

REQUEST FOR PROPOSAL

TOURISM DESTINATION MARKETING REPRESENTATION SERVICES IN CHINA

GVB RFP NO. 2017 – 007

GUAM VISITORS BUREAU REQUEST FOR PROPOSAL	
RFP Number: <u>GVB RFP NO. 2017-007</u>	RFP Title: Tourism Destination Marketing Representation Services in China
RFP Due Date and Time: June 30, 2017 – 5:00 p.m.	Number of Pages: 46; including required affidavits and forms.
ISSUING AGENCY INFORMATION	
GUAM VISITORS BUREAU	Issue Date: June 7, 2017
Mr. Jon Nathan Denight President & 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 Marketing Representation Services in China RFP Number: RFP No. 2017-007 RFP Due Date: June 30, 2017 @ 5PM ChST 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	

3.13 Disqualification of Proponent.....32

3.14 Right to Reject Proposal33

3.15 Award of Contract33

3.16 Execution of Contract.....33

3.17 Addenda33

3.18 Invoicing And Payment Terms And Conditions.....34

3.19 Taxes34

3.20 Licensing.....34

3.21 Disclosure of Major Shareholders34

3.22 Local and Veteran Procurement Preference34

3.23 Non-Collusion Affidavit and Conflict of Interest Disclosures35

3.24 Restrictions Against Contractors Employing Sex Offenders from Working at
Government of Guam Venues.....35

3.25 Compliance with Wage Law35

3.26 Gratuities and kickbacks.....35

3.27 Contingent Fees.....36

3.28 Representation Regarding Ethical Standards36

3.29 Condition of Contract.....36

3.30 Contact for Contract Negotiation36

3.31 Notice of Awards36

APPENDIX A: Affidavits 1-738

FORM No. 146

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 MARKETING REPRESENTATION SERVICES IN CHINA RFP 2017 – 007

<u>DATE</u>	<u>EVENT</u>
June 7, 2017 (WED)	RFP Issue Date/Public Announcement RFP packets available at GVB website or GVB office at 401 Pale San Vitores, Road, Tumon.
June 14, 2017 (WED)	5:00 p.m. Deadline to submit written questions
June 30, 2017 (FRI)	5:00 p.m. RFP response/submission deadline

TOURISM DESTINATION MARKETING REPRESENTATION SERVICES IN CHINA

The Guam Visitors Bureau “GVB”, a non-stock, non-profit membership corporation, is soliciting proposals from established marketing companies to act as GVB’s Tourism Destination Marketing Representative in China (main focus will be Beijing, Shanghai, Guangzhou, including second tier cities) to assist GVB in promoting Guam tourism and achieving visitor arrival goals, and to act as GVB’s liaison office in matters pertaining to Guam for FY2018, FY2019, and FY2020, subject to availability and certification of funds from fiscal year to fiscal year.

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/news/rfps.

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 providing services as the TOURISM DESTINATION MARKETING REPRESENTATION SERVICES IN CHINA for GVB, 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, June 30, 2017.**

/s/ Jon Nathan Denight
President and CEO

SECTION 1	REQUEST FOR PROPOSALS OVERVIEW
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1.0 Summary and Intent

The Guam Visitors Bureau “GVB”, a non-stock, non-profit membership corporation, is soliciting proposals from professional and experienced companies to be GVB’s TOURISM DESTINATION MARKETING REPRESENTATION SERVICES IN CHINA. The contractual obligation of both parties shall be for a one-year period, with two one-year options to renew, total of three (3) years (FY2018, FY2019, and FY2020) and is subject to fiscal year-end performance reviews, availability and certification of funds from fiscal year to fiscal year.

GVB is tasked with the general responsibility to promote the visitor industry on Guam. The Bureau is guided by policies established and developed by its Board of Directors, as authorized by Guam law. The Bureau’s Board is comprised of twelve (12) voting directors and one (1) alternate director who collectively establish general guidelines necessary to meet the Bureau’s goals and objectives, including the identification of short- and long-term goals. The President and CEO oversees daily operations of the Bureau. Personnel from Administration, Community Programs, Research and Marketing provide staff support in overseeing the terms of this work. Department staff administers and support the goals and activities of Board Standing committees, which are chaired by volunteer Board Members and whose membership is comprised of industry, community and governmental representatives. The GVB currently has marketing representative offices in Japan, Korea, China, Hong Kong, Taiwan, Russia and the Philippines. GVB’s funding source is the Tourist Attraction Fund (TAF). Occupancy taxes, currently at 11%, are collected and deposited into the TAF. Aside from supporting the GVB operations, the TAF also supports the development and promotion of tourism-related projects and the maintenance of public parks, beaches and recreational facilities.

