



REQUEST FOR PROPOSALS #2025-87

FOR

INTEGRATED MARKETING CAMPAIGN

BOARD OF COUNTY COMMISSIONERS

CRAIG ROBERTS, Chair

PAUL SAVAS, Commissioner

MARTHA SCHRADER, Commissioner

BEN WEST, Commissioner

DIANA HELM, Commissioner

Gary Schmidt
County Administrator

Juliana Snegireff
Contract Analyst

PROPOSAL CLOSING DATE, TIME AND LOCATION

DATE: **January 29, 2026**

TIME: **2:00 PM, Pacific Time**

PLACE: **<https://bidlocker.us/a/clackamascounty/BidLocker>**

SCHEDULE

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| Request for Proposals Issued..... | December 16, 2025 |
| Protest of Specifications Deadline..... | December 23, 2025, 5:00 PM, Pacific Time |
| Deadline to Submit Clarifying Questions..... | January 22, 2026, 5:00 PM, Pacific Time |
| Request for Proposals Closing Date and Time.... | January 29, 2026, 2:00 PM, Pacific Time |
| Deadline to Submit Protest of Award..... | Seven (7) days from the Intent to Award |

TABLE OF CONTENTS

- Section 1 – Notice of Request for Proposals
- Section 2 – Instructions to Proposers
- Section 3 – Scope of Work
- Section 4 – Evaluation and Selection Criteria
- Section 5 – Proposal Content (Including Proposal Certification)

SECTION 1 **NOTICE OF REQUEST FOR PROPOSALS**

Notice is hereby given that Clackamas County through its Board of County Commissioners will receive sealed Proposals per specifications until **2:00 PM, January 29, 2026, 2025** (“Closing”), to provide an integrated marketing campaign. No Proposals will be received or considered after that time.

Location of RFP documents: OregonBuys

RFP Documents can be downloaded from the state of Oregon procurement website (“OregonBuys”) at the following address <https://oregonbuys.gov/bso/view/login/login.xhtml>, Document No. S-C01010-000000015577.

Prospective Proposers will need to sign in to download the information and that information will be accumulated for a Plan Holder's List. Prospective Proposers are responsible for obtaining any Addenda, clarifying questions, and Notices of Award from OregonBuys.

Submitting Proposals: Bid Locker

Proposals will only be accepted electronically thru a secure online bid submission service, **Bid Locker**. *Email submissions to Clackamas County email addresses will no longer be accepted.*

- A. Completed proposal documents must arrive electronically via Bid Locker located at <https://bidlocker.us/a/clackamascounty/BidLocker>.
- B. Bid Locker will electronically document the date and time of all submissions. Completed documents must arrive by the deadline indicated in Section 1 or as modified by Addendum. **LATE PROPOSALS WILL NOT BE ACCEPTED.**
- C. Proposers must register and create a profile for their business with Bid Locker in order to submit for this project. It is free to register for Bid Locker.
- D. Proposers with further questions concerning Bid Locker may review the Vendor's Guide located at <https://www.clackamas.us/how-to-bid-on-county-projects> .

Contact Information

Procurement Process and Technical Questions: Juliana Snegireff, JSnegireff@clackamas.us

The Board of County Commissioners reserves the right to reject any and all Proposals not in compliance with all prescribed public bidding procedures and requirements, and may reject for good cause any and all Proposals upon the finding that it is in the public interest to do so and to waive any and all informalities in the public interest. In the award of the contract, the Board of County Commissioners will consider the element of time, will accept the Proposal or Proposals which in their estimation will best serve the interests of Clackamas County and will reserve the right to award the contract to the contractor whose Proposal shall be best for the public good.

Clackamas County encourages proposals from Minority, Women, Veteran and Emerging Small Businesses.

SECTION 2 **INSTRUCTIONS TO PROPOSERS**

Clackamas County (“County”) reserves the right to reject any and all Proposals received as a result of this RFP. County Local Contract Review Board Rules (“LCRB”) govern the procurement process for the County.

2.1 Modification or Withdrawal of Proposal: Any Proposal may be modified or withdrawn at any time prior to the Closing deadline, provided that a written request is received by the County Procurement Division Director, prior to the Closing. The withdrawal of a Proposal will not prejudice the right of a Proposer to submit a new Proposal.

2.2 Requests for Clarification and Requests for Change: Proposers may submit questions regarding the specifications of the RFP. Questions must be received in writing on or before 5:00 p.m. (Pacific Time), on the date indicated in the Schedule, at the Procurement Division address as listed in Section 1 of this RFP. Requests for changes must include the reason for the change and any proposed changes to the requirements. The purpose of this requirement is to permit County to correct, prior to the opening of Proposals, RFP terms or technical requirements that may be unlawful, improvident or which unjustifiably restrict competition. County will consider all requested changes and, if appropriate, amend the RFP. No oral or written instructions or information concerning this RFP from County managers, employees or agents to prospective Proposers shall bind County unless included in an Addendum to the RFP.

