

REQUEST FOR PROPOSAL

Tourism Destination CRM, CMS and Website Services

GVB RFP NO. 2017-005

GUAM VISITORS BUREAU REQUEST FOR PROPOSAL Tourism Destination CRM, CMS and Website Services	
RFP Number: <u>GVB RFP NO. 2017-005</u>	RFP Title: Tourism Destination CRM, CMS and Website Services
RFP Due Date and Time: February 24, 2017; 5:00 p.m.	Number of Pages: 42; including required affidavits and forms.
ISSUING AGENCY INFORMATION	
GUAM VISITORS BUREAU	Issue Date: February 3, 2017
Mr. Jon Nathan Denight President and CEO	401 Pale San Vitores Road Tumon, Guam 96913 Phone: (671) 646-5278 Fax: (671) 646-8861 Website: www.guamvisitorsbureau.com
INSTRUCTIONS TO OFFERORS	
DELIVERY OF PROPOSAL <i>By U.S. Mail or Deliver Only to the attention of:</i> Mr. Jon Nathan Denight President and CEO Guam Visitors Bureau 401 Pale San Vitores Road Tumon, Guam 96913	MARK FACE OF ENVELOPE/PACKAGE: Tourism Destination CRM, CMS and Website Services RFP Number: GVB RFP No. 2017-005 RFP Due Date: February 24, 2017; 5:00 p.m.
	SPECIAL INSTRUCTIONS: Mark " Confidential RFP Document " on envelope and in accordance with Section 1.7 of the RFP
IMPORTANT: SEE TERMS AND CONDITIONS OFFERORS MUST COMPLETE THE FOLLOWING	
OFFEROR NAME/MAILING ADDRESS:	AUTHORIZED OFFEROR SIGNATORY: (Please print name and sign in ink)
OFFEROR TITLE:	OFFEROR EMAIL ADDRESS:
OFFEROR TELEPHONE NUMBER:	OFFEROR FAX NUMBER:
OFFERORS MUST RETURN THIS COVER SHEET WITH RFP RESPONSE	

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OFFEROR'S RFP CHECKLIST

The 10 Most Critical Things to Keep in Mind When Responding to an RFP for GVB

1. _____ **Read the *entire* document.** Note critical items such as: mandatory requirements; supplies/services required; submittal dates; number of copies required for submittal; contract requirements.
2. _____ **Note the procurement officer's name, address, phone numbers and e-mail address.** This is the only person you are allowed to communicate with regarding the RFP and is an excellent source of information for any questions you may have.
3. _____ **Attend the pre-proposal conference** if one is offered. These conferences provide an opportunity to ask clarifying questions, obtain a better understanding of the project, or to notify GVB of any ambiguities, inconsistencies, or errors in the RFP.
4. _____ **Take advantage of the "question and answer" period.** Submit your **written** questions to the procurement officer by the due date listed in the Schedule of Events and view the answers given. Should an addendum be required, GVB will issue a formal "addendum" for the RFP. All addenda issued for an RFP are posted on GVB's website.
5. _____ **Follow the format required in the RFP** when preparing your response. Provide point-by-point responses to all sections in a clear and concise manner.
6. _____ **Provide complete answers/description.** Read and answer **all** questions and requirements. Don't assume GVB or evaluation committee will know what your company capabilities are or what items/services you can provide, even if you have previously contracted with GVB. The proposals are evaluated based solely on the information and materials provided in your response.
7. _____ **Use the forms provided**, i.e., cover page, "ALL" Affidavit forms, etc.
8. _____ **Check the GVB website for RFP addenda.** Before submitting your response, check the GVB website at www.guamvisitorsbureau.com to see whether any addenda were issued for the RFP. If so, you must submit a signed copy of the addendum for each addendum issued along with your RFP response.
9. _____ **Review and read the RFP document again** to make sure that you have addressed all requirements. Your original response and the requested copies must be identical and be complete. The copies are provided to the evaluation committee members and will be used to score your response.
10. _____ **Submit your response on time.** Note all the dates and times listed in the Schedule of Events and within the document, and be sure to submit all required items on time. Late proposal responses are **never** accepted.

This checklist is provided for assistance only and should not be submitted with the Offeror's Response.

SCHEDULE OF EVENTS

Tourism Destination CRM, CMS and Website Services GVB RFP 2017-005

<u>DATE</u>	<u>EVENT</u>
February 3, 2017 (FRI)	RFP Issue Date/Public Announcement RFP packets available at GVB website or GVB office at 401 Pale San Vitores, Road, Tumon.
February 10, 2017 (FRI)	5:00 p.m. - Deadline to submit written questions* *GVB response will be provided directly to all registered participants via email and posted on www.guamvisitorsbureau.com .
February 24, 2017 (FRI)	5:00 p.m. - RFP response/submission deadline

Tourism Destination CRM, CMS and Website Services

The Guam Visitors Bureau (GVB), a public non-stock, non-profit, membership corporation, issues this Request for Proposal (“RFP”) soliciting proposals from a qualified firm or individual (“Offeror”) for the Tourism Destination CRM, CMS and Website Services project.

Request for Proposal (RFP) packages may be obtained at the GVB’s Main Office, in Tumon, Guam, anytime from Monday through Friday, excluding Guam holidays, between 8:00 a.m. and 5:00 p.m. The RFP may also be downloaded at the Guam Visitors Bureau’s website at www.guamvisitorsbureau.com.

A **non-refundable US\$25.00 fee** is required for each USB Packet picked up at the GVB office. Methods of acceptable payment to the Bureau are:

- 1) US\$ Cash
- 2) Bank Wire Transfer
- 3) Major Credit Card – Visa, MC, Discover, JCB

GVB hereby notifies all bidders that it will affirmatively ensure that in any contract entered into pursuant to this solicitation, minority business enterprises will be afforded full opportunity to submit a response to this request for proposal and will not be discriminated against on the grounds of race, color or national origin in consideration for an award.

The right is reserved to reject any or all proposals or bids, waive any imperfection in the bid proposal or cancel this solicitation all according to law in the interest of GVB.

If you are interested in submitting an offer for GVB RFP 2017-005 Tourism Destination CRM, CMS and Website Services, please send your proposal to: Jon Nathan Denight, President and CEO, Guam Visitors Bureau, 401 Pale San Vitores Road, Tumon, Guam 96913. **Deadline for submission of all proposals is 5:00 p.m. (Guam Time) on Friday, February 24, 2017.**

/s/ JON NATHAN DENIGHT
President and CEO

SECTION 1

REQUEST FOR PROPOSALS OVERVIEW

1.0 Background and Purpose

Mission Statement

The mission of the Guam Visitors Bureau (GVB) is to efficiently and effectively promote and develop Guam as a safe and satisfying destination for visitors and to derive maximum benefits for the people of Guam.

Brand Promise

A brand is more than a logo. It's our promise. Our brand is the image that lives in people's minds when they think about Guam. We can influence our brand with the words we choose, the design we use and the actions we take. It is built from current and desired meanings. If we align around a single promise, we can build a strong brand. When we are consistent in keeping that promise in how we act and communicate – our brand becomes stronger.

Our brand is more than a marketing tool. It is a valuable business asset. When the Guam brand is strong, we garner more attention and respect. In short, our brand plays a valuable role in everything we want to achieve. Our brand promise is the heart of what we do and why we do it. It's what we stand for – the standard to which we hold ourselves. If we deliver our brand well, it will stand the test of time and engage all our audiences in productive relationships leading us to success.

The purpose of the new brand is to strengthen Guam's appeal as a destination, to drive tourism growth in the future, and also to attract tourists for longer periods with increased spend. This new brand encompasses our local pride, the engagement of our communities, and showcases all that Guam has to offer.

Present Condition

GVB has six (6) consumer websites, its main (English) address: www.visitguam.com. The additional (multi-lingual) websites are in Japanese, Korean, Russian, Chinese (traditional) and Chinese (simplified). Each is specifically targeted to appeal to the travel industry and consumers in those markets. The respective URLs are as follows:

- a. Japan: <http://www.visitguam.jp/>
- b. Korea: <http://welcometoguam.co.kr/>
- c. Russia: <http://www.visitguamusa.ru/>
- d. Taiwan (traditional Chinese): <http://www.visitguam.org.tw/>
- e. Beijing (simplified Chinese): <http://www.visitguamusa.com.cn/>

(Special note: The GVB Hong Kong website (<http://www.visitguam.com.hk/>) does not share in the current design and CRM/CMS system, and shall be included in this RFP.)

The six websites are similar in general design and connected to the same CRM/CMS. Updates are managed through the current single CMS. Each website (widgets, sections, pages, various translation requirements) is updated by the respective GVB overseas office/agency via individual username and password routines. Updates vary depending on specific country targets and needs.