GVB Objective

- To reach an agreed upon visitor arrival number established by GVB Headquarters. Visitor arrival goals may be adjusted anytime by GVB subject to market conditions.
- To elevate awareness of Guam as a destination of choice and to establish a positive Guam reputation among Chinese general consumers as a quality, safe, convenient and must visit destination using social media and other new and traditional forms of advertising and public relations outreach.
- To facilitate the development and continued efforts of the China market and to build and sustain industry relations with key stakeholders, including Chamber of Commerce, U.S. and China governmental agencies, travel agents, airlines, hotel developers, the EXPAT Communities and Associations, and any other stakeholder influential to the development of Guam’s travel tourism from the China market. cities.

Target cities include, but are not limited to, the following:

1st TIER CITIES	2nd TIER CITIES	
BEIJING	SHENYANG	SHENZHEN



SHANGHAI	DALIAN	WUHAN
GUANGZHOU	TIANJIN	CHENGDU
	NINGBO	NANJING
	HANGZHOU	CHONGQING

- Develop and increase airlift capacity for continued scheduled direct air and or charter services from multiple cities in China.
- To encourage additional demand for travel to Guam during slow-shoulder periods.
- To attract high-end hotel rooms to accommodate goal pax.
- To encourage the development of Guam packages that showcase Guam’s unique Chamorro culture and attractions, to include tourism offerings with scenic, historical and other quality attractions, to include Guam’s marine assets.
- Establish a strong Guam presence in the market as influential leaders in the industry.
- Must have and demonstrate strong digital advertising, social media and mobile marketing to include “smart tourism capabilities.”
 - Increase the social media following by 30% among all of GVB China’s social media channels from fiscal year over year (October – September).
 - To develop online community engagement strategy to improve Guam’s destination reputation.
 - To develop a multi medium digital Guam content strategy for desktop, mobile and other IOT smart devices.
 - To implement a consistent monthly online video marketing plan from micro-video, short video, featured video to live video that supports the business strategic marketing direction and seasonal campaigns.
- Guam’s brand position in the market must present Guam as the closest U.S.A. destination to China, clean environment, warm tropical island resort weather year-round, tax-free luxury brand merchandise and USA well-known products, no hassle atmosphere, 5 hours away on direct flight, two-hour time difference, safe and most importantly friendly and hospitable people.
- Perform public relations, advertising, website and other tourism destination marketing activities that would generate additional demand for travel to Guam, as well as, to generate additional publicity for Guam.
- Seek out Chinese travelers that hold valid U. S. visas.

GVB Responsibilities

- GVB will provide to the Agency detailed market share information.

1.1 Scope of Work

GVB seeks to retain a professional tourism destination marketing agency ("Agency") with extensive experience working in the China travel industry. This agency will act as GVB’s representative and liaison office in China for the purpose of promoting Guam tourism and



achieving visitor arrival goals. The renewal of the Agency's contract after the first fiscal year will be based on the Agency's receipt of a satisfactory performance evaluation from GVB, the availability of funds, and a determination of need. The budget amount may vary year to year and is subject to change. The contractual obligation of both parties in each fiscal period succeeding the first is subject to appropriation and availability of funds.

Agency will serve as GVB's tourism destination marketing representative in China to perform, upon authorization by GVB, any or all of the following services to the extent necessary to meet GVB's needs (not all-inclusive).

Agency possesses experiencing managing accounts in the travel trade industry, preferable at least five (5) years.

The services required include, but are not limited to the following:

1. The Agency shall act as the GVB tourism destination marketing representative and shall perform general duties as required including, but not limited to, representation in targeted cities where Guam is being promoted to outbound travelers who fit the demographics Guam is seeking to attract in China.
2. The Agency shall provide office space for its performance of its obligations while acting as GVB's tourism destination marketing representative and fulfilling the general duties of marketing, travel trade and Chinese governmental relations, tourism sales, PR, advertising, social media programs/platforms and website updating, maintenance and reporting. Said office will initially be in the same building as the Agency's office and equipped with all necessary modern communication equipment such as telephone, mobile phone, copier machine, fax and computers for email, online marketing and the like, to be furnished by the Agency. The said office must be located in Beijing with branch offices in Shanghai, and Guangzhou including support services in second tier cities.
3. The Agency shall dedicate at least one telephone line for use as GVB's telephone. In answering phone calls on this line, the greeting shall be "Hafa Adai, Guam Visitors Bureau" or "Guam Visitors Bureau," or similar appropriate saying in the local language that will identify the GVB office clearly.
4. The Agency shall appoint a GVB Market Account Director who is skilled in communications and smart tourism marketing and possess a working knowledge of the tourism industry and who demonstrates strong knowledge, experience and proven track record of digital led top level marketing and advertising strategy. The Market Account Director shall work actively with GVB's Headquarters management and marketing staff in Guam, and such work shall include but not be limited to handling all communications with and directives from the GVB Marketing Department. The Market Account Director appointed to represent GVB must be personally present and act as the main coordinator at any function being implemented by the Agency on behalf of GVB. At no time is the Agency allowed to assign, hire or appoint an inexperienced travel destination promoter to represent GVB in presentations, seminars, trade/consumer travel shows and other related promotional activities without the expressed written approval from the GVB Marketing Department. The Agency will appoint one (1) Market Account Director, three (3) Sales & PR Managers, and three (3) Junior Sales Support Staff broken down into three sales

teams consisting of one (1) Sales Manager and one (1) Junior Sales Support Staff assigned in the first tier cities of Beijing, Shanghai and Guangzhou. The Agency shall appoint a China Social Media Marketing Specialist to address all and any programs, campaigns, online posting, and maintain the GVB China website and social media platform accounts. The agency shall appoint a GVB China MICE planner to address all and any MICE related sales, programs and seminars, maintain a database of MICE planners and develop MICE related collaterals.

JOB DESCRIPTIONS, BUT NOT LIMITED TO THE FOLLOWING:

GVB China Market Account Director

- Preferably minimum five (5) years' experience as an account executive directly in the travel trade industry.
- Possess strong experience and understanding in digital advertising and technology and incorporate them into GVB's overall development strategy.
- Work closely with GVB's Director of Global Marketing, Marketing Manager and Global Social Media Strategist to align the Bureau's marketing overall strategic goals, global campaign objectives and emerging technology adaptations.
- Serve as key communication liaison with GVB head office.
- Attend all strategic planning meetings and discussions with GVB head office.
- Develop overall vision and strategy for the China market.
- Develop key government relationships.
- Handle overall budget planning and budget control.
- Make sure internal sales and marketing teams work in sync with each other to achieve GVB goals.
- Oversee all sub-contracting works and make sure vendors fulfill their contractual obligations.
- Ensure and demonstrate that all 3rd party invoices have been paid prior to submitting monthly invoice to Headquarters for reimbursement. Third party vendors must be paid within thirty (30) days of rendering products/services.
- Manage to minimize GVB account personnel turnover and ensure knowledge transfer between new team members.
- Serve in GVB crisis management issues as deemed necessary by GVB head office.

Sales teams x 3 persons (one sales manager and one junior sales support staff per city)

- Preferably minimum of three (3) years of active sales and PR management experience within the last five (5) years.
- Airline liaison & coordination.
- Develop industry trade relations.

- Must be able to organize participation in travel expos and sales missions.
- PR & media relationships development and retention.
- Propose, organize and coordinate social media programs and promotions.
- Propose, organize and coordinate familiarization tours.
- Campaign development and implementation.
- Manage all vendors or sub-agencies hired related to trade, media and marketing activities.
- Prepare a variety of status reports, post reports, follow-ups and adherence to goals.
- Communicate new destination product and service opportunities, special developments, and other information relevant to the sales and promotions of the Guam destination.
- Manage all vendors or sub-agencies hired related to trade, media and marketing activities.

China Social and Digital Media Marketing Specialist

- Preferably minimum of three (3) years of social media management experience within the last five (5) years.
- Maintain GVB Chinese language Website.
- Act as the main content manager for GVB Chinese language website and social media channels.
- Assist in the implementation of digital marketing promotions/ campaigns/ advertising.
- Prepare digital and social media reports to GVB headquarters on a weekly, monthly and quarterly basis.