2.3 Protests of the RFP/Specifications: Protests must be in accordance with LCRB C-047-0730. Protests of Specifications must be received in writing on or before 5:00 p.m. (Pacific Time), on the date indicated in the Schedule, or within three (3) business days of issuance of any addendum, at the Procurement Division address listed in Section 1 of this RFP. Protests may not be faxed. Protests of the RFP specifications must include the reason for the protest and any proposed changes to the requirements.

2.4 Addenda: If any part of this RFP is changed, an addendum will be provided to Proposers that have provided an address to the Procurement Division for this procurement. It shall be Proposers responsibility to regularly check OregonBuys for any notices, published addenda, or response to clarifying questions.

2.5 Submission of Proposals: Proposals must be submitted in accordance with Section 5. All Proposals shall be legibly written in ink or typed and comply in all regards with the requirements of this RFP. Proposals that include orders or qualifications may be rejected as irregular. All Proposals must include a signature that affirms the Proposer’s intent to be bound by the Proposal (may be on cover letter, on the Proposal, or the Proposal Certification Form) shall be signed. If a Proposal is submitted by a firm or partnership, the name and address of the firm or partnership shall be shown, together with the names and addresses of the members. If the Proposal is submitted by a corporation, it shall be signed in the name of such corporation by an official who is authorized to bind the contractor. The Proposals will be considered by the County to be submitted in confidence and are not subject to public disclosure until the notice of intent to award has been issued.

No late Proposals will be accepted. Proposals submitted after the Closing will be considered late and will be returned unopened. Proposals may not be submitted by telephone or fax.

2.6 Post-Selection Review and Protest of Award: County will name the apparent successful Proposer in a Notice of Intent to Award published on OregonBuys. Identification of the apparent successful Proposer is procedural only and creates no right of the named Proposer to award of the contract. Competing Proposers shall be given seven (7) calendar days from the date on the Notice of Intent to Award to review the file at the Procurement Division office and file a written protest of award, pursuant to LCRB C-047-0740. Any award protest must be in writing and must be delivered by email, hand-delivery or mail to the address for the Procurement Division as listed in Section 1 of this RFP.

Only actual Proposers may protest if they believe they have been adversely affected because the Proposer would be eligible to be awarded the contract in the event the protest is successful. The basis of the written protest must be in accordance with ORS 279B.410 and shall specify the grounds upon which the protest is based. In order to be an adversely affected Proposer with a right to submit a written protest, a Proposer must be next in line for

award, i.e. the protester must claim that all higher rated Proposers are ineligible for award because they are non-responsive or non-responsible.

County will consider any protests received and:

- a. reject all protests and proceed with final evaluation of, and any allowed contract language negotiation with, the apparent successful Proposer and, pending the satisfactory outcome of this final evaluation and negotiation, enter into a contract with the named Proposer; OR
- b. sustain a meritorious protest(s) and reject the apparent successful Proposer as nonresponsive, if such Proposer is unable to demonstrate that its Proposal complied with all material requirements of the solicitation and Oregon public procurement law; thereafter, County may name a new apparent successful Proposer; OR
- c. reject all Proposals and cancel the procurement.

2.7 Acceptance of Contractual Requirements: Failure of the selected Proposer to execute a contract and deliver required insurance certificates within ten (10) calendar days after notification of an award may result in cancellation of the award. This time period may be extended at the option of County.

2.8 Public Records: Proposals are deemed confidential until the “Notice of Intent to Award” letter is issued. This RFP and one copy of each original Proposal received in response to it, together with copies of all documents pertaining to the award of a contract, will be kept and made a part of a file or record which will be open to public inspection. If a Proposal contains any information that is considered a **TRADE SECRET** under ORS 192.345(2), **SUCH INFORMATION MUST BE LISTED ON A SEPARATE SHEET CAPABLE OF SEPARATION FROM THE REMAINING PROPOSAL AND MUST BE CLEARLY MARKED WITH THE FOLLOWING LEGEND:**

“This information constitutes a trade secret under ORS 192.345(2), and shall not be disclosed except in accordance with the Oregon Public Records Law, ORS Chapter 192.”

The Oregon Public Records Law exempts from disclosure only bona fide trade secrets, and the exemption from disclosure applies only “unless the public interest requires disclosure in the particular instance” (ORS 192.345). Therefore, non-disclosure of documents, or any portion of a document submitted as part of a Proposal, may depend upon official or judicial determinations made pursuant to the Public Records Law.