1.1 Scope of Services

1.1.0. OVERVIEW. The Guam Visitors Bureau (GVB) is seeking to secure services of a qualified **Offeror with a minimum of 5 years experience in digital marketing for destination management organizations (DMO's)** to fulfill the following objectives:

1.1.0.0. The design and development of seven (7) new RESPONSIVE Consumer Travel (country-specific) websites. Websites shall render seamlessly on all devices, meeting break-point requirements for desktop, tablet and smart phone. Custom breakpoints shall also be developed to accommodate for landscape orientation for all devices.

1.1.0.1. SAN (Subject Alternative Name) Certification and HTTPS for all related Domain Names, where applicable.

1.1.0.2. Content Management System (CMS) to manage all global websites that is fully integrated with the Customer Relationship Management (CRM) Solution specific to the travel and destination management industry.

1.1.0.3. Member Extranet – designed to grant members/partners protected access into their respective areas within the CRM to manage member contact information, property/business details and related media (logos, videos, PDF documents, photographs). Also provides a private area for internal communication and transactions (member-to-member), as well as GVB-to-member, which will promote more B2B/B2C activity. Will serve as a mechanism and clearinghouse for various GVB-related notifications, advisories and reports. Extranet must be responsive and render seamlessly on all devices.

1.1.0.4. Email Marketing System

1.1.0.5. Social Media Marketing System

1.1.0.6. E-Commerce System

1.1.0.7. Hotel Booking Engine

1.1.0.8. UGC Stream – Mechanism for User-Generated Content

1.1.0.9. Member/Partner Advertising Platform

1.1.1. SCOPE OF WORK.

1.1.1.0. Project Objectives.

1.1.1.0.1. Design and Development of a new consumer website. GVB desires to have an expansive and dynamic digital presence that will effectively promote and position GUAM as a major leisure world-class visitor destination. The websites should position GVB as a premier online

resource for all targeted markets and provide extensive information to various constituencies (visitors, MICE planners, travel trade, attractions, partners and travel media). The goal of the websites are to be an exceptional sales and resource tool that is very functional and engaging and ensures repeat visits.

The vendor must complete accessibility and usability testing on the websites and ensure that they are W3C compliant. The sites must also be compatible with the industry's popular web browsers on multiple OS platforms (current and future, including but not limited to Google, Chrome, Mozilla, Firefox, Opera, Safari, Internet Explorer). Load-time should be a major concern within the design and development to accommodate for numerous devices (desktop and hand-held) and various connection situations, i.e. mobile, limited Wi-Fi and dial-up.

The website design should maintain consistency with GVB's marketing themes and remain highly competitive with other destinations. The website design should also allow for the implementation of various revenue streams, such as online bookings and banner-ads.

The main objective is to create a compelling, persuasive and informative website. The website should be a marketing and communications tool that:

- Positions Guam aggressively in the exceedingly competitive online bid for travel consumers.
- Influences target markets to select Guam as a MICE destination.
- Promotes Guam by providing the latest news and developments of interest to travelers.
- Enhances and reinforces GVB's marketing theme of being a world-class cultural destination.
- Delivers measurable results in terms of site metrics as well as converted visits to the destination.
- Is creative, innovative and scalable. Seeks ways to involve and implement emerging technologies (Web 3.0 and above) with minimal turn-around time and development costs.
- Is responsive, seamlessly renders on current desktop, handheld and wearable (where applicable) devices, and accommodates for future device improvements and replacements.
- Experiments with new web design and digital delivery trends, executing and utilizing the most effective ones, i.e. animation and cinemagraphs, parallax scrolling, material design.
- Is secure and exercises the latest in innovative precautionary cybersecurity measures against malicious hacker attacks, denial of service attacks, malware and ransomware.
- Showcases Guam's unique attributes and is easy to navigate through a content-rich environment.
- Is interactive and engages the user on a personal level.
- Promotes and effectively deploys User-Generated Content (UGC).

- Is controlled and driven directly by a robust CMS/CRM solution, promoting effective interoperability.

The website design, navigation and content will be directed towards user personalization of the interactive experience. This will be achieved through enhanced content, including an idea-center with different experiences outlined, a custom trip-planner and through the search functions, which will include various classification systems in addition to general search functionality.

1.1.1.1. Content Management (CMS) for the maintenance of the website. GVB is seeking a database-driven content management system specific to the travel destination industry to operate and maintain the website. The CMS should have an easy user-interface that will function for multiple users with the option of administrator access and security protected levels of access within the CMS. Ideally, the CMS would have a preview function and an accept/deny function that would prevent mistakes from going live when updating the site.

1.1.1.1.0. Specific CMS Functions:

- The CMS should allow for blank and pre-set template pages to be created within the system with little or no knowledge of HTML. Page creation should be controlled by a 'draft, pending and approved' mechanism.
- The CMS should have a built-in media management system for easily adding or removing videos, photos and graphic images.
- A database for accommodations, restaurants, merchants, attractions, events, various professional services and other tourism partner activities. This database should associate specific events with specific attractions so that depending on what page a user is visiting, they may see a different list of upcoming events.
- GVB requires back-end FTP access separate from the CMS as an emergency procedure.
- GVB requires having access to modify and make changes to the home page.
- Proposals should include and demonstrate samples of proposed CMS.

1.1.1.2. Web-based Destination Management CRM System. The objective of this RFP is also to have the website include a destination management CRM solution that is completely integrated with the CMS. The proposed application should include comprehensive tools for each department within GVB. The solution should enable GVB to effectively acquire, manage and maintain relationships with meeting planners, tour planners, visitors, media and members/industry partners. The product should enhance staff productivity and improve internal communications while managing GVB's vital data. At a minimum, it must include modules to track convention sales and services (including but not limited to tracking of accounts, bookings and response history), leisure tourism sales and services, visitor services, public relations/communications, publication management (storage and efficient sharing of market collateral), and special event data. This product must also allow seamless integration with the websites,

extranet and CMS.

1.1.1.3. E-mail Marketing System. The new websites should be compatible with our existing email marketing system or include a new email marketing solution that is incorporated in the website. The solution should easily manage direct response email marketing programs, applying e-newsletters, special e-promotions, email blasts and other direct-to-consumer marketing applications appropriate for GVB's online marketing strategy.

1.1.1.4. Social Media Marketing System. GVB is seeking a Social Network Management System that incorporates all social networking elements. It must be flexible enough to add and remove new social media add-ons and scalable to allow for future social media applications and platforms.

1.1.1.5. E-Commerce System. The new design should include security certificates, e-commerce transactions and retail sales of merchandise. The new site design should include a new e-commerce tool that is capable of selling multiple events even within the same day, reserved seating at multiple venues, multiple partners, detailed reporting and accounting tools and offer both a printed and electronic ticketing option. This new e-commerce system should be able to accommodate options including, but not limited to, banner ads, pay-per-click campaigns and should be flexible to include other e-commerce options in the future.

1.1.1.6. Hotel Booking Engine. GVB would like to be presented with the best available options to make accommodations bookings. Working with the contracted vendor, the booking engine provider(s) will be selected prior to launch of the new design.

1.1.2. Specific Functions and Features – Website Design and CMS

The new site at a basic level will contain all current information and features. The redesign should include the ability to create vanity URLs for any page on the site. It should be understood that all references to the Content Management System features that are described should require little or no knowledge of HTML.

1.1.2.0. Detailed Site Map. A detailed site map of the new site must be provided.

1.1.2.1. Website Elements. Following are the elements required with the website development and design. GVB should be presented with solutions for migrating existing content and listings into the new site. All data should be easily exportable from the database.

1.1.2.1.0. Calendar of Events. The site will have a calendar of events that is capable of listing reoccurring events with the option to edit individual instances of events. The method to input the date must be typed in, selection from a calendar may be an option; however, that calendar must have an option to select the month and year. The calendar will be associated with GUAM attractions and set to display only on attraction

pages associated with the events.

1.1.2.1.1. Attractions Administration. The site will have an attractions administration area to add all GUAM events and attractions. It should be incorporated with the calendar of events, current events, mapping section and the itinerary builder.

1.1.2.1.2. Responsive Microsite Builder. The site should be equipped to build responsive microsites for various partners and incoming convention planners, one-day events, or weeklong festivals. The microsites should be searchable and incorporate information from all website elements, including the attractions administration, calendar of events, mapping, packages and current events.

1.1.2.1.3. Packages Manager. The site will allow the hotel partner or other designated administrator to quickly and easily add, update or delete hotel packages.

1.1.2.1.4. Banner Template. The vendor should provide several banner templates (along with image specifications) that are easily uploaded to incorporate onto the homepage for upcoming events and current events.

1.1.2.1.5. Current Events. The site design should incorporate rotating or scrolling elements that include upcoming events and new developments on GUAM. This feature should be easy to update on a daily basis with images and text. The site should also include a slider in a special location on the main page for featured events.

1.1.2.1.6. Trip/Itinerary Builder. The new site should include a shopping cart style custom trip planner/itinerary builder database with the ability for users to customize their travel plans and return several times to the site to modify the plans. The trip planner/itinerary builder ideally would tie into a custom map function and use an optional survey and database capture system to view the options selected.

1.1.2.1.7. E-Postcards. The site should include an e-postcard function for users to send an e-postcard with a custom link to others through email.