China MICE Planner

- Preferably minimum of three (3) years of MICE sales and planning experience within the last five (5) years.
- Develop a MICE business plan to promote Guam as an ideal destination for MICE groups, targeting potential corporate employees and organizations.
- Develop a sales product presentation and pitch proposals to potential MICE groups.
- Generate sales development implementation plans.
- Develop MICE collaterals.
- Establish and maintain a database of MICE planners relevant to target cities in Mainland China.
- Communicate updated MICE products to potential MICE groups and planners.

5. Regional marketing representation may be provided to all or part of Micronesia, but major emphasis/focus shall always be on Guam as the main destination.
6. Global marketing representation services shall be conducted under the name of the “Guam Visitors Bureau”. Whenever applicable, in terms of promotional literature or signboards for promotional events/shows, “Guam USA” slogan or any other such slogan that may be developed for certain marketing projects as deemed necessary by the GVB Marketing Department from time to time, shall appear.
7. The Agency shall conduct a market survey of the China travel industry biannually to determine the nature of travel services presently offered or desired for Guam in China. Based on the survey insights, the Agency shall define specific customer segmentation for targeting. In addition, the Agency shall conduct a Guam brand perception survey at the beginning and the end of each fiscal year to compare perception differences and measure sales and marketing work.
8. The Agency shall initiate contact with tour wholesalers, airlines, hotels, travel agencies, and travel publications periodically and routinely to establish favorable working relationships, in consideration of possible future cooperative efforts for joint promotional programs in sales, PR, advertising and/or website activities and to develop strong and close relationships with both Chinese and U.S. government representatives in the market. These promotional programs will include, but will not be limited to, familiarization trips to Guam for journalists and/or specialized travel agents, destination Guam product update seminars/workshops in the various cities, participation in trade and consumer travel shows, represent GVB as identified by GVB’s Marketing Department at functions and meetings, interviews and all other representation activities related to Guam promotions.
9. The Agency is required to compile and input all contact data obtained from meetings, seminars/workshops, travel expos, etc. held, at least one week after, to GVB’s Customer Relationship Management (CRM) system located within the GVB main website, visitguam.com, as the data is an asset to the Bureau. Failure to do so will result in penalties to include a 10% deduction from the monthly retainer fee and/or termination of contract if there is continuous delay and/or non-performance.
10. The Agency shall have the talent or resources to create and write a comprehensive tourism destination-marketing plan, to include a media schedule, digital marketing plan and trade promotion strategy, on an annual basis. The plan shall be dynamic and flexible enough to allow for monthly or quarterly change.
11. The Agency shall have the talent or resources to develop and execute a comprehensive new media and public relations marketing plan, as part of the main tourism destination market plan. This will include identifying the appropriate social and digital media and mobile platforms for China, a posting schedule within social and digital media rules and regulations, as well as monitoring and evaluation modules for performance of social and digital media marketing efforts.
12. The Agency shall have the capabilities to perform analytical work to determine current travel trends in the China market that could be beneficial or detrimental to Guam.

13. The Agency shall have a monitoring plan to review GVB's programs and activities for effectiveness, and must be able to change with or adapt to market conditions.
14. The Agency, as GVB's marketing representative in China, shall provide, as needed by GVB, logistical support, relevant cultural and creative advice to attract Chinese nationals, design, development and/or efficient management of incentive travel programs or promotions, special tour groups, sports tours, and special interest programs to market Guam as a world-class travel destination in China.
15. The Agency must provide assistance to other Government of Guam agencies, i.e., Guam Economic Development Authority, as advised by GVB head office.
16. The Agency, as GVB's marketing representative, shall develop attainable and measurable goals to support GVB's China destination marketing objectives, which shall serve as the benchmark criteria GVB will use to evaluate effective performance of the duties, as assigned or required by GVB, for each 12-month period the contract is in effect.

Agency's Responsibilities and Duties include but are not limited to the following:

A. STRATEGIC PLANNING / RESEARCH

- (1) Promote Guam and the Guam brand as a convenient, safe and upscale tourist destination to the China media and travel industry.
- (2) Support the planning and execution of sales, marketing, PR, advertising, online social and digital media and website plans for GVB.
- (3) Support GVB's China (main focus will be Beijing, Shanghai, and Guangzhou including second tier cities) PR, advertising, sales, marketing, online social and digital media and website strategy, where applicable, in all agreed upon and potential target markets.
- (4) Support GVB's China (main focus will be Beijing, Shanghai, Guangzhou, including second tier cities) marketing strategy by focusing on affluent experienced Chinese travelers, expatriates, corporate/business for group leisure and MICE (Meetings, Incentives, Conventions, and Exhibitions), weddings/honeymoon, divers, golfers, educational, and other key niche markets.
- (5) Monitor activities of Guam's competition and provide advice to GVB Head Office Marketing Department on strategies to counter competitive initiatives with positive PR, sales and/or advertising.
- (6) Analyze market trends and identify potential opportunities.
- (7) Make timely payments to all persons or firms supplying goods and/or services as part of GVB's sales, marketing, PR, advertising and website activities in China.
- (8) Advise and bill GVB in a timely manner all applicable sales, marketing, PR, advertising and website remittances made by the Agency for GVB's account and maintain complete

and accurate books and records in this regard.

- (9) Prepare an annual fiscal year (FY) China sales, marketing, PR, advertising and website plan and budget.
- (10) Stay updated on changes, upgrades and new developments on Guam and communicates this information to the necessary audiences in the market.
- (11) Prepare and submit to GVB Head Office a Fiscal Year End Report and Executive Summary that encapsulates all activities performed in the entire year of contract term. The Year End Report shall be in the format and specifications of a report template provided by GVB and due no later than October 15th of each year. Failure to do so will result in penalties to include a 10% deduction from the monthly retainer fee and/or termination of contract if there is continuous delay and/or non-performance.

B. DESTINATION BRANDING

- (1) Consult in the production of sales, PR, and advertising tools in coordination with GVB's China Marketing strategy as authorized by GVB Head Office. All advertising creative, social and digital media assets and trade promotion materials need to be developed according to GVB's Guam brand guideline, which will be provided to the Agency.
- (2) Where and when necessary, work with GVB Head Office to identify, strategize and establish a foothold and reach using the GVB China website as a powerful marketing communication tool.

The Agency's responsibility to maintain the GVB website is as following:

- Must assign a dedicated personnel to manage GVB Chinese language website
 - Must learn how to use GVB web content management system (CRM)
 - Must regularly maintain and update GVB China website contents based on the latest information, news, program developments and campaigns in China and in Guam and maintain an accurate database of contacts in the CRM system
 - Must provide one new content post on the GVB social and digital media platform accounts and website per week
 - Must regularly maintain and update the GVB membership directory on the website to make sure the most appropriate Chinese customer service personnel are listed
 - Must perform weekly and monthly web analytics to identify methods to increase website traffic and optimize for website conversions and to record action in reports to GVB
- (3) Develop Point-of-Sale (POS) collaterals such as posters, manuals, Guam general information brochures, maps, power point destination presentation, reports, flyers and pamphlets, displays, and other marketing tools and print materials in support of sales, marketing, PR, advertising and website activities.

- (4) Work to ensure all activities by the Agency are in line with GVB's China marketing strategy with the use of the Guam brand and GVB China website.
- (5) Maintain a library of reference information about Guam.
- (6) Utilize to a maximum the GVB Chinese language website and ad creative to build and grow recognition and a positive understanding of Guam in China.
- (7) Maintain a library of Guam photo images, videos, and collateral sales and marketing materials as well as props for well-branded promotional use amongst the travel trade and media sectors.

C. PR / MEDIA / SOCIAL AND DIGITAL MEDIA

- (1) Fully embrace the multi-media consumer touch-point approach to design an integrated media promotion strategy for GVB China incorporating mobile, real time video, social and digital media, traditional media and offline event channels.
- (2) Analyze the effect of sales, PR, advertising, online social and digital media and website programs and activities implemented and work to improve them.

Regularly provide post campaign and post media familiarization tour evaluations to analyze the promotion programs return of investment and recommendations for improvements.

- (3) Work collaboratively and cooperatively with GVB Head Office on select programs, events, and activities in support of GVB's China strategy and its smart goals.
- (4) Prepare media kits to use as sales tools to share with tour agents, airlines, etc. while prospecting for potential visitors to Guam.
- (5) Where applicable, work collaboratively with GVB Head Office Marketing Department on the planning and execution of Special Promotions, Fam Tours, Travel Trade and Consumer Travel Shows, Seminars, events and any other activities as requested and/or agreed upon with the GVB Head Office.
- (6) Promote Guam as a tourist destination by distributing promotional materials supplied by GVB which contains tourist related information such as inbound operators, hotels, restaurants, option tours, shopping and government regulations to the general public and representatives of the China travel industry.
- (7) Develop and implement proactive sales, PR, advertising, online social and digital media, website and marketing programs and activities.
- (8) Conduct crisis communication consulting.
- (9) Work cooperatively with GVB Head Office to counter negative publicity, which may arise.
- (10) Maintain regular contacts with travel writers, editors, publishers, and other related media.

