY COMMITTEE
RFP PROPOSAL EVALUATION FORM**

Applicant Name: _____

Project Description: _____

A: Is the application complete and address all pertinent issues? *(If the answer is no, the application will not be considered.)* Yes _____ No _____

B. Application Review:

Score each application based on its responses to the specific questions set forth in the application. Circle the appropriate score and total the score at the bottom.

1. Does the project serve City needs?

0 4
No Yes

2. Will the project attract, serve and facilitate overnight tourists?

0 1 2 3 4
No Minimally Average Good Excellent

3. Proposed use of funds is cost effective?

0 1 2 3 4
No Minimally Average Good Excellent

4. Does the proposal provide for adequate evaluation?

0 4
Not Measurable Measurable

5. Proposal demonstrates benefit to tourism?

0 1 2 3 4
No Benefit Some Benefit Average Good High Benefit

6. Proposal is clear and specific?

0 1 2 3 4
Not Clear Somewhat Clear Clear Very Clear Highly Clear

7. Activities are likely to be accomplished within the year?

0 4
No Yes

Total Score: _____

Are there any questions or recommendations you have for this applicant?