1.1.2.1.8. Virtual Visitors Guide. Include the option for making catalogue-like virtual visitors guide page views of GVB's current printed Visitors Guide with options to download.

1.1.2.1.9. Streaming Video or Webcam. The design should include options for additional video visual elements. Embedded video or news clips should not cause errors and should be easily placed on any page.

1.1.2.1.10. Virtual Tours. Virtual tours of 360 degrees navigational views should be added for all major attractions and meeting facilities and tied into special interactive maps.

1.1.2.1.11. Maps. Ideally, the website would include interactive maps. The site design should allow for expanding the mapping function. These interactive maps should allow visitors to select hotels, restaurants, merchants, attractions and/or events.

1.1.2.1.12. Idea Center. A custom itinerary builder should be available for various markets (i.e. cultural heritage, family, outdoors, golf, romance, teens, etc.). There will be separate idea centers for meeting planners and travel trade clients with customized content.

1.1.2.1.13. Image Gallery. The site should include a gallery of photos and videos. This gallery will show GVB approved images as well as provide the opportunity for the visitor to upload their images.

1.1.2.2. Landing Pages. The site should have the ability to create landing pages as the need arises. Landing Pages should be able to take on a unique identity yet still function off the main database.

1.1.2.3. Vanity URLs. GVB should maintain the ability to create and activate vanity URLs at a moment's notice and this feature should be available to most administrators.

1.1.2.4 Multiple Languages. GVB serves a diverse leisure travel population. The proposed websites should be available in several languages including but not limited to Japanese, Korean, simplified Chinese, Mandarin and Russian.

1.1.2.5. Website Link Compatibility. GVB's website has long been a valuable resource of GUAM information and is linked to by hundreds of websites. Due to this, all current link names must stay the same.

1.1.2.6. Cascading Style Sheets (CSS). CSS technology is utilized for the design of all pages. GVB should have the option to modify, override and add new CSS styles to the template for specific promotions. The CSS should be modifiable and keep the user-interface in mind in regard to font size and page layout.

1.1.2.7. Search Functions. The site should have built-in advanced search capabilities that search through the entire database and all contents and provide anchors on the pages to target the search. The search function should also contain a database-capture system to enable monitoring of the words and phrases users are searching to better modify the site. The system should have an option to omit pages from the search function to keep specific pages hidden as desired. The search section will ignore common words.

The site should have separate restricted search functions that search exclusively in the following sample areas:

- Calendar of Events (each event is classified by type, date and target audience);

- Press Releases (classified by date and content);
- Accommodations (classified by meeting space, services, rooms, remodeling, etc.);
- Photos (multi-categories, classified by image type and content);
- Hotel Packages (classified by date, hotel, activity).

The sub-search classification system will also expand to adapt to future classification systems and additional keywords as needed.

1.1.2.8. Search Engine Optimization. The site should be designed and built with SEO in mind and enable both standard and customized SEO on all pages of the site. This should include key words, page titles and meta tags. The CMS should include a way of inputting SEO for new pages added to the site.

1.1.2.9. Statistics and User Tracking Systems. The proposal must include a plan for gathering user data and statistics. The tracking database should exclude GVB's host address and the web provider's host address in the tracking data. The tracking system should also include some way to track users' click-through to other web links. All pages should be built with Google Analytics code in place.

1.1.2.10. Database Capture. Website must include various online forms for site visitors, such as Visitor Guide Requests, E-newsletter sign up, RFP for Meeting Planners, Travel Media Assistance Request, etc. The website must collect and incorporate this data into the CRM system.

1.1.2.11. Password Protection. Password protection is needed for certain areas of the site. The new site should include a custom automated username/password generator that manually activates. The user name and password should be linked specifically to each applicant with their email as their username and a generic password that is generated or (user-defined password). GVB should have the option to disable any password at any given time. The password protection capability should be available to expand to other areas of the site as needed. For example, GVB would like the ability to create a "Members Only" or "Board Members" section of the site that would only be accessible to a valid username and password, i.e. the Member/Partner Extranet. There should be one master administrator.

1.1.2.12. Mobile Capability. The websites (responsive) must render correctly on all devices: desktop, handheld and wearable (where applicable). Custom breakpoints for landscape orientation must also be addressed. The sites must be compatible with mobile browsers on key platforms including but not limited to iOS, Android and HTML5.

1.1.2.13. Automated Keyword Listings. The site should have a built-in function that automatically links pre-specified keywords within editorial sections to specific pages (i.e. if the editorial states: "Shopping on Guam makes all your dreams come true." The word "Shopping" will be automatically linked to a specific page with detailed information about ballooning).

1.1.2.14. Photos. All photos on the site should have an enlarging function that allows users to click on a photo to see it in a larger format. All photos supplied from GVB's photo archives will need to be properly credited when used on the site and copyright information will need to be embedded in larger photos to prevent theft. The vendor will work with GVB to identify the imagery necessary to develop the site to its fullest potential.

1.1.2.15. Third Party Suppliers. The website should be designed to work and adapt with third-party suppliers who mirror the site through their own hosts and provide additional functions for the website.

1.1.2.16. Training. Ample training will be provided by the vendor to insure a minimum of employees are skillfully adept at updating pages and functioning in the CMS.

1.1.2.17. Optional Addendum: Database Management System. If the interested Offeror proposed additional database services, vendors may add it to the proposal that addresses additional database solutions. The additional database management system proposed should include the associated scope of work and costs to implement.

1.1.3. Specific Functions and Features – Email Marketing Software.

1.1.3.0. Email Marketing. Firm will detail experience in providing proactive and comprehensive direct response email marketing programs applying e-newsletters, special e-promotions, email blasts and other direct-to-consumer marketing applications appropriate for Guam's online marketing strategy. Minimum services should include but are not limited to planning, design, production, implementation, reporting and analytics of integrated programs for visitors, media, meeting planners and stakeholders.

1.1.4. Specific Functions and Features – Social Media.

1.1.4.0. Social Media should incorporate all current social media vehicles, including but not limited to User Generated Content (UGC), podcasts, RSS feeds, blogs, Facebook, YouTube, Twitter, LinkedIn, Pinterest, Google+, Tumblr, Instagram, etc., and should be part of the successful vendor's bid.

1.1.5. Hardware Information/Server Hosting Requirements.

1.1.5.0. Proposal should include a detailed listing of all necessary hardware requirements needed by end users to adequately utilize all systems of the new website. In addition, the proposal should detail the server hosting requirements, implementation and maintenance of SAN Certification and HTTPS for all related Domain Names, server environment, start-up costs, annual fees and all other elements required with the hosting of the sites and data management systems. Proposal must also include details on security, reliability and disaster recovery.

1.2 RFP Process

It is in the best interest of the Offeror to register online at www.guamvisitorsbureau.com to download the complete RFP solicitation packet; or by registering at GVB if the packet is obtained at the GVB office at 401 Pale San Vitores Road, Tumon, Guam 96913.

All inquiries pertaining to this RFP are to be addressed to the President and CEO, acting in the capacity of the Chief Procurement Officer, Guam Visitors Bureau, 401 Pale San Vitores Road, Tumon, Guam 96913.

The President and CEO or his designee(s) will coordinate all questions through GVB Procurement and will respond in writing. The President and CEO may also be contacted at (671) 646-5278/9, or via email at procurement@visitguam.org. If an addendum is required it will be issued by GVB, and posted on the GVB website at www.guamvisitorsbureau.com.

If it becomes necessary to revise or amend any part of this RFP, GVB will publish a revision by written addendum on its website and notify all prospective Offerors who have registered. Offerors will be responsible for adhering to the requirements of any addenda to this RFP.

Offerors are to rely, for information regarding this RFP, on the RFP itself and information provided by the President and CEO as indicated in the introduction to this RFP. GVB is not responsible for any misinformation received from other sources.

The responsibility for submitting a response to this RFP on or before the stated time and date will be solely and strictly that of the Offeror. GVB will in no way be responsible for delays caused by the U.S. Post Office, courier services, or by any entity or by any occurrence.

By submitting a Proposal, the Offeror agrees to accept and abide by the terms of this RFP. GVB reserves the right to reject any or all submittals, to waive any informality or irregularity, and to accept any submittals which it may deem to be in the best interest of GVB and the territory.

1.3 RFP Submission Criteria

- A. Each Offeror shall submit six (6) complete sets of the proposal: one (1) marked "ORIGINAL" and five (5) marked "COPY."
- B. An official authorized to legally bind the Offeror to all RFP provisions contained herein shall sign the proposal. Submittals will be considered incomplete if they do not bear the signature of an agent of the Offeror who is in a position to contractually bind the Offeror.
- C. Terms and conditions differing from those set forth in this RFP may be cause for disqualification of the proposal.
- D. Offeror must designate those portions of their proposal, if any, they believe contain trade secrets or proprietary data which Offeror wants to keep confidential.