- (11) Develop and create a positive image of Guam in China via PR and selected means of communication.
- (12) Stimulate the desire for affluent leisure, business, and EXPAT travel to Guam.
- (13) Develop awareness of Guam's attractions and facilities for leisure travel, meetings and incentive travel.
- (14) Seek opportunities for special feature supplements, television documentaries, and location filming for exposure of Guam through print and electronic media.
- (15) Plan press interviews and conferences to generate favorable publicity for Guam.
- (16) Produce and distribute a minimum of three (3) press releases a month about Guam and activities related to Guam with prior review and approval by the GVB Head Office Marketing Department.
- (17) Execute weekly or monthly social media posts, including post sharing about travel destination Guam promoting upcoming events, campaigns, and tourism destination offerings using GVB's official accounts and/or profiles.
- (18) Work closely with GVB's Social Media Strategist to take action on monthly Social and Digital Media Monitoring reports, both positive and negative and to align the Bureau's marketing overall strategic goals, global campaign objectives and emerging technology adaptations.
- (19) Provide a comprehensive media value calculation method for the China market to determine how the agency plans to measure success of media campaigns for Guam.
- (20) Actively evaluate travel related mobile applications in China and develop potential mobile marketing tie-in campaigns.
- (21) Expand relationships with social media influencers, especially on emerging mobile social networks for potential Guam promotion activities and campaigns.
- (22) Develop online video strategies for promoting Guam with short form storytelling techniques that are relevant to the interests of the mobile centric video content consumers.

D. SALES / TRADE

- (1) Conduct sales calls, meetings and presentations to key individuals, organizations and companies in line with GVB's overall China (main focus will be Beijing, Shanghai, Guangzhou including second tier cities) sales, PR, advertising, online social media and website strategy.
- (2) Conduct regular monthly or more frequent sales calls to tour operators, travel agents, and airlines already packaging Guam as well as to those who may be interested in adding

Guam to their tour programs.

- (3) Must organize and input travel trade, media, etc. contact information into GVB's Customer Relationship Management (CRM) system and be responsible to keep contacts and listing updated.
- (4) Develop a MICE business plan to promote Guam as an ideal destination for MICE groups.
- (5) Where applicable, work with tour agent offices, organizations, corporations, airlines, and regional offices of said entities in China's major cities and others to ensure good understanding and recognition of Guam.
- (6) Must develop a quarterly sales plan that will encompass formal monthly travel agents seminars in different major cities of China. Representative will invite travel agents, media, and other special interest groups in key and second tier cities to attend. These meetings should be regularly scheduled for product education and updates.

Must create Quarterly Sales Call calendar to visit travel agents' offices to deliver the latest Guam product development, campaign information, and collateral sales materials.

- (7) Work with the US Embassy/Consulates, US Commercial Services, National Tour Association China Office, the American Chamber of Commerce (AMCHAM), Pacific Asia Travel Association (PATA), Visit USA Committee, and other such organizations, especially those of the EXPATS living in China to develop and push Guam packages.

E. ACCOUNT MANAGEMENT

- (1) Respond to all consumer or trade inquiries, oral or written, within four (4) business days of receiving the inquiry. Translated copies of the Agency responses are to be forwarded to GVB Head Office Marketing Department and made a part of the Monthly Activity Report.
- (2) Prepare and submit to GVB Head Office Marketing Department a Weekly Status Report (WSR) along with complete information on the contact report form, in addition to the Monthly Activity Report (MAR) outlining measures taken by the Agency in promoting Guam as a tourist destination. Each MAR shall be based on the activities performed from the beginning to the end of each calendar month during the term of the contract. Each report must also include all invoices detailing relevant monthly expenses incurred by the Agency along with photocopies of original receipts translated in English in fulfilling its obligations under the contract. The MAR shall be in the format and specifications of a report template provided by GVB Marketing Department and due on the 15th of each following month.
- (3) Prepare and submit to GVB detailed Trip Reports outlining measures taken by the Agency in promoting Guam as a tourist destination during the approved travel. Each report will be based on the activities performed for each trip conducted on behalf of GVB during the term of the contract. Trip reports are to be submitted within ten (10) working days following the conclusion of approved travel.
- (4) Inform GVB of any fact or occurrence that affects GVB's interests, and disclose to GVB any personal, business, or financial interest (including but not limited to any ownership interest

in, representation of, or employment by any person or firm providing any product or service that competes with any product or service provided by GVB) that may impair or otherwise affect the Agency's ability to represent GVB's interests to the maximum extent contemplated by its contract, or that may actually or potentially result in the disclosure by the Agency of any confidential information with respect to GVB or the representation of GVB by the Agency.