2.9 Investigation of References: County reserves the right to investigate all references in addition to those supplied references and investigate past performance of any Proposer with respect to its successful performance of similar services, its compliance with specifications and contractual obligations, its completion or delivery of a project on schedule, its lawful payment of subcontractors and workers, and any other factor relevant to this RFP. County may postpone the award or the execution of the contract after the announcement of the apparent successful Proposer in order to complete its investigation.

2.10 RFP Proposal Preparation Costs and Other Costs: Proposer costs of developing the Proposal, cost of attendance at an interview (if requested by County), or any other costs are entirely the responsibility of the Proposer, and will not be reimbursed in any manner by County.

2.11 Clarification and Clarity: County reserves the right to seek clarification of each Proposal, or to make an award without further discussion of Proposals received. Therefore, it is important that each Proposal be submitted initially in the most complete, clear, and favorable manner possible.

2.12 Right to Reject Proposals: County reserves the right to reject any or all Proposals or to withdraw any item from the award, if such rejection or withdrawal would be in the public interest, as determined by County.

2.13 Cancellation: County reserves the right to cancel or postpone this RFP at any time or to award no contract.

2.14 Proposal Terms: All Proposals, including any price quotations, will be valid and firm through a period of one hundred and eighty (180) calendar days following the Closing date. County may require an

extension of this firm offer period. Proposers will be required to agree to the longer time frame in order to be further considered in the procurement process.

2.15 Oral Presentations: At County's sole option, Proposers may be required to give an oral presentation of their Proposals to County, a process which would provide an opportunity for the Proposer to clarify or elaborate on the Proposal but will in no material way change Proposer's original Proposal. If the evaluating committee requests presentations, the Procurement Division will schedule the time and location for said presentation. Any costs of participating in such presentations will be borne solely by Proposer and will not be reimbursed by County. **Note:** Oral presentations are at the discretion of the evaluating committee and may not be conducted; therefore, **written Proposals should be complete.**

2.16 Usage: It is the intention of County to utilize the services of the successful Proposer(s) to provide services as outlined in the below Scope of Work.

2.17 Review for Responsiveness: Upon receipt of all Proposals, the Procurement Division or designee will determine the responsiveness of all Proposals before submitting them to the evaluation committee. If a Proposal is incomplete or non-responsive in significant part or in whole, it will be rejected and will not be submitted to the evaluation committee. County reserves the right to determine if an inadvertent error is solely clerical or is a minor informality which may be waived, and then to determine if an error is grounds for disqualifying a Proposal. The Proposer's contact person identified on the Proposal will be notified, identifying the reason(s) the Proposal is non-responsive. One copy of the Proposal will be archived and all others discarded.

2.18 RFP Incorporated into Contract: This RFP will become part of the Contract between County and the selected contractor(s). The contractor(s) will be bound to perform according to the terms of this RFP, their Proposal(s), and the terms of the Sample Contract.

2.19 Communication Blackout Period: Except as called for in this RFP, Proposers may not communicate with members of the Evaluation Committee or other County employees or representatives about the RFP during the procurement process until the apparent successful Proposer is selected, and all protests, if any, have been resolved. Communication in violation of this restriction may result in rejection of a Proposer.

2.20 Prohibition on Commissions and Subcontractors: County will contract directly with persons/entities capable of performing the requirements of this RFP. Contractors must be represented directly. Participation by brokers or commissioned agents will not be allowed during the Proposal process. Contractor shall not use subcontractors to perform the Work unless specifically pre-authorized in writing to do so by the County. Contractor represents that any employees assigned to perform the Work, and any authorized subcontractors performing the Work, are fully qualified to perform the tasks assigned to them, and shall perform the Work in a competent and professional manner. Contractor shall not be permitted to add on any fee or charge for subcontractor Work. Contractor shall provide, if requested, any documents relating to subcontractor's qualifications to perform required Work.

2.21 Ownership of Proposals: All Proposals in response to this RFP are the sole property of County, and subject to the provisions of ORS 192.410-192.505 (Public Records Act).

2.22 Clerical Errors in Awards: County reserves the right to correct inaccurate awards resulting from its clerical errors.

2.23 Rejection of Qualified Proposals: Proposals may be rejected in whole or in part if they attempt to limit or modify any of the terms, conditions, or specifications of the RFP or the Sample Contract.

2.24 Collusion: By responding, the Proposer states that the Proposal is not made in connection with any competing Proposer submitting a separate response to the RFP, and is in all aspects fair and without collusion or fraud. Proposer also certifies that no officer, agent, elected official, or employee of County has a pecuniary interest in this Proposal.