- E. Offeror must organize proposal into sections that follow the format of this RFP, with tabs separating each section. A point-by-point response to all numbered sections, subsections and appendices is required. If no explanation or clarification is required in the Offeror's response to a specific subsection, the Offeror shall indicate so in the point-by-point response or utilize a blanket response for the entire section with the following statement: **"(Offeror's Name) understands and will comply."**

1.4 Requests for Clarification

- A. It is incumbent upon each Offeror to carefully examine all specifications, terms, and conditions contained in the RFP. Any inquiry regarding this solicitation must be made in writing and in accordance with the requirements of this RFP. To be considered, inquiries must be addressed to GVB's point of contact set forth above.
- B. GVB will issue responses to inquiries in writing prior to the date on which proposals are due. GVB will email, airmail, and post on the GVB website said responses to each person recorded as having been furnished with a copy of this RFP, and prospective Offerors are responsible for ensuring that they receive all such responses. To ascertain whether GVB issued such responses with respect to this RFP, prospective Offerors may contact GVB's point of contact as set forth above.
- C. Prospective offers and Offerors should not rely on any representations, statements, or clarifications not made in this RFP or in a formal GVB response. GVB will not be responsible for any oral representation(s) given by any employee, representative, or other individual. The issuance of a written addendum is the only official method by which interpretation, clarification, or additional information can be given.

1.5 Schedule of Events

Offerors must abide by the Schedule of Events as indicated on page 6 of this RFP.

1.6 RFP Closing Date

Proposals shall be submitted to GVB no later than **5:00 p.m. Chamorro (Guam) Standard time, February 24, 2017 (Friday)**, at 401 Pale San Vitores Road, Tumon, Guam, 96913. Proposals received after this date and time will not be considered.

1.7 Delivery of Proposals

(FACSIMILE AND E-MAIL OF PROPOSALS WILL NOT BE ACCEPTED)

All proposals shall be sealed and delivered or mailed to:

ATTN: MR. JON NATHAN DENIGHT
President and CEO
Guam Visitors Bureau
401 Pale San Vitores Road
Tumon, Guam 96913

Mark package(s):

YOUR COMPANY NAME
SUBMISSION IN RESPONSE TO
GVB RFP NO. 2017-005
TOURISM DESTINATION CRM, CMS AND WEBSITE SERVICES
CONFIDENTIAL DOCUMENT ENCLOSED

Note: If a third party carrier (Federal Express, UPS, USPS, etc.) is used, please ensure that it is properly instructed to deliver your proposal only to GVB at the address noted above AND that the face of the package **clearly identifies** the solicitation number and title. To be considered, a proposal must be received and accepted by GVB before the closing date and time.

1.8 Offeror's Responsibilities

An Offeror, by submitting a proposal, represents that:

- A. The Offeror has read and understands the RFP in its entirety and that the proposal is made in accordance therewith, and;
- B. The Offeror possesses the capabilities, resources, and personnel necessary to provide efficient and successful service to GVB, and;
- C. Before submitting a proposal, each Offeror shall make all investigations and examinations necessary to ascertain site and/or local conditions and requirements affecting the full performance of the contract and to verify any representations made by GVB upon which the Offeror will rely. If the Offeror receives an award because of its proposal submission, failure to have made such investigations and examinations will in no way relieve the Offeror from its obligations to comply in every detail with all provisions and requirements of the contract, nor will a plea of ignorance of such conditions and requirements be accepted as a basis for any claim by the Offeror for additional compensation or relief.

1.9 Conflict of Interest

All Offerors shall complete and have notarized the attached disclosure form of any potential conflict of interest that an Offeror may have due to ownership, other clients, contracts, or interests associated with this RFP. (**NOTE:** Required Affidavits are provided in this RFP.)

1.10 Certificates

GVB reserves the right to require proof that the Offeror is an established business and is abiding by the regulations and laws of Guam, such as but not limited to occupational licenses and business licenses.

Offeror shall attach a copy of its Guam business license. Offeror shall include all current licenses, certifications, and any additional documentation that illustrates the Offeror's qualifications to perform the services specified in this RFP.

1.11 Presentations by Offerors

GVB at its sole discretion may ask individual Offerors to make oral presentations and/or demonstrations without charge to GVB.

GVB reserves the right to require any Offeror to demonstrate to the satisfaction of GVB that the Offeror has the requisite ability to properly furnish the services and requirements of this RFP. The demonstration must satisfy GVB and GVB shall be the sole judge of compliance.

Offerors are cautioned not to assume that presentations will be required and should include all pertinent and required information in their original proposal package.

1.12 Award

GVB reserves the right to award the contract to the Offeror that GVB deems to be the best qualified.

In addition, GVB at its sole discretion, reserves the right to cancel this RFP, to reject any and all proposals, to waive any and all informalities and/or irregularities, or to re-advertise with either the identical or revised specifications, if it is deemed to be in the territory of Guam's best interest to do so.

This RFP does not commit GVB to award a contract. GVB shall not be responsible for any cost or expense, which may be incurred by the Offeror in preparing and submitting the proposal called for in this RFP, or any cost or expense incurred by the Offeror prior to the execution of a contract.

1.13 Records and Right to Audit

The Offeror shall maintain such financial records and other records as may be prescribed by GVB or by applicable federal and local laws, rules, and regulations.

1.14 Offeror's Personnel

- A. The Offeror shall comply with all:
 - 1. Local laws, regulations, and labor union agreements governing work hours; and
 - 2. Labor regulations including collective bargaining agreements, workers' compensation, working conditions, fringe benefits, and labor standards or labor contract matters.

- B. The Offeror shall indemnify and hold GVB harmless from all claims arising out of the requirements of this provision. This indemnity includes the Offeror's obligation to defend and/or resolve, without cost to GVB, any claims or litigation concerning

allegations that the Offeror or GVB, or both, have not fully complied with local labor laws or regulations relating to the performance of work required by the contract.

1.15 Termination / Cancellation of Contract

GVB reserves the right to cancel the contract without cause with a minimum thirty (30) days written notice. Termination or cancellation of the contract will not relieve the Offeror of any obligations for any deliverables entered into prior to the termination of the contract (i.e. reports, statements of accounts, etc., required and not received).

Termination or cancellation of the contract will not relieve the Offeror of any obligations or liabilities resulting from any acts committed by the Offeror prior to the termination of the contract.

Termination for Default. GVB shall notify the Offeror in writing of deficiencies or default in the performance of its duties under the contract and the Offeror shall have ten (10) days to correct same or to request, in writing, a hearing. GVB shall hear and act upon same within twenty (20) days from receipt of said request and shall notify the Offeror of said action. The action by GVB shall be either to confirm, in whole or in part, the specified deficiencies or default, or to relieve the Offeror of responsibilities for said deficiencies or default, or find that there are no deficiencies or default, or such action as deemed necessary in the judgment of GVB. Failure of the Offeror to remedy said specified items of deficiency or default in the notice by GVB within ten (10) days of receipt of such notice of such decision, shall result in the termination of the contract, and GVB shall be relieved of any and all responsibilities and liabilities under the terms and provisions of the contract.

1.16 Independent Contractor Relationship

Offeror shall provide the services required herein strictly under a contractual relationship with GVB and is not, nor shall be, construed to be an agent or employee of GVB. As an independent contractor, the Offeror shall pay any and all applicable taxes required by law and shall comply with all pertinent federal and local statutes. Benefits for Offeror, its employees and subcontractors shall be the sole responsibility of the Offeror including, but not limited to, health and life insurance, mandatory social security, retirement, liability/risk coverage, and workers and unemployment compensation.

The Offeror shall hire, compensate, supervise, and terminate members of its work force, and shall direct and control the manner in which work is performed including conditions under which individuals will be assigned duties, how individuals will report, and the hours individuals will perform.

The Offeror shall not be provided special space, facilities, or equipment by GVB to perform any of the duties required by the contract nor shall GVB pay for any business, travel, or training expenses or any other contract performance expenses not specifically set forth in the specifications.

Prior to commencing work, the successful Offeror will be required to sign a written contract incorporating the specifications and terms of the RFP and the response thereto. The initial contract term is for a one-year period, with two one-year options to renew. The contractual

obligation of both parties in each fiscal period succeeding the first is subject to the appropriation and availability of funds therefore.

Upon expiration of the third contract term, the President and CEO may have the option to extend contract for a period not to exceed [90 days] from the ending term date, or until such time GVB is able to secure a new contract.

1.17 Assignment/Subcontract

The Offeror shall not assign, transfer, convey, sublet, or otherwise dispose of any award or of any of its rights, title, or interests therein, without the prior written consent of GVB. Subcontractors shall be subject to all provisions of the resulting contract. GVB shall approve any requests for assignments and/or subcontracting prior to execution.

1.18 Governing Laws

Except to the extent federal law is applicable, the laws and regulations of Guam shall govern the interpretation, effect, and validity of the RFP and any contract resulting from this RFP. Venue of any court action shall be in Guam. In the event that a suit is brought for the enforcement of any term of the contract, or any right arising there from, the parties expressly waive their respective rights to have such action tried by jury trial and hereby consent to the use of non-jury trial for the adjudication of such suit.