- (5) Not enter into contracts on GVB's behalf with artists or other independent contractors who employ the Agency as their agent, with entities owned or controlled by the Agency or entities in which the Agency has an interest, without prior disclosure to and specific written approval by GVB.
- (6) Not perform work itself that it is obligated under the contract out to other parties without prior disclosure to and specific written approval by GVB.
- (7) Cooperate with GVB in providing its services required under the contract.
- (8) Protect and preserve any confidential information and trade secrets generated for and by GVB and disclosed by GVB to the Agency throughout the course of its contractual relationship term plus an additional two (2) years after the contract expires.
- (9) Provide translated copies of pertinent news and industry information of interest to the GVB and Guam.
- (10) Maintain constant and frequent communication with the GVB Head Office.
- (11) Perform work and other assignments as provided by the GVB Head Office Marketing Department.
- (12) Responsible for cost of training/Guam orientation of new staff should staff who is handling any part of the Bureau's account leaves the company in less than two (2) years of appointment to the Bureau's account.

Compensation will be for services rendered and based on negotiated rates. A set budget will be allocated for GVB's public relations and marketing representation services on a monthly basis. The budget will take effect on the commencement date of the contract awarded to the Agency, through September 30, 2018, the end of the 2018 fiscal year. The budget amount may vary and is subject to change. The contractual obligation of both parties in each fiscal period succeeding the first is subject to a satisfactory performance review, the appropriation and availability of funds therefore.

GVB has a budget allocation for the implementation and execution of various activities such as advertising, public relations programs and special promotions or events as specified in the "Scope of Services." Such activities will be budgeted after due discussions and recommendations from the Agency.

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 & CEO, acting in the capacity of the Chief Procurement Officer, Guam Visitors Bureau, 401 Pale San Vitores Road, Tumon, Guam 96913. From the date of issuance of this RFP until the award of any contract, Prospective Offerors are not permitted to contact GVB, GVB's Board of Directors, GVB employees, and/or the Selection Committee related to this solicitation, except as provided for in these instructions. Offerors who violate this requirement will be disqualified.

The President & CEO or his designee(s) will coordinate all questions through GVB Procurement and will respond in writing. The President & 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 & 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, June 30, 2017 (FRI)** 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 & 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. 2017-007
TOURISM DESTINATION MARKETING REPRESENTATION SERVICES IN CHINA
CONFIDENTIAL DOCUMENT ENCLOSED

Note: Please ensure that if a third party carrier (Federal Express, Airborne, UPS, USPS, etc.) is used, that it is properly instructed to deliver your proposal only to GVB at the address noted above and that the COVER of the package clearly identifies your company name and solicitation number and title. To be considered, a proposal must be received and accepted by GVB before the RFP 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 ensure that they can comply with the 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 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 & 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 & 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 & CEO. The President & 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:

A. Executive Summary and Commitment.....(10 points)

1. The Offeror shall submit an Executive Summary with a description of your firm's qualification and a statement regarding your firm's commitment and availability to perform the details in this RFP in the required timeframe.

B. Staff Qualifications and Past Performance.....(40 points)

1. The Offeror shall provide resumes or a summary of qualifications, work experience, education, skills, etc., which emphasize previous experience in this area.
2. The Offeror shall provide the name and resume of the person or persons who will perform services pursuant to this RFP, and resumes of the principals, key staff, and any other employees who will be directly involved in performing the work excluding third party vendors.
3. The Offeror must have available to it (as needed) individuals employed by the Offeror with the capabilities and background experience required.
4. Abilities of key personnel team assigned to perform required services.
5. The Offeror shall provide an organizational chart and describe key personnel's proposed roles and responsibilities on this project.
6. Submittals must identify the proposed manager responsible for the day-to-day management of project tasks and primary point of contact.
7. Describe your organizational structure by describing your firm's structure, including whether it is a Corporation, LLC, Partnership or other organization.
8. Include length of time in business, number of employees, full and part-time, and other information that would help characterize the firm.