2.25 Evaluation Committee: Proposals will be evaluated by a committee consisting of representatives from County and potentially external representatives. County reserves the right to modify the Evaluation Committee make-up in its sole discretion.

2.26 Commencement of Work: The contractor shall commence no work until all insurance requirements have been met, the Protest of Awards deadline has been passed, any protest have been decided, a contract has been fully executed, and a Notice to Proceed has been issued by County.

2.27 Nondiscrimination: The successful Proposer agrees that, in performing the work called for by this RFP and in securing and supplying materials, contractor will not discriminate against any person on the basis of race, color, religious creed, political ideas, sex, age, marital status, sexual orientation, gender identity, veteran status, physical or mental handicap, national origin or ancestry, or any other class protected by applicable law.

SECTION 3 **SCOPE OF WORK**

3.1. INTRODUCTION

Clackamas County is seeking Proposals from vendors to provide creative marketing services to develop and execute a comprehensive and integrated marketing campaign. The selected vendor will be responsible for the entire process — from research, concept development, campaign strategy, creative production, media planning and buying, execution across digital, print, broadcast and out-of-home platforms.

Please direct all Technical/Specifications or Procurement Process Questions to the indicated representative referenced in the Notice of Request for Proposals and note the communication restriction outlined in Section 2.19.

3.2 BACKGROUND

Organization Background

Tourism's mission is to enhance the quality of life for residents by optimizing the economic impacts of the tourism industry derived from the County's Transient Room Tax.

Tourism's 5-year Strategic Priorities (<https://www.mthoodterritory.com//final-strategic-priorities-objectives-and-strategies-2024.pdf>) work in tandem with this mission and include:

1. Build local tourism value through relevant tourism resources and awareness.
2. Enhance authentic experiences so businesses, communities and the economy thrive.
3. Encourage behaviors and practices that benefit the natural environment.
4. Improve the awareness and experience of Mt. Hood Territory as an inclusive and accessible destination.
5. Drive visitation that aligns with the specific needs of a place including regional and seasonal needs.

These Strategic Priorities require nuanced messaging to potential visitors to ensure Tourism attracts visitors who are interested in experiences that accomplish these goals and makes finding these opportunities easy for trip planning.

Tourism programs and operations are overseen by the Clackamas County Tourism Development Council (“TDC”), which consists of nine members appointed by the Clackamas County Board of Commissioners.

Marketing Campaign Background

Tourism has identified “thriving economy” as a top strategic priority. To support this priority, the TDC has approved funding for a comprehensive marketing campaign designed to drive measurable economic impact through increased visitation, overnight stays and visitor spending.

This campaign will be developed and executed in addition to the organization's ongoing, year-round marketing efforts. It is intended to stand apart as a distinct initiative with its own creative concept and integrated media plan, while remaining consistent with Tourism's established brand identity to ensure cohesion across all marketing touchpoints.

The campaign will be a high-visibility initiative that complements, but does not duplicate, existing activities. It represents a significant investment and an opportunity to showcase the destination in a way that advances Tourism's Strategic Priorities and delivers clear, measurable results.

The campaign must also reflect current economic conditions and visitor behavior, ensuring strategies are grounded in today's travel realities while remaining adaptable to shifting trends.

As part of this effort, the campaign will focus on short-haul markets — defined as visitors traveling primarily by car from nearby regions, generally within a day's drive (approximately 300 miles).

Tourism is not seeking a campaign concept that promotes itself as the central attraction or generates intrigue primarily around the campaign execution. The focus must remain on the destination — its experiences, communities and offerings — while using the campaign as the vehicle to engage audiences and inspire travel.

Marketing Alignment Clarification Note

This campaign is not intended to be an extension of Tourism's ongoing media placements. It should be developed as a stand-alone initiative with its own creative concept and media strategy. At the same time, Tourism runs regular advertising in many of the markets likely to be considered for this campaign. To avoid duplication and maximize impact:

- Contractors must share media buy plans with Tourism as they are developed.
- Tourism will use these plans to coordinate its own placements, ensuring efforts are complementary rather than overlapping.
- Tourism will also share its established media buy plans with the selected Contractor to support coordination and efficient use of resources.
- Contractors are encouraged to recommend fresh approaches and innovative placements that distinguish this campaign while still working in concert with Tourism's broader marketing strategy.

3.3. SCOPE OF WORK

3.3.1. Scope:

The selected Contractor will be responsible for delivering a comprehensive, end-to-end marketing campaign. While the specific campaign concept will be developed in collaboration with the organization, the Contractor will be expected to provide the following services:

Campaign Strategy & Planning

- Develop a campaign plan aligned with Tourism's brand and the TDC's strategic priority of a thriving economy.
- Define campaign objectives, target audiences, key messages, and success metrics.
- Provide campaign strategy and creative recommendations for Tourism review and approval.