Any dispute arising under or out of this RFP and/or contract is subject to the provisions of Title 2 Guam Administrative Rules and Regulations, Division 4 (Procurement Regulations), Chapter 9 (Legal and Contractual Remedies); Title 5 Guam Code Annotated, Chapter 5 (Guam Procurement Law), Article 9 (Legal and Contractual Remedies); and any other applicable laws, statutes, or regulations.

1.19 Indemnification of GVB

The Offeror shall indemnify, hold harmless, and defend GVB, its officers, agents, and employees from or on account of any claims losses, expenses, injuries, damages, actions, lawsuits, judgments, or liability resulting or arising from Offeror's performance or nonperformance of services pursuant to the contract, excluding any claims, losses, expenses, injuries, damage, or liability resulting or arising from the actions of GVB, its officers, agents, or employees. The indemnification shall obligate the Offeror to defend at its own expense or to provide for such defense, at GVB's option, any and all claims and suits brought against GVB, which may result from Offeror's performance or nonperformance of services pursuant to the contract.

1.20 Modifications Due to Public Welfare or Change in Law

GVB shall have the power to make changes in the contract as the result of changes in law and to impose new rules and regulations on the Offeror under the contract relative to the scope and methods of providing services as shall, from time-to-time, be necessary and desirable for the public welfare. GVB shall give the Offeror notice of any proposed change and an opportunity to be heard concerning those matters. The scope and method of providing services as referenced herein shall also be liberally construed to include, but is not limited to, the manner, procedures, operations and obligations, financial or otherwise, of the Offeror. In the event of any future change

in federal or Guam laws, GVB materially alters the obligations of the Offeror, or the benefits to GVB, then the contract shall be amended consistent therewith. Should these amendments materially alter the obligations of the Offeror, then the Offeror or GVB shall be entitled to an adjustment in the rates and charges established under the contract. Nothing contained in the contract shall require any party to perform any act or function contrary to law. GVB and the Offeror agree to enter into good faith negotiations regarding modifications to the contract, which may be required in order to implement changes in the interest of the public welfare or due to change in law. When such modifications are made to the contract, GVB and the Offeror shall negotiate in good faith, a reasonable and appropriate adjustment for any changes in services or other obligations required of the Offeror directly and demonstrably due to any modification in the contract under this clause.

1.21 Force Majeure

GVB and the Offeror will exercise every reasonable effort to meet their respective obligations as outlined in the RFP and the ensuing contract, but shall not be liable for delays resulting from force majeure or other causes beyond their reasonable control, including but not limited to, compliance with any government law or regulation, acts of God, acts or omissions of the other party, government acts or omissions, fires, strikes, national disasters, wars, riots, transportation problems, and/or any other cause whatsoever beyond the reasonable control of the parties. Any such cause will extend the performance of the delayed obligation to the extent of the delay so incurred.

1.22 Confidential or Proprietary Information

Proposals of Offerors who are not awarded the contract shall not be opened to public inspection, but will be part of the official procurement record. After award, the proposal of the Offeror receiving a contract will become available for public inspection. If the Offeror selected for award has requested in writing upon submission of Proposal the non-disclosure of trade secrets or other proprietary data so identified, GVB shall examine the designated information to determine whether such information shall be considered proprietary. If GVB and Offeror are unable to agree as to the disclosure of certain portions of Offeror's proposal, GVB shall inform the Offeror in writing what portion of the proposal will be disclosed and that, unless the Offeror withdraws the proposal, or protests under 5 GCA Article 9 (Legal and Contractual Remedies) of the Guam Procurement Law, the information may be so disclosed. (See also Title 2, Guam Administrative Regulations, Division 4, Section 3114(h)(1)).

1.23 Submission of Fee(s)

The Offeror determined to be best qualified will be notified to submit to GVB, at a time specified by GVB and prior to commencement of negotiations, their fee to perform the required services.

SECTION II EVALUATION PROCEDURE AND CRITERIA

2.0 Evaluation Process

Selection of the best qualified Offeror will be based on the qualifications, experience, and commitment of the Offeror's lead and support individuals proposed for this RFP, and the Offeror's

plan of action. GVB plans to negotiate a contract with the best-qualified Offeror for the required services at a compensation rate determined in writing to be fair and reasonable.

2.1 Evaluation Committee

The GVB President and CEO will form an Evaluation Committee. Evaluations may be conducted as a group or individually, however, each Evaluator shall use the same evaluation form and the results compiled to present a cumulative score with recommendation(s) to the President and CEO. The President and CEO shall then request the approval of GVB's Board of Directors approval to enter into negotiations with the best-qualified Offeror.

2.2 Evaluation Criteria & Scale

The Evaluation Committee will review and evaluate all offers according to the established criteria contained herein based on a maximum possible value of 100 points. All proposals must include the following and will be scored by the point scale provided:

- I. Qualifications, Relevant Experience and Past Performance– 60 points**
 - a. Executive Summary describing qualifications as required of this solicitation. (0 - 5 points)
 - b. Statement regarding your firm's commitment and availability to perform the details of this solicitation in the required timeframe. (0 – 5 points)
 - c. Description of the:
 - i. Work plan (0 – 5 points)
 - ii. Clear explanation of methods to be used to accomplish the work. (0 – 5 points)
 - iii. Timeframes necessary to accomplish the work. (0 – 10 points)
 - d. Principals and Key Staff Credentials:
 - i. Project manager responsible for the day-to-day operations of project tasks and primary point of contact. (0 – 2 points)
 - ii. Principals and key staff directly involved in performing the services pursuant to this solicitation. (0 – 2 points)
 - iii. Summary of qualifications, work experience, education, skills, etc. (0 – 3 points)
 - iv. Resume (0 – 3 points)
 - e. Provide project management experience, listing major accomplishments in similar projects, along with a description of each project. (0 – 10 points)
 - f. Statement detailing, at a minimum, 5 years destination and digital marketing experience. (0 – 10 points)

II. Current Workload/Capacity/Capability – 15 points

- a. Description of current workload and ability to assume additional work. (0 - 10 points)
- b. Statement to confirm capacity and capability to perform the service required in this solicitation. (0 – 5 points)

III. References – 15 points

- a. Minimum of three (3) references that are using services of the type proposed in this solicitation. At a minimum, provide the following information: (0 – 15 points)
 - i. Company name, location where services were provided
 - ii. Contact person(s)
 - iii. Customer’s telephone number
 - iv. Complete description of the service type, and dates the services were provided.

These references may be contacted to verify Offeror’s ability to perform the contract.

IV. Quality and Responsiveness – 10 points

- a. Statement attesting that there are no legal issues pending with the Government of Guam, Federal Government or private entities. (0 – 2 points)
- b. Affidavits and Statements, business licenses (i.e., business licenses, contractor’s license) as required. (0 - 8 points)

TOTAL MAXIMUM POINTS.....(100 Points)

2.3 Investigation and Rejection

GVB reserves the right to conduct any investigation deemed necessary as to the background, qualifications, experience, and record of performance of any Offeror, and to reject any or all proposals if deemed necessary in the public interest. GVB shall review and determine whether an Offeror has the necessary qualifications, staffing, management, and experience required to properly conduct the work in accordance with all applicable laws, statutes, and regulations.

SECTION III	INSTRUCTIONS TO OFFERORS
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3.0 Defined Terms

The terms used in these Instructions to Offerors are defined in Guam’s procurement laws and regulations have the same meanings assigned to them in this RFP. The term “Offeror” means one who submits a proposal directly to GVB, as distinct from a sub-Offeror who submits a proposal to the Offeror. The term “successful Offeror” means the best-qualified Offeror for the required services to whom GVB (on the basis of GVB’s evaluation as hereinafter provided) makes an award. The term “request for proposals documents” includes the invitation to submit a proposal, instructions to Offerors, and all addenda. The term “GVB” means the Guam Visitors Bureau and

vice versa. The term “price data” are factual information concerning prices, including profit, for supplies, services, or construction substantially similar to those being procured. In this definition, “prices” refer to offered or proposed selling prices, historical selling prices, and current selling prices of such items. This definition of “prices” refers to data relevant to both prime and subcontract prices. The term “cost data” are information concerning the actual or estimated cost of labor, material, overhead, and other cost elements which have been actually incurred or which are expected to be incurred by the contractor in performing the contract.

3.1 Type of Procurement

This procurement is a Request for Proposal.

3.2 Language of Proposal

The proposal prepared by the Offeror and all correspondence and documents relating to the proposal exchanged by the Offeror and GVB shall be written in the English language. Supporting documents and printed literature furnished by the Offeror with the proposal may be in another language provided they are accompanied by an appropriate translation of relevant passages in the English language. For the purpose of interpretation of the proposal, the English language translation shall prevail.

3.3 Familiarity with Laws

The Offeror is assumed to be familiar with all U.S. federal and Guam laws that in any manner affect the work to be performed under this RFP. Ignorance on the part of the Offeror will in no way relieve them from responsibility.