9. Provide a list of satellite offices and affiliates that GVB will have access to under this RFP, if needed.
10. You may include brochures, videos or other materials that may be helpful in evaluating your firm.
11. The Offeror shall include detailed information about any proposed subcontractors it would engage to comply with project requirements.

C. Plan of Action (40 points)

The Offeror should provide a description of the work plan and the methods to be used that will convincingly demonstrate to GVB what the Offeror intends to do, the timeframes necessary to accomplish the work, and how the work will be accomplished. The Plan of Action must include the following:

1. Describe how your firm qualifies under the requirement of this RFP [as indicated in Section 1.1 GVB Objective].
2. The firm’s strategic plan to promote Guam that includes:
 - Sales and Marketing Plan that includes the strategic vision and working relationship with the China travel trade (i.e. Airlines, Travel Agents, etc.).
 - Public Relations Plan to promote Guam’s attractions through traditional or online methods and to support the Bureau’s signature events and/or campaigns, as well as tour package product development and offerings.
 - Digital Media Plan (Social Media, Online Advertising, Website Strategy, etc.) focusing on marketing and advertising strategies and ability to design an integrated media promotion strategy for GVB in China incorporating mobile, real time video, social media, traditional media and offline event channels.
 - Describe the criteria used to recommend and evaluate marketing ideas and results.

D. References & Primary Point of Contact..... (10 Points)

1. The Offeror shall provide a minimum of four (4) references that are using services of the type proposed in this RFP. The references may include local government or universities where the Offeror, preferably within the last four (4) years, has successfully completed work similar to that included in this RFP.
2. At a minimum, the Offeror shall provide the company name, location where services were provided, contact person(s), customer’s telephone number, a 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.



3. The Offeror shall provide the name of the key contact and street address of the office that would manage the GVB TOURISM DESTINATION MARKETING REPRESENTATION SERVICES IN CHINA. Include a mailing address, telephone number, e-mail address and website address of the firm.
4. Offeror shall specify how long the individual/company submitting the proposal has been in the business of providing services similar to those requested in this RFP and under what company name.

GVB reserves the right to use any information or additional references deemed necessary to establish the ability of the Offeror to perform the conditions of the contract. Negative references may be grounds for proposal disqualification.

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

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 (RFP).

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 Monthly Activity Reports

As a vehicle for monitoring and measuring the services procured by this solicitation, the Agency shall record its representation performance on required report formats prescribed by GVB on a scheduled basis as detailed in the Scope of Services in this RFP. Failure to submit such reports may result in the delay or forfeiture of payment due to the Agency.

3.19 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.

3.20 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.

3.21 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.

3.22 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. Each affidavit shall be prepared and notarized in July 2014, and any such affidavits made and/or notarized prior to, or after July 2014 shall be deemed unacceptable resulting in the proposal to be deemed non-responsive to this RFP.

3.23 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.

3.24 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.

3.25 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:

1. 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.

3.26 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 found in a separate folder on the USB picked up at GVB's office or it may be downloaded online at www.guamvisitorsbureau.com

3.27 Representation Regarding Gratuities and Kickbacks

The Offeror represents that it has not violated, is not violating, and promises that it will not violate the prohibition against gratuities and kickbacks set forth in §11206 (Gratuities and Kickbacks) of the Guam Procurement Regulations.

3.28 Prohibition in re Contingent Fees

The Offeror represents that it has not retained 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.

3.29 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.

3.30 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.

3.31 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 1, attached herein.

3.32 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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APPENDIX A
GVB RFP 2017-007

AFFIDAVITS
1 ~ 7

- 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

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

AFFIDAVIT DISCLOSING OWNERSHIP and COMMISSIONS

GVB RFP NO. 2017-007

CITY OF _____)
) ss
 ISLAND OF GUAM)

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))



DECLARATION RE COMPLIANCE WITH U.S. DOL WAGE DETERMINATION

RFP No: **GVB RFP NO. 2017-007**

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))



FORM 1

CONTACT FOR CONTRACT NEGOTIATION

RFP NUMBER: GVB RFP NO. 2017-007

NAME	
TITLE	
COMPANY	
MAILING ADDRESS	
TELEPHONE NUMBER	
FACSIMILE NUMBER	
EMAIL	