Creative Development

- Develop and present campaign concept(s) including themes, messaging and creative direction for Tourism review and approval.
- Produce draft creative assets (e.g. sample ads, messaging executions or visual treatments) to demonstrate how the approved concept will be applied across channels.
- Design and produce campaign assets across all relevant formats, including digital, social, print, out-of-home, and broadcast.
- Adapt campaign creative for Tourism's owned channels, including website content and blog features, to ensure visual and thematic consistency when consumers engage with the destination online
- Manage creative talent as needed (photographers, videographers, illustrators, etc.).
- Ensure creativity aligns with brand identity and keeps the destination as the focal point.

Media Planning & Buying

- Develop an integrated media plan across appropriate channels (e.g. digital, social, search engine marketing (“SEM”), over-the-top (“OTT”)/connected TV (“CTV”), print, radio, podcasts, television, out-of-home (“OOH”)).
- Negotiate, purchase, and manage media placements.
- Share media buy plans early with Tourism to allow coordination with Tourism’s existing placements.
- Monitor media performance and make adjustments to optimize results.

Campaign Execution & Management

- Oversee production, trafficking, and delivery of all creative assets.
- Manage campaign launch and execution across platforms.
- Ensure all deliverables are completed on schedule and within budget.
- Maintain regular communication with Tourism staff.

Measurement & Reporting

- Work with Tourism to establish KPIs.
- Track campaign performance across all channels.
- Provide performance reports during the campaign and a final campaign report with ROI analysis and recommendations.

Note: Tourism currently uses Datafy to measure advertising attribution, including visitor spending and lodging overnights. Tourism can provide the Datafy pixel to media vendors for digital placements (e.g., OTT, email, website sponsored content, digital banners). Contractors are encouraged to recommend media strategies that either leverage this capability or demonstrate equivalent reporting capacity.

Project Management & Communication

- Assign a dedicated account manager and project team.
- Provide a project timeline with milestones and approval points.
- Facilitate regular check-ins, meetings, and status reports.

Brand Alignment & Compliance

- Ensure campaign materials adhere to brand standards, tone, and messaging guidelines.
- Comply with applicable advertising, accessibility, and legal standards.

Content & Asset Management

- Deliver all final creative files, raw assets, and b-roll footage to Tourism.
- Ensure all assets are provided with appropriate usage rights and licensing granting Tourism and its tourism partners full, unrestricted rights to use the materials in perpetuity.
- Obtain and provide Tourism with all necessary model and property releases for any individuals, businesses or locations depicted in photos or video.
- Obtain and pay for all necessary permits (e.g. location, filming, drone or other regulatory approvals) required for campaign production activities.

Budget Management

- Manage all expenses within the approved budget.
- Provide detailed budgets for campaign elements during planning and reporting, as requested by Tourism.
- Seek cost efficiencies through vendor negotiation and effective media buying.

Post-Campaign Knowledge Transfer

- Conduct a post-campaign debrief with lessons learned and recommendations.
- Provide documentation of campaign strategy, creative rationale, and media performance.
- Share insights to inform future Tourism marketing initiatives.

Media Relations Note: The scope of work does not include media relations. Tourism will work with its public relations agency of record, on campaign-specific public relations efforts.

Contractors to provide

- Comprehensive campaign plan outlining strategy, audiences, key messages, media approach, success metrics, timeline, and proposed campaign duration.
- All required creative deliverables, including campaign artwork, messaging, and produced assets (digital, print, out-of-home, broadcast, social, etc.).
- Campaign-adapted creative for Tourism's website and blog, aligned with the approved campaign design and theme.
- Media plans with recommended placements, budgets, and schedules, shared early for Tourism coordination.
- Execution and management of all media buys and all campaign components.
- Regular performance reports at agreed intervals and a final campaign report with ROI analysis and recommendations.
- All final campaign assets and source files, delivered with full, unrestricted usage rights in perpetuity for Tourism and its tourism partners.
- Copies of all executed model and property releases associated with campaign photography and video.
- Copies of all required permits secured for campaign production activities.

Tourism to provide

- Oversight of the contract and campaign progress.
- Brand guidance, logos, photography, and access to existing assets.
- Provide timely approvals and feedback at agreed project milestones.
- Coordinate with Tourism's other marketing efforts to ensure alignment and share Tourism's established media buy plans to avoid duplication of efforts.
- Responsibility for media relations/public relations (outside this scope).
- Provide relevant organizational data, audience insights, and prior campaign learnings.
- Access to Tourism's existing photo and video asset library, which may be used to supplement campaign creative as appropriate.
- Collaborate with the Contractor to incorporate campaign-relevant content across Tourism's organic and shared channels.