3.4 Signature on Proposal

The Offerors must sign their proposals correctly. If the proposal is made by an individual, said individual’s name and mailing address must be shown. If made by a firm or partnership, the name and mailing address of each member of the firm or partnership must be shown. If made by a corporation, the person signing the proposal shall show the name of the country, state, or territory under the laws of which the corporation was chartered, and the names and business address of its president, secretary, and treasurer. A proposal submitted by a joint venture must be accompanied by the document of formation of the joint venture, duly registered and authenticated by a notary public, in which is defined precisely the conditions under which it will function, its period of duration, the persons authorized to represent and obligate it, the participation of the several firms forming the joint venture, the principal member of the joint venture, and address for correspondence for the joint venture. The Offeror is advised that the joint venture agreement must include a clause stating that the members of the joint venture are severally and jointly bound by the terms of the contract.

3.5 Currencies of Proposal and Payment

All rates and prices in the proposal and all payments to the Offeror shall be in the currency of the United States of America.

3.6 Modification or Withdrawal of Proposals

Proposals may be modified or withdrawn at any time prior to the submission date.

3.7 Receipt, Opening and Recording of Proposals

Upon receipt, each proposal and/or modification will be time-stamped, held in a secure place, and not be opened until the proposal closing date. The only acceptable evidence to establish the date and time of receipt at GVB is the date and time stamp of the GVB Office on the wrapper or other documentary evidence of receipt maintained by GVB. Proposals and modifications shall not be opened publicly, but shall be opened in the presence of two or more GVB procurement officials. After the date established for receipt of proposals, a registrar of proposals will be prepared which shall include all proposals, the name of each Offeror, the number of modifications received, if any, and a description sufficient to identify the service item offered. The registrar of proposals shall be opened to public inspection only after award of the contract. Proposals and modifications shall be shown only to GVB procurement personnel having an interest in them.

3.8 Evaluations and Discussions

- A. Evaluation: GVB will evaluate all proposals submitted and may conduct discussions with any Offeror. The purpose of such discussions shall be to:
 - 1. Determine in greater detail such Offeror's qualifications; and
 - 2. Explore with the Offeror the scope and nature of the required services, the Offeror's proposed method of performance, and the relative utility of alternative methods of approach.
- B. Non-Disclosure of Information: Discussions shall not disclose any information derived from proposals submitted by other Offerors, and GVB shall not disclose any information contained in any proposals until after award of the proposed contract has been made. The proposal of the Offeror awarded the contract shall be opened to public inspection except as otherwise provided for in the contract. The proposals of the Offerors who are not awarded the contract shall not be opened to public inspection.
- C. Selection of the Best Qualified Offeror: Upon completion of the validation of qualifications, evaluations, and discussions, GVB shall select, in the order of their respective qualification ranking, no fewer than three (3) acceptable Offerors, or such lesser number if less than three (3) acceptable proposals were received, deemed to be the best qualified to provide the required services.
- D. Submission of Cost or Pricing Data: The Offeror determined to be the best qualified shall be required to submit cost or pricing data to GVB at a time specified by GVB prior to the commencement of negotiations.

3.9 Negotiation and Award of Contract

- A. General: GVB shall negotiate a contract with the best-qualified Offeror for the required services at a compensation determined in writing to be fair and

reasonable.

- B. Elements of Negotiation: Contract negotiations shall be directed toward:
1. Making certain that the Offeror has a clear understanding of the scope of work, specifically, the essential requirements involved in providing the required services.
 2. Determining that the Offeror will make available the necessary personnel and facilities to perform the services within the required time.
 3. Agreeing upon compensation which is fair and reasonable, taking into account the estimated value of the required services, and the scope, complexity, and nature of such services.

3.10 Successful Negotiation of Contract With Best-Qualified Offeror

If compensation, contract requirements, and contract documents can be agreed upon with the best-qualified Offeror, and subject to Board approval, the contract shall be awarded to that Offeror. Written notice of award shall be public information and made a part of GVB's procurement file.

3.11 Failure to Negotiate Contract With Best-Qualified Offeror

- A. If compensation, contract requirements, or contract documents cannot be agreed upon with the best qualified Offeror, a written record stating the reasons therefore shall be placed in the procurement file and GVB shall advise such Offeror of the termination of negotiations which shall be confirmed by GVB's written notice to such Offeror.
- B. Upon failure to negotiate a contract with the best-qualified Offeror, GVB may enter into negotiations with the next most qualified Offeror. If compensation, contract requirements, and contract documents can be agreed upon, then the contract shall be awarded to that Offeror. If negotiations again fail, negotiations shall be terminated as set forth in paragraph 3.11(A) above and new negotiations shall commence with the next qualified Offeror.
- C. Should GVB be unable to negotiate a contract with any of the Offerors initially selected as the best qualified Offerors, offers may be resolicited, or additional Offerors may be selected based on original, acceptable submissions in the order of their respective qualification ranking and negotiations may continue until an agreement is reached and the contract is awarded.

3.12 Cancellation of Solicitation; Delays

GVB reserves the right to cancel or to withdraw this RFP as provided in law and regulation, to delay any GVB determination required by the RFP, or to reject all proposals, or any individual Proposal in whole or in part at any time prior to the final award in the best interest of GVB as provided in law and regulation. The reasons for the cancellation, delay, or rejection shall be made a part of the procurement file and shall be available for public inspection.

- A. After opening of the proposals, but prior to award, all proposals or any individual proposal in whole or in part, may be rejected when GVB determines in writing that such action is in the territory of Guam's best interest for reasons including but not limited to:
1. The supplies or services being procured by this solicitation are no longer needed.
 2. Ambiguous or otherwise inadequate specifications were part of the solicitation.
 3. The solicitation did not provide consideration of all factors of significance to the territory.
 4. The proposals only offer prices which exceed available funds and it would not be appropriate to adjust quantities to come within available funds.
 5. All otherwise acceptable proposals received contain unreasonable prices.
 6. There is reason to believe that the proposals may not have been arrived at in open competition, and/or that there was collusion between Offerors and/or the proposals were not submitted in good faith.

If this RFP is cancelled or all the proposals have been rejected prior to final award, notice of cancellation or rejection shall be sent to all Offerors. The reasons for the cancellation or rejection shall be made a part of the procurement file and shall be available for public inspection.

- B. GVB may reject any individual proposal in whole or in part when such rejection is in the best interest of the territory. Reasons for rejecting a proposal in whole or in part include but are not limited to:
1. GVB has determined that the Offeror is not a responsible Offeror pursuant to 2 GAR, Div. 4, Chap. 3, §3116.
 2. The proposal is non-responsive, that is, it does not conform in all material respects to the RFP.
 3. The offered supply or service in the proposal is unacceptable by reason of its failure to meet the requirements of the specifications or permissible alternatives or other acceptable criteria set forth in the RFP.

3.13 Disqualification of Proponent

More than one proposal from an individual, firm, partnership, corporation, or association under the same or different names will not be considered. Reasonable grounds for believing that an Offeror has an interest in more than one (1) proposal for the same work will cause the rejection of all proposals in which such Offeror is believed to have an interest. Any or all proposals will be rejected if there is reason to believe that collusion exists among the Offerors and no participants

of such collusion will be considered in future request for proposals for the same work. Proposals in which the prices obviously are unbalanced will be rejected. Proposals submitted by Offerors who do not meet the evaluation criteria will not be considered for review by GVB.

3.14 Right to Reject Proposal

GVB reserves the right to reject any or all Proposals in accordance with law and regulation, and to waive technical errors, or minor informalities, or to accept any proposals in part.

3.15 Award of Contract

The award of contract, if it is awarded, will be awarded to the best qualified Offeror for the required services at a compensation determined in writing to be fair and reasonable, and subject to the approval of the Board. In no case will the award be made until GVB has completed all necessary investigations into the responsibility of the proposed Offeror, and GVB is satisfied that the proposed Offeror is qualified to do the work and has the necessary organization, capital, and equipment to carry out the provisions of the contract to GVB's satisfaction within the time specified.

3.16 Execution of Contract

The Offeror which is determined to be the best qualified, or the next best qualified Offeror should GVB cease contract negotiations with better qualified Offerors, shall sign the necessary agreement entering into a contract with GVB, and return a fully executed contract, containing the terms mutually agreed upon by the parties, to GVB within **seven (7) calendar days** after GVB determines in writing that the Offeror's requested compensation, for the required services, is fair and reasonable.

3.17 Addenda

Any amendment, modification, or addenda issued by GVB, prior to the established due date of the proposals, for the purpose of changing the intent of the plans and specifications clarifying the meaning, or changing any of the provisions of this RFP, shall be binding to the same extent as if originally required by this RFP. Any addenda issued by GVB will be sent to all Offerors in duplicate. Notice may also be obtained by accessing GVB's web site. The Offerors shall acknowledge receipt of the same by their signatures on one copy, which is to be returned to GVB, and said copy shall accompany the Offerors respective proposals. Acknowledgment may also be made in writing or by email.