3.3.2. Work Schedule:

The following timeline outlines key milestones and expectations for this project. Dates are subject to adjustment based on procurement and contracting processes. Specific campaign timing and duration will be proposed by the selected Contractor, in alignment with Tourism's strategic objectives.

- **Kickoff Meeting:** Within two (2) weeks of contract execution.
- **Creative Concept Development:** Contractor develops and presents campaign concept(s) including theme, messaging and creative direction for Tourism review and approval.
- **Draft Creative Assets:** Contractor produces draft campaign assets (e.g. sample ads, messaging executions or visual treatments) to demonstrate how the approved concept will be applied across channels.
- **Initial Media Plan Submission:** Following creative approval, Contractor submits initial media plan; early sharing is essential so Tourism can coordinate its own media buying plans and avoid duplication of efforts.
- **Campaign Launch:** Expected to occur within the first half of calendar year 2026. However, the Contractor may recommend a later launch date (after June 30, 2026) if justified by strategic considerations. Any later start date must be approved by Tourism.
- **Campaign Duration:** To be proposed by the Contractor. Proposals should include a rationale for the recommended duration and how it aligns with campaign objectives and budget allocation.
- **Ongoing Reporting:** Regular performance updates to be provided during the campaign (frequency to be proposed by the Contractor).
- **Final Report & Debrief:** Within sixty (60) days of campaign conclusion.
- **Invoice Submission:** All invoices must be submitted to Tourism no later than the contract end date.

Budget:

The County has an estimated project total of \$800,000.00, however firms shall provide competitive rates with an estimated not-to-exceed total. This amount represents the maximum funding available and is all-inclusive. The proposed not-to-exceed price will be a factor in vendor selection.

3.3.3. Term of Contract:

The term of the contract shall be from the effective date through **December 30, 2027**.

3.3.4 Sample Contract: Submission of a Proposal in response to this RFP indicates Proposer's willingness to enter into a contract containing substantially the same terms (including insurance requirements) of the sample contract identified below. No action or response to the sample contract is required under this RFP. Any objections to the sample contract terms should be raised in accordance with Paragraphs 2.2 or 2.3 of this RFP, pertaining to requests for clarification or change or protest of the RFP/specifications, and as otherwise provided for in this RFP. This RFP and all supplemental information in response to this RFP will be a binding part of the final contract.

The applicable Sample Personal Services Contract for this RFP can be found at
<https://www.clackamas.us/finance/terms.html>.

Personal Services Contract (unless checked, item does not apply)

The following paragraphs of the Professional Services Contract will be applicable:

- Article I, Paragraph 5 – Travel and Other Expense is Authorized
- Article II, Paragraph 28 – Confidentiality
- Article II, Paragraph 29 – Criminal Background Check Requirements
- Article II, Paragraph 30 – Key Persons
- Article II, Paragraph 31 – Cooperative Contracting
- Article II, Paragraph 32 – Federal Contracting Requirements
- Exhibit A – On-Call Provision

The following insurance requirements will be applicable:

- Commercial General Liability: combined single limit, or the equivalent, of not less than \$1,000,000 per occurrence, with an annual aggregate limit of \$2,000,000 for Bodily Injury and Property Damage.

- Professional Liability: combined single limit, or the equivalent, of not less than \$1,000,000 per occurrence, with an annual aggregate limit of \$2,000,000 for damages caused by error, omission or negligent acts.
- Automobile Liability: combined single limit, or the equivalent, of not less than \$1,000,000 per occurrence for Bodily Injury and Property Damage.

SECTION 4 **EVALUATION PROCEDURE**

4.1 An evaluation committee will review all Proposals that are initially deemed responsive and they shall rank the Proposals in accordance with the below criteria. The evaluation committee may recommend an award based solely on the written responses or may request Proposal interviews/presentations. Interviews/presentations, if deemed beneficial by the evaluation committee, will consist of the highest scoring Proposers. The invited Proposers will be notified of the time, place, and format of the interview/presentation. Based on the interview/presentation, the evaluation committee may revise their scoring.

Written Proposals must be complete and no additions, deletions, or substitutions will be permitted during the interview/presentation (if any). The evaluation committee will recommend award of a contract to the final County decision maker based on the highest scoring Proposal. The County decision maker reserves the right to accept the recommendation, award to a different Proposer, or reject all Proposals and cancel the RFP.

Proposers are not permitted to directly communicate with any member of the evaluation committee during the evaluation process. All communication will be facilitated through the Procurement representative.

4.2 Evaluation Criteria

| <u>Category</u> | <u>Points available:</u> |
|--|---------------------------------|
| Proposer's General Background and Qualifications | 0-25 |
| Scope of Work | 0-50 |
| Fees | 0-25 |
| Available points | 0-100 |

4.3 Once a selection has been made, the County will enter into contract negotiations. During negotiation, the County may require any additional information it deems necessary to clarify the approach and understanding of the requested services. Any changes agreed upon during contract negotiations will become part of the final contract. The negotiations will identify a level of work and associated fee that best represents the efforts required. If the County is unable to come to terms with the highest scoring Proposer, discussions shall be terminated and negotiations will begin with the next highest scoring Proposer. If the resulting contract contemplates multiple phases and the County deems it is in its interest to not authorize any particular phase, it reserves the right to return to this solicitation and commence negotiations with the next highest ranked Proposer to complete the remaining phases.

SECTION 5 **PROPOSAL CONTENTS**

5.1. Vendors must observe submission instructions and be advised as follows:

5.1.1. Proposals will only be accepted electronically thru Equity Hub's Bid Locker. Email submissions to Clackamas County email addresses will no longer be accepted.

5.1.2. Completed proposal documents must arrive electronically via Equity Hub's Bid Locker located at <https://bidlocker.us/a/clackamascounty/BidLocker>.

5.1.3. County reserves the right to solicit additional information or Proposal clarification from the vendors, or any one vendor, should the County deem such information necessary.

5.1.4. Proposal may not exceed a total of **20 pages** (single-sided), inclusive of all exhibits, attachments, title pages, pages separations, table of contents, or other information. The Proposal Certification Page will NOT count towards the final page count.

Provide the following information in the order in which it appears below:

5.2. Proposer's General Background and Qualifications:

- A description of the firm, including size, structure, and areas of specialization relevant to integrated marketing campaigns.
- Credentials and relevant experience of key individuals who would be assigned to this project, highlighting expertise in campaign strategy, media planning and buying, and creative production.
- Examples of providing similar services within the past five (5) years, particularly large-scale, multi-channel campaigns for destination organizations (DMOs) or other destination-focused clients.
- A description of the firm's ability to meet the requirements outlined in Section 3 (Scope of Work), including managing an all-inclusive budget and delivering a turnkey campaign.
- A description of what distinguishes the firm from other Contractors, with emphasis on ability to deliver campaigns that generate measurable economic outcomes (visitor spending and lodging overnights) rather than only awareness.

5.3. Scope of Work

Proposers must address the following in their submissions:

- Approach and Methodology
 - Provide a description of the overall approach to developing and executing a comprehensive, integrated campaign.
 - Describe how campaign activities will be coordinated with Tourism to avoid duplication of existing media placements.
- Creative Development
 - Describe the process for concept development and creative production.
 - Provide examples of past creative work that demonstrate ability to tell authentic destination stories while meeting the client's priorities/goals.
- Media Planning & Buying
 - Describe the process for developing a media plan, including selection of channels, timing, and markets. Responses should demonstrate a balanced approach across both digital and traditional channels (e.g. SEM, paid social, OTT/CTV, print, radio, podcasts, television, out-of-home).
 - Explain how media plans will be shared with Tourism early and coordinated with Tourism's existing media buys.

- Provide at least one example of how campaign media planning has maximized impact and avoided duplication.
- Measurement & Reporting
 - Describe your firm's ability to deliver measurable results that drive visitor spending and lodging overnights within six (6) months of campaign launch.
 - Describe how KPIs will be established and measured to demonstrate campaign success.
 - Provide an example of how measurable results (such as visitor spending, lodging overnights, or equivalent ROI metrics) were tracked and reported in a prior campaign.
 - Describe how performance updates will be delivered throughout the campaign and how the final campaign report will be structured.
 - Tourism currently contracts with Datafy, which provides advertising attribution capabilities including visitor spending and lodging overnights. Tourism can provide the Datafy pixel for use with digital media vendors (e.g., OTT, email, website sponsored content, digital banners).

Proposers should indicate whether their recommended media strategies will:

 - Incorporate this existing capability, **or**
 - Demonstrate an equivalent attribution and reporting solution that can provide comparable outcomes.
- Project Management
 - Identify the project manager and describe their role in coordinating with Tourism staff.
 - Describe how timelines, deliverables, and approvals will be managed to ensure timely campaign launch.
- Collaboration & Asset Delivery
 - Describe how feedback and approvals will be incorporated at key milestones.
 - Confirm that all final creative assets, raw files, and b-roll will be delivered to Tourism with full usage rights.