3.18 Invoicing And Payment Terms And Conditions

All applicable invoices from the Offeror who is awarded the contract arising from this RFP shall include supporting documents (i.e., timesheets, shipping invoices, consumable listings, receipts, etc.). All supporting documents must be reviewed and approved by GVB prior to invoice submittal for charges. All applicable GVB approved invoices will be paid net thirty (30) days from the date the invoices are received by GVB. Payment shall be made using a method mutually agreed upon by GVB and the successful Offeror. Applicable invoices must be submitted no later than three (3) months after completion of any given task or project. Failure to do so may result in forfeiture of payment.

3.19 Taxes

The successful Offeror shall be liable for all applicable taxes and duties. GVB shall have no tax liability under this contract arising from this RFP. Specific information on taxes may be obtained from the Department of Revenue and Taxation, Government of Guam.

3.20 Licensing

GVB will not consider for award any proposal submitted by an Offeror who has not complied with Guam's business and/or other licensing laws. Specific information on licenses may be obtained from the Department of Revenue and Taxation, Government of Guam.

3.21 Disclosure of Major Shareholders

As a condition of submitting a proposal in response to this RFP, all Offerors, whether they are partnerships, sole proprietorships, or corporations, shall submit an affidavit executed under oath that lists the name and address of any person who has held more than ten (10) percent of the outstanding interest or shares in said partnership, sole proprietorship, or corporation, at any time during the twelve (12) month period immediately preceding submission of the proposal made in response to this RFP. The affidavit shall contain the name and address of any person who has received or is entitled to receive a commission, gratuity, or other compensation for procuring or assisting in obtaining business related to this RFP for the Offeror and shall also contain the amounts of any such commission, gratuity, or other compensation. The affidavit shall be open and available to the public for inspection and copying.

3.22 Local Procurement Preference/ Service Disabled Veteran Owned Business Preference

Offerors who seek local procurement preference may request it as part of their proposals, for GVB's consideration. Only Offerors who qualify for local procurement preference pursuant to 5 GCA §5008 may receive said preference by GVB. The GVB will employ where applicable a service disabled veteran owned business preference in accordance with 5 GCA §5011.

3.23 Non-Collusion Affidavit and Conflict of Interest Disclosures

Offerors must submit a non-collusion affidavit and conflict of interest disclosures in the form provided with this RFP. Failure to submit said affidavit and disclosures shall result in the Offeror's proposal to be deemed non-responsive to this RFP, and such proposal shall not be considered for award.

3.24 Restrictions Against Contractors Employing Sex Offenders from Working at Government of Guam Venues

The Offeror must submit with their proposal an affidavit acknowledging their responsibilities pursuant to 5 GCA § 5253, Restriction Against Contractors Employing Convicted Sex Offenders from Working at Government of Guam Venues. Per this statute, the Offeror must affirm that:

- A. No person providing services on behalf of the contractor has been convicted of a

sex offense under the provisions of Chapter 25 of Title 9 GCA or an offense as defined in Article 2 of Chapter 28, Title 9 GCA, or an offense in another jurisdiction with, at a minimum, the same elements as such offenses, or who is listed on the Sex Offender Registry; and;

- B. That if any person providing services on behalf of the contractor is convicted of a sex offense under the provisions of Chapter 25 of Title 9 GCA or an offense as defined in Article 2 of Chapter 28, Title 9 GCA or an offense in another jurisdiction with, at a minimum, the same elements as such offenses, or who is listed on the Sex Offender Registry, that such person will be immediately removed from working at said agency and that the administrator of said agency be informed of such within twenty-four (24) hours of such conviction.

3.25 Compliance with Wage Laws

The Offer who is awarded a contract shall pay employees, at a minimum, in accordance with the Wage Determination for Guam issued and promulgated by the U.S. Department of Labor for such labor as is employed in the direct delivery of contract deliverables to GVB. In the event of a renewal of the contract, the Wage Determination promulgated by the U.S. Department of Labor on a date most recent to the renewal date of the contract shall apply to that renewal contract. In addition to the applicable Wage Determination, the contract shall contain provisions mandating health and similar benefits for employees, such benefits having a minimum value as detailed in the Wage Determination promulgated by the U.S. Department of Labor, and shall contain provision guaranteeing a minimum of ten (10) paid holidays per annum for each employee.

The Offer is required to execute the Declaration Re Compliance with U.S. DOL Wage Determination, and submit the executed declaration with the Offeror's proposal. NOTE: Required Affidavits are provided in this RFP.

3.26 Gratuities and Kickbacks

- A. Gratuities. It shall be a breach of ethical standards for any person to offer, give or agree to give any employee or former employee, or for any employee or former employee to solicit, demand, accept or agree to accept from another person, a gratuity or an offer of employment in connection with any decision, approval, disapproval, recommendation, preparation of any part of a program requirement or a purchase request, influencing the content of any specification or procurement standard, rendering of advice, investigation, auditing, or in any other advisory capacity in any proceeding or application, request for ruling, determination, claim or controversy, or other particular matter, pertaining to any program requirement or a contract or subcontract; or to any solicitation or proposal therefor.
- B. Kickbacks. It shall be a breach of ethical standards for any payment, gratuity or offer of employment to be made by or on behalf of a subcontractor under a contract to the prime contractor or higher tier subcontractor or any person associated therewith, as an inducement for the award of a subcontract or order.

3.27 Contingent Fees

- A. Contingent Fees. It shall be a breach of ethical standards for a person to be retained, or to retain a person, to solicit or secure a territorial contract upon an agreement or understanding for a commission, percentage, brokerage or contingent fee, except for retention of bona fide employees or bona fide established commercial selling agencies for the purpose of securing business.
- B. Representation of Contractor. Every person, before being awarded a territorial contract, shall represent, in writing, that such person has not retained anyone in violation of Subsection (a) of this Section. Failure to do so constitutes a breach of ethical standards.

3.28 Representation Regarding Ethical Standards

The bidder, offeror, or contractor represents that it has not knowingly influenced and promises that it will not knowingly influence a government employee to breach any of the ethical standards set forth in 5 GCA Chapter 5 Article 11 (Ethics in Public Contracting) of the Guam Procurement Act and in Chapter 11 of the Guam Procurement Regulations.

3.29 Condition of Contract

As a condition of contract, contractor will agree to indemnify, defend and hold harmless the GVB and the Government of Guam in all actions and from all liability in tort or contract arising from contractor performance of a contract.

3.30 Contact for Contract Negotiation

If your firm is selected as the best qualified to perform the services as described herein, please designate a person whom we may contact for prompt negotiation by filling out FORM NO. 1, attached herein.

3.31 Notice of Award

GVB will notify all Offerors of the results of the award. Written notice of award will be public information and made a part of the contract file.

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GVB RFP 2017-005

AFFIDAVITS & FORMS
1 ~ 8

- 1:** Affidavit Disclosing Ownerships and Commissions
- 2:** Affidavit re Non-Collusion
- 3:** Affidavit re No Gratuities or Kickbacks
- 4:** Affidavit re Ethical Standards
- 5:** Declaration re Compliance with U.S. DOL Wage Determination
- 6:** Affidavit re Contingent Fees
- 7:** Restriction Against Contractors Employing Convicted Sex Offenders from Working at Government of Guam Venues
- 8:** Form 1: Contact for Contract Negotiation

**ALL FORMS LISTED MUST BE COMPLETED AND RETURNED IN THE ENVELOPE
CONTAINING THE PROPOSAL.**

AFFIDAVIT DISCLOSING OWNERSHIP and COMMISSIONS

GVB RFP 2017-005

CITY OF _____)
STATE/COUNTRY _____) ss

A. I, the undersigned, being first duly sworn, depose and say that I am an authorized representative of the offeror and that [please check only one]:

The offeror is an individual or sole proprietor and owns the entire (100%) interest in the offering business.

The offeror is a corporation, partnership, joint venture, or association known as _____ [please state name of offeror company], and the persons, companies, partners, or joint venturers who have held more than 10% of the shares or interest in the offering business during the 365 days immediately preceding the submission date of the proposal are as follows [if none, please state]:

<u>NAME</u>	<u>ADDRESS</u>	<u>% of Interest</u>
_____	_____	_____
_____	_____	_____
TOTAL NUMBER OF SHARES		_____

B. Further, I say that the persons who have received or are entitled to receive a commission, gratuity or other compensation for procuring or assisting in obtaining business related to the bid or proposal for which this affidavit is submitted are as follows [if none, please so state]:

<u>NAME</u>	<u>ADDRESS</u>	<u>Compensation</u>
_____	_____	_____

C. If the ownership of the offering business should change between the time this affidavit is made and the time an award is made or a contract is entered into, then I promise personally to update the discloser required by 5 GCA §5233 by delivering another affidavit to the government.

Date: _____

Signature of one of the following:
Offeror, if the offeror is an individual;
Partner, if the offeror is a Partnership;
Officer, if the bidder is a Corporation.