5.4. Fees

Proposers must submit a detailed outline of their proposed fee structure. Contractors are expected to propose their own format that best communicates how they would manage and allocate the project budget.

Proposals must:

- Clearly outline the proposed fee structure and how costs are allocated.
- Indicate how project management, creative development, production, media planning and buying, reporting and any other costs are accounted for.
- Provide one or more budget allocation scenarios (e.g., media-heavy vs. production-heavy) to illustrate how different strategies could maximize impact within the fixed budget.

Contractors should structure proposals with the understanding that this budget must cover:

- Campaign strategy and planning.
- Creative development and production (including photography, videography, design, etc.).
- Media planning, buying, and placement across both digital and traditional channels (including but not limited to SEM, paid social, OTT/CTV, print, radio, podcasts, television and out-of-home).
- Project management and account services.
- Promotional items or campaign activations, if proposed.
- Campaign reporting and evaluation.
- All other costs necessary to deliver a fully executed campaign.
- All costs related to asset creation, licensing, permits, releases and rights, granting Tourism and its tourism partners full, unrestricted usage in perpetuity.
- All Contractor travel, lodging, meals and incidental expenses. No separate reimbursement will be provided.

The selected Contractor will be expected to deliver and execute a turnkey campaign within this budget, managing all expenses to ensure success.

5.5. References

Provide at least three (3) references from clients your firm has served similar to the County in the past three (3) years, including one client that has newly engaged the firm in the past thirty-six (36) months and one (1) long-term client. Provide the name, address, email, and phone number of the references. Please note the required three references may not be from County staff, but additional references may be supplied.

5.6. Completed Proposal Certification (see the below form)

PROPOSAL CERTIFICATION
RFP #2025-87

Submitted by: _____
(Must be entity's full legal name, and State of Formation)

Each Proposer must read, complete and submit a copy of this Proposal Certification with their Proposal. Failure to do so may result in rejection of the Proposal. By signature on this Proposal Certification, the undersigned certifies that they are authorized to act on behalf of the Proposer and that under penalty of perjury, the undersigned will comply with the following:

SECTION I. OREGON TAX LAWS: As required in ORS 279B.110(2)(e), the undersigned hereby certifies that, to the best of the undersigned's knowledge, the Proposer is not in violation of any Oregon Tax Laws. For purposes of this certification, "Oregon Tax Laws" means the tax laws of the state or a political subdivision of the state, including ORS 305.620 and ORS chapters 316, 317 and 318. If a contract is executed, this information will be reported to the Internal Revenue Service. Information not matching IRS records could subject Proposer to 24% backup withholding.

SECTION II. NON-DISCRIMINATION: That the Proposer has not and will not discriminate in its employment practices with regard to race, creed, age, religious affiliation, sex, disability, sexual orientation, gender identity, national origin, or any other protected class. Nor has Proposer or will Proposer discriminate against a subcontractor in the awarding of a subcontract because the subcontractor is a disadvantaged business enterprise, a minority-owned business, a woman-owned business, a business that a service-disabled veteran owns or an emerging small business that is certified under ORS 200.055.

SECTION III. CONFLICT OF INTEREST: The undersigned hereby certifies that no elected official, officer, agent or employee of Clackamas County is personally interested, directly or indirectly, in any resulting contract from this RFP, or the compensation to be paid under such contract, and that no representation, statements (oral or in writing), of the County, its elected officials, officers, agents, or employees had induced Proposer to submit this Proposal. In addition, the undersigned hereby certifies that this proposal is made without connection with any person, firm, or corporation submitting a proposal for the same material, and is in all respects fair and without collusion or fraud.

SECTION IV. COMPLIANCE WITH SOLICITATION: The undersigned further agrees and certifies that they:

1. Have read, understand and agree to be bound by and comply with all requirements, instructions, specifications, terms and conditions of the RFP (including any attachments); and
2. Are an authorized representative of the Proposer, that the information provided is true and accurate, and that providing incorrect or incomplete information may be cause for rejection of the Proposal or contract termination; and
3. Will furnish the designated item(s) and/or service(s) in accordance with the RFP and Proposal; and
4. Will use recyclable products to the maximum extent economically feasible in the performance of the contract work set forth in this RFP.

Name: _____

Date: _____

Signature: _____

Title: _____

Email: _____

Telephone: _____

Oregon Business Registry Number: _____

OR CCB # (if applicable): _____

Business Designation (check one):

Corporation Partnership Sole Proprietorship Non-Profit Limited Liability Company

Resident Quoter, as defined in ORS 279A.120

Non-Resident Quote. Resident State: _____