Subscribed and sworn to before me this _____ day of _____, _____

Notary Public
My Commission Expires _____

(AG Procurement Form 002 (Rev. Nov. 17, 2005))



AFFIDAVIT re NON-COLLUSION
GVB RFP 2017-005

CITY OF _____)
STATE/COUNTRY _____) ss

[state name of affiant signing below], being first duly sworn, deposes and says that:

1. The name of the offering company or individual is [state name of company]

_____.

2. The proposal for the solicitation identified above is genuine and not collusive or a sham. The offeror has not colluded, conspired, connived or agreed, directly or indirectly, with any other offeror or person, to put in a sham proposal or to refrain from making an offer. The offeror has not in any manner, directly or indirectly, sought by an agreement or collusion, or communication or conference, with any person to fix the proposal price of offeror or of any other offeror, or to fix any overhead, profit or cost element of said proposal price, or of any other offeror, or to secure any advantage against the government of Guam or any other offeror, or to secure any advantage against the government of Guam or any person interested in the proposed contract. All statements in this affidavit and in the proposal are true to the best of the knowledge of the undersigned. This statement is made pursuant to 2 GAR Division 4 § 312(b).

3. I make this statement on behalf of myself as a representative of the offeror, and on behalf of the offeror's officers, representatives, agents, subcontractors, and employees.

Date: _____

Signature of one of the following:
Offeror, if the offeror is an individual;
Partner, if the offeror is a Partnership;
Officer, if the bidder is a Corporation.

Subscribed and sworn to before me this _____ day of _____, 201__.

Notary Public

(AG Procurement Form 003 (Rev. Jul. 12, 2010))



AFFIDAVIT re ETHICAL STANDARDS
GVB RFP 2017-005

CITY OF _____)
) ss
STATE/COUNTRY _____)

_____ [state name of affiant signing below], being first duly sworn, deposes and says that:

The affiant is _____ [state one of the following: the offeror, a partner of the offeror, an officer of the offeror] making the foregoing identified bid or proposal. To the best of affiant’s knowledge, neither affiant nor any officers, representatives, agents, subcontractors or employees or offeror have knowingly influenced any government of Guam employee to breach any of the ethical standards set forth in 5 GCA Chapter 5, Article 11. Further, affiant promises that neither he or she, nor any officer, representative, agents, subcontractor, or employee of offeror will knowingly influence any government of Guam employee to breach any ethical standards set forth in 5 GCA Chapter 5, Article 11. These statements are made pursuant to 2 GAR Division 4 § 11103(b).

Signature of one of the following:
Offeror, if the offeror is an individual;
Partner, if the offeror is a Partnership;
Officer, if the bidder is a Corporation.

Subscribed and sworn to before me this _____ day of _____, 201__.

Notary Public
My Commission expires _____

(AG Procurement **Form** 005 (Rev. Jul. 12, 2010))

DECLARATION RE COMPLIANCE WITH U.S. DOL WAGE DETERMINATION

RFP No: **GVB RFP 2017-005**

Name of Offeror Company: _____

I, _____ hereby **certifies under penalty of perjury:**

- (1) That I am _____ [please select one: the offeror, a partner of the offeror, an officer of the offeror] making the bid proposal in the foregoing identified procurement;
- (2) That I have read and understand the provisions of 5 GCA § 5801 and § 5802 which read:

§ 5801. Wage Determination Established.

In such cases where the government of Guam enters into contractual arrangements with a sole proprietorship, a partnership or a corporation ('contractor') for the provision of a service to the government of Guam, and in such cases where the contractor employs a person(s) whose purpose, in whole or in part, is the direct delivery of service contracted by the government of Guam, then the contractor shall pay such employee(s) in accordance with the Wage Determination for Guam and the Northern Mariana Islands issued and promulgated by the U.S. Department of Labor for such labor as is employed in the direct delivery of contract deliverables to the Government of Guam.

The Wage Determination most recently issued by the U.S. Department of Labor at the time a contract is awarded to a contractor by the government of Guam shall be used to determine wages, which shall be paid to employees pursuant to this Article. Should any contract contain a renewal clause, then at the time of renewal adjustments, there shall be made stipulations contained in that contract for applying the Wage Determination, as required by this Article, so that the Wage Determination promulgated by the U.S. Department of Labor on a date most recent to the renewal date shall apply.

§ 5802. Benefits.

In addition to the Wage Determination detailed in this Article, any contract to which this Article applies shall also contain provisions mandating health and similar benefits for employees covered by this Article, such benefits having a minimum value as detailed in the Wage Determination issued and promulgated by the U.S. Department of Labor, and shall contain provisions guaranteeing a minimum of ten (10) paid holidays per annum per employee.

- (3) That the Offeror is in full compliance with 5 GCA § 5801 and § 5802, as may be applicable to the procurement referenced herein;
- (4) That I have attached the most recent wage determination applicable to Guam issued by the U.S. Department of Labor.

Signature

Date

(AG Procurement Form 006 (Rev. Feb. 16, 2010))

AFFIDAVIT re CONTINGENT FEES
GVB RFP 2017-005

CITY OF _____)
) ss
 STATE/COUNTRY _____)

_____ [state name of affiant signing below], being first duly sworn, deposes and says that:

1. The name of the offering company or individual is [state name of company]
 _____.

2. As a part of the offering company's bid or proposal, to the best of my knowledge, the offering company has not retained any person or agency on a percentage, commission, or other contingent arrangement to secure this contract. This statement is made pursuant to 2 GAR Division 4 11108(f).

3. As a part of the offering company's bid or proposal, to the best of my knowledge, the offering company has not retained a person to solicit or secure a contract with the government of Guam upon an agreement or understanding for a commission, percentage, brokerage, or contingent fee, except for retention of bona fide employees or bona fide established commercial selling agencies for the purpose of securing business. This statement is made pursuant to 2 GAR Division 4 11108(h).

4. I make these statements on behalf of myself as a representative of the offeror, and on behalf of the offeror's officers, representatives, agents, subcontractors, and employees.

 Signature of one of the following:
 Offeror, if the offeror is an individual.
 Partner, if the offeror is a partnership.
 Officer, if the offeror is a corporation.

Subscribed and sworn to before me this _____ day of _____, 201__.

 Notary Public

My Commission expires _____

(AG Procurement Form 007 (Rev. Jul. 15, 2010))

AFFIDAVIT

**RESTRICTION AGAINST CONTRACTORS EMPLOYING CONVICTED SEX OFFENDERS
FROM WORKING AT GOVERNMENT OF GUAM VENUES**

GVB RFP 2017-005

CITY OF _____)
) ss
STATE/COUNTRY _____)

_____, being first duly sworn, is
(NAME OF PERSON)

(PLEASE STATE "INDIVIDUAL" IF SOLE PROPRIETOR; "PARTNER" IF A PARTNERSHIP; OR "OFFICER" IF A CORPORATION)

of _____ .
(NAME OF OFFEROR AND MAILING ADDRESS)

TEL: _____
(TELEPHONE NUMBER)

and a duly authorized representative of said offeror on whose behalf this affidavit is being submitted. Said offeror has affirms that he/she has read and understands the provisions of **5 GCA, CHP 5 §5253 RESTRICTION AGAINST CONTRACTORS EMPLOYING CONVICTED SEX OFFENDERS FROM WORKING AT GOVERNMENT OF GUAM VENUES.**

The offeror understands that:

- (1) No person convicted of a sex offense under the provisions of Chapter 25 of Title 9 Guam Code Annotated, or an offense as defined in Article 2 of Chapter 28, Title 9 GCA in Guam, or an offense in any jurisdiction which includes, at a minimum, all of the elements of said offenses, or who is listed on the Sex Offender Registry, and who is employed by a business contracted to perform services for an agency or instrumentality of the government of Guam, shall work for his employer on the property of the government of Guam other than a public highway.

Further, the offeror represents:

- (1) that no person providing services on behalf of the contractor has been convicted of a sex offense under the provisions of Chapter 25 of Title 9 GCA or an offense as defined in Article 2 of Chapter 28, Title 9 GCA, or an offense in another jurisdiction with, at a minimum, the same elements as such offenses, or who is listed on the Sex Offender Registry; and;
- (2) that if any person providing services on behalf of the contractor is convicted of a sex offense under the provisions of Chapter 25 of Title 9 GCA or an offense as defined in Article 2 of Chapter 28, Title 9 GCA or an offense in another jurisdiction with, at a minimum, the same elements as such offenses, or who is listed on the Sex Offender Registry, that such person will be immediately removed from working at said agency and that the administrator of said agency be informed of such within twenty-four (24) hours of such conviction.

Signature

Subscribed and sworn to before me this _____ day of _____, 201__.

Notary Public
My commission expires on _____

CONTACT FOR CONTRACT NEGOTIATION

RFP NUMBER: GVB RFP 2017-005

NAME	
TITLE	
COMPANY	
MAILING ADDRESS	
TELEPHONE NUMBER	
FACSIMILE NUMBER	
EMAIL	